

**Properties list:**

identity by typography
metallic
transparent
contemporary
minimal
glass and ceramics
metals
bottle
can and tin
beer
update
range of products
end-user packaging
adults
ready to use
limited edition packaging
reusability

Brasseries Kronenbourg teamed up with Crown and world-renowned contemporary designer, Philippe Starck, to launch a stylish 50cl aluminum promotional can. The can is decorated with a unique ink developed by Crown specifically for this project. The eye-catching silver ink creates a "pearl-like" quality when rotated under light. The resulting effect adds a luxury appeal to the well-known Kronenbourg brand. The promotional package also features a chic cap that further differentiates the product on store shelves.

Reference: <http://www.starck.com/en/design/editeurs/1664/>

Credits:

Country: France

Year: 2004

User: Brasseries Kronenbourg

Producer: Crown

Designer: Philippe Starck

Other images:

