## **NYNE**



gadget
wrapper
cardboard and paper
contemporary
unusual visual association
identity by colour
identity by textures and patterns

identity by abstract shapes

end-user packaging

snacks

Properties list: single product new product

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 gadjet used to better explain the brand's philosophy.

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

Credits:

Country: California

**Year:** 2008

Agency: Hatch Design

User: Nyne

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