

ICHOR CASE STUDY

STRANGER & STRANGER

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THE DIVINE GREEK SPIRIT

In Greek mythology, there lies an urban legend about a treacherous journey to the end of Eridanus the River.

At the destination, when the guiding star, Achernar, is at its brightest, the young traveler must pay reverence to the God and implore him to bestow on them with his Ichor, the exquisite, golden fluid that flows like blood in the veins of the Gods.

If one is granted the ethereal Ichor, upon ingesting, they will undergo an out-of-body experience and transcend time and space, afloat in the ether.

Indulge in the divine taste of Ichor and transcend to the celestial realm.



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TOP-TIER BOTTLE DESIGN

The top-tier bottle design is of a vibrant, luminous amber with glints of golden specks. It's intended to be elegant and regal, featuring the glorious ancient sky chart as well as the constellation of Eridanus the River and Achernar the Star in the southern hemisphere.

Since ICHOR is the sub-brand of Metaxa, the line of branded Greek alcoholic drinks, the signature of its founder, Spyros Metaxa (i.e. S. Metaxa), is also on display.

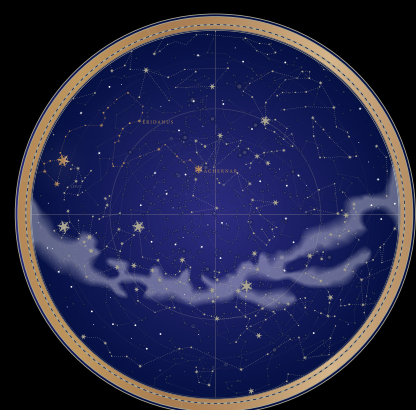
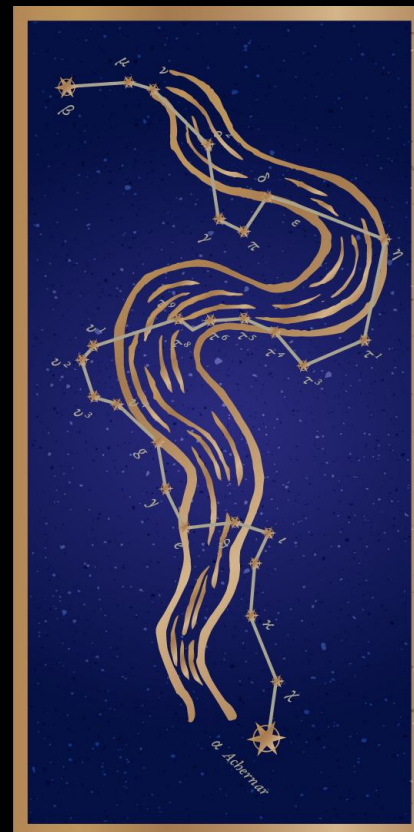
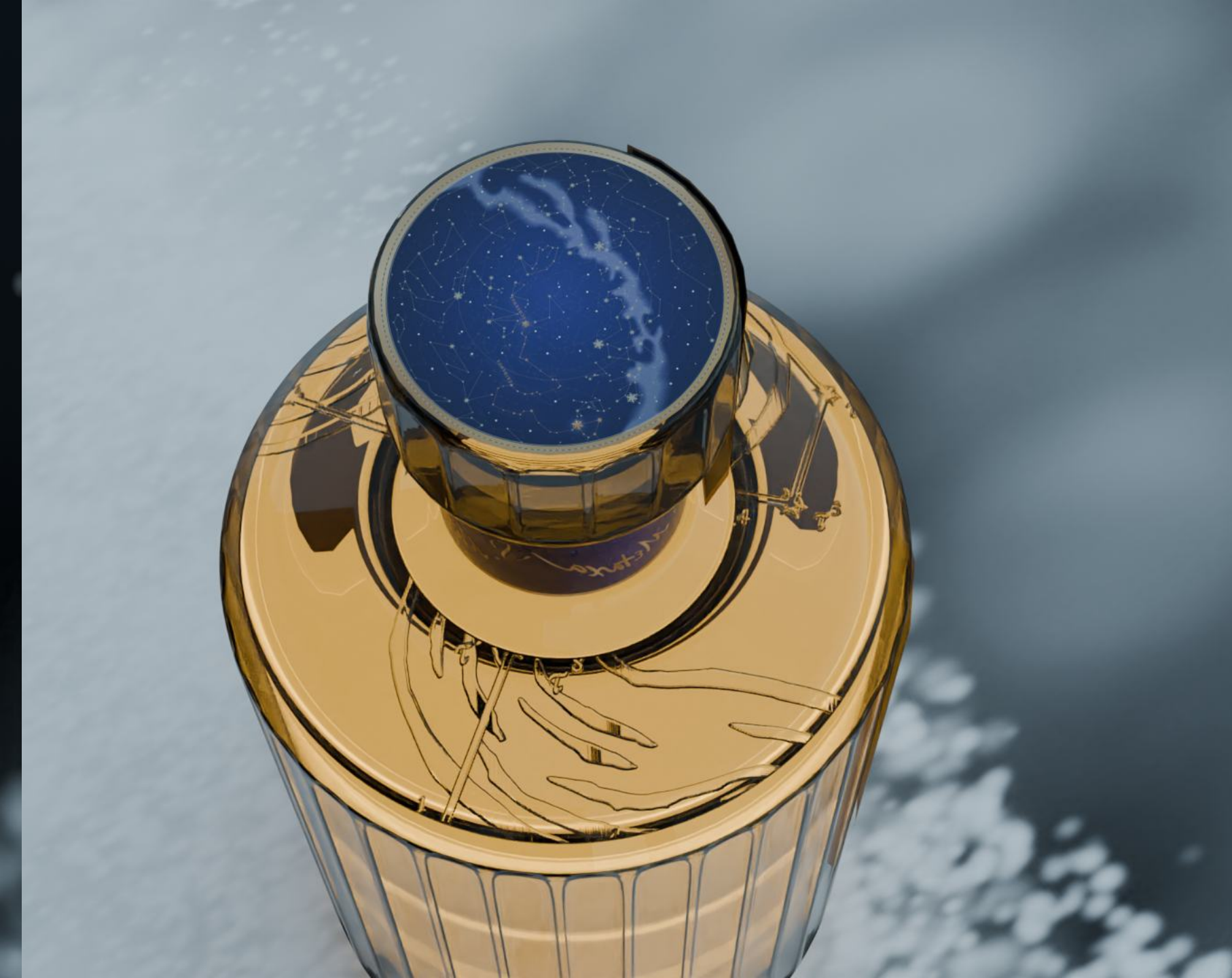
The top-tier bottle will have aged twelve years and is henceforth limited edition, designated by the "Private Reserve" title on its label.



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TOP-TIER BOTTLE CLOSE-UPS

Various close-up shots showcase a more detailed view of the subtle embossing effect on the shoulder of the bottle, mimicking that of the flowing river, as well as the typography in the front label, and the celestial map on the cap.



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MID-TIER BOTTLE DESIGN

Where the top-tier is more-so luxurious and extravagant, the mid-tier bottle design is understated and simplified. It is of a majestic, cool-toned midnight blue, as inspired by the blue luminosity of Achernar the Star.

What remains is the signature “S. Metaxa” branding and a stripped-down mystical and magical ambience.

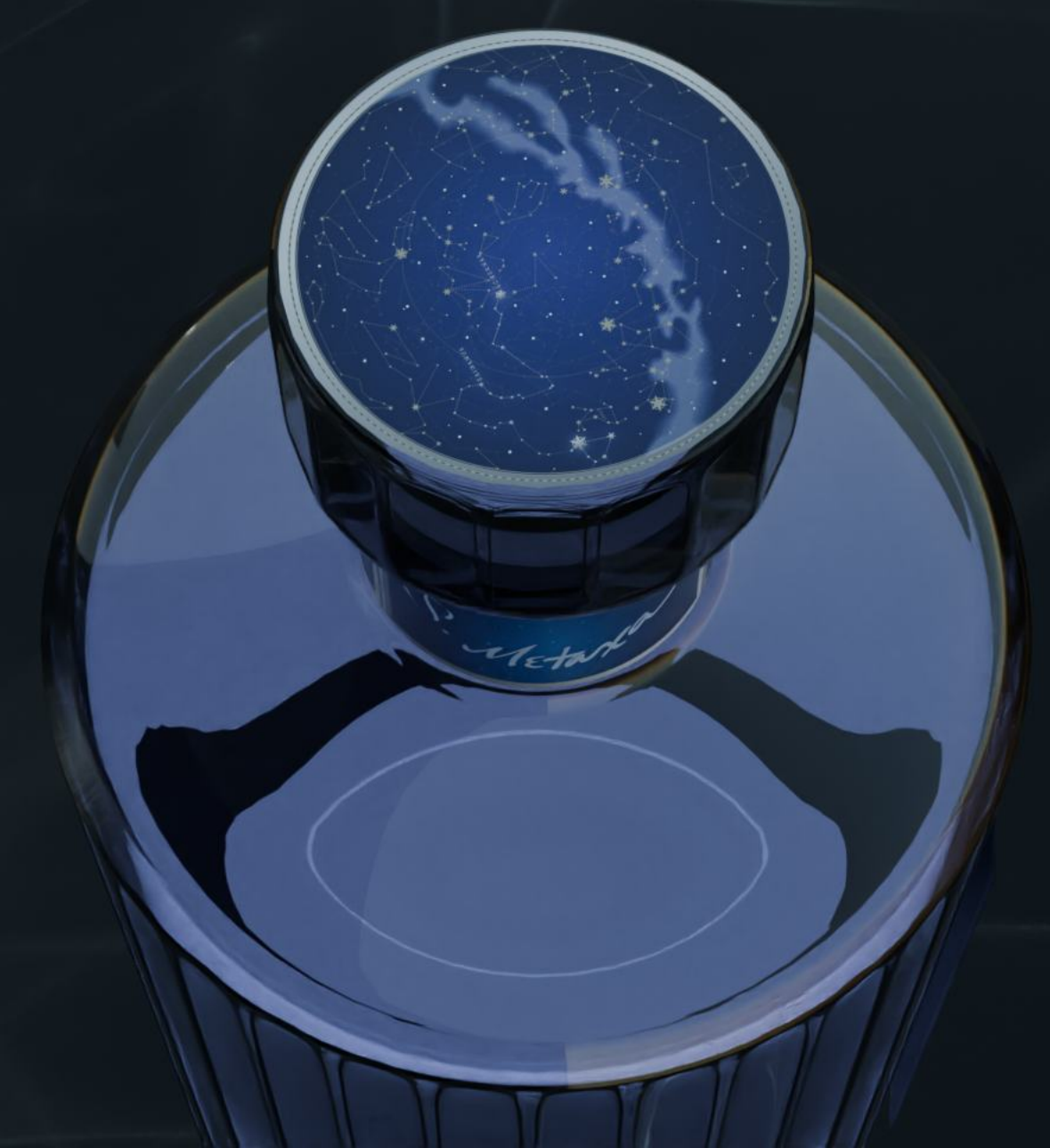
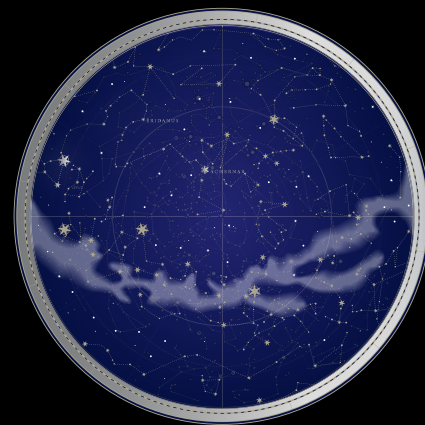
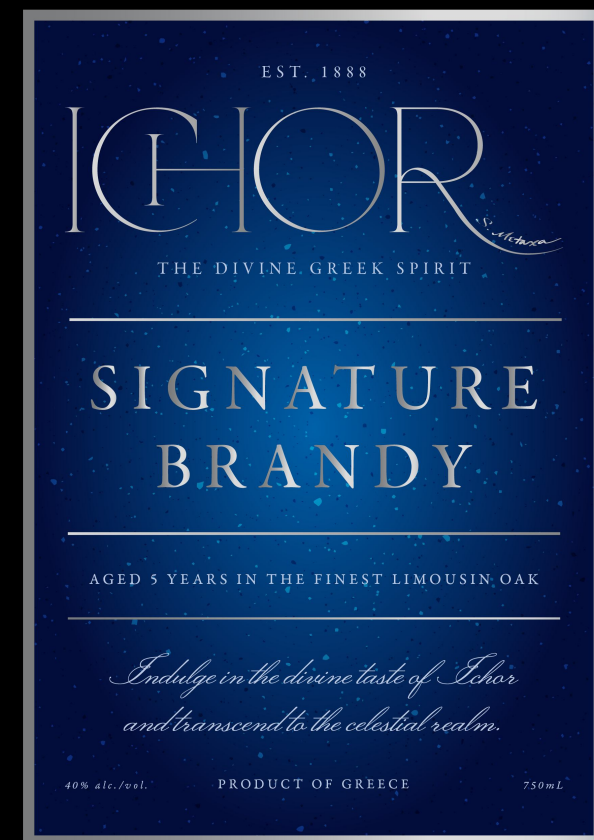
The mid-tier bottle will have aged five years, as noted by being “Signature Brandy” on its label.



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MID-TIER BOTTLE CLOSE-UPS

Various close-up shots showcase a more detailed view of the typography in the front label, the celestial map on the cap, and miscellaneous angles of the glossy bottle, demonstrating its stark resemblance to that of a glowing river.



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TOP-TIER & MID-TIER BOTTLES

Eridanus is a river in Northern Europe described in Greek mythology and historiography to be rich in amber. It is also a constellation in the southern celestial hemisphere, represented in ancient sky charts as a flowing river.

The name, “Achernar,” stems from the Arabic phrase meaning “the star at the end of the river.” Achernar is recognized as the ninth-brightest star in the night sky, and the brightest in the constellation of Eridanus the River. Out of the stream of stars, it reigns as the hottest, bluest, and most luminous, even surpassing the Sun.

The scent of ICHOR is infused with the intense, complex aromas of ripe fruit, such as apricot and mirabelle plum. The taste is a masterful, ambrosial blend of rich spices and fruit with notes of citrus zest and toasted oak.

