

# MARK AND SPENCER

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## Properties list:

- product accessibility
- end-user packaging
- new product
- range of products
- water
- confectionery and sweetness
- snacks
- opening and closure systems
- sachet
- folding carton
- box
- flow-pack
- bottle
- plastics
- cardboard and paper
- identity by system of colour
- identity by shape
- contemporary
- die cut
- identity by abstract shapes

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Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

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## Credits:

**Agency:** Marks and Spencer

**Designer:** Charlotte Raphael

Other images:

