



Couture Cannabis Gets High Design

Design industry veteran Gabrielle Rein is the creative director at [Toast™](#), a sophisticated lifestyle cannabis brand.

Harnessing her impressive experience having worked with famed designers Marc Jacobs, Donna Karan, Milly, John Varvatos, and Dolce & Gabbana, Rein used her imaginative power of design to cultivate an industry altering branding and packaging concept.

“The design had to be beautiful and embody lightheartedness and freedom. The icon is a social butterfly; Toast™ is all about being social and sharing experiences. It is delicate, almost ethereal. A gentle touch that will not weigh you down,” she explains.

Rein’s design is on-trend with the cannabis industry’s rapid move toward sophistication and professionalization. Inspired by the golden age of the 1920s with all of the glamorous jazz and swing parties, and luxurious old-fashioned cigarette cases, Gabrielle re-imagined cannabis to embody luxury and indulgence.

Gabrielle Rein is also the co-founder and creative director for Viceroy Creative, a full service marketing agency with a focus on brand strategy and package design.

<http://www.brandpackaging.com/articles/85807-couture-cannabis-gets-high-design>