

BLOSSOM ERA

FLOWERING TEA



A moment, unfolding.

A familiar name.
A quieter presence.



BLOSSOM ERA

The complete original flower symbol anchors the new identity. Its two vector paths remain unchanged. A newly typeset serif name brings a quieter rhythm. The stacked format also appears in explorations found in the original native document.

Botanical depth. Paper warmth.

BOTANICAL / #253D34

EMBER / #A45137

PETAL / #DBBDC2

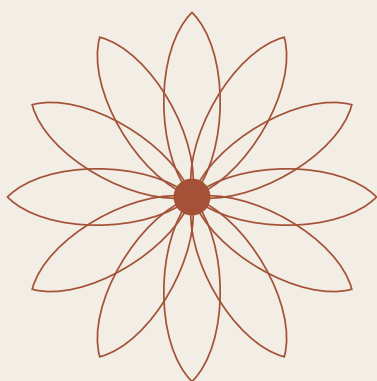
Baskerville / Newly typeset identity and editorial titles

Helvetica Neue / Product numbering and supporting information

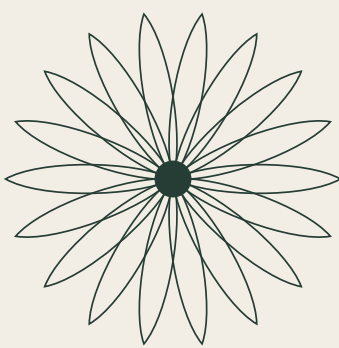
Hiragino Sans GB / Chinese expression

All exact colour values are newly selected for this edition.

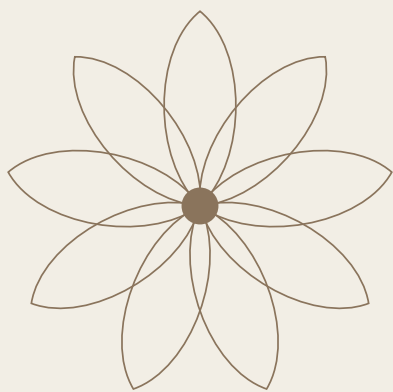
Six ways to unfold.



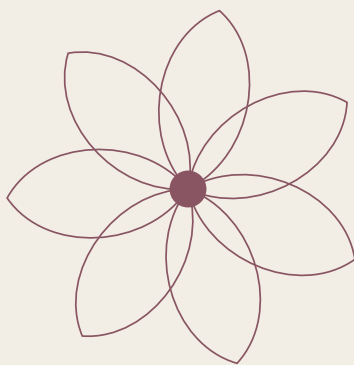
01 / Campfire



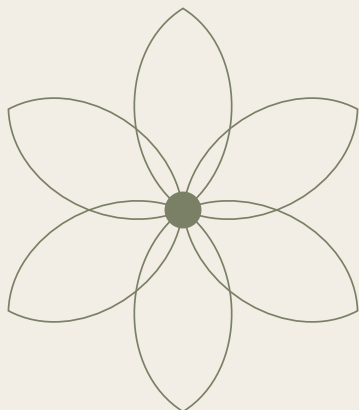
02 / Zen



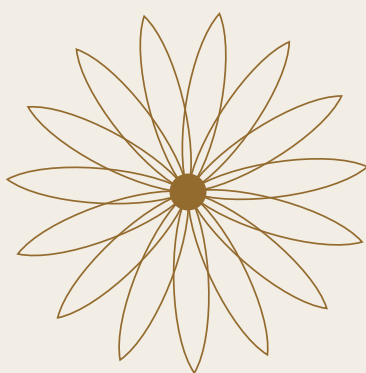
03 / Aurora



04 / Rose Bundle



05 / Mariage d'Amour



06 / A Summer in Machu Picchu



A quiet spectacle.

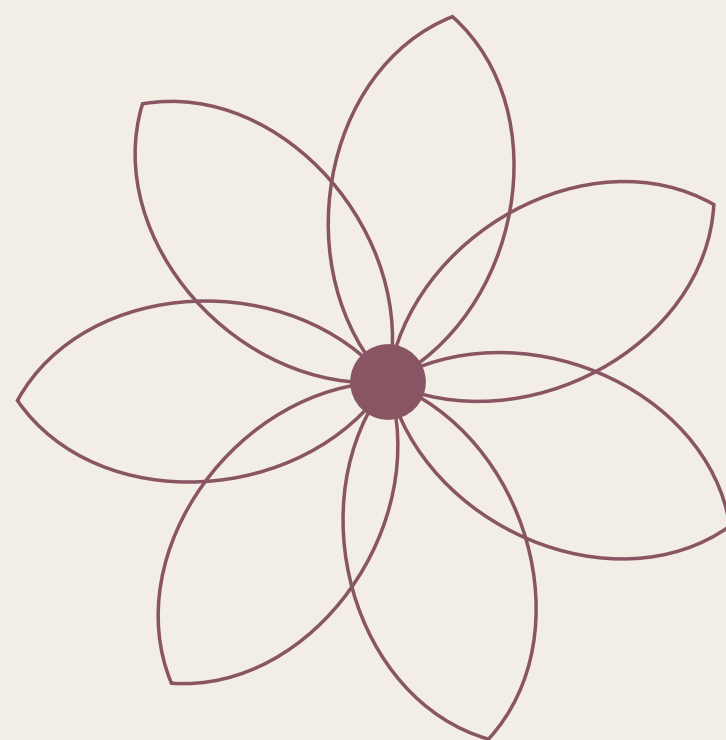
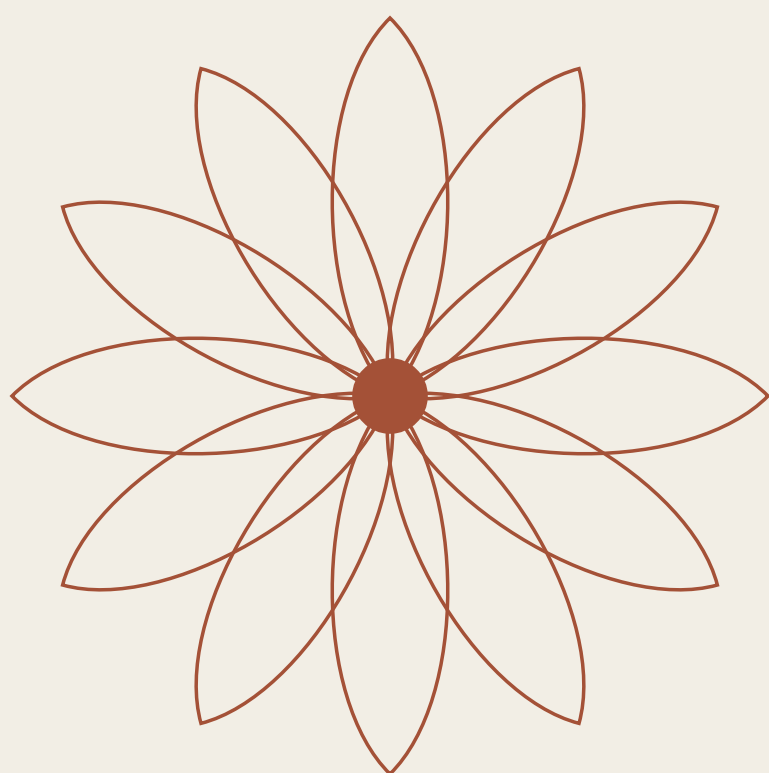
A complete original photograph from the named product set.
The glass, tea, flower and colour remain unchanged.



Time, held in a glass.

The archive supplies the product. New typography and spacing frame its character without reconstructing the bloom.

One framework. Individual character.



New abstract petal studies distinguish the six expressions.

They are brand graphics, not ingredient diagrams.

A shared serif name, sequence number and footer bring consistency to the proposed carton fronts and printed matter.

Rooted in the archive. Designed to unfold.

Archive / Tea client folder, internal native date April 2022

Retained / Flower symbol, brand name, six names and photographs

New / Typeset name, colours, petal graphics, copy and layouts

Applications / Carton concepts, product portraits, cards and posters

A 2026 portfolio design concept by Day of Design.

Original product photographs retain their complete frames.

Stock mockups, decorative EPS artwork, former contact details and unverified origin or health claims are not reused.

AI-assisted scenes illustrate proposed packaging and print use.

Carton fronts are concepts, not production-ready food labels.

Client adoption, production and final specifications are unconfirmed.