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:

