SELFRIDGES



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:





