

FRUITFIT



Properties list:

- end-user packaging
- identity by system of colour
- men
- range of products
- clothes and accessories
- concept
- folding carton
- ironic
- plastics
- translucent
- identity by illustration

The innovative design of this packaging is made to give an answer to the problem of men unable to correctly determine the bra cup size of their partners. By using a comprehensible similarity with the shape of fruits, US student Tiffany Shih found a very simple yet funny way to give a new identity to this kind of products.

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

Credits:

Country: United States of America

Year: 2009

Student: Tiffany Shih

Other images:

