

Wardah UV Shield New Series

PROJECT IN ONE SENTENCE

Solar Pebble reimagines sunscreen packaging as a seamless, tactile companion for a modern, active life outdoors.

PROJECT DESCRIPTION

The project translates the "UV Shield" concept into a seamless companion that transitions effortlessly from the beach to the mountain trail and into the city. Its tactile, stone-like finish and minimalist silhouette evoke a sense of permanence and endurance, positioning sun protection not merely as a temporary utility, but as a durable essential for the modern explorer. By merging functional innovation with an elemental design language, Solar Pebble creates a sensory connection between the user and their environment, proving that high-performance protection can be both rugged and refined.

PROJECT COLLABORATORS

Product Experience and Innovation: Riedha Melinda, Beatrice Brigita Sanusi

Art Director: Mellisa Fiona Hoego

Graphic Designer: Rysa Adristi Aqmarina, Alfi Nauva

Industrial Design: Roelly Mardianto