COCA-COLA LIGHT BY NATHALIE RYKIEL



Properties list:

new product bottle soft drinks labels and sleeves plastics glass and ceramics pop contemporary identity by shape single product end-user packaging identity by typography identity by textures and patterns identity by system of colour identity by colour

Coca-Cola asked Nathalie Rykiel, president and artistic director of Sonia Rykiel, to revisit the packaging of Coca-Cola Light for a limited edition (60,000 bottles were produced). The result is a silhouette, striped, black, pink, yellow, orange and purple.

Reference: http://www.bkrw.com/news/coca-cola-light-x-nathalie-rykiel.html

Credits:

Year: 2008

Designer: Nathalie Rykiel

Other images:



