Bean Blend

A COFFEE LIFESTYLE LOOKBOOK DESIGN

Celebrating the ritual of coffee through editorial storytelling and design.

By @akmdesign2025

PROJECT OVERVIEW

“Bean & Blend” is a conceptual coffee lifestyle lookbook,
crafted to celebrate the ritual, elegance, and visual poetry of coffee culture.
Through editorial layouts, typography, and minimal styling, this lookbook captures
the warm essence of the modern coffee enthusiast.

OBJECTIVE

The primary aim was to evoke ***emotion and simplicity*** through layout and photography — showcasing coffee not just as a product but a ***lifestyle statement.*** This lookbook explores how type and image can create storytelling that sells a feeling rather than a product.

DESIGN THINKING APPROACH

- A minimal ***Swiss-grid system*** was used for consistency.
- Muted, warm tones reflect ***calm, rich*** coffee moments.
- Images were curated to showcase texture, contrast, and lifestyle cues.
- Typography balances clean sans-serif for body copy with stylish serif for headings, creating a contrast between ***modern and timeless.***

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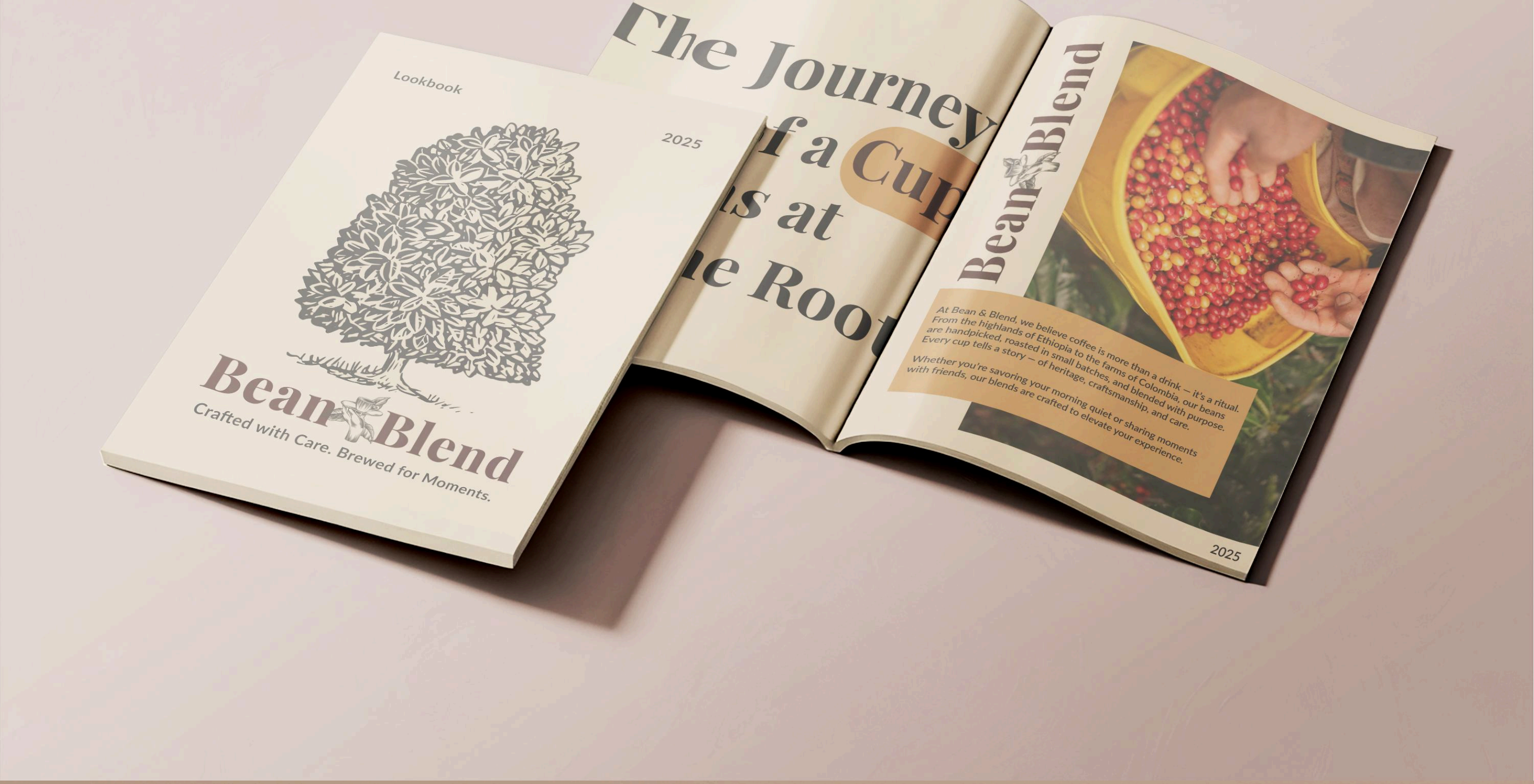
www.nextlayer.org.in

Lookbook 2025

Bean Blend

Crafted with Care. Brewed for Moments.



Lookbook

2025

Bean & Blend

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The Journey
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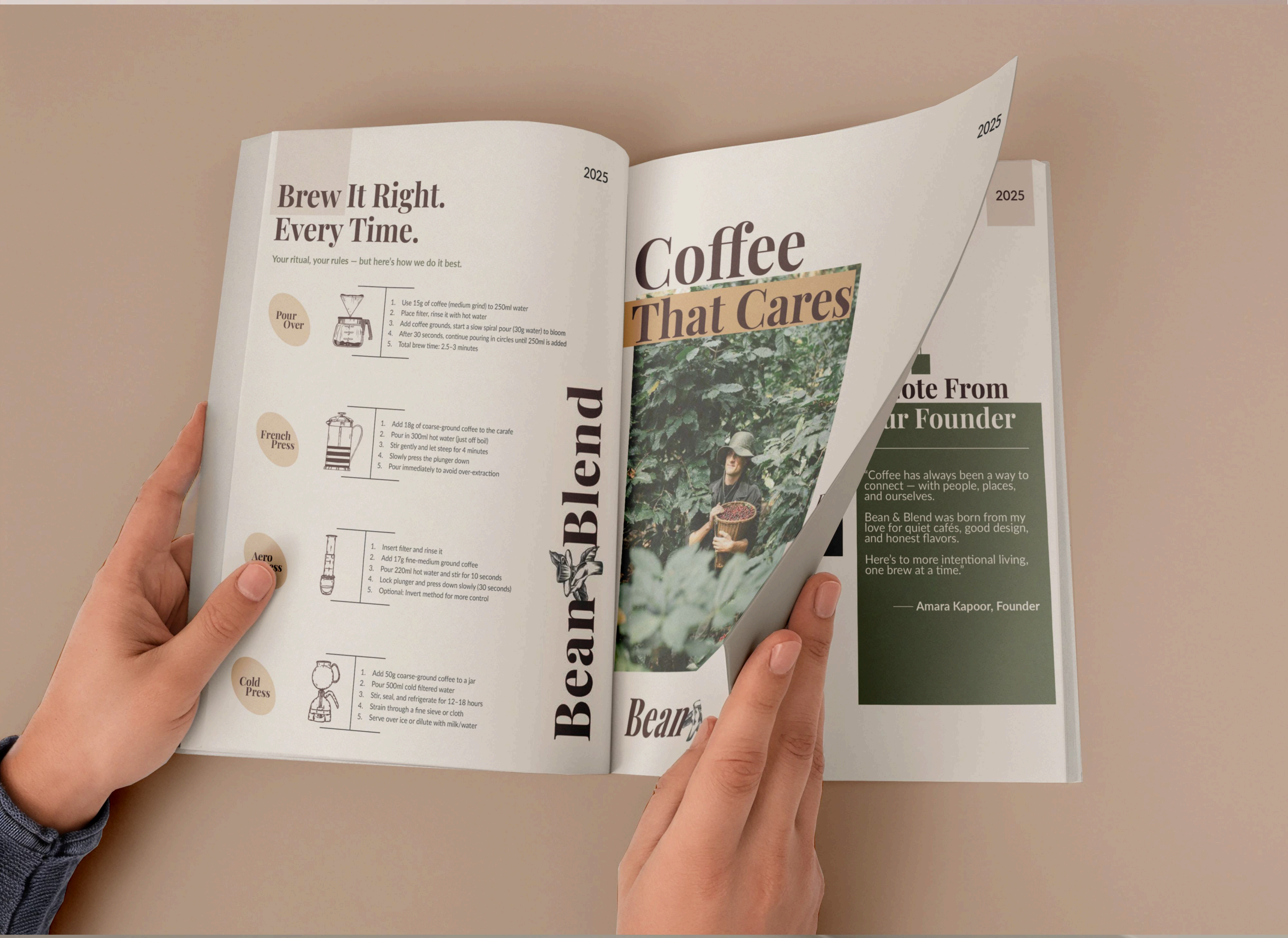
Bean & Blend

At Bean & Blend, we believe coffee is more than a drink — it's a ritual. From the highlands of Ethiopia to the farms of Colombia, our beans are handpicked, roasted in small batches, and blended with purpose. Every cup tells a story — of heritage, craftsmanship, and care.

Whether you're savoring your morning quiet or sharing moments with friends, our blends are crafted to elevate your experience.

2025



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Brew It Right. Every Time.

Your ritual, your rules — but here's how we do it best.

Pour Over

1. Use 15g of coffee (medium grind) to 250ml water
2. Place filter, rinse it with hot water
3. Add coffee grounds, start a slow spiral pour (30g water) to bloom
4. After 30 seconds, continue pouring in circles until 250ml is added
5. Total brew time: 2.5–3 minutes

French Press

1. Add 18g of coarse-ground coffee to the carafe
2. Pour in 300ml hot water (just off boil)
3. Stir gently and let steep for 4 minutes
4. Slowly press the plunger down
5. Pour immediately to avoid over-extraction

Aero ss

1. Insert filter and rinse it
2. Add 17g fine-medium ground coffee
3. Pour 220ml hot water and stir for 10 seconds
4. Lock plunger and press down slowly (30 seconds)
5. Optional: Invert method for more control

Cold Press

1. Add 50g coarse-ground coffee to a jar
2. Pour 500ml cold filtered water
3. Stir, seal, and refrigerate for 12–18 hours
4. Strain through a fine sieve or cloth
5. Serve over ice or dilute with milk/water

Bean Blend

2025

Coffee That Cares

Bean

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ote From ur Founder

"Coffee has always been a way to connect — with people, places, and ourselves.

Bean & Blend was born from my love for quiet cafés, good design, and honest flavors.

Here's to more intentional living, one brew at a time."

— Amara Kapoor, Founder

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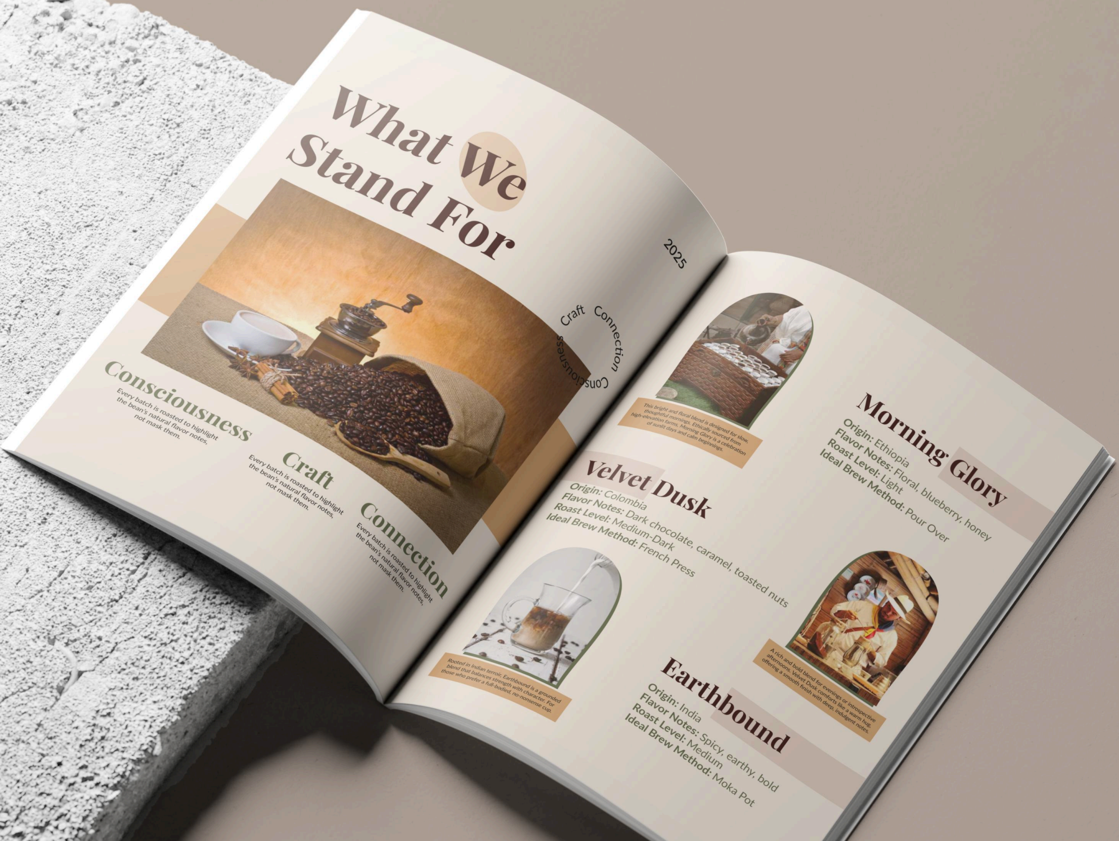

What We Stand For

Consciousness

Every batch is roasted to highlight the bean's natural flavor notes, not mask them.

Craft

Every batch is roasted to highlight the bean's natural flavor notes, not mask them.

Connection

Every batch is roasted to highlight the bean's natural flavor notes, not mask them.

This bright and floral blend is designed for slow, thoughtful mornings. Ethically sourced from high-elevation farms, Morning Glory is a celebration of sunlit days and calm beginnings.

Morning Glory

Origin: Ethiopia
Flavor Notes: Floral, blueberry, honey
Roast Level: Light
Ideal Brew Method: Pour Over

Velvet Dusk

Origin: Colombia
Flavor Notes: Dark chocolate, caramel, toasted nuts
Roast Level: Medium-Dark
Ideal Brew Method: French Press

Rooted in Indian terroir, Earthbound is a grounded blend that balances strength with character. For those who prefer a full-bodied, no-nonsense cup.

A rich and bold blend for evenings or introspective afternoons. Velvet Dusk comforts like a warm hug, offering a smooth finish with deep, indulgent notes.

Earthbound

Origin: India
Flavor Notes: Spicy, earthy, bold
Roast Level: Medium
Ideal Brew Method: Moka Pot

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A Note From Our Founder

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