ABSOLUT COLORS



Properties list:

end-user packaging
limited edition packaging
packaging as a new medium
adults
single product
extra-use of packaging
new product
alcohols and spirits
bottle
glass and ceramics
pop
contemporary
identity by shape
identity by colour

Inspired by the famous rainbow flag, the overarching symbol of the LGBT community first designed by Gilbert Baker in 1978, Absolut launch an initiative on support of the the lesbians and gay rights movements: Absolut Colors.

Reference: http://www.absolut.com/colors

Credits:

Year: 2008

Country: Sweden

User: V&S Absolut Spirits

Other images:

