

KOMBUCHA DOG



Properties list:

- range of products
- extra-use of packaging
- new product
- coffee, tea and infusions
- labels and sleeves
- bottle
- contemporary
- glass and ceramics
- unusual visual association
- unusual structural association
- identity by typography
- identity by photo
- end-user packaging
- packaging as a new medium

Tea and dogs do not usually go together, but former photographer Michael Faye has found a way for them to mix-by featuring images of handsome rescue dogs on the bottle labels of his fermented fruit tea brand, KOMBUCHADOG. The labels change as the dogs are adopted.

Reference: <http://www.kombuchadog.com/>

Credits:

Country: USA

Year: 2013

Other images:

