COMME DES GARÇONS



Properties list:

range of products
new product
cosmetics, beauty and toiletries
pouch
other shapes
box
bottle
plastics
glass and ceramics
contemporary
transparent
identity by typography
identity by packing process
end-user packaging

A series of French perfume packages appeal to the senses of Glenn Kiernen at JKR. "I first saw the Comme des Garcons Parfums editions in the late-90s, ans found them to be so strikingly different to anything else within the sector that I have admired them ever since. They're so 'random' in their approach and are a testament to pure design". The special limited edition versions of the prfumes released every year around Christmas-time always offer a new expression of the existing bottle, or clothes the bottle in some manner. The outer packaging then varies each time according to the execution. Each different edition seems to work, and remains desiderable and 'new'. Comme des Garcons packaging is a purist form of packaging, as indulgent as it is beautiful, and for that reason it's an inspiration.

Reference: Arts Project Packaging Design N.109 - April 2008

Credits:

Country: UK

Agency: JKR Jones Knowles Ritchie

Designer: Glenn Kiernan

Other images:











