

YA WEN LU

NEW YORK

TAIPEI / TOKYO / SHANGHAI / PARIS

BBA DESIGN & MANAGEMENT
PARSONS THE NEW SCHOOL FOR DESIGN

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YA WEN LU DEC 2010

PARSONS DESIGN & MANAGEMENT

**“THE ABILITY
TO FIND THE
SILLY IN THE
SERIOUS WILL
TAKE YOU
FAR”**

— a Chinese fortune cookie

YA WEN LU

TAIPEI / TOKYO / SHANGHAI / PARIS / NEW YORK

EXPERIENCE

- | | |
|---|---|
| 2008
Milknhoney Production | milknhoney.com.tw
codinate production process, assist casting |
| 2007
Kinderly Real Estate Consultancy | www.jsjdl.com
research, analyze consumer trends, create target consumer profile |
| 2006
Taipei Artist Village | www.artistvillage.org
graphic design, codinate with artist |

EDUCATION

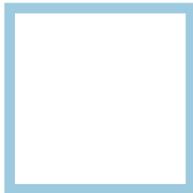
- | | | |
|---------------------|---|----------------------|
| 2009-current | Parsons The New School for Design
BBA, Design & Management
Dean's List: SPRING 09, SPRING 10 | New York, US |
| 2007-2009 | Parsons Paris
BBA, Design & Management
Dean's List: FALL 08 | Paris, France |
| 2001-2006 | Suzhou Singapore International Schol
Bilingual International Baccalaueate (IB) Graduate | Suzhou, China |

SKILLS

- | | |
|------------------|---|
| Software | Photoshop, Illustrator, InDesign, Dreamweaver
Microsoft Word, Excel, Power Point |
| Languages | Chinese, English and French |

INTERESTS

Theater Art, Design books, Social Media, Trends Analysis



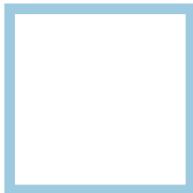
VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



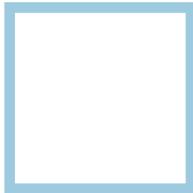
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



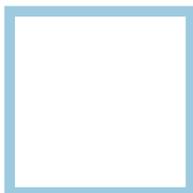
EBAY VINTAGE



CONCEPT DEVELOPMENT



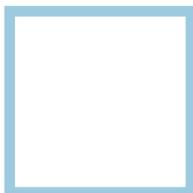
THE SMELL OF GROWING UP



UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



STRATEGY PLANNING



COMFORTING TEA



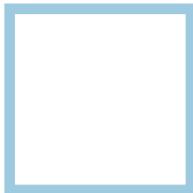
VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



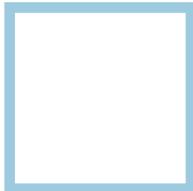
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



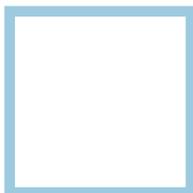
EBAY VINTAGE



CONCEPT DEVELOPMENT



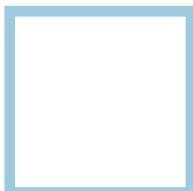
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UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



STRATEGY PLANNING

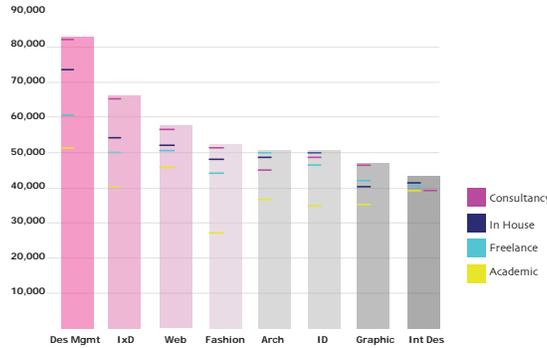


COMFORTING TEA

DESIGNERS' SALARY

FUTURE CAREER FOR DESIGN MANAGERS!

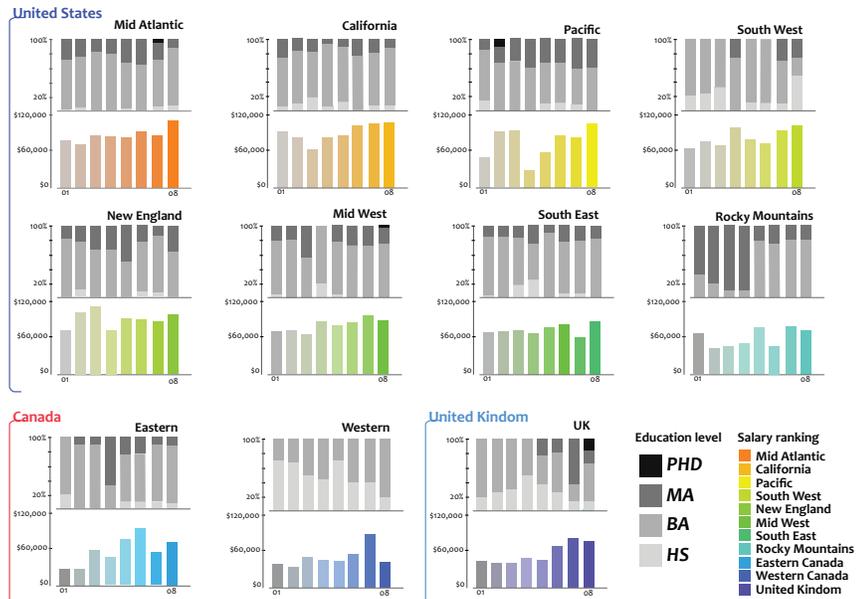
2008 Design Salary & Creative Field by Work Environment



Highest salary across creative fields, best income in consultancy companies!

Best pay in Mid Atlantic, U.S in 2008, Most stable salary in New England. And majority of design managers hired with undergraduate degree!

Ranking of salary by regions in relation with education level



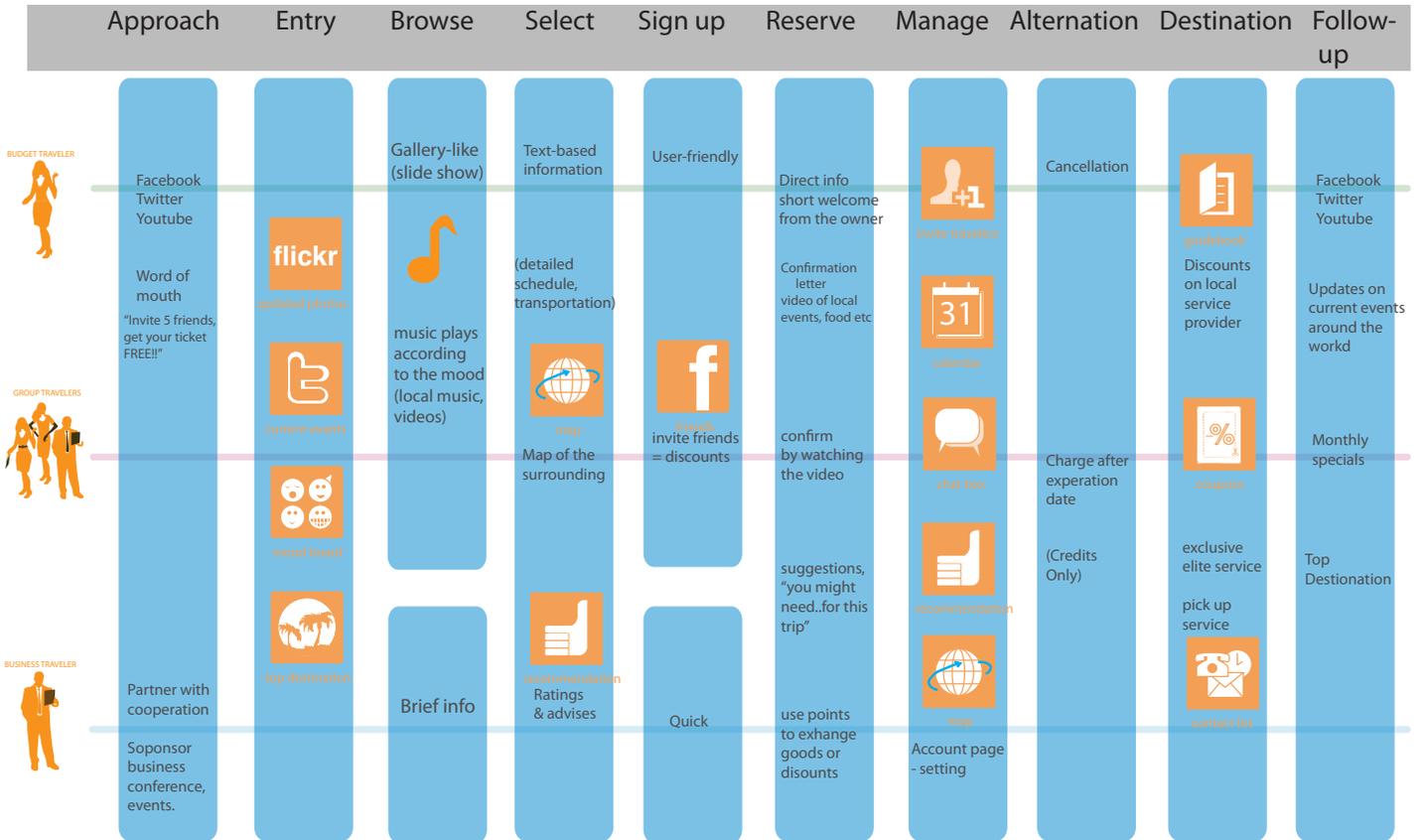
PROJECT DOMAIN:
INFO GRAPHIC

ROLE:
RESERACHER, DESIGNER

DATE:
MAY 2009

PROGRAMS:
MICROSOFT EXCEL,
ILLUSTRATOR

CONSUMER JOURNEY



PROJECT DOMAIN:
DESIGN DEVELOPMENT

ROLE:
TEAM LEADER, RESEARCHER, DESIGNER,
STRATEGIST

DATE:
MAY 2010

PROGRAMS:
MICROSOFT WORD,
ILLUSTRATOR



VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



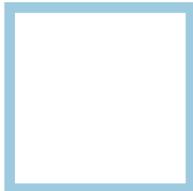
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



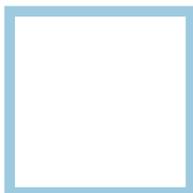
EBAY VINTAGE



CONCEPT DEVELOPMENT



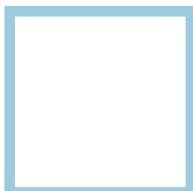
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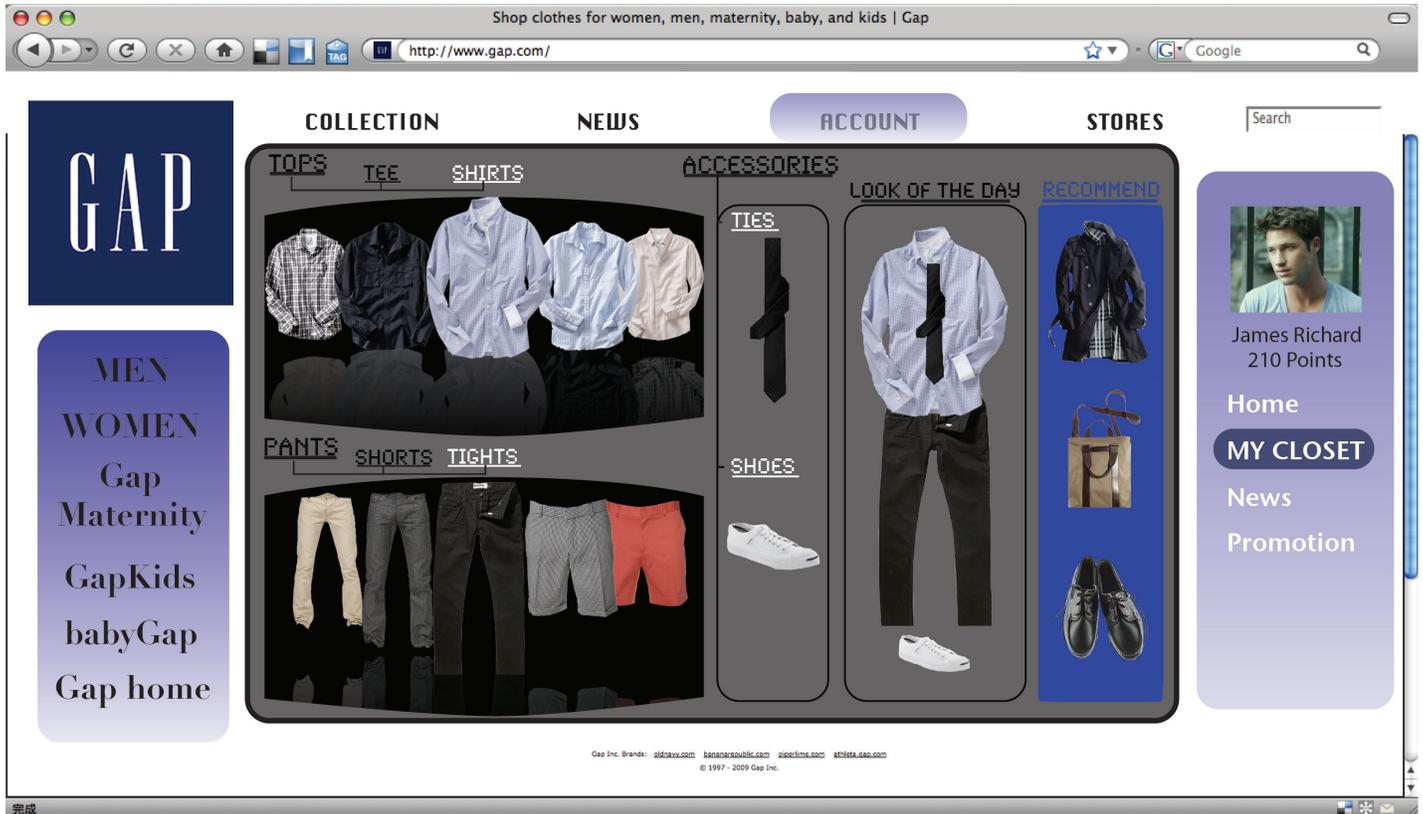


STRATEGY PLANNING



COMFORTING TEA

GAP ONLINE WARDROBE



A new marketing plan for GAP Paris, which offer a menswear line that is directly geared toward the young work force, who tend to shop alone or online. They seek for easy and efficient ways of shopping.

The new marketing plan suggest a more accessible platform online, where customers can be updated with fashion trends, news from GAP and organize their wardrobe online easily.

PROJECT DOMAIN:
MARKETING

ROLE:
RESERACHER, DESIGNER

DATE:
MAY 2009

PROGRAMS:
PHOTOSHOP
ILLUSTRATOR

EBAY VINTAGE



You want us back!?



Yes! Revive the Retro!



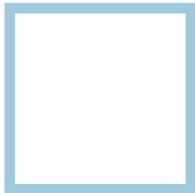
A strategic recommendation for eBay, as the fever of online auction has gone down, a fresh strategy plan is in need. In order to solve the current issues of quality control, counterfeit products control and the lack of unique position in the market. eBay vintage could defeat the high competition with Amazon.com and the similarity with Craglist.com. We recommend eBay to co-operate with established vintage stores, who operates with a certification system that qualifies various luxury goods. eBay vintage promotes high quality second handed goods with a lower price. The combination of online auction with eBay vintage, eBay promotes the concept of "revive the retro with the right price!" which align with the brand philosophy.

PROJECT DOMAIN:
STRATEGIC MANAGEMENT

ROLE:
STRATEGIST, DESIGNER

DATE:
DEC 2010

PROGRAMS:
PHOTOSHOP
ILLUSTRATOR



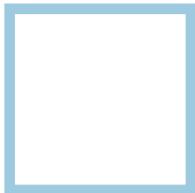
VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



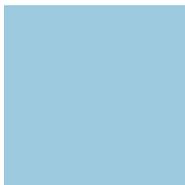
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



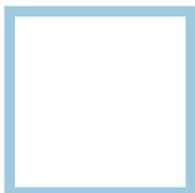
EBAY VINTAGE



CONCEPT DEVELOPMENT



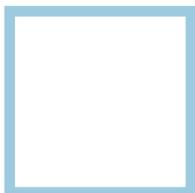
THE SMELL OF GROWING UP



UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



STRATEGY PLANNING



COMFORTING TEA

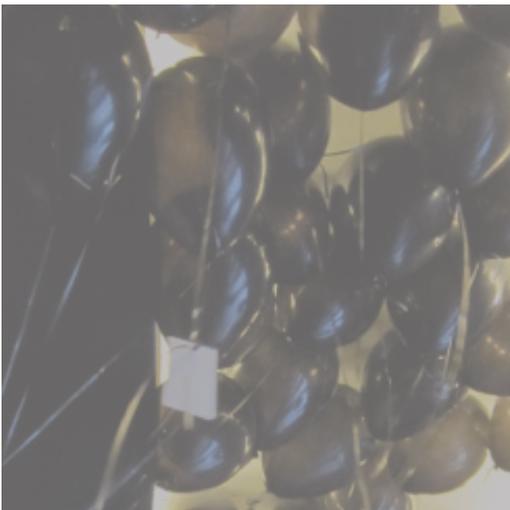
CONCEPT DEVELOPMENT

WORK WITH CREATIVE INDIVIDUALS
TO LEAD, GUIDE AND MANAGE THE
CREATIVE THINKING PROCESS.

IMPORTANT PHASE OF A CREATIVE
PROJECT, TRANSLATE AND IMPLEMENT
INSPIRATIONAL IDEAS INTO ACTION
AND USEFUL FOUNDATION FOR DESIGN

IMPLEMENT HANDS ON BRAINSTORM
TOOLS, INCLUDING SKETCHES, MOOD
BOARD AND PROTOTYPES.

THE SMELL OF GROWING UP



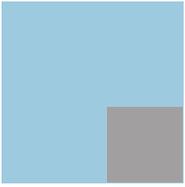
PROJECT DOMAIN:
CREATIVE & EXPERIMENTAL

ROLE:
CONCEPT INNOVATOR,
EVENT MANAGER

DATE:
APRIL 2010

PROGRAMS:
POWER POINT,
PHOTOSHOP, ILLUSTRATOR

MEMBERS:
CLARA K.
PIE K.



DEFINE

Everyone has a different interpretation of the topic, and commonly people relate it to their memories, childhood and love. However, as a group we wanted to push the boundaries and asked ourselves “how it stinks to be an adult” “the specific smells of growing up,” and focused more on the theme: “what are the moments in life we felt like grown ups?” With these bizarre questions in mind we started on an exciting journey exploring the smells of Growing Up.

DISCOVER

We listed all the moments, objects and smells that remind us of growing up. Without a surprise, we found multiple associations around the topic of adolescence and independence. We asked ourselves “which themes have the strongest smell?”

Here are some of the smells we came up with: pimples, waxing, nail polisher, alcohol, monthly bills, money, and loneliness.

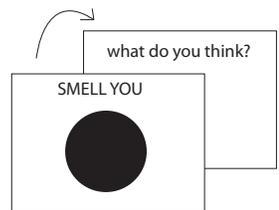
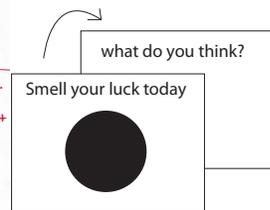
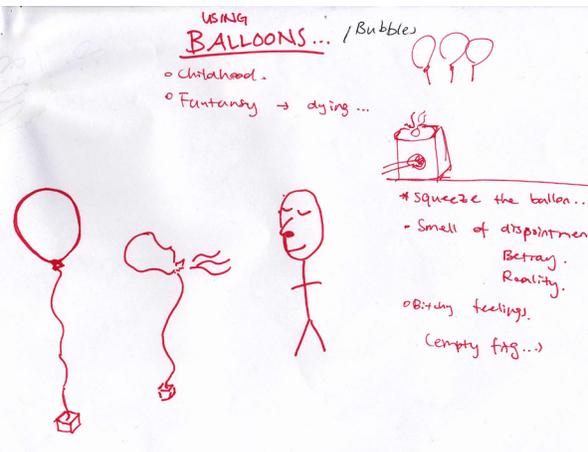
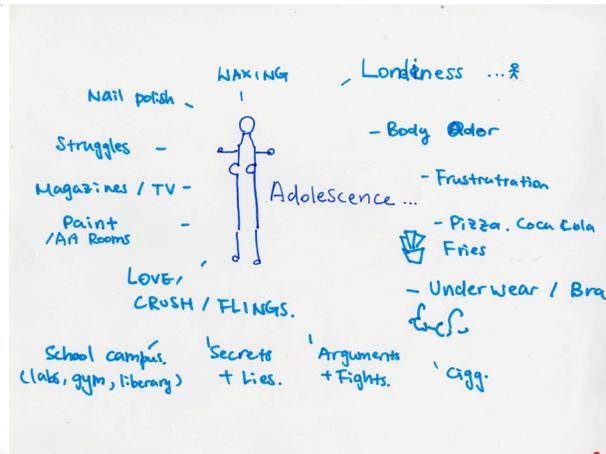
DEVELOP

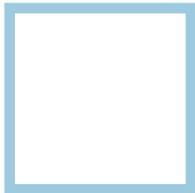
With these smells at the tip of our nose, we started to visualize and narrow down these stinky ideas into 10 solid concepts. Just like perfumes on the market, these smells didn’t come alone. They were a smelly mixture of awkward situations, sweet, happy, intense, angry and sad moments.

DELIVER

Throughout the class discussion the idea of balloons from our group distinctively stood out as a media to maintain and release scents. Further more, the idea of scratch and sniff from a card from our group also been voted to put in action. As a class we combined the concept of scent clock with scratch and sniff card, also at the end of the event each guest would be given a surprise five o’clock balloon as a gift.

- How do you see / feel / smell
 What you think about / going up
- ☑ Coffee
 - ☑ Aggravation
 - ☑ Laundry
 - ☑ Body Odor
 - ☑ Cosmetics/Perfume
 - ☑ Living Alone
 - ☑ Age
 - ☑ Money
 - ☑ Alcohol
 - ☑ Goals
 - ☑ Menstruation
 - ☑ Groceries / Markets
 - ☑ Cuddles
 - ☑ Parties/Out
 - ☑ Roommate/Office
 - ☑ Cooking
 - ☑ Meeting friends/looking up
 - ☑ Hang Over
 - ☑ Best friends/Cat/Dogs
 - ☑ Parents/Family
 - ☑ Clothes
 - ☑ 24. Boy Setting
 - ☑ 25. Working
 - ☑ 26. Walking
 - ☑ 27. Cleaning
 - ☑ 28. Electronics
 - ☑ 29. Fire
 - ☑ 30. Newspapers/Magazines
 - ☑ 31. Gym/Sports
 - ☑ 32. Money/Paid
 - ☑ 33. Commercial
 - ☑ 34. DIY
 - ☑ 35. Baking
 - ☑ 36. Hangovers
 - ☑ 37. Traveling/Planning
 - ☑ 38. Take notes
 - ☑ 39. Reading
 - ☑ 40. Homework/Assignment
 - ☑ 41. Work
 - ☑ 42. Office
 - ☑ 43. Responsibility
 - ☑ 44. Love
 - ☑ 45. Group
- ☑ Shopping
 ☑ Responsibility
 ☑ Dreams / Fantasy
 ☑ Can / paint
 ☑ Take out
 ☑ The weekends
 ☑ bigger TV
 ☑ Apartment
- ☑ Quoting
 - ☑ Laundry
 - ☑ Learning/Reading
 - ☑ Books
 - ☑ Landlines
 - ☑ 50. Public Place
 - ☑ 51. Pets
 - ☑ 52. Streets
 - ☑ 53. Secret
 - ☑ 54. Revenge
 - ☑ 55. Allowance
 - ☑ 56. Monthly Bills
 - ☑ 57. School Fees/ Tuition
 - ☑ 58. Cassette/CDs
 - ☑ 59. Strangers
 - ☑ 60. Homework/Assignments
 - ☑ 61. Charting/Planning
 - ☑ 62. Party/Parties/Dances
 - ☑ 63. Questionnaire/Survey
 - ☑ 64. Visa/Travel Reservation
 - ☑ 65. Freedom
 - ☑ 66. Life Insurance
 - ☑ 67. Pressure
 - ☑ 68. Massage
 - ☑ 69. Friends
 - ☑ 70. Arrogance
 - ☑ 71. Fat/Over Weight/ Cellulite
 - ☑ 72. Soap
 - ☑ 73. Shopping
 - ☑ 74. Life Insurance
 - ☑ 75. Credit Cards
 - ☑ 76. Jobs
 - ☑ 77. Responsibility
 - ☑ 78. Holidays
 - ☑ 79. Spicy Food
 - ☑ 80. General Harassment / Jokes
 - ☑ 81. Independence
 - ☑ 82. Sarcasm
 - ☑ 83. Language/Sarcasm
 - ☑ 84. CDS
 - ☑ 85. Making up adolescence
 - ☑ 86. Making plans
 - ☑ 87. Making friendship / Teachers
 - ☑ 88. Talk on my parents
 - ☑ 89. School setting
 - ☑ 90. Big body coffee





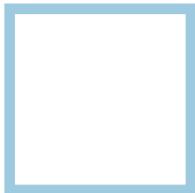
VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



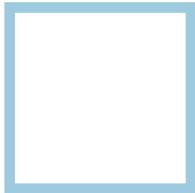
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



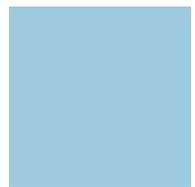
EBAY VINTAGE



CONCEPT DEVELOPMENT



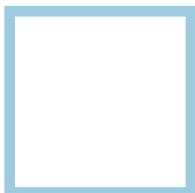
THE SMELL OF GROWING UP



UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



STRATEGY PLANNING



COMFORTING TEA

UNDERSTANDING CUSTOMER

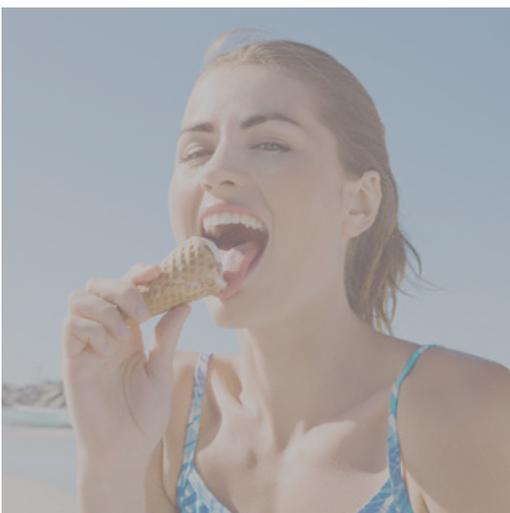
IMPROVISE INNOVATIVE APPROACH TO
DISCOVER FIRST HAND INSIGHTS THAT
GUIDE DESIGN AND INNOVATION.

OVERSEE THE GLOBEL MARKET TO GAIN
DEEP UNDERSTANDING OF THE
ENVIRONMENT AND TRENDS.

TRANSLATE AND VISUALIZE INSIGHTS
AND INFORMATION DRAWN FROM
RESEARCH INTO AN INSPIRATIONAL
AND USEFUL FOUNDATION FOR DESIGN.

LINK THE CONNECTION BETWEEN
BRANDS AND SOCIAL AND CULTURAL
BEHAVIORS AND TRENDS.

CRAVING FOR ICECREAM



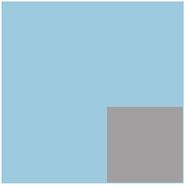
PROJECT DOMAIN:
MERCHANDISE SPACE RESEARCH

ROLE:
RESEARCHER, STRATEGIST

DATE:
OCT 2009

PROGRAMS:
MICROSOFT WORD, EXCEL,
POWER POINT, PHOTOSHOP

MEMBERS:
ANDREW C.
HANDE T.
TINA T.



DEFINE

How does Haagen-daz and Cold Stone persuade their consumers?
How does branding promote the motivation and the persuasion?

DISCOVER

Through on site observation, I have identified specific difference between Haagen-Dazs and Cold Stone including a different group of target audience, and how the environment is portrayed differently to attract specific customers.

The Haagen-Dazs store located by the water attract more tourists and shoppers in the area, therefore a small store front that allows a high turn over of traffic is suitable, on the other hand, the Cold Stone store offers a bigger space for mothers with baby trailers and group of friends to sit and stay.

DEVELOP

Detailed Customer profiles are developed based on the observation; also in store customers are further analyzed and develop into persona profiles.

DELIVER

The positive and negatives of the design of the store, and the brand images are analyzed for both merchandiser, and given suggestions and recommendations accordingly.

Consumer Analysis

Market Segmentation/ User Profile (of the top three groups of consumers)



Geographic

Country: America, Europe and China, India

Demographic

Age: 40-55/ 23-30 / 16-20

Gender: Female slightly more than male

Income/ Purchasing Power: Below average income

Education: University above/ high school

Family size: Married with children/ Married couple/ In relationship

Family life cycle: Parenting/ Senior years/ coupling or marriage

Location: Mainly from urban area, less from suburban. Wider range of nationality

Cultural: English/ Spanish/ other foreign language speaking. Cultural norm has little effect on purchase of product.

Job: Office employee/ Retired/ Students

Environment

Site location: Along the south street sea port or on the beach

Use time: consume while walking or resting around 8 to 10 minutes

Competition: other ice cream and gelato ice cream shop such as Ben & Jerry's, easy and fast ice cream store, and they offer more interesting flavors

Lifestyle/ Psychographic

Value and attitudes: family oriented, enjoys leisure time and cares about mental health, being happy and pay less attention on weight. They are casual, easy, looks for convenience, pursue simple life style and likes to travel.

Media: Mainly from watching TV and word of mouth among friends and family. Possibly read traveling, home decoration, gossip magazine, younger consumers read fashion magazine and Economics magazine.

Activities: Dining out with friends, leisure walk and sports, travel, spends family time during the weekend and vacations.

Consumer Analysis

Role

Interaction: consumer usually accompanied by their partner, friends or family members. Consumer chats casually and strolls by the water.

Goals

Short term: enjoy the cooling effect and the food pleasure. Seeks for relaxation and a little bit of fun!

Motivation: hot weather, temptation and eating habit. Enjoy ice cream as a way to reward him/herself, or buy ice cream as a treat to others.

Needs

Emotional: to cheer up consumer him/herself and the friends or family, also to relax.

Desires

Satisfied desire: Needs cooling down and satisfy the sweet tooth

Unsatisfied desire: needs a break from walking around, somewhere to rest and enjoy light and quick dessert

Usage trends

Frequency: medium to low frequency, for local consumers they consume around twice to four times a month. And foreigners, usually happens when passing by the store or during trips, choosing Häagen-Dazs, a intentional brand to feel secured.

Loyalty: as the competition increases, market share are spread among different brands. Häagen-Dazs still remain medium level of loyalty among consumers.



Consumer Analysis

Consumer Behavioral

1> Attracted by the Menu



The brand name sign in front of the store attract drivers from a distance. The red color of the store and the logo easily caught passengers' attention. Less people were attracted by the product sign board. High percentage of customer head straight into the store from a distance, shown to be more regular customer base than passengers.

Customer enter the store with smile and happily and curiously studies the menu and discuss with their partner or friend, most of the customer get straight into the line once entered. Few go to the packed ice cream/ cake/ beverage top on the right of the entry.



2> Exciting selecting process



Customer continues to discuss the menu while waiting in line, it creates high interaction between customers. There are variety of menu to keep the customers busy and entertained, create a personalized exploring experience

Customer wait patiently in line, and build up the excitement as they go closer to the ice cream and topping display bar. Customer look forward to make their order.

3> Personalized "making" ice cream process



Customer communicates with the staff the get the flavors they want, naturally customer get closer to the staff while talking, and studies the flavors of ice cream and topping closely, while others customers wait in line, the interaction continues.

After select the mix in ingredients, customer watch the staff make his/her ice cream closely, almost like supervising the process, and enjoyable one.

Majority of the customer goes to the sitting area to enjoy the ice cream, also some mothers sit down to feed their children. Customers stays in the store (include ordering time) around 15 to 25 minutes.



Store Design Analysis

Interior design in relation to brand image/experience



Welcome zone with brand name sign board and standing boards providing product image to catch consumers' attention

Interior layout

Ice cream bar locate horizontally through the space, divide the space into two, the front space for customers and the back for staff. The deep ice cream bar create a distance between customer and the staff

Applied mirror and poster on two sides of the store, helps to attract customer and spread consumer traffic in the store. The coin display placed on the right to attract passengers.

Cashier locate on the right, to form a flow of traffic from left to right (as the sign indicates)

Small store, but fully equipped with merchandise information.

Lighting: yellow spots lighting, not environmental and cheap looking

Menu: the menu of the back of the store takes around a quarter of the height of the wall, facing out to attract passengers, use spot lighting to emphasize on the products.

Overall branding

Market segment: Cold Stone offers an alternative for ice cream lovers, to personalize and enjoy the experience and process of purchasing an unique ice cream. Customer range from 20 to 30 years old, the group who seeks for variety of choices and fresh experience.

Branding strategy:

Personalized Process: the procedure experience plays an important role for the brand. It gives the brand a fun, unique and specialized image. Differs from others. Cold Stone present process directly in front of consumers.

Chairs: Cold stone provides a space to sit down for friends and families to gather and relax, more importantly the sitting area leave enough space for strollers and children to play. It is important to attract young mothers. Creates a brand image of caring about the customer experience over other competitors.

Store Design: strong usage of brand logo and colors. The colors are catchy, fun yet professional. The store layout is welcoming, and fully presents their speciality on mix-in ice cream. Spacious interior, including high ceiling make customer more relaxed and no pressure to stay longer. Big menu and posters displayed on the wall to present and introduce their product

Problem: the mix-in ice cream portion is too much for ladies, and they are usually too sweet, customer only purchase one product though they could enjoy the ice cream sitting down. I think providing glasses of water for customer to balance the sweet taste motivates customer to get a second product. Offering lady size could help to expand on female market, or provide mix-in yogurt that is more healthy for young mothers, since based on my observation they are more weight conscious compare to Häagen-Dazs customer. As most of the mothers only purchase one ice cream to share with their children, providing a combined set for mother and children (mini size) could be a strong marketing and branding tool for the brand.



Overall branding

Market segment: Häagen-Dazs targets on tourists and consumers who seeks for convenient and affordable ice cream, casual outfit craving to pick up affordable dessert.

Branding strategy:

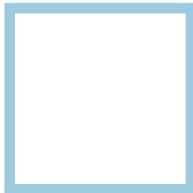
Pricing: affordable for under average income consumer. The brand image is classical and premium, consumer feel they are paying for a worthy price.

Name: The Brand used foreign-like name as a marketing/branding strategy not only for the American market but world wide international market

Store Design: The store is designed specifically to attract passengers for a quick dessert. The location allows a high traffic passing by the store plus the sign boards are designed effectively to bring customers into the store. The interior design promote various product merchandise, supports one of the marketing strategy to persuade consumers. Though the store is rather small, it created a welcoming and smooth path of traffic. Consumers can enter the store from either way, and able to get the information about the products available.

Problem: high percentage of consumers are tourists, if not locals usually have shopping bags with them, as the store is near by numbers of retail stores. A lot of the consumer had trouble digging out their wallet from a backpack or handling on ice cream in hand while holding other shopping bags. Häagen-Dazs should provide a small space by the cashier for consumer to rest their bags, which also will speed up the purchasing process. The store looked a bit old and dirty, since the brand image is much more cleaner, the store should improve on maintain the store tidy.





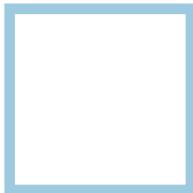
VISUALIZING DATA



DESIGNERS' SALARY



CONSUMER JOURNEY



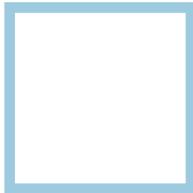
PROTOTYPING IDEAS



GAP ONLINE WARDROBE



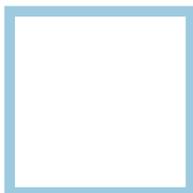
EBAY VINTAGE



CONCEPT DEVELOPMENT



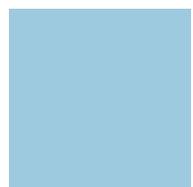
THE SMELL OF GROWING UP



UNDERSTANDING CUSTOMER



CRAVING FOR ICE CREAM



STRATEGY PLANNING



COMFORTING TEA

STRATEGY PLANNING

BRANDING AND STRATEGY IS AN
ESSENTIAL ELEMENT OF THE SUCCESS
OF A BUSINESS.

BASED ON COMPANY PROFILE GIVING
EFFICIENT AND INNOVATIVE STRATEGY
SUGGESTION.

TAKE ACCOUNT IN THE MARKET
LANDSCAPE AS WELL AS THE CONSUMER
EXPERIENCE

THE COMFORTING TEA



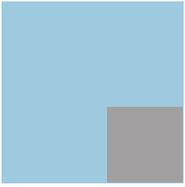
PROJECT DOMAIN:
ADVANCED BRANDING

ROLE:
RESEARCHER, STRATEGIST

DATE:
MAY 2010

PROGRAMS:
MICROSOFT WORD, POWER POINT,
PHOTOSHOP, ILLUSTRATOR

MEMBERS:
JIN SUN P.



DEFINE

As entrepreneur thinkers, we have shaped a business mission state that defines our service and goal as a brand. This project focus on defining our position in the competitive market landscape, and efficiently characterize our target personas.

DISCOVER

We have discovered our position in the market place, we aim to provide high quality tea with high accessibility, offers a friendly, nostalgic and refreshing tea drinking experience.

DEVELOP

We have developed a strong combination of brand drivers, including approachable, nostalgic, playful, comforting, authentic and refreshing. Each brand drivers are respented with visuals to create a clear vibe and image for the brand. We also developed a series of "special instructions" for customers to fully enjoy the experience with us.

DELIVER

A complete branding strategy is provided with detailed consumer journey discription. We paid close attention to each touch point through the interaction with us, we aim to keep our customer feel warm and entertained.

Persona 2:
Alexia Neely, 23

Occupation: College Student
Location: Lower East Side, New York City
Favorite Tea: White tea

- does not understand the complexity of the art of tea but drinks tea because it's "cool" to be different and is also good for health
- weight-conscious and crazy about antioxidants and buys "packaged" teas
- loves shopping at vintage stores



Playful/Innocent



Comforting/Warm



Consumer Journey

The Tea Truck

- hear
- approach
- smell
- drink
- follow
- collect
- play



The Tea Truck

- | | |
|---|---|
| Herbal <ul style="list-style-type: none"> ● Peppermint ● Sweet Berry Dream SEASONAL <ul style="list-style-type: none"> ● Spring Fruit & Flowers ● Autumn Fruit & Flowers ● Summer Breeze ● Winter Fruit & Flowers | Fruit & Floral <ul style="list-style-type: none"> ● La petit 'Yellow' (Cherry+lemon+peach) ● Rose Bud ● Jasmine ● Lavender ● Apple Cinnamon ● Tropical (pineapple+mango) |
| Green <ul style="list-style-type: none"> ● Maje ● Hoji ● Lilichi Green ● Matcha ● Chinese Gux Powder ● Sencha | Black <ul style="list-style-type: none"> ● Cherry Blossom ● Earl Grey ● Pu erh ● Darjeeling ● French vanilla ● Maso Polo ● Oolong ● Vanilla Chai Latte |

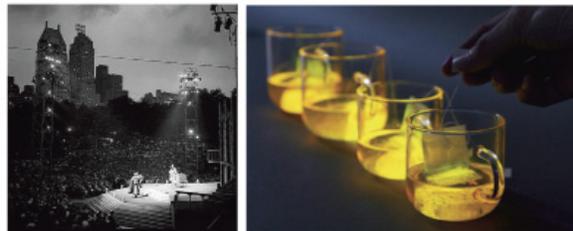
Scented Tea Menu (Scratch + Sniff)

The Tea Truck

Pick your mood!

- Epic
- Lost in thought
- Adventurous
- Snuggle

Mood Tea Menu



Special Event: Starry Evening at Central Park
- Enjoy the show with our glowing tea



YA WEN LU DEC 2010

PARSONS DESIGN & MANAGEMENT

THANK YOU !

CONTACT ME

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