BROKULA&Z



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 clothingbrand by Bruketa&Zinić OM, made from organically gr own 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

Žini?

Art Director, Illustrator, Designer:

Neboj?a Cvetkovi?

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Other images:





