SMIRNOFF ICE



Properties list:

update alcohols and spirits bottle glass and ceramics transparent identity by shape single product end-user packaging

Anew bottle for Smirnoff Ice: as a change to the linear profile of the former pack, the shoulder is not definitely sloped (with rich decoration) and the body is slightly tapered towards the bottom, resisting on a wire, strong base. The general impression of solidity is stressed by the shortened neck.

Reference: ItaliaImballaggio N.3 March 2005

Credits:

Year: 2005 Agency: Landor Associates Other images: