

NIVEA BOX LIMITED EDITION BY ANTONIO MARRAS



Properties list:

cosmetics, beauty and toiletries
limited edition packaging
other shapes
box
unusual visual association
cardboard and paper
contemporary
identity by illustration

On occasion of the Antonio Marras's fashion show A/I 2009-2010 a book was published in a limited edition (2000 copies). Nivea Crème package, dressed with white big polka dots, is set among the recycled paper pages of the book. Each page, with a hole in its centre, is a different dress. In the last page, a cardboard doll comes to life, it can be taken out and then dressed.

Reference: <http://www.marieclaire.it/beauty/bellezza/box-limited-edition>

Credits:

Country: Italy

Year: 2009

Designer: Antonio Marras

Other images:

