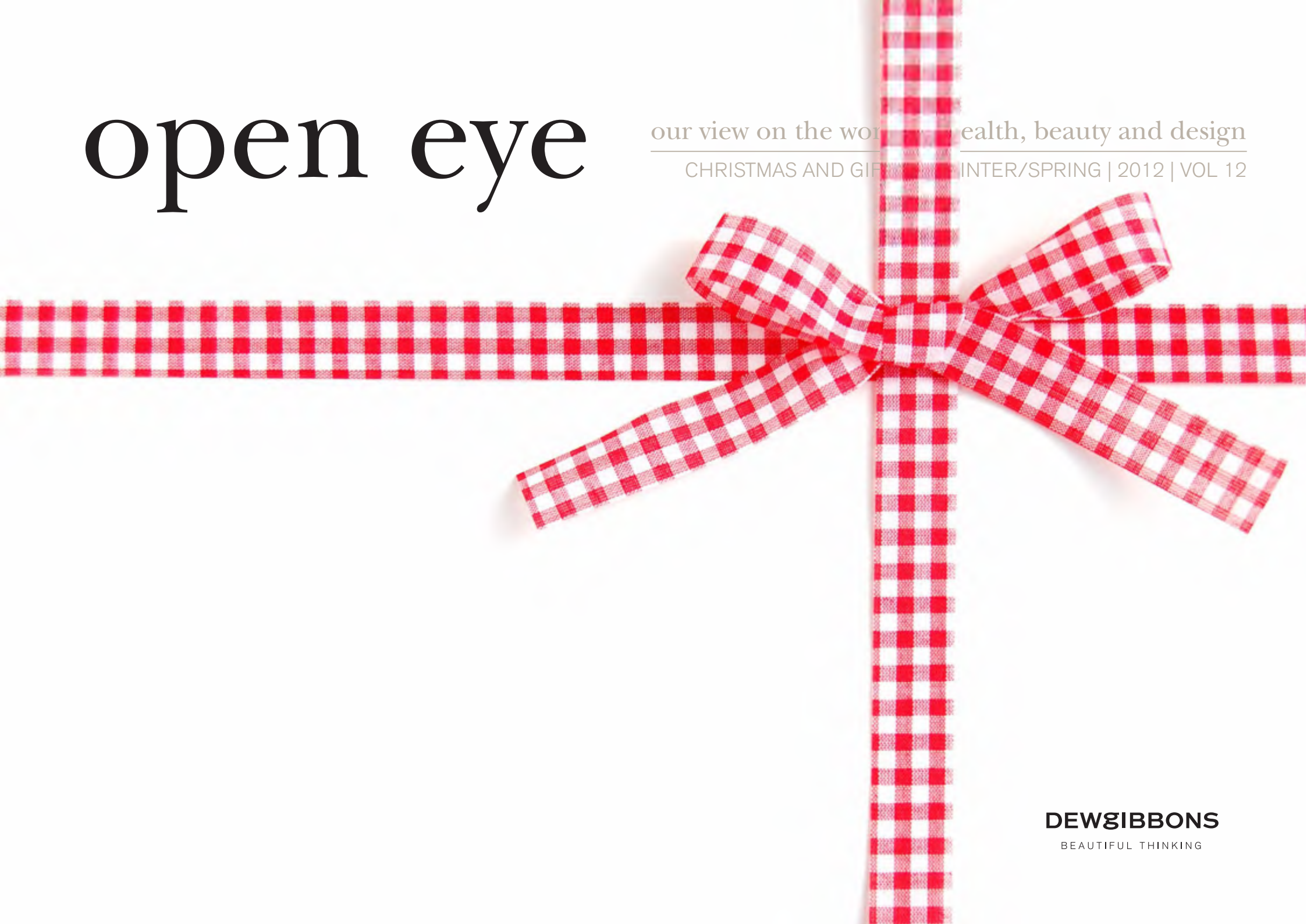


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CHRISTMAS AND GIFTS | INTER/SPRING | 2012 | VOL 12



DEWGIBBONS

BEAUTIFUL THINKING

Christmas & Gifting

Christmas will be with us again in the blink of an eye. Retailers generally expunge any vestiges of it as early as they can in January, so we had our eyes open over the festive season to capture what we thought was best in retail, gifting and packaging. In the manner of repainting the Forth Bridge, we know many of you are now thinking about making the most of Christmas 2012 and we hope the enclosed provides you with some inspiration.

Retail at Christmas

Christmas is a time when retailers can really show off. The combination of inspiration and attention to detail is what sets the best apart.



High on the hog

Vinçon, the Barcelona household products store, has a tradition of brilliant windows. This stunningly graphic display of charcuterie is in fact nothing more than inflatables in string bags.





Cracking Christmas

This year the John Lewis Partnership (UK department store and food retailer) got Christmas just right. From the much-applauded tear-jerking TV ad to Waitrose's commissioning of illustrator Kate Forrester's decorative alphabet, it was just about perfect.



The epicurean collector

Harvey Nichols have really cracked the online hamper business with their iPad app catalogue (which also comes in a printed version). A lovely mix of practical product selection and collector's delights, from bird's eggs to butterflies to bow ties.



Noël en Provence

L'Occitane's Christmas windows looked a treat. The one shown here reflecting Barcelona's glorious architecture. The key visual was used to great effect across all their Christmas collateral, from the web site to POS.

Happiness in a sweet jar

The Spanish gift retailer 'happy pills' has equally compelling stores and online presence. With tongues (and candies) firmly in cheeks they claim to solve lovesickness, work problems, friendship damage and sexual dysfunctions. Choose from pill dispensers, bottles and emergency kits.





Barcelona's La Boqueria market

Not a professional window dresser in sight but this market with its sense of abundance, colour, quality of produce and graphic detail must be one of the world's best. Beautiful all year round but the dark evenings add to its jewel-like splendour.



Jo Malone's Christmas

With the simple addition of a festive red ribbon replacing the more classic black, Jo Malone's Christmas theme is a masterclass in elegant simplicity. The colour theme is followed through effortlessly into a series of key images.

Hope springs eternal

Hope & Greenwood have recreated every schoolchild's dream of the archetypal sweetshop – a sort of British Willy Wonka. Exemplifying the phrase 'retail is detail' nothing is missed, from humour infused packaging to quirky shop interiors. Stores in London's Dulwich & Covent Garden have now been joined by 11 in Japan – a great British export.



A Kiehl's Christmas

Under L'Oreal proprietorship, Kiehl's have managed to maintain their 'designed by the apothecary' old world feel. Nothing too slick or contemporary and a refreshingly 'un-designed' quirkiness. The gift packaging however is elevated above their normal packaging with the necessary premium cues. Their primary packaging is shockingly awful, but it's all part of the charm.



Lashings of chocolate

After Easter, Christmas is the most important season for chocolate. And chocolate is a great place to look for packaging inspiration.



Basil & Persian Limes

Chantal Coady's Rococo luxury chocolates use organic beans from her own farm. Her deep passion and flamboyance is evidenced both in her wonderful flavours and her exuberant packaging, here using Victorian 'scrap' engravings.



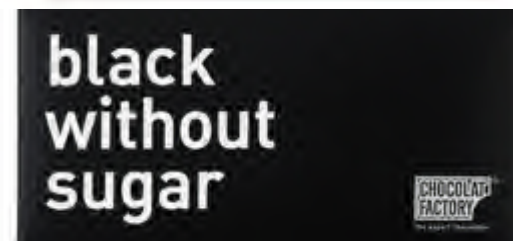
Lindt's Lindor gift boxes

Designed by Dew Gibbons, with the intention of building on the brand's strong visual equities and reinterpreting them specifically for the world's second largest chocolate market – the UK. Rush out and secure supplies for Valentine's Day now.



Prosaic Chocolate

What can be said about chocolate that hasn't already been said? The Chocolat Factory majors on the functional but as a foil to its wittily pared back message gets everything else spot on - from the impactful typography to the contemporary colour palette and the painstakingly detailed cartons. Perfect for a niche brand looking to make its mark.





Chocolate for the clean-shaven

Again from the Chocolat Factory comes collaboration with the designer Diego Ramos to create a range of chocolate moustaches in six styles and four flavours.



Carré Chocolat

A sense of abundance and the sheer breadth and wealth of product on display combined with the rather bookish and elegant typography is what makes the Carré Chocolat fixture in Selfridges so compelling. This feels like chocolate for the serious connoisseur.



Hotel vs motel

Hotel Chocolat is showing Thorntons how it should be done. Influenced as much by trends in London fashion as food, Hotel Chocolat has grown to 80 or so stores in just a few years. It leaves Thorntons – albeit aimed at a different market – looking drab and pedestrian which, economic considerations aside, explains why they are having to close up to 180 stores.



Couture Chocolates

Artisan du Chocolat is a London-based family business started by an Irish chef and a Belgian engineer. Together they create fabulously decorated chocolates and package them seductively; from buttoned down boxes to declarations of romantic love, the brand combines its artistry with a playful sense of fun.



Gifting and wrapping

From crackers to wrappers we've collected together all that's inspired us from Christmas

Beautiful crackers

Lancome created their own Christmas Crackers for 2011. 'My mother-in-law uses lemon juice for her complexion. Maybe that's why she always looks so sour' ... send in your jokes for 2012 now.



Tate Modern gift subscription pack

The gift of a subscription is intangible – there's not really anything physical to give. But Tate Modern art gallery has done a great job in making their subscriptions feel special. The one we were given included a funkyly illustrated gift box and a well coordinated and thought through set of contents. Useful reference in our increasingly digital world where we often need to dress up the intangible.



Adopt an olive tree

You've heard about adopting an animal, now you can adopt an olive tree online. You'll receive your gift tin, then two further pressings from this Italian grove collective. Strictly speaking, it's fractional grove ownership, as one tree's fruit can't easily be separated from its neighbours.

A word in your shell-like

Australian brand Shell Lip Balm is using flotsam shells, no longer required by their previous inhabitants, as their primary packaging.





Pretty Patterns
 Liz Earle's collection of patterns with their contrasting ribbon colours adorn this year's collection of gift sets and Christmas wrappings. Pretty packaging, beautifully executed.



It's a wrap
 As compiled by Stylecaster trends website: 5 fantastic wraps. Clockwise from top left – Sarah Fay & Justin Colt's burger wrap, from Paper Source; Jan Tschichold's original penguin covers; from US Country Living magazine, a gingham wrap and recycled newsprint; and finally a wordplay (select the appropriate message) from Milan based Wordless Design.



Delightful Decléor
 The vast majority of the beauty industry's gift packaging is derisive. Decléor show how it should be done, with attention paid to every thoroughly thought through detail.



12 days of Christmas
 Those of you with an iTunes subscription will have received 12 free downloads over Christmas. They included the sublime to the ridiculous; Jo Nesbo's The Redbreast to Lady Gaga's The Trip.



Get a room!

Mr & Mrs Smith, the portal for boutique hotels, has created this instantly printable voucher for that last minute gift. For those that can wait for the post, it comes accompanied with an “intricate black display box”.



Vaseline Lip Therapy

Vaseline have been having fun with gift packs for their iconic tin. One to attach to your key ring for this everyday essential and the other a ‘giant’ tin containing four regular ones.



NARS Nagauta Kabuki gift boxes

Named after musical forms in Kabuki theatre and inspired by Japanese bento boxes, NARS have created these beautiful red lacquered sets of make-up brushes and nail care kits.



Conran gift set

This is Conran 2 there's a Conran 1 as well and each refer to one of the two fragrances which are used for Conran's new range of bath and body products.



Bird Box gift set

Inspired by the wild and ancient hedgerows of the English countryside all Green & Spring's packaging uses tinted engravings of birds. What could be better to contain your avian gifts than this decorative bird box?



Aromatherapy Associates essentials

Great design is so often about what you don't do. Aromatherapy Associates gift packaging knows exactly where to stop. And so do we. Elegant typography and handsome well-constructed cartons say all they need and mark the perfectly formed end of the latest Dew Gibbons Open Eye.

contact details

We hope you have enjoyed this edition of Open Eye.

If you require further information on any of the innovations featured please contact us at **openeye@dewgibbons.com**



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