

OT, BRAND FORMA, KAZAKHSTAN, BRAND IDENTITY & CONNECTED PACKAGING - PACKAGING BRAND IDENTITY PROJECTS - GOLD



pentawards

Trends Report

2024-25



Introduction



Every year, the Pentawards competition receives over 2000 entries from more than 60 countries, giving us sight of the latest, most innovative and influential packaging designs from across the globe.

This unique perspective enables us to identify significant trends and developments that are shaping and influencing our industry today, as well as emerging trends that are set to impact our network of brands and agencies in 2025.

Our annual Trends Report for 2024 reveals ten key insights into the design direction of the packaging industry, supported by a snapshot of entries that showcase how each trend has been applied. While some trends are brand new, others have been highlighted for their endurance over the past few years developing and progressing as time goes on.

With that said, we are thrilled to share our latest trends report with you.

The Pentawards Team

PENTAWARDS 2024 GALA CEREMONY





A Foreword

This year we also asked our 2024 Diamond winner This Way Up, whose winning design with OGT (One Good Thing) features in the **Leave No Trace** trend, to give us a thought to share with our community.

“Giant environmental challenges demand immediate, bold and extraordinary action. But the scale of the problem can leave consumers feeling powerlessly overwhelmed. However, as Van Gogh said: “Great things are done by a series of small things brought together.” As designers, we have the opportunity to design solutions that will provide everyday opportunities for consumers to help. If we all simply did ‘One Good Thing’ to turn back the tide of waste blighting our countryside, then the combined result could be positively planet changing. And what if we could do it whilst enjoying a delicious high-protein, naturally healthy snack, without a wrapper in sight. Worth chewing over.”

David Pearman

Founding Partner & Creative Director at This Way Up





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ONE GOOD THING (OGT)
This Way Up, UK
DIAMOND - BEST OF SHOW

01

Leave No Trace

Remarkable innovations in packaging design helping to solve real world problems

Each year we are blown away by designs that help to solve the urgent, critical problems our world is facing - and this year is no exception. Design solutions that leave no trace of the product's existence or re-use waste material to help the world move towards a more circular economy have been highlighted as a key trend from this year's entries.

Pentawards Diamond award winner This Way Up worked with **One Good Thing** to create eye-catching branding for the brand's edible packaging. The idea for the product began when a countryside cycle ride left the OGT founder shocked at the amount of litter spoiling the natural beauty. The completely edible, 100% natural replacement for plastic or a wrapper was designed to act as a coating for the snack that would leave no trace.



WOOL GUSSET ENVELOPE
Woola, Estonia
SUSTAINABLE DESIGN, PLATINUM



THE GOOD OF NATURE - FROM EARTH, TO EARTH
Good Nature Co., Ltd., Thailand
SUSTAINABLE DESIGN – Food, SILVER



“It’s exciting to see more packaging designed for a circular economy.

These are great examples of where the elimination of problematic packaging can be achieved with a novel user experience, or where bi-products from product manufacture can be utilised to create a premium packaging with a story to tell.”

Mark Buckley

Circular Design Programme Manager at Ellen MacArthur Foundation

01

Another entry used circular design to address the fact that up to 90% of wool goes to waste in European countries, adding up to 200 000 tonnes of waste every year! **Wool Gusset Envelopes** were designed by Woola to replace plastic bubble mailers, offering a sustainable way to ship products while protecting them from breakage.

Designed by Good Nature Co., Ltd to help the food industry move towards a more circular economy, **The Good of Nature - from Earth to Earth** is a wholly sustainable packaging design solution. Made from fallen leaves from orange groves, it can be used as natural fertiliser after its primary use. Crafted by a skilled community in the Northern part of Thailand, the packaging also doubles as a freshness indicator, reflecting the orange’s age and optimal taste through the leaves’ colour changes, as well as helping the local community to have a better income and future.

What’s Next?

Our industry plays such a pivotal role in the global movement towards a more sustainable future. As more regulations are introduced and brands strive to meet sustainable goals, we are sure to see more exciting innovations and creative ideas that will help reduce impact, encourage reuse and recycling, use more bi-products and design for a more circular economy.

STONE VINEYARD

Demelza Rafferty, Australia

BEVERAGES - Wine Dark, CERTIFICATE



“By simplifying designs down to a single, impactful brand symbol, we’re seeing a bold new direction in packaging. This approach sharpens the message and creates a striking visual that cuts through the noise on crowded shelves. For packaging designers, it’s an exciting opportunity to combine minimalist aesthetics with smart material choices, delivering both standout shelf presence and a memorable brand identity.”

Kristiina Jaaranen

Brand Director at UPM

02 Solo Symbolics

Clarity over chaos - striking solo visuals designed to captivate and connect

Moving away from previous trends such as layering that maximises space to include more crafted visuals, designs, logos and copy, **Solo Symbolics** strips everything back to focus on one brand signifier. These mono symbols, paired with some impactful design, allow brands to effectively communicate their story while establishing a lasting connection with consumers and increasing recognition.

Each variety of **Stoney Vineyard's** wine shows an image of a rock sourced from the site, 'split' to reveal its exceptional interior. This design by Demelza Rafferty embodies Stoney's newfound confidence and the remarkable nature of the product, leaving a lasting impression and elevating its shelf appeal. Complementing the matte and debossed texture of the stone images, bespoke foil colours have been meticulously crafted to provide a striking visual contrast.

GUANLAN CRAFT BEER

UNIDEA BANK, China

BEVERAGES - Beer and Cider, SILVER



02

Visually impactful, with minimal impact on the planet, **Laocoon Wine's** main feature is a nod to the Trojan priest Laocoon, who was killed by two snakes as he warned the Trojans about the Trojan Horse. Showing how a label can be redefined and premiumized, the sculpted snake adorns the entire bottle of wine like a piece of jewellery and is made entirely of pewter - an infinitely recyclable, water-resistant and non-toxic material. The neck finish, made from paper with recycled fiber content and one-colour printing, completes the responsible packaging by Alliance Etiquettes.

The shapes of craft beers on the market are relatively similar, but **Guanlan's** unique bottle design is eye-catching. The inspiration for the design of Guanlan beer by UNIDEA BANK, is derived from the meaning of the word "guanlan", which means watching the undulating waves. Whilst structurally the sides of the bottle are designed undulating rocks, the upper part of the bottle is in the form of a lighthouse, signalling the right direction.

What's Next?

This trend has so far made a big impact across the beverages sector and we're intrigued to see in which other sector this rule-breaking, stand-out trend will appear next. With re-use firmly on all of our minds, these stylish designs would also not look out of place proudly displayed in homes and reused for other purposes.



LAOCOON WINE
Alliance Etiquettes, France
BEVERAGES - Wine Dark, GOLD



RICETTA
Supperstudio, Spain
Beverages - Cocktails, CERTIFICATE

ERZZAK ANKARA
MARKA KOCUM, Turkey
FOOD - Breads, Grains and Pasta,
CERTIFICATE



03

The Cube Effect

The practical shape for packaging reimagined with style and nostalgic influence

While other trends demonstrate a playful experimentation with shape, the reemergence of cube shaped packaging stood out across categories. Noted in one of our previous reports within **'Packaging on a Diet'** trend, we were excited to see how the next generation of cube packaging uses current influences to build on its already noted benefits. **The Cube Effect** not only creates visual stand out within categories, but also hits high on sustainability kudos as it can be shipped in larger quantities due to its shape, giving the ability to reduce a brands carbon footprint.

Destiny Spirits launched a new concept that comes from the fusion of traditional Italian gastronomy with the most classic cocktails. With designers Supperstudio on board, **Giorgio's Ricetta** was born with graphic design and packaging elements that are inspired by classic Italian food and gastronomic brands, using a ceramic straight edged bottle and typography and art nouveau style inspired by some of the most historical cocktail bars in Milan and Rome.

Australian design studio Denomination used the packaging design for Barossa Distillery's Glaswegian inspired whisky **Gallus Barossa** as the key to communicating a unique and individual brand that would appeal to the target audience of highly involved connoisseurs. The name "Gallus" - colloquial for "bold, daring, cheeky" - reflects the Glaswegian inspiration whilst the use of a continuous silicone band to house the branding is an original, daring and somewhat cheeky approach in a category full of tradition.

Reviving nostalgia, this design for **Erzzak Ankara** is inspired by old VHS cassettes and their cases. The inner part made of Plexiglas is meticulously designed to comply with food storage standards. Thus, you can use the packaging as an ideal, stylish, and functional storage container for your legumes. Designed by MARKA KOCUM with sustainability and reuse in mind, this packaging also reflects your environmental consciousness.



GALLUS BAROSSA WHISKY
Denomination, Australia
BEVERAGES - Spirits Dark, GOLD



BABADITTO BABY CARE PRODUCT PACKAGING
 HEAZ, Republic of Korea
 HOME, LEISURE & OTHER MARKETS - Household Maintenance, GOLD



“The allure of cube-shaped packaging lies in its simplicity. It celebrates a form without overcomplication, allowing design to transform it with minimal moves. It’s a form that carries few inherent category associations for the consumer, allowing it to act as a chameleon, flexing across a range of products with maximum stand-out.”

Graeme Offord
 Executive Creative Director at
 Denomination



03

Babaditto is a natural product design that seamlessly integrates into any living space. The brand identity by HEAZ, symbolised by a soft, rhythmic curve like a “gentle wind”, is enhanced with the other senses, complemented by a subtle and comforting scent, and an aesthetic reminiscent of a baby’s tenderness and purity. The rounded corners of the products and soothing beige hue evokes a sense of comfort and to distinguish from competitors’ angular, transparent containers.

What’s Next?

We’re looking forward to seeing more cube shaped packaging hitting our shelves, as no doubt the sustainability factor will be a key driver for brands. We also wonder what other shapes will start catching our eye in a bid to create more sustainable transport and supply chains.



RARAS
Kids, Spain
BRAND IDENTITY & CONNECTED PACKAGING -
Design with Purpose, GOLD



“When packaging design defies convention, it’s already creating a layer of impact for the consumer, making it stand out beyond its market. When you pair that with meaningful storytelling and beautiful details, you’re onto a winning design.”

Chloe Scanlan
Marketing Manager at Pentawards

04 Designing with Impact

Packaging design that goes beyond convention to communicate meaning

One of our favourite trends for 24/25 shows how design can successfully communicate key messages, meanings, and values to consumers. In bold strokes of genius, this trend, at times, goes beyond traditional norms of packaging design conventions and uses visual cues or storytelling, material choices and design details to create meaningful impact to consumers.

In a market that works in series and would never accept bottles of different shapes, Kids decided to do much more with them, filling them one by one and giving them the value that such unique objects as these “rare” bottles have. Thus arose **Raras**, a limited edition wine of 500 bottles that puts the research of rare diseases on the table. The unique shape of the bottles, the changing typography and the message on the label (as a pendant) invite holders to strike up conversations about wine and rare diseases.



CLEO'S TEA

Brum Brand and Packaging Designers, Netherlands

BRAND IDENTITY & CONNECTED PACKAGING - Design with Purpose, SILVER

04

With many natural elements and iconic illustrations of female pickers, **Cleo's Tea** packaging places emphasis on both humanity and nature. Placing such a human element in such a prominent role is groundbreaking for the tea aisle but designers Brum wanted to colourfully communicate Cleo's aims to raise awareness among tea drinkers so they can make more conscious purchasing choices. The entire packaging breathes the story of Cleo's, through illustrations and copy with the back wholly dedicated to storytelling.

Godawan is India's first luxury single malt whisky, created to help save the Great Indian Bustard or Godawan, from extinction. The design for **Godawan 100 Series** by Butterfly Cannon raises the profile of the plight of the Godawan through a tangible reminder of their extreme rarity. Each bottle was meticulously hand-etched with unique illustrations of the last living Godawan birds picked out in gold. Making each of the 100 bottles a one-of-a-kind piece of art that highlights how important every single living Godawan bird is.

What's Next?

Going beyond the norms to communicate important messages, raising awareness and encouraging conscious purchasing really highlights the impact packaging has on a product. Designs like these make us really proud of the industry and we hope to continue seeing packaging being used for good in this way, with more focus on sustainability, inclusivity and giving back to humanity.



GODAWAN 100 SERIES
Butterfly Cannon, UK
BRAND IDENTITY &
CONNECTED PACKAGING
- Design with Purpose,
GOLD



PASTA AGNESI
 Auge Design, Italy
FOOD - Breads, Grains and Pasta, SILVER

05 Back to the Archives

Re-designs using brand heritage for greater emotional consumer connection

Our re-design category has seen the highest number of entries this year, with a significant number being brands who have gone back to the archives to revive original elements of their design, making the most of their brand's heritage. This reflects a wider trend of 'nostalgia' that is driving brands to reflect significant eras of time enabling a more emotional connection with consumers.

Established in 1824 by the Agnesi family in Northern Italy, the **Agnesi** brand has remained steadfast in its commitment to crafting premium pasta products. To rejuvenate the brand's heritage, Auge Design used the sailing ship, an iconic emblem of the brand, as the heart of the packaging for a bold silhouette and a "future-forward" direction. The blue stripes encircling the package are reminiscent of the sea's waves, symbolising the ship's journey to deliver pasta worldwide since 1824.

Pepsi has always pushed culture forward and in taking on its global redesign PepsiCo set out to pay homage to its rich heritage while paving the way toward the future. Diving into their legendary history for the first evolution of the Pepsi identity in 14 years, they were able to create a fresh look and feel for the iconic brand.



PEPSI GLOBAL REDESIGN
 PepsiCo, US
BEVERAGES - Soft Drinks & Juices, GOLD

05

Founded in Turin 1857 by Luigi Leone, **Pastiglie Leone** is an Italian confectionery manufacturer steeped in Italian and family history. The rebrand by Design Bridge and Partners hints at simpler, happier times, masterfully uniting a complex portfolio steeped in heritage and nostalgia with playful character quirks.

With origins rooted in jazz and artistic flair, **PizzaExpress'** rebrand goal was to reconnect with its iconicity, protecting its dominance in the pizza isle. As the UK's best-loved pizzeria brand, Brandon wanted to leverage the most distinctive brand asset, the filigree. A new artistic illustrative style captures the brand's art origins while an amplified logo and wordmark communicates the quality of the work at hand.

What's Next?

Whether or not re-design ebbs and flows, we think nostalgia is here to stay. Connection to the brands roots, values and heritage tell a story and give personality to the product. This in turn helps consumers to connect and recognise them, granting them 'icon status' of sorts. These examples strike the perfect synergy between old and new which we're sure will continue.



PASTIGLIE LEONE: LA DOLCE VITA

Design Bridge & Partners, UK

BRAND IDENTITY & CONNECTED PACKAGING, PLATINUM



“It’s great to see legacy brands wash away the generic and instead raid the archives in a classic return to form. A return to what made the brand distinct can also be a return to the memory consumers have in their heads. Done right, it ring fences a brand from its competitors and becomes easier to come to mind and find in a buying situation.”

Matt Lurcock

Creative Director at Turner Duckworth



PIZZAEXPRESS

Brandon, UK

FOOD - Ready-to-eat Dishes and Fast Food, BRONZE



RUE DE RÊVE APÉRITIFS
Makers & Allies, US
BEVERAGES - Cocktails, BRONZE



**HOUSE OF GATSBY, GREAT SPIRITS
 FOR GREAT PEOPLE**
SERIESNEMO, Spain
**BEVERAGES - Spirits Collection
 (Mixed), CERTIFICATE**

06 Art Deco Revival

The opulence and sophistication of the iconic 1920s era has made a come back

Heralded as a key interior design trend by experts at the beginning of the year, Art Deco has also reemerged as a popular packaging design choice. The unmistakable striking geometric structures and opulent colours have brought a welcomed touch of glamour to the drinks sector in particular.

Inspired by the iconic Art Deco architecture of 1920s Paris and the tranquil beauty of the Big Sur coastline, the packaging design by Makers & Allies for **Rue de Rêve** captures the intersection of France and California in a textural and dreamy exploration. Featuring an elevated golden embossed arch not only enhances the tactile experience but also transports drinkers to a Golden State of mind with each pour.

Similarly, the **House of Gatsby** by SERIESNEMO takes a contemporary attitude born from the roaring 20's nostalgia. A synthesis of arches and symmetry creates an elevated experience, paired with a usage of modern and traditional materials, intricate ornamentation with geometric details, and bold contrasting colours.

Flecha Azul's Tequila, designed by Charmaine Choi, uses a ceramic-looking bottle to reflect the weight of the longer aging process for their Extra Añejo Tequila. Featuring sharp lines and a tall silhouette with graduating blues used to reflect the clarity of the liquid inside.



“Traditional designs are soothing to look at, but at the same time they have a novelty that cannot be found in the today’s world. Although it is a repetition of tradition and modernity, we must recognize that the trend this time is not merely superficial decoration, but “emotional decoration.”

Yoshihiko Miyagi
Creative Director at Suntory

ESTOUBLON - OVERHAUL OF THE RANGE

Servaire & Co, France

BRAND IDENTITY & CONNECTED PACKAGING – Re-Design, GOLD



FLECHA AZUL TEQUILA
Charmaine Choi, US
Beverages - Spirits Collection
(Mixed), GOLD



06

Stepping away from the drinks category, **Estoublon** evolved from a Provencal estate renowned for its production of quality olive oils and exceptional wines since 1489. A luxury brand symbolising the French art of living, the brand founder projected this rich historical heritage into a new, more lifestyle-oriented imagination. The new products were designed by Servaire & Co with this in mind, resulting in iconic and appetising bottles with a distinct art-deco feel.

What’s Next?

Classic, striking and undoubtedly influenced by the 1920’s. We’d like to see this trend utilised in unexpected categories, such as the Estoublon olive oil. While the Art Deco label designs are more niche, we see the structures of the smooth arches and elegant lines that add a premium, elevated finish to the packaging continuing in the market.



“It’s exciting to see how this cinematic style creates drama by highlighting only the most essential characteristics of the product. With this trend the staging around the design is just as important as the packaging design itself enhancing the storyline and creating a visually beautiful world.”

Denise Llanera-Wittleton
Senior Designer at The National Gallery

07 The Influence of Wes Anderson

A nod to the exaggerated, evocative style of the iconic filmmaker

Packaging design draws inspiration from all aspects of arts, culture, society and the world around. From Andy Warhol collaborations in the 2022-23 Trend Report, to this year, where Wes Anderson-influenced designs have caught our eye. This stylish and visually exciting trend gives products a retro style with modern appeal while still leaving room for the brand’s unique personality to shine through.

Aiming for simplicity with iconic appeal, **Gloria’s** wine-based drinks’ design draws inspiration from vintage Italian postcards and posters, evoking the essence of summer, relaxation, and a gelato-inspired colour scheme and typography that’s a nod to Wes Anderson’s style. The design by Studio Size sets Gloria apart from conventional hard seltzers by infusing modern flair with subtle Italian cues.

GLORIA
Studio Size, Croatia
BEVERAGES - Low and Non-Alcoholic Drinks, SILVER



07



XELAT
Brandsummit, Spain
FOOD - Desserts and Sweet
Foods, **BRONZE**



CAN-TINI
Saint-Urbain, UK
BEVERAGES – Cocktails,
CERTIFICATE

In the same breath, **Can-Tini** draws inspiration from Wes Anderson's charm and the timeless cool of 60s James Bond. Saint-Urbain's mission for the ready to drink cocktails brand was clear: to craft a brand identity, packaging system, and animation style that seamlessly blended retro vibes with modern appeal.

Xelat is a new brand of ice cream that wanted to communicate its expertise of artisan ice cream, while leaving the traditional and comfortable sector behind. A goal that Brandsummit achieved with forceful colour contrasts, impressive playful lettering and custom illustrations, especially to bring to life Xelat's mascot, his beloved Chihuahua.

Obsessed with creating packaging loaded with nostalgia and full of personality to stand out on the shelf, Omni Design created the brand story for **Purlom A La Mesa**. The combination of bold typography, the use of a vibrant colour palette and illustrations within its graphic system make Purlom an innovative character within a traditionally classic sector.

What's Next?

From pastel colours to playful typography and tongue-in-cheek marketing, we love a trend that exudes personality. With Wes Anderson-mania from the past few years taking over with the release of Asteroid City and the Accidentally Wes Anderson Exhibition, we're left wondering what the next pop-culture led trend will be, maybe something more paired back, any guesses?



PURLOM ¡A LA MESA!
Omni Design, Spain
BRAND IDENTITY & CONNECTED PACKAGING
- Packaging Brand Identity Projects, **GOLD**



PASTA LUCIANO
 Dispenser Studio, Italy
FOOD - Breads, Grains
 and Pasta, **BRONZE**

AMI AMI
 Wedge, Canada
BEVERAGES - Wine
 Collection (Mixed),
BRONZE



08 Simple Shapes Meet Stand-Out Shades

Pairing striking yet simple shapes with stand-out colours across a variation of categories

An evolution from **Bold Visuals** that featured in our first report is the emergence of striking yet simple geometric inspired shapes paired with bright primary colours. This playful, vivid trend is bringing visually arresting designs across categories.

After a successful career in Michelin restaurants, Luciano Monosilio, turned to pasta making. Designed by Dispenser Studio, **Pasta Luciano** is packaged in brightly coloured boxes to mirror the liveliness of the man himself, the name of the brand bold and irregular to reflect the out-of-ordinary product.

Ami Ami wine is focused on utilising boxes instead of bottles in the effort to reduce their carbon shipping impact. In another simple but striking display, designers Wedge created the packaging with geometric shapes that in turn are used to reflect the name itself. Likewise, **BLOC's** cocktails for the at-home cocktail enthusiast let the brand name take centre stage with their design. The Bar Brand People used bold typography that can be read both vertically and horizontally on these stacking bottles, and vibrant contrasting colours to communicate the experimental flavours of the cocktails.



BLOC BOTTLED COCKTAILS
 The Bar Brand People, Australia
BEVERAGES – Cocktails, GOLD



PETAL DANCE TABLES BLOOM

mosi mosi, Hong Kong

HOME, LEISURE & OTHER MARKETS - Stationery, GOLD



“A packaging design system should always be on brand rather than on trend. When it aligns with the brand’s personality, bold shapes, typography, and primary colors in a saturated market create an instant visual impact. This trend highlights simplicity’s primal appeal, with strong geometric forms and vivid hues communicating confidence, playfulness, and modernity in one glance.”

Neha Tulsian

Founder & Creative Director
NH1Design

08

Pioneering ethical trade and sustainability in fine chocolate since 2022, the **CHOCOCO** aesthetic is playful, vibrant, and soulful. Buddy Creative use geometric style and colour which adds vibrancy and consistency throughout the range.

Created by mosi mosi in collaboration with autistic artists, the **Petal Dance Tables Bloom Calendar** is inspired by the art of floristry. Utilising over 20 Pantone spot colours and vivid florals, from techniques such as hot stamping, thermos-inking and embossing to bring joy to your desk.

What’s Next?

The use of bold shapes and primary colours are by no means a new trend, but they’re striking, stand-out and have stood the test of time for a reason. What we really love with a lot of these designs are the combination of using simple shapes paired with block colours to let the brand name do the talking. Like with the Bold Visuals trend, will we reach a point of saturation where brands go the other way with softer shades and shapes? Not yet, it would seem...



CHOCOCO

Buddy Creative, UK

BRAND IDENTITY & CONNECTED PACKAGING - Packaging Brand Identity Projects, BRONZE

COCA-COLA
CREATIONS Y3000
forpeople Ltd, UK
BEVERAGES - Soft
Drinks & Juices, **SILVER**



“Indulge, fantasise, and escape the blah! That’s exactly what the use of these psychedelia colours and details are all about. Why should a little bit of something you fancy, like food and drink, look and feel boring?”

Treats and temptations should be exactly like that. The form and function shouldn’t be compromised – they should help enhance and captivate it.”

Kevin Lan
Creative Director
Design Bridge and Partners

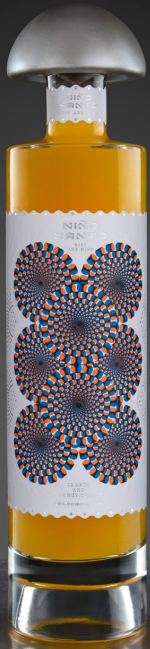
09 Inspired by Psychedelia

Kaleidoscopic patterns and intense colours are transporting consumers into new dimensions

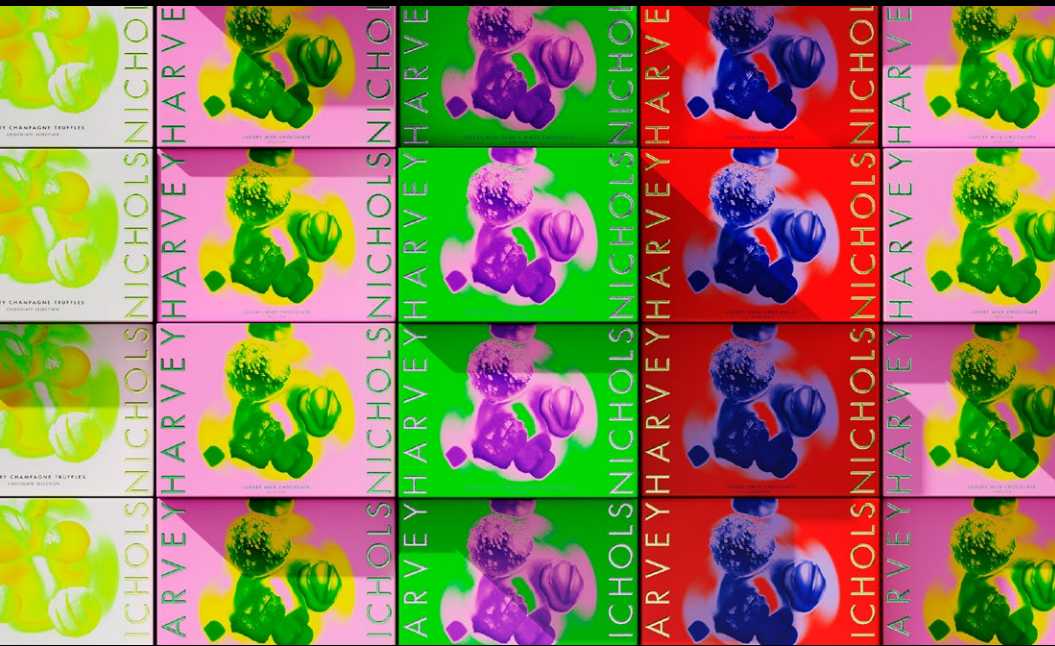
Whether it is reflecting key ingredients or provenance, engaging new audiences or helping portray a futuristic vision. Inspired by Psychedelia demonstrates how brands and agencies are using flashes of psychedelic patterns and colours, reflecting the influential 60’s era. It has earned its place in our 2024/25 trends report for all the right and very bright reasons!

Niño Santo, an orange and turmeric juice for adults contains 10mg of psilocybin, the psychotropic compound found in magic mushrooms. Designed by Javier Garduño Estudio de Diseño, the entire concept is based on a psychedelic mind trip using an optical illusion. The label features laser stamping, embossing and very original die-cutting and is crowned with a stopper as a reference to these mushrooms.

The first ever **Coca-Cola** created by AI, forpeople Ltd designed this new ‘future flavour’, remixed from the original taste. Made from AI text-to-image generators, a twist on the Coke script fizzes with digital connectivity and a bubbly liquid effervescence offers the sensorial feeling of Coke, with a hyper-real futuristic glow. Finished in a bold colour palate design that literally shines and pops on the shelf.



NIÑO SANTO
Javier Garduño Estudio de
Diseño, Spain
BEVERAGES- Health
Beverages, **GOLD**



HARVEY NICHOLS - PLEASURAMA
 Design Bridge and Partners, UK
 BRAND IDENTITY & CONNECTED PACKAGING – Re-Design, CERTIFICATE

09

Continuing the trend in the beverage category, **KOI. Tribute to Tokyo and its Contrasts** is designed by SERIESNEMO to reflect skyscrapers that line the cityscape. The bottle lights up and pulsates to the sound of music and neon lights as darkness falls, highlighting the luminosity of the ultra-premium vodka within.

With a goal of bringing back the bold, iconic and visionary Harvey Nichols of the 90's, Design Bridge and Partners wanted to appeal to a new generation of luxury customer with the redesigned **Harvey Nichols - Pleasurama** food packaging. Creating something fresh, daring and contemporary that stepped out of the market within the world of food.

What's Next?

It's niche, but there's no way you're walking by these designs on the shelf. Appealing to this digital age, we expect to see more of this trend disrupting unexpected categories such as food and home. And in the same thread as Coca-Cola, we're bound to see more designs co-created with AI.



KOI. TRIBUTE TO TOKYO AND ITS CONTRASTS
 SERIESNEMO, Spain
 BEVERAGES - Spirits
 Clear, BRONZE



SENSORY ODYSSEY FROM AFRICA TO THE WORLD
 Retbaa, Senegal
FOOD - Spices, Oils, Sauces and Spreads, GOLD



10 Cultural Connections

Highlighting cultural connections to communicate both heritage and cultural nuances

Cultural influences played a key part in this year's entries in a variety of ways. Culturally influenced packaging designs brought to life rich heritage and historical influences, but also designs that reflected a true understanding of cultural nuances in different target markets. Both ways enabled connections to be created with target audiences.

Lettera7 combine coffee culture with aesthetic culture, for Trucillo's **Estatico - out of one's senses**. The packaging is designed as a synaesthesia between ecstatic geometric shapes and tribal symbolisms, that tell the stories of farmers in Honduras, Brazil, and Guatemala. The visuals created and imprinted on a canvas wrap, represent and describe the fleeting memories and sensations stored during meetings with the coffee farmers of the individual South American countries.

For Sensory Odyssey from Africa to the World, Retbaa's mission is to promote African local products and provide real development opportunities to the communities while protecting the environment. Each creation tells a story, honouring the African continent and inviting us on a sensory odyssey, with a Parisian touch. The brand is committed to authenticity, responsibility towards local producers, and quality through the traceability of its products, while incorporating the latest technological advances to ensure the quality of its creations.



ECSTATIC - OUT OF ONE'S SENSES
 Lettera7, Italy
BEVERAGES - Tea and Coffee (Dry and Capsules), SILVER



THE PACK BY KOTEX
 Pearlfisher, UK
 BODY, HEALTH &
 BEAUTY - Health
 Care, SILVER



“It is evident that packaging, as a powerful means of communication, can help convey cultural and social issues. Telling us stories about a product’s origin, raising awareness about the importance of protecting the environment, or speaking to us openly about traditionally taboo topics, such as sexual matters, are just a few examples.”

Alberto Cienfuegos
 Partner and Creative Director at Lavernia & Cienfuegos

OT
 Brand Forma, Kazakhstan
 BRAND IDENTITY & CONNECTED
 PACKAGING - Packaging Brand
 Identity Projects, GOLD



10

The Pack by Kotex is not only a period product, but an education platform, educating South African girls through the physical: Period kit, posters, leaflets – and digital: an online community. Featuring a reusable tin, The Pack, designed by Pearlfisher adopts a gamified aesthetic that’s relevant, fun and engaging to connect with Gen-Alpha, stepping away from the usual discreet and naive aesthetic given to period products.

Designed by Brand Forma, **OT** is a brand of condoms aiming to tackle the issue around the absence of comprehensive sex education, gender inequality, and a culture of shame in Kazakhstan, redefining sexual culture through design and communication. With O representing the woman and T representing the man, the OT brand strives to be not just a product, but also a symbol of harmonious and healthy relations between the genders, promoting the principles of equality and mutual understanding in the intimate sphere.

What’s Next?

As designing with purpose is at the forefront of our minds, this trend puts cultural connection, heritage and education alongside brilliant design in an authentic way. Not only do these type of designs highlight the nuances in different cultures, but more often than not they help a real-life problem. It’s brilliant that this is what packaging design can have a part in and it’s important that this continues help solve a real-life problem.

About Pentawards



Founded in 2007, Pentawards is the leading global platform and community for packaging design.

Committed to recognising excellence in design, Pentawards provides a source of inspiration and connects people from across the world through its annual competition, gala ceremony, international conferences, digital events, books, social platforms and more.

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60+

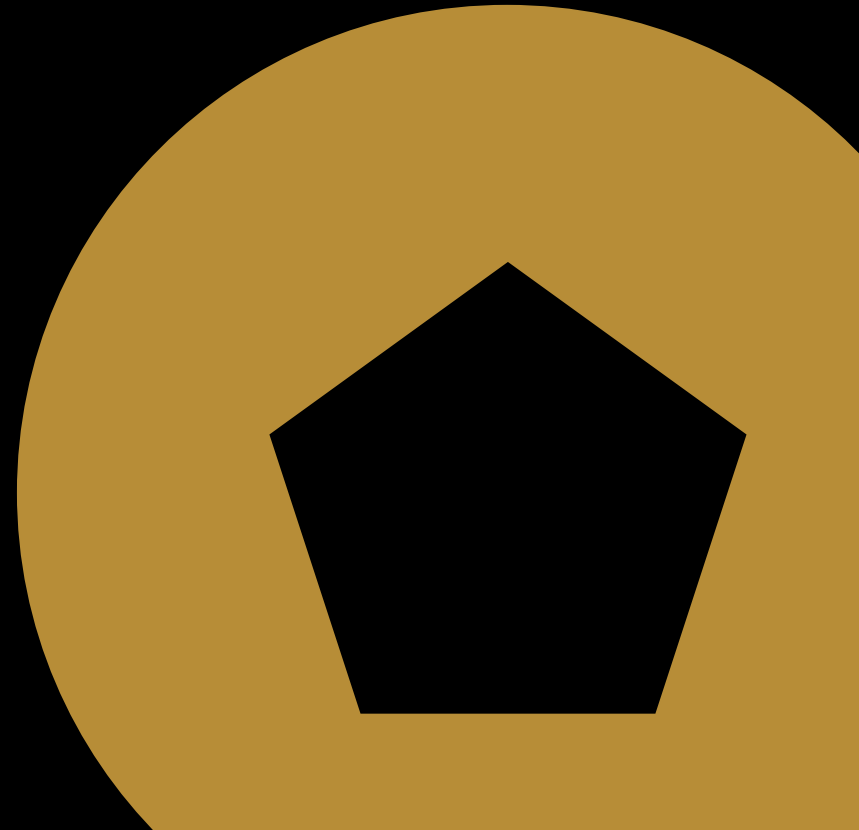
Countries take part annually

2,000+

Entries in 2024, of which over 700 were shortlisted

50+

International Jury Members



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