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Bottle Design: Beer, Wine, Spirits

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Bottle Design: Beer, Wine, Spirits presents the finest in international contemporary and classic bottle design. More than 200 bottle designs submitted by designers, breweries, microbreweries and wineries in response to an international call-for-entries are reproduced here in full color. Michel Roux, President and CEO of Carillon importers, and key strategist behind the famed Absolut campaign, shares his experiences in an interview with Veronique Vienne. Informative essays by top designers and their clients in the beer, wine and spirits industries provide valuable insight into the history of bottle design and contemporary marketing and design trends. Detailed creative credits and descriptions of the design strategies complement the images. Indices of creative and art directors, designers, photographers, illustrators and clients make Bottle Design: Beer, Wine, Spirits an essential reference and resource for all those interested in outstanding bottle design.