

# THE CREATIVE PACK

**CLIENTS:** Fresh Thyme

**CREATIVE DIRECTOR:** Danielle Beal

**DESIGNERS:** Heather Store, Paola, Ip Corey Czer, Emma Tung, & Mark Whyte

**REGION:** USA

**CATEGORY:** Branding, Packaging, & Identity

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## THE CREATIVE PACK WINS VERTEX GOLD AWARD

Design Consultancy The Creative Pack Has Won 1 Vertex Gold Awards

Winning Entry:

- Fresh Thyme Body Care Range

"Our exceptional creative team have led to us to enjoy success again in this Vertex competition and we are honored to be a gold winner in this highly regarded awards program for Fresh Thyme Body Care Range."– Danielle Kidney, founder

Editor's notes:

The Vertex Awards are the only global competition devoted exclusively to the art of Private Brand package design. The awards are judged by a highly esteemed panel of industry experts from around the world, and awarded based on Creativity, Marketability, and Innovation. The awards were created by Christopher Durham is the founder of My Private Brand and the VP of retail brands at Theory House and Phil Russo the publisher of Global Retail Brands.

The Creative Pack is based in Los Angeles and services clients such as Fresh Thyme, La Terra Fina & Caliwater

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