



**WHAT**

A series of unique invitations and cards for Lanificio F.lli Cerruti.

**HOW**

With an unusual mix of materials and the play on text, we explore the different ways to invite.

**WHY**

It is important to us to continuously intrigue the clients of Lanificio F.lli Cerruti with a constant communication of uniqueness and surprise.



## WHAT

A series of unique invitations and cards for Lanificio F.lli Cerruti.

## HOW

An invitation made from hand made paper with high quality printing is revealed inside this hand pleated envelope. There is a play on different textures and tones of white.

## WHY

This was created for the Spring fabric collection and we wanted to evoke a sense of purity and natural beauty. The careful folds enclosing this invite bring a precise refinement and an origami feeling.