

DARKDESIGN T-SHIRTS



Properties list:

end-user packaging
clothes and accessories
new product
range of products
blister-pack
plastics
transgressive
pop
ironic
unusual structural association
identity by shape

This package for t-shirts is composed by two transparent plastic pieces that, when combined, create the shape of a traditional Russian doll (?Matryoshka?). It is classic the forming technology but the shape looks like a completely new solution. These t-shirts are designed by Russian and for the Russian market, thus the shape of Matryoska is well known for all potential customer.

Reference: www.darkdesign.ru

Credits:

Country: Russia

Year: 2009

Agency: DarkDesignGroup

Award: Pentaward Silver Award "Body", 2009

Other images:

