

# NATSUME MATCHA

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## Properties list:

new product  
end-user packaging  
single product  
coffee, tea and infusions  
metals  
well-being  
minimal  
opaque  
identity by typography  
identity by abstract shapes  
jar and pot

A beautiful collaboration by James Kennedy of Envelope LLC and Mayuko Hari:

### *"Tea collaboration with Mayuko Hari."*

Natsume is top quality Japanese Matcha. Matcha is a finely powdered Japanese green tea often used in the Japanese tea ceremony. It is from the finest leaves, shade grown and highly potent. The preparation of matcha starts even before harvest. The leaves are shaded to prevent direct sunlight which slows down growth and brings the leaves to a deep green that is shown due to the increased levels of chlorophyll.

After the leaves are picked, they are dried and stone ground to the fine powder that is matcha.

The name "Natsume" is derived from a traditional style of Japanese container."

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Reference: [http://envelopellc.com/projects/natsume\\_01.html](http://envelopellc.com/projects/natsume_01.html)

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## Credits:

**Agency:** Envelope LLC

**Designer:** James Kennedy and Mayuko Hari

Other images:

