

CHICCO'S UNDERWEAR STYLE

FutureBrand designs the packaging for Chicco's new line of childrens underwear

Inspired by the world of childhood that Chicco knows so well, a colourful, fun world in which everything is possible, FutureBrand has transformed the packaging for their underwear from a simple a pack to a magical box which tells a story.

In the world of our children, every little boy is a super hero and every girl a little princess, and for this reason the packaging for My Underwear has a window in the shape of an apple, like the one from Snow White, and the shape of a spaceship to become a little space explorer. A window that offers a look into the children world of tenderness, fun and fantasy. Under the window, there is a phrase that invites you to imagine a beautiful world – one with the princess and her crown – or an adventurous world – one of super heroes and their wonderful powers.

For babies, Chicco has also developed a special line of underwear where the window on the packaging appears in the form of a bird or little house.

