



CAROLINE MÖRNÅS

Global Design Strategy Manager, Absolut

Caroline is the head of design at Absolut since March 2014. As the global brand manager of design she is in charge of product and brand identity design for Absolut.

Before that, Caroline held the position as global design manager, managing the design of projects such as the flavor range re-design, Absolut Craft and the Absolut Master Brand Identity. Additionally overseeing design projects in Absolut, Malibu and Kahlúa.

Caroline started her career in design management and strategy in 2008, building on her academic background in architecture and working experience as a marketing assistant in an entrepreneurship institute called Stockholm School of Entrepreneurship.

This combined experience led to invitations to guest lecture at schools and universities in Stockholm, such as the Royal Institute of Technology, Konstfack University of Arts, Craft and Design, Stockholm School of Economics and Berghs school of communication.

Caroline is passionate about cityscapes and spends much of her time enjoying urban scenery both in Stockholm where she lives, and when travelling.

What was the vision behind the bottle design update?

We are on a constant quest to find new ways to express our core values, which include challenging the status quo. In this case, we challenged ourselves with changing our iconic bottle. Following a Swedish design tradition where form follows function we only use elements that have a purpose and every detail of every element is executed with preciseness and elegance.

How have you collaborated with artists or agencies for the redesign?

Having clear purpose and common goal, driven by the Absolut Brand Strategy team has allowed each of our artistic collaborators and agencies to work together to create a holistic and balanced design that we are known for. Since we were collaborating with true masters of their craft, we needed to stay true to the artists' vision, while also seamlessly integrating each element.

What is the 'A.' signifier and why have you added it?

The new brand signifier is great example of how we consider the Swedish design ideals of balancing form and function.



Functionally, the brand signifier provides a backing for our new two-line logo, allowing for the brilliant blue color to stand out in any environment.

Meanwhile, the form of the signifier gives our brand a new design expression that caters especially to the younger spectrum of our target audience, who naturally use short hands in their communication. It also represents the essence of our typographic DNA, contrasting the boldness with the fine detailing, in line with the intention behind the contrast between the logo and the script on the original icon design.

Why did you update the script on the front of the bottle?

During our recent flavor range redesign, we pushed the boundaries of what we could technically realize, which gave us the confidence capture the fine details, such as a handwritten script by a calligrapher.

We chose to work with Luca Barcelona, who brings not only an extensive knowledge of the craft, but also his own unique expression with a modern attitude. It was pivotal for us that the script feels native to our Swedish design traditions, being both legible and decorative and Luca exceeded our expectations with a script that sits so well on the bottle it's hard to imagine it didn't always look this way.

Once the decision to update the script was made, we saw an opportunity to simplify the text into a clear memorable way that allows us to tell the 'One Source' story of how Absolut Vodka is produced - directly on the bottle.

Why have you updated the medallion on the bottle?

The medallion has always featured our founding father LO Smith. To honor him and his effect on both the product and brand, we wanted to portray him with the respect of any other official figurehead.

To achieve this, we chose to work with Martin Mörck, an illustrator and engraver with experience in crafting other objects of official status such as money and stamps.

He has depicted LO Smith at the height of his career, when he commissioned the portrait most widely spread and the way we remember him. Martin worked tirelessly with every detail, finishes and materials to deliver a medallion that now proudly crowns the bottle.

Why have you updated the bottle shape?





Due to increased technical capabilities, we are now able to create a shape of the bottle that is closer to the original design intention for the bottle. These changes include, straighter neck and body, more accentuated shoulders and a flatter bottom.

The bottle shape is unique and instantly recognizable due to its proportions, in this modern interpretation of a classic apothecary bottle, they continue to be crux of our three-dimensional design strategy.

In the new bottle, we also removed a significant amount of glass – averaging an approximate 10% reduction across the range, lessening environmental impact.

How do you feel about the end design as a whole?

After many months pondering details in relation to the totality and vice-versa, I now feel confident that we've achieved what we set out to do: a strong, balanced design where we have challenged ourselves to renew our creative expression and inspire a new generation of fans and collaborators.

