



### WHAT

A series of clever gadgets used to promote the Lanificio F.lli Cerruti brand. This gadget was created as a beautiful working tool. The scissors and paper make it easy to swatch and note qualities.

### HOW

It is important that the things we create have a reasons to exist. This results in unique items that are created and produced by us.

### WHY

We wanted to continue to intrigue the clients of Lanificio F.lli Cerruti so we designed unique and useful "gifts" as a constant communication of the brand.



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A gadget of organic teas enveloped in clear transparent material while the other encases individual chocolates

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A gadget that documents and celebrates the 125 year anniversary of Lanificio F.lli Cerruti.

## HOW

A satin tailors meter of 125 centimeters is custom made and printed with the time line of the companies history. The tape is finished with a real silver engraved end and rolled neatly into a matte plexiglass box.

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