

RESEARCH

Female fragrance bottles are more recognisable than male with probably the exception of Jean Paul Gaultier. I wanted to try and make my design unique and recognisable from a distance.



DESIGN

Using Adobe Illustrator I created templates from my sketches as a base for my initial design. The shape and proportions were adjusted to match the real bow tie I purchased as a design aid.



DEVELOPMENT STAGE 1

It was my intention for the bottle to have a textured finish so it would feel like felt cloth. I tried to represent this textured appearance with some of Illustrator's design effects. The result was not quite right so I decided to try something different.

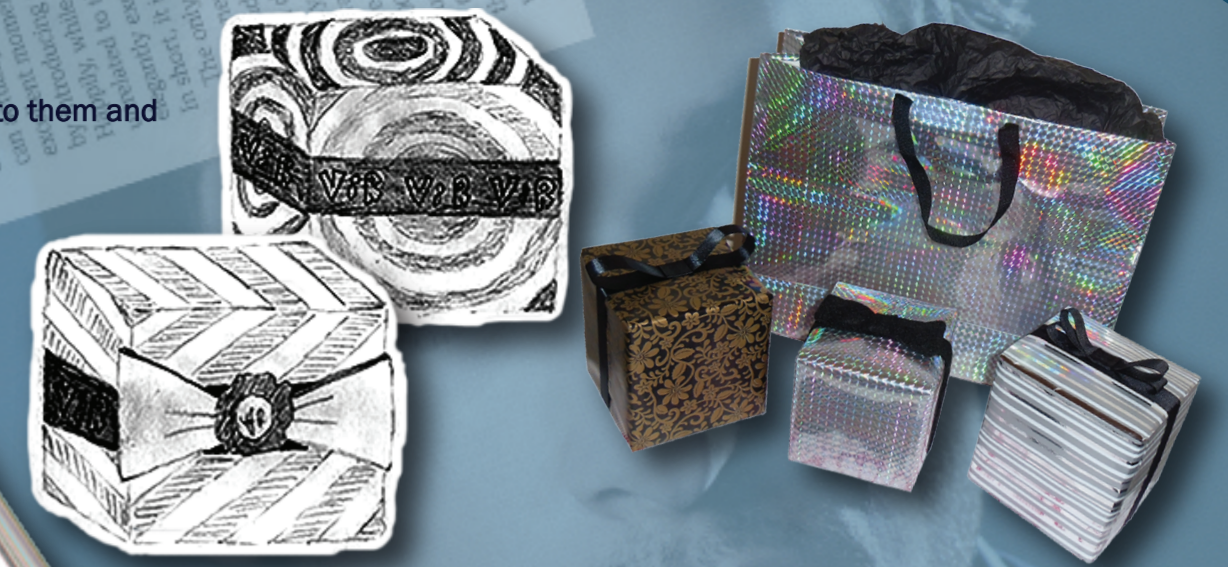
ADVERT

To create a conceptual image for my fragrance bottle design I was motivated by the slogan "La Bon Homme Pour La Playboy". So I setup a scene that reflected the 'good man' v 'play boy' by using a pair of playboy motif slippers tucked under the edge of a rumpled bed with the bow tie casually hanging off the end suggesting the Bon Homme had been just a little naughty.



BOX SKETCHES

I wanted the boxes to have a silver hologram effect pattern to them and black embossed ribbon that came to a bow tie at the top. These could be made of plastic, card or cloth depending on the size and price.



BOX MODELS

Using wrapping paper and a bow made from felt I created box designs. I then used Illustrator to build a 3D version. I decided to use Gigi for the font as I wanted a cursive type face and it fit in with French name theme. The 3D box map-art was created from a scan of the wrapping paper I used for one of the handmade models.



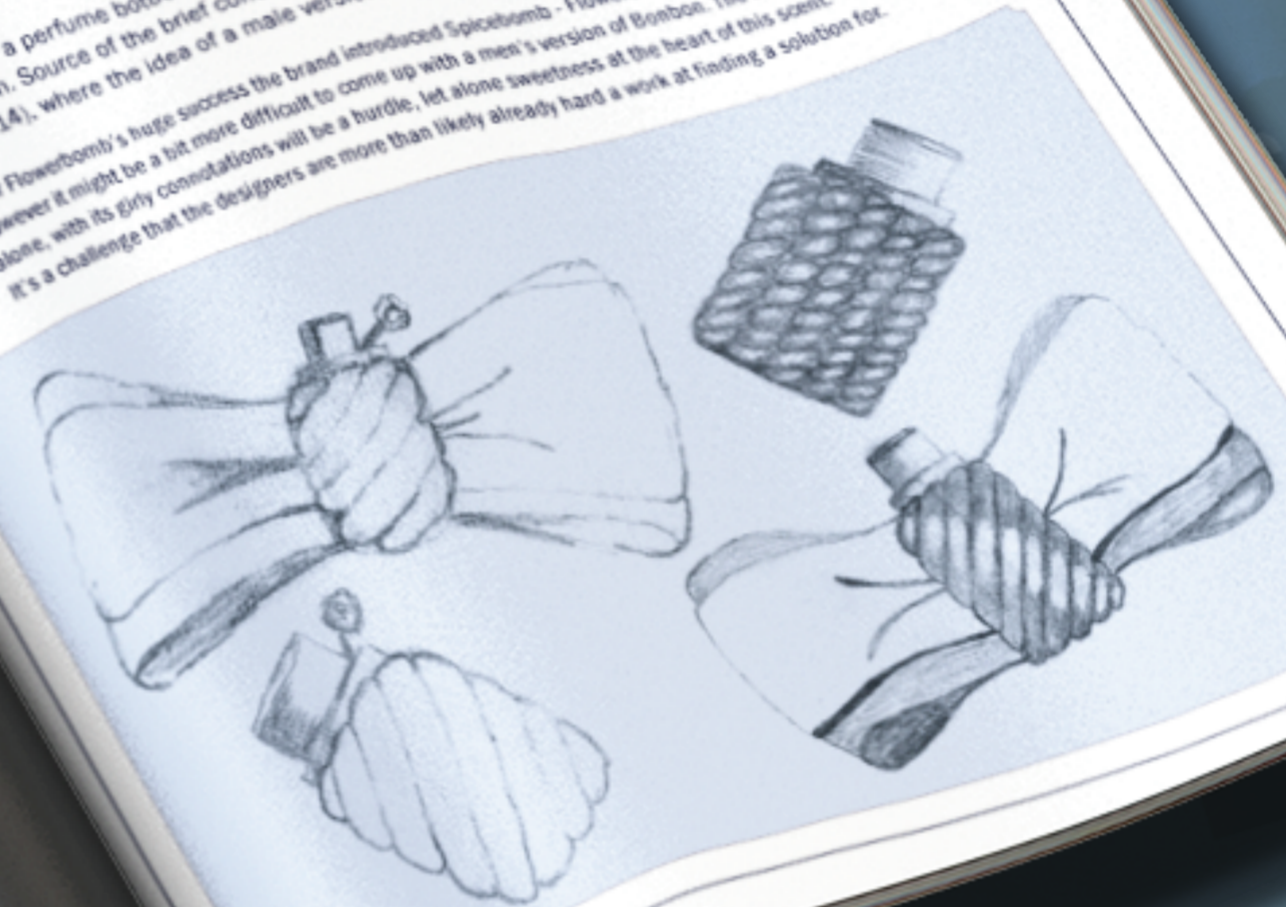
PORTFOLIO

WEB DESIGN & DEVELOPMENT

LA BON HOMME (THE GOOD MAN)

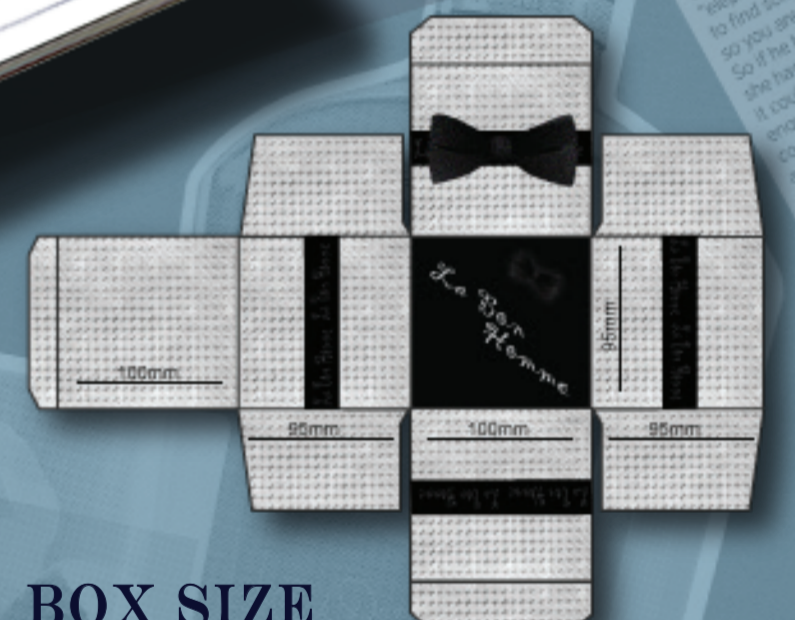
BY HEATHER AMANDA LIST

This is a design for a perfume bottle and associated packaging for a male version of the Viktor & Rolf fragrance BonBon. Source of the brief concept is an article in an online report for HowFashion (September 2014), where the idea of a male version to the female fragrance BonBon was suggested. After Flowerbom's huge success the brand introduced Spicebombs - Flowerbom's big brother. However it might be a bit more difficult to come up with a men's version of BonBon. The name alone, with its gay connotations will be a hurdle. Not alone sweetness at the heart of this scent. It's a challenge that the designers are more than likely already hard at work at finding a solution for.



SKETCHES

My initial sketches were influenced by images of 'bow ties' and 'liquorish twists'. Bow ties because of the pink bows in the advertising for the BonBon fragrance and liquorish as a sweet with manly connotations.



BOX SIZE

Most male fragrance bottle are smaller than female ones conversely my bottle design is similar in size and shape to the BonBon so I kept the same box measurements as the 50ml BonBon box (W100mm, D95mm, H100mm)

DEVELOPMENT STAGE 2

Using the photograph of the BonBon bottle as a template and Illustrator's 3D tool I created the central cylinder of the perfume bottle. I then using pen and mesh techniques designed the bow section with shadows.

Once I was satisfied with the shape I added texture and lighting effects to stylise the finished design. I was pleased with the more realistic appearance of this design and its simulated 3D effect.



PHOTOGRAPHS

At this point in the development I took a photograph of the BonBon fragrance bottle with my compact digital camera and edited it in Photoshop to create a greyscale version. I then imported the image into Illustrator as a guide for my revised development.

