## SNIFF THE SHIRT



## Properties list:

range of products
new product
clothes and accessories
bottle
glass and ceramics
ironic
contemporary
unusual structural association
transparent
end-user packaging
reusability

Sniff the Shirt is a new brand that wants to create a relaxing exprerience through four different fragrances put on clothes: the bottle is made of glass and can contain a scarf or a t-shirt that will release a light perfume. After the use, the scarf needs to stay again in the bottle for 24 hours to regain all the strenght of the fragrance. This represents a new way to pack fashion objects enhancing the possibility to reuse the bottle and the importance of the smell of the product and the packaging.

Reference: http://snifftheshirt.blogspot.it/

## Credits:

Country: Italy Year: 2009 User: Sniff the

shirt

## Other images:



