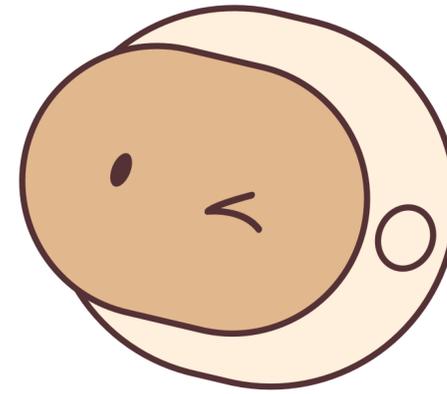


MILKY WAY

TEA STATION



A space-themed boba shop concept

THE CONCEPT:

“A sip beyond the stars...”

Embark on an intergalactic adventure — destination set for the coziest place in the galaxy. Milky Way Tea Station is a space-themed boba shop and café where every drink is an immersive experience leading to uncharted worlds.

Long ago, in a distant corner of the cosmos, a curious crew of intergalactic tea brewers discovered a swirling star system overflowing with flavor — the Bobalaxian Cluster. Each planet, moon, and asteroid was steeped in its own unique essence, from the lush green tea jungles of Verdantha, to the sweet, sun-kissed mango groves of Solara. The crew set up a humble outpost at the heart of it all: Milky Way Tea Station — a spaceport café where travelers from every corner of the universe could stop, sip, and swap stories.

So grab your spacesuit (and a straw) — it’s time to take a **sip beyond the stars**.



OUR MISSION:

At Milky Way Tea Station, we welcome every customer who has a heart for exploration. Whether you're here for a cosmic caffeine boost or just passing through on a flavor-fueled space quest, one thing's for certain: every walk of the galaxy is welcome aboard.

When our founding crew first charted the Bobalaxian Cluster, they envisioned Milky Way Tea Station as a shining refuge — a haven for all lifeforms in need of comfort, connection, or just a really good drink. That spirit lives on today where our cozy outpost can be your new hangout spot, study area, or just a pit stop before your next jump through hyperspace.

From the smallest design detail to each handcrafted drink, everything we do is meant to spark curiosity, community, and inspire your next great adventure. It's a big galaxy out there — best explored together.



Today, nearly every block in the Valley has a boba shop. Home to the largest Asian American population in the U.S., Southern California has rightfully earned its reputation as a boba paradise, boasting the highest concentration of shops per capita. So in a market this competitive (and potentially oversaturated)...

HOW DO WE SET OURSELVES APART?

We don't just sell drinks — we offer an experience.

Each drink represents a different celestial destination, whether it's a vibrant planet, mysterious moon, or blazing sun — and comes with a corresponding set of collectible stickers. With every order, customers receive a random sticker from that drink's set. Complete the collection, and you'll uncover every secret that corner of the galaxy has to offer, receiving in-store rewards like a free drink or exclusive memorabilia.

Inspired by other collectible cultures like trading cards or mini figures, this interactive experience turns every drink into a mission, and every customer into a curious explorer. It's this blend of narrative, flavor, and interactivity that sets us light-years ahead of the competition.

- Unique characters
- Immersive storytelling
- Fun collection-based reward system

INSPIRATION



DESIGN & BRANDING



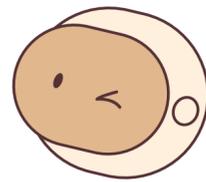
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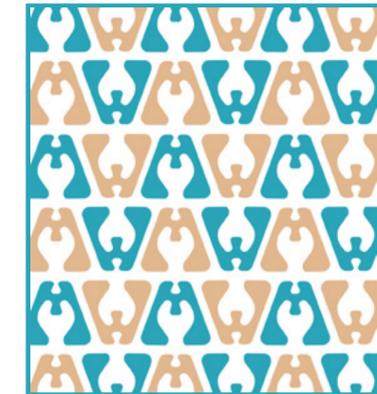
SECONDARY



ICON



MASCOT



PATTERN

Our branding, designed with extraterrestrial themes in mind, captures the essence of our unique identity. Our custom typeface is inspired by the groovy and psychedelic fonts of the '60s, giving our brand this “other-wordly” aesthetic. The color palette incorporates milky browns and tans to give a smooth and cozy feel. We then personify these traits through our mascot named Orbit the Boba-naut.

DESIGN & BRANDING:

Our poster, designed with a vibrant blue color scheme and hand-made illustrations, captures the attention of our new customers.

TYPOGRAPHY:

ANTON REGULAR

livory

Geologica



PACKAGING



Our packaging, designed with flowing shapes, consistent colors, and space-themed farewells, aims to match our brand aesthetics.

PROMOTIONAL ITEMS



Postcards representing each drink flavor

Accessories perfect for customers who use Milky Way Tea Station as a place for studying, personal work, etc.



Collectible stickers rewarded for every order. Some are rare, others are legendary, but all of them are out of this world.

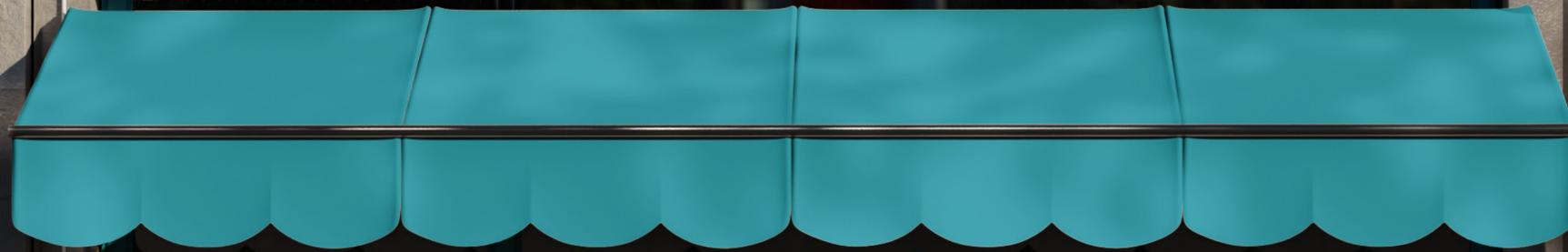




CONCEPTUAL RENDERINGS

Visualize the experience: these AI-rendered images bring our vision to life, showcasing a combination of cozy furniture with sci-fi inspired interiors. Digital windows rotate through breathtaking extraterrestrial vistas, from the lush, matcha-rich jungles of Verdantha, to the misty, rolling hills of Tarovia.

MILKY WAY
TEA STATION



MILKY
WAY
TEA STATION



JOIN THE CREW

Become a boba-naut and embark on this interstellar journey to the next best destination for milk tea. With rich storytelling, vibrant characters, and a bold, unmistakable identity, Milky Way Tea Station stands worlds apart from the competition. The next culinary frontier is one we're excited to explore together. Let's bring this vision to life and take a sip among the stars!

