



包装设计

Packaging Design

PEDDLERS

巷贩麻将 MAHJONG

2020年，由于调酒师社群在这一年面临同样也受到不小挑战，巷贩小酒团队同来自英国的设计团队以及其他创意人员，共同发布了一款定制礼盒，来激励曾经互相帮助的朋友。

In the middle of 2020, when the year was a quite a challenging for the bartender community, Peddlers Gin Company released a special custom package to cheer up the community that's helped them grow, working with UK design agency OMSE and other creative group.



为了和传统中国文化结合起来，我们以具有中国特色的游戏作为创意基础，最终选用麻将来展现品牌的街巷精神。一个秘密帮派即将诞生。

In order to integrate with traditional Chinese culture, we use games with Chinese characteristics as the creative basics. And mahjong is the final decision to show the Peddlers spirit. A secret company is ready!

