



## Properties list:

- new product
- sachet
- box
- bottle
- plastics
- glass and ceramics
- cardboard and paper
- luxury
- transparent
- die cut
- typographical texture
- range of products
- end-user packaging

The design task for Selfridges Food Hall was to create a strong brand identity and unify a diverse range of packaging. It had to reflect its extraordinary, impressive history and promote its food credentials, avoiding uniformity in a lively, surprising and collectable range. Waitrose Cooks'Ingredients use subtle colour and an engaging tone to create an interactive and collectible range of products, making them as 'not your average cupboard basics'.

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Reference: [Arts Project Packaging Design N.109 - april 2008](#)

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## Credits:

**Agency:** Lewis Moberly

**Designer:** Lewis Moberly

Other images:

