

BEE HIVE HONEY



Properties list:

- end-user packaging
- single product
- concept
- confectionery and sweetness
- other shapes
- plastics
- identity by shape

Little Fury is the design collaborative of Esther Mun and Tina Chang. They designed this new concept for BeeHive Honey. The icon identity is a simple expression for the love of honey, while the packaging takes its inspiration from the beekeeper's frame to showcase the natural beauty and purity of honey. Made in transparent plastic and cardboard, beehive honey is composed by five different types of honey as bitter, fruity, wild, mild, rich, smooth.

Reference: <http://www.littlefury.com/work/bee-hive-honey>

Credits:

Country: United States of America

Year: 2008

Agency: Little Fury

Designers: Esther Mun and Tina Chang

Other images:

