

Own Label: Sainsburys Design Studio 1962-1977



When designer Peter Dixon joined the Sainsburys Design Studio in 1962, he ignited a remarkable revolution in packaging. The British supermarket was developing its distinctive range of own label products, and Dixons designs for the line catapulted Sainsburys to the graphic forefront: simple, stripped down, creative, and completely different from what had gone before. The striking modernity of the new Sainsburys look pushed the boundaries of high-street graphic design, reflecting a period full of postwar optimism. It also helped build Sainsburys into a brand giant, the first real British super market of the time. Produced in collaboration with the Sainsbury family and the Sainsbury Archive in London, Own Label examines and celebrates this paradigm shift that redefined packaging design. An essential book for graphic designers and those interested in cultural nostalgia from the 1960s and 1970s, Own Label offers a unique historical insight into how the foods we ate were packaged for our consumption.

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