GIN MARE



Properties list:

bottle
plastics
glass and ceramics
luxury
contemporary
identity by shape
identity by illustration
identity by abstract shapes
alcohols and spirits
new product
single product
end-user packaging
adults

The design of the bottle combines the straight and curvy ways with white and blue reflexes that suggest a synthesis between sea and sky, water and foam. A singular bottle stopper wraps around all the neck of the bottle, thus strengthening its Premium character.

Reference: http://www.seriesnemo.es/index.php?/vinos/gin-mare/ http://www.seriesz.com/2010/03/23/gin-mare-best-

pack-2010/

Credits:

Country: Spain Year: 2010

Agency: SeriesNemo

Awards: Bestpack Award, 2010, Barcelona World Spirits Competition Award, 2010, San

Francisco

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