

FLOWER BOMB



Properties list:

- cosmetics, beauty and toiletries
- other shapes
- flacon
- plastics
- glass and ceramics
- identity by shape
- ironic
- luxury
- unusual visual association
- unusual structural association
- transparent
- new product
- single product
- end-user packaging
- women

Given that beauty is a - sometimes deadly - weapon - emerging stylists Viktor & Rolf have chosen to put it in a "casket" with radical shades. A grenade to let off in the name of a dream, a flower bomb to intoxicate with its charm and voluptuousness. The multi faceted container is not "easy", just as the opulent and dizzying perfume is complex, in homage to the splendour of the great "jus" of the past.

Reference: [ItaliaImballaggio N.3 April 2006](#)

Credits:

Year: 2006

Agency: Baron & Baron

Designer: Fabien Baron

Other images:

