

# MEAT AND POTATOES T-SHIRT

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## Properties list:

end-user packaging  
single product  
new product  
collector packaging  
teens  
labels and sleeves  
tray  
plastics  
plastics  
cardboard and paper  
contemporary  
unusual structural association  
transparent  
identity by shape  
clothes and accessories

Graphic designers Meat and Potatoes produce their own brand of clothing, prints and books for young adult cool-hunters who shop in boutiques and online. With their T-shirts, they take the "limited edition" concept and keep it true to its artistic roots by creating a ready-to-frame hand silk-screened, numbered art print for each T-shirt. The polystyrene meat tray packaging plays brilliantly on the company name. Creative Director and CEO Todd Gallopo sums up this design approach and concept thus: "Whenever I buy a T-shirt, it's most likely due to the art or graphic on it. Our concept of creating a limited-edition, silk-screen print of the same art that's on the shirt and custom packaging it with the T-shirt creates art that is both wearable and permanent." The "undesigned" style of the branding is information driven, allowing the T-shirt art to do the selling. Clarity of information is also central to Werner Design Werk's branding for Outset, Tragt's private label brand of luggage. As an entry-price-point luggage range aimed at first time travelers and college students, icons included in the hangtag enable consumers to compare the different price points and features.

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**Reference:** [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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## Credits:

**User:** Meat and Potatoes

Creative Director: Todd Gallopo

Other images:

