

PACKAGING OF THE WORLD

“A RITUAL THAT SPEAKS DIRECTLY TO THE STRUGGLES AND RESILIENCE OF CREATIVE LIFE.”



Re:Label is a limited-edition skincare project created in response to the widespread burnout that swept through the creative industry during and after COVID-19. In a 2024 survey, more than 70% of creative professionals reported emotional fatigue and self-doubt. This project was conceived as a way to acknowledge, and gently reframe, those hidden emotional states through design and ritual.

Each vessel is deliberately simple and familiar, echoing the quiet utility of apothecary-style bottles. The first edition comes pre-filled, but once used, users are invited to remix and refill with their own blends — extending the lifespan of the packaging and turning routine into a personal act of reflection and repair.

FULL ARTICLE —
www.packagingoftheworld.com/2025/08/relabel.html
