

BOOTS GLASSES



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.

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

Credits:

Agency: a.m. associates

Other images: