

# COCA-COLA LIGHT BY NATHALIE RYKIEL

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## Properties list:

new product  
bottle  
soft drinks  
labels and sleeves  
plastics  
glass and ceramics  
pop  
contemporary  
identity by shape  
single product  
end-user packaging  
identity by typography  
identity by textures and patterns  
identity by system of colour  
identity by colour

Coca-Cola asked Nathalie Rykiel, president and artistic director of Sonia Rykiel, to revisit the packaging of Coca-Cola Light for a limited edition (60,000 bottles were produced). The result is a silhouette, striped, black, pink, yellow, orange and purple.

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Reference: <http://www.bkrw.com/news/coca-cola-light-x-nathalie-rykiel.html>

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## Credits:

**Year:** 2008

**Designer:** Nathalie Rykiel

Other images:

