LOSEVO



Properties list:

new product
milk
gable top
polylaminated
cardboard and paper
minimal
ironic
contemporary
identity by typography
photo to evoke
identity by photo
identity by system of colour
range of products
end-user packaging
information about content

"Our pack design follows the initial slogan: ?Truemilk can only be in bottle!'A bottle form as sociated with widely known milk bottle from our Soviet past has been chosen as the standard, which is a beautiful minimalist box that should awake and tender memories of the older generation and arouse interest of the young."

Reference:

Credits:

Country: Russia
Year: 2012
Agency: Nimax Digital Agency

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