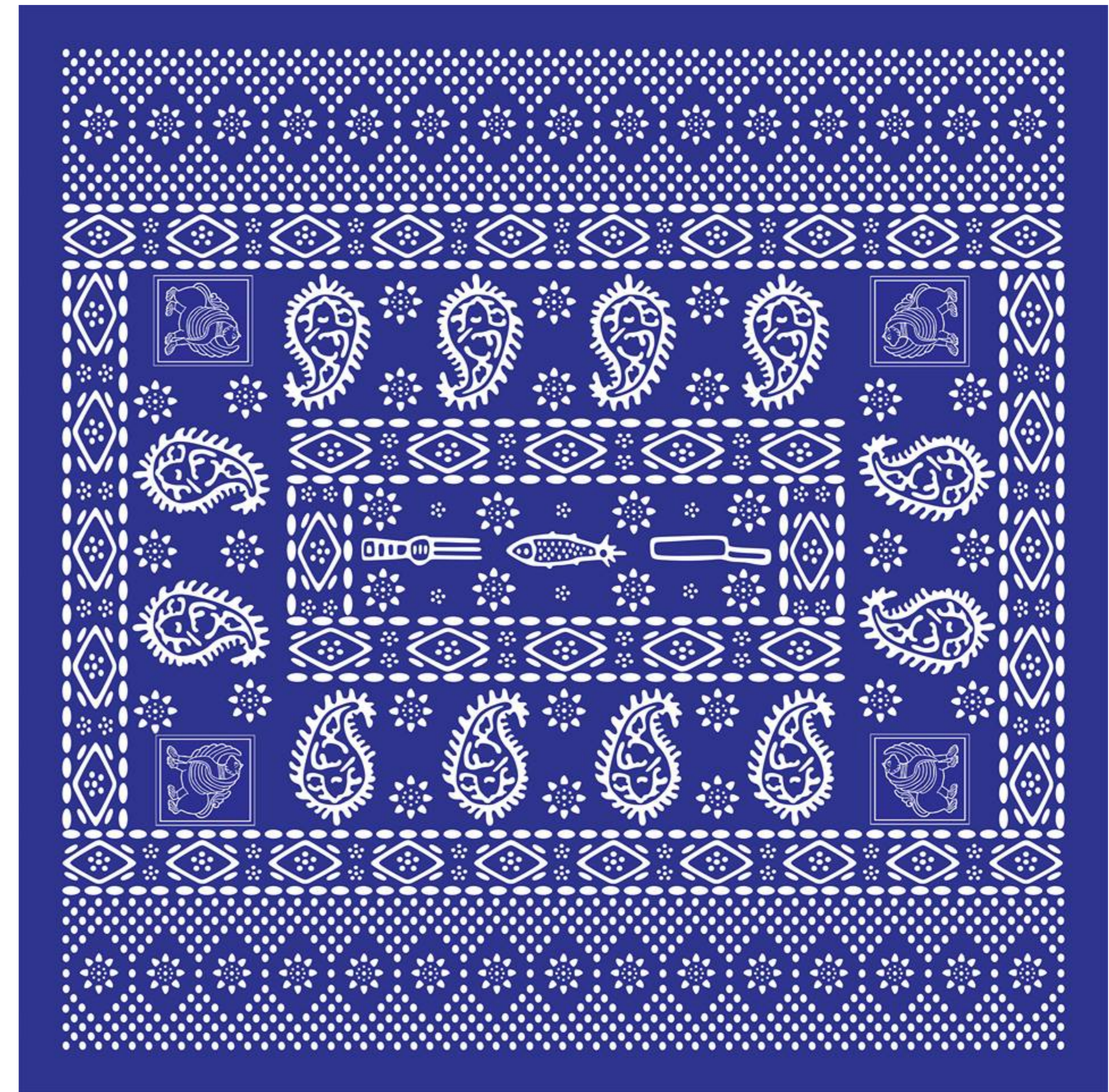




Background / Inspiration.



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The whole design concept springs from the famous blue tablecloths of Georgia, lurji supra, a 400 year old tradition standing for Georgian hospitality. And in the spirit of Georgian artists who have through the time enriched the compositions with the figures of women and men in national costumes, fauna, household items and flora, we're turning the designs to illustrate Martvili flavour options. As well as – naturally – revisiting the colour scheme to further add taste to the labels.