GREETINGS FROM WEHKAMP.NL



Properties list:

clothes and accessories
other shapes
box
bag
cardboard and paper
pop
contemporary
photo to evoke
identity by photo
identity by system of colour
new product
range of products
end-user packaging

Yew Kee: "Wehkamp.nl is the largest and most innovative online department store in the Netherlands. We were approached by the progressive retailer to design authentic, friendly packaging that feels like presents when customers receive their orders.

The new boxes and bags we have created feature styled product photography alongside journalistic 'behind-the-scene' images of wehkamp.nl's employees in their work environments. The striking flourescent coloured ribbon and sign off (Greetings, wehkamp.nl) add personal touches to complete the design."

Reference:

Credits:

Country: The Netherlands

Year: 2013 Agency: Matte

Other images:





