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› Voyage in a Bottle : Kenneth Hirst Designs Nautica Fragrance



Kenneth Hirst, Chief Creative Officer & President of New York City based design agency Hirst Pacific Ltd., has embarked on a fragrance excursion, "Nautica Voyage." Hirst navigated this design mission, with the journey's direction and parameters set out by Nautica and Coty Beauty U.S.

Nautica Voyage is a step toward subtle opulence for the traditionally classic Nautica brand. "Timeless. Energetic. Balanced," was the vision platform for Hirst's unique creation. "The look of Voyage, reflects a sailing heritage transcended through time and glass," says Hirst. Hirst continues, "Capturing the spirit of ocean-going life and reflecting an essence which stems from sailing was part of a creative mission, which came to form with the use of contemporary accents that represent freedom, confidence, relaxation and adventure."

The cap, inspired by the winches and pulleys found on open ocean sailing yachts, has a silver and blue chrome finish and is cast in a heavy alloy zamak. The snap-closure sits atop the glass vessel that secures an ocean blue fragrance. Much distinction is found through the uniquely weighted and thick glass that outlines the stern of any ship. The heavy glass sets the tone for Voyage as one that implies sophistication and quality with its premium, weighted feeling. The faceting of parallel laterals, run north like boat railings and elegantly add balance to this nautical experience.

Kenneth Hirst

Award-winning product and retail interiors designer Kenneth Hirst provided the creative vision behind such fragrance lines as "Still" Jennifer Lopez, "Celine" Dion, Havana, and Tommy, Hirst designed the exclusive 'metal box' packaging program for Movado 'Vizio' watches, and the revolutionary Gillette Series men's grooming products.

A native of Australia, Hirst has 20 years global experience in marketing, manufacturing, and design. His expertise encompasses a range of disciplines from high-end fragrances and personal care items to mass-marketed package goods, accessories, medical equipment, lighting and furniture.

Hirst distinguished himself early in his career as an accomplished product designer at home and in the US before teaming with Cato, Gobe & Associates (now d/g*) to launch his first product and retail design firm, Cato Gobe Hirst, in New York City. Following the merger in 1990, Hirst was named principal and executive creative director, expanding his

expertise into packaging and graphic design, global branding and consulting. Inspired with a fresh vision for a new design practice, Hirst launched Hirst Pacific Ltd in 1996 to provide comprehensive brand image services focusing on design innovation with a strategic approach.

<http://www.hirstpacific.com>

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