

ESTUDIO IUVARO

Argentina



1 FOW (Fabricio Orlando Winemaker)
Sauvignon Blanc Efusivo





2 FAMILIA ZUCCARDI
Soleria by Malamado

3 VIÑA LAS PERDICES
Sweety sparkling wine





5 VIÑA LAS PERDICES
Albariño



6 EMILIANA VIÑEYARDS
About us



7 COOPERATIVA LA RIOJANA
Santa Florentina Reserva



8 VIÑA LAS PERDICES
Que Guapo



Estudio Iuvaro is a packaging design consultancy based in Mendoza, Argentina, at the foothills of The Andes. We've been working in wine communication since 1994. Our job is focused on packaging design for beverages (specially wines) and gourmet products.

Since for small wine cellars wine labels are the only marketing tool they possess to attract consumers, we make it our priority to approach the label design based not only on professionalism, but also on the consideration of the emotions the product has to evoke. Hence, we work cooperatively with our clients taking into consideration their ideas and feelings. Through the development of identity programs for the products we also provide creative and branding solutions for our clients worldwide.

We strongly believe there should be a connection between the label and what the product inspires in the consumers' minds. Label design is not simply dressing the bottle, it implies the understanding of the product in order to design a label that will satisfy the consumers' expectations.

Cecilia Iuvaro, General Director with Celia Grezzi, Agustina Romero, Julia Godoy and Agustín Fernández, are all established in a well known region of vineyards, the most important one in Argentina. Hence, designing is a matter of culture and roots for us.

Our aim is to produce distinctive ways of showing how wine can fire the consumers' imagination. Through extensive research, constant innovation and a dose of pleasure we design labels considering that we are both designers and consumers.

ESTUDIO
IUVARO

ESTUDIO IUVARO [PACKAGING DESIGN]

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