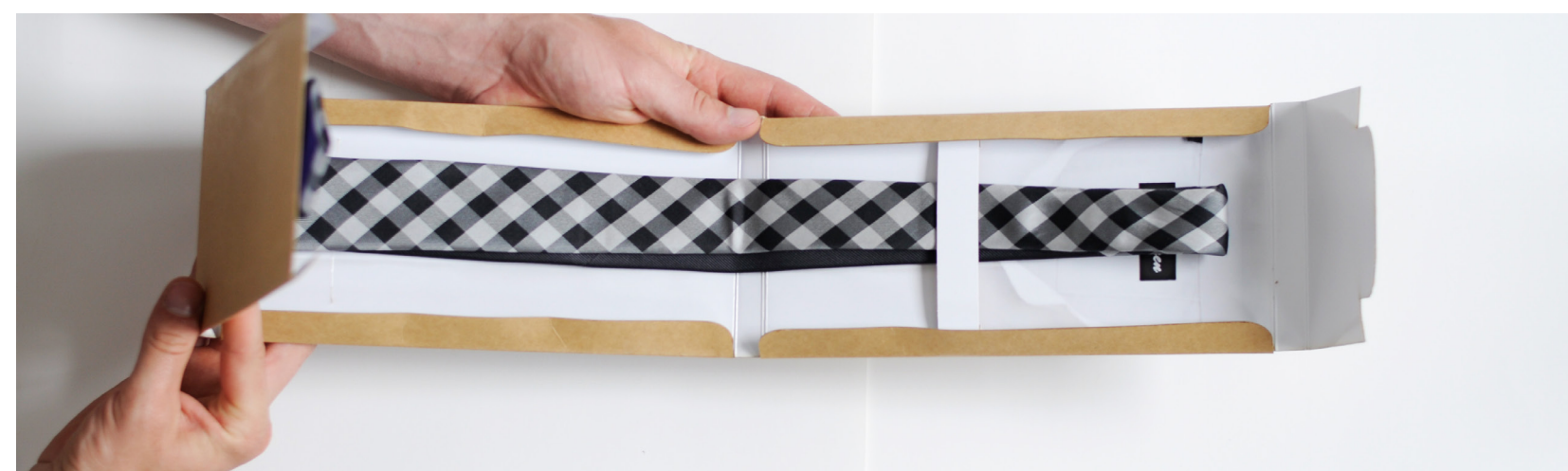
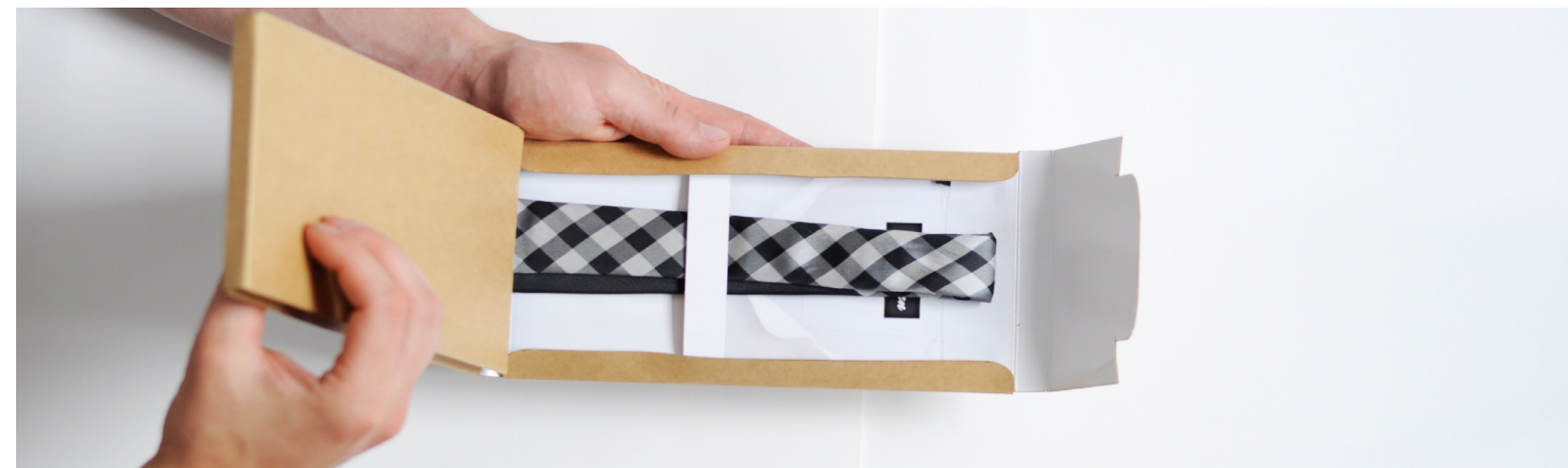




MODERN
Gentlemen
— dress to success —

UNPACKING

The packaging is designed as a gift. Gradually, the different levels be opened and show more and more of the product. At the end, shows this in its entire length and it is presented impressive in front of the consumers. The application example, the combination of shirt and tie, act promotional, because the consumer directly has an image in mind. In addition, the package acts elegant, exclusive and modern through the material and the form. Too good to return.



CONCEPT

To convenience with simple elegance. From the outside the package may seem bland and unflattering therefore the inside surprises with its wow-effect when opening, revealing the actual size and presentation of the product, the tie, represents.

The graphic design is simple and elegant to reflect the character of the brand. The brand drawing attention from outside by a sticker of the brand „Modern Gentlemen“. Inside, the presentation of the tie is in the foreground. The imprint of a shirt and the established sides of the packaging associate the image of a suit and illustrate the use of the product. The imprint of the shirt can be customized depending on tie and the consumers can show a possible combination of shirt and tie. In addition, this draws attention to other products, such as the shirt of „Modern Gentlemen“.

ADDED VALUE

This concept shows several aspects of sustainability. The packaging of „Modern Gentlemen“ does not need an repackage and saves additional material, such as a carton or packing material. To save additional costs it can be sent as a letter format. The reuse of the package serves as storage box in drawers. With no reuse, the waste material is low.

