

# DINAMITE T-SHIRT

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## 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.

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

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## Credits:

**Country:** USA

**Year:** 2008

**Agency:** Johnny Cupcakes

**Producer:** Johnny Cupcakes

**Designer:** Johnny Cupcakes

Other images:

