



The Big Book of Bags, Tags, and Labels

Cristian Campos

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The Big Book of Bags, Tags, and Labels is a fully illustrated design showcase of the most eye-catching fashion labels, shopping bags, and tags from around the world. In this new entry in the Big Book series, design writer Christian Campos, editor-in-chief of *H Magazine*, offers ideas and inspiration for bag, tag, and label designers trying to marry name recognition and branding with unique design.



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