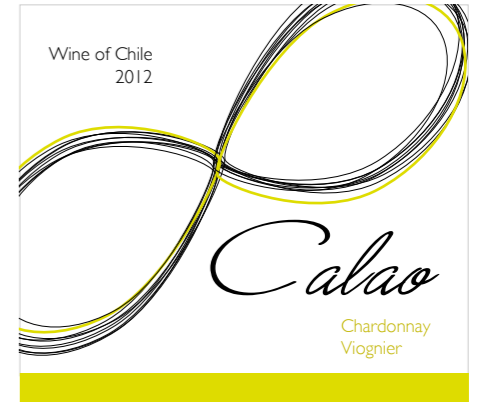


Based around Chile's national dance (Cueca). The figure 8 is a pleasing shape and while it suggests the movement in the dance it could also represent the skeins of wool used in ethnic weaving etc.

These are simple with metallic colours Chile know for its copper and silver export or we can use the bright colours from the traditional blankets.





Mapuche are indigenous to Chile and have a rich and diverse culture, very focused on the community and have a deep connection to the land.

They are known silversmiths and weavers incorporating intricate symbolic motifs into their work.

The symbol used here represents an elaboration of arms in a hugging gesture, suggesting care and love. Care and attention in making the wine and care and love for your friends and loved ones. This would make an incredibly strong statement on the shelves.

Other symbol used communicates community and friendship. Again using zingy colours and metallics stops this being twee. We could put a little explanation story on the back label.

