

ESTD **de·brief** 2025

BOXED WINE, REIMAGINED

INTRODUCTION

WINE PACKAGING REMAINS LARGELY TRADITIONAL, WITH BOTTLES AND LABELS REINFORCING A SENSE OF SOPHISTICATION AND HERITAGE. HOWEVER, IN A CROWDED MARKET, VISUAL DISRUPTION AND INNOVATION REDEFINE HOW CONSUMERS ENGAGE WITH WINE. MY THESIS EXPLORES CHAOS PACKAGING DESIGN—THE USE OF UNEXPECTED PACKAGING TO CREATE A SUSTAINABLE, EVERYDAY WINE BRAND THAT CHALLENGES CONVENTIONAL NORMS. THROUGH THIS THESIS, I CHALLENGED PRECONCEPTIONS ABOUT WINE PACKAGING AND CREATED A PACKAGED WINE THAT DIFFERS FROM THE MARKET.

CHAOS PACKAGING AIMS TO DISRUPT CONSUMER EXPECTATIONS AND MAKE A PRODUCT STAND OUT, PARTICULARLY IN CROWDED MARKETS. IT IS THE ART OF PUTTING EVERYDAY, FAMILIAR PRODUCTS IN SURPRISE FORMATS. CHAOS PACKAGING CAN LEAD TO INCREASED BRAND VISIBILITY, ORGANIC SOCIAL MEDIA BUZZ, AND MEMORABLE CONSUMER EXPERIENCES. IT CAN ALSO BE AN EFFECTIVE WAY FOR SMALLER BUSINESSES TO COMPETE WITH LARGER COMPANIES THAT HAVE MORE RESOURCES FOR TRADITIONAL ADVERTISING.

INSPIRATION & CONCEPT

DEBRIEF WINE WAS INSPIRED BY A SIMPLE TERM COINED BY MY BESTFRIENDS OVER THE YEARS — THE “DEBRIEF.” WHETHER IT’S AFTER A NIGHT OUT, A LONG DAY, OR A WEEKEND AWAY, THE DEBRIEF IS WHERE THE REAL CONVERSATIONS HAPPEN — RAW, FUNNY, HONEST, AND UNFORGETTABLE. THIS IDEA BECAME THE FOUNDATION FOR A BRAND CENTERED ON CONNECTION, AUTHENTICITY, AND EVERYDAY REFLECTION.

VISUALLY, DEBRIEF TAKES CUES FROM THE WORLD OF CHAOS PACKAGING — A DESIGN PHILOSOPHY THAT EMBRACES DISRUPTION, DISORDER, AND UNEXPECTED FORM TO GRAB ATTENTION AND CHALLENGE NORMS. THE CYLINDRICAL PACKAGING INTENTIONALLY REJECTS THE EXPECTED BOXED WINE, INVITING CONSUMERS TO PAUSE, PICK IT UP, AND ASK, “WHAT IS THIS?” PEOPLE ARE MORE EAGER TO GRAB THE THING THAT FEELS OUT OF PLACE — AND THAT’S EXACTLY THE POINT.

DEBRIEF’S FORM DISRUPTS SHELF SPACE AND INVITES PEOPLE TO SLOW DOWN, POUR A GLASS, AND SHARE SOMETHING REAL. BECAUSE LETS BE REAL — THE DEBRIEF IS ALWAYS THE BEST PART.

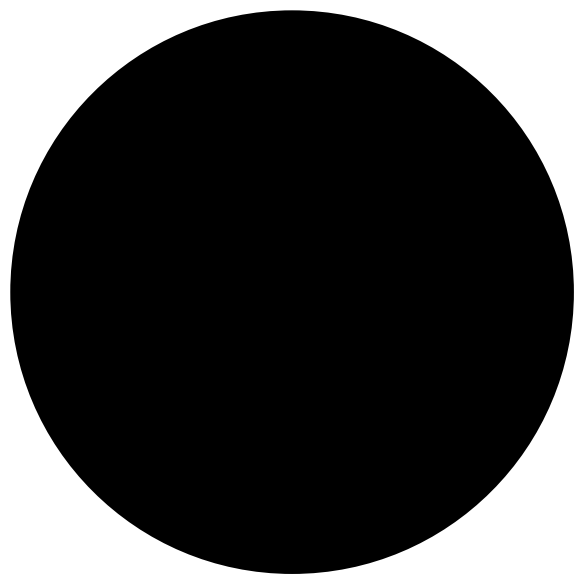
DESIGN

DEBRIEF WINE EMBRACES CHAOS THROUGH FORM. THE CYLINDRICAL TUBE PACKAGING — SOURCED FROM THE PAPER TUBE CO. — IS THE PRIMARY DISRUPTOR, BREAKING AWAY FROM THE TRADITIONAL RECTANGULAR BOX AND STANDING OUT ON THE SHELF THROUGH ITS UNEXPECTED SHAPE ALONE.

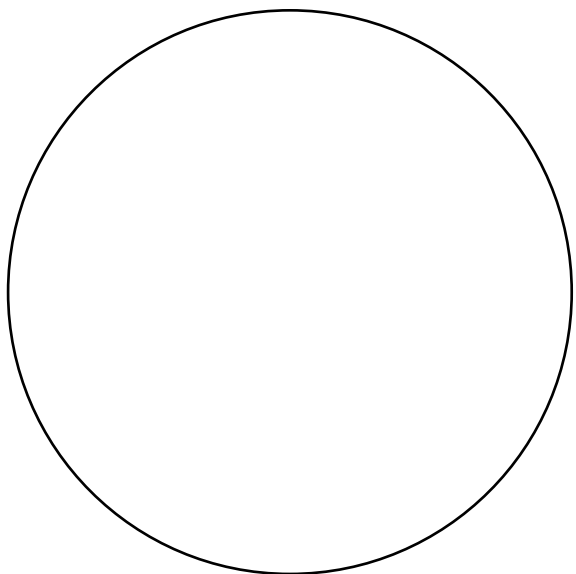
OVERALL, THE DESIGN REMAINS INTENTIONALLY SIMPLE. TYPOGRAPHY IS KEPT CLEAN USING VARYING WEIGHTS OF THE POLYMATH DISPLAY FONT FAMILY TO CREATE SUBTLE CONTRAST AND HIERARCHY. MINIMAL GRAPHICS KEEP THE FOCUS ON THE STRUCTURE AND INFORMATION ON IT. EACH FLAVOR FEATURES A CONSISTENT ABSTRACT SYMBOL — A SET OF FOUR PAINT STROKE SWISHES — WITH THE COLORS CHANGING TO REFLECT THE WINE INSIDE. THESE SYMBOLS ACT AS A IDENTIFIER FOR EACH FLAVOR.

BY KEEPING THE DESIGN MINIMAL AND LETTING THE STRUCTURE DO MOST OF THE WORK, DEBRIEF ACHIEVES BALANCE: A BOLD, CHAOTIC EXTERIOR WITH CLEAN, INTENTIONAL DESIGN CHOICES.

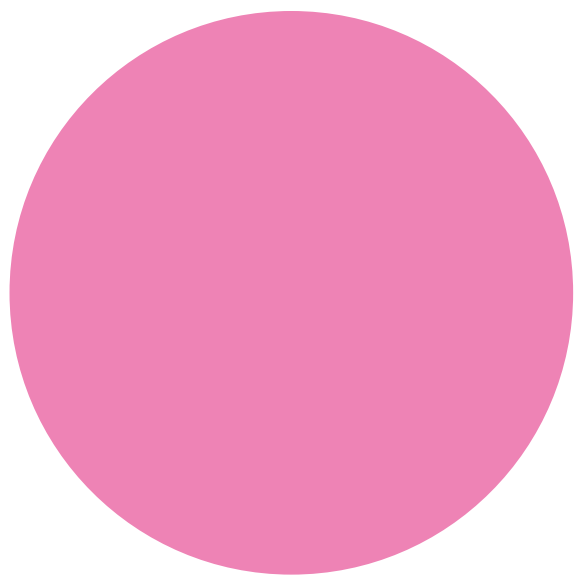
BRAND COLORS



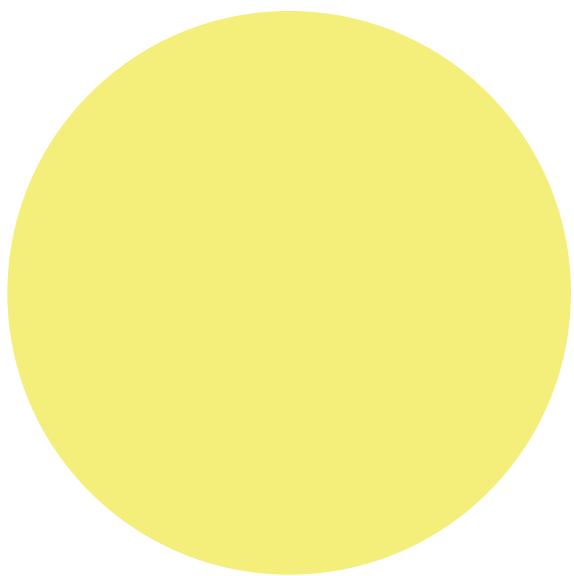
BLACK
HEX: #000000
R, G, B: (0, 0, 0)



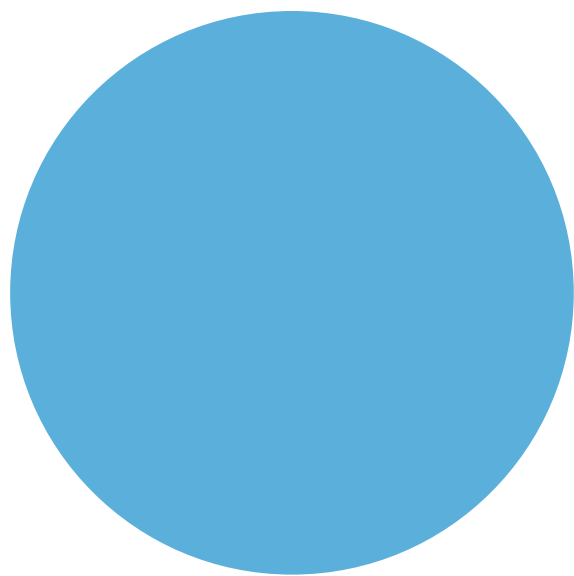
WHITE
HEX: #FFFFFF
R, G, B: (255, 255, 255)



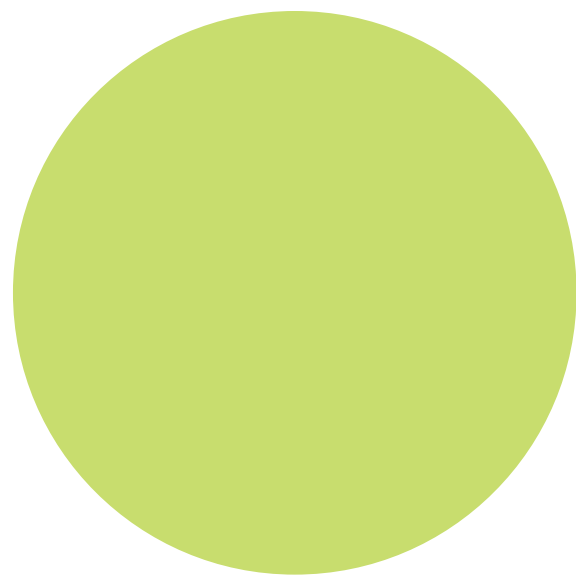
RECAP
HEX: #FF85C2
R, G, B: (255, 133, 194)



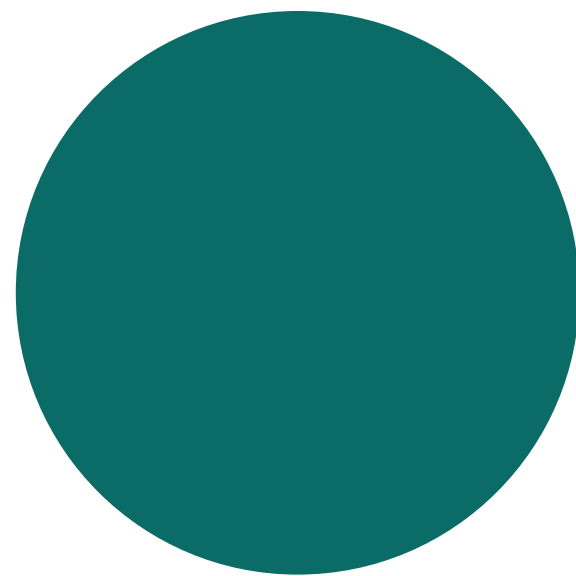
LAST CALL
HEX: #FFFF6E
R, G, B: (255, 255, 110)



OVERSHARE
HEX: #56B8E8
R, G, B: (86, 184, 232)



FLASHBACK
HEX: #CCFF66
R, G, B: (204, 255, 102)



UNFILTERED
HEX: #066D68
R, G, B: (6, 109, 104)

TYPOGRAPHY

POLYMATH DISPLAY FONT FAMILY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*

Aa

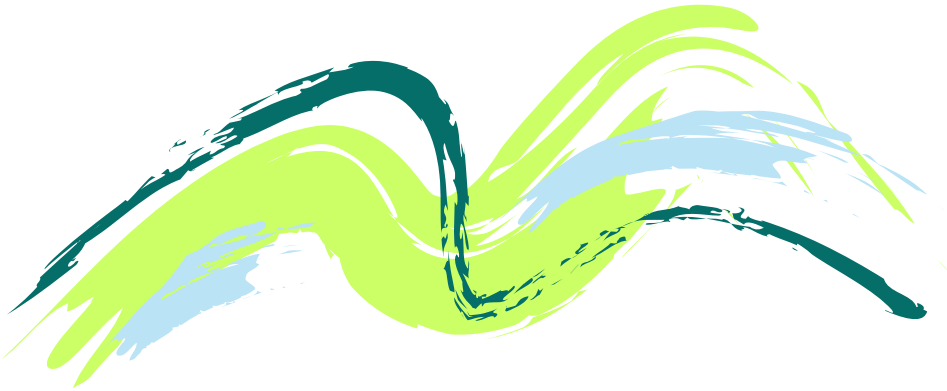
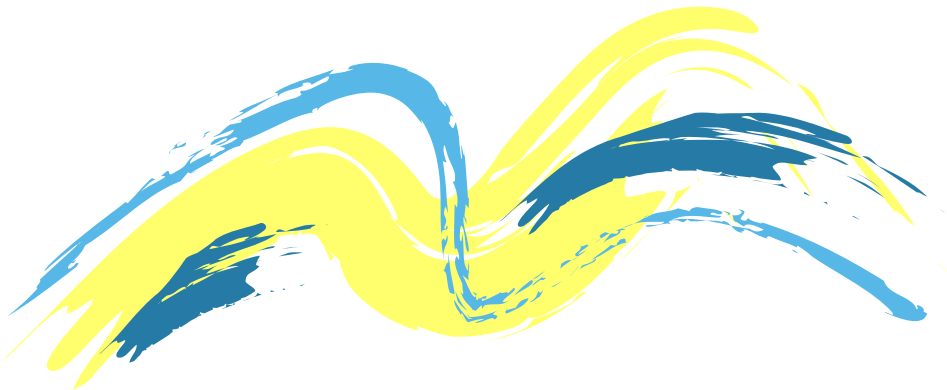
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*123456789!@#\$%^&**

MOODBOARD



LOGOS & SYMBOLS

de·brief



ESTD **de·brief** 2025
BOXED WINE, REIMAGINED

DEBRIEF BOXED WINE

BRAND PHOTOGRAPHY



DEBRIEF BOXED WINE

BRAND PHOTOGRAPHY



TASTING CARDS



pinot grigio

TASTING NOTES:
CRISP GREEN APPLE, JUICY PEAR, AND A HINT OF CITRUS ZEST WITH A LIGHT, REFRESHING FINISH.

PAIRS WELL WITH:
SEAFOOD, FRESH SALADS, CREAMY PASTA, AND GOOD CONVERSATIONS.

WHEN TO POUR:
GOLDEN HOUR, LAST MINUTE ADVENTURES, A MIDWEEK WIND-DOWN, OR AN AFTERNOON DRINK (IT'S OK, WE WON'T TELL).

BEST SERVED CHILLED AT 45-50°F. ENJOY STRAIGHT FROM THE FRIDGE OR OVER ICE FOR AN EXTRA CRISP SIP.



chardonnay

TASTING NOTES:
RIPE PEACH, VANILLA, TOASTED OAK, AND A HINT OF CITRUS FOR A CREAMY YET REFRESHING FINISH.

PAIRS WELL WITH:
GRILLED CHICKEN, ROASTED VEGETABLES, BUTTERY SEAFOOD, AND DEEP CONVERSATIONS.

WHEN TO POUR:
LATE-NIGHT DEBRIEFS, DINNER PARTIES, OR ANYTIME YOU NEED A GLASS OF SOMETHING EFFORTLESSLY SMOOTH.

BEST SERVED CHILLED AT 50-55°F. ENJOY STRAIGHT FROM THE FRIDGE OR LET IT BREATHE FOR A ROUNDER FINISH.



cabernet sauvignon

TASTING NOTES:
BOLD FLAVORS OF BLACK CHERRY, PLUM, AND A HINT OF VANILLA. A SMOOTH AND RICH, VELVETY FINISH.

PAIRS WELL WITH:
STEAK, AGED CHEESE, DARK CHOCOLATE, AND THOSE TELL-ALL LATE-NIGHT CONVERSATIONS.

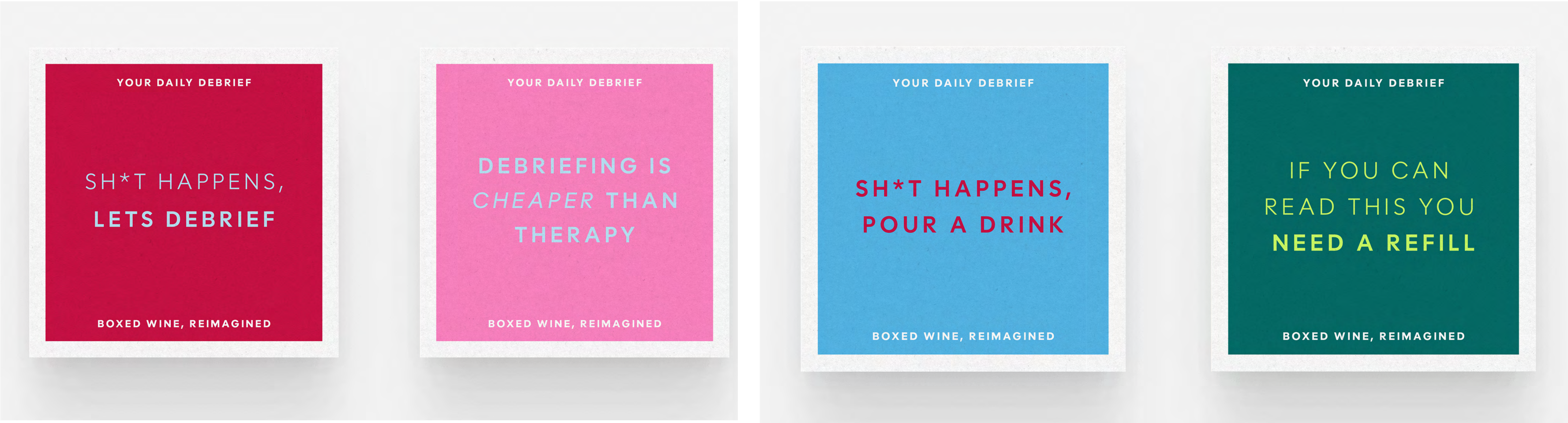
WHEN TO POUR:
AFTER A LONG DAY, WITH GOOD COMPANY, OR WHEN THE NIGHT CALLS FOR SOMETHING BOLD.

BEST ENJOYED AT ROOM TEMPERATURE (60-65°F). LET IT BREATHE FOR 10-15 MINUTES FOR THE BEST FLAVOR.

MEMO CARDS



MEMO CARDS



STICKERS



ESTD **de·brief** 2025
BOXED WINE, REIMAGINED



*yourdaily
debrief*



DEBRIEF BOXED WINE



DEBRIEF BOXED WINE



DEBRIEF BOXED WINE

