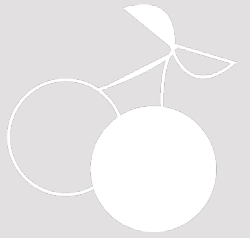


Fruity

# What is Fruitycy?

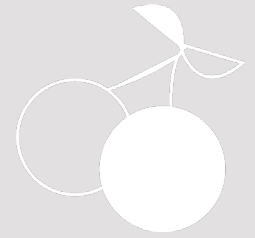


Fruitycy is the newest infuser bottle product, and will be among the best on the market.

We hope to promote a healthy, active lifestyle by advertizing our product with people who are engaged in physical activities.

Fruitycy will be your favorite bottle for your favorite drink on the go.

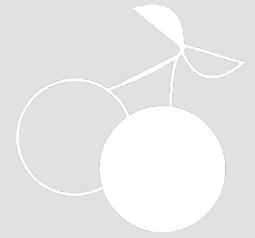
# Sustainability



- Easy to carry around. It can fit in car cup holders, backpack pouches, and most other cup holders.
- Easy to clean
- Spill proof
- Infuser can hold juices, coffee, and tea
- Made of frosted glass that is strong and durable



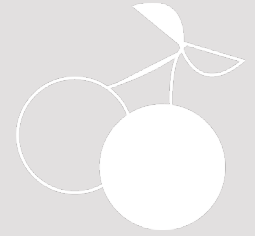
# Style



- Our bottle is designed to be tall, sleek, and aesthetically pleasing
- The shape of the bottle makes for easy holding, and an elegant loop on the cap enables users to clip the drink to a bag or belt when on the go
- Comes in three different colors to choose from to suit your tastes



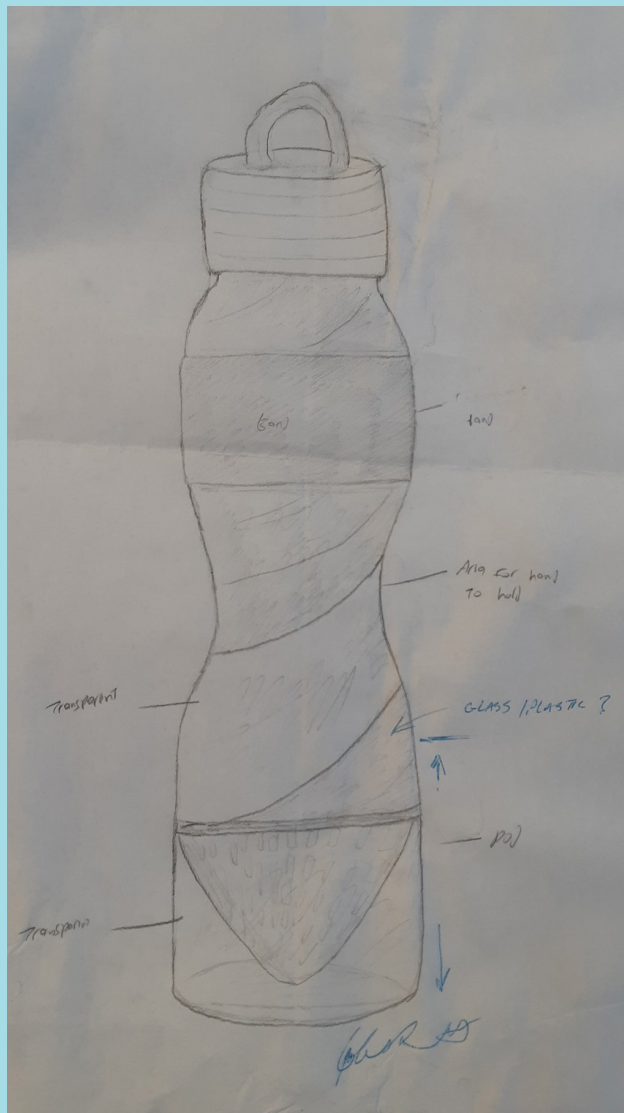
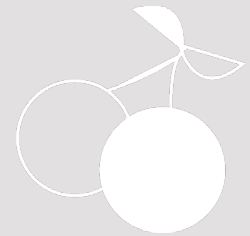
# Marketing



- Our bottle is aimed toward those living a healthy lifestyle. Fruitcy bottles are ideal for smoothies, energy drinks, and homemade juices.
- After a jog in the morning, a hot day in the sun, or an afternoon at the gym, a refreshing drink from your Fruitcy bottle is what you'll need.
- Fruitcy is also great to bring to school or work, and is suitable for fashion and business.



# Design Process

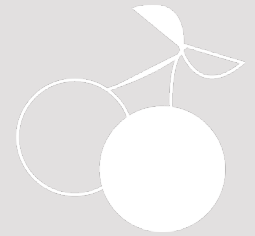


Fruity

Drink everyday.

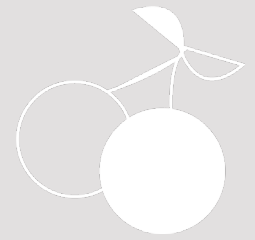


# Styleframes



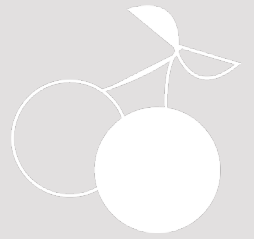


# Styleframes





# Why Fruitycy?



- Unlike most reusable bottles, Fruitycy is made of glass, preventing any contamination that a plastic container would cause. Your drink will stay pure and clean.
- The materials of the bottle are recyclable, making it friendly for the environment.
- Keeps hot and cold temperatures for longer periods of time

