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TEQUILA RESERVA DE

Don Julio

YOUNG CANNES LIONS

Design / team strandkorláték

BACKGROUND

What's the first thing that comes to mind when you think of tequila?

Endless parties and freedom.

A drink made with such special care absolutely calls for a celebration.

When we get our hands on this bottle, we want to feel special, whether we choose it for **an unforgettable evening or as a gift.**

And we contribute to that with the packaging, because it's the first thing we encounter.

Also the **appearance is getting a lot of attention** on social media.



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THE TARGET GROUP

We want to target people who are as environmentally conscious as they are trendy.

While designing our packaging we mainly focused on young adults who have the financial means to donate or consume this drink.



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INSIGHT

“We want to gift a special preset for each celebration, while being mindful about our environment”

We want every presents we give to be unique and memorable. As long as the gifts speak for themselves, we tend to buy dozens of unnecessary manufactured wrappings, so as well as not having a unique look, **we are also polluting the environment.**





IDEA

We wanted to create an elegant yet striking packaging that used all parts of the agave plant.
This also reduces the waste generated during production.

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MATERIAL

Almost all the packaging is made from parts of the agave plant.

An alternative/vegan leather made from the excess leaves was embossed to give a pattern reminiscent of the plant. The bottle was placed on a pedestal made from old and unused barrels.

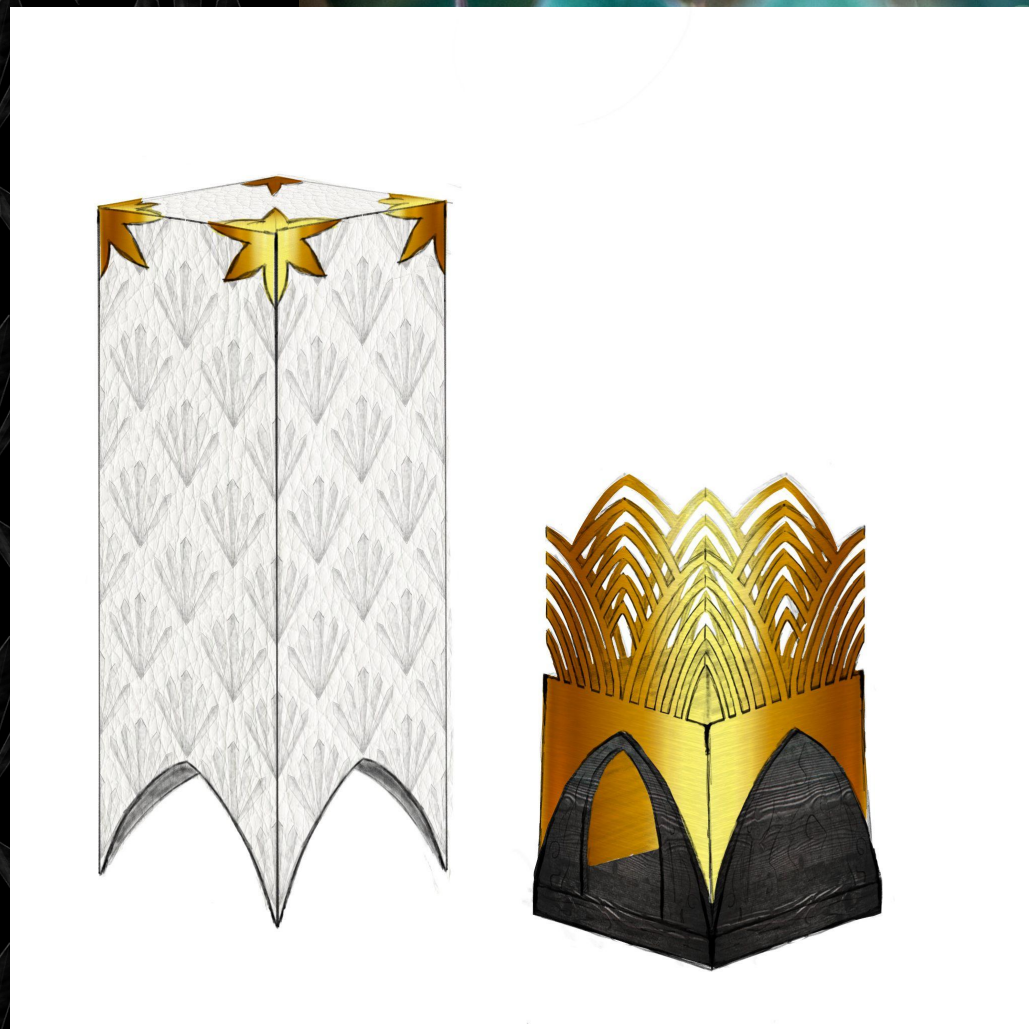
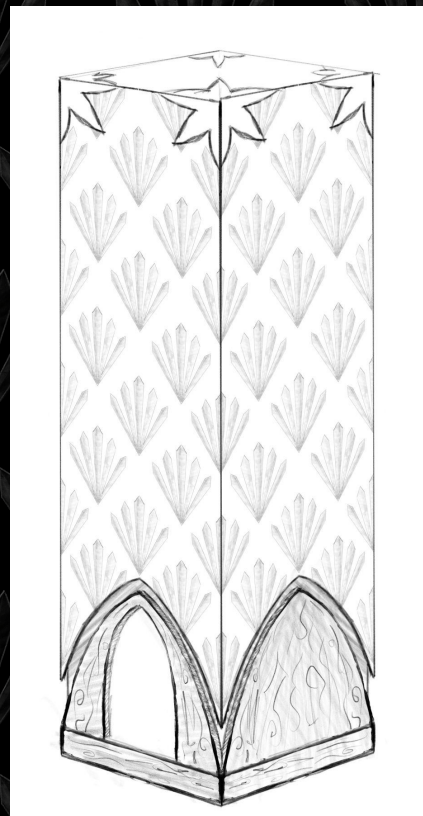
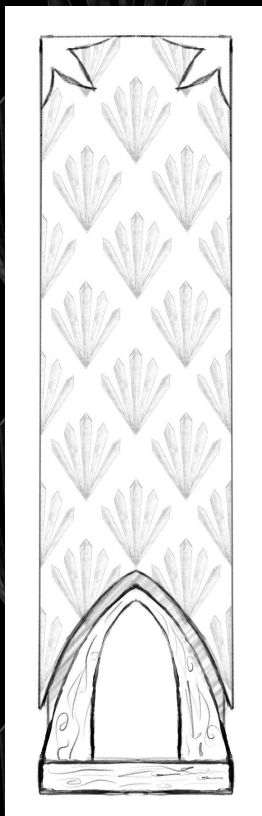
The only parts that are not recycled are the gold plated metal parts in the shape of the leaves which add a luxurious touch.

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DESIGN



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