

The book was found

# Fashion Packaging Design



## Synopsis

Provides richly detailed full-colour photography of individual, high-end case studies of clothing packaging design, and also features sketches, and structural design concepts. Includes current, up-to-date knowledge components for designers, brand managers, retail managers, and educators in the fields of product and graphic design. The highly competitive world of retail branding and brand packaging is evident in the increasing demand for creating unique, eye-catching and recognizable clothing packaging designs. Designers continue to focus their talent by leveraging striking visual devices into an internal and external messaging system via the product's packaging design, which acts as a portable and extendable marketing tool. This superbly designed book showcases innovative, custom-packaging designs across a range of products, including footwear, clothing and apparel, fashion products, and more. *Fashion Packaging Design* presents in highly illustrated, full-colour detail how the brand connects with the item with the packaging itself, and offers unique insight on individual project design production strategies. The case studies are modern, contemporary examples, which also feature many well-known brands, such as Adidas, Nike, and Puma. This book will be a source of inspiration for design aficionados, advertising and merchandise managers, students, brand and retail managers, and educators in the product design and graphic design fields.

## Book Information

Hardcover: 240 pages

Publisher: Images Publishing Dist Ac (August 31, 2016)

Language: English

ISBN-10: 1864706805

ISBN-13: 978-1864706802

Product Dimensions: 8.4 x 1.1 x 11.5 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,313,316 in Books (See Top 100 in Books) #63 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Packaging #383 in Books > Business & Money > Industries > Fashion & Textile #3045 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

[Download to continue reading...](#)

Fashion Packaging Design Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring

Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Package Design Workbook: The Art and Science of Successful Packaging Structural Packaging: Design Your Own Boxes and 3D Forms Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios H-Point 2nd Edition: The Fundamentals of Car Design & Packaging Packaging Design: Successful Product Branding From Concept to Shelf New Structural Packaging GOLD Make It Memorable: Writing and Packaging Visual News with Style Retailing Logistics and Fresh Food Packaging: Managing Change in the Supply Chain Your Executive Image: The Art of Self-Packaging for Men and Women Fashion Design Chic Coloring Book (Fashion & Other Fun Coloring Books For Adults, Teens, & Girls) (Volume 2) Fashion Design Studio: Learn to Draw Figures, Fashion, Hairstyles & More (Creative Girls Draw) Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers Girl's Guide to DIY Fashion: Design & Sew 5 Complete Outfits → Mood Boards → Fashion Sketching → Choosing Fabric → Adding Style Groovy 70s: Fashion Coloring Book for Adults: Adult Coloring Books Fashion, 1970s Coloring Book Fashion Coloring Books For Adults: 2017 Fun Fashion and Fresh Styles! (+100 Pages) Basics Fashion Management 01: Fashion Merchandising Fashion Forward: 1960s Fashion Coloring Book for Adults Edwardian Fashion 1910-1920 Styles: Edwardian Inspired Fashion Pen and Ink Drawings, Adult Coloring Book

[Dmca](#)