



## Properties list:

- identity by typography
- metallic
- transparent
- contemporary
- minimal
- glass and ceramics
- metals
- bottle
- can and tin
- beer
- update
- range of products
- end-user packaging
- adults
- ready to use
- limited edition packaging
- reusability

Brasseries Kronenbourg teamed up with Crown and world-renowned contemporary designer, Philippe Starck, to launch a stylish 50cl aluminum promotional can. The can is decorated with a unique ink developed by Crown specifically for this project. The eye-catching silver ink creates a "pearl-like" quality when rotated under light. The resulting effect adds a luxury appeal to the well-known Kronenbourg brand. The promotional package also features a chic cap that further differentiates the product on store shelves.

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**Reference:** <http://www.starck.com/en/design/editeurs/1664/>

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## Credits:

**Country:** France

**Year:** 2004

**User:** Brasseries Kronenbourg

**Producer:** Crown

**Designer:** Philippe Starck

Other images:

