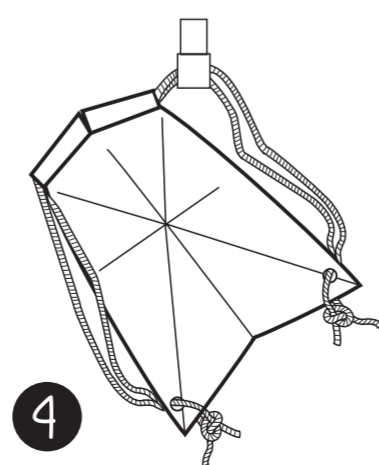
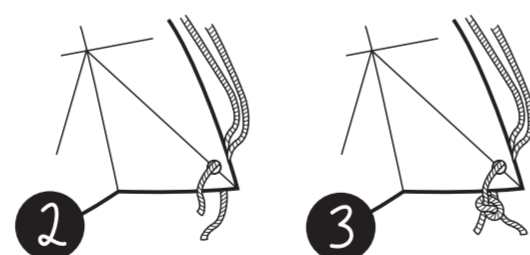
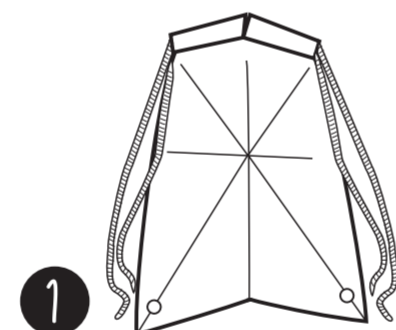


# tie it up

## Added value



## Unpacking



„Tie it up“ has to stick out from the competition. The package is new, modern and hip. This package stands out and is immediately recognizable by its shape and color. The concept of the package is that the consumer can identify with, so that the brand become a trend, a must-have.

Everybody is talking about „hipster“, but what is the special about „hipster“? Fully bearded men with gymbags who embody a lifestyle! To meet them, the packaging of a tie has to be something special. The „Tie it up“ packaging is in the form of a hip gymbag, which serves as storage and protection against dust and can depend on the wardrobe.