This example has an elliptical shape. The parameters were constructed from the definition of the path, not the outline defined by the line style of the path. The paragraph indentation was suppressed at the start using \noindent to help keep the desired shape. Again it needs to have just the right amount of text to fill the entire shape, unlike paragraphs created using \shapepar (defined in shapepar.sty) which expand or shrink to fit the shape.