



FEB 26

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See what landed this week



The joy of continuous discovery — The ideas we can't ignore — Influencing us and everything around it — This is what's circulating at DMCC Global — The messages that are building momentum — The stuff that pulled us in — The furthest thing from ordinary — Borderless creative expressions



/ 0 1

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.



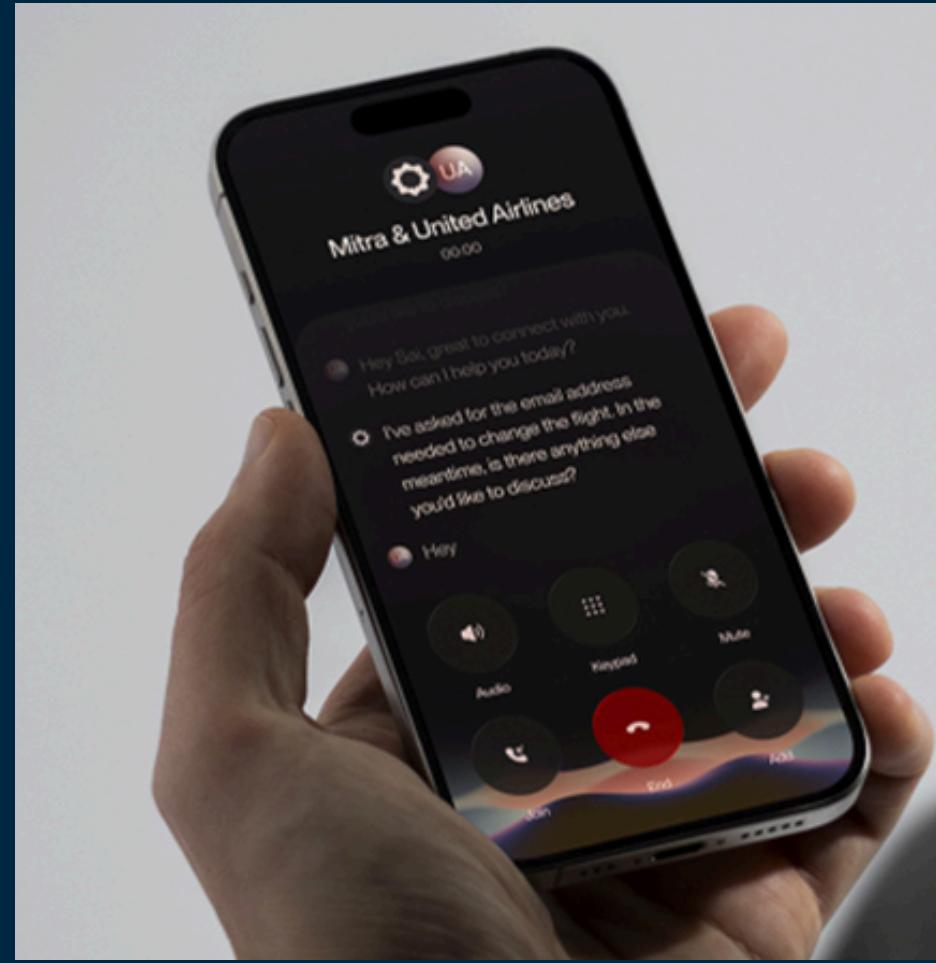
Read more [here](#).

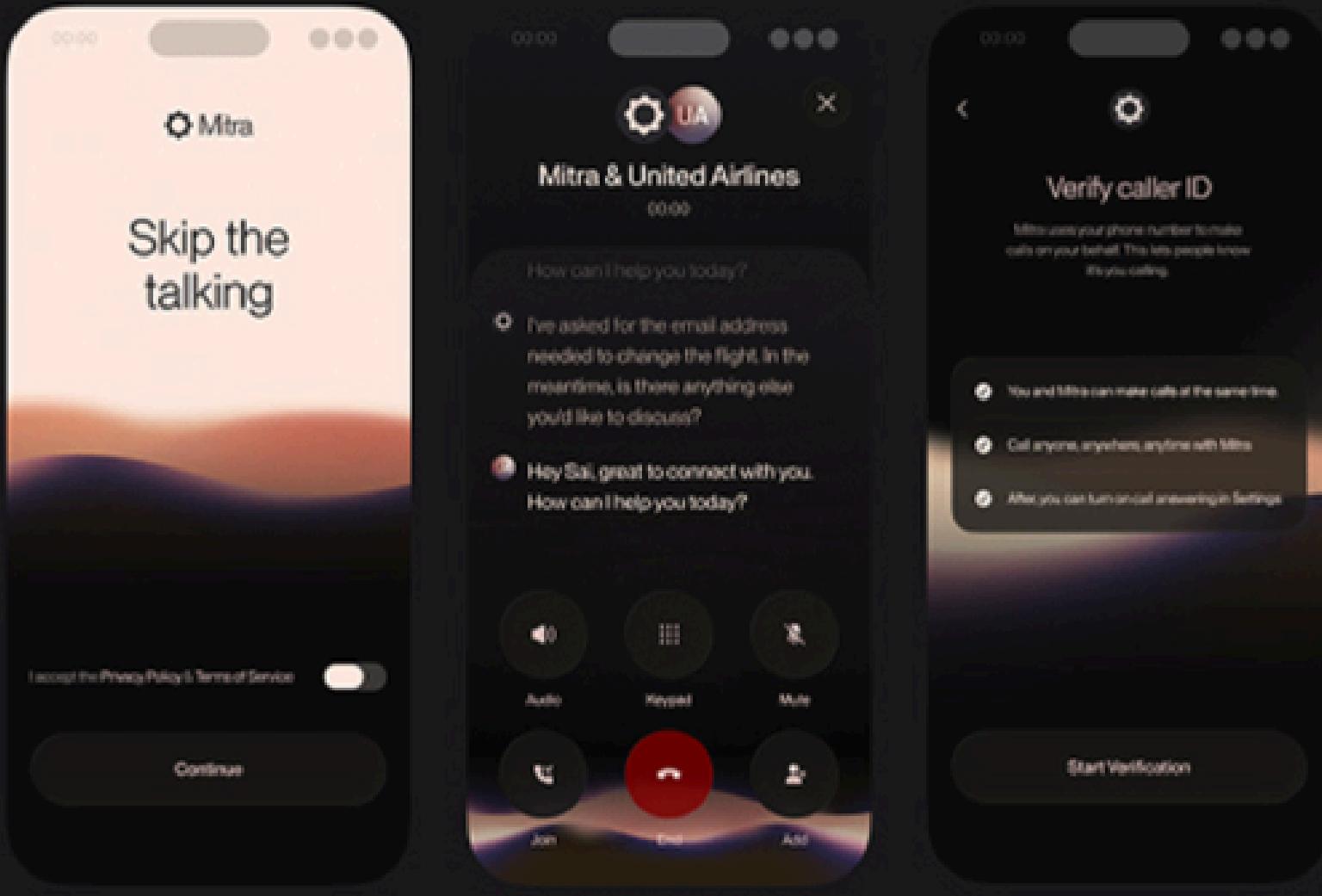
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Time back where it matters most.

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

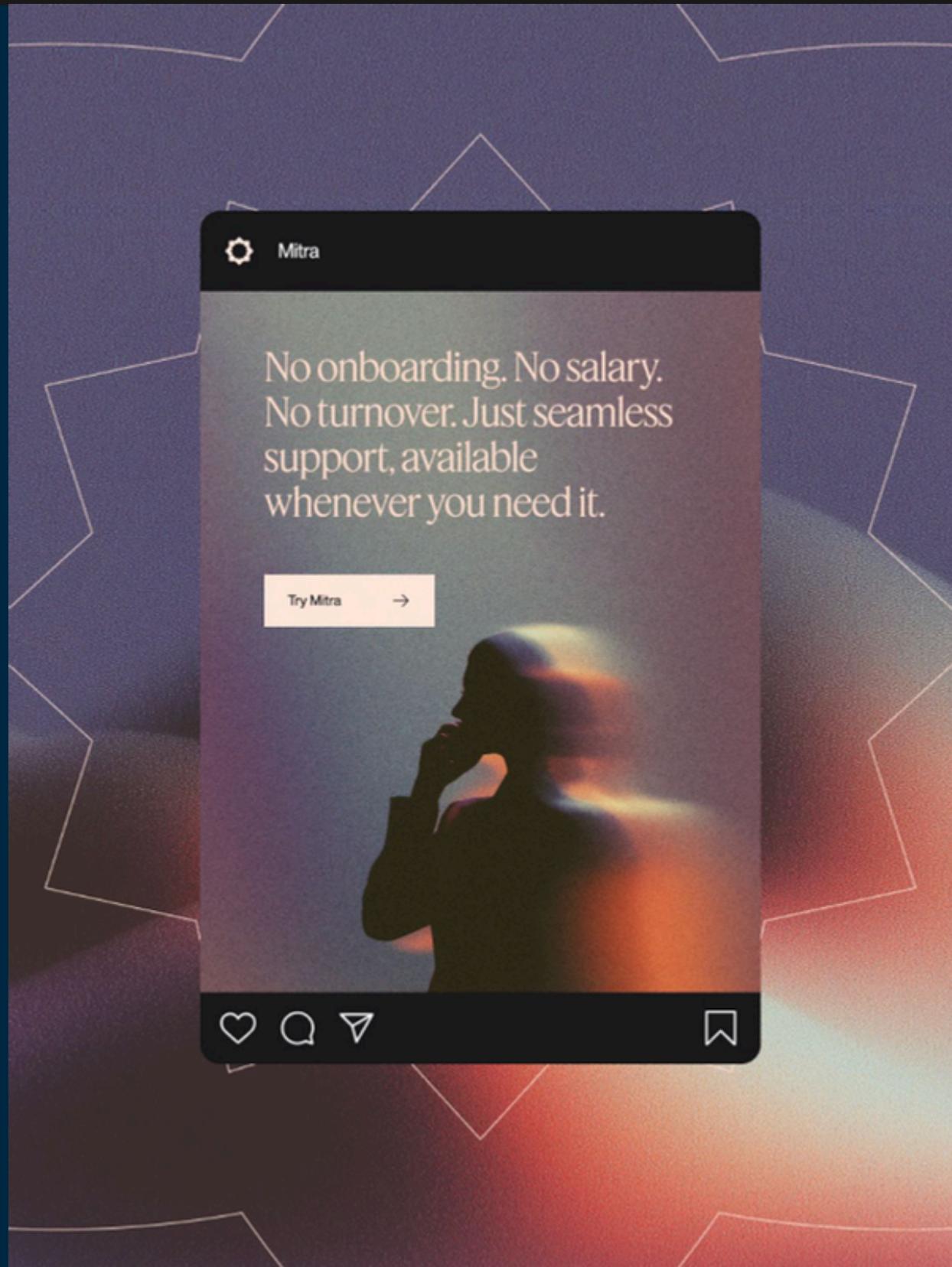




The identity and product experience use clarity, restraint and calm typography making a complex tool feel human and trustworthy.

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**.



Blush, Plush, Timeless



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](#).



/ 0 6

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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