

MUZI GREEN TEA PACKAGING



Properties list:
end-user packaging
range of products
new product
jar and pot
box
coffee, tea and infusions
metals
smooth
metallic
contemporary
well-being
gift packaging
identity by system of colour

Seeking an antidote to hectic lifestyles, adult consumers increasingly look to the East for traditional products like Japanese matcha tea, introduced by the Muzi brand. Aimed at culturally engaged urban sophisticated, Muzi is positioned as the next staple in contemporary world culture. The packaging supports this using intense, dynamic color and texture to denote individual tea families and a clean, Japanese aesthetic. Since these consumers expect authentic offerings, the Muzi brand puts the emphasis on educating customers on the tea brewing process, the quality of tea varieties, and the history of tea.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Country: UK

Agency: Identica

Other images:

