

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

Other images: