

# COCA-COLA LIGHT BY ROBERTO CAVALLI

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## 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.

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

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## Credits:

**Country:** Italy

**Year:** 2008

**Designer:** Roberto Cavalli

Other images:

