COCA-COLA LIGHT TRIBUTE TO FASHION



Properties list:

event packaging
limited edition packaging
range of products
end-user packaging
new product
soft drinks
bottle
metals
transgressive
pop
unusual visual association
unusual structural association
smooth
identity by textures and patterns

Eight Italian fashion designers, only women, have teamed with The Coca-Cola Company for fund raising campaign in support of the victims of the earthquake in Abruzzo, Italy. Donatella Versace, Alberta Ferretti, Anna Molinari for Blumarine, Veronica Etro, Silvia Venturini for Fendi, Consuelo Castiglioni for Marni, Angela Missoni and Rossella Jardini for Moschino dressed the Coca-Cola Light's "Contour" bottle (Diet Coke) and sold them at auction during the "Tribute to Fashion" show in Milan. Each bottle communicates the personality and the style of each designers, by the use of colours or other graphical and structural elements.

Reference: http://www.luxuo.com/design/coca-cola-light-fashion-designer.html

Credits:

Country: Italy
Year: 2009

Designers: Alberta Ferretti, Anna Molinari, Veronica Etro, Silvia Venturini, Consuelo Castiglioni, Angela Missoni, Rossella Jardini, Donatella Versace

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