SELFRIDEGS CREDIT CRUNCH

Properties list:

single product
new product
confectionery and sweetness
snacks
labels and sleeves
additional structural elements
sachet
plastics
fabrics
cardboard and paper
contemporary
unusual visual association
transparent
identity by shape
identity by typography
end-user packaging

Reference: http://www.purpose.co.uk/main.html , http://www.notcot.org/post/16742/ , http://lovelypackage.com/santini-for-selfridges/

Credits:

Country: UK
Agency: Purpose

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