

# NIKE AIR MAX

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## Properties list:

- other shapes
- end-user packaging
- concept
- single product
- clothes and accessories
- plastics
- high-tech
- contemporary
- identity by packing process
- identity by shape

Germany-based agency Scholz & Friends decided to give Nike's Air Max shoes a peculiar packaging: it was given a cushion casing that aims to highlight the Air cushioning of the brand, and to prevent damage during shipping.

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## Reference:

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## Credits:

**Country:** Germany

**Agency:** Scholz & Friends

Other images:

