CAFÃ‰ LA MODE



Properties list:

end-user packaging
single product
new product
coffee, tea and infusions
can and tin
metals
high-tech
metallic
identity by typography

Small volume canned beverage market has tremendous diversity, and their product development is intense in response to today's needs. Under the situation of "hard to have a flagship product," the design of coffee beverage "Café La Mode" was developed with the c oncept of steadily nurturing the product identity. The market has been gradually transferring from "appealing a major brand" to "appealing respective menus," and the current market is being under the mixed situation with the type appealing "a producing method," "materials" and "a brand." The new item has aimed at a unique package able to appeal to a user who sticks to his/her own lifestyle by giving it a dramatized expression of a pleasant drinking scene.

Reference: http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/post_12.html

Credits:

Country: Japan Year: 2004

Agency: GK Graphics

This document was created by www.packagingdesignarchive.org			

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/1403$

Other images: