## **DINAMITE T-SHIRT**



## Properties list:

limited edition packaging end-user packaging single product new product clothes and accessories tube plastics cardboard and paper ironic unusual structural association identity by shape identity by typography

Johnny Cupcakes is a teens wear American brand which has recently realized a limited edition T-shirt marketed by iconic packaging which looks like a dynamite stick. The packaging consists of a red cardboard pipe closed by a plastic plug on each tip, while the fuse is a cord dangling from the edge of the packaging. A label is found on the red roll, explaining all the technical information about the product inside, which enhances, using a B/N graphic design, the communicative potential of the packaging.

## Reference: http://www.johnnycupcakes.com

## Credits:

Country: USA Year: 2008 Agency: Johnny Cupcakes Producer: Johnny Cupcakes

Designer: Johnny Cupcakes

Other images:

