BLIW BUBBLE EDITION



Properties list:

range of products
end-user packaging
product accessibility
update
cosmetics, beauty and toiletries
dispensing systems
flacon
plastics
contemporary
identity by shape
identity by illustration
identity by system of colour

Launched in 1968, Bliw was the first ever liquid soap to be sold in stores. The formula, design and colour of the product have evolved over the years. In 2002, the round bubble shaped container became even rounder in design, thanks to Alessi designer Stefano Giovannoni and in 2005 the first bubble created through a design collaboration with Nordic designers was launched. In the spring 2009 Bliw was relaunched with a new design and with new fragrances and at the same time Bliw became eco-labelled.

Reference: http://www.bliw.se

Credits:

Country: Sweden
Year: 2009
Agency: Alessi
User: Cederroth

Designer: Stefano Giovannoni

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