



**WHAT**

This was the exciting project of the re-creation of the identity of Lanificio F.lli Cerruti. For the premiere launch, we designed an art book evoking the essence of the brand.

**HOW**

Elegance and refinement were expressed through custom designed images, a Braille printing process against high gloss paper and unique packaging.

**WHY**

For this project we needed to break down to the essence of the brand and communicate it as understated as possible as we worked primarily with images and single words.



### WHAT

The hardcover book with an example of the interior pages.

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### WHAT

The hardcover book with an example of the interior pages and newly designed logo.

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