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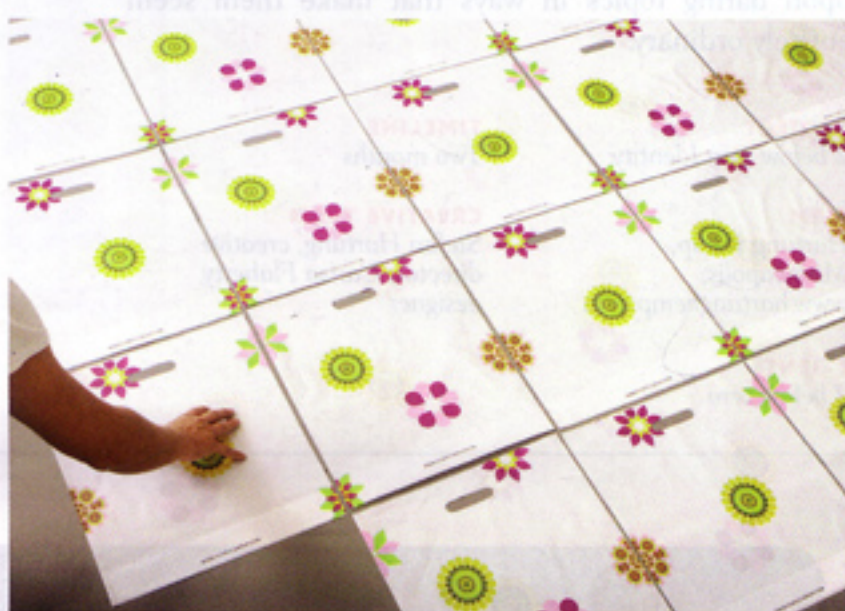


PROJECT
Institut Parfumeur
Flores Identity

FIRM
Bunch,
London, Zagreb,
Singapore;
www.bunchdesign.com

CLIENT
Institut Parfumeur
Flores

TIMELINE
One year



BEHIND THE DESIGN

FLOWER PALETTE

The three international Bunch design teams collaborated on this large identity project for a high-end perfumer based in Zagreb, Croatia. Drawing inspiration from nature, designer Jo Kotas says, "We wanted to create a sophisticated boutique atmosphere that invited people to come and sample teas whilst taking their time selecting fragrances."

Stage one of the comprehensive identity included a set of flowers designed to be used separately or together to communicate the brand. The designers later deployed the floral palette across signage, bags, stickers, pencils, ribbons and exterior graphics.

"The biggest challenge was ensuring the brand integrated with the surrounding architecture," Kotas says. "We had to be sensitive to the local environment to ensure there were no visual conflicts."