

ADA SOKOL'S DIGITAL ART CAPTURES THE ESSENCE OF KIN EUPHORICS

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Kin Euphorics branding by Ada Sokol



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Paris – The digital artist and designer has rebranded the plant-based, non-alcoholic 'euphoric', which claims to boost mood and encourage relaxation.

Made from a blend of botanicals, adaptogens and nootropics, **Kin Euphorics'** wellness-driven drink, High Rhode, was created for social occasions. Targeting moderation mindsets, the brand 'believes in a night where social isn't sinful and self-care doesn't stop at sunset'. As such, it demonstrates how non-alcoholic beverages intended for evening consumption continue to grow and diversify as a category.

To capture this, **Ada Sokol's** renderings combine botanical ingredients such as hibiscus with astronomical elements such as a revolving moon, translating the essence of Kin's night-time product into vibrant branding. With its deep, bright colours and layers of texture, the result steers clear of minimal design clichés.

As we explore in our **Virtual Baroque** design direction, digital artists are deconstructing the visual codes of advertising to create a high-end aesthetic for digitally savvy consumers.