



Key Results in first 6months

466% in growth YOY
 85% sold out of all stock
 11.97% Engagement rate
 3000 bottles sold
 50+ restaurants & vendors
 530+ organic followers

Brand Identity, Iconography, Copywriting,
 Brand Strategy, illustration & Packaging Design

Challenge

"The greatest wines of my memory I have deliberately consumed in the company of my fellow men. For I do not believe that women have the character or mental outlook to appreciate rare & beautiful wine" - Margan, Editor Daily Telegraph, 1969.

Enter Foreign Friends, an emerging all-female winemaking team with a design challenging industry standards & inviting consumer connection through product.

In designing the unique stamp labels, FF tackled 3 key challenges; disrupt perceived value, invite collaboration & inspire women.

Execution

Beyond wine, the labels open a platform with an interactive canvas that's an extension of brand language & values. Famously collectible for their charm, each stamp label uses design elements with quiet confidence to invite, indicate quality & pay tribute to incredible women.

By sharing the tale they write, FF hopes to evoke a more inclusive wine culture, inspiring women in wine, the packaging more than just a label, but a device to invite & connect.



Envelope detail : Inside

Primary font of the winery inspired by local directional post signs

Hand drawn typeface

Inviting connection

Cancellation marks indicating the journey has begun, each bottle adapts the mark

Region as postal address, direct-to-consumer

Acknowledgement to country, people & storytellers

Envelope detail : Base

FOREIGN FRIENDS [YEAR]

SHARING WITH

This Foreign Friend has traveled far to meet you. Your [Varietal name] grapes began their journey amongst the honey-hued trees of the High Country. From there, they were cold soaked on skins before aging in old French barriques over the winter and spring, arriving here to make your acquaintance today.

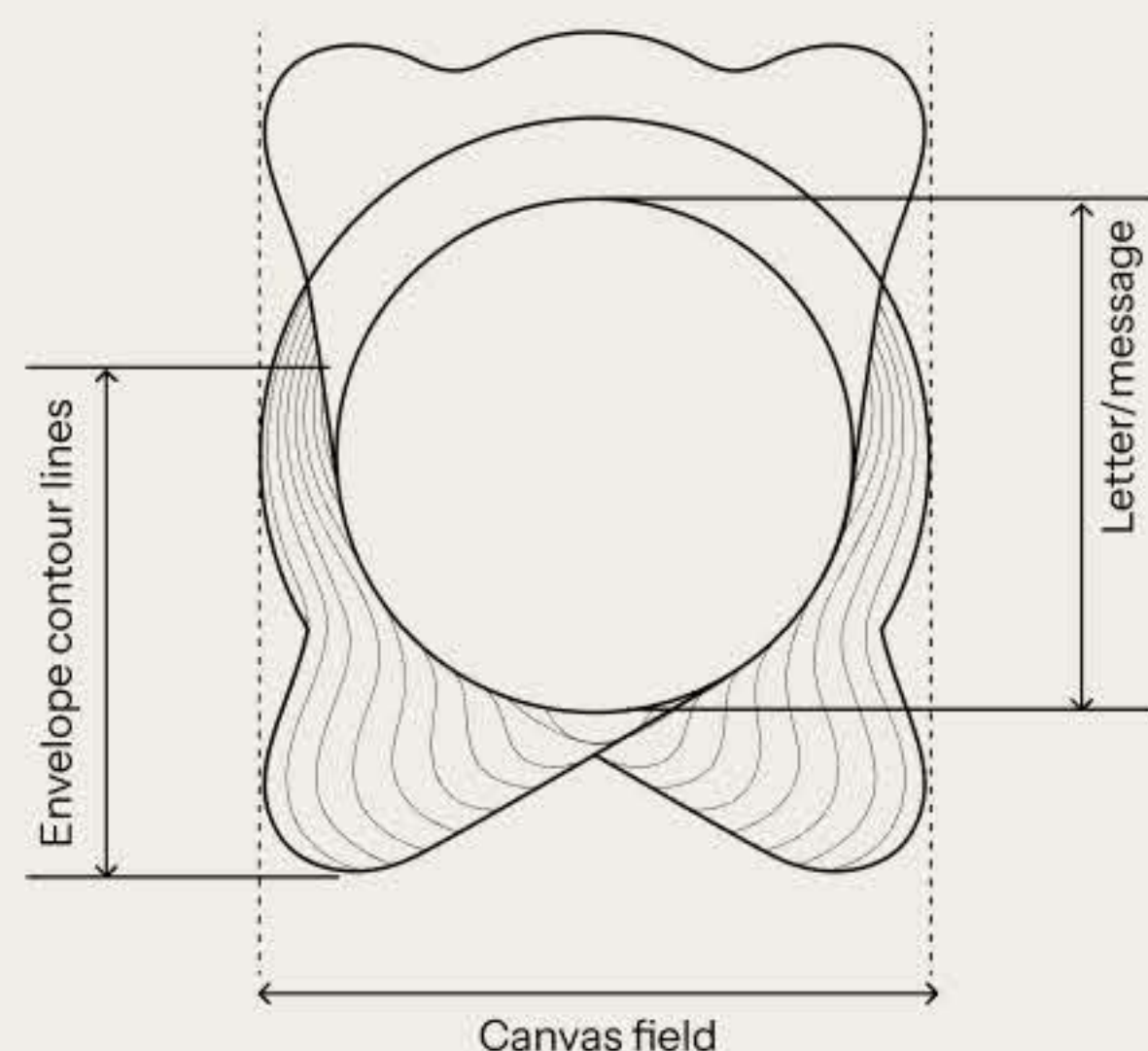
king valley VIC.

WINE OF AUSTRALIA

FOREIGN FRIENDS ACKNOWLEDGES THE FIRST NATIONS PEOPLES OF THIS LAND AND RECOGNISES THE CONTINUOUS CONNECTION TO CULTURE, COMMUNITY AND STORYTELLING.

750ml

PREGNANCY WARNING Alcohol can cause lifelong harm to your baby



VIRGINIA WOOLF

Design flaw
 Signature cigarette swapped for a pencil



ANNA ATKINS

Design flaw
 Incorrect shade of cyanotype

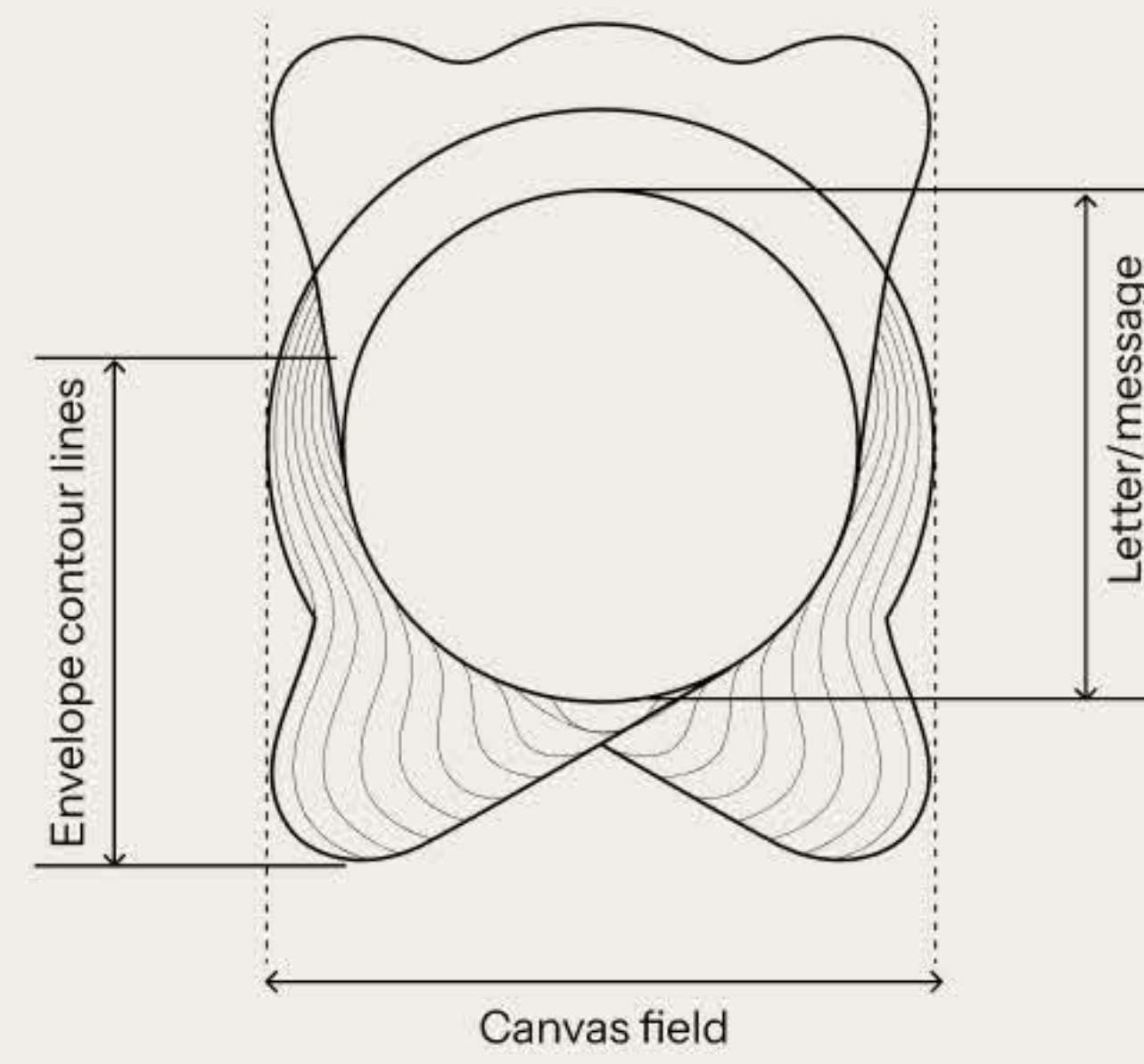


HILMA KLINT

Design flaw
 Altered symbolism signature to Hilma



Making a stamp on industry & legacy:



Hilma Klint
Innovator of abstract art

Leila Davis
Owner & winemaker

*Reserved | Scientific |
Independent thinker | Grounded*

Hilma Klint is a mystique innovator of abstract art who's works are considered to be the first abstract pieces in Western art history.

The illustration of Hilma represents Foreign Friend's owner and winemaker Leila, who gains high praise for her explorative and innovative approach to the craft of winemaking.



Jeanne Baret
French botanist & the first woman to circumnavigate the globe

Juliette Menneteau
Owner & wine distributor

*Social | Explorer | Mindful |
Humble | Curious*

Jeanne Baret, a curious explorer unknowingly became the first woman to sail around the entire globe moved by her love for botany, honoured for her records on the flora, including the discovery of Bougainvillea.

The illustration of Jeanne represents Foreign Friend's third owner, Juliette, who moved across the world from France to Australia to start her life in wine as a distributor, captivated by her love for discovery in varietals.



Virginia Woolf
Writer & poet, pioneered stream of consciousness writing

Crystal Davis
Owner, creative & writer

*Kind | enthusiastic |
confident | creative*

Virginia Woolf is an esteemed female writer who pioneered the stream of consciousness as a narrative device through the modernist movement, while her notable novel Mrs Dalloway addressed the nature of time in personal experience.

The illustration of Virginia represents Foreign Friend's owner, Crystal, who pursues a diverse array of creative endeavours, exploring a journey in copywriting and travel.



Anna Atkins
The first woman photographer & first to illustrate a book with photographic images

Elizabeth Graham
Scientist and botanist photographer

*Curious | Creative |
Reserved | Intelligent*

Anna Atkins, known for her innovative use of new photographic technologies, documented blueprint botanical specimens outside of the traditional printing processes.

The illustration of Anna represents Crystal & Leila's mother Liz, a scientist and photographer who also became captivated with a curiosity for botanicals, explorative mediums and observational photography.



Ada Lovelace
The world's first computer programmer

Dorothy Graham
First Queensland female teacher continue working after marriage & director of QLD Education in 1960's

*Strong | Intelligent |
Unconventional | Inclusive*

Ada Lovelace, a mathematician, was a pioneer whose work laid the foundation for the modern computer age.

The illustration of Ada represents Crystal and Leila's grandmother, a remarkable woman who defied the conventions of her time to become a visionary in the field of education during the 1960's, to leading QLD's education system.



Storytelling clues

1. Portraits in oval geometry
2. Denomination in corners
3. Incomplete borders
4. Shading showing depth
5. Ink marks stamp as in use
6. Capitals, sans-serif
7. Place of origin
8. Supporting detail
9. Company perforated initials

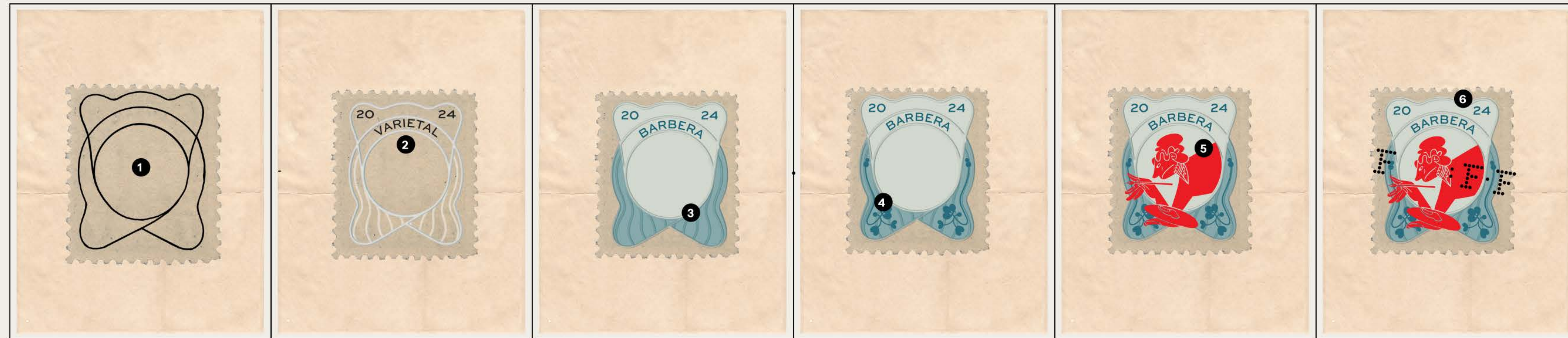


Modest storytellers: stamps come saturated in clues. A thing of the past, Foreign Friends put their stamp on the industry by evolving a sincere and collective language that invites connection, conversation & kinship.

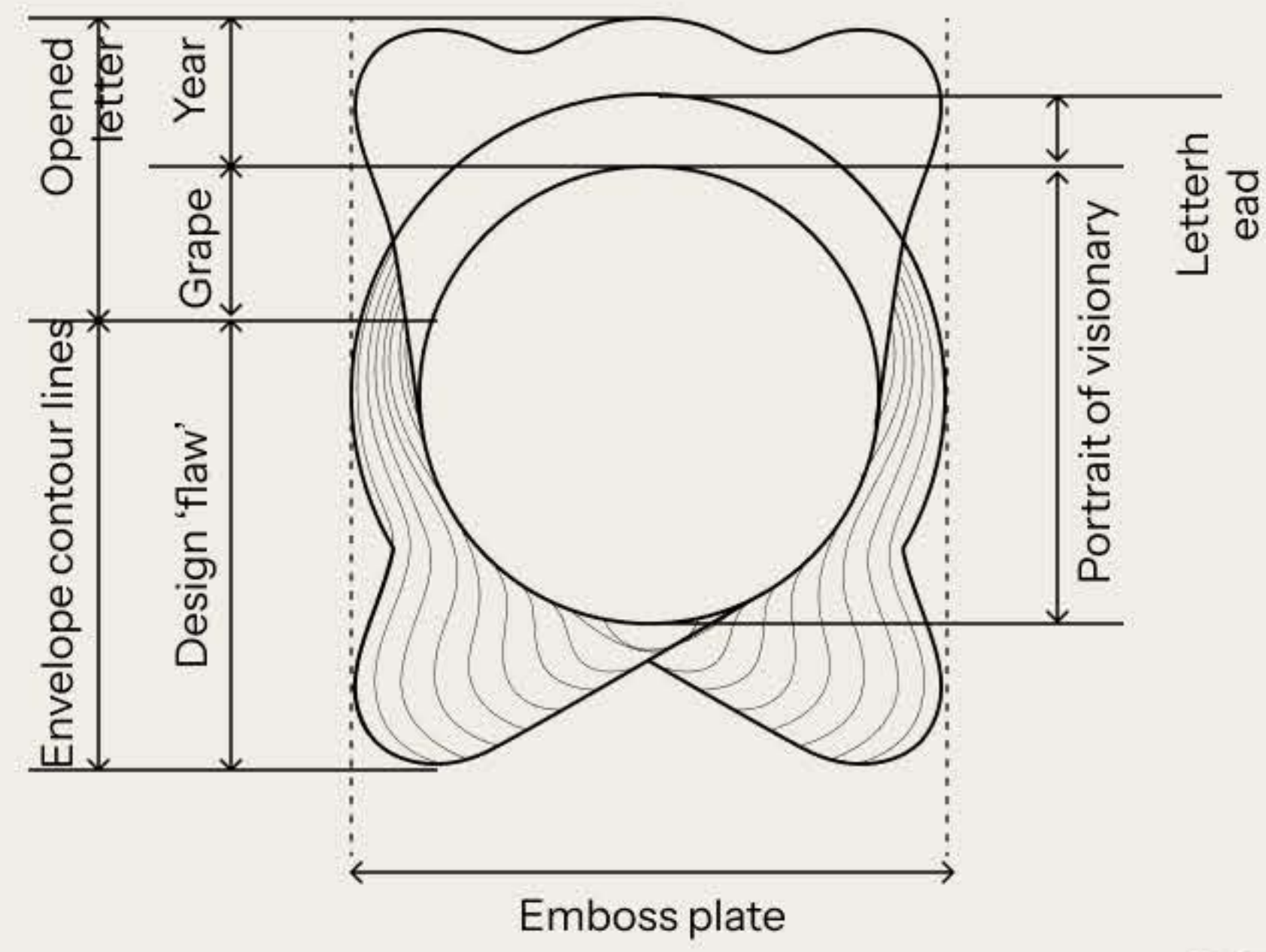
Frame system

1. Letter forming custom frame
2. Begin the story with varietal & date
3. Envelope base shades
4. Supportive storytelling icons
5. Championing portrait / visionary
6. Logo mark

Historically a tool to indicate origin from a particular company, Foreign Friends leans into quiet confidence to create their restrained yet personable marque.



Making the stamp:



Colour system:

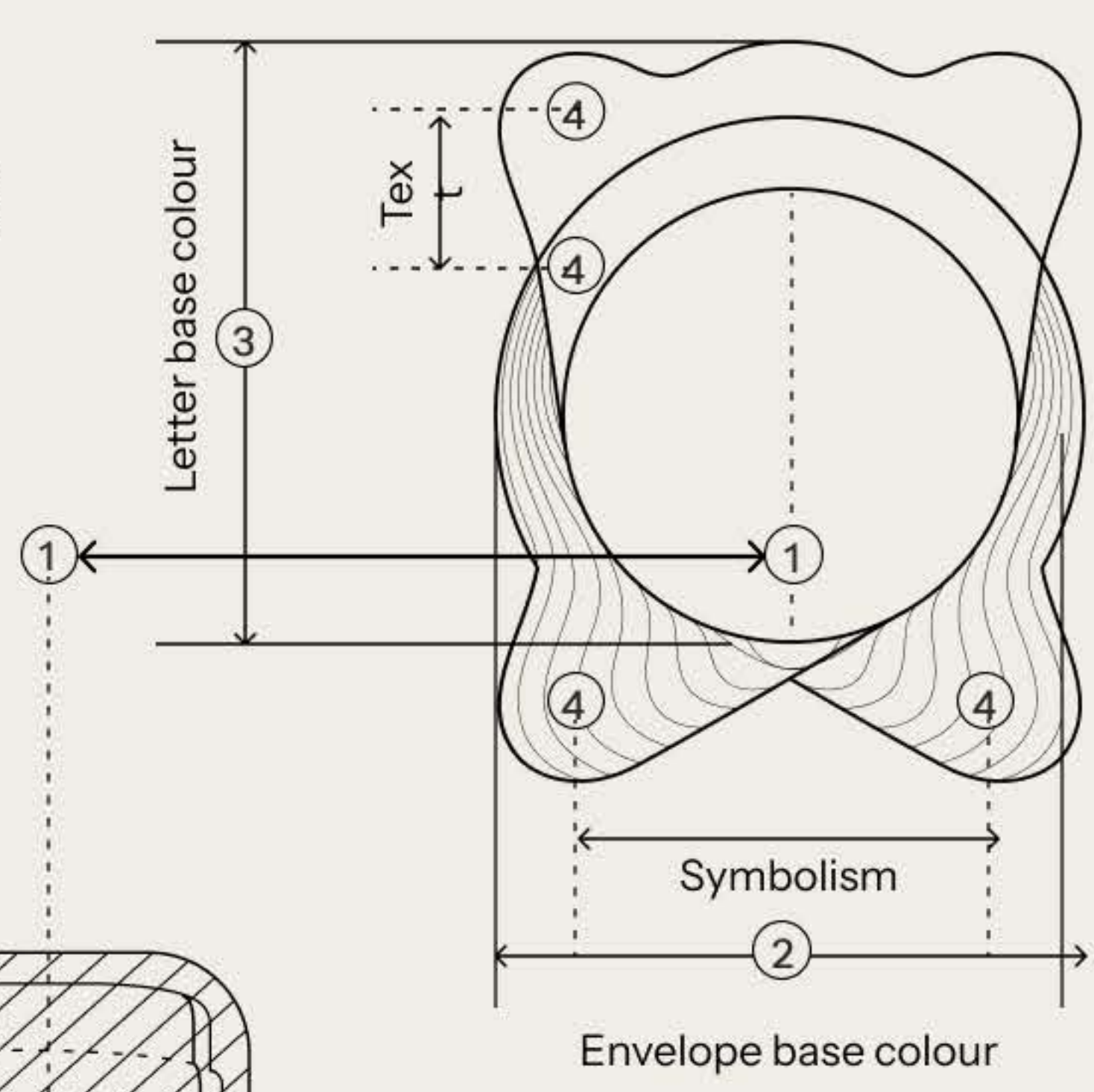
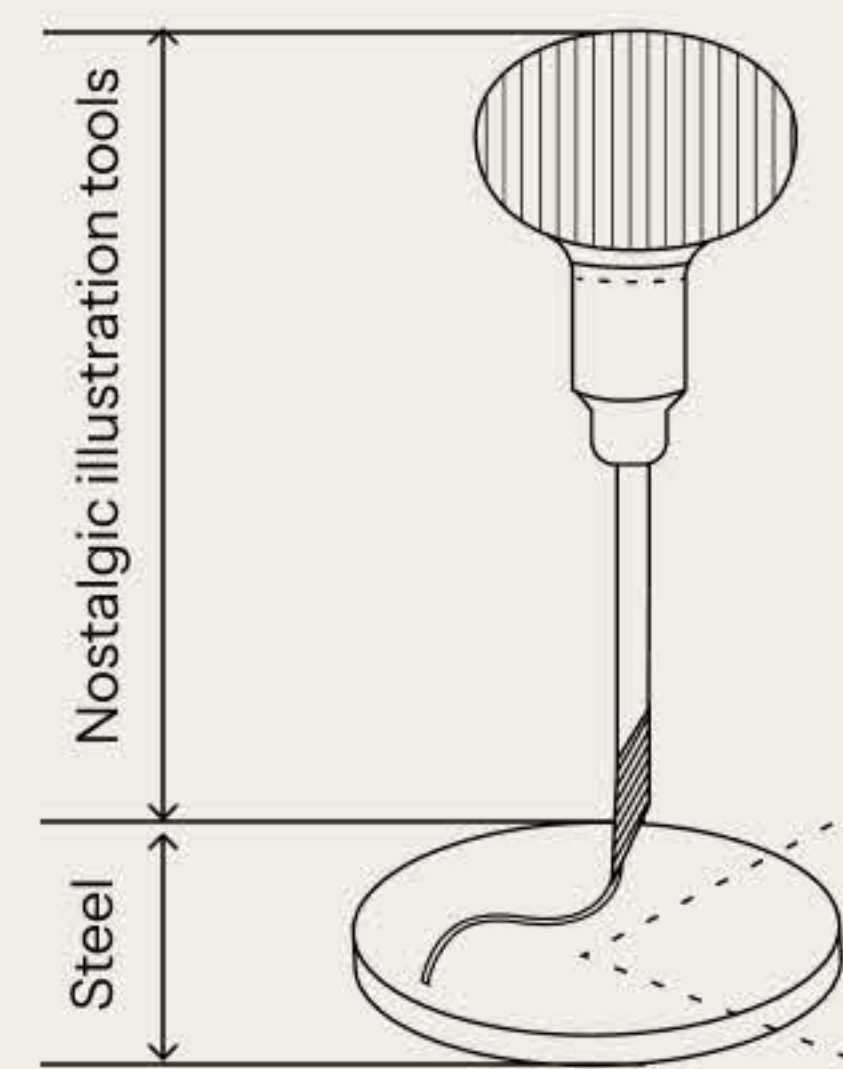
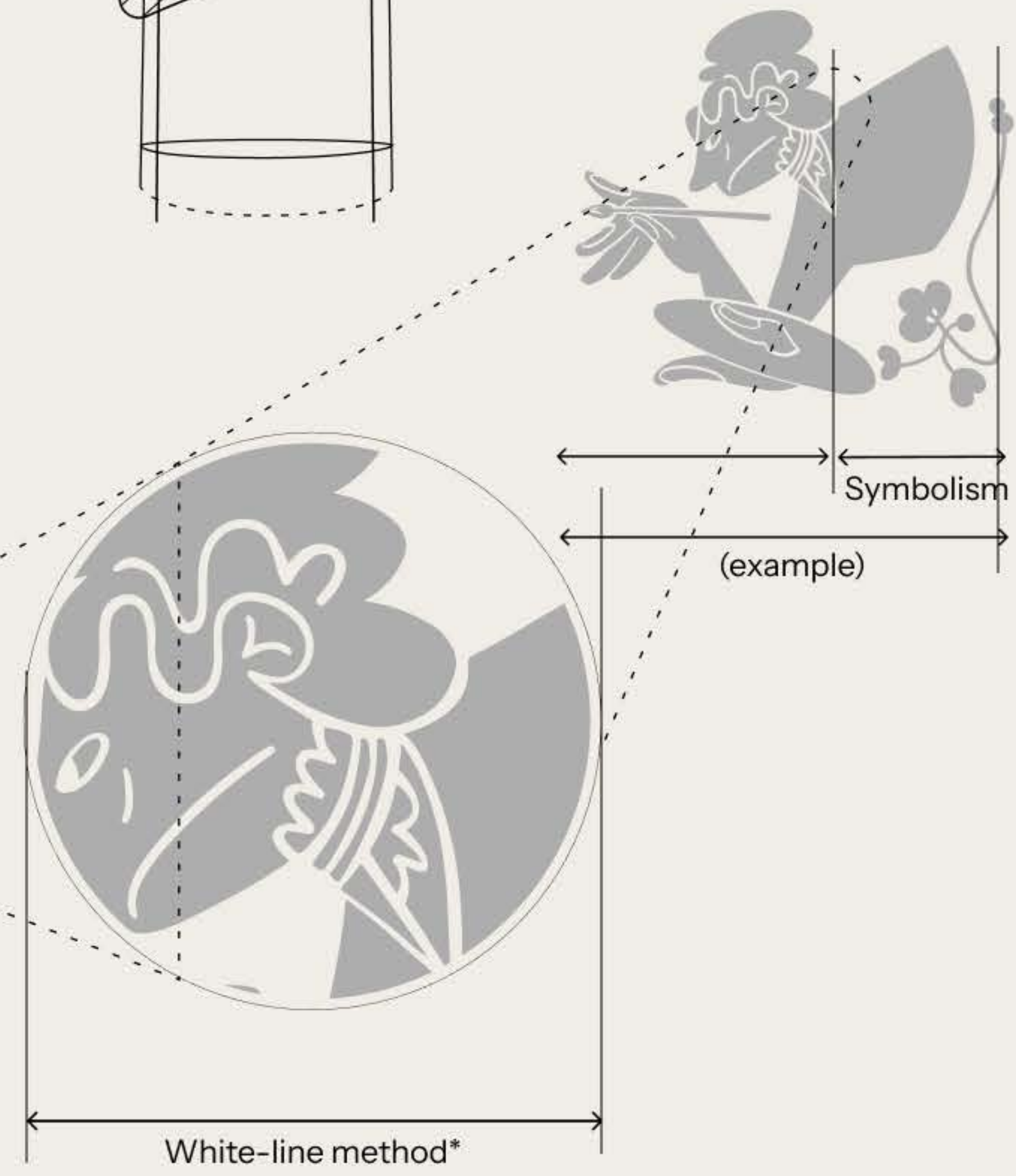


Illustration style



*Traditional illustrations were made by detailed engravings, drawn in black ink, etched & pressed



Illustrative assets

1. Portrait : A woman who was/is a visionary in their field
2. Understanding story brings clues & make design 'flaws'. Making a stamp more valuable, alike human imperfections making us more: real, refined, and meaningful.

JEANNE BARET

Design flaw
A misaligned colour to plant



VIRGINIA WOOLF

Design flaw
Signature cigarette swapped for a pencil



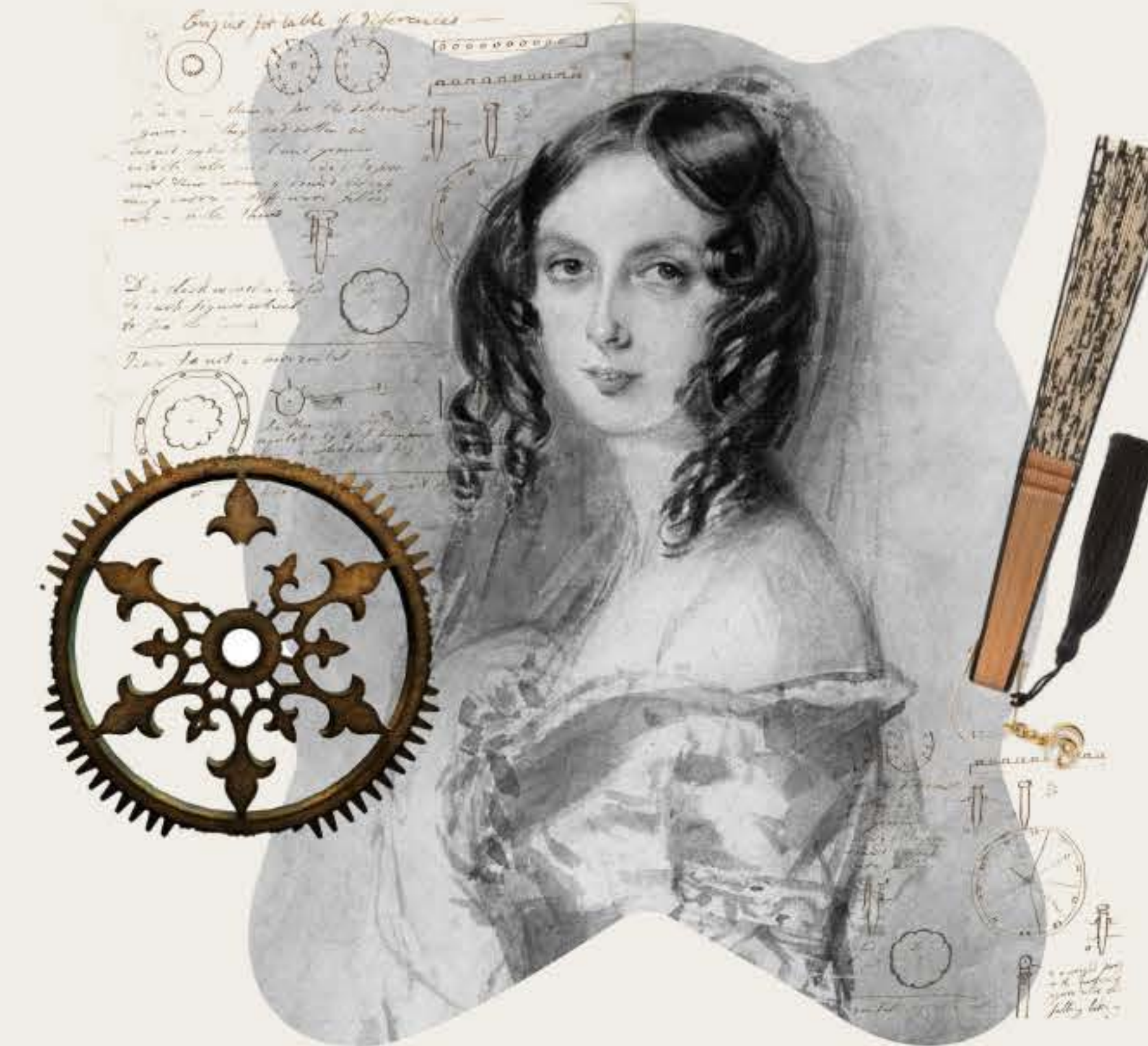
HILMA KLINT

Design flaw
Altered symbolism signature to Hilma



ADA LOVELACE

Design flaw
Mathematically incorrect depiction



ANNA ATKINS

Design flaw
Incorrect shade of cyanotype



Just as you would turn over a stamped envelope, these labels inviting interaction as an extension of the brand's visual language.



Envelope detail : Inside	
Primary font of the winery inspired by local directional post signs	
Hand drawn typeface	
Inviting connection	
Cancellation marks Indicating the journey has begun, each bottle adapts the mark	
Region as postal address, direct-to-consumer	
Acknowledgement to country, people & storytellers	
Envelope detail : Base	
<p>PRODUCED BY FOREIGN FRIENDS PTY LTD FOREIGNFRIENDS.COM.AU @FOREIGNFRIENDS_WINE 6 BOILER HOUSE LANE, BEECHWORTH VIC 3734. CONTAINS SULPHITES. 750ml</p> <p>PREGNANCY WARNING Alcohol can cause lifelong harm to your baby</p>	



Hilma Klint
 Details of this journey navigates abstract geometrics, key to Hilma's style



Jeanne Baret
 The little details of this journey navigates the discovery of bougainvillea



Virginia Woolf
 Details of this journey navigate stream of consciousness narratives



Anna Atkins
 Detail of this journey navigates cyanotypes, photography development & texture



Ada Lovelace
 The little details of this journey navigates the cogs working behind the scene

Signed, sealed delivered

Storytelling can be found in multiple facets of the Foreign friends. From grape to glass there are clues into their past and ongoing story.



The average consumer spends 13 seconds choosing which brand to purchase in-store. Less about loud disruption, but instead a magnetism or curiosity to lean in

Direct-to-consumer experience

Bottling

Prep to box wine orders

Packing orders

Out for delivery

Consumer opens box

Consumer opens waxed wine wine

Extension of brand experience

Association with label to sealing envelopes

Letters sent out for delivery took inspiration from their winery hometown wayfinding

Alike a stack of letters, Foreign Friends tapes a cross to each box

Curiosity on place through merchandise

The consumer begins the story finding a envelope inspired cardboard box.

Connecting with Foreign friends and their language within wine.



Vendors

“people don’t even read the back; they see the label and just grab the wine and purchase”

“never seen anything like this in my 15 years, totally different and customers request it. genius”

“We’re big fans of the wine and love the branding!”

“We are absolutely obsessed with your work - you have done a fantastic job 🍷 we see a lot of cool labels out there but the FF label is hands down one of our favourites.”

“So, so beautiful”

Press & Published reviews

Savagnin (93 points): Good savagnin, boasting mid-weighted breadth and a well positioned curb of textural amplitude on the back of well wrought phenolics. Fennel, pistachio, spiced apple and an oxidative breeze of dried hay. Excellent length. A delicious wine on all counts. Drink or hold - **Ned Goodwin MW**

Savagnin (92 points): A new wine name with some serious winemaking chops on display right here. An attractive savagnin, emphasising lifted wildflower and honeysuckle aromatics and spice with arolling, warm, embracing peach, pear and honeyed palate. A touch of tannin grip finishes this impressive wine - **Jeni Port**

Barbera (90 points): Barbera with attitude - I like it! The grape moves on from the usual dry red wannabe to show some savoury, spicy personality, all the while maintaining a sunny, bright disposition. Translucent purple hues. Sour cherry, blackberry, licorice and dried herbs with a splash of black pepper. Opens warmly yet firmly,, dried herbs, pepper and florals mixing with fruit and vanillin oak, finishing with an astringent dryness. Tasty! - **Jeni Port**

Barbera (92 points): This is a very good barbera, hitting all the sound boards of vibrant purple to blue fruit allusions, anise, violet and tar, underpinned by perky acidity and nimble tannings, finely hewn. Dangerous drinking. Dangerous because one glass is nowhere near enough. Drink now, preferably with a brisk chill - **Ned Goodwin MW**

