



Mini case



Appartement 103

BRAND DESIGN

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CHÂTEAU DE POMMARD BRAND REPOSITIONING / RELEASED IN THE INTERNATIONAL MARKET

Appartement 103 had the privilege to thoroughly reinvent Château de Pommard's brand positioning, by developing an exciting communication platform that would radiate onto the bottle, labels, boxes as well as digital communication and other touch points. Our role was to reveal this hidden diamond in a contemporary way.

The design process started with the realisation of this incredible bottle, which boasts a pure bottle shape with delicate contours in order to convey the innovative and elegant character of the brand.

The primary and secondary packaging graphic design presentations perfectly embodied the new Château de Pommard's positioning "Fall in love with Life". It stands for an unpretentious design, full of elegance, refinement and poetry. A modern approach that challenged Burgundy wines' tradition in order stand out from their competition, however, still respecting the brand's roots and category codes.

From the development of a unique pink foil colour, the selection of papers that resonate the best quality, to the use of the most selective printing techniques, every single detail was carefully looked at to create these stunning labels, packaging and materials.

WANT TO LEARN MORE ABOUT THIS PROJECT? CHECK FULL DETAILS ON WWW.APPARTEMENT103.COM