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U'Luvka Vodkas have pioneered the super-premium category, capitalizing on a revitalized cocktail culture. Aloof's design for U'Luvka reflects a rich mix of ancient and modern Poland, alchemical philosophy, and Arts and Crafts references. The type identity was sympathetically refined from one of the first recorded Polish typefaces. Discretely branded, the bespoke bottle's silhouette ensures U'Luvka is instantly recognizable.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Aloof Design

Other images:

