

# HE SAID SHE SAID

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## Properties list:

- adults
- end-user packaging
- range of products
- wine
- new product
- labels and sleeves
- bottle
- cardboard and paper
- glass and ceramics
- ironic
- illustrated character

Communication between the sexes has long been hazardous. He says "wrong way down?", she says "right way up?" and before you know it things have gone all topsy-turvy. "He said, she said" is the fun and quirky entry level wine range for The Lake House Denmark in Western Australia. The naming and label is designed to inspire conversation and spark a healthy debate at the dinner table.

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Reference: <http://www.manifesto.com.au> , <http://www.lakehousedenmark.com.au>

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## Credits:

**Country:** Australia

**Year:** 2009

**Agency:** Manifesto Design

**User:** The Lake House Denmark

Other images: