

HEINEKEN LUXURY BOTTLE



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.

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

Credits:

Country: France

Year: 2002

Agency: Ora-Ito

Studio

Designer: Ito Morabito

Award: Oscar for the best packaging, 2002

Other images:

