



CASE STUDY

Personal Project



SNEAKER LAND



OVERVIEW

Sneaker Land



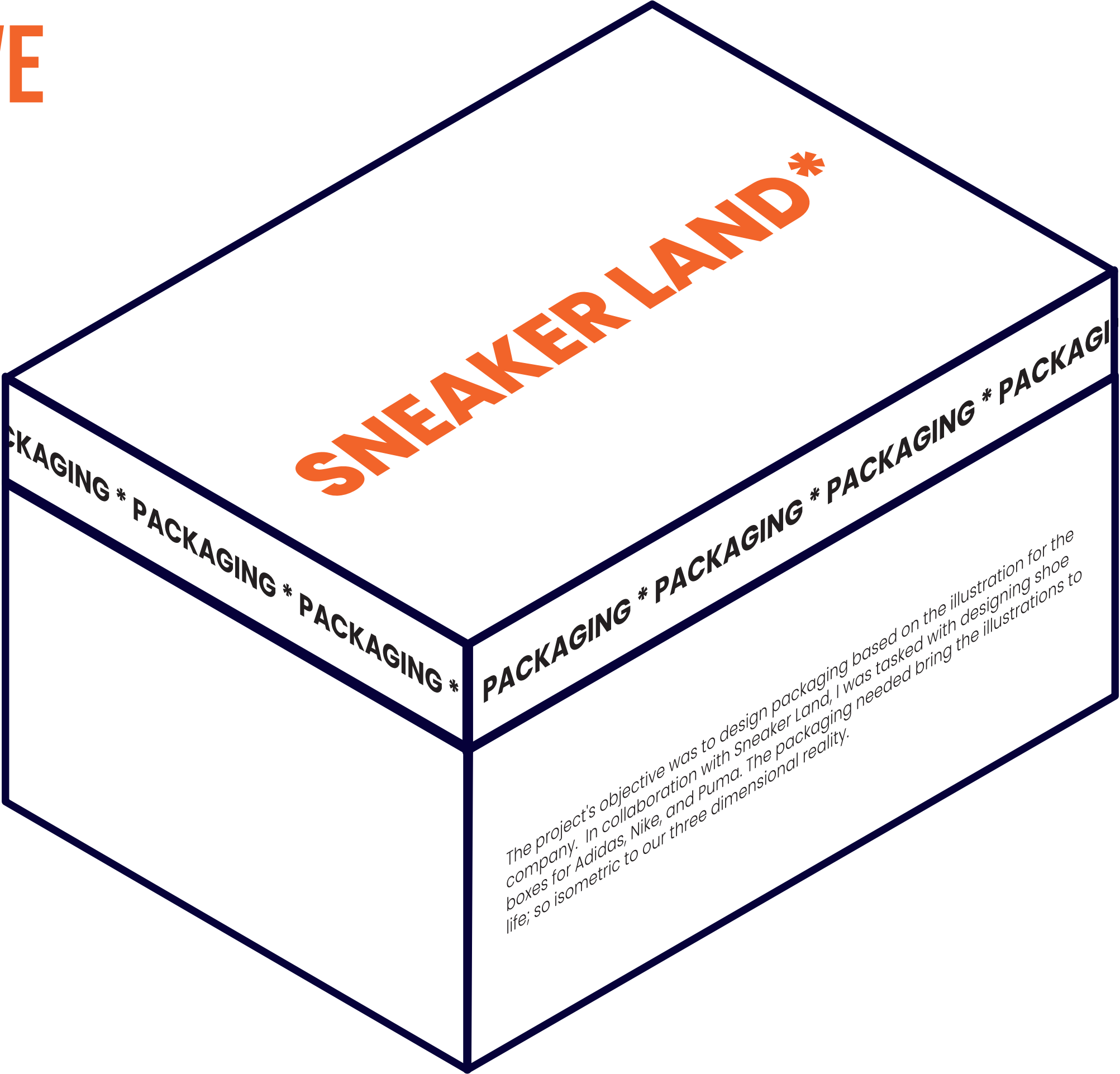
CASE STUDY

by Patrick Lacson

My personal project is based on my isometric illustration I made for Sneaker Land. The make shift company is made to bring the sneaker community together and explore the various creative and technological avenues of the shoe industry. As a sneaker lover myself, I wanted to create a unique environment where shoes can reside.

OBJECTIVE

Packaging



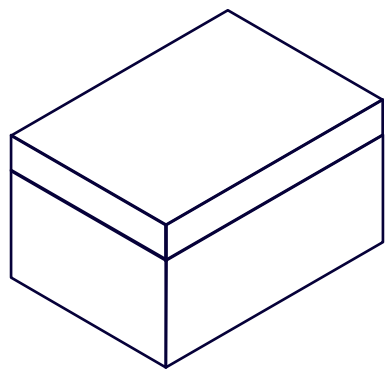
CHALLENGES

Shoe Box Design

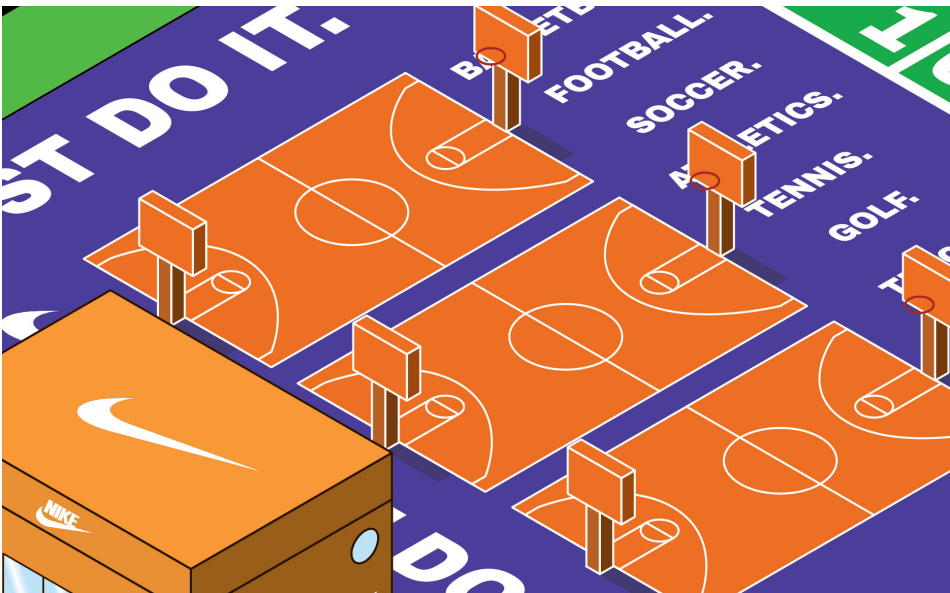
The primary challenge was incorporating the distinctive environments of each shoe brand - Adidas, Nike, and Puma - onto their respective shoe boxes, while ensuring a unified and consistent branding. Each brand has its own identity and ethos, which needed to be reflected in the packaging design.

At the same time, it was vital to maintain a level of branding consistency across all the boxes, to reinforce the overarching identity of Sneaker Land. This required a design approach that was both cohesive, tying all the brands together under the Sneaker Land umbrella, and unique, highlighting the individual character of each shoe brand.

ILLUSTRATION



REALITY



PROCESS

Inspiration



My inspiration was drawn from unique packaging designs that create a distinctive environment for the product. These designs captivate the customer's attention by transforming the product's packaging into an immersive experience. The idea is not just to store the product, but also to encapsulate the brand's story, aesthetics, and values, thereby creating a holistic perception of the product.



PROCESS

Colours & Typography

SNEAKER LAND

Typography

Poppins
Semi Bold

CMYK

SNEAKER LAND*

RGB

C=0 M=99 Y=96 K=0

#ED2027

#53B848

#7F973B

C=69 M=0 Y=99 K=0

C=55 M=25 Y=100 K=5



PROCESS

Prototyping



I reimagined the sports fields associated with each brand, which will then be depicted on the top of their respective shoe boxes. The intent was to evoke the **atmosphere** of a stadium, creating an immersive experience that makes the customer feel as if they were physically present at a game.

To keep branding **consistent**, I used a simple, **unified design** across all shoe boxes. This approach helped maintain a seamless visual experience for customers despite the different textures and themes for each brand, reinforcing the Sneaker Land brand identity.



PROCESS

Details

I incorporated **different textures** to replicate the various **terrains** associated with each shoe brand. This included mimicking the surfaces of various sports fields and courts, such as a basketball court for Nike or a soccer field for Adidas.

The intention was to make the packaging feel more realistic and relatable to the **brand's sports heritage**. This approach not only added a tactile dimension to the design but also enhanced the visual appeal, contributing to a more **immersive** and **authentic unboxing experience** for the customer.

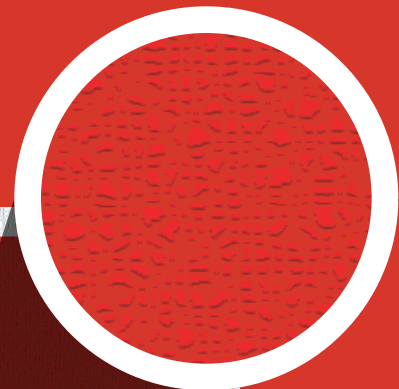
BASKETBALL
COURT

BAS

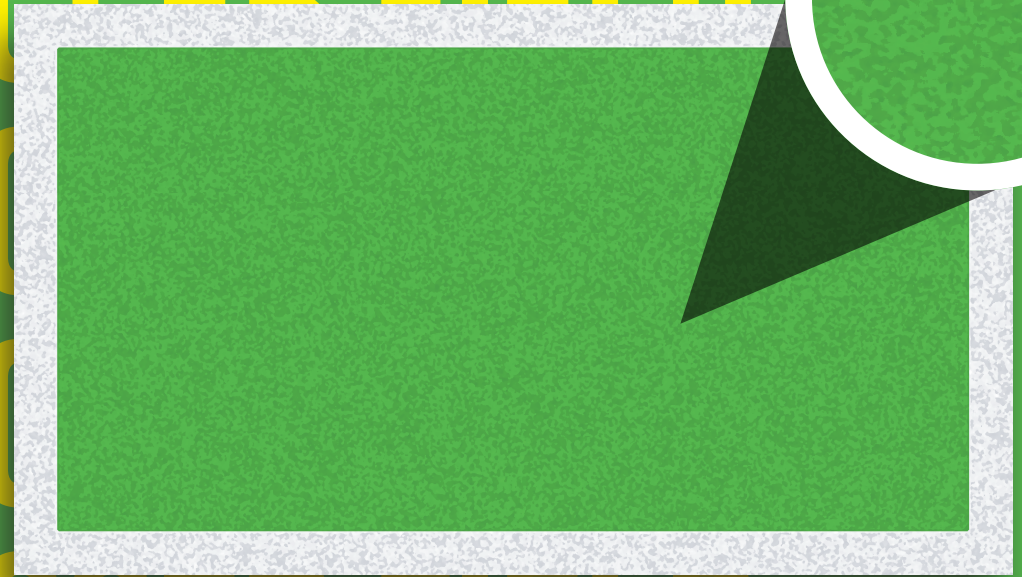
COU

BASKETBALL

COURT



SOCCER FIELD.
SOCCER FIELD.
SOCCER FIELD.
SOCCER FIELD.
SOCCER FIELD.
SOCCER FIELD.



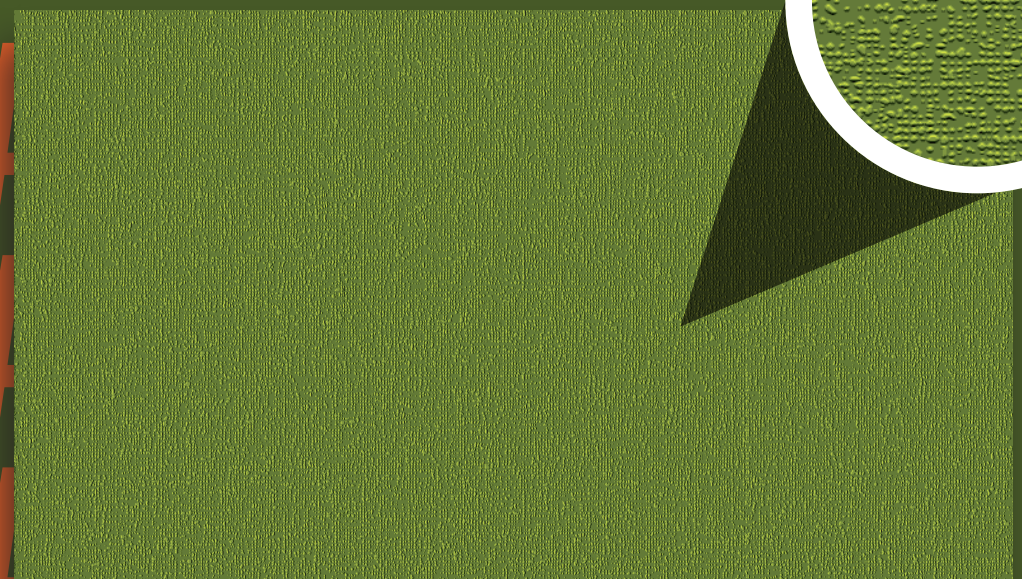
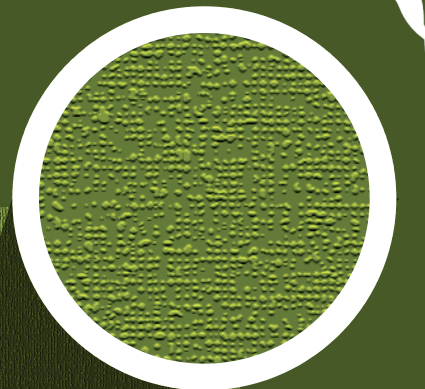
TRACK FIELD.
TRACK FIELD.

TRA

TRA

TRA

TRACK FIELD.



RESULTS

Mockups

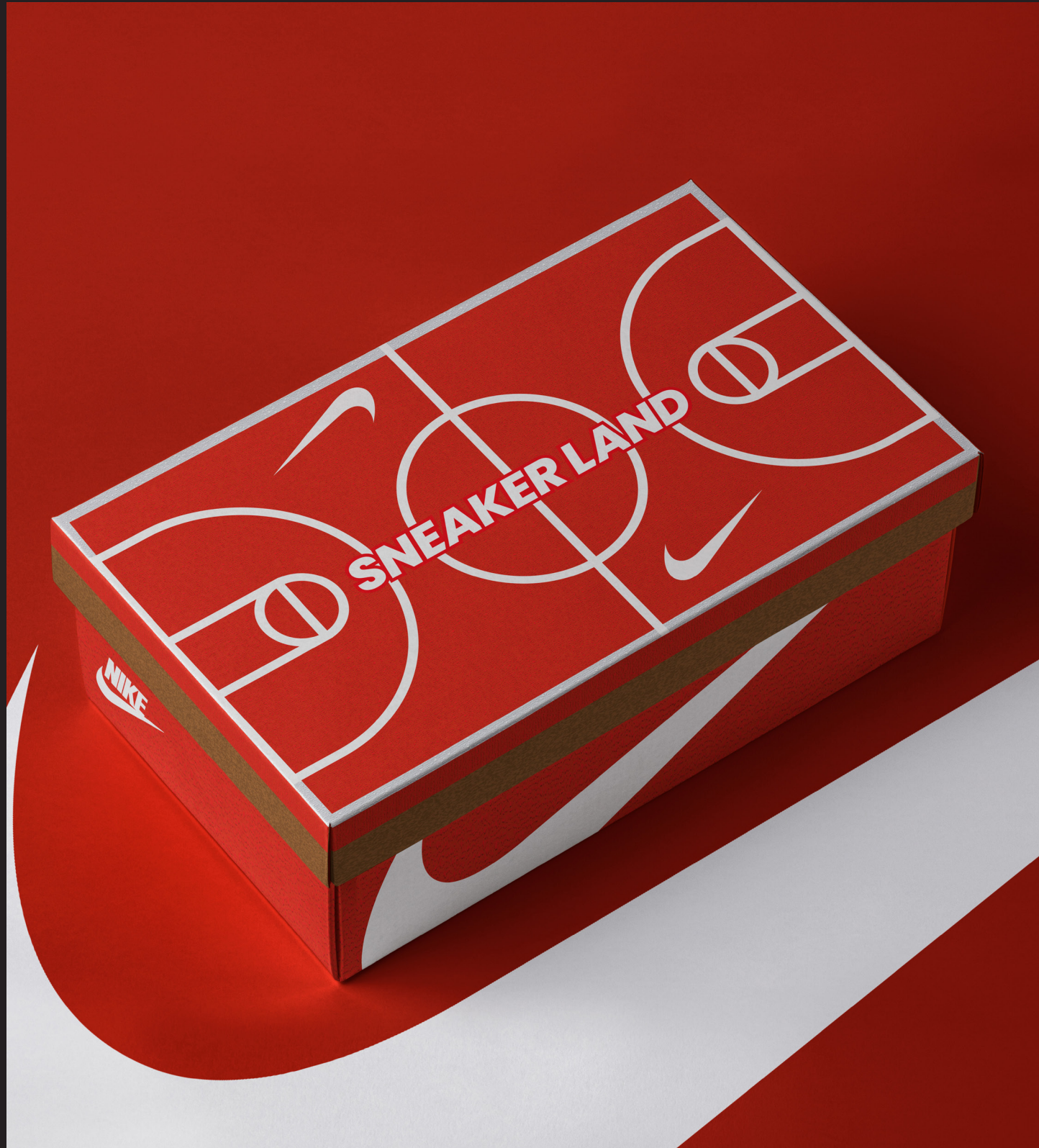
The end result was a series of distinctive and vibrant shoe boxes that successfully captured the essence of each brand, while also reinforcing the Sneaker Land identity. The textured designs provided an immersive and tangible unboxing experience for the customer, effectively bringing the isometric illustrations to reality.

The project was a testament to the power of innovative packaging in enhancing brand perception and customer experience.



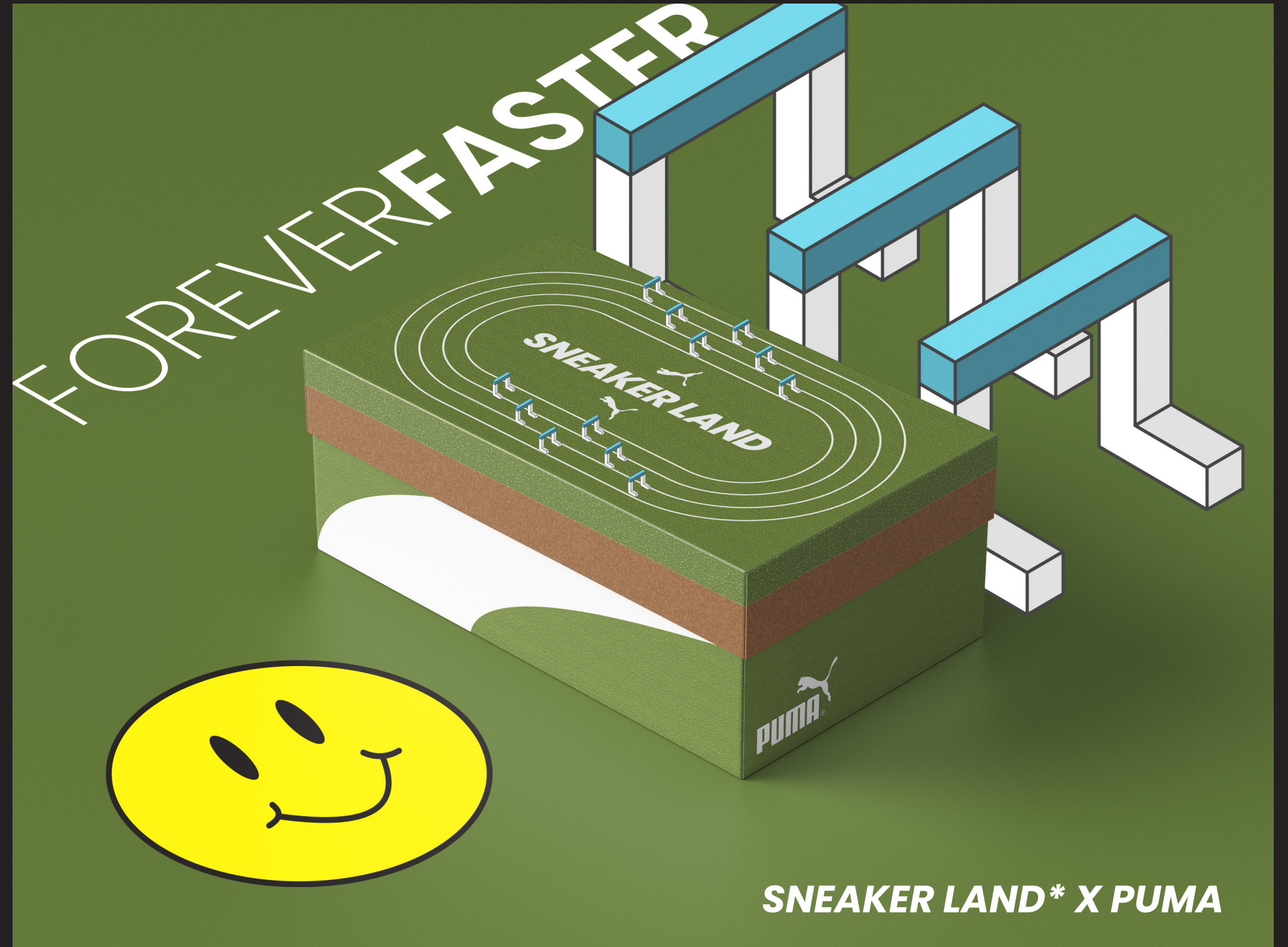
RESULTS

Mockups



RESULTS

Mockups



SNEAKER LAND* X PUMA

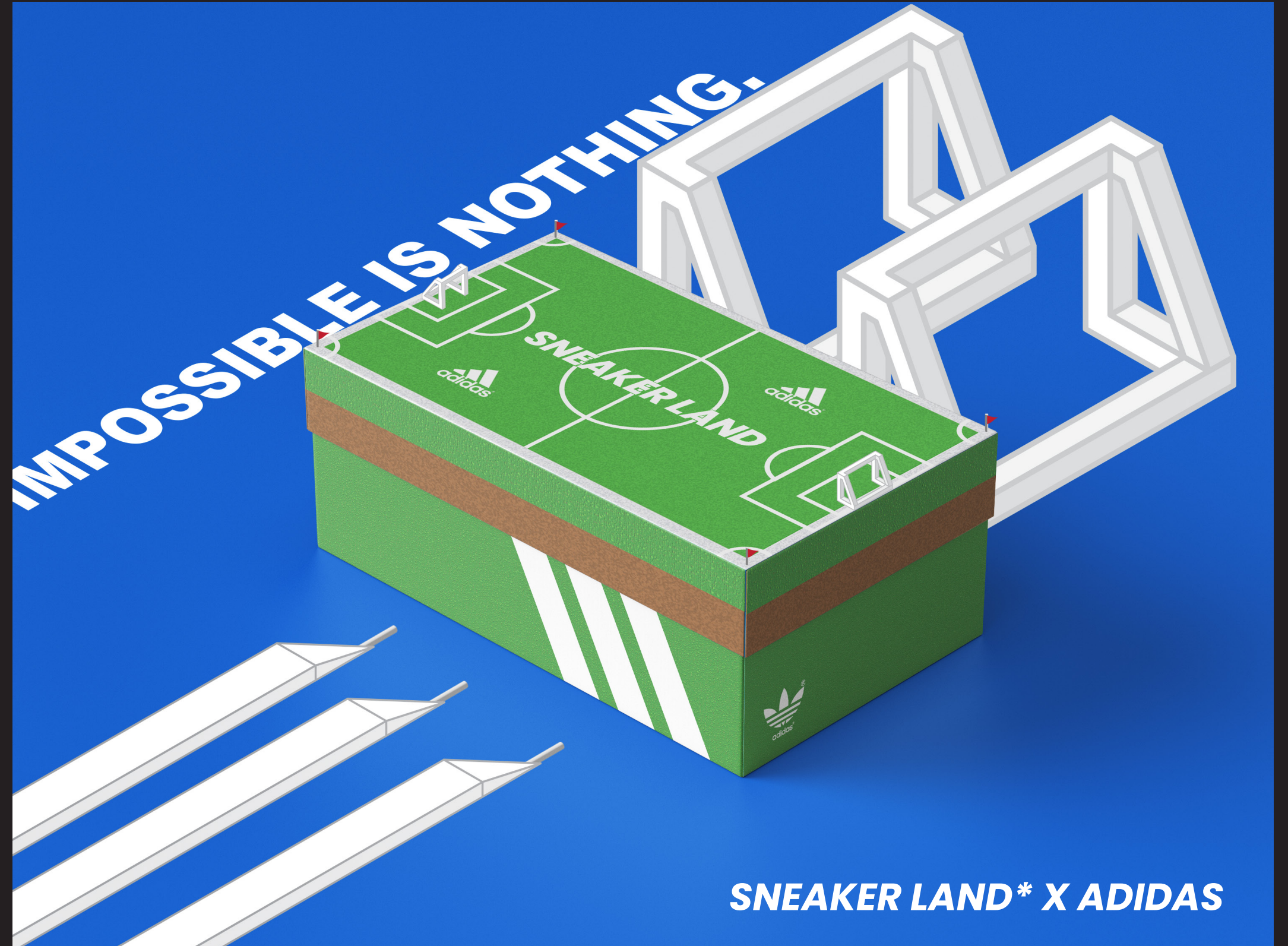
RESULTS

Mockups



RESULTS

Mockups



*Let's Get In
Touch!*



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