

CROCODILE PACK



Properties list:

toy packaging
end-user packaging
kids
concept
single product
cosmetics, beauty and toiletries
folding carton
cardboard and paper
identity by shape
ironic
playful
identity by colour
identity by abstract shapes

Based on Lacoste' emblematic brand image, the package itself generates a three-dimensional version of the crocodile's icon.

Reference:

Credits:

Country: Spain

Year: 2009

School: Escola Massana Centre d'Art i Disseny (Barcelona, Spain)

Course: Packaging Seminar

Professor: Iñaki Granell

Students: José Luis Sobrino & Joan Vicent Ferreres

Other images:

