

# FASH

FASHION ICON : THE POWER AND INFLUENCE OF GRAPHIC DESIGN

# ICON



Spinning the bottle—a game designers play. What thoughts cross a woman's mind when she reaches for her perfume? Clothing and fragrance designer Michael Kors and creative designer Chad Lavigne ruminated on just that when they crafted a perfume bottle of just the right heft—1.25 pounds—and size—to be cradled in the palm of a hand—and look—loose, ambient amber liquid moving within the flash of refracted light in a clear crystal bottle, raising the question to the pulse point of a woman's heart. Lavigne designed an angular M within the architectural formation of crystal facets, a sharp-angled sublimation of an initial, A REMINDER OF A MAN. But design is one thing and production another. Lavigne was told the bottle couldn't be made. Camille McDonald, president and CEO of American Designer Fragrances, Parfums Givenchy, LVMH, searched until she found a French crystal vendor, Cristallerie de Haute Bretagne, in Fougères, who was willing to execute the design by an old crystal-fusing technique, one never before tried in perfume bottle production. Instead of blowing a cavity, workers press a V into the base, heat-seal it to the shoulder of the bottle, then hand cut, trim, and polish the pieces. But success is won at a cost: Each bottle requires 24 man-hours and 11 glass workers. Here, packaging breathes the same rarefied air as perfume. "The Lauders and L'Oréals of the world would never do anything like this," says Lavigne. "It shows the LVMH commitment to over-the-top luxury and creativity. Nobody's ever done what we've accomplished."

michael kors



PACKAGING

