

A black and white photograph of a woman in a shower, looking up at a large showerhead. The scene is dimly lit, with water spraying from the showerhead. The text 'love your (v)' is overlaid on the right side of the image in a light-colored, serif font.

love  
your  
(v)

Logo, corporate identity and packaging for the beauty brand Vestetique



(v)estetique



We formulated the brand idea for Vestetique intimate hygiene products, developed its logo, corporate identity and packaging design.



We had a task to make Vestetique bottle take a place of honor on the beauty shelf next to every girl's favorite jars.



We decided to build a brand around the idea of a daily ritual of body care, interest in it and self-care. Intimate selfcare session — this is the essence of the Vestetique brand.



The packaging takes center stage with the brand's bold and intriguing brand mark — the letter V in brackets. The brackets symbolize care and reference the image of women's thighs.



( нежность )

The design concept is complemented by a refined font in the logo and elegant line graphics that fold into a lily flower — a symbol of purity and femininity.



( чистота )



( изящество )







The bottles are made in delicate pastel colors and have soft-touch coating. Together, the products create pleasant associations and tactile sensations.



The brand was launched in 2023 and met with a lively response from female customers. In the same year, the project received a gold award at the MedMen Award in the Branding category for the brand identity and packaging design.



(V)  
100% pure essential oil  
DERMATOLOGICALLY TESTED  
DELICATE  
200 ml  
Vestetique