

WHAT

The creation of the new identity of Lanificio F.lli Cerruti.

HOW

A close relationship with the client allowed us to have the strong feeling for what this project should be. In the end, abstraction and elegance was expressed through the chosen logo design and various materials.

WHY

We wanted to create something very modern and yet there is a beautiful timelessness to this brand. We chose two merging abstracts to represent the feminine and the masculine sides of the textile collections.



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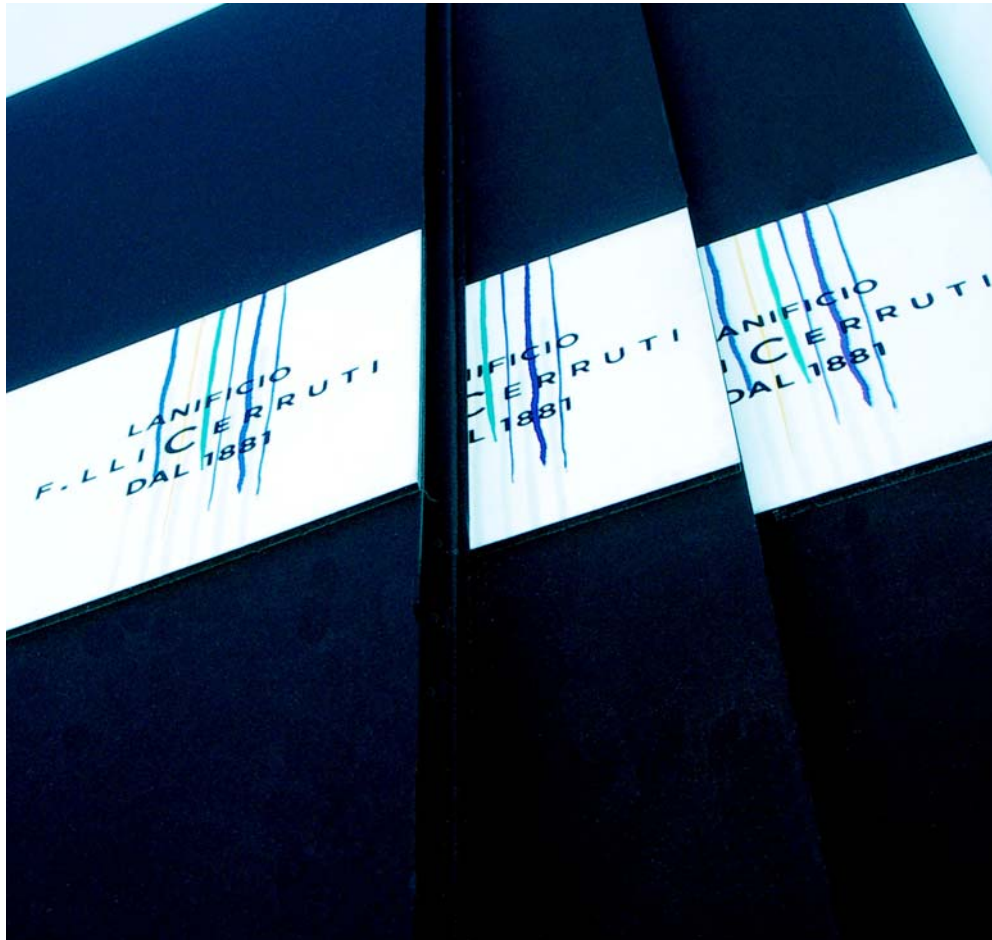
Hand Tags and Note books for Lanificio F.lli Cerruti.

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Colour cards for Lanificio F.lli Cerruti.

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Headers for Lanificio F.lli Cerruti.

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