

## Chaos Packaging: Debrief, Boxed Wine Reimagined

Maggie Allen

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.

Debrief applies this strategy through a cylindrical boxed format, rather than the standard wine bottle or rectangular box. This alternative packaging disrupts the market and additionally provides practical benefits such as—easier storage, portability, and a lower carbon footprint. Designed with sustainability and convenience in mind, Debrief positions wine as an accessible, everyday beverage rather than a strictly formal experience.

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.

The final deliverables include a full brand identity, packaging prototypes; featuring three wine flavors and two sizes, 4 mounted posters, brand photos, tasting cards, notecards, and stickers. Through this thesis, I challenged preconceptions about wine packaging and created a packaged wine that differentiates from the market.