

For the face, the palate and the body

After near on a twelve-month hiatus, e'ssence is back.

This edition is a 'varied bag'. From the design of graphics for a range of apparel, which echoes a voice of global concern, to the development of unique proprietary packaging housing delicacies of premium value.

Between them sit a branding program for an innovative, 'must have' range of make-up cases, as well as a number of new, contemporary wine brands that echo their origins in a very different manner.

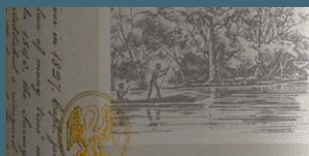
Appropriately, this edition also affords all of us at Reb to wish each and everyone of you, a joyous festive season, and to echo the words of Benjamin Franklin, as we push our toes into 2011 – "Be always at war with your vices, at peace with your neighbours, and let each new year find you a better man."

Please click on an image below and enjoy.

Reb Design
Suite 4, 61 Hampden Road,
Nedlands WA 6009
T (08) 9389 6911 F (08) 9389 7765

www.rebdesign.com.au

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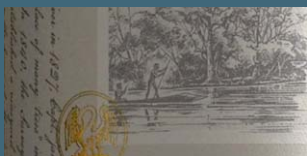


Mandoon Estate

The Swan Valley is home to Western Australia's oldest vines, some of which are located within Mandoon Estate, which nestles on the fertile banks of the Swan River.

Discovered more than 180 years ago by Captain James Stirling, the locality – referred to as Mandoon by the local Aborigines – and its history were seen as pivotal to the brand development for the lesser premium and reserve ranges of wines.

The series of refined, contemporary labels pay homage to the first meeting of the explorers and indigenous people and afford excellent opportunities for the application of the brand culture in the soon to be built restaurant, convention and cellar door facilities.



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Fortune Abalone Australia

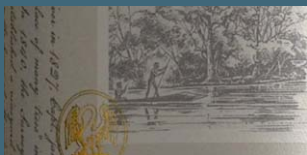
Abalone is a renowned globally as a delicacy, while in China it is also considered a luxury item worthy of reserve for special occasions.

More often than not, however, the premium status of the product is poorly reflected in its packaging. With this in mind, Fortune Abalone Australia approached Reb Design to manage a broad branding and packaging program, which would add value to the produce on offer in its superb new retail outlet in Chatswood, Sydney.

The scope of the program included the development of premium carry bags, proprietary gift packaging for selected dried abalone, and packaging for canned and vacuum-sealed produce.



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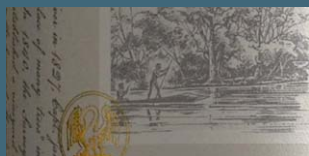
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Proprietary gift packaging
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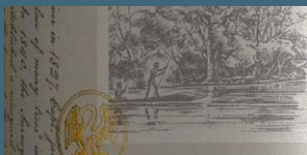
Nextinct Planet Aware Apparel

The Siberian Tiger, Hairy Nosed Wombat and Black Rhinoceros may live on different continents but they all have one thing in common – they're critically endangered.

Very few people have any idea as to how close to extinction numerous species across the globe are, and even more importantly, how mankind is exacerbating the problem.

With this in mind, the client engaged Reb to develop a brand name, a branding program, marketing material and a range of graphically arresting T-shirt designs, which would have broad consumer appeal while highlighting the plight of various endangered species across the planet.


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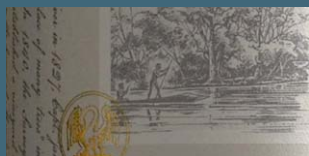
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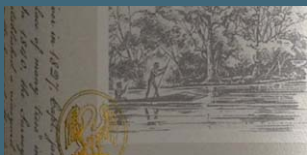
JAMIE & CHARLI

Case Couture

Make-up and its application, particularly in small, poorly lit spaces, can be the bane of many a woman, but a new range of highly desirable make-up cases and application accessories from Case Couture is set to remedy the problem.

The brief to REB Design was to create a brand identity, which would have classic influences and at the same time work effectively when embossed or debossed into the various materials used for the shells of the units, as well as on accessories and in marketing applications.

The result is a marque which draws its influences from the flourishes of Rococo and typography reminiscent of that found in France in the early twentieth century.



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Jamie & Charli by Michael Goundrey

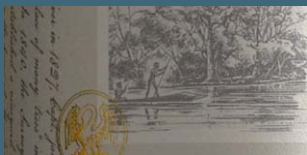
Michael Goundrey is synonymous with Western Australian wine making.

The recent release of a range of wines under the banner of Jamie & Charli – a young wine making duo benefiting from the Goundrey tutorage – brings to the marketplace a brand which is distinctly casual, with a modicum of attitude that is bound to appeal to the 20-50 year old, wine savvy demographic.

The images, somewhat reminiscent of police mug shots taken with a Lomo camera, allude to the crime of "colluding on exceptional wines in the far reaches of Denmark".

All photography: www.robertsimeon.com

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