

LA PETITE MORT

Sensual Pet-nat Wine Design

Client

A hereditary winemaker from the Czech Republic.

Challenge

Create a brand and packaging that could **sell an entire batch quickly without any media spend**, while building a strong foundation for a future winery and attracting potential investors.

Solution

We developed a **memorable name and eye-catching packaging** that communicated the wine's unique character and quality, making it irresistible to buyers at first glance.

Results:

- **90% of the wine sold within 2 months**, including pre-orders – a record in the industry
- **€0 spent on media or promotion**
- The winemaker was invited to **5 major industry exhibitions**
- Negotiated with **3 potential investors**, signing a contract with one
- According to the client, **branding was the key factor in this success**





RAW PLEASURE, NOT POLISH





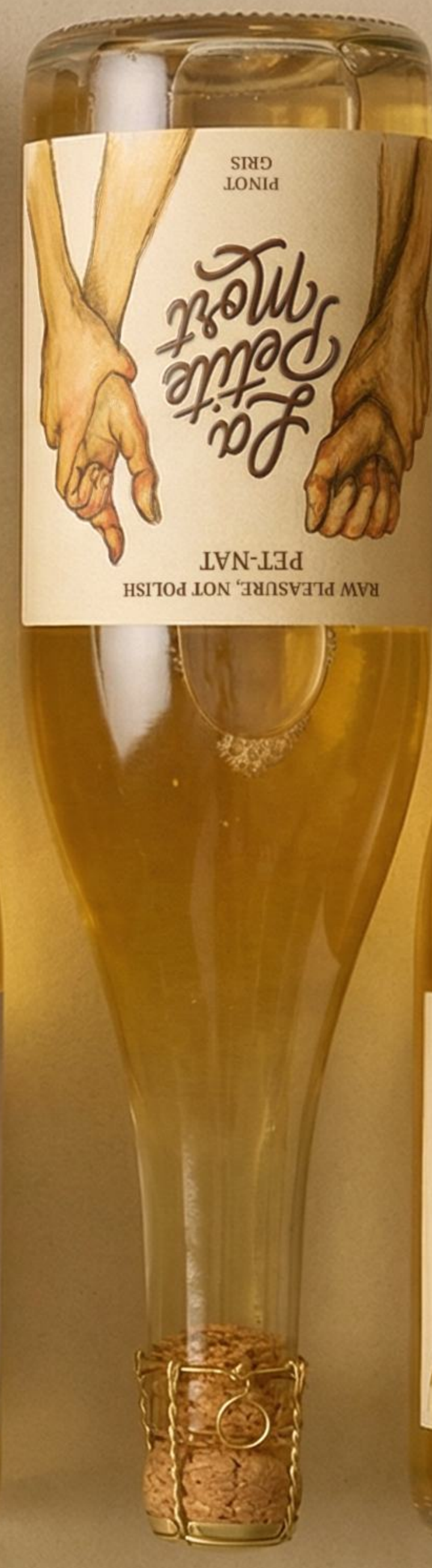
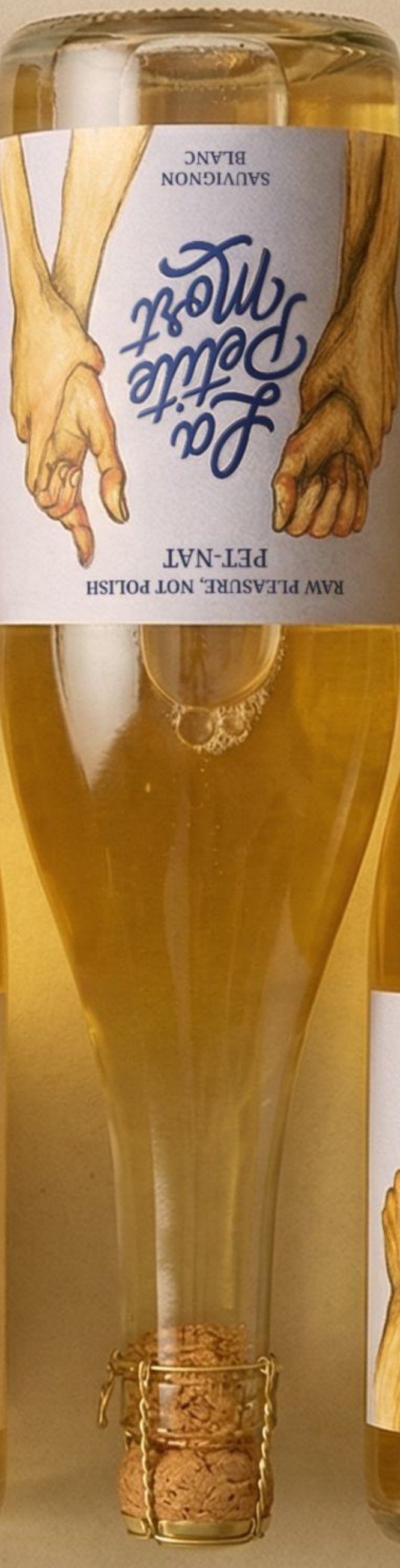
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A close-up, vertical shot of a chilled bottle of sparkling wine. The bottle is covered in condensation droplets. The cork has just popped, and a thick, white spray of foam is erupting from the neck. The background is a textured, light-colored surface.

DON'T HOLD IT