

RGX BODY SPRAY



Properties list:

range of products
cosmetics, beauty and toiletries
flacon
metals
high-tech
identity by system of colour

RGX is a new line of men's fragrances. The Dial Corporation engaged Wallace Church to design the package for their new RGX body spray. The project was inspired by the elements that are critical to a young guy's active lifestyle: cell phones, iPods, sports and energy drinks. A titanium skin, iconic logo and vibrant accent colours are characteristics of the new package.

Reference: <http://www.rgxlife.com>

Credits:

Country: United States of America

Year: 2007

Agency: Wallace Church

Award: PentAwards Platinum Award "Best of the category body", 2007

Other images: