



Lace Up

ENTRANT








Ng Chee Chyuan
Student

CATEGORIES ENTERED

Conceptual Design
By a Tertiary Student

FOODSTUFFS
Proudly New Zealand

SPECIAL FEATURES

-  This two dimensional shoe shape package is very unique and fun for trendy shoelaces.
-  The target audience is young boys who are into skateboarding.
-  The package is environmentally friendly because it uses minimal material and is made from recycled paper stock.
-  It is cost effective as it is only a 2 colour print job.
-  The package stands out and attracts attention from a distance.
-  The product is tied to the package to minimise the possibility of theft.
-  Illustrations are hidden under the laces on the back showing different and unique methods of tying laces giving the consumer more incentive to purchase.