

WAITROSE OLIVE OIL



Properties list:
end-user packaging
range of products
new product
bottle
glass and ceramics
contemporary
identity by shape
identity by typography

Packaging design should be smart and simple, says Jonathan Ford. Pearlfisher's work for Waitrose olive oil is the perfect example of minimal elements making a big impact.

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

Credits:

Country: UK

Agency: Pearlfisher

Designer: Jonathan
Ford

Other images:

