

# SHIRT PACKAGING

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## 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.

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

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## Credits:

**Country:** Finland

**Year:** 2008

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Other images:

