

Miok by Iris Fan Wins Silver in A' Packaging Design Awards

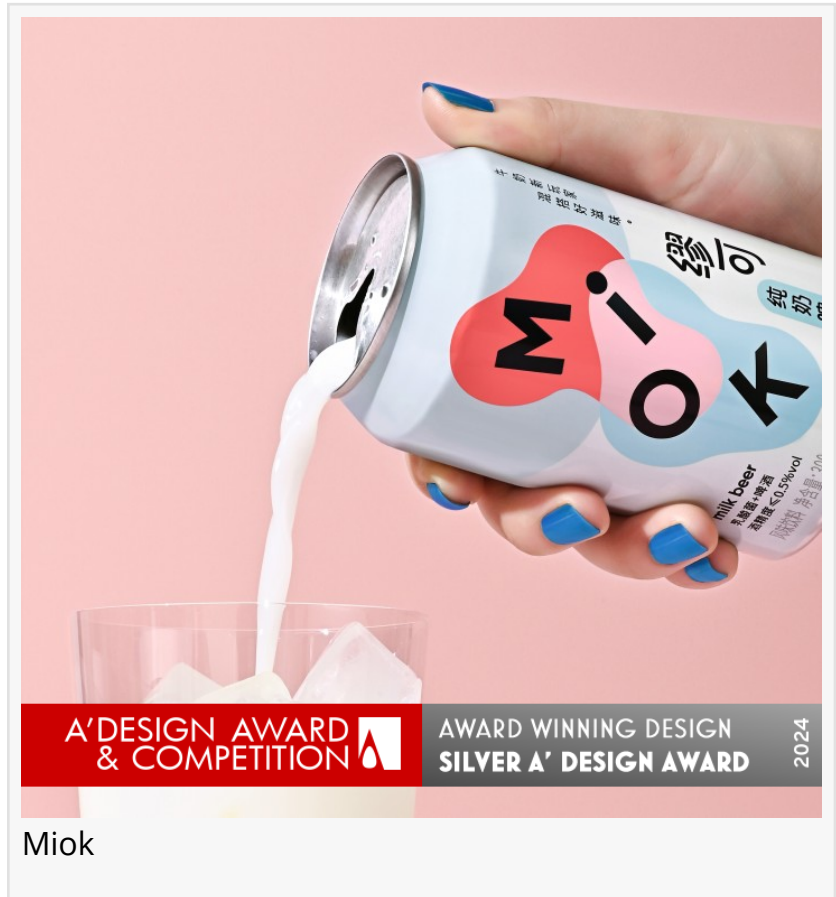
*Innovative Milk Beer Packaging Design
Recognized for Excellence in A'
International Design Competition*

COMO, CO, ITALY, September 4, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced Miok, a milk beer packaging design by [Iris Fan](#), as a Silver Winner in the Packaging Design category. This prestigious recognition highlights the significance of Miok's innovative and creative approach to packaging within the industry.

Miok's award-winning packaging design showcases the relevance of mixing distinct elements to create a unique and appealing product. By combining the sweetness of milk with the effervescence of beer, Miok aligns with the growing trend of experimental beverage combinations. This innovative approach not only captures the attention of consumers but also pushes the boundaries of traditional packaging design standards.

The Miok packaging design stands out in the market through its bold and dynamic visual language. The floating Miok letters, surrounded by two liquid shapes mixing into a new form, effectively convey the product's unique characteristics. The vibrant colors and eye-catching logo make Miok a memorable and recognizable brand on store shelves, while the packaging system, including gift boxes, shipping boxes, and portable boxes, ensures versatility for various usage scenarios.

Winning the Silver A' Design Award serves as a motivation for the Miok team to continue



exploring innovative packaging solutions. This recognition not only validates the creativity and effectiveness of the current design but also inspires future projects to push the boundaries of what is possible in the packaging industry. By setting a high standard for design excellence, Miok aims to foster a culture of innovation within the brand and inspire other designers in the field.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=155700>

About Iris Fan

Iris Fan is a talented designer from China with 9 years of experience in the design industry. She has worked as a visual designer in a San Francisco design company for 2 years and as a design director of branding studios in China for 6 years. Iris has collaborated with top global companies such as Facebook, SAP, Rainin, Tencent, Alibaba, and Bytedance. Her expertise lies in creating brand identities for multiple start-up brands from diverse industries, helping them build competitive and unique brands from both strategic and visual perspectives.

About Miok

Miok is an innovative beverage brand created by CHO Factory in Hangzhou, China. The product combines the unique flavors of milk and beer, offering consumers a new and exciting taste experience. Miok's packaging design reflects the brand's adventurous and creative spirit, making it stand out in the competitive beverage market.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that demonstrate excellence and innovation in their respective fields. Recipients of this award are acknowledged for their significant contributions to raising industry standards and advancing the practice of design. The rigorous selection process involves blind peer review by an expert jury panel of design professionals, packaging industry experts, journalists, and academics. Winning designs are expected to showcase originality, creativity, and a profound impact on improving everyday life.

About A' Design Award

The A' Design Award is an international and juried design competition that has been recognizing and promoting superior products and projects since 2008. The competition is open to entries from all countries and is organized across various industries. The ultimate aim of the A' Design Award is to create a better world by acknowledging and celebrating remarkable achievements in design. By showcasing pioneering designs on a global platform, the award inspires designers and brands to develop innovative solutions that positively impact society. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at <https://packagingdesignawards.com>

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