



WHAT

The creation of the iTravel identity tag which is a gadget used to promote the new iTravel collection by Lanificio F.lli Cerruti.

HOW

This luggage identity tag has been created from very high quality plastic and silk screening which contains a mini catalogue of the new collection.

WHY

Since the collection iTravel is dedicated to travelers, we utilized the concept of identity tags to give this luxury project a personalized feeling.