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 Kluif 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.studiokluif.nl/work/hema/projects?page=2

Credits:

Country: The Netherlands

Year: 2008

Agency: Studio Kluif

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