

# BOND NÂ°9 BROOKLYN EDITION

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## Properties list:

- collector packaging
- end-user packaging
- women
- single product
- update
- flacon
- cosmetics, beauty and toiletries
- glass and ceramics
- pop
- unusual visual association
- typographical texture
- identity by shape

The Brooklyn bottle's design marks a first for the iconic Bond No. 9 superstar flacon: decorated directly onto the transparent glass surface with edgy, urban, handwritten script. With the words BROOKLYN and BOND NO. 9 spelled out in a vivid array of colors, this is an example of contemporary street art with a message. In fact, the dynamic lettering transcends the Bond No. 9 centrepiece token logo it's meant to be enclosed in-and almost seems to take off beyond the curved and angled shape of the bottle itself.

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Reference: <http://www.bondno9.com/whats-new/new-collections/new-fragrance-launch-brooklyn>

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## Credits:

**Country:** United States of America

**Year:** 2009

Other images: