Fashion Hangtag Design

FASHION HANGTAG DESIGN

时尚吊牌设计



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"Just as it is possible to distinguish one person from another thanks to their physical features, products can also be recognized and are considered pleasant, serious or absolutely unacceptable depending on their appearances. The presentation of a product is a true art. Labels, tags and packaging help products to take shape and be recognized among the others. The easier it is to pick them out, the more successful they will be: this is how I approach my work. Another aspect that I believe is important is coherence between the image and the materials if a product has a "1930s" appearance, I like to seek out materials used back then; if the product is aged, I make sure it really looks that way. The empathy that is developed through these materials is the boundary of a creative artist's skills. At the end of the day, art is communication:

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About the clothes hangtag design

About the packaging hangtag design

About the sweet packaging hangtag design

About the art hangtag design

the capacity for high level communication in a unique manner means sales for the company and customer satisfaction; a goal that I set myself every time I approach a job. As far as I am concerned, I have to say that - despite my 20 years of experience - I never feel like I have "made it" in my work. Every new job is a sort of challenge with myself and the economic situation at the time. Today research helps a great deal, but graphically "interpreting" the feelings on the market requires vibrant creativity that has to make room for itself between the markers set out by this information, the perception of the future and the competitiveness on the market. It is a wonderful game and as long as I enjoy it as much as I do at the moment, I will carry on with it. I hope that you like the works in this volume. I am always happy to discuss things with people who want to start out in this line of-

work and with those who are already experts and want to share their professional experiences." Hangtag is part of the brand. But it was not valued in the past. Nowadays, the increasingly intense competition makes hangtags gain more and more attention, because it is the vehicle for its brand and represents the brand's features. Since human beings' increasingly demand on commodities' aesthetic function, the contents that hangtags carry are getting more and more. Besides visual innovations, it also bears the functions of illustration and instruction. Although it is small in size, it is the indispensable part of the brand for it guides customers to know, recognize and accept the brand. In addition, it also has a positive effect on promoting the sales of the products as well as enhancing the enterprise's reputation. Details can reflect all. Therefore, small hangtags also become the part that can't be ignored. As a book specializing in present hangtag desing. Fashion Hangtag Design Collects plenty of works from excellent designers and design teams. Among these are ACME S.N.C. DI PIROLI GIANLUCA & C and COMMUNICATION DESIGN SALZANO from Italy, Matthias Kaeding NYC from New York, Tiina Ilmavirta from Finland, Levi's Backpocket Art by diddo (c) from the Netherlands, Arturo Marín from Spain, Ben from France, Scott Lambert from England, Agustina de la Plaza's from the USA, Edison Chen and Kevin Poon CLOT CO.LTD from Hong Kong of china

,etc. Gianluca Piroli

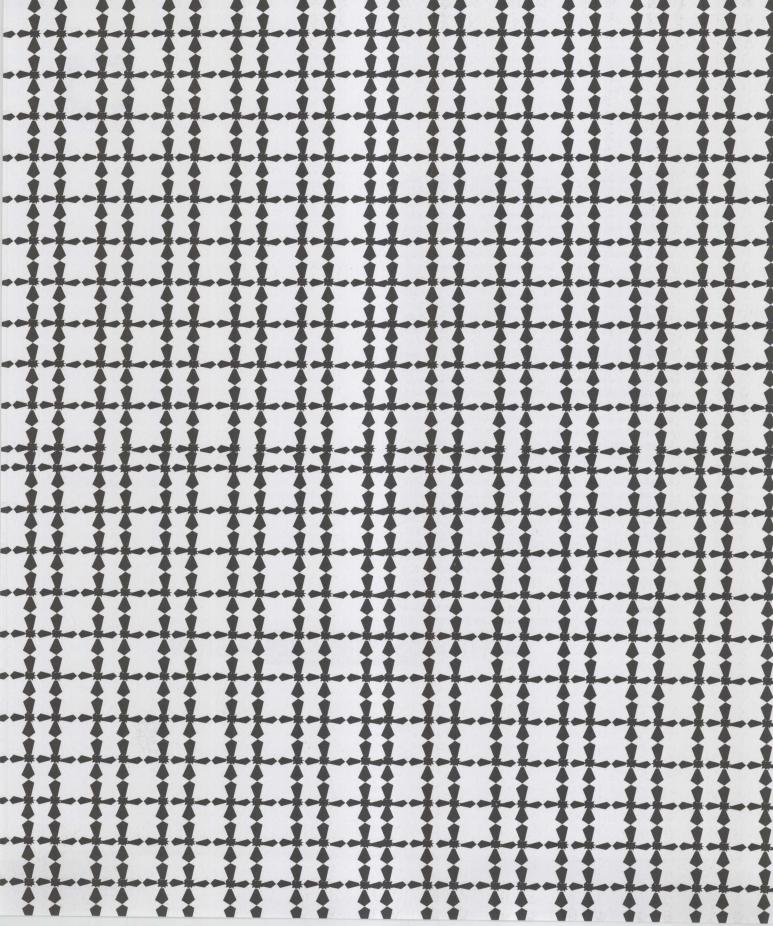


This book is divided into four chapters; they are CLOTHES HANGTAG DESIGN, PACKAGING HANGTAG DESIGN, SWEET PACKAGING DESIGN, and ART HANGTAG DESING. It could be distinguished the character and signification of hangtag by readers, and the tag design style is being more various. As people ask for more in vision, it makes designers improve themselves. Hangtag production, according to media divided into paper, plastic, metal; according to shape of the structure divided into rectangle, fold-shaped, circular, triangular, inserted bag, and other special-shaped; by function points there are common type, barcode type and holographic anticounterfeiting security type, and so on. Today, designers are promoting environmental protection, continue to create environmentally-friendly fashion tag, reduce waste but also on the nature and harm reduction. In this book of the world renowned designers through an interview to understand their design method to let more people learn their design skills and ways of thinking. In this book, you can see the works of world-renowned designers, as well as their grasp of the design. In this book of the worldfamous designers for the interview, you can also see Matthias Kaeding, Tiina, Ilmavirta, Soulseven_LaZBoy, Gianluca Piroli, Tim, Stine Weirsoe, Scott Lambert, Nurit, Natalia, Pasquino MarioAzzi_Evisu, Magnus Jansson, Lisa Llanes, Kimberly (Kym) Macfarlane, Julochka, Julian Gese, Jessica Rose, Jane Russo, Irina Troitskaya, Helena Pitko, Heather Dutton, Gaja Meznaric Osole Zvezda, David Garcia, Daniele Machado, Cory Ripley MGDC, CLOT CO.LTD, Christine_Robbins, Aurthur Lhermitte, Antonio Salzano, Aly, Steven Bradley Cook, Bal Bhatla, Helena Wimmer, T. Iamsam-ang, Egor Bashakovs, Eca Mastrogiulio, Konstantin, Fabien Barral, Meki, Mirona Iliescu, Sean Ball, Ryan K, Christopher James, Kerry Dutton, Misty Sleurs, Isabela Serta, Agustina de la Plaza, Claudia Costa Pedret, Arturo Marin, Archetype, Diddo

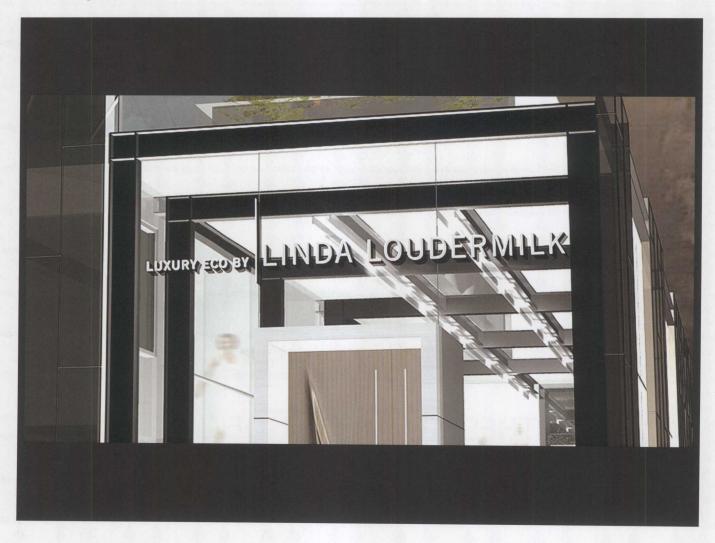
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and other designers in the design and life sentiment.

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MATTHIAS KAEDING'S WORKS



Matthias Kaeding NYC

Matthias Kaeding - A self-proclaimed nonartist, Kaeding is best described as a visual strategist. Valuing hard work over inspiration, his reductive design aesthetic places functionality as the ultimate goal.

Providing a service, he prides himself in using his Adderss: 205 Pinehusrt Avenue Apt.# 3C New design tools to solve and dissolve problems for clients. Contact info

Web: http://www.kaedingnyc.com email: kaeding@v-id.de

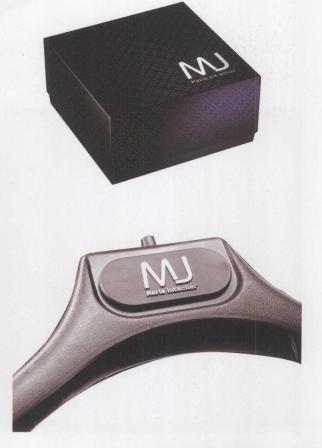
York, 10033 NY, USA.



Matthias Kaeding's works

Maria Intscher (Jeans Line) Year: 2002/2003 Branding of clothes. Tags, Flag Tags, Fabric











Linda Loudermilk/Ren Twelve (Los Angeles, USA)

Inda Loudermilk/Ren Iwelve (LOS Angeles, USA)

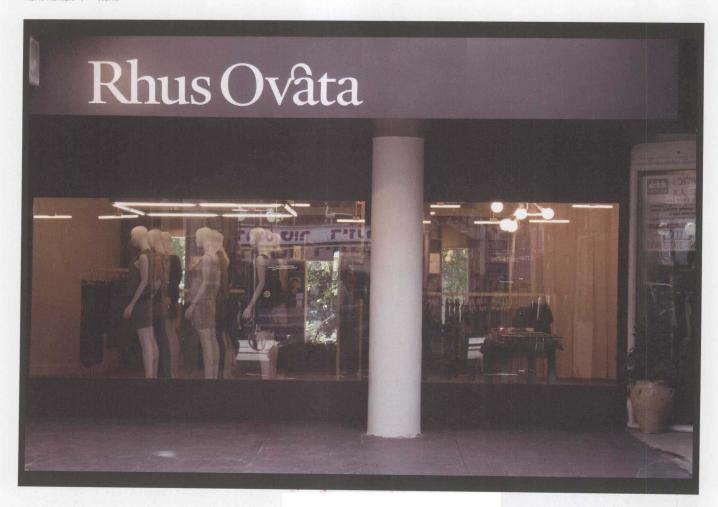
The hang tag is made out of heavy stock matte paper with embossed metallic foil stamp of logo and a vellum paper with 4 color print showing the description of garment and washing instructions. Both pieces have rounded corners die cut. They are held together with a turquoise silk ribbon. Additional Items: Accessories box with embossed metallic foil stamp of logo and metallic print on the inside T-shirt with screen print of logo from front to back.











Rhus Ovâta

RHUS OVATA About Koniak Design



Nurit Koniak

Koniak Design is a 6 year old boutique graphic design and brand consultancy. Our clients come from the fields of lifestyle, food, fashion, design and culture. We believe that a good project mainly relies on good people.

We search for design solutions which feel natural and effortless, as if they've been there all along. Clients: Yogo, Friedman's, Sushisamba, Minna Tomei, Zepra, 10 Idelson, Momo Amsterdam, Rothschild foundation, Orange, Systematics Tollmans, Regba kitchens, Mody

Ceramics, Jacobs-Yaniv architects Rhus Ovata, Daniella Lehavi, Hila Gaon, Nurit Koniak - 31 yrs, female. Contact info:

Web: www.koniakd.blogspot.com http://www.behance.net/koniak















Rhus Ovâta

Koniak Design- pack paper

The packaging paper - ultra-hotpink pantone 806 print on recycled paper 60 gsm









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