

SHIRT PACKAGING



Properties list:

carrying system
men
adults
end-user packaging
single product
concept
clothes and accessories
shopping bag
folding carton
cardboard and paper
contemporary
ironic
identity by shape
photo to evoke
identity by photo

Packaging/shopping bag for shirts. The product is identified by the use of the most common masculine accessory: a colourful tie, which seems to be hanging at the handle of the bag, while the name of the shop is written over a fictitious pocket, resembling the initials sewn on a shirt. So, the package takes the identity of the product itself.

Reference: <http://www.packlab.eu/?p=617>

Credits:

Country: Finland

Year: 2008

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Other images:

