

RESPICE

Team member :

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SPICE UP YOUR LIFE !

CONCEPT :

Discover RESPICE, a way to add spices into your life !

More than a packaging, our product is a real tasting box to put in your kitchen. It serves both as a display but also as a decorative object mainly designed to offer. RESPICE, as its name suggests, re-enchants your life with a multitude of spicy flavors to discover thanks to our little explanatory boxes. Mainly derived from vegetable matter, spices have beneficial properties for the human body. Our box is composed of 6 spices, on one side, 3 salty spices, and on the other 3 sweet spices. Thus the consumer can vary its uses, and use it for all occasions. The salted spices chosen are Hawaiian red salt, Timut Bay, and Truffle breaking. As for sweet, we offer Tonka bean, Vanilla, and Yuzu zest.

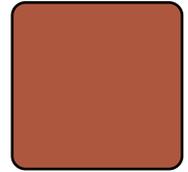
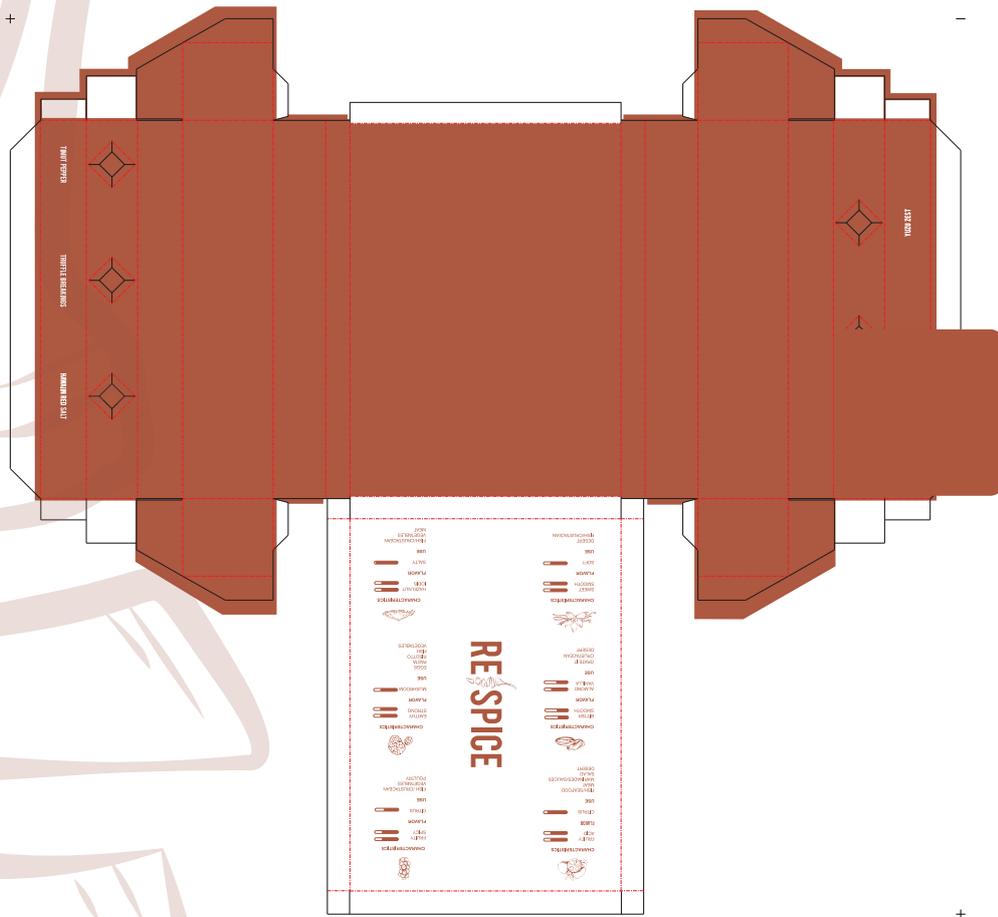
PACKAGING DESIGN :

Concerning the packaging, we wanted to work not on a packaging allowing only to store, but above all on an original presentation of the spices. To work around the senses, we highlighted the function of the touch by a relief of textures using different spices. These are placed on pods where the spices are found to recall their content. They are ready to use which facilitates use. The pods are placed in the box so that you can touch the textures directly without opening the box. This encourages the consumer to question the product. The purpose of our packaging being to create a surprise effect, we implemented a box with two flaps each containing 3 spices placed in staggered. Also, the rotation movement allows the user to guess the ingredients by their sound. The pods are then available to the user vertically. These can be closed using retractable tabs. The whole is secured by a sheath system allowing inviolability.

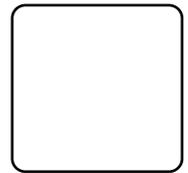
LOGO AND GRAPHIC DESIGN :

In order to awaken the senses, our RESPICE project, based on an idea of re-spicing up life, is why we chose to add a spicy touch to our brand name. The chilli pepper refers directly to the world of spices but also to that of cooking. We cut it to give movement, instinctively put ourselves in the action of cooking. The chromatic range remains in warm ocher, terracotta tones, to remind the oriental side, while keeping sober colors for a luxury product. All with a clean typography which gives a refined packaging.

PACKAGING DESIGN

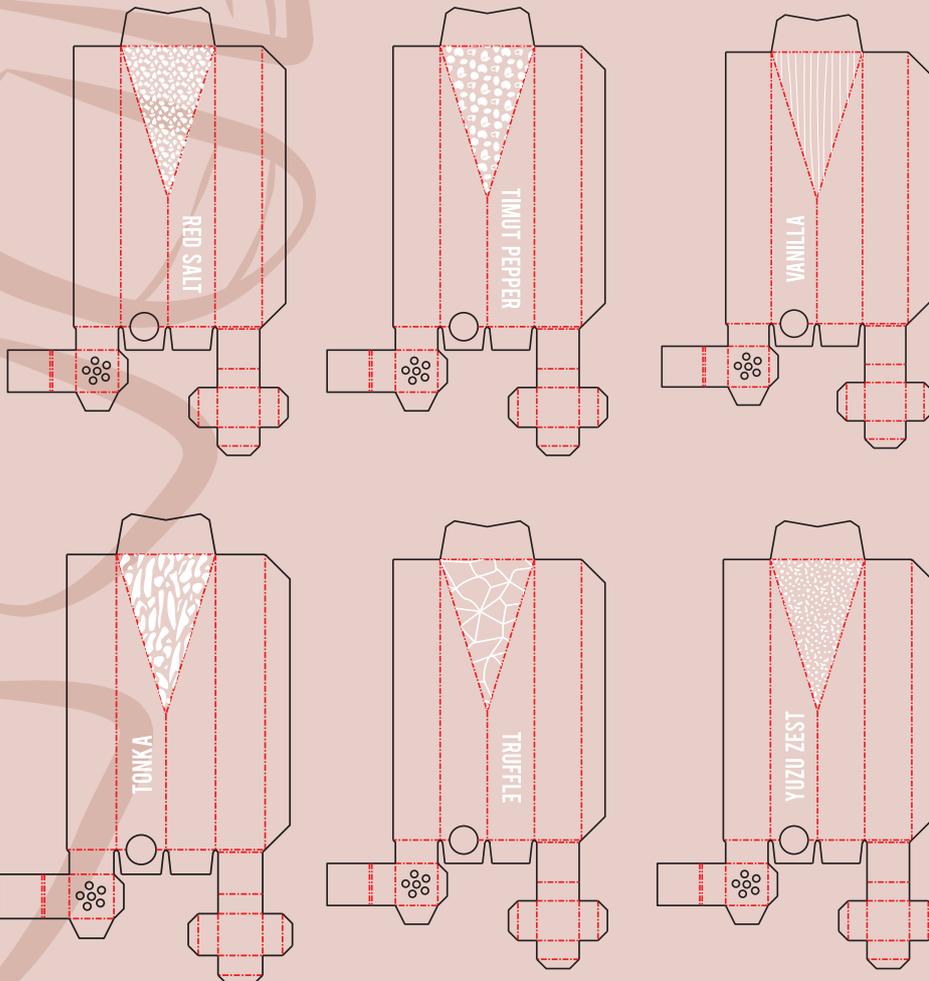


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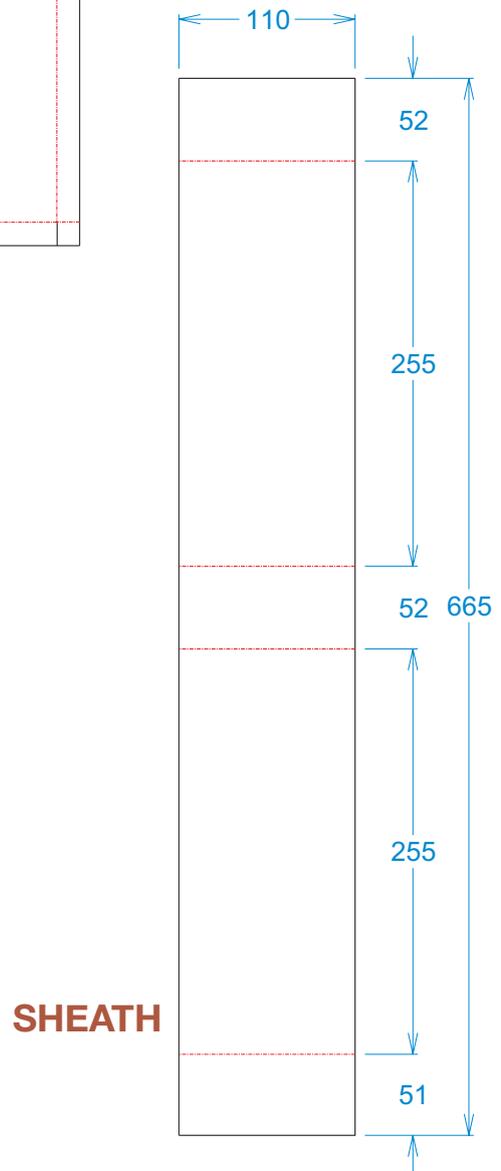
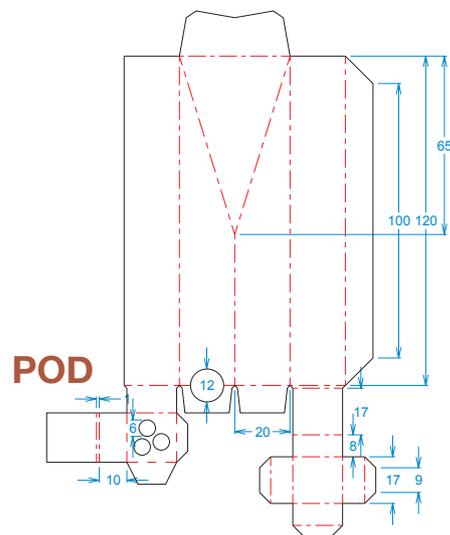
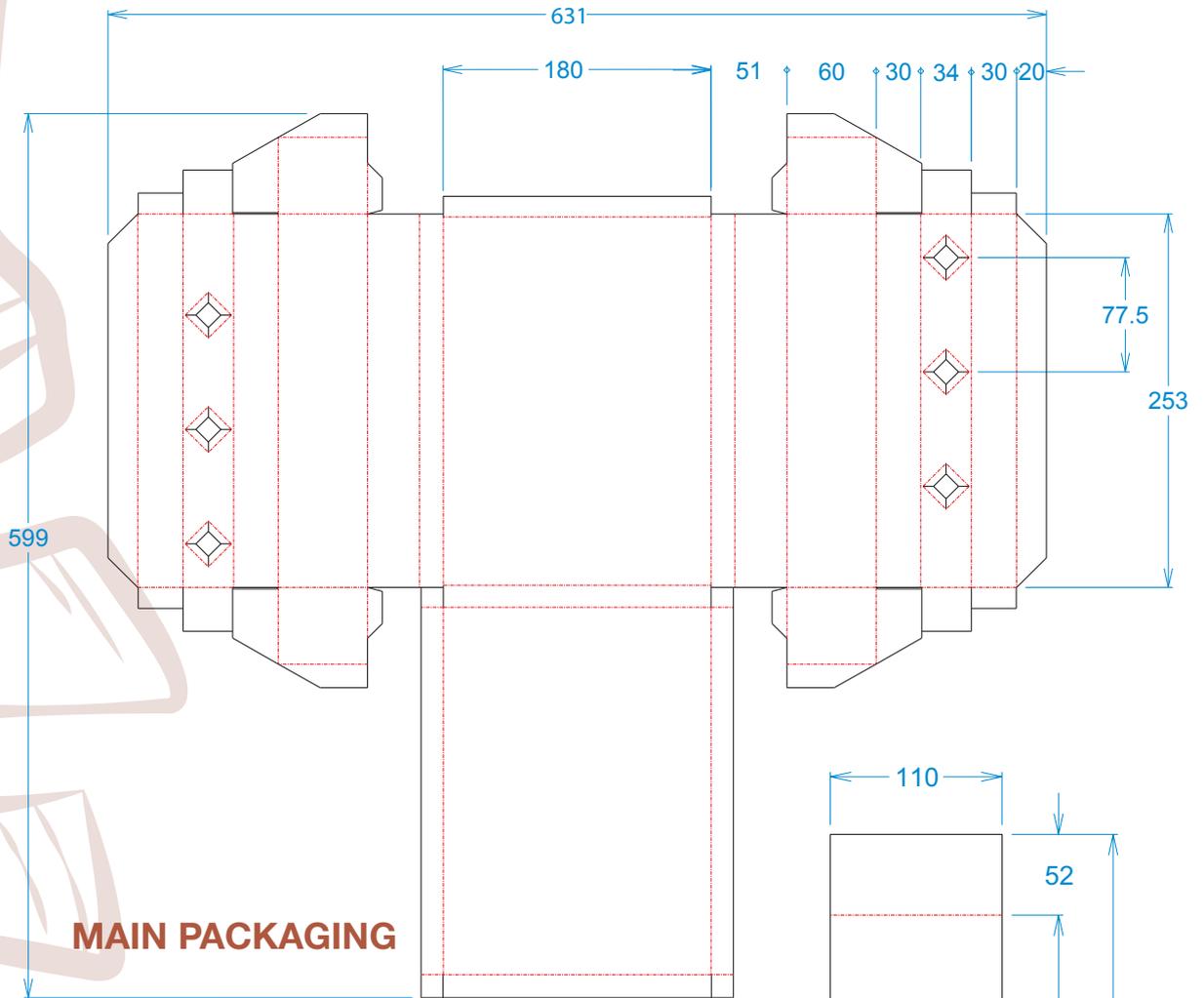


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PACKAGING DESIGN



CONCEPT

