

GET-THE-HANG-OF-IT



Properties list:

- reusability
- carrying system
- information about packaging
- clothes and accessories
- end-user packaging
- extra-use of packaging
- concept
- additional structural elements
- shopping bag
- identity by shape
- contemporary
- cardboard and paper

The "get-the-hang-of-it" bag has two no ordinary handles. They are actually two detachable cardboard hangers. The user can hang up his newly purchased clothes at once! This bag gives the opportunity to retail stores to "go green" and remain at the forefront of the fashion world. It also urges consumers that concern themselves with the state of the environment, to avoid the use of plastic bags and hangers.

"Rip the two cardboard hangers off the paper bag and your new clothes will find their place in your closet at once!" The bag is made of recycled/recyclable paper and cardboard and can be manufactured by current technology and the cardboard hangers are the same size as the plastic ones.

Reference: <http://www.adesignaward.com/design.php?ID=22991>

Credits:

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Other images:

