

Make Over, a brand rooted in precision and shade mastery, collaborates with Rinaldy Yunardi, a fashion art accessories designer known for his craftsmanship and transformative approach to beauty. At the center of this collaboration is the Powerstay 24H Matte Powder Foundation, a pressed powder with foundation that delivers an airbrushed, smooth finish for up to 24 hours. The challenge was not only to translate the product's high performance promise and the artistic depth of the collaboration into a packaging design that feels intentional, elevated, and relevant, but also to reframe a classic product format often perceived as familiar or dated into something that resonates with a younger, more visually driven audience, while capturing what the brand stands for and giving a reason for it to be kept beyond its functional lifespan.

The design is built on the idea of "Sketches + Ratio", balancing intuition and precision. Sketches introduce a sense of process and personality, inspired by the early stages of Rinaldy's creations, while ratio reflects structure and control, echoing Make Over's expertise in formulation and shade accuracy. These elements come together through expressive markings and measured layouts on a deep black base, creating a visual tension that feels both refined and human. As a special edition, the packaging is designed to feel more like a keepsake than a disposable object, shifting its role from purely functional to something with emotional value. The result is packaging that communicates with clarity while still carrying character, where performance and artistry exist in the same space, and where the object itself becomes part of the experience worth holding onto.