



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 plexi-glass box.

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