

Sticky shoe

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Scotch - the famous adhesive producer - has launched a shoe-shaped tape holder. Simple, cheap and funny, it's the perfect sticky tape holder for fashionistas.

Why it matters

The product itself has very functional uses. Yet the brand has decided to use emotional drivers and address a cluster of its audience in a tailored and unexpected way. Will we start seeing more aesthetic designs introduced to what are usually known as pure functional products?

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