

Tobacco Molasses Packaging Designs

By Nora Sacca

The Project Definition:

This Packaging design was made for a Tobacco company in the city of Hamburg in Germany. The name of the brand is Kazoma which means Harmony in Japanese and the product is an assortment of flavored tobacco packs.



The Concept:

Since it is prohibited by law in Europe to use the realistic depiction of real fruits on products packages, I have opted to make use of what is called cut-out style which is a group of layers done inside out to represent the different fruit in abstract shapes.

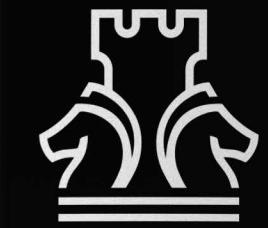
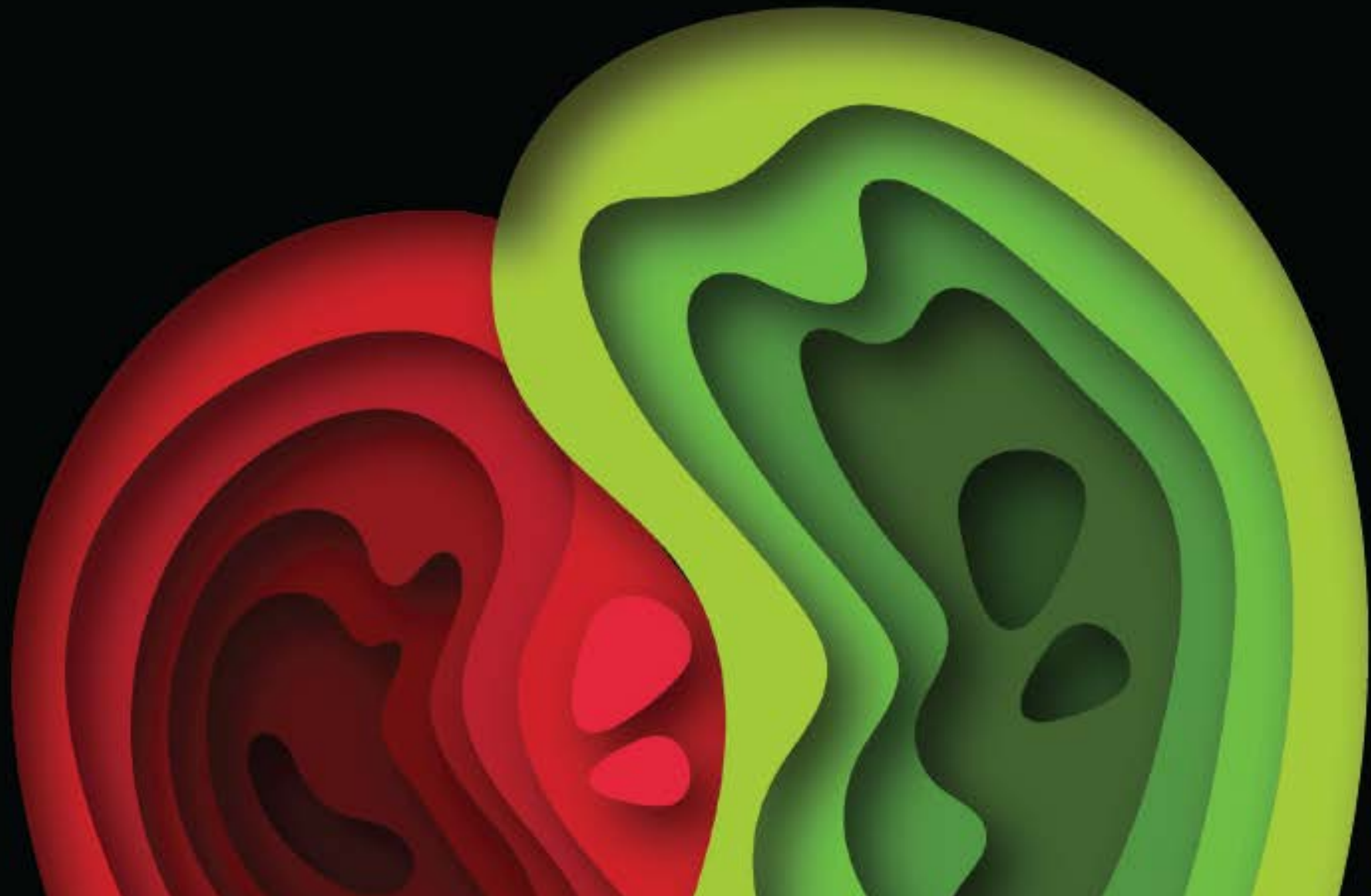
The various dimensional designs are made in a harmonious way to make the buyer depict from the package the fruit flavor of the tobacco within, the colors and shapes are so vivid that one can almost smell and taste the sweetness of fruit through the packs.

As an illustration, for Twins package I have used both a green and red apple to explain the flavor of two apples tobacco inside, whereas Limenta is the cutout style shape of a lemon with mint; furthermore Gigi Menta is represented with a dimensional figure of grape with mint and finally the Red Block is the mixture of different red and blue berries portrayed in beautiful abstract shapes highlighting their luscious flavors.



KAZOMA
كازوما

Twins
X365



KAZOMA
كازوما

Twins
X365

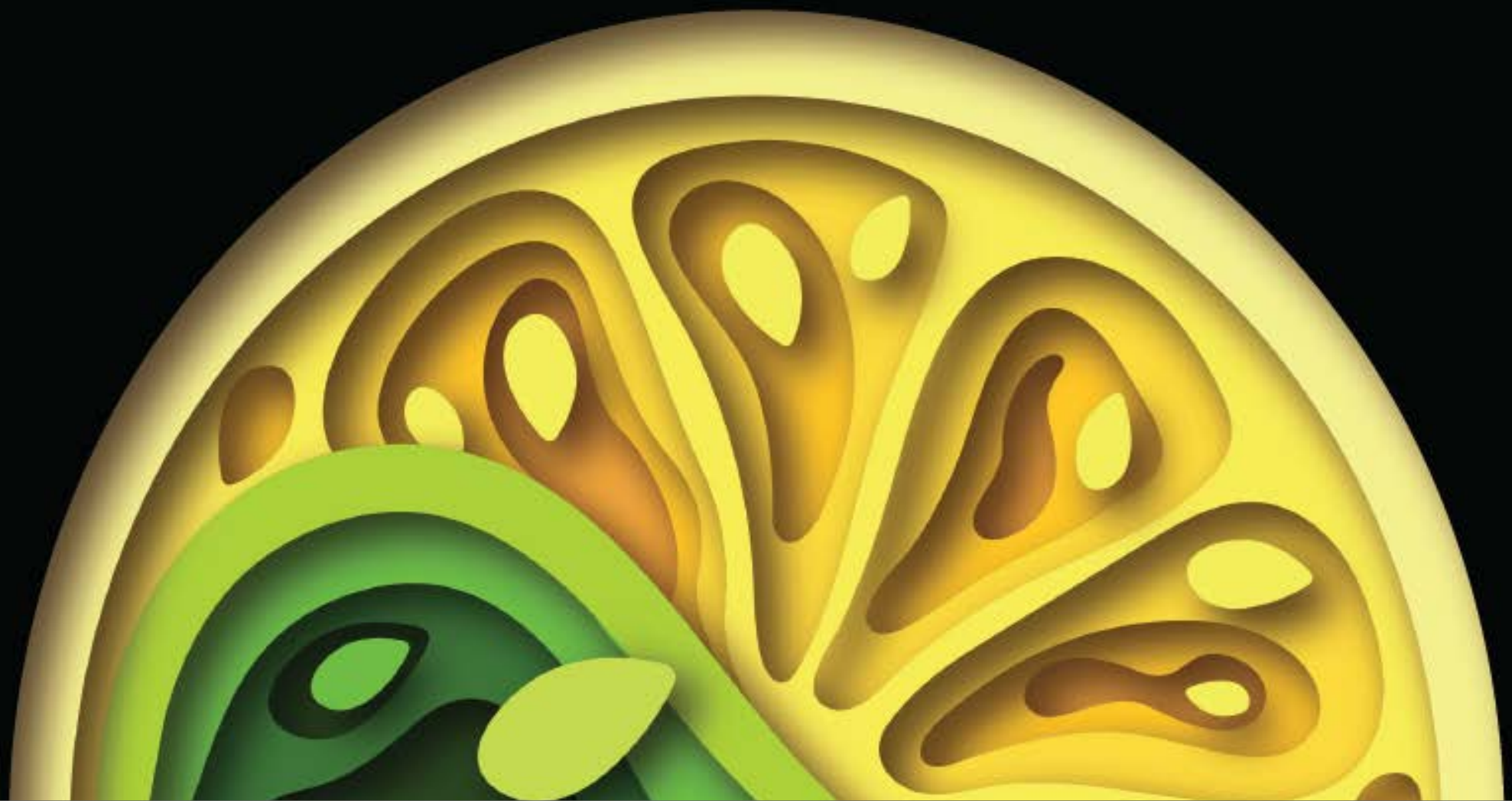


Two Apple Molasses



KAZOMA
کازوما

Limenta
X24



KAZOMA
کازوما

Limenta
X28



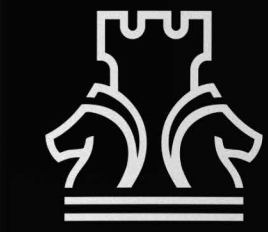
Lemon Mint Molasses



KAZOMA
گازوما

GiGi Menta

X7



KAZOMA
گازوما

GiGi Menta

X7

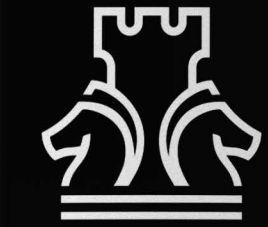
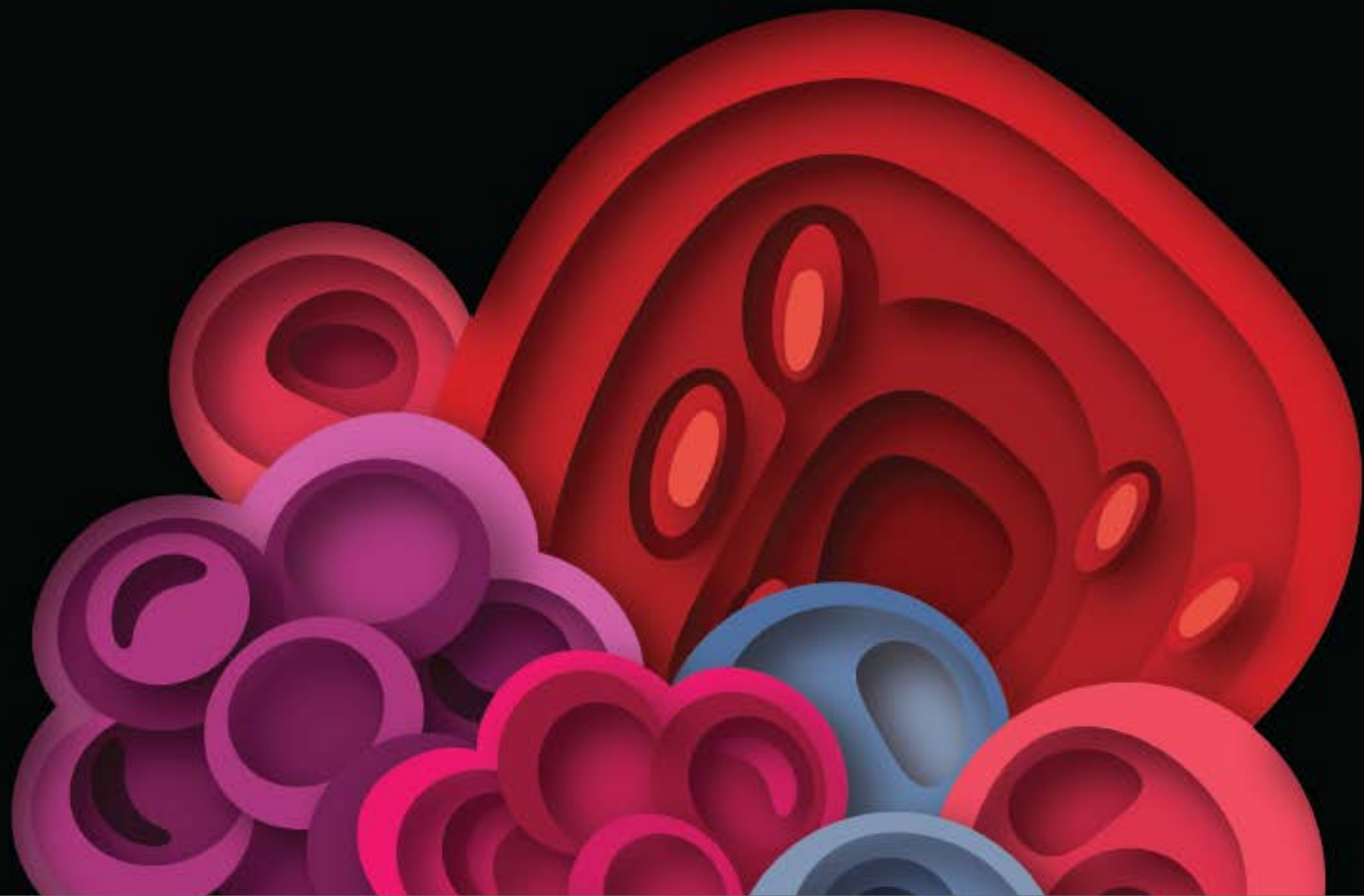


Grape Mint Molasses



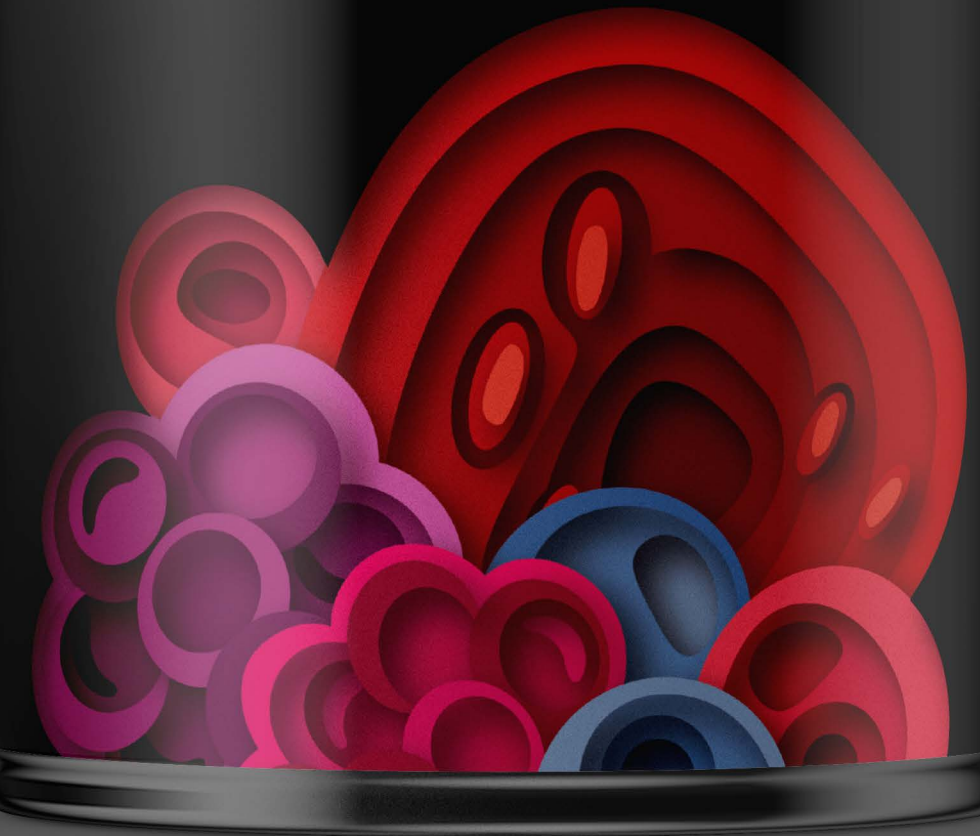
KAZOMA
کازوما

Red Block
X911



KAZOMA
کازوما

Red Block
X4



Mixed Berries Molasses