

# LOVE SAVES THE DAY

---



**Properties list:**  
end-user packaging  
range of products  
new product  
transparent  
unusual visual association  
confectionery and sweetness  
labels and sleeves  
jar and pot  
bottle  
glass and ceramics  
metals  
ironic  
contemporary  
illustrated character  
identity by illustration

From [999](http://www.999design.com) website: "Established almost 10 years ago, Love Saves the Day has become an integral part of Manchester's cultural and social district providing the city's discerning food lovers with a unique venue in which to meet and eat.

As regular customers within a stone's throw of Manchester's greatest deli, we were asked over a skinny latte, if we would care to develop a series of cool and quirky labels and packs to run across the entire product range.

We started with pickles and a remit to stay away from stereotypical, supermarket-style food packs. We obliged.

We pulled together some great retro glamour illustrations. Big hearted gals on good old fashioned jars reflecting the character of Love Saves the Day, and raising a smile with the customers. It worked a treat.

We've now been tasked with developing packs for coffee, wine, champagne, pasta, olive oil"

---

**Reference:** <http://www.999design.com/work/categories/Packaging/Lovable+Packaging-60>

---

**Credits:**

**Country:** UK

**Year:** 2009

**Agency:** 999 DESIGN

Other images:

