



Woolworths' Gold takes Christmas as its design cue

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Design company Boxer & Co. worked with Woolworths on a fresh look for the grocery chain's premium Gold brand in the lead-up to Christmas.

Repositioned as a seasonal offering for customers, Gold has taken on a celebratory look which makes food the centre of Christmas, according to Woolworths' Gold brand manager Olivia Hadlow.



For the redesign, Boxer & Co. was inspired by the idea of 'magical moments' and included firework and confetti-inspired shapes.

The team offset a modern colour palette with premium gold foiling and a matte varnish finish.



A lime-coloured 'seal' houses the new Gold icon, and is a staple feature across all categories, according to Boxer & Co.

The products take the Christmas season as their cue, with hero elements including a celebratory burst.

The new Gold offering includes premium biscuits, confectionery, artisanal meats, and luxurious puddings.



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