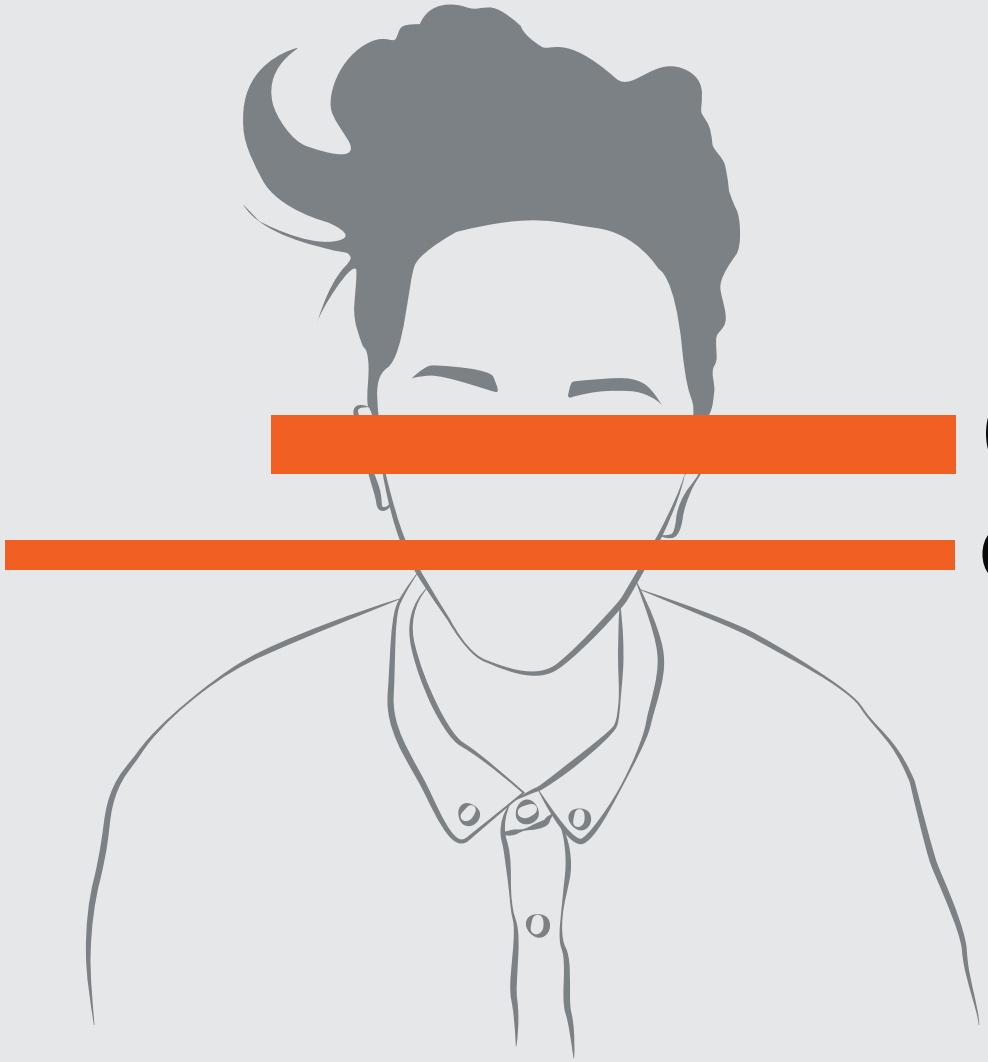


Giulia Tedesco

Creative Designer

my happy clients

BACARDÍ
Dewar's TRUE SCOTCH SINCE 1846
GREY GOOSE VODKA
APEROL SPRITZ
EST 1893 COPPER DOG SPEYSIDE
IRISH WHISKEY DUBLIN ROE&CO DISTILLERY
BAILEYS
CAMPARI
CÎROC ULTRA PREMIUM VODKA
JURA SINGLE MALT SCOTCH WHISKY
TULLAMORE D.E.W. IRISH WHISKEY
WILDCAT GIN
ESTD 1769 GORDON'S LONDON DRY GIN
SMIRNOFF
Tanqueray
BOMBAY SAPPHIRE
JOHNNIE WALKER
Nestlé
Baci PERUGINA
Smarties
Lindt MAÎTRE CHOCOLATIER SUISSE DEPUIS 1845
Nestlé KitKat
It all starts with a NESCAFÉ
Thorntons
TOBLERONE
Cadbury
CAMEL
Winston
BREMONT CHRONOMETERS
CARRERA EYEWEAR SINCE 1956
Tapi carpets
coop midcounties
FABB sofas

my selected works

01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

01 Bremont / Brief

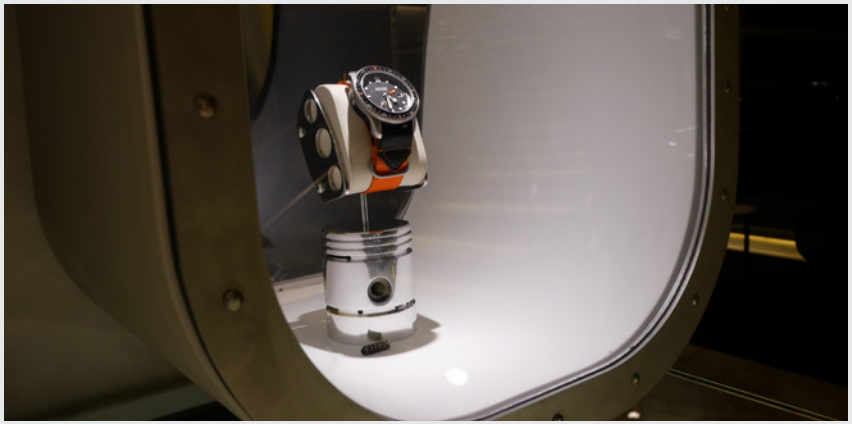
The brief was to design a pop-up that brings the shoppers through Bremont aviation history and roots. I have done so by creating a airplane shaped structure.

Using the assets provided by Bremont, I have also designed the graphics, worked out the illumination system and selected the materials.

01 Bremont / Renders

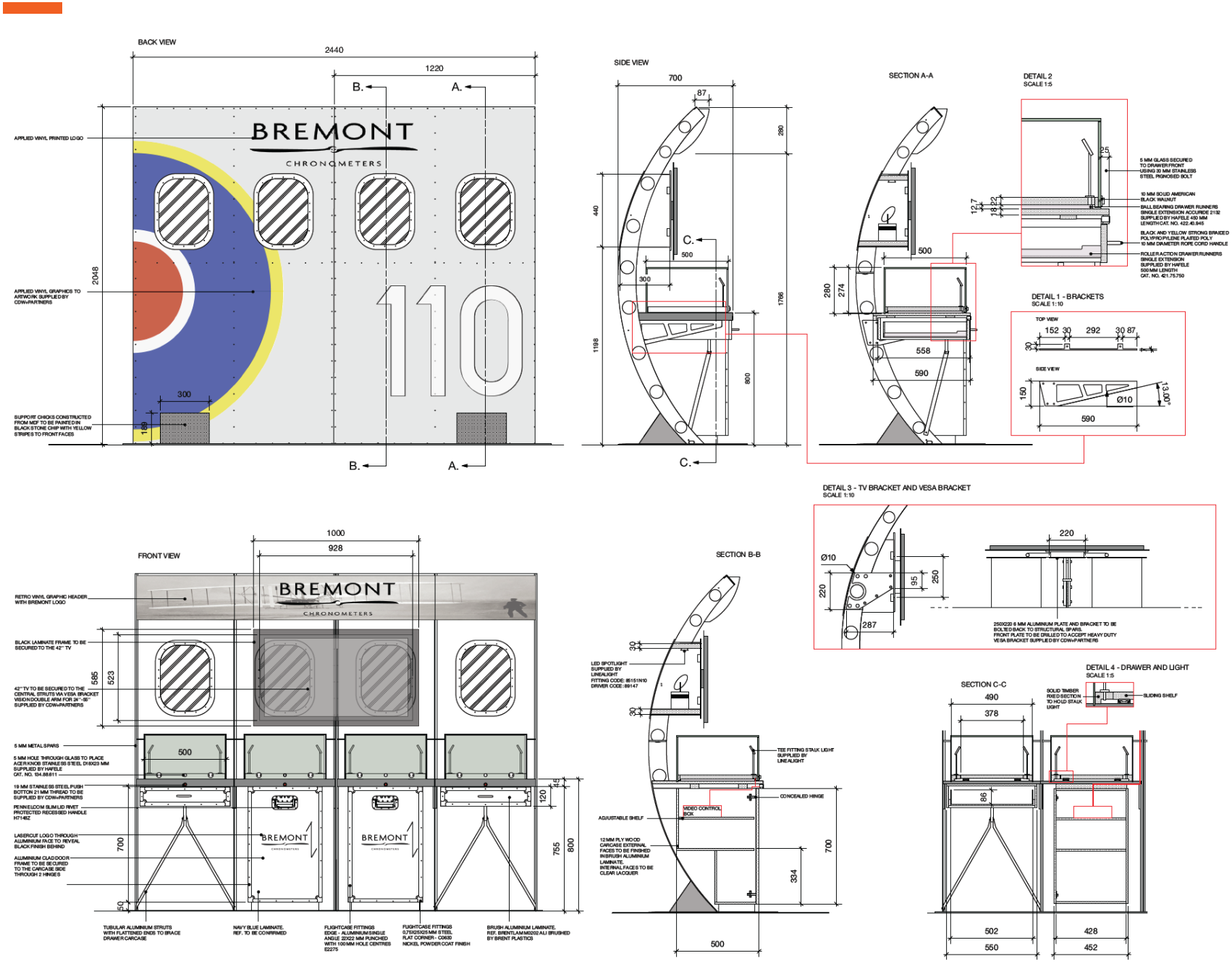
01 Bremont / Close-up renders

01 Bremont / Final pop-up



01 Bremont / Final pop-up

01 Bremont / Technical details



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Rev	Date	Amendment	Initials

cdw+partners
10, Queen's Place, Brighton , East Sussex BN1 4JY
T: +44 (0)1273 673554
E: design@cdwpartners.co.uk

Client	BREMONT
Project	5570
Project Date	2018
Location	
Title	HALF POD
Date	03-09-2018
Design	CDW+PARTNERS
Drawn	GT
Drawing No.	5570.00.001 Rev. -
Scale	1:10 A1/

01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

02 Baileys / Brief

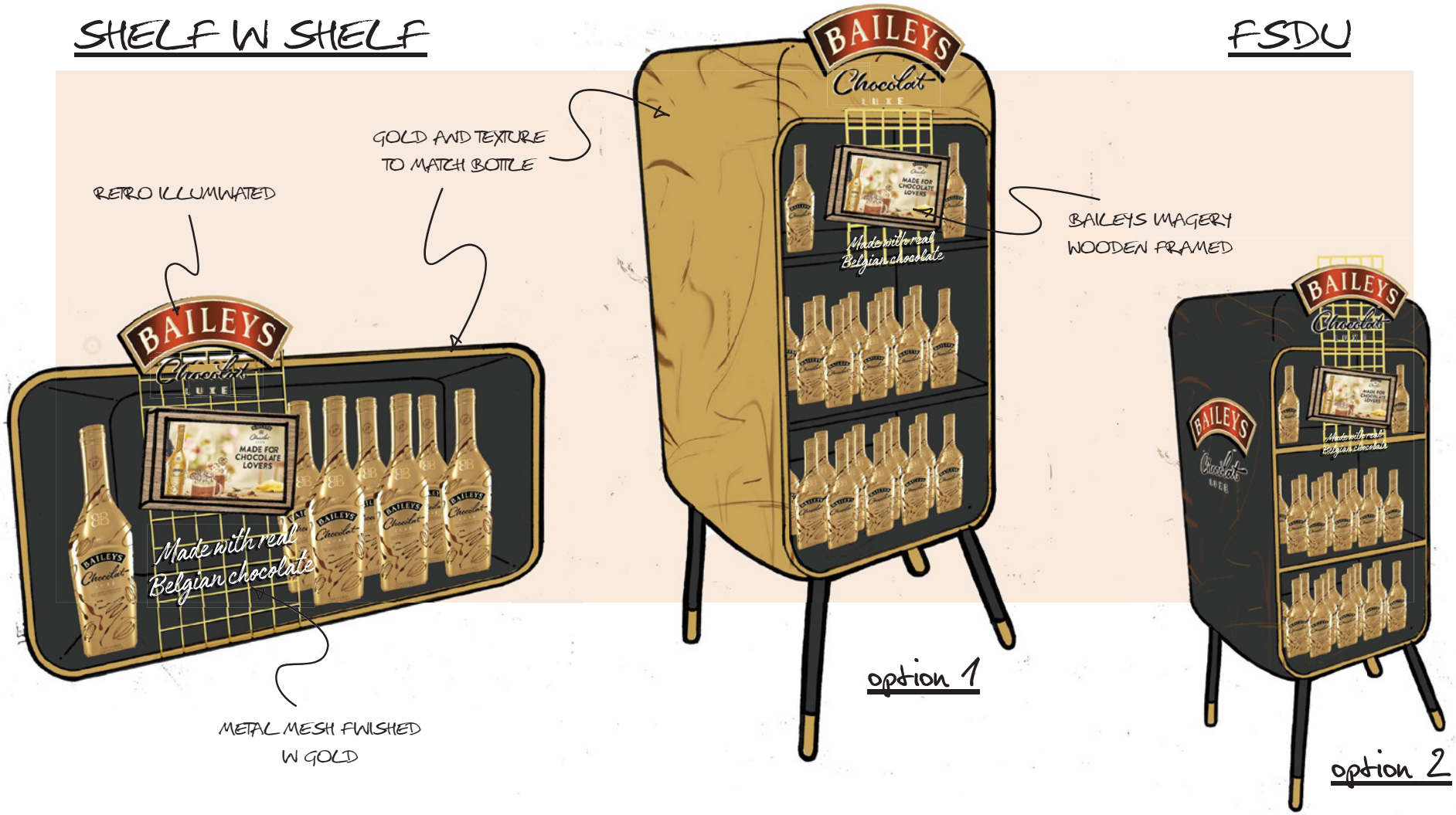
We need to communicate that Chocolat Luxe is not a Baileys flavour – it's an indulgent treat made for chocolate lovers. It contains 30g of real Belgian chocolate resulting in a thick, rich liquid a chocolate treat and your most loved spirit rolled into one.

Not only do consumers not understand the occasion, they also don't understand the product.

Position Chocolat Luxe as a key growth driver for F20, growing it to a £1million NSV product growing the product by 43% .

Following the letter and the spirit of the Diageo Marketing Code design a temporary FSDU and a shelf in shelf. Plans must be developed for GT (adapting Europe work).

02 Baileys / Initial Sketches



02 Baileys / FSDU

1 Bottle texture finished in gloss black
2 Chocolat Luxe neon sign
3 Matt black panel & shelves
4 Key visual
5 Golden metal mesh
6 Feet finished in gold
7 'Made with real Belgian chocolate' golden sign

02 Baileys / SIS

1 Bottle texture finished in gloss black
2 Chocolat Luxe neon sign
3 Matt black panel
4 Key visual
5 Golden metal mesh
6 Spherical feet finished in gold
7 'Made with real Belgian chocolate' golden sign

02 Baileys / Toolkit

Message Hierarchy

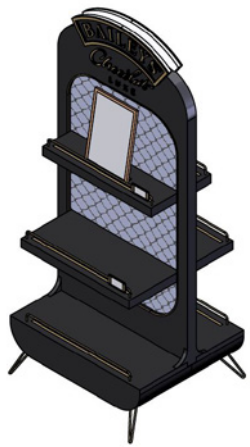
Branding	BAILEYS
Primary	Chocolat LUXE
Secondary	'Made for Chocolate lovers'
Tertiary	'Made with real Belgian Chocolate'

Chocolat Luxe

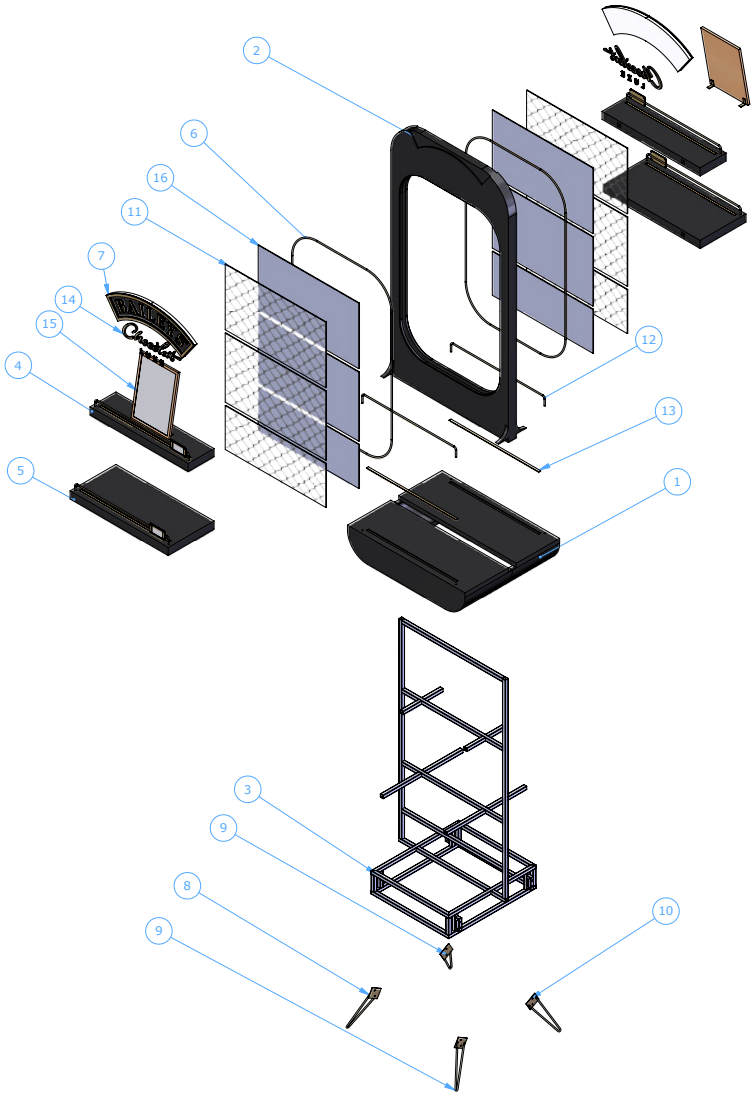
02 Baileys / Prototype

02 Baileys / Technical details

ITEM NO.	PART NUMBER	DESCRIPTION	Material	Finish	QTY.
1	4358_R1_01_0101_Base Carcass	Base Carcass	FRMDF	Sprayed matte black with spot varnished pattern.	1
2	4358_R1_01_0101_Mid Panel Carcass	Mid panel carcass	FRMDF	Sprayed matte black with spot varnished pattern.	1
3	4358_R1_01_0101_Metal Frame	Frame work	Mild Steel	Sprayed matte black to visible faces	1
4	4358_R1_01_0102_Shelf Assembly	Small shelf assembly	Various please refer to sub assemblies	Various please refer to sub assemblies	2
5	4358_R1_01_0102_Shelf Assembly	Shelf assembly large	Various please refer to sub assemblies	Various please refer to sub assemblies	2
6	4358_R1_01_0101_Mid Panel Trim	Trim	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
7	4358_R1_0103_Header Assembly	Header Assembly	Various	Various	2
8	4358_R1_01_0101_Foot	Foot	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	1
9	Mirror4358_R1_01_0101_Foot	Foot	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
10	MirrorMirror4358_R1_01_0101_Foot	Foot	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	1
11	4358_R1_01_0101_Mesh Panel	Mesh Panels	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
12	4358_R1_01_0102_Shelf Rail	Rail	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
13	4358_R1_01_0102_Shelf Trim	Metal detail	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
14	4358_R1_01_0101_CTA	CTA	Mild Steel	Wet Spray Gloss Pantone Metallic 8005	2
15	4358_R1_01_0101_KV Panel	KV Panel	FRMDF and Print	Wood finish TBC	2
16	4358_R1_01_0101_Mirror Panel	Mirror Panels	ACP	Mirror ACP	2



FSDU Assembly



Technical Drawings

Client
Diageo

Brand
Baileys

Project Location
Toolkit

Furniture Type
FSDU

Drawing Filename
4358_R1_01_0100_OA Assembly

Assembly/Part Description
FSDU Assembly

Material
Various refer to sub assemblies

Finish
Various refer to sub assemblies

CircleSquare
Unit 6 New Concordia Wharf
Mill Street
London SE1 2BB
United Kingdom

T +44 (0)203 207 2950
E london@circle-square.com

www.circle-square.com

Scale	Sheet
1:15 (A3)	1 of 9

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01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

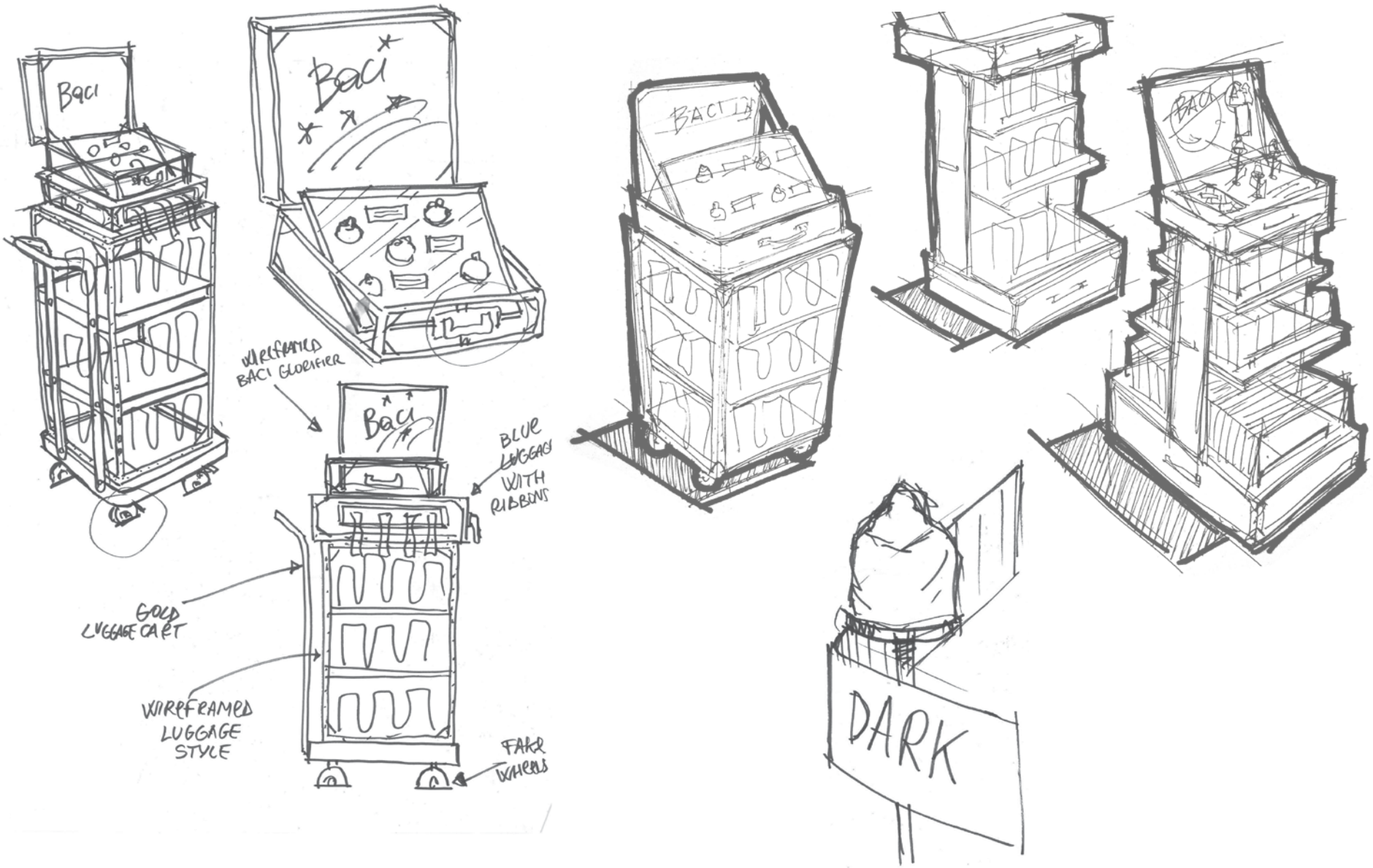
03 Baci / Brief

To relaunch Baci Italian truffles in GTR in 2020, after being delisted for a number of years.

We need to deliver a compelling creative idea that captures Baci's unique offering, without cannibalizing other regional products like Nestle Swiss.

Through both engaging activation and permanent fixtures, we must appeal to the millennial mindset, who put experiences, self-care and relationships above material goods, and like to express their individuality through the products they choose.

03 Baci / Sketches



03 Baci / Reverse view

Height - 1450mm
Width - 500mm
Depth - 500mm

Large branding on top of travel case lid with ribbon wrapping over from front

Shelf front communication:
"Crafted with love in Italy since 1922"

Baci Blue travel case architecture with gold detailing

Price tickets frame in gold

Illuminated strip on front of shelf

03 Baci / Planogram

Baci Perugina Dark Bijou x 32

Baci Perugina Milk Bijou x 16

Baci Perugina Extra Dark Bijou x 16

Baci Perugina Dark Bag x 20

Baci Perugina Dark Bijou x 8

03 Baci / Glorifier

Large Baci branding

3D cutout bijou* on ribbon that wraps over back panel

Original Dark Baci glorified and surrounded by a flavour ribbon

*3D cutout detail

*Illustration detail

'Love notes' displayed on both sides of the case below glass reveal the diverse messages to shoppers

Illustration invites shoppers to discover the 'love notes' contained within each Baci*

Gifting CTA increases consumer consideration of Baci in gifting occasions

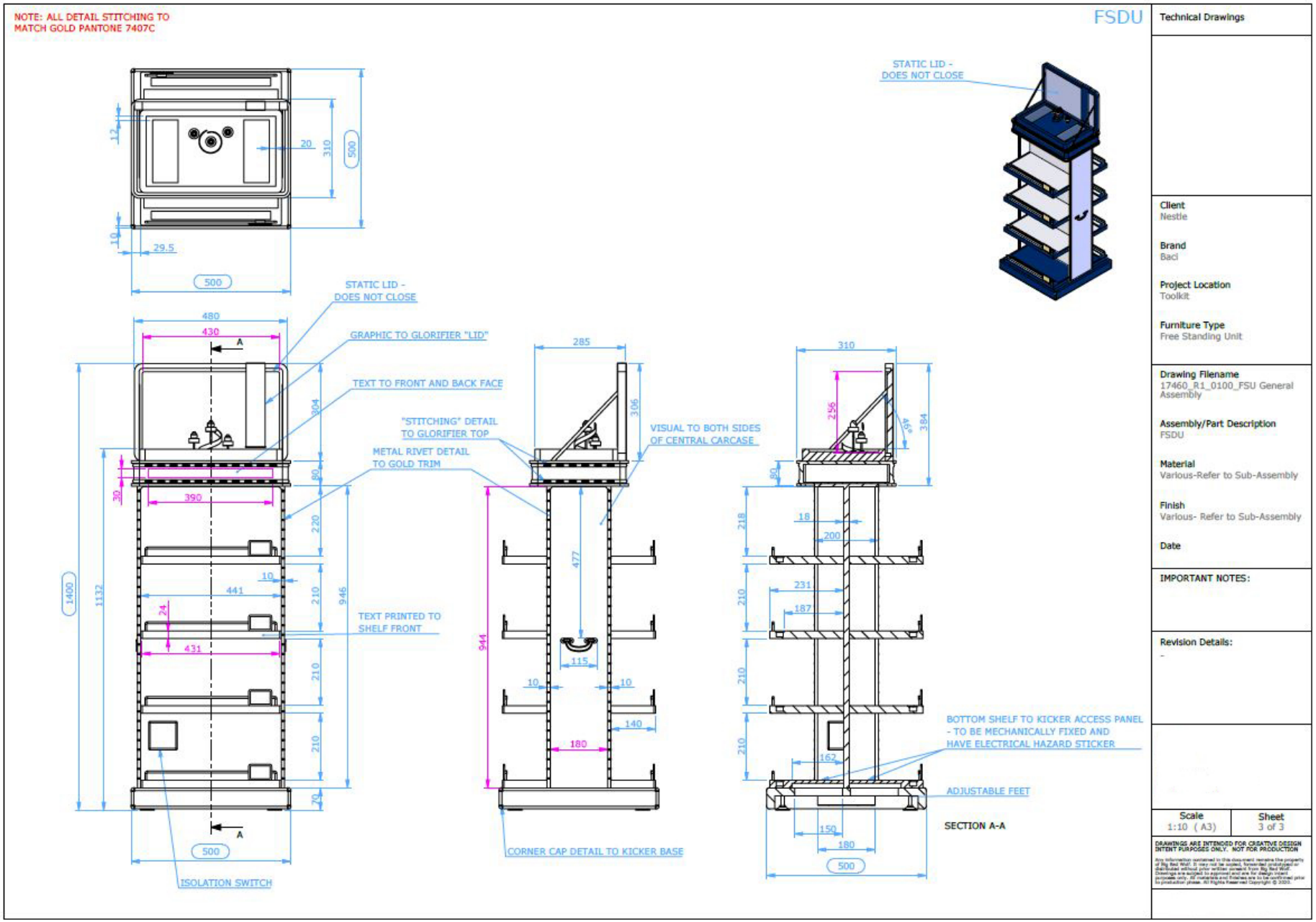
03 Baci / Shelf strip & shelf wobbler

Flat Graphic:

3D Sides Cutout:

Flat Graphic:

03 Baci / Technical details



01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

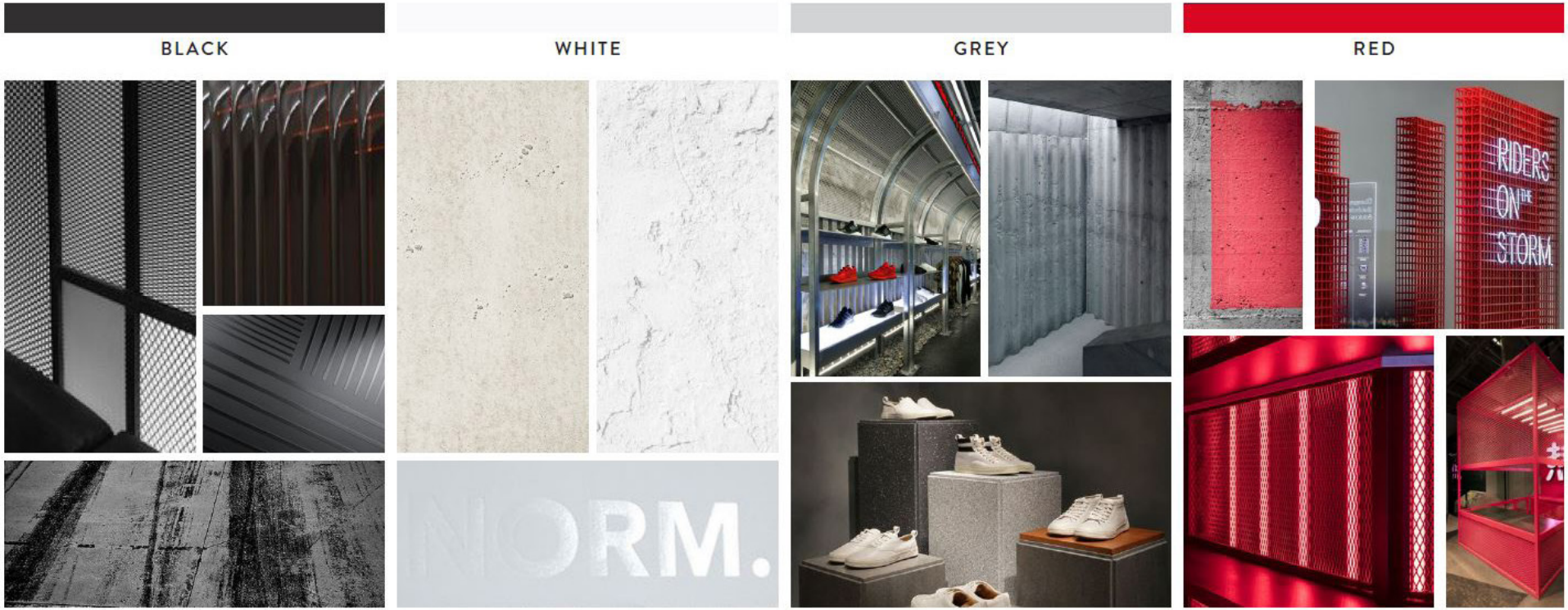
04 Carrera / Pitch

You have been asked to give design suggestions on how to appear within Grand Vision stores. All designs should bare this in mind.

Connect the new designs back to the brands racing heritage and represent the attitude that went with it. Push the boundaries within the retail space to create disruption and focus on Carrera.

The design should be modular/scalable to work across a range of touchpoints from small to large.

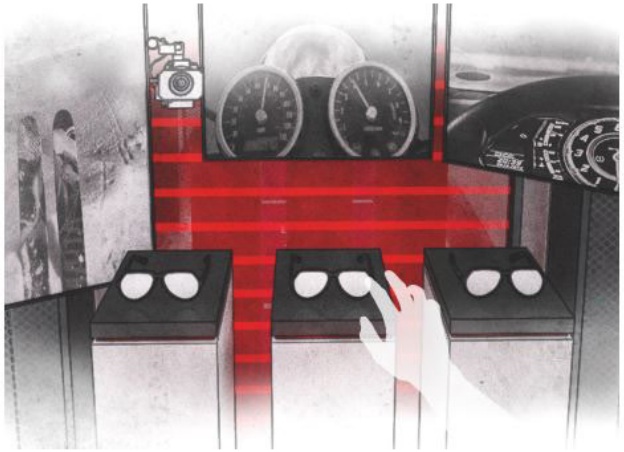
04 Carrera / Moodboard



04 Carrera / Activation space

RESTING STATE

- Screens play first person racing content in black & white and other brand content



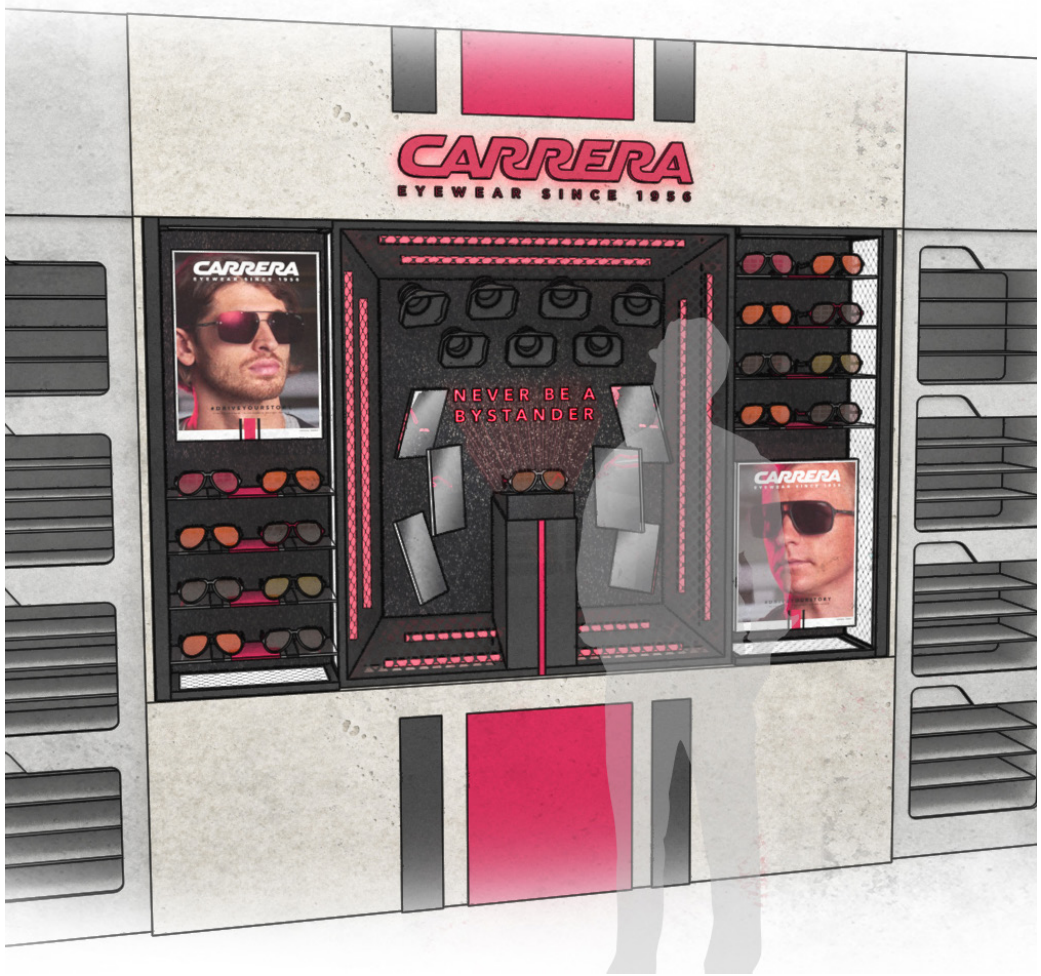
CONTENT TRIGGER

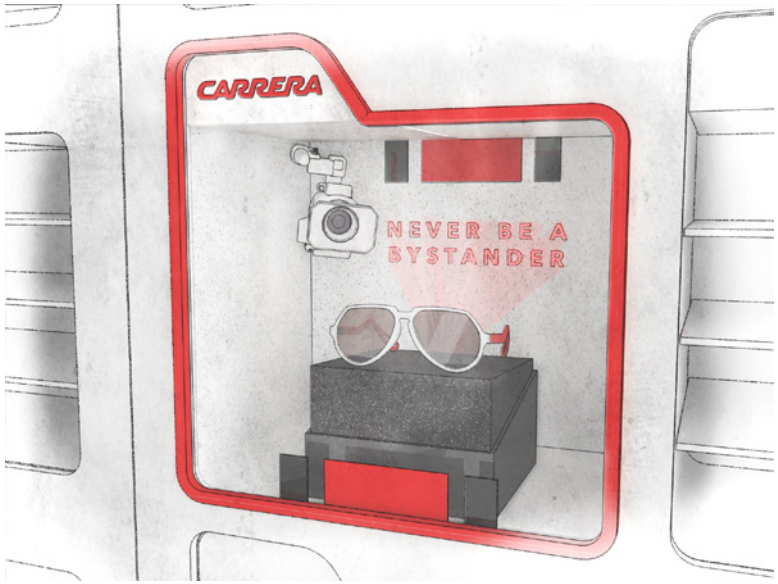
- Customer approaches and picks up sunglasses
- Content is trigger through either proximity sensor or by RFID

CONTENT INTERACTION

- Screen content changes to a range of angles and close-ups of customer wearing glasses

04 Carrera / Wallbay and On shelf





04 Carrera / Window

04 Carrera / FSDU

04 Carrera / Store takeover

01 Bremont_Pop-up

02 Baileys_FSDU & SIS

03 Baci_FSDU

04 Carrera_Pitch

05 Tapi_Display

06 Miscellaneous

05 Tapi / Brief

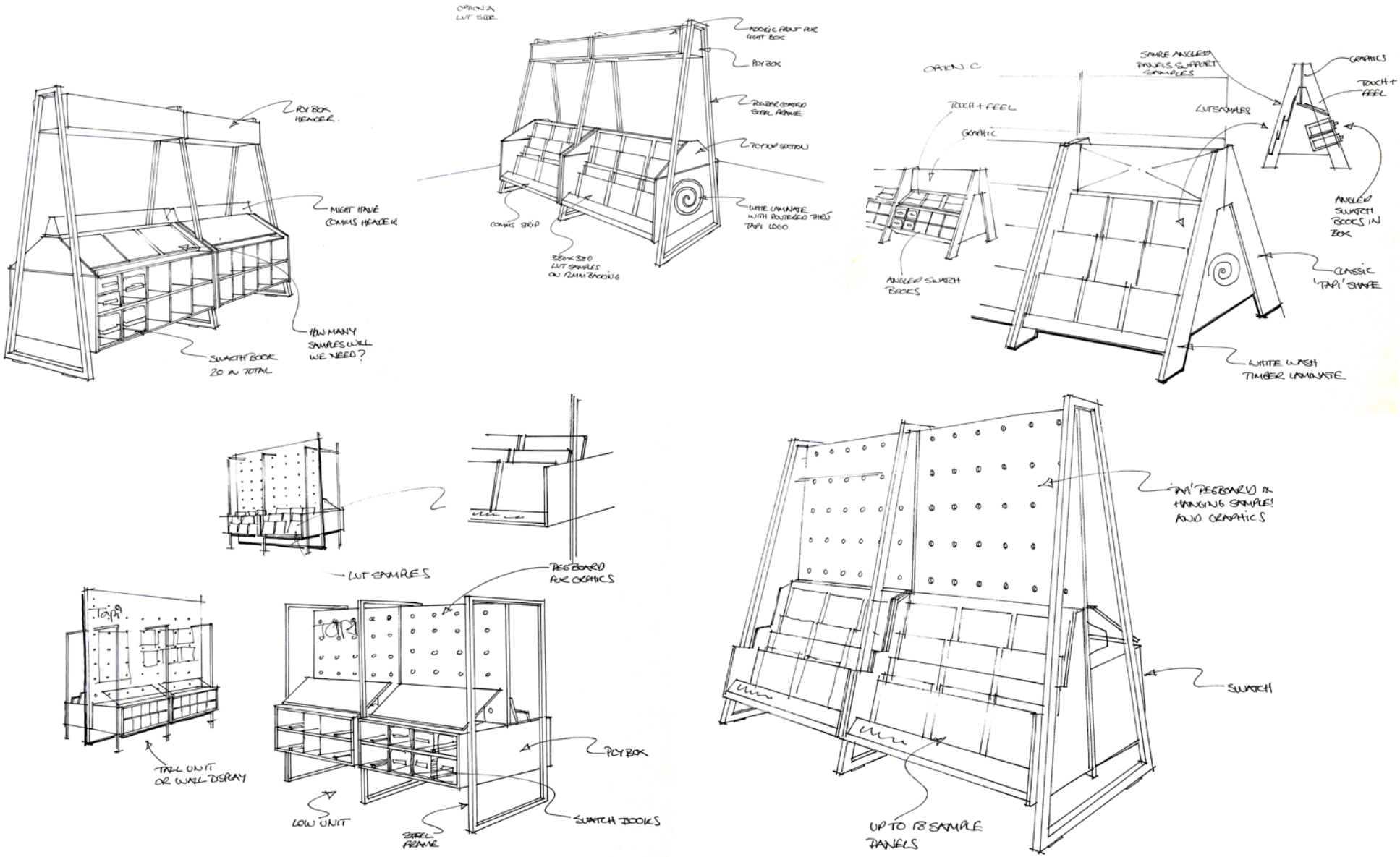
Design a display unit to be placed at NEXT shop making sure it follows the brand guidelines and assets.

Wooden floor finishes, stone finishes, carpet samples and swatches need to be fitted into the unit.

It will also need a space to show graphics and offers.

Tapi carpets

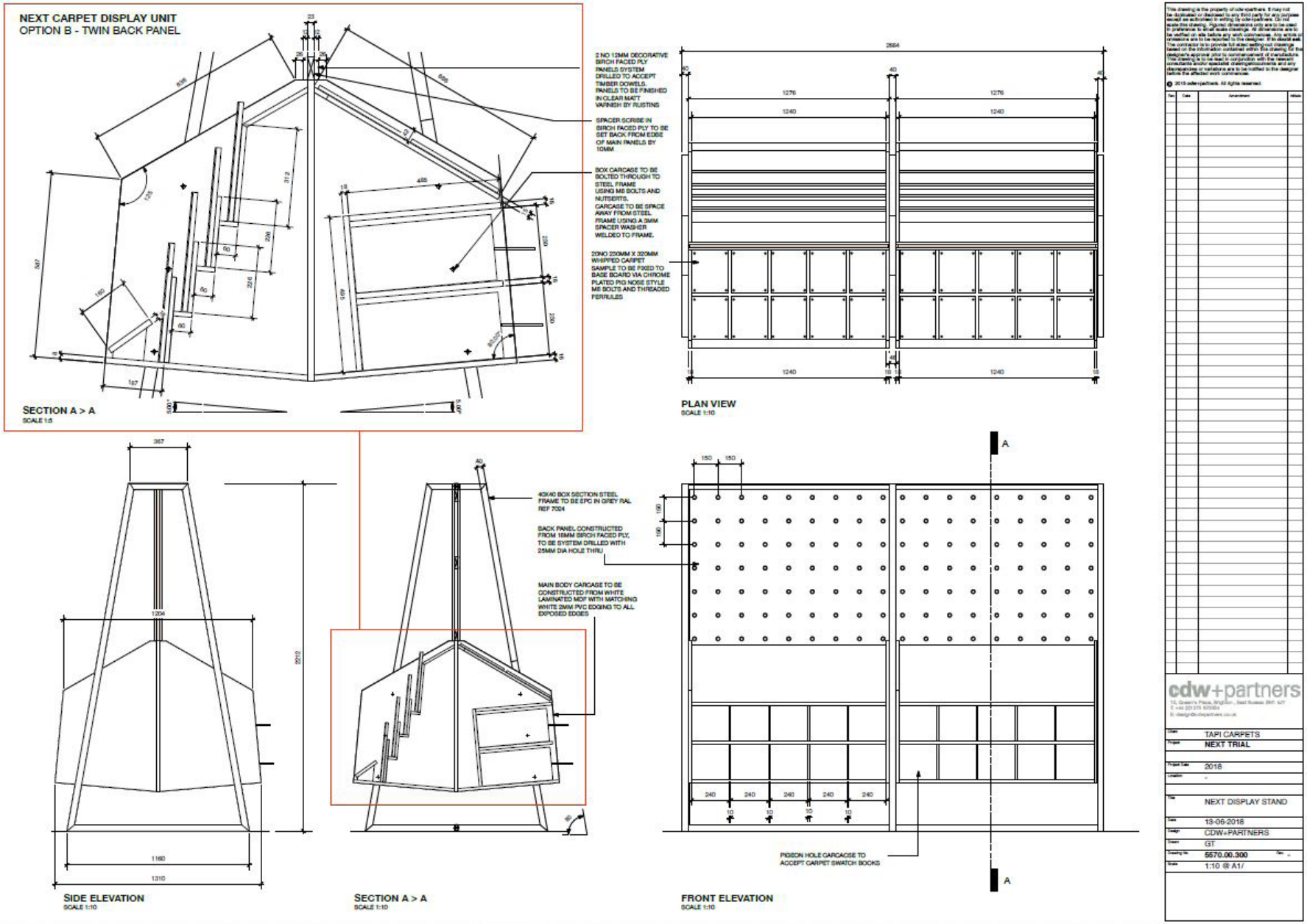
05 Tapi / Sketches



05 Tapi / Renders

05 Tapi / Final display

05 Tapi / Technical details



01 Bremont_Pop-up

02 Baileys_FSDU & SIS

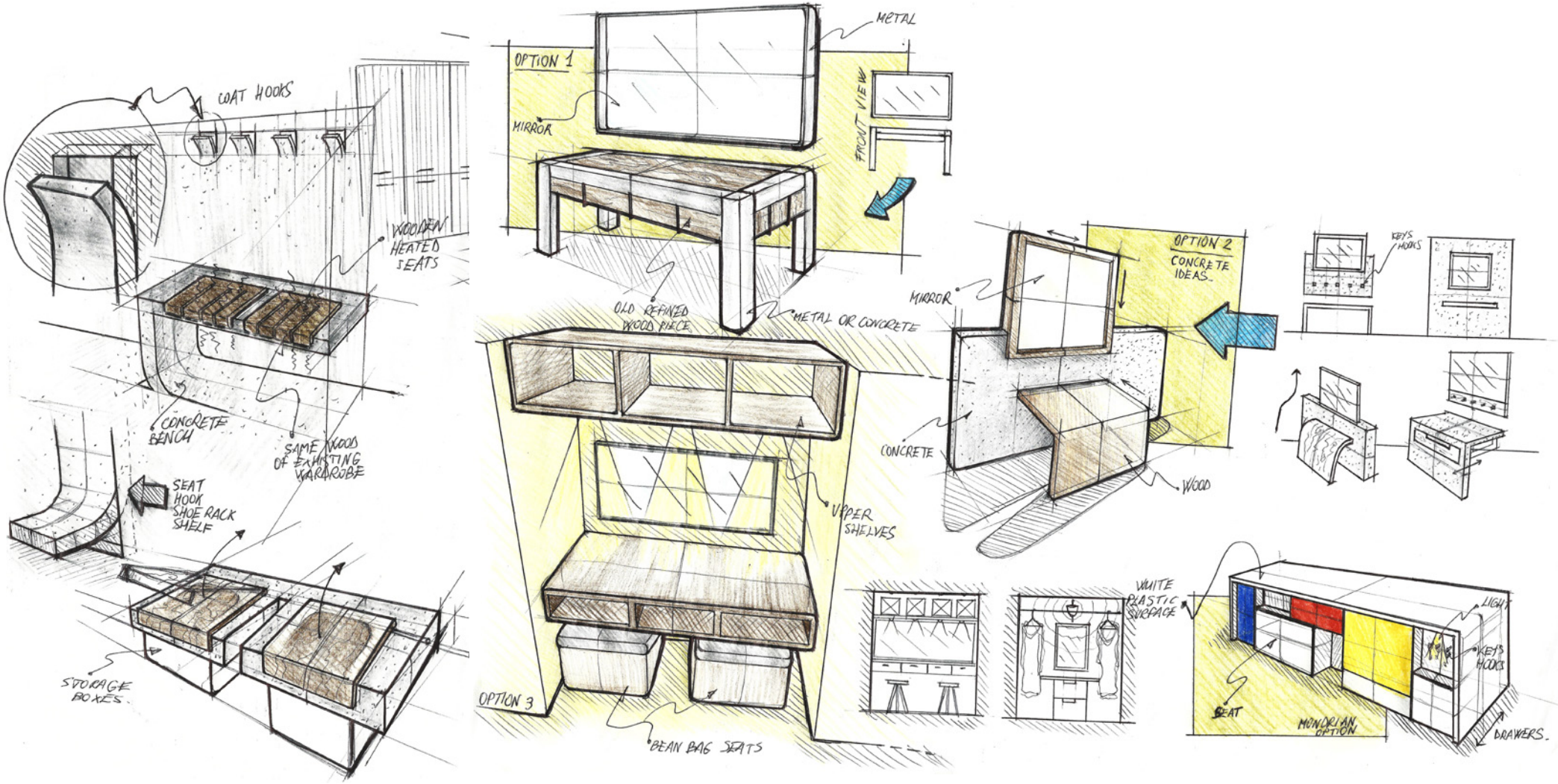
03 Baci_FSDU

04 Carrera_Pitch

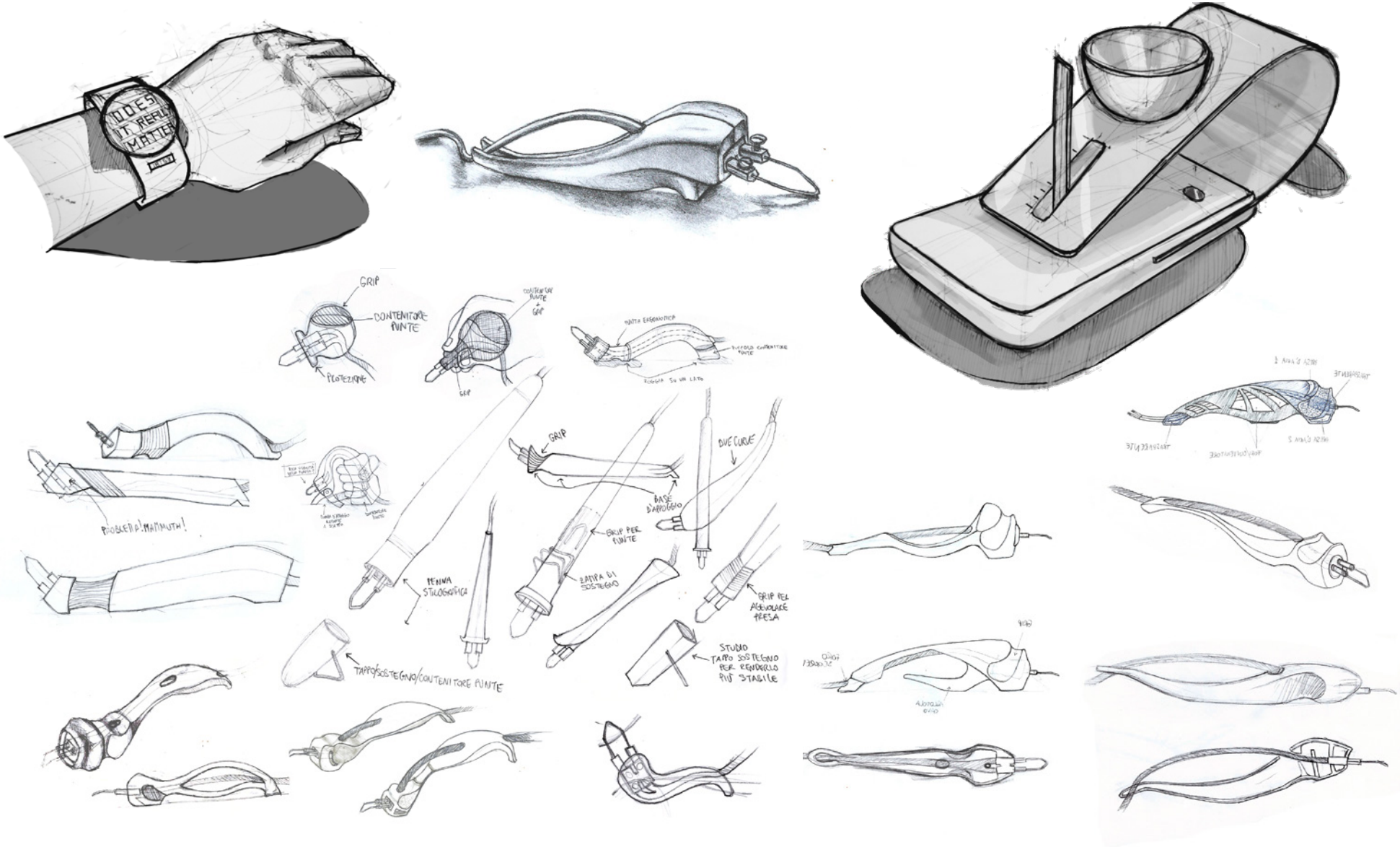
05 Tapi_Display

06 Miscellaneous

06 Miscellaneous / Interior design sketches



06 Miscellaneous / Product design sketches



Thanks

giuliatedescodesign@gmail.com
07497281466
Flat 27, Bradley House
SE16 2DL, London, UK