

EVIAN JEAN PRÊT-À-PORTER BY PAUL GAUTIER



Properties list:

- event packaging
- limited edition packaging
- end-user packaging
- single product
- new product
- water
- additional structural elements
- glass and ceramics
- bottle
- transparent
- identity by shape
- identity by typography

"By playing on both the infinitely small and the infinitely large, Jean Paul Gaultier invites us to capture the ineffable in this exceptional water, pure and precious, like the simplest expression of timeless modernity. Jean Paul Gaultier uses two unique creations - a 'Prêt-à-porter' and an 'Haute Couture' version - to crystallise the very essence of Evian water with his wondrous talent.

Pret a porter. Creation simply pure...

With giant crystals revealing a shimmering gown, oversized letters generously enveloping the bottle and a play on transparency and optical illusions... this special edition Evian bottle offers an extravagant celebration of the simplicity of pure beauty.

Magnified by a unique colour so very much his own, the majestic blue that offers a subtle reminder of a famous marinière, the Evian Prêt-à-porter version by Jean Paul Gaultier is already widely coveted and will soon be gracing every table. To be appreciated alone or as a pair, these playful and lively objects emphasise the clearness of the meeting between the designer and his source of inspiration, Evian natural mineral water."

Reference: <http://www.evianjeanpaulgaultier.com/>

Credits:

Country: France

Year: 2008

Producer: O-I

Designer: Jean Paul Gaultier

Other images:

