

MEAT AND POTATOES T-SHIRT



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.

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

Credits:

User: Meat and Potatoes

Creative Director: Todd Gallopo

Other images:

