



Properties list:

- information accessibility
- information about packaging
- end-user packaging
- range of products
- new product
- clothes and accessories
- cup
- bag
- cardboard and paper
- playful
- eco-friendly
- contemporary
- unusual structural association
- identity by illustration

Brokula&Z (Broccoli&Z) is a clothing brand by Bruketa&Zini&Z OM, made from organically grown materials. The packaging is as eco-friendly as possible: it's easy to assemble but without any glue and plastic and, at the same time, serves as a fun giftwrap and a practical protection of the product. The brand used recycled paper that's good enough in terms of quality and durability, and the colors with eco-certificates, moreover it can be reused as a container.

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

Credits:

Country: Croatia

Year: 2012

Creative Directors: Davor Bruketa, Nikola
Zini&Z

Art Director, Illustrator, Designer:

Neboj&a Cvetkovi&

Senior Copywriter: Ivan Zade&Z

Other images:

