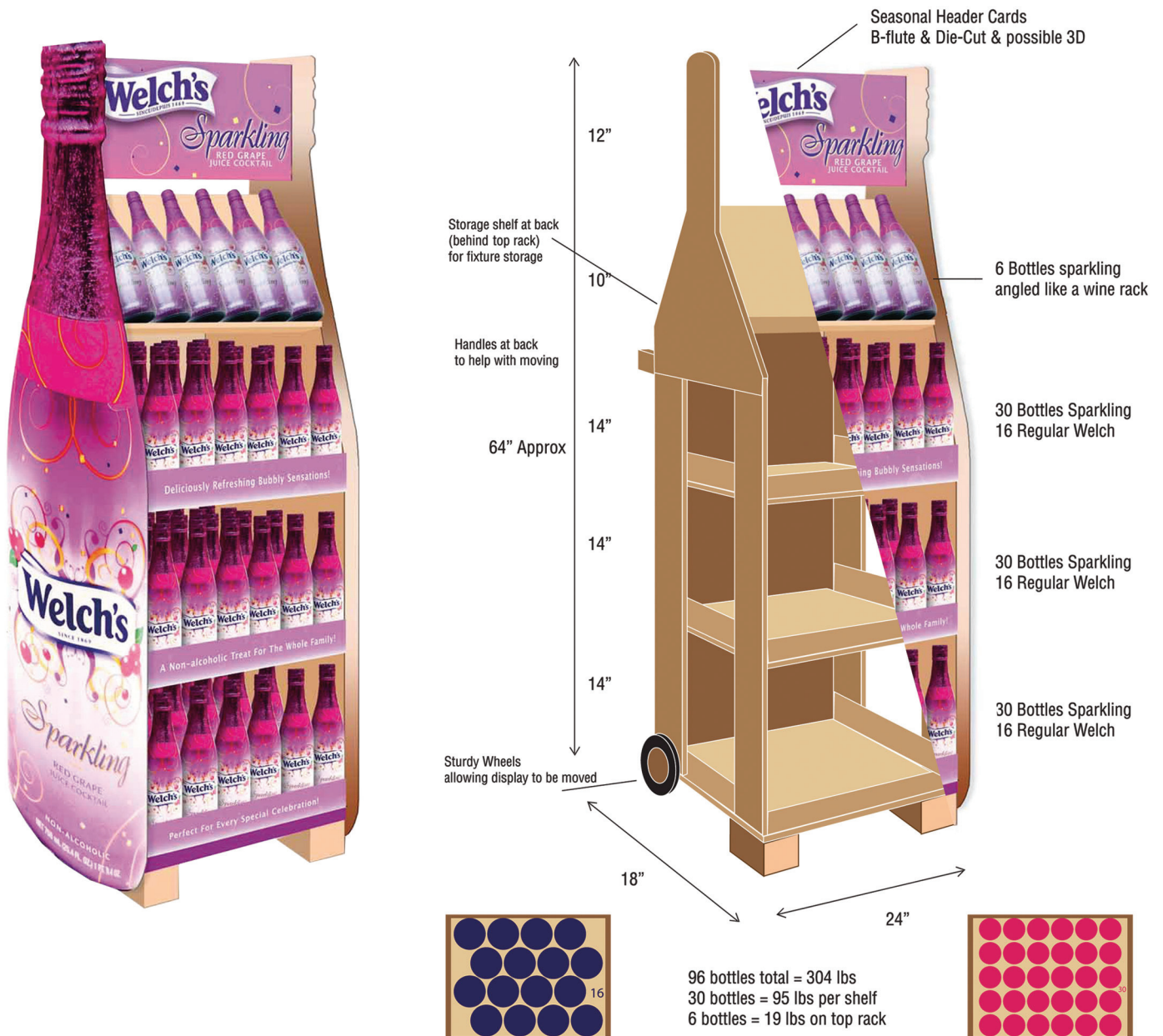


Conceptual Illustrations



Semi-Permanent Wine Rack Display: One of several concepts that focused on a balance between Upscale Image Projection and maximizing Product Unit Merchandising. This display focused on aligning the Brand Image within the wine category while keeping its playfulness.