

# ESTUDIO MARISCAL

PRESS KIT

## THE CONRAN SHOP

---

Packaging design for a collection of objects.

---

**Estudio Mariscal** C/ Pellaires 30-38 08019 Barcelona Spain

**Telephone** +34 - 933 036 940

**Fax** +34 - 932 662 244

**URL** [www.mariscal.com](http://www.mariscal.com)

**e-mail** [info@mariscal.com](mailto:info@mariscal.com)

# ESTUDIO MARISCAL

**We added value to the commercial offer through the packaging, as a carefree, friendly, colourful image.**

The London and Paris stores of the prestigious Sir Jasper Conran commissioned Estudio Mariscal with the packaging for a new more economical collection aimed at a young target public.

The carefree, friendly colourful image distinguishes the collection from the rest of the products, highlights its affordable character and establishes a quick, easy emotional relationship with the object.

The success of this collection is based on a good idea, materialised in a selection of good products and finished off with an optimistic image that adds value to the commercial offer.

## THE CONRAN SHOP

Packaging design for a collection of objects.

client The Conran Shop

country UK

year 2009

tags packaging, identity, image and communication

related projects framestore, drawing life

















