



# Landmark Concepts: Christmas Drinkware Range

**Landmark Concepts** is an importer and wholesaler of giftware collections, with its most popular brands stocked in Australia and New Zealand by top retailers. The 'Ginvincible' GIN Glassware range was released at Christmas, and through its packaging Landmark launched a luxurious Christmas product to the market.



Gold foiling and UV varnishes emulated luxury and festive cheer.

## Objective:

The lush packaging was designed to drive Seasonal sales in the busy Christmas period, with the aim of marketing an affordable product with an elegant feel.

## Method:

The packaging was designed to have an open box, containing gold silk to create a luxurious feeling to the product and match the gold glitter base of the glassware stems. The translucent packaging was designed for visibility to customers, to see the product on display in-store.

## Results:

Retail stores enjoyed displaying the range in store because of the design, and less breakage for the product that stayed in its packaging with minimal handling. Buyers were stocking the whole range rather than just a few pieces, and the brand even saw pre-orders for the next season. ●

