

NIKE AIR MAX



Properties list:

- other shapes
- end-user packaging
- concept
- single product
- clothes and accessories
- plastics
- high-tech
- contemporary
- identity by packing process
- identity by shape

Germany-based agency Scholz & Friends decided to give Nike's Air Max shoes a peculiar packaging: it was given a cushion casing that aims to highlight the Air cushioning of the brand, and to prevent damage during shipping.

Reference:

Credits:

Country: Germany

Agency: Scholz & Friends

Other images:

