

GREETINGS FROM WEHKAMP.NL



Properties list:

- clothes and accessories
- other shapes
- box
- bag
- cardboard and paper
- pop
- contemporary
- photo to evoke
- identity by photo
- identity by system of colour
- new product
- range of products
- end-user packaging

Yew Kee: "Wehkamp.nl is the largest and most innovative online department store in the Netherlands. We were approached by the progressive retailer to design authentic, friendly packaging that feels like presents when customers receive their orders.

The new boxes and bags we have created feature styled product photography alongside journalistic 'behind-the-scene' images of wehkamp.nl's employees in their work environments. The striking fluorescent coloured ribbon and sign off (Greetings, wehkamp.nl) add personal touches to complete the design."

Reference:

Credits:

Country: The Netherlands

Year: 2013

Agency: Matte

Other images:

