

# FLEUR RUM

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## Properties list:

adults  
end-user packaging  
concept  
alcohols and spirits  
bottle  
textured  
debossed, embossed  
identity by typography

Student project for a bottle of rum, characterized by the use of texture and typography to give a new image, different from the usual spirits bottles.

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Reference: <http://share.snacktools.com/59F8D9EC5A8/fumfb8ip>

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## Credits:

**Country:** Sweden

**Year:** 2013

**School:** Berghs School of Communication

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Other images: