

1/6 **Life's a circus**

A fun and colorful circus-edition of the Victorinox knife.



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What is the story behind your design?

I'm all about the ease and freshness of a handy tool, by giving it a fun appearance to look at. For me it's about the joy, whilst using it. So i wanted to do something unseen with matching colors and a well fitting form for the shape of the knife.

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Is there a connection between your design and the Victorinox brand?

I think Victorinox' aim to dress a classic knife in a new robe, is what i did with my new interpretation of a "classic" circus theme.

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Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

I've done that!

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Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock is accepted. See "mandatory requirements" (in the Brief) for details.

No.

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Creative's profile



FranziMei PRO
Designstudent

Creative's top 5 skills

Graphic Design, Illustration, Photography