

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:

