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
metallescent

From <u>Honey</u> website: "Design agency Honey was behind the packaging for Harrods' Opulence Tea collection. The collection uses the new Opulence brand illustration of the G oddess 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:



