

FEB 26

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ISSUE / 02

From

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See what landed this week





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Supplements but make it fashion!

Zooki's new OOH campaign across London ditches claims-led noise in favour of image, attitude and presence.

Created by **10 Days London** and shot by world renowned fashion photographer **Rankin**, the boldly minimal, fashion-coded work positions Zooki as a lifestyle brand rather than a functional fix.

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A smart example of a wellness brand borrowing from luxury playbooks and cutting through by doing less.

zooki[®]

Vitamins • Collagen • Creatine • Electrolytes



It's two worlds colliding.
Fashion photography and
brand.

Read more [here](#).

zooki[®]

Vitamins • Collagen • Creatine • Electrolytes

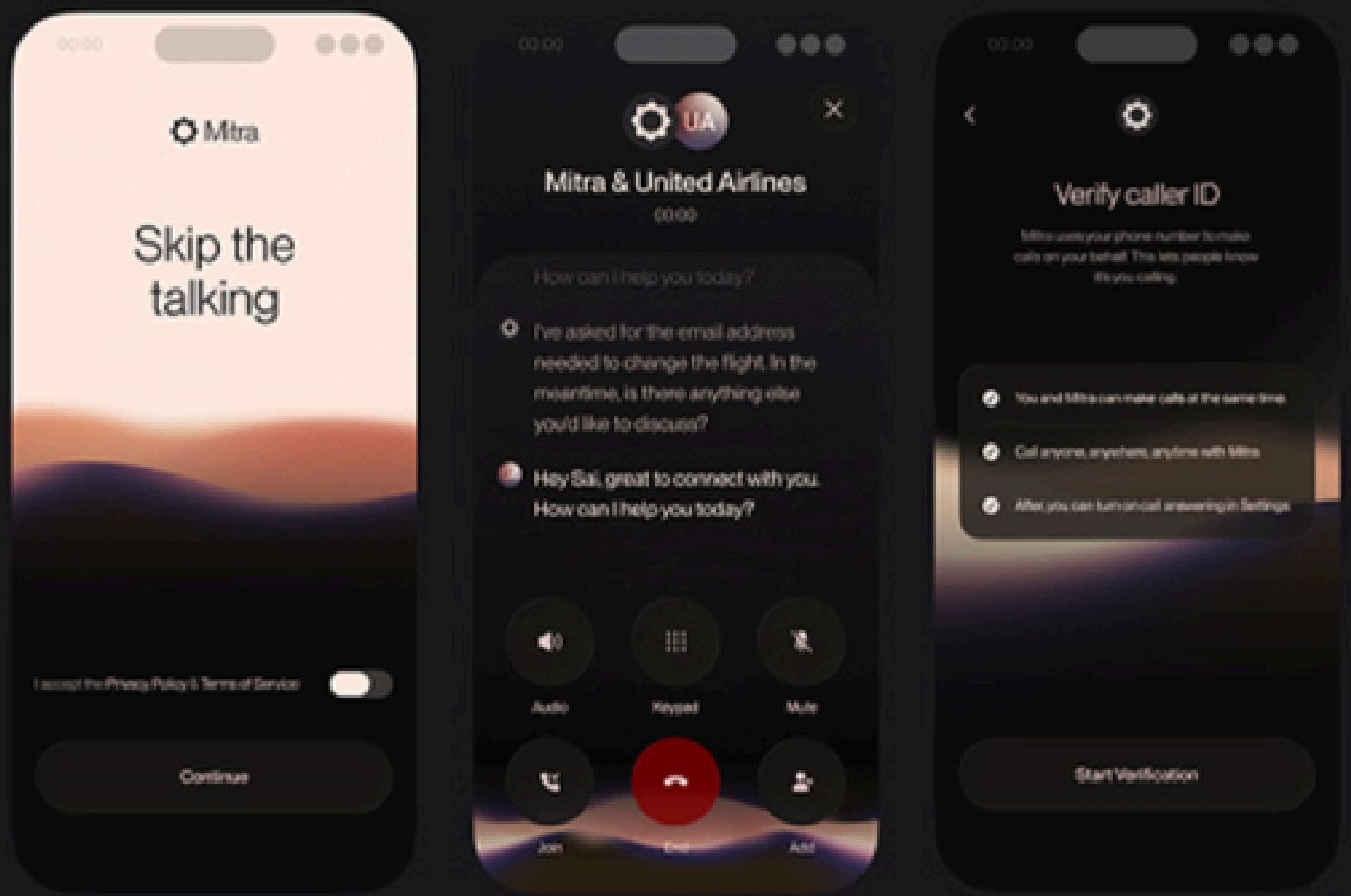
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Time back where it matters most.

Designed by **Iverson**, **Mitra** tackles the universal frustration of being stuck on hold by quietly removing the need to be present at all.



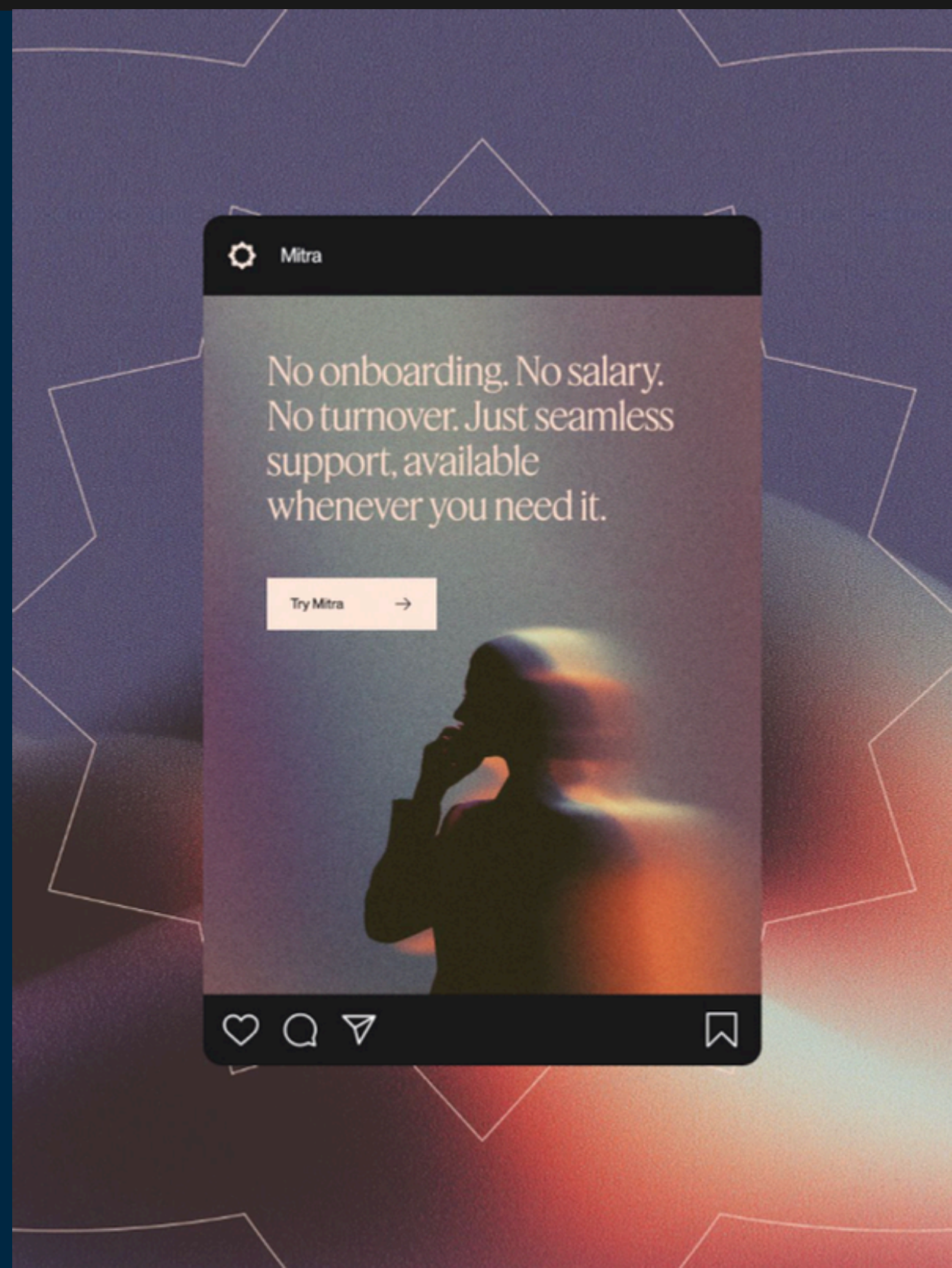
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The identity and product experience use clarity, restraint and calm typography making a complex tool feel human and trustworthy.

It's what modern product design should feel like. **Reducing friction, not attention spans.**

Read more **here**.





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A clean rebellion.

Sustainability, with a sense of humour. **Eat Dirt** swaps eco tropes for bold illustration and confident shelf presence.

The brainchild of **Jordan Woolley** and **Catherine Barr**, former agency execs and founders of cultural consultancy **Franklyfluent**.

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A fresh challenger identity with **strong shelf/pop presence**, it feels current without doing the usual “eco beige”.

Proving **good branding** can even make laundry detergent feel culturally relevant.



Read more **here**.



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The evolution of a cult brand.

Studio Frith's recent living brand evolution for **Jolene Bakery** shows how to grow an identity without sanding down its edges.

We love it because it's a **clear case study in evolving a cult brand** while translating beautifully across web, e-commerce and motion.

Read more **here**.

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Sophisticated and beautifully unexpected.

What stopped us mid-scroll about **COPY LAB's** recent work for **Nordic Knots**? Seeing how it quietly bends our expectations of the interiors category not by shouting, but by being arresting and **beautifully unexpected**.



In a feed full of sofas and swatches, seeing the tops of a lip-gloss wand made from rug is a **sophisticated jolt**.



Beautifully shot imagery, pared-back and luscious, letting the saturated colours speak for themselves. Exactly the kind of sensuous minimalism you'd associate with well-curated Scandi aesthetic, but **what a twist**.

Fresh and slightly cheeky in a sea of tasteful but samey interiors content.

Read more **here**.



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Two iconic brands collide.

The **Tabasco × Absolut** collab lands because **Wieden+Kennedy London** turned the launch into a confident creative narrative, not just a product drop.

From a **hybrid bottle** that fuses Absolut's apothecary silhouette with Tabasco's red-and-green diamond identity, to **volcanoes spewing Bloody Marys**, the design doesn't just signal flavour. It tells a bold story of two icons colliding. Visually arresting, culturally sharp, brilliantly executed.

Watch **here**.

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