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Packaging Design





Packaging Design

NBA / Golden State Warriors / Jersey Launch

With technology advances and material construction, Adidas, along with the Golden State Warriors, wanted to push the edge of innovation and performance by designing a short-sleeve jersey that was lighter than the regular tank-top style jersey. We also created a packaging design that would debut and reveal this new look along with its story.

Jason Weeks / Art Direction / Design
Client / NBA / Golden Satate Warriors / adidas





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