

SMIRNOFF ICE



Properties list:

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

A new 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, resting on a wide, 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: