

COMME DES GARÇONS



Properties list:

- range of products
- new product
- cosmetics, beauty and toiletries
- pouch
- other shapes
- box
- bottle
- plastics
- glass and ceramics
- contemporary
- transparent
- identity by typography
- identity by packing process
- end-user packaging

A series of French perfume packages appeal to the senses of Glenn Kiernen at JKR. "I first saw the Comme des Garçons Parfums editions in the late-90s, and found them to be so strikingly different to anything else within the sector that I have admired them ever since. They're so 'random' in their approach and are a testament to pure design". The special limited edition versions of the perfumes released every year around Christmas-time always offer a new expression of the existing bottle, or clothes the bottle in some manner. The outer packaging then varies each time according to the execution. Each different edition seems to work, and remains desirable and 'new'. Comme des Garçons packaging is a purist form of packaging, as indulgent as it is beautiful, and for that reason it's an inspiration.

Reference: [Arts Project Packaging Design N.109 - April 2008](#)

Credits:

Country: UK

Agency: JKR Jones Knowles Ritchie

Designer: Glenn Kiernan

Other images:

