

A top-down view of a white ceramic cup filled with a golden-brown tea. The cup is centered on a white surface, and the background is filled with a dense layer of dark brown, crumpled loose-leaf tea. The lighting is soft, creating a warm and inviting atmosphere.

Tea time Project

(Premium Tea)

FLOWERY ORANGE PEKOE (FOP)

Consists of fine, tender, young leaves rolled with a certain proportion of “tips.” These tips, being the very ends of the bud’s leaves, constitute a guarantee of quality.

GOLDEN FLOWERY ORANGE PEKOE (GFOP)

FOP with “golden tips” (fine tips of the golden yellow bud’s leaves)

TIPPY GOLDEN FLOWERY ORANGE PEKOE (TGFOP)

FOP with lots of “golden tips”

FINEST TIPPY GOLDEN FLOWERY ORANGE PEKOE (FTGFOP)

Exceptional quality FOP









What is premium?











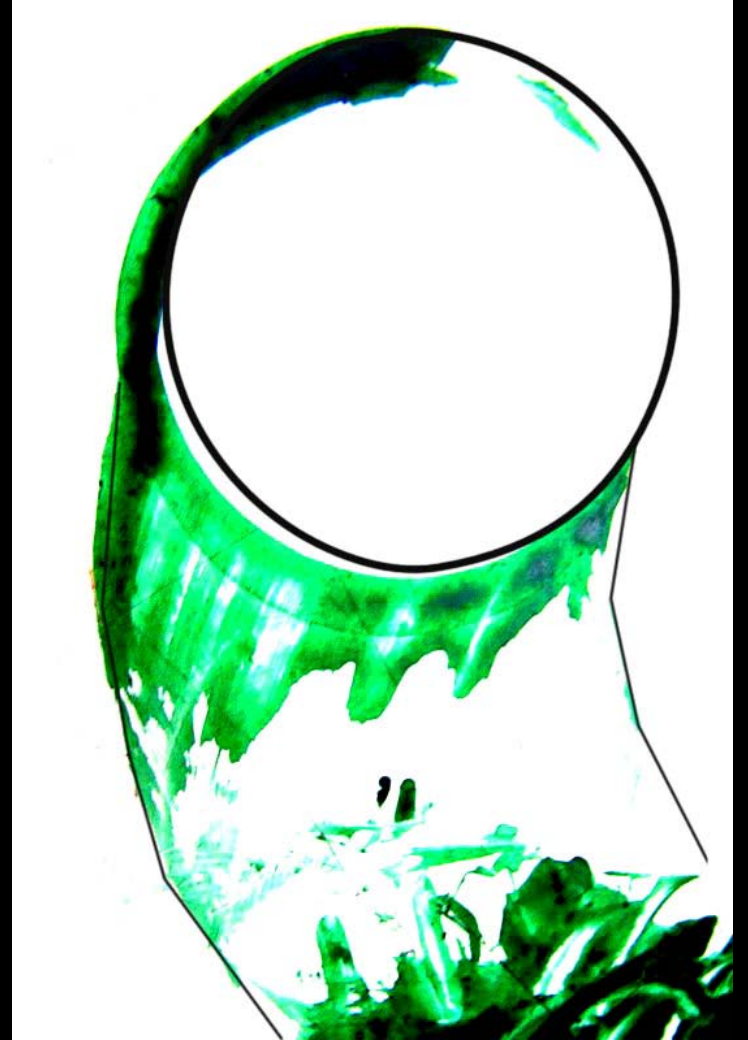
Tray Design (coordinated with packaging engineer)

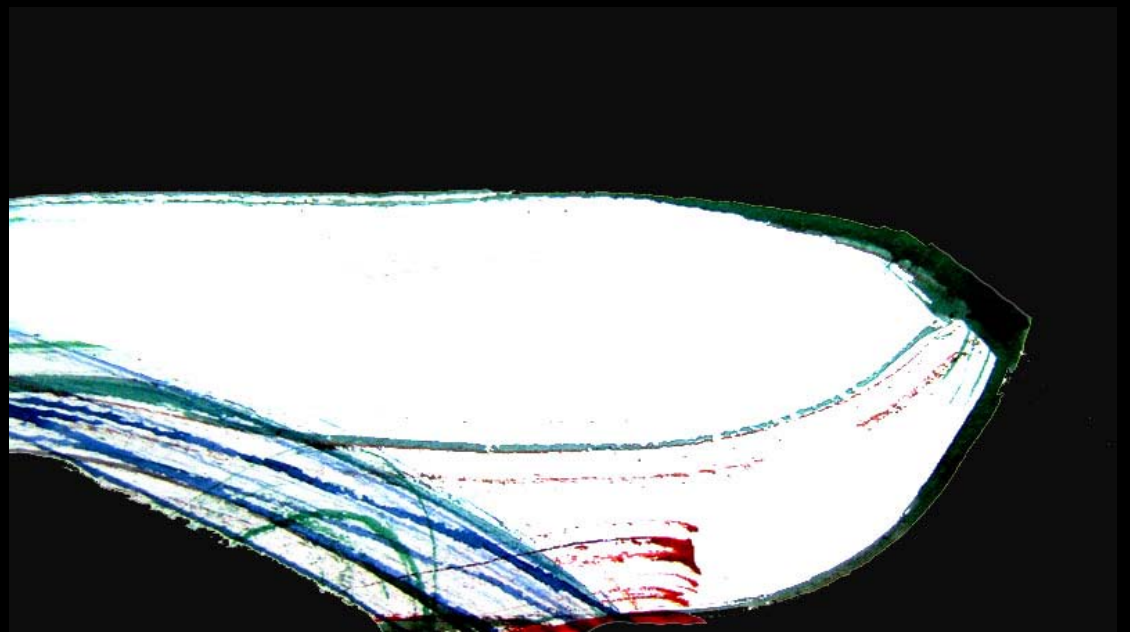


Brainstorming



Form exploration











Brand name and logo

- Royal experience
- Indian identity

Royal Aroma

- Royal Mist

Golden leaf

Platinum

Crown

Trio

Crown

Crown

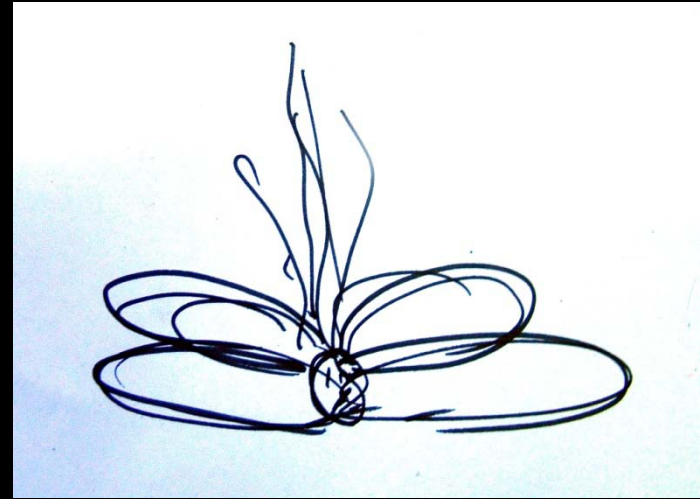
Crown

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Crown



premium Indian Tea



Crown

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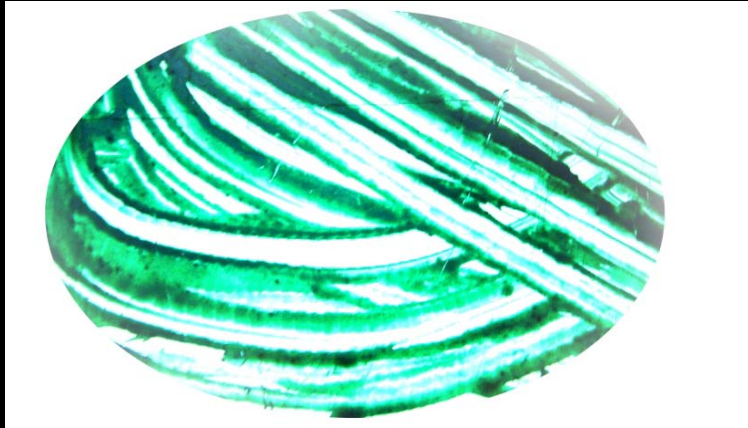
premium Indian Tea

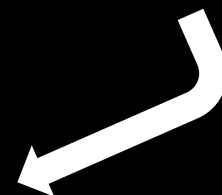
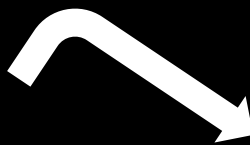
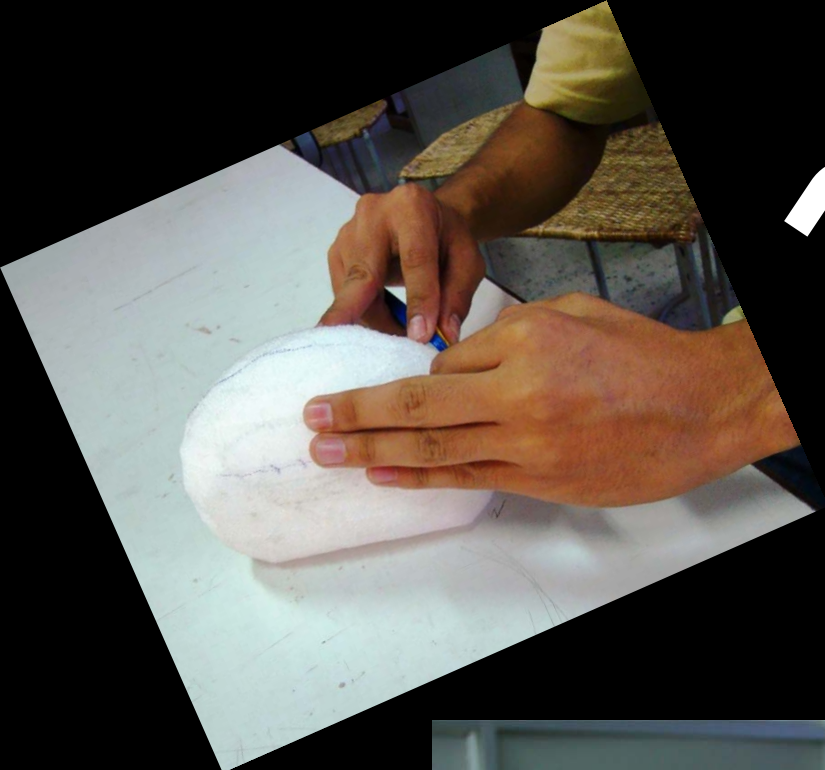


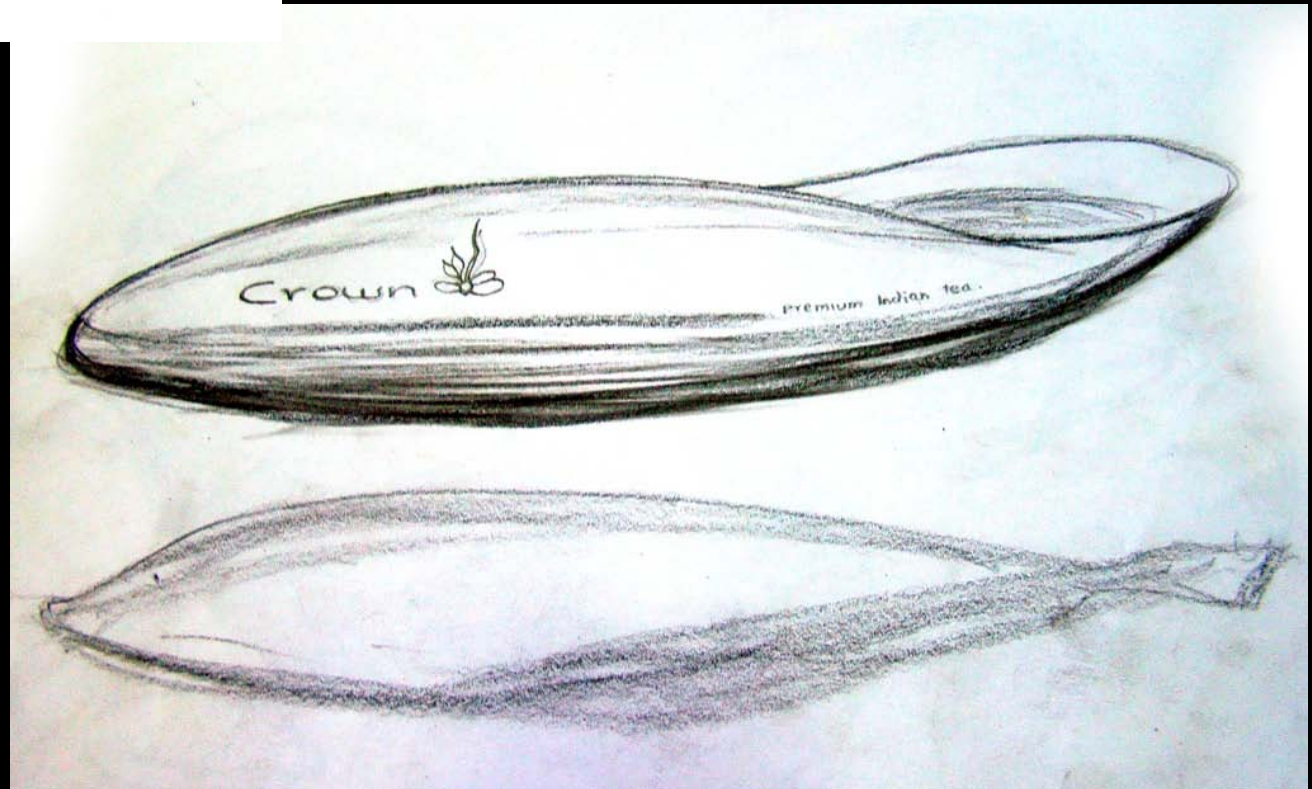
premium Indian Tea

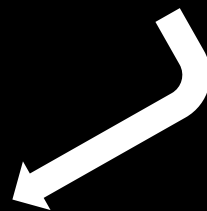
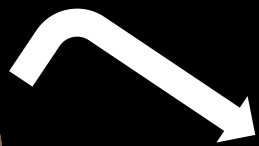
Concept development

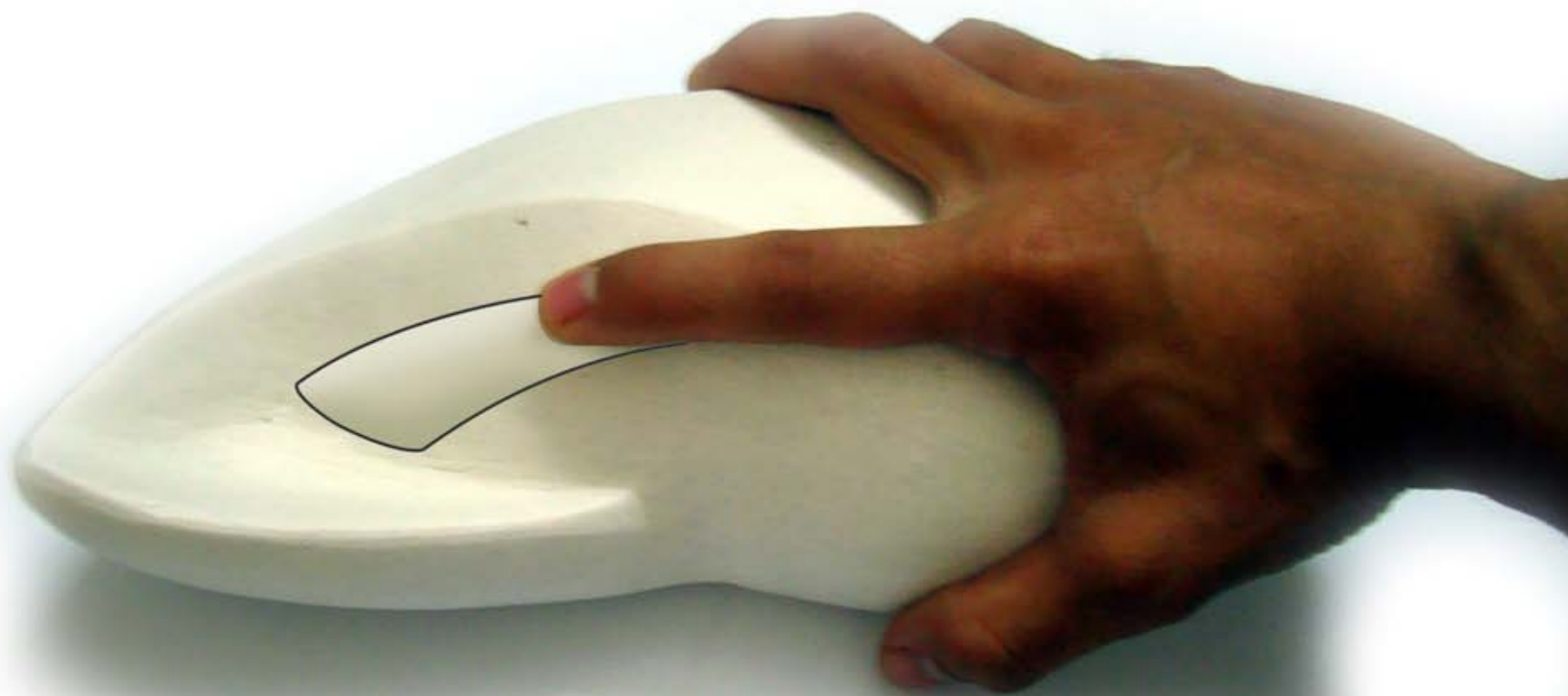












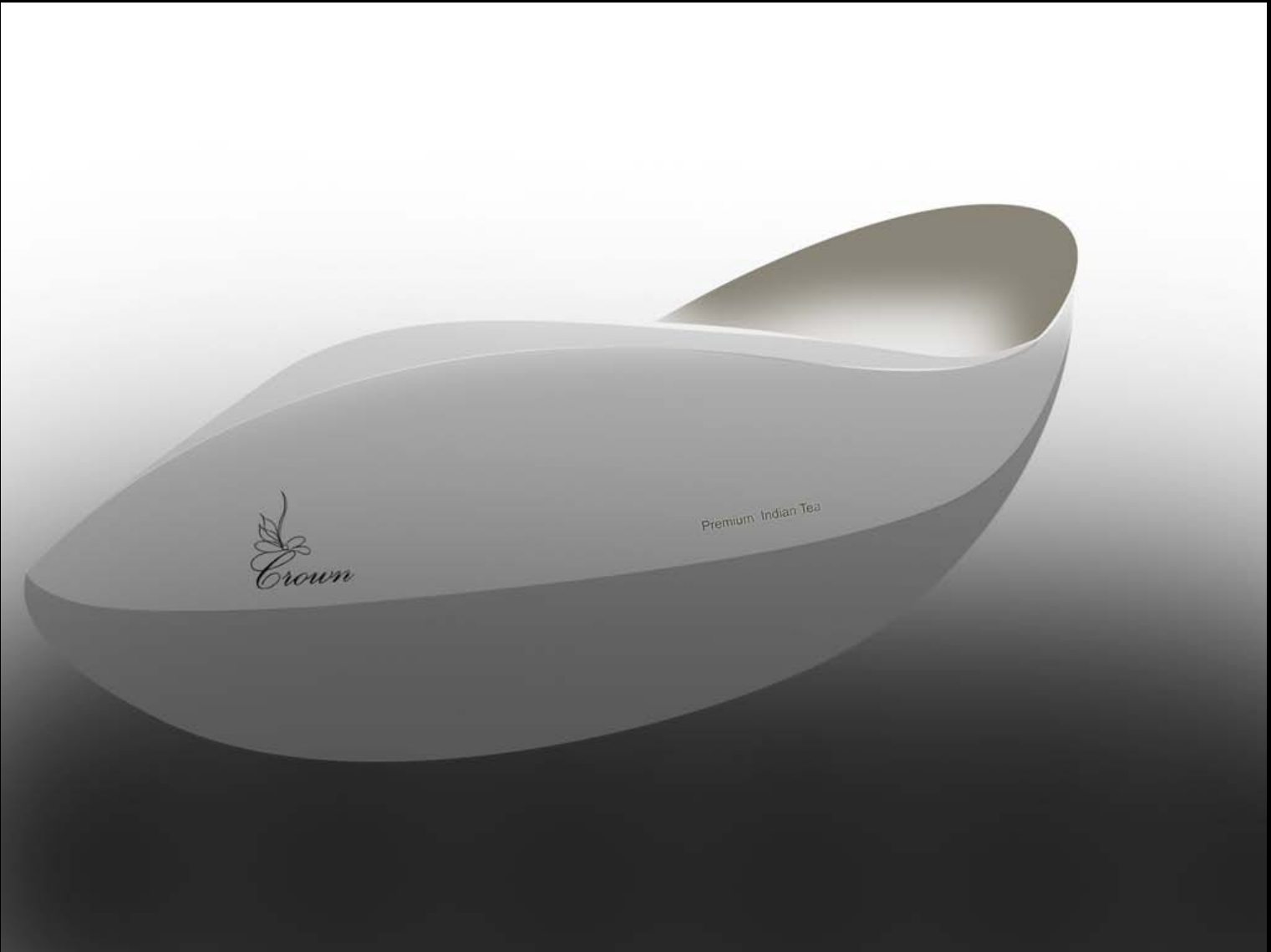






Premium Indian tea







Premium Indian tea

Thanks!!

