

# SNIFF THE SHIRT

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## 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 experience 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 strength 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.

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

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## Credits:

**Country:** Italy

**Year:** 2009

**User:** Sniff the  
shirt

Other images:

