

# ABSOLUT COLORS

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## Properties list:

- end-user packaging
- limited edition packaging
- packaging as a new medium
- adults
- single product
- extra-use of packaging
- new product
- alcohols and spirits
- bottle
- glass and ceramics
- pop
- contemporary
- identity by shape
- identity by colour

Inspired by the famous rainbow flag, the overarching symbol of the LGBT community first designed by Gilbert Baker in 1978, Absolut launch an initiative on support of the the lesbians and gay rights movements: Absolut Colors.

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Reference: <http://www.absolut.com/colors>

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## Credits:

**Country:** Sweden

**Year:** 2008

**User:** V&S Absolut Spirits

Other images:

