

DIELINE

RE:LABEL ENCOURAGES CREATIVES TO RETHINK WHAT THEY BOTTLE UP



Re:Label, designed by House of Adjacent, leans into bold, almost doodle-like graphics that turn each bottle into a small canvas.

The handwritten-style illustrations make the typography part of the art rather than just an identifier. Against the matte pump tops and earthy color palette, the packaging mixes utility with a modern touch that feels reminiscent of brands like Aesop.

FULL ARTICLE - www.thedieline.com/relabel-encourages-creatives-to-rethink-what-they-bottle-up
