

Project

Panle Tea

Project Rationale

PANLE is a packaging design for Chinese tea. The concept revolves around the Chinese national treasure panda and the shape of Tai Chi. The two rounded circular shapes deliver the yin and yang concept and the unity and duality of nature. The packaging focuses on renewing the image of traditional Chinese tea products by using a creative, minimal and ecological approach. The whole packaging is sustainable and eco-friendly that sealed with beeswax.













