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 Honey 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

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Credits:

Country: UK
Year: 2008
Agency: Honey Creative

Illustrator: Goddess Fortuna

Awards: UK packaging awards 2008

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