

BOX BOTTLE BAG

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Joya BASICS Edition



Joya sends in news of their latest product launch, and shares images of the process of creating the candles:

"Joya just dropped a collection of custom scented candles for Japanese boutiques, Edition, which are part of the esteemed Tomorrowland parent brand.

The candle collection is a facet of Edition's new concept entitled "BASICS Edition," which also includes "re-imagined basic" apparel and accessories. All the items, including the candles, are described as "unisex and seasonless." Edition takes inspiration for military, work, sports, and casualwear and presently stocks brands including Maison Martin Margiela, Alexander Wang, Stella McCartney, Adam Kimmel, Maharishi and Superfine, along with their own house brands, Edition (Men's and Women's) and BACCA (Women's).

The glass containers are acid etched and screenprinted, and the gift boxes are made of rugged, folding e-flute, which gives them an industrial chic feel that is a remix of classic book packaging.

The screenprint could be considered clever, in that the graphic design is comprised of the warning/liability information, which is usually hidden and relegated to the bottom of such a product."

Many more images of the process of creating this line, after the jump.



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