

# BOOTS GLASSES

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**Properties list:**  
end-user packaging  
range of products  
clothes and accessories  
new product  
other shapes  
plastics  
contemporary  
translucent  
identity by shape  
identity by system of colour  
reusability

This is a packaging for readymade reading spectacles, the main focus of the project is the reuse: there is a locking tab to close again the pack and reuse it as a normal glasses case. The pack consists of a sheet of polypropylene, folded and joined on a side, so that is recyclable and not expensive.

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**Reference:** [Aldridge, Stephen; Miller, Laurel, "PerchÃ": cellophanare un cetriolo? Guida completa al packaging ecologico", Logos, p. 146](#)

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**Credits:**

**Agency:** a.m. associates

Other images: