FILIPPA K



Properties list:

end-user packaging range of products new product shopping bag pouch cup box photo to describe contemporary smooth reusability identity by colour

Filippa K is a rapid growing Swedish fashion label. The company is based in Stockholm and has profile stores in Germany, Denmark, Belgium, Finland, The Netherlands, Norway and Sweden. In connection with the introduction of a new underware line, the company wanted a packaging and a merchandising concept that stood out and challenged the norm. Stockolm Design Lab created an unusual package in the form of a reusable nylon bag with a simple, understated design. The idea was so fulfil the three main criteria of originality, functionality and added value for the customer.

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

Country: Sweden Year: 2005

Agency: Stockholm Design Lab

Other images:









