## CARE & S.



From <u>LAB Love for Art & Business website</u>: "Making Beautiful Sustainable: Care&s is brave new detergent aimed towards people who love their clothes and care for the environment. LA+B has co-innovated and defined the product and it's unique position on the market. Care&s is available in selected fashion stores across Europe."

## Properties list:

logistic optimisation ready to use product accessibility end-user packaging single product new product homecare products cardboard and paper plastics blister-pack folding carton contemporary unusual structural association identity by typography identity by shape identity by system of colour identity by colour

Reference: http://loveartbusiness.se/?page\_id=11

Credits:

Country: Sweden

Agency: LA+B Love for Art & Business

## Other images:



