EVIAN JEAN PRÃŠT-Ã€-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-port er' and an ?Haute Couture' version - to crystallise the very essence of Evian water with his wo nted 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 alr eady 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 Gautier

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