

RENEGADE

LONDON WINE

BOTTLE LABELLING | SOCIAL ADS | EVENTS



YesMore Ltd. 2019

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When [London's first urban winery](#), Renegade London Wine, came to us for advice about label design, we said “why not turn your label design into a city-wide social media campaign?”



We launched a social media campaign to find talented [designers, artists, illustrators & photographers](#). Then to engage a community with tap room events, finally to inspire a community of creative people to co-create new labelling.

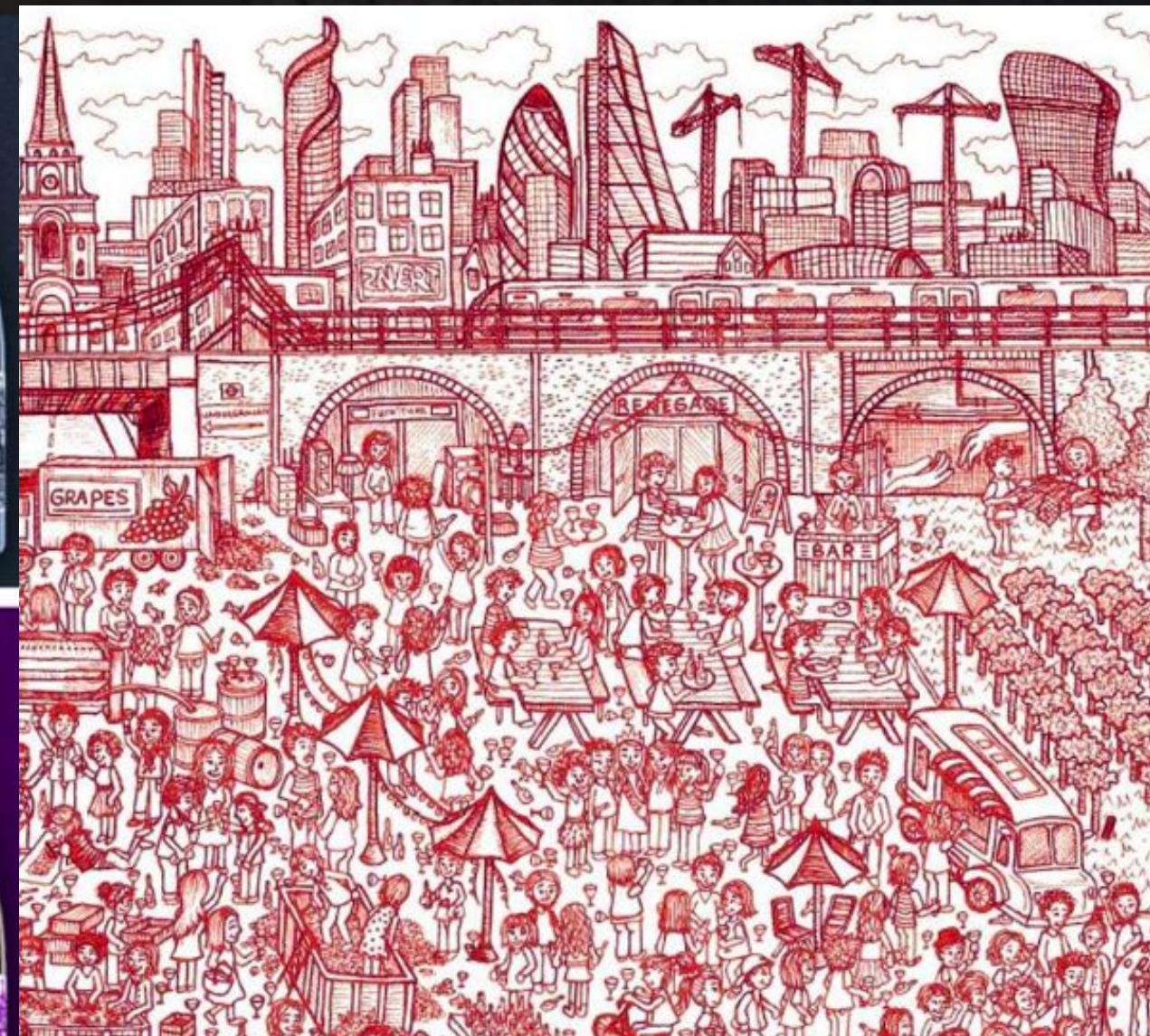


We ended up garnering [over 70 different submissions](#) from talented artists all over London. The level of work was incredible!



We picked who we wanted to work with and a fresh student graduate had their work [showcased across 24,000 bottles](#).





Winner winner chicken dinner to [@annemarieke.illustration](#) a young Dutch artist educated [@csm_news](#) who's made her home in London.

She's currently working on a bespoke illustration that will likely include a London streetscape including the winery, Bethnal Green, winemaking in the city, the wild and wonderful of London drinking in the streets and lots of fun elements of 2017 hidden in her intricate design.

A glimpse into the detail and beauty of the 2017 labels. We're looking to print the first set of colours early next week for the Nat Fiz, Bacchus, Sauvignon Blanc and Rosé. Exciting times.

[@annemarieke.illustration](#)
[#renegadelondonwine](#)
[#bethnalgreen](#) [#urbanwinery](#)
[#2017vintage](#) [#englishwine](#)
[#londoncity](#) [#londoner](#) [#artist](#)

We may tweak these slightly but I don't mind showing our Insta friends the first of the new 2017 wines. From left to right. Sauvignon Blanc (a frog impregnated by a kiwi), Bacchus (born from Qvevri with a touch of fresh tank) and the GTS 2 Rosé (an natural English Seyval Blanc lady with a touch of innocence and the product of a Spanish father with Italian flair).

[#renegadelondonwine](#)
[#urbanwinery](#)



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