

## 1/2 feeling is believing

a haptic experience of premium vodka



### Solution

using not only the visual beauty which a bottle can have, but also in the way it feels in your hands to promote the "premium effect". it gives the customer an experience of quality.

### body

- a mixture of sparkling and frosted glass
- the bottles form is unique and striking to the eye.

### closure

- made from fragmented glass which is polished into a cone form
- there are tiny grooves on the surface to improve grip for opening
- the closure is screwed into the inside of the body's neck (see third slide)

this is "the true one".

Bottle Battle

2/2

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Creative's profile



**graffika** PRO  
Designer

Creative's top 5 skills

Graphic Design, Illustration

Collaborators



**Eva Wolkersdorfer** PRO  
Web Graphic Designer  
Dunakeszi, Hungary