



PACKAGING

BRAND !

BROCHURE & LAYOUT

RABITOS ROYALE

Company

Lavernia & Cienfuegos Design

Creative Director

Nacho Lavernia and Alberto

Cienfuegos

Designer

Lavernia & Cienfuegos Design

Client

Bombones La Higuera

Description

Bombones La Higuera is a company based in Caceres, in the province where are cultivated the "calabacita" variety of figs; sweet, small, tender... In the 1980s they created and started to product fig chocolates for the Spanish market and now, with the new packaging, they are starting to have great success with exports to the US: This has been the objective of the new designs, to assist the entry of these unique and exquisite chocolates in the existing American "gourmet" products market.



ÚNICO MUSK

Company

Lavernia & Cienfuegos Design

Creative Director

Nacho Lavernia and Alberto Cienfuegos

Designer

Lavernia & Cienfuegos Design

Client

RNB Laboratories

Description

Musk is a highly valued substance in perfumery. It is very frequently used to give body and quality to many perfumes. Its delicate aroma evokes purity, clean skin, peacefulness, smoothness. The cylindrical bottle, the textile texture of the box, the graphic... and all, in the design of the Único Musk, want to evoke the pleasure of the habitual, of things simple, natural, authentic.



EGO

Company

Lavernia & Cienfuegos Design

Creative Director

Nacho Lavernia and Alberto
Cienfuegos

Designer

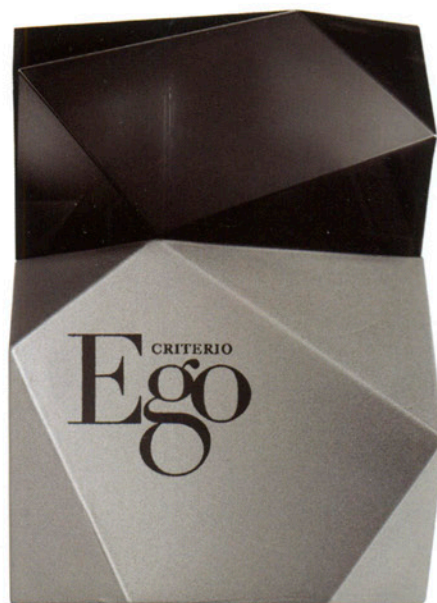
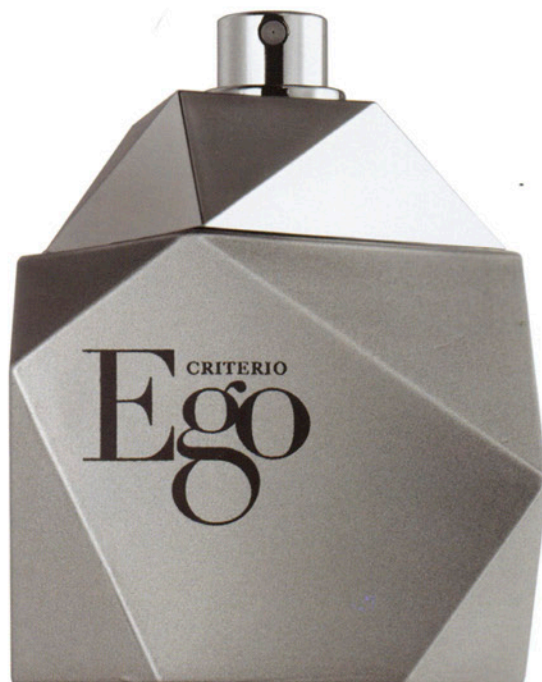
Lavernia & Cienfuegos Design

Client

RNB Laboratories

Description

Ego aims to connect with a modern audience, concerned about their appearance, for a sophisticated elegance. The faceted glass pack has been painted in matte silver, such that the volume of the piece is solid and clearly defined. Ego uses a visual language which is direct and at the same time refined. The logo has been dealt with with equal strength, starting with a Didot typeface in which the characteristics of the letter 'g' have been enlarged so that in context, three letters together form a single entity with more personality. It is distributed exclusively at the Mercadona chain of supermarkets.



9.60 GRAPHICS AND PACKS FOR MENS COSMETICS

Company

Lavernia & Cienfuegos Design

Creative Director

Nacho Lavernia and Alberto

Cienfuegos

Designer

Lavernia & Cienfuegos Design

Photographer

Javier Castarnado

Client

RNB Laboratories

Description

A mass-market range of cosmetic products for men that are exclusively distributed in more than 1000 supermarkets of the Spanish chain Mercadona. This basic line of cosmetics is related to concepts such as being fit, playing sport, exercising... The design of the package tries to reinforce these concepts. The name brings out the idea of a sport record, and the package makes reference to the morphology of the muscle. All the 100 ml and 200 ml containers were design with an ergonomic shape and fabricated in flexible plastic so they are very resistant and they can be carried in a sport

