



#### Properties list:

- single product
- new product
- gadget
- wrapper
- cardboard and paper
- contemporary
- unusual visual association
- identity by colour
- identity by textures and patterns
- identity by abstract shapes
- snacks
- end-user packaging

From Hatch Design site: "Nyne was developed for the young men's market torival Prada, Hugo Boss and Kenneth Cole. We created the concept that Nynecan be worn for every dimension of life, love life, night life, fantasy life, even after life." The packaging is a gadget used to better explain the brand's philosophy.

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Reference: <http://www.hatchsf.com/>

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#### Credits:

**Country:** California

**Year:** 2008

**Agency:** Hatch Design

**User:** Nyne

Other images: