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Agency Creates "Cheers to Design" Holiday Gift Pack

Mode Design Group switches things up for its 2014 holiday gifts to contacts and clients.

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[Mode Design Group](#), a NYC based creative agency, wanted to switch things up for its 2014 holiday gifts to contacts and clients. The goal: create something desirable, giftable and with long lasting functionality. The agency immediately went to the drawing table — i.e., the office bar — and let the creative juices flow. On the third attempt to make the perfect martini lemon twist, the idea became clear — a tool to easily twist a lemon rind would make the ideal gift for 2014. Mode would create the perfect martini gift pack, complete with an Alessi Apostrophe

lemon twist held in a custom designed box.

The final pack includes a custom Alessi Apostrophe lemon twist, engraved with the Mode Design Group logo. The lemon twist sits next to an Ultimat Vodka mini in a plush gray EVA vacuform, lined with a soft touch, suede-like, matte gray paper. Two doors, secured with magnetic locks, open with a ribbon tie to unveil the tool and vodka. On the inside of the left door, a recipe for the Mode Martini is printed in foil, bringing the text to life against the gray paper. The official Alessi instruction booklet sits in a pocket underneath the recipe, visible through a clear acetate plastic sleeve. The suede-effect matte gray paper continues on the packs' exterior with a spot varnish, foil stamped pattern and signature MDG embossed logo in the bottom left corner. The final touch is a holiday message printed in foil, "cheers! to design."

After being presented with the idea, Patron Spirits graciously donated the Ultimat minis for the pack, allowing Mode to send out the tools for the Ultimat martini with a twist.

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