



Mode Design Group Wins 2012 GDUSA American Package Design Award

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Award Honors Package Design for Noblesse Champagne

New York, New York (PRWEB) July 24, 2012 Mode Design Group has won a 2012 GDUSA American Package Design Award for its work on Ambition Beverages' Noblesse Champagne bottles. A series of three, the collection was created for Vintage Rosé and the Non-Vintage, variants of the champagne. The packaging was designed with concept of modern nobility and luxury in mind.

"This project was absolutely one of the most inspiring designs we have worked on thus far," says Mode Creative Director Gabrielle Rein. "The product's distinct character gave us great raw material to work with, and we were able to convey modern nobility with the 24 carat gold plated medallion, which adds an unexpected dimension to the Vintage and Rosé bottles. Winning the GDUSA Award is an honor we are thrilled about".

Mode Design Group specializes in branding, packaging, design and innovation. Their clients include top spirits companies like Campari/SKYY and Patron; Fashion brands like John Varvatos and Milly; and Entertainment notables such as MTV and HFPA.

Visit the GDUSA website for a full list of winners
http://gdusa.com/contests/apda12/types/gallery.php?g=luxury_packaging

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