## KARLSSON'S VODKA



## Properties list:

end-user packaging
single product
update
labels and sleeves
bottle
contemporary
unusual visual association
unusual structural association
transparent
limited edition packaging
identity by shape
glass and ceramics
alcohols and spirits
identity by typography

From <u>Karlsson Vodka</u> website: "The first KARLSSON?S VODKA bottle was ma nufactured at the Saint-Gobain factory in France where the traditions of the glass industry dates all the way back to the 18th century. The mirrors of Versailles were made here as well as the Louvre?s modern pyramid. Today Saint-Gobain is the world's largest factory for fine glass production and the KARLSSON?S VODKA bottle is not an exception. The bottle was produced using sand exclusively from the Fontainebleau forest to ensure crystal clearness."

Reference: http://www.karlssonsvodka.com,

Credits:

**Country: SWEDEN** 

## Other images:



