

PERRIER FLUO



Properties list:
end-user packaging
range of products
new product
soft drinks
bottle
plastics
pop
fluorescent
identity by shape
identity by system of colour

Bottle for an aromatized water, that can be seen also in semidarkness thanks to the aluminium surfaces reflecting the light. A different coloured version of the bottle was designed for each flavour of this Perrier product: light blue for mint, yellow for lemon and ginger, rose for cherry.

Reference: [L'espresso, n°25 - June 2003](#)

Credits:

Country: France

Year: 2007

Agency: Dragon Rouge

Other images: