## **SMIRNOFF ICE**



## Properties list:

update
alcohols and spirits
bottle
glass and ceramics
transparent
identity by shape
single product
end-user packaging

Anew bottle for Smirnoff Ice: as a change to the linear profile of the former pack, the shoulder is not definitely sloped (with rich decoration) and the body is slightly tapered towards the bottom, resisting on a wire, strong base. The general impression of solidity is stressed by the shortened neck.

Reference: ItaliaImballaggio N.3 March 2005

Credits:

**Year:** 2005

Agency: Landor Associates

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