

Logo, corporate identity and packaging for the beauty brand Vestetique





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.

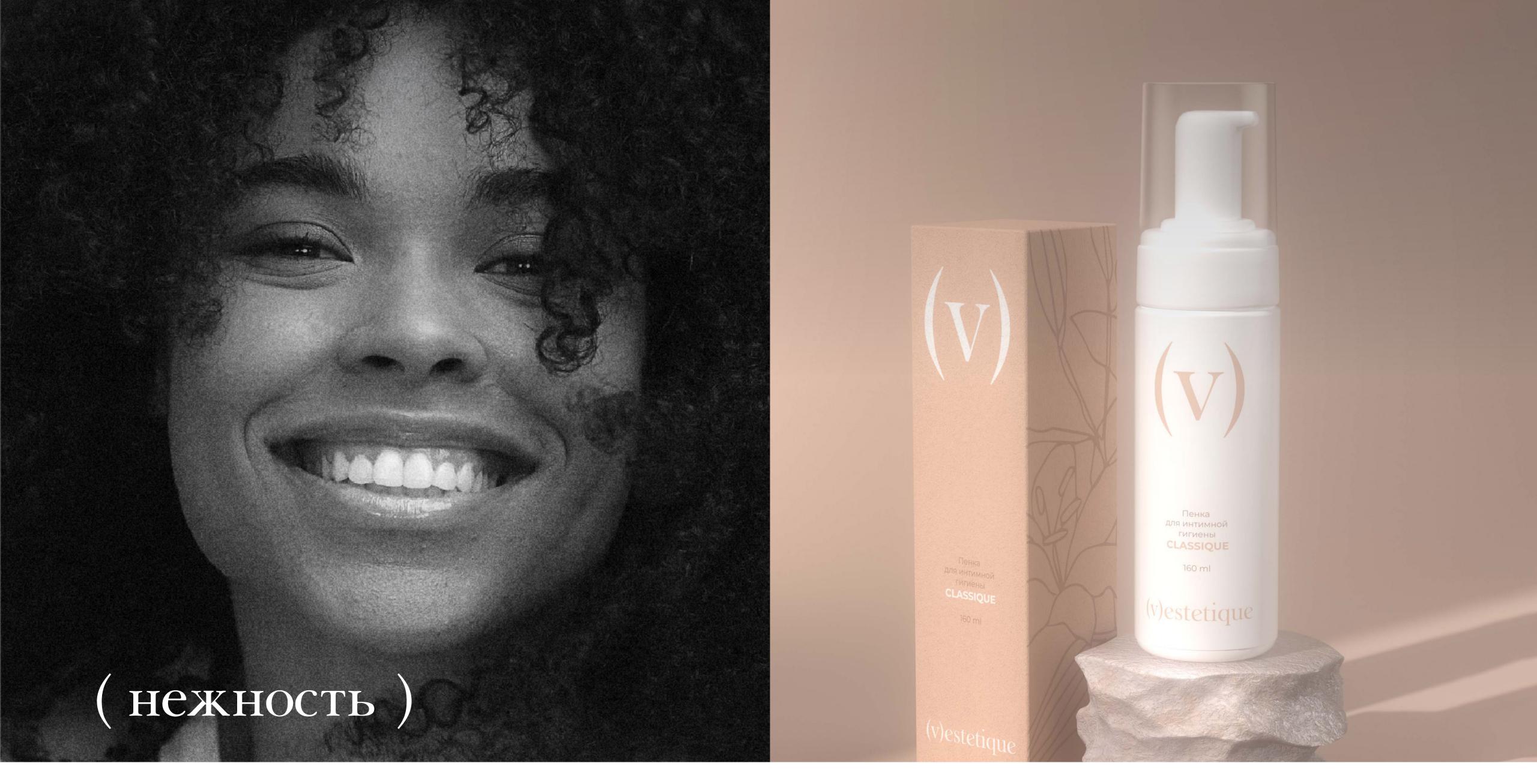


We decided to build a brand around the idea of a daily ritual of body care, interest in it and self-care. Intimate selfcare session — this is the essence of the Vestetique brand.



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.



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.







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.

