

Art Department

JOOP!

WOW!

THE SCENT THAT MAKES THE MAN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

www.art-dept.com

Art Department



Vincent Peters

www.art-dept.com

Art Department

JOOP!

WOW!
THE SCENT THAT MAKES THE MAN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

The advertisement is a black and white photograph of a man in a tuxedo sitting in a chair, with a bottle of JOOP! WOW! fragrance in the foreground. The man is looking directly at the camera with a serious expression, his hand resting on his chin. The background is dark and textured. The bottle is made of clear glass with an orange tint and a black cap. The label on the bottle is white with black text.

Vincent Peters

www.art-dept.com

Art Department

JOOP!

WOW!

THE REVEALING SCENTS

WOW!
JOOP!
EAU DE TOILETTE
FOR WOMEN

WOW!
JOOP!
EAU DE TOILETTE
FOR MEN

Vincent Peters

www.art-dept.com