# ROMEO GIGLI MAN




Properties list:

men
end-user packaging
single product
new product
cosmetics, beauty and toiletries
plastics
glass and ceramics
unusual visual association
transparent
identity by typography
bottle

Travels "I will say nothing, I will not think of anything: but infinite love will rise in my s oul. And I will go further, a lot further, like a gypsy, in nature - happy as if with a woman". This is the spiritual and sensual voyage eviked by Rimbaud, that has inspierd Gigli for his new man's perfume. A cultured reference (as ever), incarnated in a avery physical decoration: the poem, transcribed in a beautiful calligraphy, covers tha face of the die in imitation corrugated cardboard, and it is silkscreened in black on the back of the linear flacon, to be read through the light of the glass.

Reference: ItaliaImballaggio N.3 March 2005

Credits:

Designer:
Serge
Mansau,
Exergue

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