

A Study on Perfume Bottle Images

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ABSTRACT

This paper discusses the shape and imagery issues related to the perfume bottle. In this article, I would like to analyze and reconstruct the elements of modeling perfume bottle in order to find out the recognized and understanding of its shape imagery by public with augmentation and flexible application in industry design. The purpose of this study is described as followed. First of all, it analyzes the sensuous which is come from the shape element and be transferred to the public. Secondly, let 's take a look at the observed effect of perfume bottle shape evaluated by various conditional perfume participators. Thirdly, we are interested in comparing and discussing the effect between the imagery of the perfume bottle shape and the smell of the contents with agreement. The research was divided in three different phases and analyzed data by statistic software, SPSS. The three phases are identified as material chosen, image adjective extraction, designing research questionnaire, sampling and research description. This conclusion of this paper will focus on three parts, the shape, the different samples, and the adaptability of container and within. 1. The shape: The result point that a shape of underslung, thickset, cloudy, low transparency, high percentage of metal component of perfume bottle creates an imagination of " male " and " strong ". On the contrary, a shape of attenuated, sliced, non-colorful, and high transparency gives an imagination of " female ". It also brings an imagination of neutralization if the bottle color is nearly yellow or crystal-clear. 2. The different samples: There is no influence in genders, but the fitness of female is slightly higher than male. Both sex felt the shape of feminized bottle much familiar in common. Generally speaking, the participators in both genders more like the shape of feminized one. And there is no influence of imagine judgment on differential sex and experience in using perfume. 3. The adaptability of container and within: The sexual sensuous of " No. 4 " sample is much far from the orient setting of marketing strategy and the shape imagination of " No.6 " sample is not coincidence with the imagery of the its perfume. Key Words : perfume, shape, image, synesthesia

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