

# visuelle

“RE:LABEL EXPLORES HOW DESIGN CAN TRANSFORM EVERYDAY RITUALS INTO ACTS OF REFLECTION.”



House of Adjacent has launched Re:Label, a limited-edition skincare project that reimagines self-doubt as raw material for creativity. Instead of positioning beauty as surface-deep, Re:Label explores how design can transform everyday rituals into acts of reflection.

The trilogy — Re:Frame (cleanser), Re:Surface (exfoliant), and Re:Claim (balm) — takes inspiration from emotional states familiar to any creative mind. Each product is more than skincare; it's a metaphor for reframing, refining, and reclaiming one's process. What sets Re:Label apart is its circular design approach. Once the bottles are empty, users are encouraged to remix their own blends, reusing the sculptural packaging as vessels for self-authored rituals. In this way, the line becomes less about consumption and more about participation, sustainability, and creative agency.

---

FULL ARTICLE –  
[www.visuelle.co.uk/relabel](http://www.visuelle.co.uk/relabel)

---