

Absolut releases new bottle design

Absolut has redesigned its bottle due for release worldwide in fall/winter 2015.



The new bottle is a transformation of the original, featuring an updated two line logo, a new script, a redesigned medallion, reduced glass weight and a new brand signifier. To update the bottle, Absolut brought together a group of creatives including a master illustrator and master calligrapher, each adding their mark to the new bottle through their own pursuit of perfection.

The bottle refresh was done in collaboration with Brand Union, which accepted the challenge to create an icon for the future. One of the most significant updates was to add a brand signifier to the back of the bottle, adding a bold, new short hand for the Absolut brand. The iconic shape of the bottle has been strengthened to feature more clearly defined shoulders, straightened neck and body, and a flattened bottom, while also using a reduced glass weight to minimise environmental impact.

Martin Mörck, illustrator and engraver, adds, "The seal on the bottle features a portrait of Lars Olsson Smith, the founder of Absolut who pioneered the continuous distillation process. To pay homage to the man himself, we tried new ideas repeatedly until we found the perfect interpretation - a bold image which depicts Lars Olsson Smith at the height of his success."

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