

Revana

CF Napa's Luxurious Restage of the Revana Portfolio

CHALLENGE

Revana Family Vineyard came to CF Napa to refresh their luxury Napa Valley Revana brand. The goal of the redesign was to take a holistic look at the wines, establish tiers that were visually identifiable, and premiumize the design to match the pedigree of the brand. It had been 20 years since the packaging was designed for a single SKU, single vineyard wine.

SOLUTION

The main equity element of the original packaging was the icon which featured a heart and simplified staff of Hermes as a nod to the brand owner's tenure as a cardiologist. CF Napa reimagined the icon as a high-end crest inspired by luxury car logos such as Bentley and Aston Martin. The tiers were differentiated by color with the Napa Valley & Estate tiers utilizing neutrals of gray and cream. The Single Vineyard wines displayed rich, jewel-toned colors and an elegant script for the vineyard names. The Icon Series wines took on a bold black label and red wax dip for a finishing touch.

CLIENT

Revana Family Vineyard

COUNTRY

United States

PROJECT SCOPE

Logo
Packaging

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MARKETPLACE RESULTS

The redesigned labels were launched in 2024, starting with the 20th release of the Revana Estate Vineyard Cabernet Sauvignon, followed by the Single Vineyard Collection and Icon Series. Longtime collectors appreciated that the heart and wings of the iconic design were preserved while giving the labels a more luxurious and regal feel. The team found the new labels invaluable for storytelling and differentiation and partners felt they better reflected the wines' quality and origin. The relaunch, which included a shift in pricing, two allocation shipments, and a remodeled hospitality program, made the labels a key part of the visual transformation. This resulted in the wines selling out within days.

“We interviewed dozens of the world's most famous label designers and, with no margin for error or missteps in reimagining the Revana brand, the CF Napa team was the right choice. They guided us through thoughtful processes and planning that was paramount to creating the identity that allowed us to create one of the most powerful labels we could have imagined. Revana collectors around the world have sent us photos of the labels telling us how much they love them.”

JEFF LEWIS
General Manager
Revana Family Vineyard

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