

BORMIOLI LUIGI

GLASSMAKER

LUXE PACK 2023 PREVIEW

BORMIOLI LUIGI CREATES

THE BOTTLE FOR NEW FRAGRANCE ARMANI SI INTENSE

For this launch of a pack that is as luxurious as it is sustainable, the House of Armani teamed up with Bormioli Luigi to develop a refillable bottle with a relief décor that gives it the look of a precious piece of jewelry.

The House of Armani is offering its Armani Si Intense line an all-new design with a refillable bottle. For this launch, the brand chose to entrust Bormioli Luigi with the design and development of the bottle in two sizes, 50 and 100ml, equipped with a screw neck.

EXCEPTIONAL DESIGN

While respecting the signature shape of the Si collection, the House of Armani inaugurates a décor that highlights more than ever its interlaced logo. For Bormioli Luigi, it was a completely new creation integrating the engraving, in the mold, of the letters on both sides of the bottle, which was particularly demanding in terms of the definition and precision of the motif. While the surface of the glass displays the shine typical of Armani fragrances, the relief motif required specific attention during the fire-polishing stage.

A LOGO DRESSED IN GOLD

The two interlaced letters are revealed by a décor pad-printed in gold created using precious metal. This operation was particularly complex, especially on the bottle's edges. The "Giorgio Armani" name, placed perfectly centrally on the front of the bottle, is screen-printed in black, a delicate process given its proximity with the relief décor.

With this ultra-premium development, Bormioli Luigi is successfully pursuing its collaboration with the brand and enhancing its offer of refillable products.