

ROMEO GIGLI MAN



Properties list:

- men
- end-user packaging
- single product
- new product
- cosmetics, beauty and toiletries
- plastics
- glass and ceramics
- unusual visual association
- transparent
- identity by typography
- bottle

Travels "I will say nothing, I will not think of anything: but infinite love will rise in my soul. And I will go further, a lot further, like a gypsy, in nature - happy as if with a woman". This is the spiritual and sensual voyage evoked by Rimbaud, that has inspired Gigli for his new man's perfume. A cultured reference (as ever), incarnated in a very physical decoration: the poem, transcribed in a beautiful calligraphy, covers the face of the die in imitation corrugated cardboard, and it is silkscreened in black on the back of the linear flacon, to be read through the light of the glass.

Reference: [ItaliaImballaggio N.3 March 2005](#)

Credits:

Designer:
Serge
Mansau,
Exergue

Other images: