AMERICAN EAGLE OUTFITTERS

Properties list:

new product
clothes and accessories
box
contemporary
unusual visual association
opaque
identity by typography
labels and sleeves
cardboard and paper
range of products
end-user packaging

From Hatch Design site: "To reinvigorate American Eagle Outfitters while staying true to its heritage, we put a modern twist on their retro/industrial look. Beginning with the utilitarian lay-outs of oreprinted office forms and labels, we made it looks as if AE simply imprinted the fit information on a random assortment of them. In the end, the brand's complex packaging, labeling and signage system had a surprisingly modern and human quality."

Reference: http://www.hatchsf.com/

Credits:

Agency: Hatch Design

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