GORTZ SHOES



Properties list:

carrying system
end-user packaging
range of products
new product
contemporary
box
clothes and accessories
identity by photo
identity by system of colour

Germany shoe company Gortz 17 and design company Kempertrautmann have come out with the first recyclable shoebox that makes the plastic bag unnecessary. The design draws attention to the handles, which can be removed and used as shoelaces. The series consists of five colour-coordinated designs that match perfectly with Görtz 17?s Converse Collection.

Reference:

Credits:

Country: Germany

Agency: Kampertrautmann

Creative Director: Heiko Freyland

Designer: Tim Belser

Graphic Designer:Christiane Eckhardt

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