Independent brand creatures

Cameli



What Colour Is an Impression?

E01

Cameli

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E01 Friends and collaborations

Cameli looks for a colour that evokes the aroma of Fuzhou jasmine tea. He holds a board with a tea sample and opens three attached colour cards. They express his personal impression, rather than judging the tea’s quality by colour.

Fuzhou jasmine tea inspires a personal colour association.

The tea we shared

TEA.TOYS

View look E01