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**La Mela Rosa:** an Italian Pink Apple liqueur from the Le Marche region, it aims to help rebuild communities following the destruction from the earthquakes in 2017.

The apples in the liqueur are mishapen and therefore, the orchard had been abandoned. However, when the farmers returned to rebuild their homes, they found the trees had survived the devastation. The apples became a symbol of resilience of the Le Marche people.







La Mela Rosa: Bottle shots, Pop-up and Sale stand





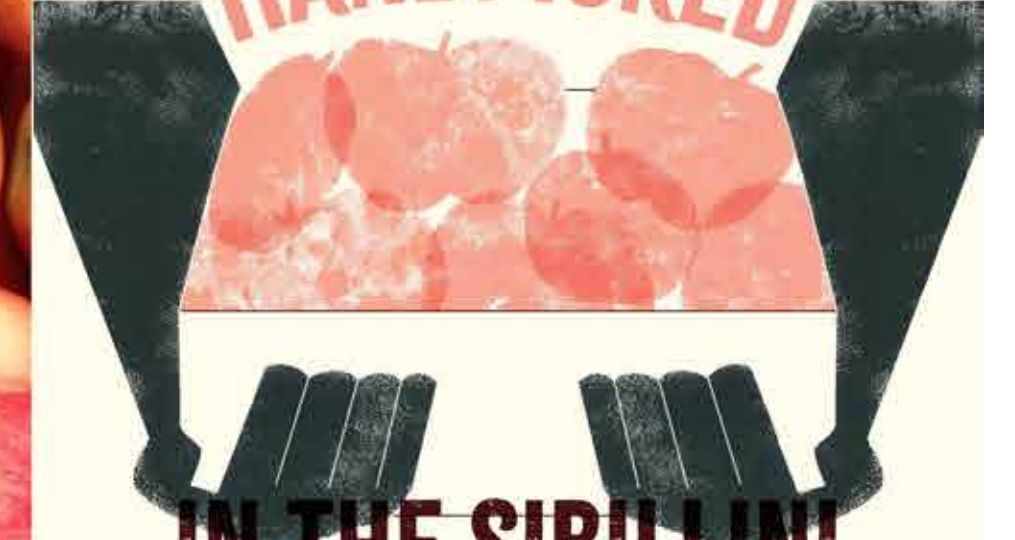
**40% OF PROFITS GO TO  
ITALY EARTHQUAKE RELIEF**



**RAISE YOUR HANDS  
AND CELEBRATE**



**HANDPICKED  
IN THE SIBILLINI  
MOUNTAINS**



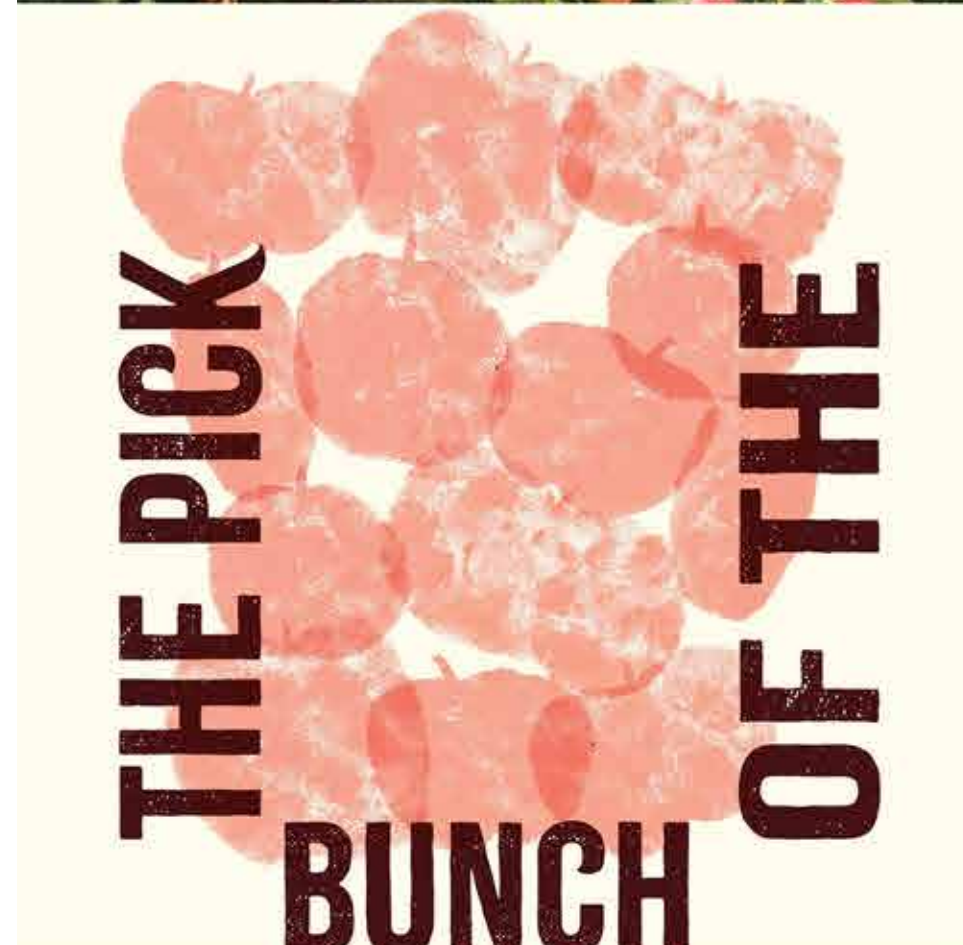
**HANDMADE  
WITH LOVE**



**ITS IN OUR  
HANDS TO HELP**



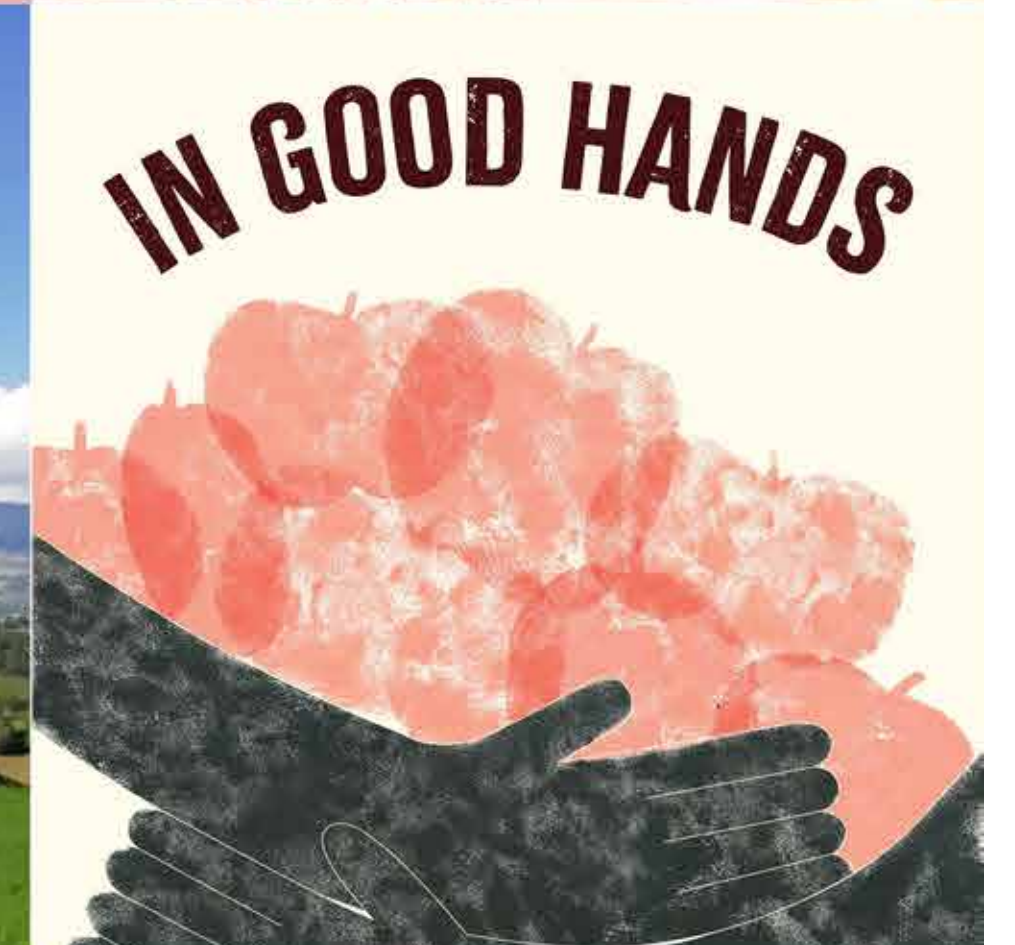
**THE PICK  
OF THE  
BUNCH**



**BRING BACK  
THE LOVE**




**IN GOOD HANDS**






**HANDPICKED**




**IN THE SIBILLINI MOUNTAINS**

**HANDMADE**



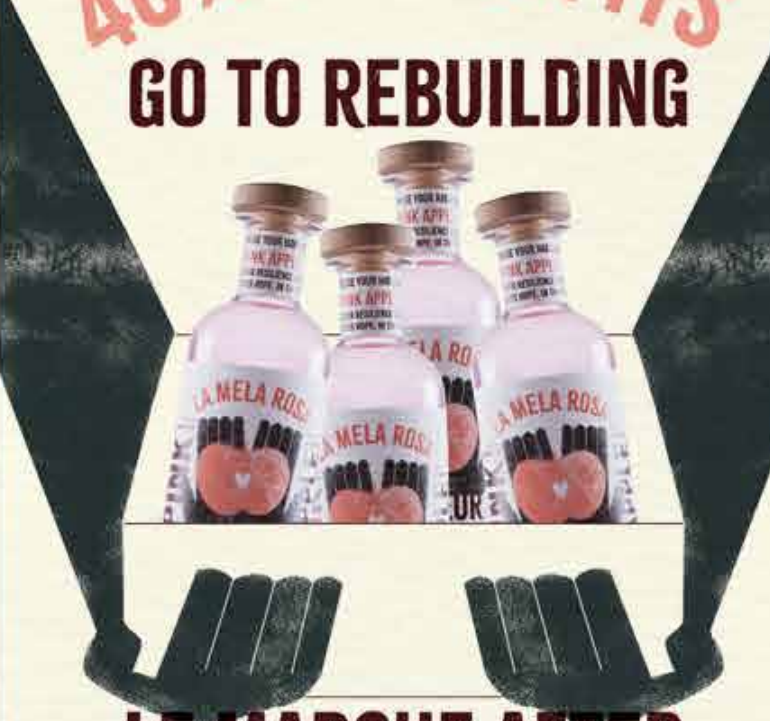
**WITH LOVE**

**LOVE EVERY APPLE**




RAISE YOUR HANDS AND CELEBRATE LA MELA ROSA THEIR RESILIENCE REFLECTS THE ITALIANS STRENGTH & GIVES HOPE, IN THE AFTERMATH OF THE EARTHQUAKES

**40% OF PROFITS GO TO REBUILDING**




**LE MARCHE AFTER EARTHQUAKES**

**APPLES THAT COME IN**



**DIFFERENT SHAPES AND SIZES**

**LA MELA ROSA**




**PINK APPLE LIQUEUR**


THE SALE OF THIS PINK APPLE LIQUEUR AIMS TO HELP REBUILD COMMUNITIES IN LE MARCHE, BRING PEOPLE TOGETHER & GIVE A HELPING HAND

**LA MELA ROSA**

**BRING BACK THE LOVE**

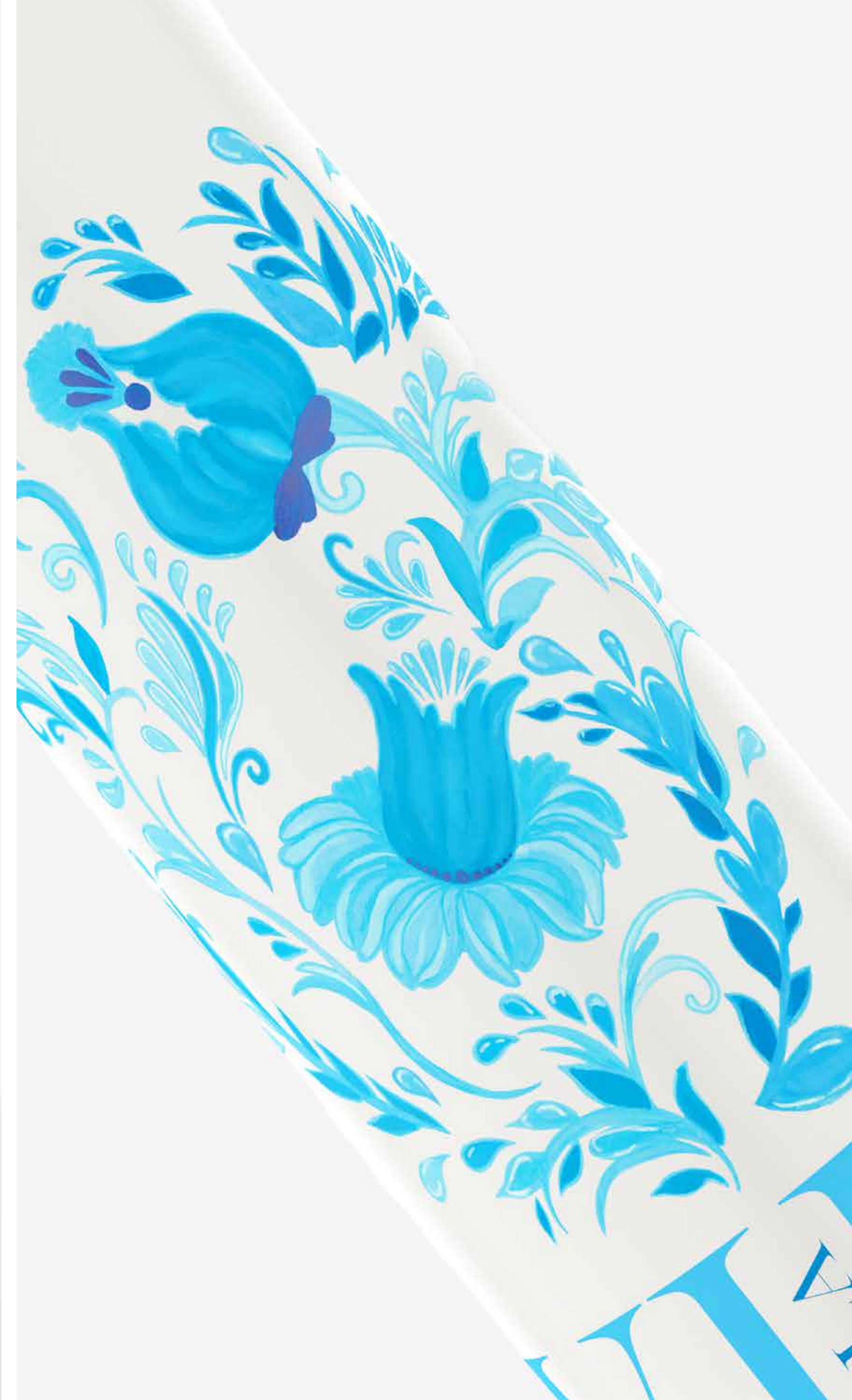


**HANDCRAFTED**



**IN THE SIBILLINI MOUNTAINS**



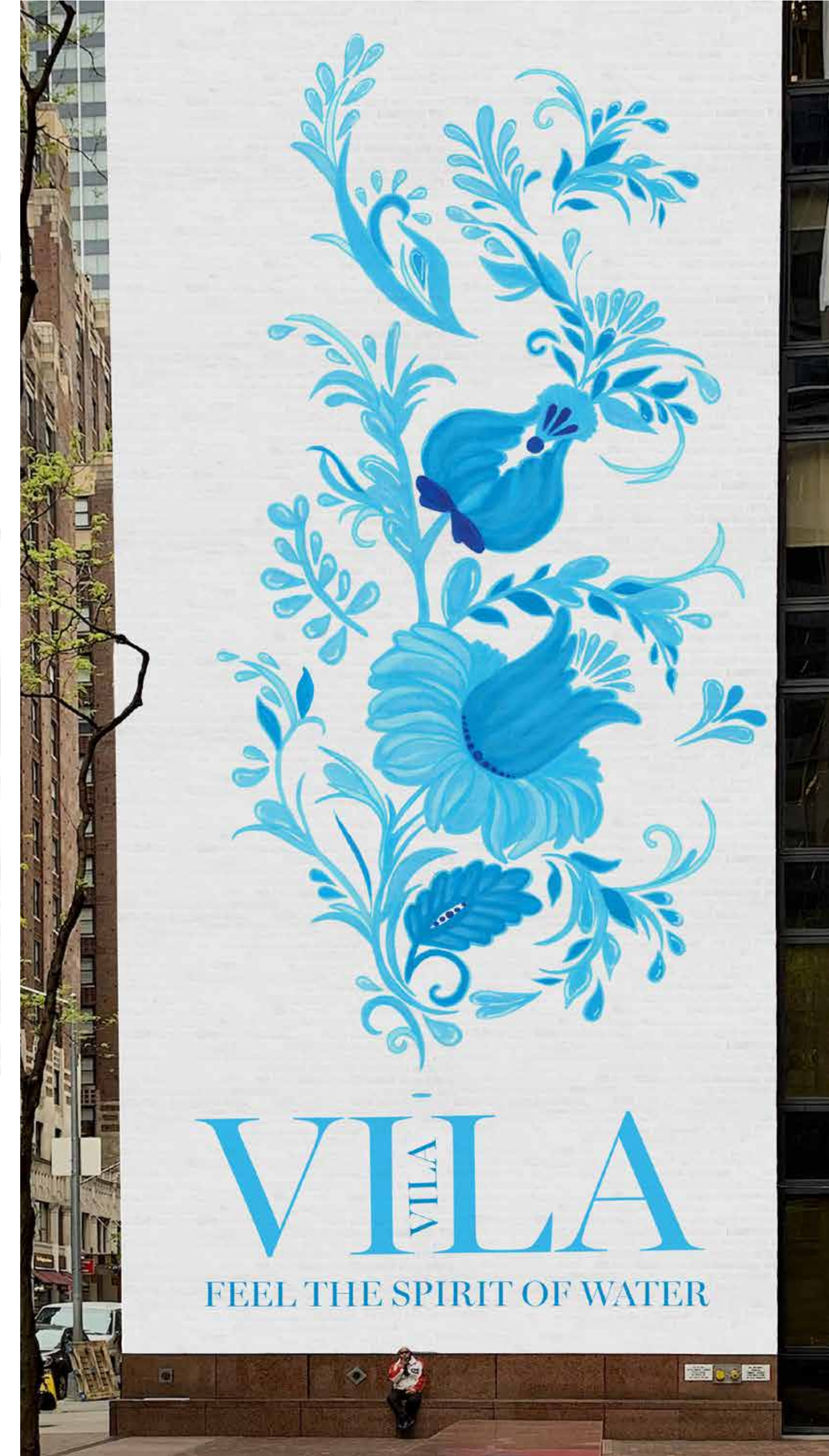


**Vila Mineral Water:** Create a water brand worthy of a cult following. Vila is a mineral water from a spa town in Poland, and is named after a healing water spirit. With stress and pollution affecting most people daily, our bodies are constantly in need of minerals. The folk art inspired design represents the water overflowing with minerals, and therefore, the perfect form of hydration. Bottle renders made on blender.





**Vila:** Pop-up in spa and mural in an urban area, introducing the Vila water spirit to otherwise polluted places. It would bring beauty and nature to people's lives and get them interested in the product as well as their own health.







**V**ILA  
 a powerful water  
 spirit gifted with the  
 art of hydration

feel the  
 spirit of  
 water




from the heart of  
 the golden mountains



the waters  
 sulphide-fluoride  
 works to prolong  
 youth, improves the  
 appearance of skin  
 and flushes out  
 heavy metals



drops  
 of goodness




**Vila:** Instagram squares and filter bringing the design on the bottle to life and can be used by all to bring the goodness of Vila to any photo







The hydrating  
mineral spring  
water sourced  
at the foot of  
Poland's Golden  
Mountains



[www.vilamineral.com](http://www.vilamineral.com)



# VILA

THE SPIRIT OF WATER



FLOURISH WITH VILA

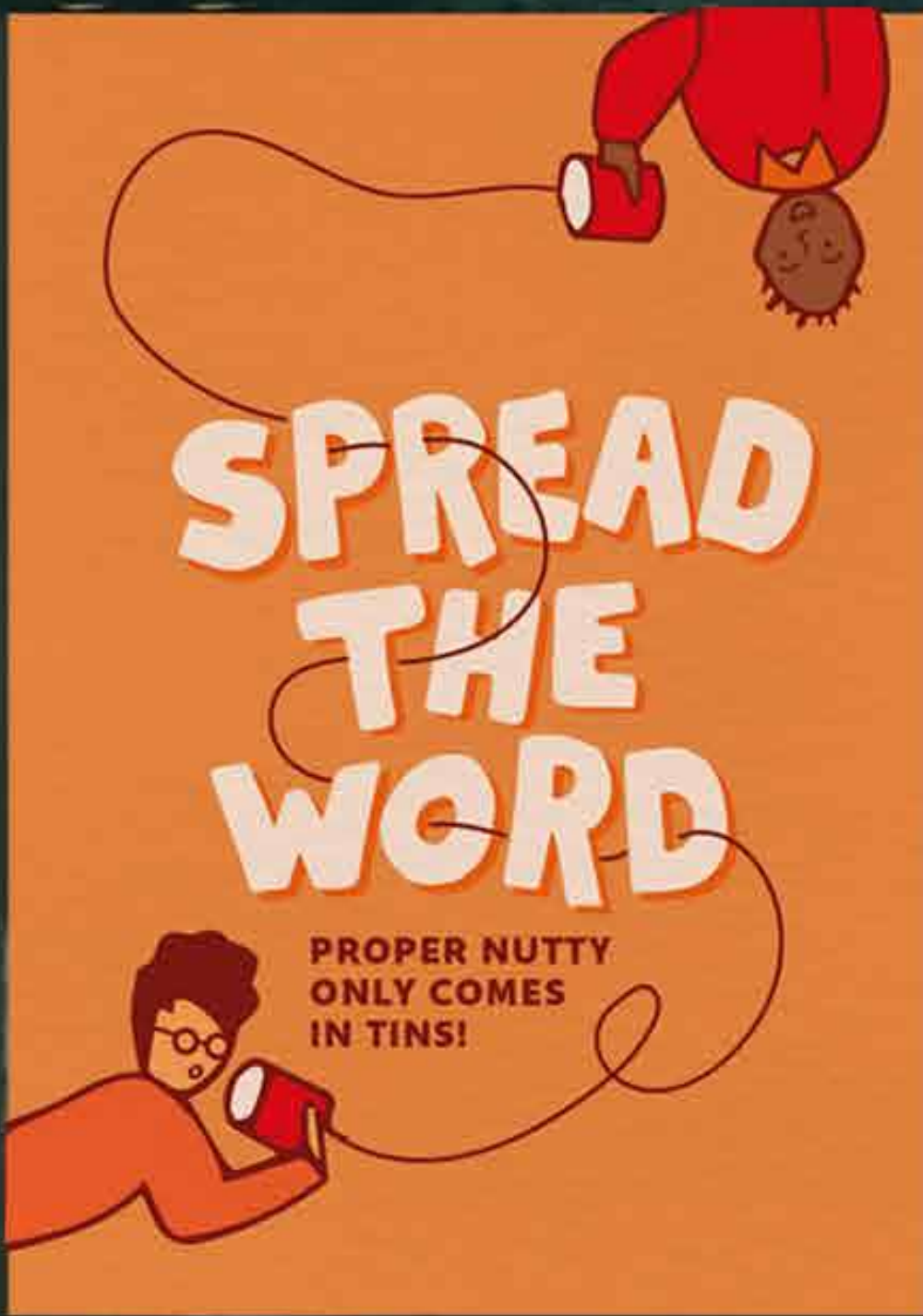




**Proper Nutty Live Brief:** Redesigning packaging for peanut butter brand Proper Nutty for their transition from glass jar to tin and creating a brand world for them. Highlighting that they are the only ones in the market to be using sustainable tin packaging, by spreading the word using the tins.

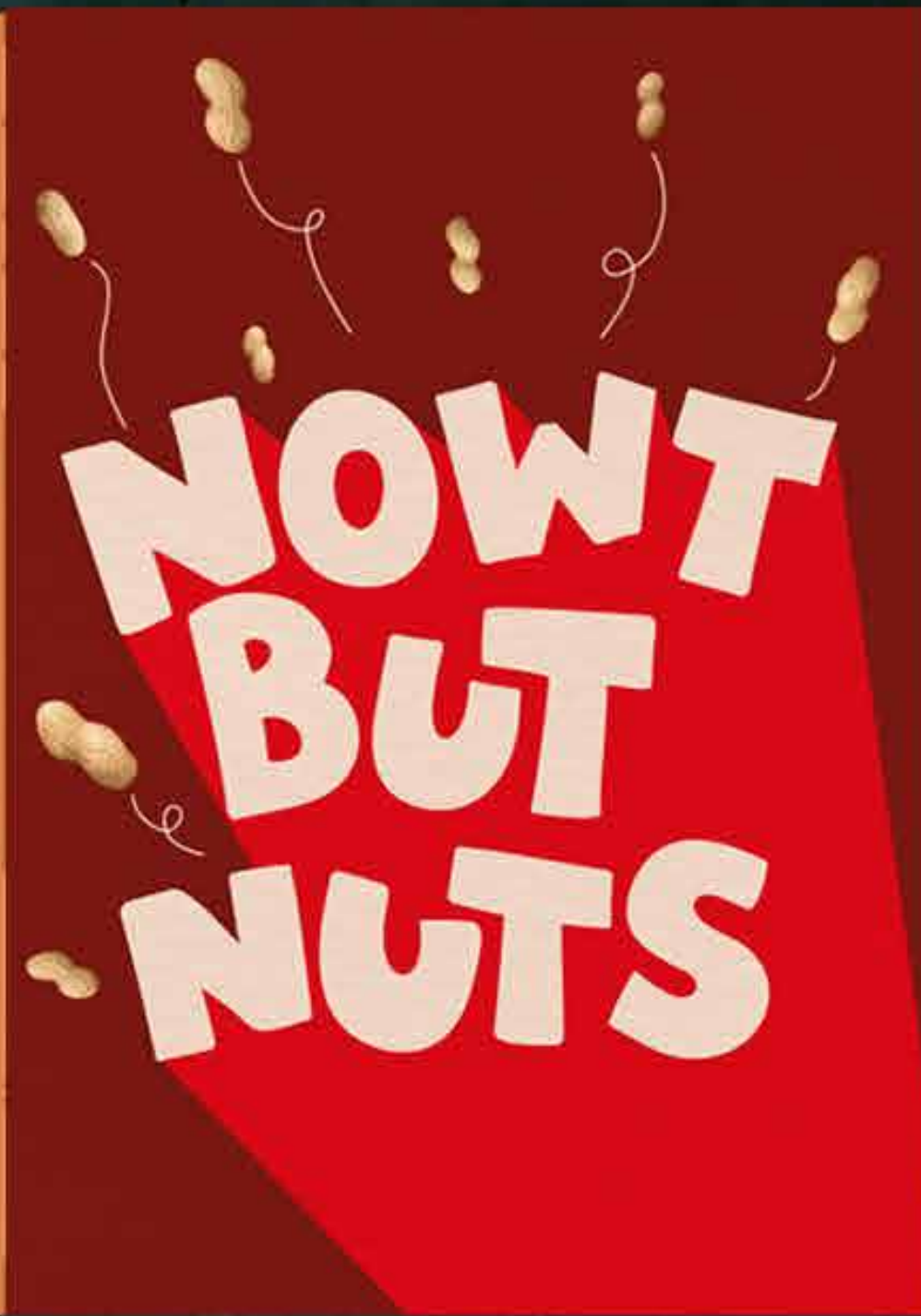


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**SPREAD THE WORD**

PROPER NUTTY ONLY COMES IN TINS!



**NOWT BUT NUTS**



**IF TIN'T IN'T TIN, THEN TIN'T PROPER**



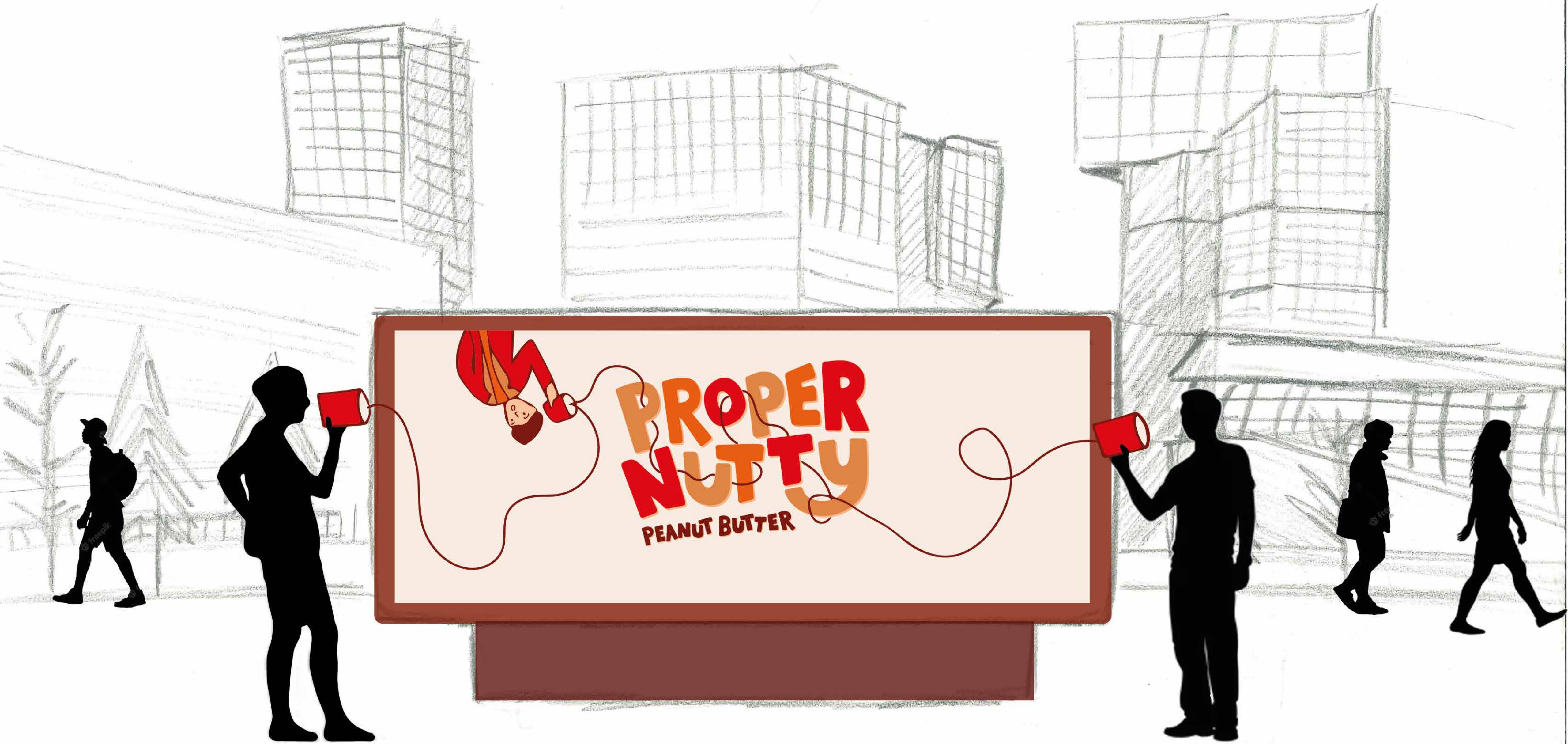




Proper Nutty: Tote Bag and Delivery Van







Proper Nutty: Interactive Billboard



