

# MULTI-COLOR FRANCE: CHARLES CLÉMENT GETS DRESSED UP!

## THE SITUATION

The company Charles Clément crystalized the passion of Champagne and land. The goal was to create a design that could reflect this spirit while conserving a superlative aesthetic refinement. The Charles Clément label integrates in its design and its warm shades a reminder of the "terroir." Thanks to the new Charles Clément logo, the brand expresses a strong signature to the public and professionals. True expression of its character, the Charles Clément logo unifies the "terroir" of the Grand Champagne with respect for the people and their values.

## MCC SOLUTION

The logo that illustrates this Champagne brand is at the center of this label. To enhance it, we decided to use a curved hot foil with a diamond point finish on the letter "C". Around it, small hot foil dots overprinted with a full color process reinforce this high-end image.

The choice of the paper, a Sirio pearl self-colored in orange with an iridescent aspect, perfectly meets this universe of the prestige bubble and the concept of terroir that the customer values. We have recently decided to expand our customer base. The first feedback pointed out the old fashioned look of our labels. Instead of redesigning the existing, we decided to start from scratch and create a brand new logo for Charles Clément. We placed our trust in the Brain Factory agency which designed a more modern project that was in vogue while keeping the Champagne codes.

The requirements specification to print this label was extremely demanding. Only the Multi-Color team was able to meet it and respects all our expectations. They were also able to produce sample batch of the front and neck labels in order us to validate the labeling process on our bottling line. This new design has been very well received by our clients who appreciate to have a beautiful bottle to place on their table. This also enables us to increase more easily the average price of our Champagnes.



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