



Landmark Concepts: Fauna and Flora of Australia

Landmark Concepts is an importer and wholesaler of gift ware collections, with its most popular brands stocked in Australia and New Zealand by top retailers. Their Fauna and Flora of Australia' range is a series of mugs with hand-painted designs of Australian animals.

Objective:

This range was designed to target tourists and those with a connection to Australian Fauna and Flora. It was created with the objective of becoming a collectable item, and the packaging was created to showcase the hand-painted illustrations on the mugs. >>



Packaging designed to extended the product experience.



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Using labels
reduced packaging
design from
15 to 1.
Reducing design
and production
costs.



Method:

Landmark Concepts designed a new brand logo, to enhance 'Old Tupton Ware'. A gift tag with information regarding different Australian animals and flora was attached to the handle of the mug, and a small cut-out was placed on the top of the mug to display the graphics of the mug. In order to keep costs down, Landmark Concepts designed a clear sticker that could be placed on the box to distinguish each animal and design, rather than printing 15 different packaging boxes.

Results:

The range sold out quickly, despite the pandemic and the limited tourism in Australia. The range has expanded from mugs to be printed Tea Towels and Coasters, with talks of being placed onto napery. The range is now into its second supply order. ●

