

# Autumn

Snapshot 2015

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In the News | Trend Spots | Weird & Wonderful | Packaging | Instore

# Noticeboard

## Getting carried away...

With Britain now following Wales' lead in charging for carrier bags, DGI asks, isn't it time you invested in a tote bag? With so many designs to choose from - it's hard not to get carried away! It's better than spending 5p (per bag!) every time you shop. Some of our favourites we've found have been on sites like Society Six and Etsy, and the reasonable prices ensure you'll get maximum ROI!



## COLOURFUL CAFÈ

Pantone has opened its first café - a colour coded café which helps extend the brand in a new quirky direction whilst retaining the core of what it offers. Initiatives like this show the ways that a creative brand can extend its footprint.

picture it,  
before you  
paint it.

Colour your own rooms, live with the Dulux Visualizer. Download the free app today.



visualizer

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## Dulux Visualiser wins big

The pioneering Visualizer app DGI worked on has just won the Innovative Mobile App of the Year category at UK IT Industry Awards. Using augmented reality technology, the app enables users to see what a room will look like in a wide range of colours before a lick of paint is even applied. We're proud to have been part of the visualiser project team.

## THE BEST BRANDS OF 2015

A recent report by brand agency, Interbrand looked at the world's top brands and listed Apple, Coca-Cola and Google as the 'Best Global Brands' of 2015. But what really makes a brand successful? According to the survey the 3 key areas for effective brands are:

- Do they deliver what they purport to be about?
- Do customers trust the brand?
- Does the brand have values which excite, both customers and employees?

Here's the full list of top ten global brands of 2015...

Position	Brand	Value	Annual Growth
1	Apple	\$170bn	43%
2	Google	\$120bn	12%
3	Coca-Cola	\$78bn	-4%
4	Microsoft	\$68bn	11%
5	IBM	\$65bn	-10%
6	Toyota	\$49bn	16%
7	Samsung	\$45bn	0%
8	GE	\$42bn	-7%
9	McDonalds	\$40bn	-6%
10	Amazon	\$38bn	29%



## ON YOUR MARKS, GET SET...

With the recent scrapping of the Tokyo Olympic logo causing much debate within our industry, it got the DGI studio talking - when does inspiration turn into plagiarism? It wasn't just us debating it though, this whole embarrassing and quite costly situation led to much discussion from outside of the design industry too, which we feel shows the power of good (and bad) design.

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# AND THE WINNER IS...

With the Global Pentawards winners recently being revealed, the DGI team pick their own favourites...



*Prompt Design, Thailand*

This striking packaging for Signature Fruit is so instant. With its use of macro photography for each fruit's natural skin on the outer label, it gives the brand a strong image which is sure to help Signature's successful market launch.



*Williams Murray Hamm, United Kingdom*

The packaging for Primologie cosmetics is bright, bold and instantly attracts the eye. Using strong photography, which takes them in a totally new direction from their competition - it gives the product a distinctive look whilst retaining a premium appeal.



*Jones Knowles Ritchie Inc, USA*

Moving away from the brand's usual colour-way, this red label design pushes the usual Budweiser highlight colour centre-stage and delivers a traditional yet contemporary style which still retains the iconic Budweiser look.



*Horse, United Kingdom*

Through illustration, each of these bottles pays homage to the wildlife found nearby the water's source, whilst the accompanying Chinese script reveals facts about the region. The classic, gentle curves of the bottle allow the illustration to take centre stage whilst resembling a water droplet.



*Rong Design, China*

This eye-catching design has really changed the way people carry their fish home from the fishmonger in China. With friendly use of bold illustration - the design can be held as well as slung over the customer's shoulder - a packaging idea which can be reused, washed and loved.



*Shenzhen Oracle Creative Design Co, China*

The delicate and subtle tones of this packaging, which houses coffee, tea and coco are beautifully executed. The choice of colour-ways along with the silver illustration on the front of each pack creates a stunning, truly premium package.

# Trend Spot

Key interior and exterior trends for Winter 2015 and Spring 2016



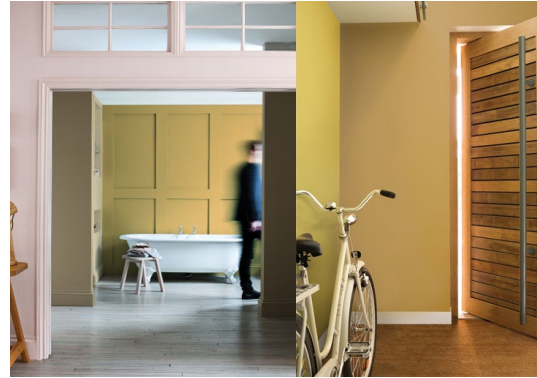
## IT'S COLD OUTSIDE...

Now the winter months are here gardening is becoming harder. Isn't it time you joined the trend of bringing your garden indoors? Mini indoor gardens are starting to spring up in garden centres across the UK so don't let winter stop you.



## Dulux colour for 2016 CHERISHED GOLD

This year's chosen shade is an evolution from 2015's shade, Copper Blush, and ties into the ongoing trend of using metallic tones in the home. Warm and subtle, Cherished Gold pairs equally well with fresh pastels and rich jewel tones alike.



## PATTERNS & PRINTS

The hot new trend for patterns and prints this year is definitely blue and white china. It seems to never go out of fashion and now it's coming to printed products in 2016.



Also looking popular is the interwoven patterns being used on fabric and furniture - we're sure to see more of this over the course of 2016.



## Shed Appeal

Personalising your garden shed to suit your lifestyle is a popular way of retreating from our technology led lives. It doesn't matter about the size of your space, anything is possible! Women have cottoned on to the idea of having a space they can call their own with Homebase reporting that sales of sheds have increased by 50%. Move over men, the she-shed is here.

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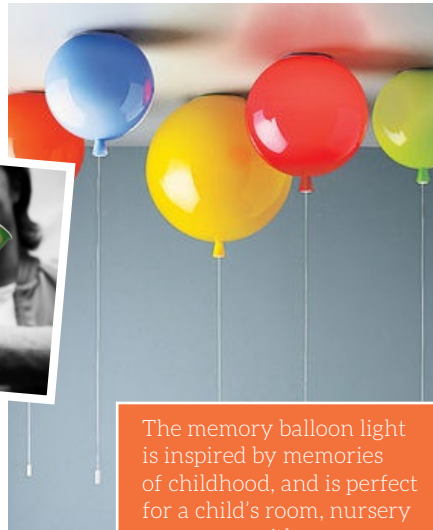


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# weird & Wonderful



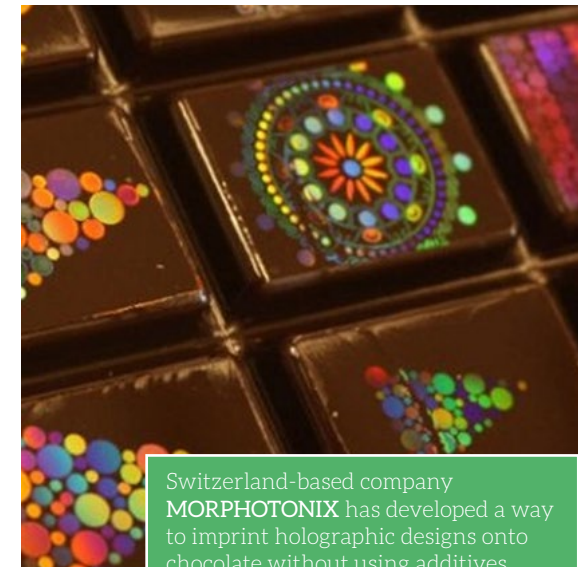
These ice lollies may look like your classic Calypso but these are fabulous frozen cocktails that come in all the classic drink flavours - Strawberry Daiquiri, Pina Colada, Mojito and Margarita!



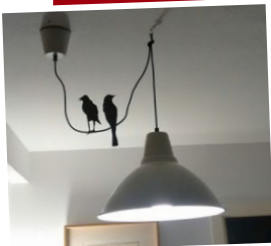
The memory balloon light is inspired by memories of childhood, and is perfect for a child's room, nursery or anyone with a sense of fun!



This extremely funny wine class is the ideal gift for the practical joker who likes a glass (or 6). Just don't expect them to share the bottle with you once they've poured their 'glass'.



Switzerland-based company MORPHOTONIX has developed a way to imprint holographic designs onto chocolate without using additives.



**IKEA HACKERS** ([www.ikeahackers.net](http://www.ikeahackers.net))  
Tapping into the trend for personalisation, Ikea Hackers offers up ideas and inspiration from people all over the world who have customised everyday Ikea furniture in to something more... Ikea will never be the same again!

These coat hooks by **THABTO** incorporate upturned pegs that are ideal for holding anything you may need to remember when arriving or leaving the house.



Swedish design studio Tomorrow Machine and Berlin-based Infarm have teamed up to create a miniature greenhouse that folds down like origami.

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# Packaging news...

## BIOBASED PACKAGING

Sustainable packaging should be a priority for every company, especially with innovations such as bio-tech substrates now available. A great example of the use of this packaging is Level Ground Trading - who have just launched their brand new coffee range in packaging that's 100% compostable.



## COKE+ (PRODUCT RED)



Coca-Cola has teamed up with Red, the non-profit organisation whose mission is to help eliminate the HIV virus. Cool Gear International were tasked by Coke to design a pack which highlighted the cause. The studio began by turning the iconic Coke bottle upside-down to create a tumbler, whilst using the colour to link the charity to the brand. \$1.00 per tumbler goes to the fight against AIDS.

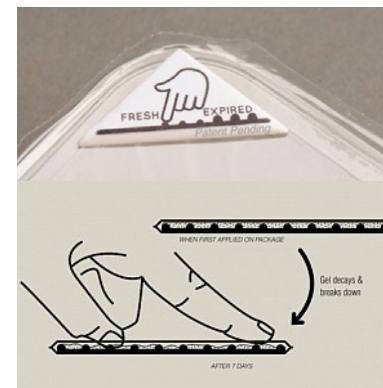


## BECK'S SCRATCH BOTTLE...

Beck's has always been a creative-led company. Their bottles stand out from the crowd with creative collaborations with artists from around the world. Their latest offering turns things around and gives everyone the chance to create and share their own work of bottle art. This kind of brand interaction is sure to be a hit across Beck's social media channels.

## EATING OUT?

wagamama appointed leading brand consultancy Pearlfisher to work in close collaboration with wagamama's food development chefs to create their new takeaway experience. Together they designed a take-out solution which gives customers the same quality experience as eating in the restaurant.



## NEW CONCEPT...

A London-based graduate has caught our attention by creating a intuitive Bump Mark, a label for food which decays at the same rate as the product indicating the products freshness. Solveiga Pakstaitė has created this using gelatine, which breaks down at the same rate as many protein-based foods, such as meat and fish.

## Easy rider...

The McBike is designed for the urban rider to carry a burger, fries, and a drink. Cyclists simply hook the box onto their handlebars and pedal off to the park to enjoy their meal. The packaging gently unfolds, revealing two little pockets where the burger and fries are stored along with the drink. Genius.



# Packaging Trends - Celebrity Chefs

Celebrity products are big business, especially where the food industry is concerned when a well loved celebrity coupled with latest packaging trends is sure to be a winner. Research carried out by global market research company, Mintel shows how the trend for humanising the branding on packaging (through the use of hand-drawn aesthetics mixed with warm and welcoming text) is continuing to rise and is seen as a key ingredient of extending the stars personality through to their products. This is proved with the latest rebrand of the Jamie Oliver collection.

In-depth look at...



## Other chefs on the block

Charlie Bingham's home dinners are a perfect example of humanised packaging - perfectly blending humorous illustration with fun copy helps the product appeal to the food savvy shopper at a premium level.

Lloyd Grossman sauces have been a staple of the family food cupboards over the years - the use of the chef's image and signature on the bottle gives a sense of authority and ownership, and instantly builds trust.

Although Heston's packaging doesn't adhere to the norm of humanised design, it does however resemble the stars serious and bold personality through the choice of fonts and imagery.



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# The changing face of Supermarkets

Food shopping is changing, particularly with the growing strength of the discounters. With more choice out there for customers - the big four Supermarkets are having to rethink what they offer.

In-depth look at...

## Waitrose

The John Lewis Group caters for the shopping experience better than most brands, from customer service to how they look after their staff. This same level of detail is now being rolled out across Waitrose stores with new rustic POS which offer customers a more welcoming shopping experience - with knowledgeable staff on hand to talk through tasters and serving suggestions. Try before you buy has never tasted so good.



Asda has just launched 'To You' a 'game changing' parcel innovation which allows customers to collect and return orders placed with third parties at any one of Asda's 614 stores nationwide. The launch sets a target of 40m additional customer visits every year by 2019. Fashion retailer Misguided is the first partner to sign up to the new service.



Sainsbury's has revealed a new "convenience" concept, which places more emphasise on fresh food and self-service checkouts. The new layouts are aimed at making the customer journey quicker and easier and help to enable people to "buy fresh products quickly".



Tesco is trialling a new subscription model for customers, which is set to be rolled out across a wide range of non-food goods.

The retailer is working with subscription operator Indigo Lighthouse in a trial of Gillette products. Shoppers can sign up and receive a year's supply of Gillette razor blades for as little as £3.33 per month.

Indigo has previously worked with companies like Amazon and Boots but Tesco is the first supermarket. Other non-food items are expected in due course.

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# Changing Habitats

Habitat has had its ups and downs over the last 5 decades, but it's hard to think of any other homeware retailer that's had comparable impact. It wasn't until Ikea's arrival in the late 80's that a challenger would finally arrive but by then its place in British consciousness was secure.

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With losses of £88m between 2008 and 2011, it was no surprise that Habitat went into administration. Home Retail Group took over what was left of the brand and transferred it from a high street powerhouse to an online only store. It was a dramatic shift but with continued demand for shopping in a physical Habitat store, they kept its spirit alive with concessions in Homebase and Argos stores.



*"Habitat is still a brand that customers want to experience and engage with in a physical way and customer reaction to the roll out of Mini Habitat stores over the last three years has been testament of this."*

Clare Askem MD

## Case Study...



The company had just 35 concessions at the beginning of the financial year and by the end of September there were 65. A further 15 will have opened between now and the end of December.

With Habitat now gaining momentum, it recently unveiled the first phase of its new flagship store design on London's Tottenham Court Road - part of a multi-million pound refurbishment project. This new store is one of only three standalone stores and Habitat says that learnings from their mini-stores and investment in its online store have fed into the plans.

Clare Askem says "Habitat is accessible to everybody and we appeal to people who are confident about their tastes. There will be ongoing investment into the brand. Now is a good time as retail spend is growing again and people feel more confident to take on bigger projects in the home".

The new flagship store is set to open in April 2016.



# All we want for Christmas...

Our spending on gifts for loved ones (and food and drink to wash it down) will add up to £12.5bn of additional consumer spending this year - a 5% increase on 2014. With Christmas fast approaching, DGI has picked the presents we'd like to receive under our tree this year...



## Jo Managing Director

I love these 6 Royal Doulton Mugs from their Pacific range. They're a good example of Royal Doulton widening their appeal by launching a more casual range, which fits in with the hot trend of 2016 of blue and white patterns (mentioned earlier in our trend report).



## Alyson Creative Designer

Christmas is the time to celebrate and no celebration is complete without a good glass of bubbly. This year I'll be toasting to the festive season in style with these stunning glass champagne flutes designed by Jasper Conran.



## Nikki Studio Manager

I'm really liking the trend at the moment of metal fairground letters and would love to have a set on my kitchen wall. It not only gives atmosphere to a room when the lights are on but also looks nice with the metal.



## Becky Senior Designer

I love Christmas, especially when it's time to put the decorations up! These tiny Christmas scenes are a great edition to my decorations. Perfectly staging a winter scene, a frosty snow man and white Christmas trees. I now just have to find the right place for them in my own little grotto.



# Happy Socks

## Rich Junior Designer

Every year I receive socks, guaranteed. Don't get me wrong - it's a classic present. This year though I'd put a new spin on this classic Christmas gift and opt for a pair of Happy Socks. Originating from Sweden, the company has just opened their first flagship store in London, which I'm sure will make a lot of feet happy this Christmas!



## Hannah Junior Designer

I love smells which evoke strong memories and for me this candle by Diptyque's Sapin creates memories from Christmas' gone by. Leafy green hues on the outside of the candle glass are the brands winter theme this year and is the work of painter, Julien Colombier.



## Sue Accounts

Being a keen gardener, I'm hoping for one of Spear and Jackson's beautiful etched trowel sets - I don't deserve 'The World's Best Gardener' but 'Gardening Queen' will do!





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Let us know what you would like to see next time...

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