

HEMA PANTY



Properties list:

- new product
- range of products
- clothes and accessories
- folding carton
- cardboard and paper
- contemporary
- die cut
- identity by illustration
- identity by system of colour
- end-user packaging
- women

Panty hose packaging for the Hema company, a very successful retailer in the Netherlands, Belgium, Germany and Luxembourg. The packaging designed by Studio Kluiif is characterised by a cooperation between the die cut and the illustration: these 2 elements give the user hints about the shape of the product.

Reference: <http://www.studiokluid.nl/work/hema/projects?page=2>

Credits:

Country: The Netherlands

Year: 2008

Agency: Studio Kluiif

Other images: