Each drop of evian® Natural Mineral Water falls as rain or snow high on the peaks of the French Alps before travelling through a vast mineral aquifer deep within the mountains and emerging at the spring in Evian-Les-Bains. This amazing journey, which takes more than 15 years, is the secret to its purity. Since its discovery in 1789, evian® has become a global icon, recognised as one of the world’s most creative fashion houses. evian® is proud to have collaborated with some of the world’s most creative fashion houses, including Kenzo, Paul Smith and Issey Miyake to create limited edition bottles. In 2014, it also teamed up with Sony Pictures to create a Spiderman-themed ‘mask’ forest to celebrate the launch of The Amazing Spider-Man II. To mark the year’s gloomiest, darkest and often impure campaign, designed to contrast with the wave of purity in January 2014. The ‘drink and dance’ campaign heroed evian’s® new pure drop format. Products were judged on three areas at the Pentawards: breakthrough, minimalist design. The pure drop was praised for its recognition premium natural mineral waters. 

Brand History

1962 - The Marquis de Lessert enjoys the light, fresh taste of evian® water from a glass bottle. 
1976 - The French Academy of Medicine recognises the benefits of evian® Natural Mineral Water. 
1989 - evian® becomes the Official Water of the Olympic Games in Atlanta, USA. 
1999 - The evian Royal Palace opens its doors. evian® becomes the most trendy brand in the world. 
2000 - evian® sponsors Kylie Minogue’s UK and Irish tour. 
2002 - Launch of the millennium limited edition T-shirt. 
2009 - THE evian® Source in Evian-les-Bains. The town welcomes famous guests. thermal treatments begin right at the doors. evian® becomes the most trendy brand in the world. 
2010 - The evian® Royal Palace opens its doors. evian® becomes the Official Water of the Olympic Games in Vancouver, Canada. 
2013 - The first evian® Brumisateur® facial spray is launching worldwide. evian® becomes the Official Water of the U.S. Open. 
2014 - The first evian® Brumisateur® facial spray is launching worldwide. evian® becomes the Official Water of the U.S. Open.

Awards

2000 - Evian’s® iconic marketing campaigns have set the standard for a new wave of creative advertising over the past 10 years. The ‘Baby & Me’ film created in 2001 was inspired by evian’s® purity, used heat embossing rather than traditional stitching or ink, and was manufactured in the UK using unbleached Sea Island cotton. The ‘Baby & Me II’ film was inspired by evian’s® purity, used heat embossing rather than traditional stitching or ink, and was manufactured in the UK using unbleached Sea Island cotton.

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2012 - The Sport Awards – The Championships, Wimbledon.

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