



Properties list:

- gift packaging
- identity by system of colour
- identity by colour
- single product
- end-user packaging
- update
- clothes and accessories
- additional structural elements
- flacon
- box
- smooth
- textured
- debossed, embossed
- contemporary
- fabrics
- cardboard and paper
- unusual visual association
- identity by textures and patterns

Good Creative: "Pure Collection is the UK's leading online cashmere retailer. The owners of the business are immensely passionate about every detail and we took the same care and approach to their brand. At the heart of it all, we combined the two halves of the company. English heritage and reserve, from their home in Harrogate, combined with the colour and passion of Mongolia, where they gather and manufacture the finest of cashmere. A line from the brief, "Elegance With A Twist", gave us our vision for the brand and we created a series of Mongolian influenced ribbons to complement the dark browns and greens of a quintessential England, to form the backbone of the brand and all its deliverables."

Reference: <http://www.good-creative.com/pure.html>

Credits:

Country: UK

Agency: Good Creative

Other images:

