

1/9 **The way of luck - Ladybird**

Ladybirds are crawling around the little knife.



ID: 54288. Last updated: 31.08.2016

**Solution**

On one side is a beetle on a culm - ready to take off. If you turn the knife, several bugs will crawling around.

Status: 15.06.2018

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## The way of luck - Ladybird

Ladybirds are crawling around the little knife.

Which animal(s) did you choose as a visual and why?

A Ladybird, because it's a symbol of luck.

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What culture or region does the animal stand for?

europa - germany

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What story does your design tell?

When you are hiking a lot, it's always nice to have a lucky charm beside you.

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What style did you choose for your design and why?

half realistic - half comic - it works fine with nature.

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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.

germany

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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 material is accepted. See "Guidelines, regulations & comments" (in the brief)

no

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To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

Hi! I'm Julian (29) from Berlin - Germany. I work here as an interior designer, but I also like to draw illustrations. I created this design for Victorinox cause I think It's always nice to have a lucky charm around you.



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Creative's profile



**Juliano**  
Produktdesigner

Creative's top 5 skills

Illustration, Product Design