

October 2015 – Two James Spirits Extends to Absinthe



Detroit-based Two James Spirits hired Flowdesign to help develop their new line extension “Nain Rouge” Absinthe Verte liquor based on a classic 19th century French recipe.

The Nain Rouge name is derived from the story of the “Red Dwarf” which is a mischievous little creature who has haunted Detroit since Antoine De Lamothe Cadillac founded the city in 1701.

“The design consists of custom designed brand fonts and graphics to match Two James’ core products that hearken back to prohibition era styled labels. The custom die-cut shaped label was developed to blend in nicely with the unique bottle shape. Finally, we worked with label company Wind Walker to enhance the labels appearance with the use of spot gloss and matte varnishes,” said Dan Matauch, principal of Flowdesign.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan with offices in Beverly Hills, California, Flowdesign specializes in brand development for spirits, beverages, and other consumer goods. They are a one-stop-shop for product naming, brand identity, graphics, structural design, and marketing needs.