

GROTTANGELES STREETWEAR



Properties list:

limited edition packaging
teens
end-user packaging
range of products
new product
clothes and accessories
labels and sleeves
tray
metals
cardboard and paper
transgressive
ironic
mass-market
contemporary
unusual visual association
unusual structural association
identity by shape

Packaging project for series of t-shirts. The structure (an aluminium tray), as well as the graphic codes and the information over the package, are those commonly used for food. The analogy comes in particular from one of the series, called "Galletto arrosto" (roasted chicken).

Reference: <http://www.l-enfant.com/25.htm>

Credits:

Country: Italy

Agency: L-Enfant

User: Grottangeles

Other images:

