

Packaged to impress

Fashion made from packaging? Don't mind if I do! 'Verpackte Mode' (lit. packaged fashion) was developed in association with designer Bettina Reichl and is continuing to push fashion items made from packaging material into the spotlight.



'Verpackte Mode' provides a somewhat unconventional perspective on packaging material. The question that brought VPZ and designer Bettina Reichl closer together was simple. "How can we create fashion items from packaging material?" The first step towards answering this was taken on the company's 10th anniversary. Originally intended as a one-off fashion show, 'well-packaged' models walked down the catwalk in the VPZ warehouse dressed in industrial chic. This subsequently gave rise to VPZ's creative workshop, which has since staged the 'Verpackte Mode' fashion show more than 30 times in Austria. The show is commissioned by Austrian companies, which use this unconventional fashion show to attract media attention to themselves or to their guests. Since then, the creative workshop is a well-established division within VPZ, whose work extends well beyond the PR field. Their area of expertise also includes packaging design, which is a service much sought after by customers.