

Concept Overview

This packaging design is inspired by the soulful relaxing scene of a holiday by the sea. For many, true relaxation is found at the shoreline - where the waves gently crush into the sand and time seems to slow. The most magical moments of this experience can be felt at sunrise and sunset, when the horizon blends into a dreamy palette of soft lavender, deep purples, and different shades of turquoise blues. The border between the sea and the sky is not clear as it is a blended mixture of softness and endlessness. These scenes are emotionally powerful. They leave lasting memories - moments that restore the soul and have a healing power for our consciousness.

My illustration for this limited summer holiday edition of Johnnie Walker Black Label captures exactly this feeling: the peace, the beauty and timeless feeling when one watches the horizon where the sea meets the sky at sunset. The taste of a sip of Johnnie Walker Black Label is the ultimate piece that could enrich this emotional scene and intensify it into a complete sublime. Together - the magical scene and the intense taste of Johnnie Walker offer a luxurious delight, shareable moment of harmony and relish. Because happiness, after all, is the one thing that grows when shared.

The other main aim of the concept is a deep commitment to sustainability and environmentally conscious design.

The outer packaging is made from biodegradable, fully recyclable kraft carton, printed with soy-based inks to minimise environmental impact. The bottle is nested in a handwoven basket made of natural rattan - a rapidly renewable material that requires minimal energy and no harmful chemicals in its processing. This choice not only avoids plastic entirely but also ensures that the basket is compostable and gentle on the environment. Over time, it naturally breaks down, returning nutrients to the soil without leaving a trace of toxicity.

A delicate macramé wrap, handmade from 100% organic cotton, gives the ultimate accent for the beach-inspired aesthetic while remaining both biodegradable and reusable. These design elements not only reduce the product's ecological footprint, but they also offer a tactile and visual experience that reinforces the overall narrative - natural, gentle, and enduring.

The packaging is also designed for practical application and functionality. Its lightweight structure and flat - pack form make it efficient for transportation and storage, minimising both shipping costs and carbon emissions. The design can be easily scaled for large-scale production using conventional manufacturing methods. A flap-opening mechanism with a reusable cotton tie ensures a secure but user-friendly unboxing experience. Additionally, both the rattan basket and macramé wrap can be repurposed as home décor, allowing the consumer to retain a piece of the experience long after the whiskey has been enjoyed.

Visually, the design is an extension of the emotional story it tells. The illustration on the box captures the transition between day and night - the horizon where the soft purples of sunset fade into deep blue and turquoise sea, highlighted by delicate silver wave accents. The color palette and handmade textures evoke a sense of calm, freedom of the soul, and remarkable memory — ideal for a summer holiday edition. Yet, the packaging still holds true to the refined identity of Johnnie Walker Black Label, maintaining elegant structure, and a premium feel throughout.

This holiday edition is more than just packaging. It is a memory, wrapped. It invites the consumer not just to enjoy a fine whiskey, but to be transported to the peaceful edge of the sea, where the sky meets the water and time stands still. With each sip, a sense of calm returns — a moment of reflection, joy, and beauty that can be felt, remembered, and shared.