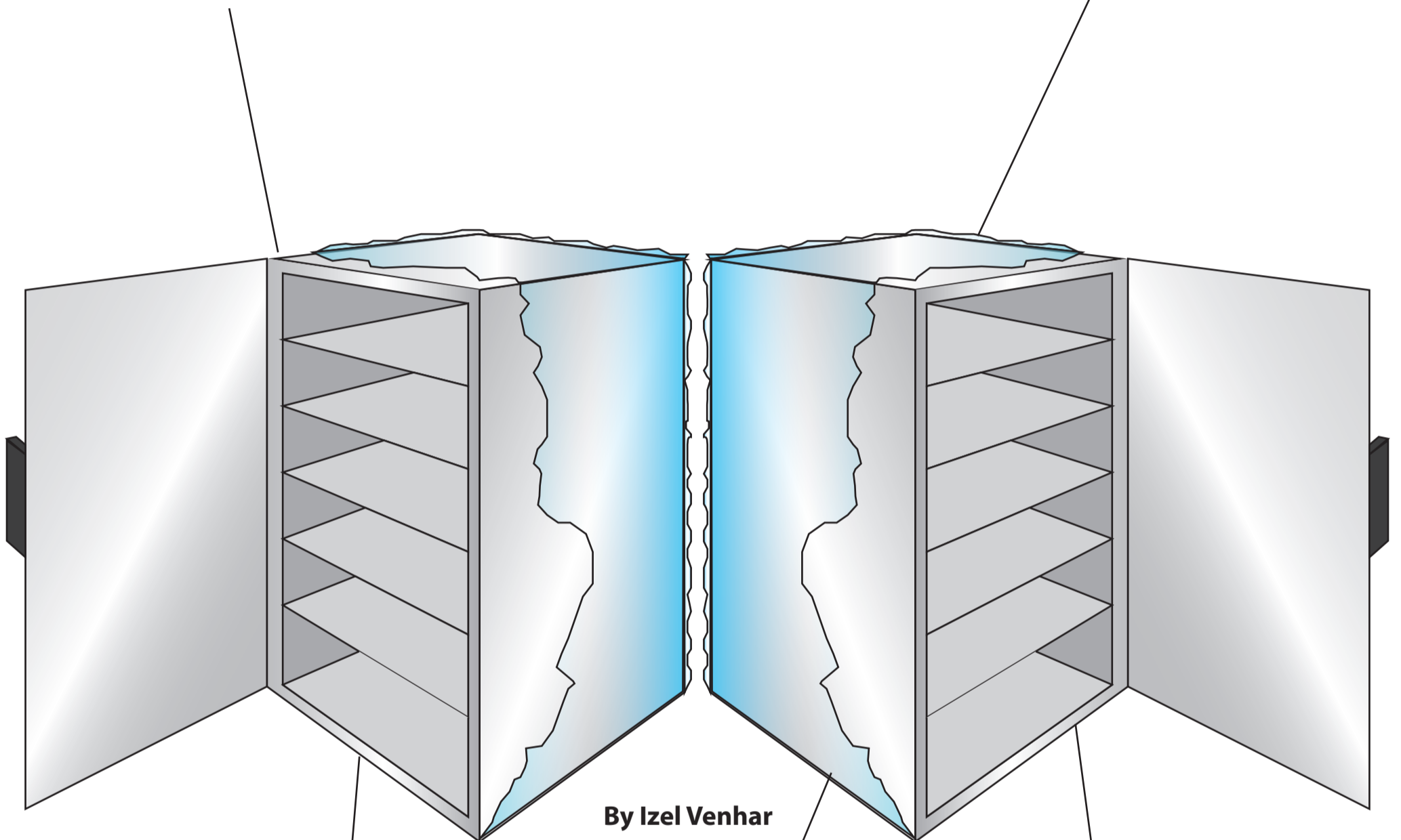


# Design Idea Three

## *Point of Sale Display*

Basic fridge is used because it relates to Absolut vodka.

Clear acrylic is used to mimic an ice cube.



Absolut Vodka would be placed inside this fridge.

Bjorn Borg underwear would be placed inside this fridge.

By Izel Venhar

Speakers are placed in the back of the fridge so they cannot be seen/tampered with. Loud music will be played to attract attention.