

# Creativeans Honoured as Gold Winner at the 2025 Indigo Design Award, Celebrating Global Creative Excellence

*Recognised for outstanding branding and website design, Creativeans wins Gold and Silver at the Indigo Design Award 2025 for Red Lips, Lawe, and Minimax.*

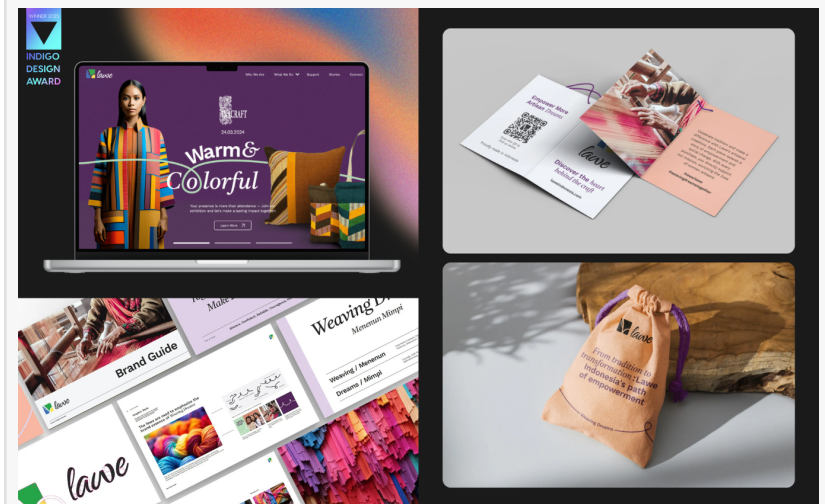
SINGAPORE, April 29, 2025

/EINPresswire.com/ -- Creativeans, an award-winning brand and design consultancy, is proud to announce its latest achievement at the prestigious Indigo Design Award 2025. The consultancy has been honoured with multiple accolades, including Gold and Silver awards across branding and website design categories, recognising the exceptional work done for [Red Lips](#), [Lawe](#), and [Minimax](#).

Leading the celebration is the rebranding of Red Lips, a contemporary Singaporean food brand inspired by Peranakan heritage. Creativeans' bold rebranding strategy for Red Lips earned a Gold Winner in Branding for Food. By infusing cultural authenticity with modern vibrancy, Creativeans created a dynamic brand identity that captures the spirit of culinary adventure. "Red Lips' rebranding journey has been an exciting fusion of tradition and innovation," said Kimming Yap, Managing Director of Creativeans. "This transformation strengthens their position as a leader in the food industry, connecting with a wider audience while honouring their roots of quality and authenticity."



Rebranding Singapore's leading Kueh Pie Tee brand with a vibrant new identity



Position Lawe to be highly relational by enhancing and emphasising the emotional components of its brand, people, and services.

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