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SKYY Blue Velvet Limited Edition



Branding and design agency [Mode Design Group](#) has designed a custom, limited edition SKYY Vodka bottle for the 2012 holiday season. The new-to-world bottle decoration includes a flocked baroque velvet pattern adorning the trademark blue bottle, inviting you to touch the supple design. This innovative bottle design is the first flocked bottle to hit the spirits market, and changes the dynamic of how bottle design can be approached.

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Mode's groundbreaking design blended the worlds of high fashion and spirits utilizing the baroque themed pattern with a tangible element of sensuous velvet to create an inviting design.

"We incorporated the baroque pattern into the design because over a year ago when we began the process we felt strongly about velvet baroque patterns to connote style and elegance. However, it had never been done before so we had to innovate the technique. Fast forward to launch time for the SKYY holiday bottle, and baroque the biggest trend at all the fashion shows. So while we were planning our bottle, the big fashion houses were thinking the same thing with their clothing lines. Most of the major designers are integrating baroque details into their collections. Adding the velvet texture to the bottle made it sexy, touchable and holiday-appropriate, and fortunately, on-trend." Says MDG Creative Director Gabrielle Rein.

The bottles hit shelves this month. Proceeds of the bottle sales will benefit the amfAR organization, dedicated to ending the global AIDS epidemic through innovative research.





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