

EFFEN VODKA



Properties list:

- new product
- alcohols and spirits
- labels and sleeves
- bottle
- glass and ceramics
- minimal
- transparent
- identity by shape
- identity by typography
- single product
- end-user packaging

The Effen Vodka package was developed with form meets function in mind. The bartender experts considered the bottle's shape diameter, and material in creating the most practical design. The resulting bottle not only boasts a sleek, modern design but is easy to handle and functions to keep the liquid colder, longer.

Beautiful, sleek and simple design. Bottles designed by Cahan & Associates, holiday packs designed by Arlo?.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Köln, 2008](#)

Credits:

Year: 2004

Agency: Cahan & associates

Designer: Michael Braley, Todd Simmons

Other images:

