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Fashion Packaging Now

Edited by Chris Huang

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Pages	240 Pages
Illustrations	400 color
Price	$39.95

- 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 Now* 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.

Chris Huang completed her Bachelor of Fine Art in Taipei with two years of graphic design graduate education in New York. She has more than 20 years of design field experience, based in Chicago, and has been teaching graphic design at the Illinois Institute of Art for more than a decade.

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