

CHEAP AND CHIC MOSCHINO I LOVE LOVE



Properties list:

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

Can formal, conventions as usual, Moschino invites us to look elsewhere. I Love Love is the scent for the woman who is in love with life, for whom irony is a secret weapon. Once again the maison's testimonial is Olivia who, unlike in the cartoons, has begun to wear the multicoloured clothes of the "cheap and chic" woman, and has lent her own unmistakable silhouette to the bottle: light blue satiny glass base, orange and yellow - almost metropolitan - graffiti for the "bodice" of a summer dress, shiny orange plastic stopper. The same features are repeated on the semitransparent cardboard carton.

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

Credits:

Year: 2006

Other images: