

JEAN PAUL GAULTIER COCA-COLA



Properties list:

- identity by textures and patterns
- limited edition packaging
- end-user packaging
- range of products
- update
- soft drinks
- bottle
- can and tin
- metals
- transgressive
- unusual visual association

The two bottles are designed in the Jean Paul Gaultier's couturier signature blue-and-white Breton sailor stripes, corsets, and unique tattoos. Following the limited edition Diet Coke bottle, Diet Coke has unveiled exclusive 'Night & Day' cans. This is the first time in the beverage brand's history that a design collaboration has been translated onto its 330ml cans. The 'Night' can features Gaultier's iconic corset and cone bra design; while the 'Day' can, Gaultier's signature Breton blue-and-white stripes.

Reference: <http://designtaxi.com/news/353007/Jean-Paul-Gaultier-Dresses-Up-Diet-Coke-Cans/>

Credits:

Country: United States of America

Year: 2012

User: Coca Cola

Designer: Jean Paul Gaultier

Other images:

