

HARROD'S OPULENCE TEA LINE



Properties list:

- end-user packaging
- range of products
- new product
- can and tin
- folding carton
- metals
- cardboard and paper
- classic
- identity by colour
- identity by system of colour
- identity by illustration
- metallic

From [Honey](http://www.honey-creative.co.uk) website: "Design agency Honey was behind the packaging for Harrods' Opulence Tea collection. The collection uses the new Opulence brand illustration of the Goddess Fortuna, which has been used in Harrods' communications since 1909, while embossing was used to highlight the illustration and create a collectable and reusable tin caddy. "

Reference: <http://www.honey-creative.co.uk/pages/news/2008archive/uk-packaging-awards.php>

Credits:

Country: UK

Year: 2008

Agency: Honey Creative

Illustrator: Goddess

Fortuna

Awards: UK packaging

awards 2008

Other images:

