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:

