THE MOOFIA



Properties list:

end-user packaging range of products new product toy packaging additional structural elements gable top tetra-pack brick polylaminated playful unusual structural association identity by shape illustrated character identity by illustration milk

Funny milk toys by Toki Doki, inspired from diary product packagings. The Moofia is a new original 7 cm mini figure series from the immensely popular Simone Legno and tokidoki! These 8 new dairy-flavored characters accompany Mozzarella in her quest for schoolyard justice.

Reference: http://packagingsoftheworld.blogspot.com/2008/07/moofia.html

Credits:

Designer:

Toki Doki

Other images:







