EFFEN VODKA

Properties list:
new product
alcohols and spirits
labels and sleeves
bottle
glass and ceramics
minimal
transparent
identity by shape
identity by typography
single product
end-user packaging

The Effen Vodka package was developed with form meets function in mind. The bartender experts considered the bottle's shape diameter, and material in creating the most pratical design. The resulting bottle not only boasts a sleek, modern design but is easly to handle and functions to keep the liquid colder, longer.

Beautiful, sleek and simple design. Bottles designed by Cahan & Associates, holiday packs designed by Arlo?.

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

Year: 2004
Agency: Cahan & associates

Designer: Michael Braley, Todd Simmons

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