

Noble Rot is a luxury wine brand celebrating the artistry of forgotten professions, transforming the idea of obsolescence into timeless craftsmanship. The creative direction centered on visual harmony, ensuring that every element—from color palettes to bottle patterns—reflected the identity of each trade. A cohesive system extended through packaging, advertising, and an AR tasting concept that brought the brand's storytelling to life interactively. Promotional materials, such as wheat-paste posters and ambient events, further grounded the brand in a tactile sense of history. The result is a refined yet expressive identity that invites audiences to savor both heritage and design in every pour.