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# Box Bottle Bag: The World's Best Package Designs From TheDieline.com



## Synopsis

Take a look at the very best in packaging design Every day Andrew Gibbs seeks out and discovers the very best in packaging design for his influential blog, TheDieline.com. Here, he has collected the cream of the crop&#151;plus some additional brand-new projects&#151;in all their full-color glory. The look, feel and concept of a package is crucial to its sales success, and Box Bottle Bag contains more than 140 projects that have succeeded on many levels. The book is divided into six chapters, each one featuring a certain style of packaging design&#151;Luxe, Bold, Crisp, Charming, Casual, and Nostalgic. Featured work comes from top-notch firms such as Turner Duckworth, Hatch Design, Interbrand, Hornall Anderson, Duffy & Partners, BBDO, Aesthetic Apparatus and Wolff Olins, Inc. Some of the top-tier clients featured inside include Miller Chill, Coca-Cola, Aveda, Williams-Sonoma, Method, Right Guard, 10 Cane Rum, Harrod's and Starbucks. The wealth of inspiration found in these pages is priceless. You'll be energized to come up with your own solutions to tricky packaging conundrums in no time.

## Book Information

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## Customer Reviews

The Book is organized by style: Lux, Bold, Crisp, Charming, Casual, and Nostalgic. A little over 200 pages with one product per page. The images are big and crisp. The paper is smooth and of high quality. There is a brief description of each product and sometimes quotes from the designers. The products are from around the world which gives you an international overview of the best designs. This is THE best book with a collection of works that I've ever bought! It will be on my desk constantly for inspiration. I'm a sucker for packaging design and I'll buy products based on their

packaging. Please visit [...] as well, because that is where it all stated.

This book is a fantastic, insightful look into various styles of product design. As a designer I found this resource a great help when brainstorming new concepts and colour variations - and not just for product design. I have hundreds of design books in the studio however this easily ranks in my top 5 all time favorites.

This book is spectacular. I love the way that peoples ideas are so outside of the box. I love how someone can take something so ordinary and make it extraordinary. I work for a graphic arts/ label company I am used to seeing all sorts of of packaging ideas. This book defiantly gives people a look into other countries and the way they take the same item from the united states and flip it change to be original. I hope they keep making more of these books. They should definitely make one every few years or months. With the way the economy is today packing is surly changing ever so fast.

I will keep it simple, I am a packaging freak and this is a book with excellent design, great picture, multiple categories design trends. I am really hoping there is a new book published by the same authors.

The book was good but its delivery was delayed for 2 months with endless back and forth communication with the team to follow up and re-re-re-arrange delivery. Product was great but the arrangements and service were horrendous.

A well curated, well structured book with tons of work to inspire you, make you envious of, and nerd out to. Even if you aren't in the packaging design business this still is a great book to have on your shelf.

The book starts off with an incredible die-cut cover and then delves into hundreds of the most inspired, high-end packaging designs known to man. Definitely worth a purchase.

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