

BELVEDERE V O D K A



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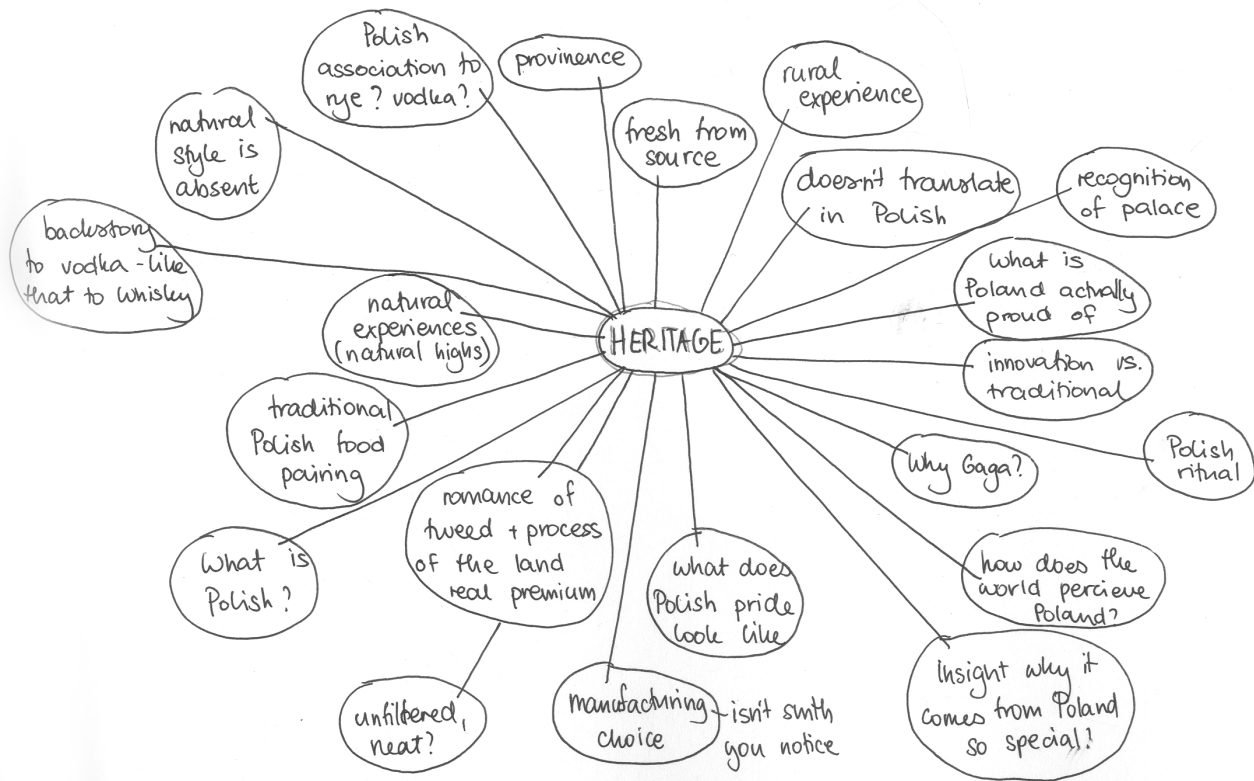
Brief

Belvedere - the world's first super premium vodka was launched in 1993 and acquired in 2005 by the multinational luxury goods conglomerate LVMH (Louis Vuitton Moët Hennessy). The idea behind this project was to build a deep understanding of the brand values in order to develop concepts for a new drinking experience for the Belvedere Vodka. In order to create a new drinking experience, it was important to understand the intersection between the brand and its existing and desired customers in order to reveal appropriate and convincing design opportunities, which would add value to the Belvedere as a brand.



BELVEDERE
VODKA





BRAINSTORMING

One of the mind maps I created after cumulating initial research, specifically one from the heritage group.



Research

Throughout my research I concentrated on the existing Polish heritage. I decided to take upon this route, because even though the brand is proudly Polish, it seems to me that the real 'Polishness' of the brand doesn't reach the consumer as strongly as it could and should. I looked deeply into Polish culture, traditions and history. The most reoccurring and most striking information was predominantly Polish folk. The

above images are just a small collection of the research on Polish folk. It is a very colorful culture, full of celebrations where the people of Poland come together and celebrate life. It is something I feel needs to be integrated into the brand because this is what real Poland is and what Poland is proud of. It is an opportunity where the brand could amplify its authenticity and provenance through rich existing heritage.





TRADYCYJNA POLSKA
POLSKA WODKA

BELVEDERE PALACE
BIRCH TREES

DISTILLED AND
BOTTLED BY POLMOS
ZYRARDOW IN
POLAND



BRANCHES

A Belvedere tree applied onto a table found in nightclubs. This tree would illuminate its branches every time the Belvedere glass would come in contact with it. This would represent how Belvedere is literally connecting people.



MORE POLISH

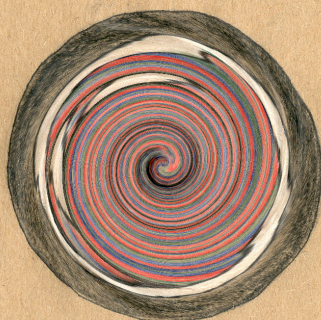
Instead of there being a Belvedere tree on the table, there could be a Polish folk pattern. This pattern would reveal itself more every time the Belvedere glass is placed on top of it.



Concept 1

From my research I found out that the ornaments used in Polish folk clothing were a way of pointing out various social differences. The more ornaments were used and revealed, the higher the status of the user. I applied a similar concept on the Belvedere tables. Basically the more glasses are used, the more Belvedere is drunk and the more money is spent. Once all of these glasses are placed onto the table, more ornaments

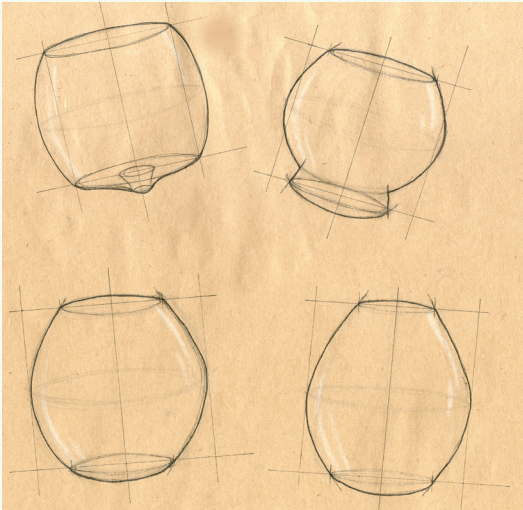
are revealed, symbolizing the financial well-being of the consumers. It also holds the benefit of inspiring users to keep their glasses on the table, as they might enjoy the illuminating function. This would make the drink more precious and consumed in lower quantities over a longer period of time. The change in the way of drinking would add on more value to the drink and make the users seem of higher standards.



Concept 2

An image that I found really inspiring was one of a group of 9 Polish folk dancers. The way the photograph was taken together with the positioning of the dancers makes them look as if they were a 'set'. Even though they look like a set, individually they are different from one another. I thought it would be interesting to transfer this characteristic onto a set of glasses. They would all be a part of one set, but recognizable

from one another. This would allow the users to recognize their glasses and prevent them from getting mixed up and lost in the crowd. I applied the existing patterns of the traditional skirts onto the glasses. I also tried to mimic the swirling motion of the turning dancers and integrate it into the functioning of the glass. The glass would be shaped in a way that would encourage the user to twirl it on a surface.



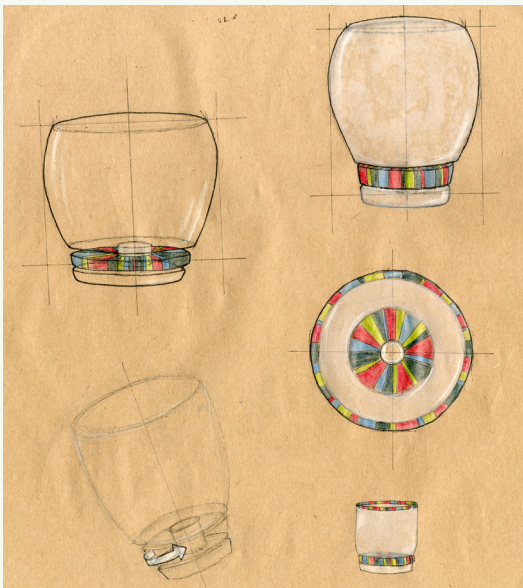
SHAPE

A wider body with a more narrow neck is the shape I went for in order to prevent the liquid from spilling once being twirled by the user.



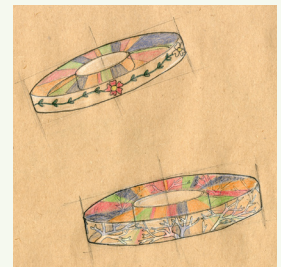
FORM 1

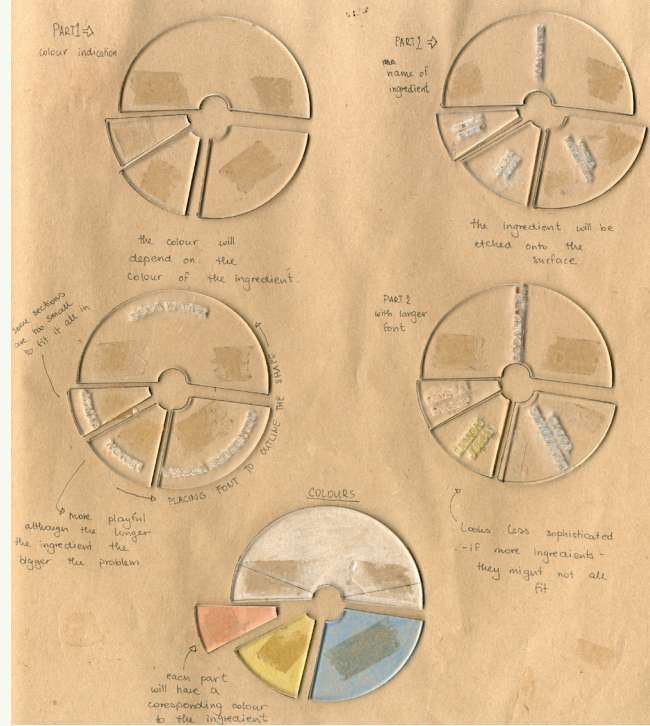
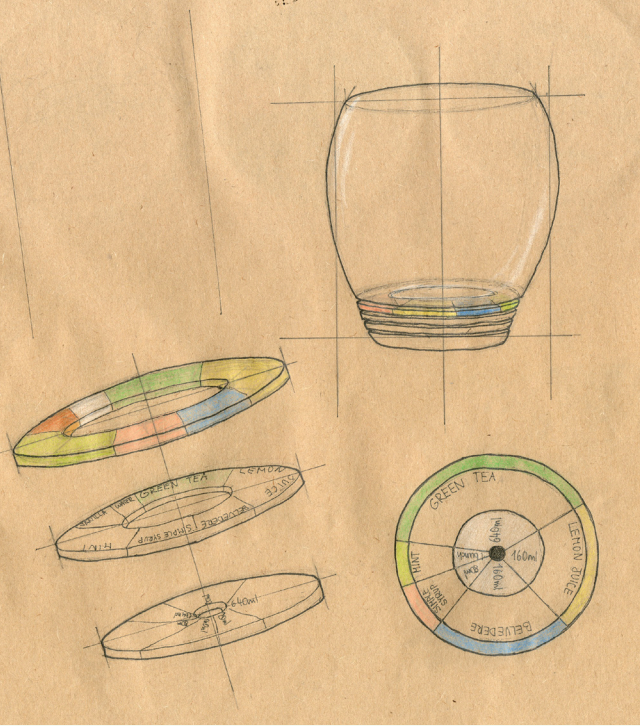
This specific glass would have a little stand (glass coaster), keeping it stable and preventing tipping over when twirling. I also applied the pattern onto the side.



FORM 2

This glass would have an extra disc to it, which would be detached, allowing it to be twirled by the user. The discs could have different patterns and could also carry some Belvedere symbols.





Concept 3

I started to realize that concept 2 was lacking a clear message to the user and would benefit from a more distinct function. I decided to keep the turning disc inspired by the Polish dancers and searched for a message that it could send. During the research stage it was pointed out that Vodka is many times perceived as a boring drink. This concept would prove this wrong and introduce the colorfulness and richness of the

different cocktails that could be made using vodka. I assigned a different color to each ingredient and altered the size of it according to the quantity used in the cocktail. The bottom of the glass would contain 2 discs - 1 with the ingredient names and 1 with the assigned color. This product is made to inspire users to experiment with the spirit, find out more about the Belvedere cocktails and recognize their glass from the rest.



THE SET

The above photographs show a set of 4 different cocktail recipes integrated into the glasses. The different colored discs would also start to match the different color of the liquid of the cocktails. Turning the middle disc to match the bottom disc is a fun way for the user to explore the content of the cocktails, linking it back to the twirling Polish dancers.

New market

This product would be targeted at users that enjoy eating in restaurants, are about 25 to 30 years of age and enjoy spending their free time with their close friends. They invest their money in good quality products, even if they are found in vintage stores. They are open-minded explorers ready to reach out for new experiences, which they end up sharing with their friends. Their life is colorful and full of adventures.





PROTOTYPING

A visualization of the different prototypes I made in order to clearly define a shape for the glass that would be in line with the Belvedere aesthetics. I made prototypes from foam, clay and also experimented with glass and the frosted glass effect.



Concept development

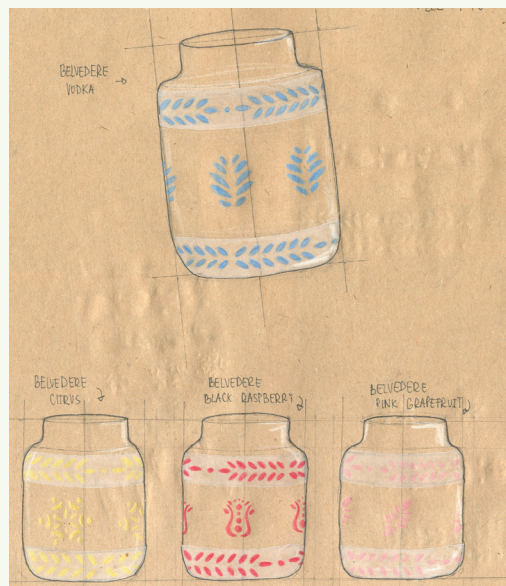
The previous concept started to have a clear function, in a way still being linked back to Polish folk, but this link started getting less obvious and weak. I decided to focus on the shape of the glass and develop one that would be in line of the Belvedere aesthetics. I also intended to design a

shape that would make the glass stand out from the rest of the existing glasses. The shape that I found most inspiring is that of a mason jar. A mason jar carries a sense of craft and 'good quality homemade'-ness. It is also starting to become trendy and used more and more as a glass rather than a jar.



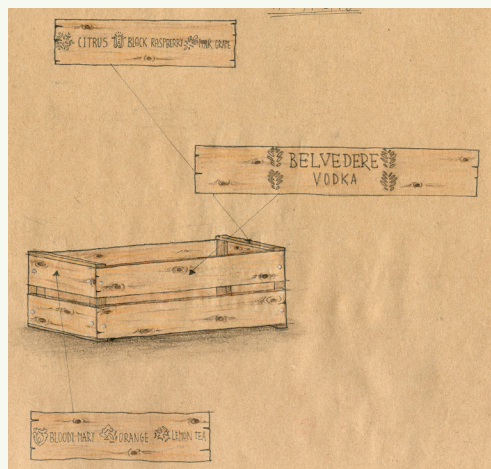
Creating a link

The link between Polish folk and the glasses had to be made clearer. The above set of shot glasses is designed according to the flavors. Each flavor has its own symbol - inspired by the Polish folk motives, and is in a different color. The symbol is also in some cases resembling the flavor. This symbol is then printed onto the shot glass, between the 2 frosted stripes with rye prints. In the gift pack the different symbols and their meanings are printed on the sides of the wooden packaging, encouraging the user to read them and find out more about the possible different Belvedere flavors that exist and that he/she might want to try. Once again the glasses look like a part of a set, but different from each other.





The packaging below is specifically made for the Belvedere pure. Its symbol is placed on the front side of the gift pack.



A close-up photograph of a light-colored wooden crate. The top edge of the crate features three labels: a circular logo with a citrus fruit, the word "CITRUS", a circular logo with a raspberry, the words "BLACK RASPBERRY", a circular logo with a grapefruit, and the words "PINK GRAPEFRUIT". The crate is filled with a dark, textured material, likely soil or mulch.



[BACK](#)

FRONT





BELVEDERE MASQUERADE



INSTRUCTIONS

The 2 sides of an instructions card that would be tied around the necks of the cocktail glasses.



POLISH MULE



ICED TEA PUNCH



PRETTY IN PINK



DIFFERENT COCKTAILS

The 3 other different cocktail glasses with 3 different recipes printed on the outside using polish folk patterns.

Cocktail 'PORA'

'Pora' refers to season in Polish. This set of 4 glasses is the Spring Pora, as all of the cocktails were found under the spring Belvedere cocktail collection. The different ingredients are divided into different symbols and printed on the outside of the glasses. The space given for each symbol depends on

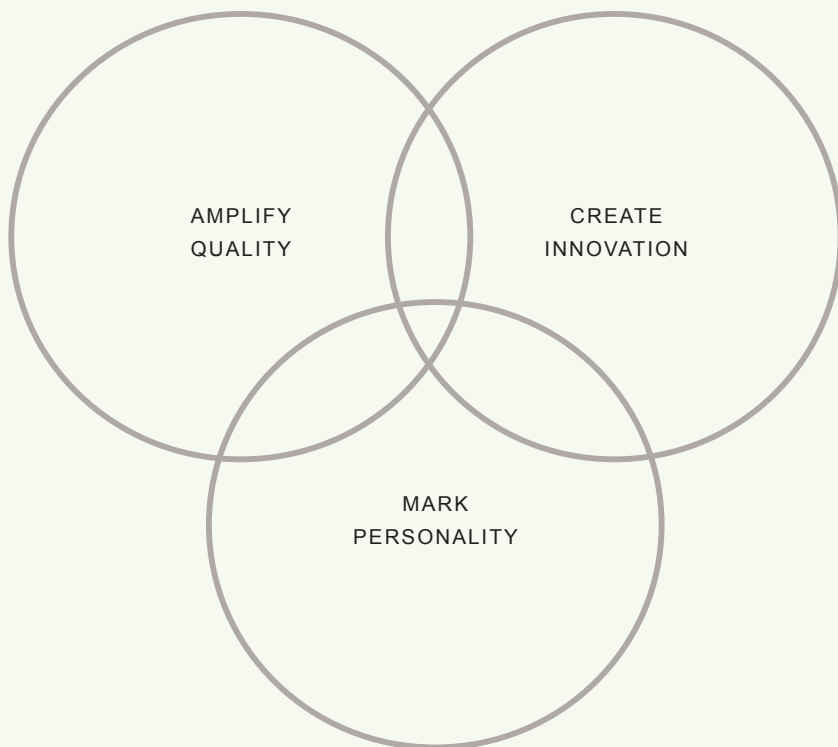
the quantity of that certain ingredient. Each season would have its own cocktail collection. As the users know what ingredients are used (thanks to the instructions card), they can mix their own cocktails and find out more about the Belvedere cocktail making culture.



In context







Aim

As the chart above symbolizes, I aimed to amplify the quality of the brand, create innovation that is maybe a little surprising and mark the personality of the brand in a clear and distinct way. Reaching these aims would in the end activate the brand by maybe reaching towards a different user market. Being introduced to a deeper historical and cultural background of

the brand would make the consumers reach levels of trust they experience with the rest of the LVMH brands. The provenance and the authenticity of the Belvedere vodka is something that definitely pushes the brand forward, but could be pushed even more providing more heritage evidence. All of the things mentioned would create a strong reflection of the brand.



Evaluation

Being given a brief from a real client is always more challenging, as you want to reach all of his/her expectations. The brief started off seeming very broad and hard to grasp, but once we carried out our wide research in various areas it was easier to pinpoint the weaknesses in the brand values, clearly being the ones that became the design opportunities for further design development. I would always think that designing a product to amplify brand's heritage through a new

drinking experience could be very difficult and would result in a design very far from the existing brand values. However the long iterative process allowed me to change the design until it felt appropriate and in line with the brand. I designed the product, as I would ideally see it being produced, which could have seemed a step too far for the client, but at least it sent a clear message of my intentions and ideas behind the design.

‘the recipe is in the glass ’





