



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'.

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

Credits:

Agency: Lewis Moberly

Designer: Lewis Moberly

Other images:

