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[\(HTTP://POPSOP.COM/CATEGORY/GLOBAL-BRANDS/DESIGN/\)](http://popsop.com/category/global-brands/design/) based branding agency JDO (<http://www.jdouk.com>) has partnered

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[\(HTTP://POPSOP.COM/CATEGORY/GLOBAL-BRANDS/ADVERTISING/\)](http://popsop.com/category/global-brands/advertising/) for two design projects: gift packaging (above) and an ultra-limited Andean edition of 250 bottles (below).

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## December design news roundup: JDO, Casa Rex, Mode Design Group, BrandOpus, Pearlfisher, Elmwood, and others

[Popsop Staff \(http://popsop.com/author/admin/\)](http://popsop.com/author/admin/) yesterday

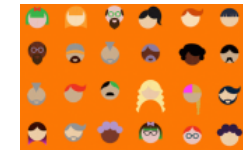
Today we publish the best 10 design works released this month.

based branding agency JDO (<http://www.jdouk.com>) has partnered with SPI Group-owned vodka brand elit™ by Stolichnaya® for two design projects: gift packaging (above) and an ultra-limited Andean edition of 250 bottles (below).



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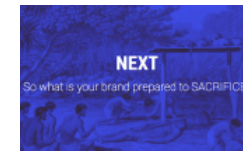
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<http://wheregoodgrows.com>



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**Adrian Goldthorpe,**  
**Lothar Böhm London: “I**  
**attack the mindless**  
**filling in of boxes to**  
**show that the brief has**  
**been ‘written’”**



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Pic.: elit Stolichnaya, Andean edition

2. [Casa Rex \(http://www.casarex.com\)](http://www.casarex.com) has developed the visual identity and packaging for the Christmas hair care line TIGI. Iconic hairstylist's scissors and combs have been pieced together into patterns to form unique snowflakes, presenting a traditional Christmas icon with new contemporary flair.



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([http://popsop.com/wp-content/uploads/02\\_tigi.jpg](http://popsop.com/wp-content/uploads/02_tigi.jpg))

Pic.: Tigi, the Christmas edition

3. The NYC based creative agency Mode Design Group

(<http://www.modedesigngroup.com>) has partnered with SKYY vodka to design a limited-edition illuminating series Electrify. The bottle features a graphic label with dozens of embedded light-emitting diodes (LEDs) that react to the beat of the music.



[http://popsop.com/wp-content/uploads/03\\_SKYY-packaging-roundup.png](http://popsop.com/wp-content/uploads/03_SKYY-packaging-roundup.png)

Pic.: SKYY Electrify

As a 2014 Christmas gift for clients and contacts, the agency has designed a perfect Ultimat Vodka mini gift pack, complete with an Alessi Apostrophe lemon twist held in a custom designed box. 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 grey paper.



[http://popsop.com/wp-content/uploads/09\\_Ultimat-vodka\\_mode-design-pack\\_01.png](http://popsop.com/wp-content/uploads/09_Ultimat-vodka_mode-design-pack_01.png)





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Pic.: Mode Design's martini gift packs for clients

4. [BrandOpus \(http://BrandOpus.com\)](http://BrandOpus.com) has worked with the UK's leading flavoured milk brand, FRijj, to redesign the packaging and identity of its core range of products. The design depicts energetic swirls spinning off the FRijj identity in a dynamic way.



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Pic.: new Friji packaging

5. [Pearlfisher \(http://www.pearlfisher.com\)](http://www.pearlfisher.com) has partnered with Mondelez International, Air Innovation and Multi Packaging Solutions to create Cadbury Glow, a new premium gifting range.



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Pic.: Cadbury Glow

6. Pernod-Ricard-owned cognac house Martell has teamed up with the fashion designer Jean-Charles de Castelbajac to create a limited-edition packaging for Martell VSOP Paris Style.



[http://popsop.com/wp-content/uploads/08\\_MARTELL.81293\\_2.jpg](http://popsop.com/wp-content/uploads/08_MARTELL.81293_2.jpg)

Pic.: Martell VSOP Paris Style by Jean-Charles de Castelbajac

7. Chivas Whiskey has commissioned the world renowned glass artist Peter Layton to design and create the hand-blown amber drops, capturing the multi-faceted nature of the Chivas 18 blend. The drops are part of the multi-channel campaign by Havas Worldwide London.



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Pic.: Glass droplets for Chivas 18

8. [Elmwood \(http://www.Elmwood.com\)](http://www.Elmwood.com) has created the visual identity for the Ann Maguire Arts Educational Fund, established in the name of the inspirational teacher with over 40 years experience, who had been tragically killed in her classroom at Corpus Christi Catholic College in Leeds in April this year.

Following her death, Ann's family set up the Ann Maguire Arts Educational Fund to celebrate her life and carry on her legacy. The charity exists to inspire achievement, create opportunities, enable development and encourage young people to dream of the possibilities in the arts of music, drama, language and dance.



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Pic.: identity for Ann Maguire Arts Educational Fund

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