

# JEAN PAUL GAULTIER COCA-COLA

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## 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.

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

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## Credits:

**Country:** United States of America

**Year:** 2012

**User:** Coca Cola

**Designer:** Jean Paul Gaultier

Other images:

