

COCA-COLA LIGHT BY ROBERTO CAVALLI



Properties list:

limited edition packaging
glass and ceramics
end-user packaging
range of products
bottle
soft drinks
transgressive
pop
unusual visual association
smooth
identity by textures and patterns

The Coca-Cola Company commissioned Roberto Cavalli to create three limited edition bottles of Coca-Cola Light (Diet Coke) in Italy. The bottles features Cavalli's signature animal print (leopard and zebra) and are designed to look as if the bottle is in a Cavalli dress. Only 100.000 bottles of each design were made and were available exclusively in a selection of restaurants and bars in Italy.

Reference: <http://www.sybarites.org/2008/08/coca-cola-light-by-roberto-cavalli/>

Credits:

Country: Italy

Year: 2008

Designer: Roberto Cavalli

Other images:

