

# HEINEKEN LUXURY BOTTLE

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## Properties list:

women  
men  
new product  
alcohols and spirits  
bottle  
metals  
contemporary  
metallic  
identity by shape

Redesign of the Heineken bottle by Ora-Ito, a limited edition for summer 2002. The bottle, entirely in aluminium, evokes the classical Heineken shape, but with a more softer and more elegant line, according to the codes of contemporary design.

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Reference: <http://www.ora-ito.com>

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## Credits:

**Country:** France

**Year:** 2002

**Agency:** Ora-Ito

Studio

**Designer:** Ito Morabito

**Award:** Oscar for the best packaging, 2002

Other images:

