

The — Brand Identity

HOUSE OF ADJAYCENT TACKLES CREATIVE BURNOUT THROUGH SKINCARE DESIGN



Burnout among creative professionals has reached epidemic proportions, with 70% experiencing it according to the Mentally Healthy 2024 survey. House of Adjacent recognised this crisis as an opportunity to redefine how design can address emotional wellbeing through Re:Label, a conceptual skincare line that transforms routine self-care into moments of psychological repair. The project emerged from personal experience rather than market research. “The team, all creatives ourselves, has experienced burnout at some point in our careers,” explains Jay Liu, Founder, Art Director & Designer at House of Adjacent, who worked on the project alongside Claire Chang and Darryl Cheong. “During a casual gathering, we found ourselves discussing self-care rituals that had helped us decompress, especially in the wake of the pandemic. Beyond the usual candles and room sprays, the conversation turned more tactile.”

FULL ARTICLE –

www.thebrandidentity.com/project/house-of-adjacent-tackles-creative-burnout-through-skincare-design
