

Learning Curve

THE ICONIC Watsons Water bottle represents one of Hong Kong's most successful examples of stylish design and dynamic branding. From humble origins, Watsons Water is now a market leader produced in Hong Kong, Beijing, Shanghai and Guangzhou and sold across the Asia Pacific region.

Then... The history of Watsons Water can be traced back to a Dr Watson, who practised medicine in southern China more than a century ago. Finding it difficult to source a regular supply of quality distilled water, the doctor started producing his own; the water was soon in such demand that commercial production started. The bottle changed shape over the years as the brand became a consumer favourite in Hong Kong and throughout the region.

Now... In 2003, Hong Kong designer Freeman Lau created the stylish new look, complete with sensuous curves that narrow at the bottle's "waist" to afford a better grip. The unusually large cap conforms to the contours of the bottle and functions as a handy cup, reminiscent of the trusty old thermos flask. The surface of the bottle is frosted, imitating the effect of condensation. Top it off with a vivid grass green and you have a bottle that attracts both the young and the young at heart.



Present



2000



1970



1950



1930



1920



1870