

ADIDAS MILLI



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.

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

Credits:

Country: Canada

Year: 2009

School: Capilano University (North Vancouver, Canada)

Course: IDEA - Illustration and Design: Elements and Applications

Student: Jenny Kim

Other images:

