

AMERICAN EAGLE OUTFITTERS



Properties list:

- new product
- clothes and accessories
- box
- contemporary
- unusual visual association
- opaque
- identity by typography
- labels and sleeves
- cardboard and paper
- range of products
- end-user packaging

From Hatch Design site: "To reinvigorate American Eagle Outfitters while staying true to its heritage, we put a modern twist on their retro/industrial look. Beginning with the utilitarian lay-outs of reprinted office forms and labels, we made it look as if AE simply imprinted the fit information on a random assortment of them. In the end, the brand's complex packaging, labeling and signage system had a surprisingly modern and human quality."

Reference: <http://www.hatchsf.com/>

Credits:

Agency: Hatch Design

Other images: