

# CAFÉ LA MODE

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Properties list:  
end-user packaging  
single product  
new product  
coffee, tea and infusions  
can and tin  
metals  
high-tech  
metallic  
identity by typography

Small volume canned beverage market has tremendous diversity, and their product development is intense in response to today's needs. Under the situation of "hard to have a flagship product," the design of coffee beverage "Café La Mode" was developed with the concept of steadily nurturing the product identity. The market has been gradually transferring from "appealing a major brand" to "appealing respective menus," and the current market is being under the mixed situation with the type appealing "a producing method," "materials" and "a brand." The new item has aimed at a unique package able to appeal to a user who sticks to his/her own lifestyle by giving it a dramatized expression of a pleasant drinking scene.

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Reference: [http://www.gk-graphics.jp/en/portfolio/package\\_and\\_product\\_graphics/post\\_12.html](http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/post_12.html)

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## Credits:

**Country:** Japan

**Year:** 2004

**Agency:** GK Graphics

Other images: