

DrinkAid marks 3rd anniversary with Singapore's artistic talent

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DrinkAid, Singapore's pioneering health supplement brand that alleviates the side effects of alcohol, marks its third anniversary with an exclusive partnership with Singapore's top artistic talent – Tobyato, Jaeyelle, and JONT.

The limited edition boxes, released at only 1000 boxes per design, were launched and underscore the brand's commitment to exploring the intersection of local creativity and well-being. This has resulted in an unprecedented collaboration in the supplement industry.

Tobyato: Known for his collaborations with international brands like Asics and Levi's, and locally appreciated murals at Shake Shack in Great World City.

Jaeyelle: An acclaimed illustrator featured in FEMALE magazine and UNIQLO tees, whose ethereal style breathes new life into DrinkAid's packaging.

JONT: A mixed media artist with international exposure, famous for his work with Beyond the Vines and featured installations at the ArtScience Museum.

"As a proud local brand, we explored using our brand as a platform for artists to showcase their creativity. This culminated in this one-of-a-kind collaboration with three local artists. We hope this paves the way for creatives to play a bigger role in important daily-use products, and for our designs to serve as a keepsake for our third anniversary" said Ryan Foo, co-founder of DrinkAid.

The launch of these exquisite, limited edition DrinkAid boxes serves to:

Encourage the 'Support Local' movement by partnering exclusively with Singapore-based artists and showcasing their talents

Provide giveaways to DrinkAid customers as a nod of gratitude for three years of support.

"DrinkAid is a brand I trust whenever I have long nights, so I was very excited when Ryan approached me for a collaboration. I hope both new and existing customers appreciate the never-before-seen artwork on the limited-edition boxes!" said Toby "Tobyato" Tan.