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02 Aug A Detailed Story About Detail!

Posted at 14:13h in Package Design by Jim Moon · Share

I met Jennifer Lamb, the owner of Herb Lamb Vineyards, at Wine & Vines magazine's Packaging Conference. Jennifer wanted to raise the bar on her labels for her much sought after single vineyard Cabernet Sauvignon. She also wanted a new reserve label that supported her existing branding.

Incremental Moves

Jennifer made it clear from the start that she only wanted small incremental changes. Assignments like this are challenging. It is difficult to determine what constitutes the "right" amount of change. The first presentation, in my experience, is one way to find out.

I quickly learned that I had over reached I





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