

lani – dig your dog

Nothing is too good for man and woman's best friend. That was the inspiration for the development of lani – dig your dog, an exquisite pet-care suite sold through high-end boutiques. What began as a tribute to a soft-coated Wheaten Terrier named Lani has now become a sought-after luxury brand.

Intelligence

Langton Cherubino Group was challenged with the cross-discipline tasks of identity development, package design, and messaging for the product's launch. While starting up a new brand of consumer packaged goods is a serious challenge, this niche market placed especially rigorous demands on the aesthetics of design.

Inspiration

Langton Cherubino Group developed an identity centered around a custom illustration of the line's namesake. The use of natural colors with a restrained design sensibility establishes lani as friendly, cool and high end. The brand story Langton Cherubino Group tells has helped grow the line from a concept formula into a cosmopolitan brand name.



Langton Cherubino Group, Ltd.

Design Intelligence / Design Inspiration
212.533.2585 www.langtoncherubino.com



