

1/6 **hipster tattoos**

2016 year of independent thinking, an appreciation of art, creativity, intelligence and cool tattoos



Solution

Hipsters are a subculture of men and women typically in their 20's and 30's that value independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity, intelligence, and witty banter. There are more and more people who think different and the Anti-hipster sentiment often comes from people who simply can't keep up with social change and are envious of those who can. The tattoos shows some special characteristics of Victorinox.

Status: 19.06.2018

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What is the story behind your design?

Although hipsters are technically conformists within their own subculture, in comparison to the much larger mainstream mass, they are pioneers and leaders of the latest cultural trends and ideals. A hipster is someone that's eager to learn, to see—and yes—even to do. Being a hipster means you're part of a subculture. That is why we think that this knife design fits perfectly to the Limited Edition 2016.

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

Yes :)

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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.

We are from germany and prague/mexico

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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



oxelot PRO
Designer

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design,
Communication Concept

Collaborators



DENKdifferent PRO
Art-Director, Mother, Survival Fighter