



ROMEO & JULIET WINE LABEL

100 years of Nilpeter

→ ABOUT THE PROJECT

A modern window to an ancient love

Giving a modern appeal to an historical fiction: that's what we wanted to achieve by designing this label. A union of old and new, an illustration that combines a minimal linear portrait of the two lovers with some old-fashioned ornaments. Not just a mere illustration but a multi-layered representation (both theoretically and physically), with a focus on our concept, the knot.

→ FOCUS ON THE KNOT

A visual bond of love

A particular sign appears on top of the illustration, connecting the chests of Romeo and Juliet: it's a symbol representing their everlasting love, the eternal bond between one and the other. The sign is also reinterpreted in the typography, which has been hand-designed exclusively for this project. In the end, it is nothing but a knot, the purest essence of this selected wine, *Nodo d'amore*.



print specifications

paper
Velmart White WSA-FSC RP30 WG85

shape: die cutting
The figure of Juliet is obtained by the cut of the label. This helps to provide a tridimensional effect to the illustration and it sets up a dialogue between the label and the bottle.

surface: multi-level embossing
The illustration's background elements and Romeo both are embossed. The young man will have a major depth; that ensures to maintain the focus on the two lovers.

surface: debossing
An ornamental frame softly surrounds the whole label. We decided to give it a dimension through debossing. It's the least visible element in the hierarchy of elements.

shininess: foil stamping
Our deepest concept, the knot, should be the first thing your eyes catch: an upper level of shininess obtained by a golden foil stamping is our choice.