BOND N°9 BROOKLYN EDITION



Properties list:

collector packaging
end-user packaging
women
single product
update
flacon
cosmetics, beauty and toiletries
glass and ceramics
pop
unusual visual association
typographical texture
identity by shape

The Brooklyn bottle's design marks a first for the iconic Bond No. 9 superstar flacon: decorated directly onto the transparent glass surface with edgy, urban, handwritten script. With the words BROOKLYN and BOND NO. 9 spelled out in a vivid array of colors, this is an example of contemporary street art with a message. In fact, the dynamic lettering transcends the Bond No. 9 centrepiece token logo it's meant to be enclosed in-and almost seems to take off beyond the curved and angled shape of the bottle itself.

Reference: http://www.bondno9.com/whats-new/new-collections/new-fragrance-launch-brooklyn

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