



Properties list:

- end-user packaging
- single product
- new product
- cosmetics, beauty and toiletries
- flacon
- plastics
- glass and ceramics
- minimal
- contemporary
- transparent
- smooth
- identity by system of colour
- identity by typography
- identity by shape

A bottle which is truly innovative in terms of its shape and material. Made of heavy glass, shown by the high central part of the base it is covered up to the neck (including the stopper) by a soft white plastic which accentuates the extreme shape and plays hide-and-seek with the underlying transparency, revealed by the initials of the name embossed on the surface. The metallic box is also highly evocative, suggesting a cloudy sky in a "second Life" landscape dominated by the blue logo.

Reference: [ItaliaImballaggio N.3 March 2008](#)

Credits:

Agency: Ready Made Projects

Designer: Stephen Burks

Other images:

