

1/2 Victorinox Sushi

Sake Sushi matches the form and size of the Swiss Army Knife by Victorinox.



Solution

In pursuit of creating a design that resembles food commonly associated by the target group with a recreational activity and individual freedom, in today's urban jungle, I came up with the design of Sake Sushi for the Victorinox Swiss Army Knife 2019. The familiar and positively connotated sight of sushi is guaranteed to trigger spontaneous purchases. The idea was realized in Adobe Illustrator and Adobe Photoshop.

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Creative's profile



tyler **PRO**

Creative's top 5 skills

Copy Writing, Graphic Design