

# CROCODILE PACK

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## 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.

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## Reference:

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### 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:

