

# SELFRIDEGS CREDIT CRUNCH

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## Properties list:

single product  
new product  
confectionery and sweetness  
snacks  
labels and sleeves  
additional structural elements  
sachet  
plastics  
fabrics  
cardboard and paper  
contemporary  
unusual visual association  
transparent  
identity by shape  
identity by typography  
end-user packaging

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Reference: <http://www.purpose.co.uk/main.html> , <http://www.notcot.org/post/16742/> , <http://lovelypackage.com/santini-for-selfridges/>

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## Credits:

Country: UK

Agency: Purpose

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Santini

Other images:

