FRUITFIT



Properties list:

end-user packaging
identity by system of colour
men
range of products
clothes and accessories
concept
folding carton
ironic
plastics
translucent
identity by illustration

The innovative design of this packaging is made to give an answer to the problem of men unable to correctly determine the bra cup size of their partners. By using a comprehensible similarity with the shape of fruits, US student Tiffany Shih found a very simple yet funny way to give a new identity to this kind of products.

Reference: http://www.imptwitch.com

Credits:

Country: United States of America

Year: 2009

Student: Tiffany Shih

Other images:

