CHOCOLATE TOWER

Properties list:

single product
concept
confectionery and sweetness
chocolate
clamshell
plastics
cardboard and paper
unusual structural association
contemporary
die cut
identity by shape
identity by textures and patterns
end-user packaging

This chocolate brand features an original tower-shaped packaging, with a single piece on each "floor". The case can be opened and closed thanks to a hinge on the long side. The main structure is made of cardboard, while plastic windows corresponding to each flower allow to peek at the content.

Reference: http://www.gakudesign.com

Credits:

Country: Japan
Year: 2009

Designer: Gaku Abe

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