

# ADIDAS MILLI

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## Properties list:

identity by colour  
single product  
end-user packaging  
concept  
clothes and accessories  
other shapes  
identity by typography  
metals  
minimal  
high-tech  
luxury  
unusual structural association  
metallic  
glossy  
identity by shape

A bullet-shaped box for shoes. The bullet aims at being a symbol of power and speed. The name "Milli" comes from "millimeters", the unit that measures the size of bullet, but it is also short for "millisecond", which is often the margin of victory in a foot race.

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Reference: <http://www.jennykimcreative.com/design.html>

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## Credits:

**Country:** Canada

**Year:** 2009

**School:** Capilano University (North Vancouver, Canada)

**Course:** IDEA - Illustration and Design: Elements and Applications

**Student:** Jenny Kim

Other images:

