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## PARALLAX

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With Grace Single Malt Whisky is the creation of brewer, distiller, winemaker and perfumer, Rose Kentish. The identity and packaging direction is refined and restrained, drawing inspiration from the science and art of perfumery, craft and time. Carefully calculated design decisions quietly elevated the whisky's story through materiality, form and finish.

We intentionally omitted traditional category cues, such as age statements and excessive ornamentation. We selected a graceful bottle with a curvaceous, hourglass silhouette—striking a balance between softness and strength, while alluding to the time required to craft such an exceptional whisky. The bottle was sealed with a simple wooden closure, adding a tactile nod to nature and the art of barrel ageing. Delicate, hand-applied labels—reminiscent of a perfumer's blotter—carried only the essentials: the brand name *With Grace*, a single malt statement, and the house style name *Eternally*.

Typography was approached with the same care and sensitivity. The brand mark is set in a softly flowing script—an ode to the maker's hand and artisanal process—paired with a precise, laboratory-inspired serif for all secondary information. Together, they create a quiet interplay between science and craft.

The result is a packaging solution that doesn't need to shout to be noticed, drawing people in with its quiet confidence, elegance and grace.