

NATSUME MATCHA



Properties list:

- new product
- end-user packaging
- single product
- coffee, tea and infusions
- metals
- well-being
- minimal
- opaque
- identity by typography
- identity by abstract shapes
- jar and pot

A beautiful collaboration by James Kennedy of Envelope LLC and Mayuko Hari:

"Tea collaboration with Mayuko Hari."

Natsume is top quality Japanese Matcha. Matcha is a finely powdered Japanese green tea often used in the Japanese tea ceremony. It is from the finest leaves, shade grown and highly potent. The preparation of matcha starts even before harvest. The leaves are shaded to prevent direct sunlight which slows down growth and brings the leaves to a deep green that is shown due to the increased levels of chlorophyll.

After the leaves are picked, they are dried and stone ground to the fine powder that is matcha.

The name "Natsume" is derived from a traditional style of Japanese container."

Reference: http://envelopellc.com/projects/natsume_01.html

Credits:

Agency: Envelope LLC

Designer: James Kennedy and Mayuko Hari

Other images:

