BLOSSA GLÃ-GG



Properties list:

collector packaging
limited edition packaging
contemporary
adults
end-user packaging
single product
update
alcohols and spirits
other shapes
bottle
glass and ceramics
identity by typography
identity by system of colour

Every year Blossa releases a new, limited edition bottle of a Glögg, a Scandinavian mulled w ine, sweetened with honey, molasses or sugar, and imbued with fruit extracts and spices. Each limited edition is characterized by a specific colour (e.g. blue for the 2008 e dition) and a specific graphical representation of the year number (e.g. 08).

Reference: http://www.blossa.se http://www.bvd.se/en/news-28-01.htm

Credits:

Country: Sweden Year: 2003 Agency: BVD User: V&S Group

Designers: Mia Heijkenskjöld, Sofia Ekvall

Other images:





