# NIVEA BOX LIMITED EDITION BY ANTONIO MARRAS




Properties list:

cosmetics, beauty and toiletries
limited edition packaging
other shapes
box
unusual visual association
cardboard and paper
contemporary
identity by illustration

On occasion of the Antonio Marras's fashion show A/I ?09-?10 a book was published in a limi ted edition (2000 copies). Nivea Crème package, dressed with white big polka dots, is set a mong the recycled paper pages of the book. Each page, with a hole in its centre, is a different dress. In the last page, a cardboard doll comes to life, it can be taken out and then dressed.

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Reference: http://www.marieclaire.it/beauty/bellezza/box-limited-edition

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Credits:

**Country:** Italy
**Year:** 2009

**Designer:** Antonio Marras

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