## **CROCODILE PACK**



## Properties list:

toy packaging end-user packaging kids concept single product cosmetics, beauty and toiletries folding carton cardboard and paper identity by shape ironic playful identity by colour identity by abstract shapes

Based on Lacoste' emblematic brand image, the package itself generates a threedimensional version of the crocodile's icon.

## Reference:

## Credits:

Country: Spain Year: 2009 School: Escola Massana Centre d'Art i Disseny (Barcelona, Spain)

Course: Packaging Seminar

Professor: Iñaki Granell

Students: José Luis Sobrino & Joan Vicent Ferreres

Other images:





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