

2024

KATIA FEDOROV

PROCESS DOCUMENT

FoodWaste: Skincare Brief

INTRODUCTION

To the brief

Initially, I had doubts about creating an appealing skincare brand using surplus bread. Transforming old, discarded bread into a skincare line seemed like a weird and challenging concept. However, I chose this brief because I wanted to explore something that felt outside my comfort zone as a graphic designer.

When I started thinking about bread, my mind immediately went to my own cultural connections to it. Bread is in almost every meal in both Spanish and French food. The idea of incorporating cultural elements into the brand really excited me, especially because I felt I could connect with it on a deeper level when drawing from my own personal experiences.

I decided to take a French approach for the brand. This decision was heavily influenced by a trip I took to Paris back in February, the city where I was born. During this visit, I felt deeply inspired by the city's graphic design aesthetic, which reconnected me with my French cultural roots.



01. RESEARCH
& ANALYSIS

GROUP INITIAL THOUGHTS

Initial Research

All of us the students who were assigned to food waste, we came together and answered these 3 questions to warm us up with our new brief. It was helpful to learn others' perspectives on food waste, including aspects I hadn't considered before.

WHAT TO YOU KNOW ABOUT FOOD WASTE?

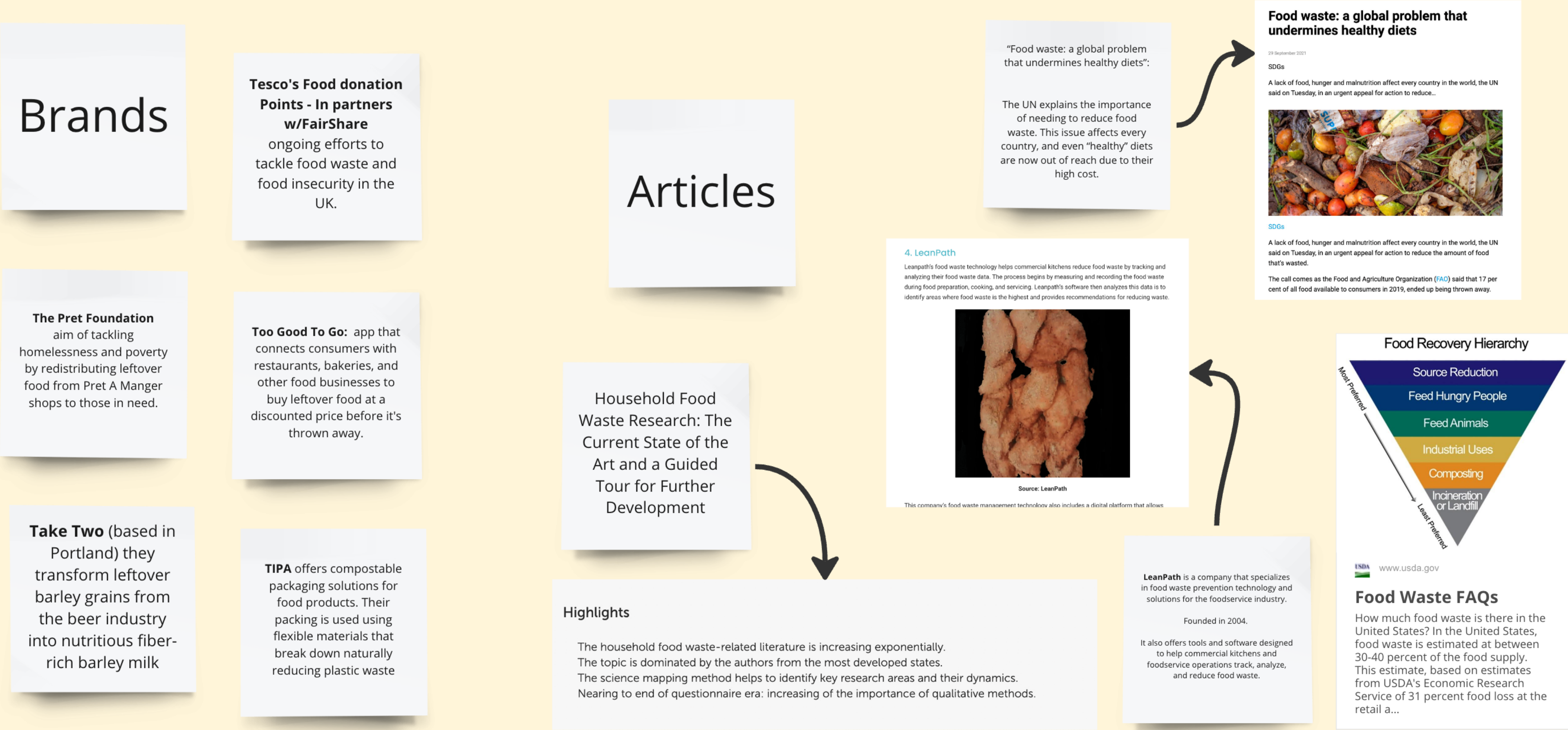


GROUP INITIAL THOUGHTS

Initial Research

It was interesting to see the different brands, facts, and articles everyone uploaded on the Miro board. Working as a group really helped me learn about food waste more efficiently and feel more prepared to choose one of the brief’s from foodwaste.

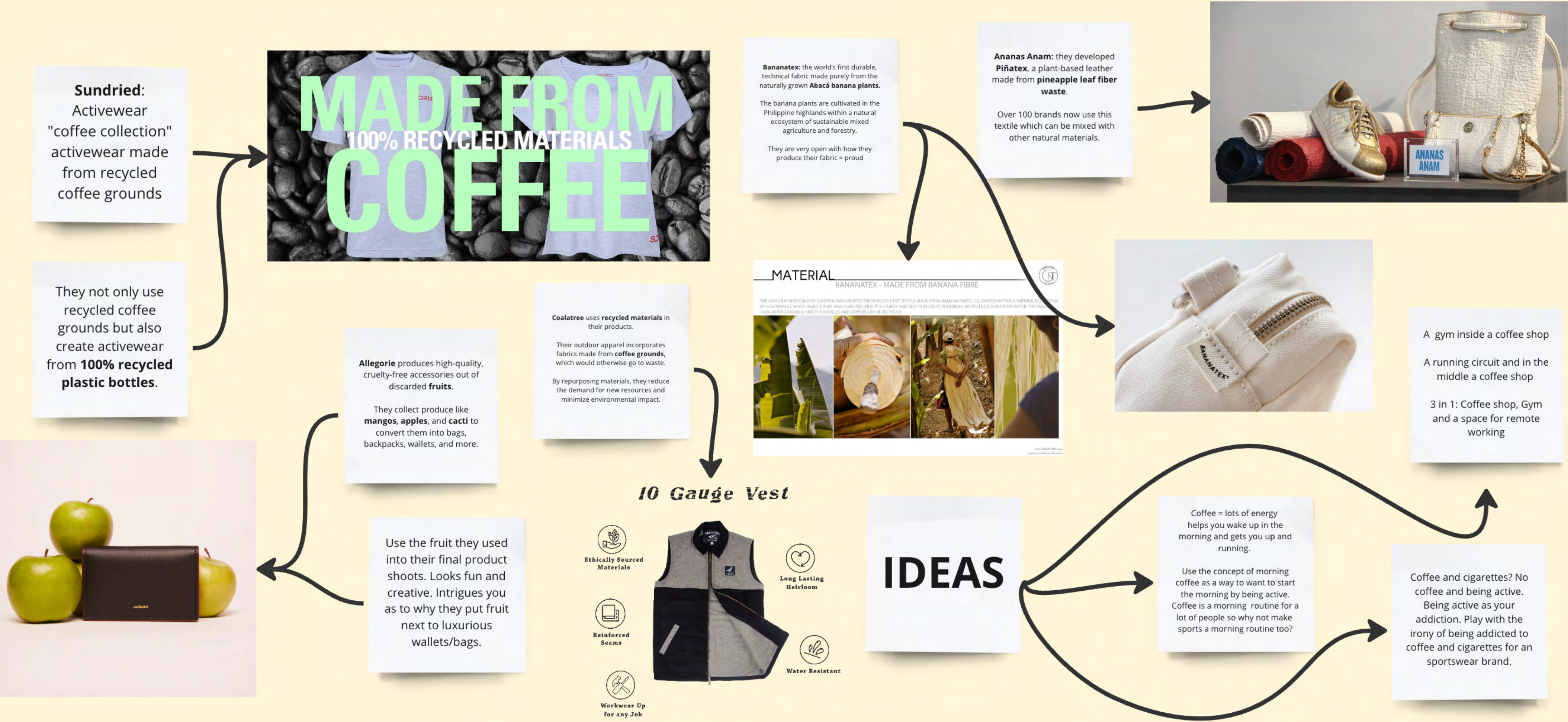
GENERAL FOOD WASTE RESEARCH



SPORTSWEAR BRIEF

Initial thoughts on Sportswear clothing range from coffee

Even-though I knew I didn't want to choose this brief from the beginning, it was a good challenge to find ideas I could've potentially done for this brief.



SKINCARE BRIEF

Initial thoughts on Skincare range from discarded bread

This initial research/mind map was interesting to do as I had never heard of a brief like this and it was interesting to see the research I gathered.



VODKA BRIEF

Initial thoughts on Vodka (or other spirit) made from surplus milk

I wasn't aware of how many existing brands have used milk into their alcoholic drinks. It was interesting to see the different ways they would advertise it to give me a few ideas of what my brand could potentially lead to.

TOAST Ale is a brand of beer that's made from surplus bread. Use bread that would otherwise go to waste, either because it's unsold or stale, and turn it into a delicious and sustainable beer.



BlackLionVodka is a craft vodka brand created by husband and wife duo, **Tim and Tanya Spittle**. They have a passion for farming, provenance, and vodka which led them to creating their vodka out of sheep's milk



Vodkow is produced by leftover Dairy. Canadian company based in Almonte, Ontario. The idea behind Vodkow is to create a high-quality vodka while also finding a sustainable use for surplus whey from cheese production, reducing waste in the dairy industry. Unused **milk sugar** from local dairy farms and transforms it into a one-of-a-kind spirit.



Ewenique Spirits: Based in the UK, uses **goat's whey** to create their vodka. Goat's whey makes the flavour of their vodka very distinctive



Black Cow Vodka: From Dorset, England. spirit made entirely from **milk**: uses leftover **whey**, a by-product from cheese-making, to create this smooth-tasting vodka. The whey is then fermented. **Taste:** very smooth, with a full-bodied, almost creamy texture.

Make a series to make ice vodka latte, hot vodka chocolate, espresso martini with a splash of vodka milk, flat vodka white

Make it look like a baby bottle for kids as a funny gift to give to friends. Pacifier be a chaser with the vodka shot

Could make it into a very funky fun cow design. Playful.

Make the packaging in the pattern of a cow to represent the vodka as a cow since it is made from surplus milk

Could be more subtle and have the cow pattern and make the vodka luxurious looking

IDEAS

PROS AND CONS

Choosing the brief

I wanted to research all 3 potential brief to be open-minded and find out which project excited me the most. After taking some time in looking at all 3 briefs, I designed a pros and cons table to help me make the right decision.

SKINCARE

From discarded bread

VODKA

From surplus milk

SPORTSWEAR

From coffee grounds

PROS

- Never tried designing a skin care brand before
- I have some fun ideas I wrote down on the initial product research
- Could make it look completely different from the regular skin care packaging designs

- Never designed a spirit before
- Could go on completely different routes, fun, elegant, funky, etc...

- I can imagine using photography in this project in a fun way since it is sportswear
- Lots of movement

CONS

- Could be limited to just women? - Usually men don't focus on skin care as much let alone a sustainable skin care
- Don't know much about skincare, so a lot of research would have to be done.

- Surplus milk, it's kind of an odd ingredient, would be challenging.
- What kind of audience would I target?
- I don't know much about vodka/spirits, so lots of research would have to be done.

- I've already done a coffee related project, I want to play around with other fields to expand my portfolio

NOTES

- I could challenge myself and create a skin care for men.
- Find a target audience that I've never reached for
- A skin care for kids
- I feel the most excited about the skincare product compared to the other products

- Would be a fun product to design but nowadays it is becoming very popular to design funky spirit bottles so it would be hard to come up with something completely different due to high number of competitors.

- I feel like if I picked this brief, I would restrict myself from trying something new.

DECISION

Based on the pros and cons table, it was clear that the brief I was most excited about was the skincare made out of bread. I was most excited because I wanted to incorporate my French culture into the project.

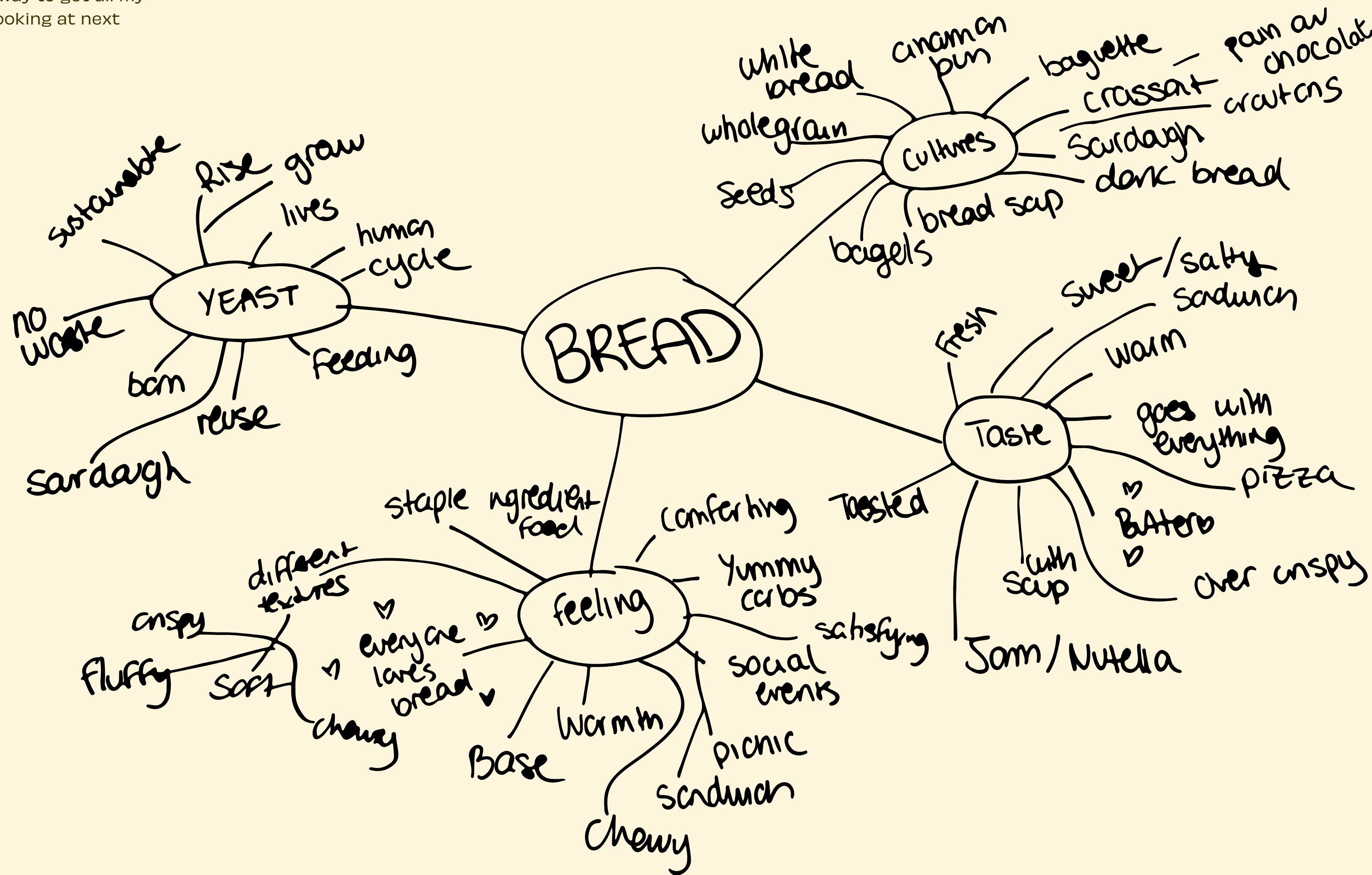
NEXT STEP?

Start researching bread

MINDMAP

Initial thoughts about bread

Before diving into the Internet, I wanted to make a mindmap about bread in general and just drop down every thought I had on bread. This was a good way to get all my thoughts out and see what I should be looking at next when researching bread.



NEXT STEP?

Find out more about bread

FACTS ABOUT BREAD

Expanding my knowledge about bread

I wanted to learn more about bread in general to simply find interesting connections and to see how much I could expand from just my mindmap about bread. I found some very interesting information that I found helpful to further develop my research for this brief. Sometimes its about looking at random facts about bread can spark an intriguing idea or creative direction.

01. ORIGINS

Bread is one of the oldest prepared foods. Dating back to ancient civilizations such as Mesopotamia, Egypt, and Greece; which was around 10,000 years ago.

02. MIDDLE AGES

Bread remained a central part of the European diet. The cost and availability of bread often led to social and political issues during that time.

03. BREAD STATUS

In Europe, white bread became associated with wealth and status due to its finer texture and whiter colour and darker bread was associated with lower classes.

04. BREAD RIOTS

Throughout history, bread shortages and price increases have sparked riots and uprisings. One example is the French Revolution of 1789, where a lack of bread increased social problems and helped lead to the overthrow of the monarchy.



05. CULTURES

Bread holds cultural significance in many societies. It features prominently in religious rituals, such as the Christian Eucharist and Jewish Sabbath meals.

06. CUISINES

Bread plays a central role in many cuisines around the world. For instance, it's a staple in French cuisine, baguettes, and in Indian cuisine, various types of flat-breads, etc...

BREAD IN VARIOUS CULTURES

BAGUETTE - French long thin bread (flour, water, yeast and salt)

SOURDOUGH - Bread made from a naturally fermented starter (wild yeast)

CIABATTA - Italian bread known for its large air holes, and chewy texture.

PITA - A round bread from the Middle East, used as a pocket for sandwiches

NAAN - A soft flat-bread from South Asia, popular in Indian and Pakistani cuisine

BRIOCHE - French, rich, buttery, sweet bread enriched with eggs and butter.

RYE BREAD - A dense, dark bread made from rye flour. Common in Northern and Eastern European cuisines, with variations like German pumpernickel and Swedish limpa.

FOCACCIA - Italian flat-bread, topped with olive oil, herbs, and other ingredients.

CHALLAH - Jewish braided bread with eggs, sweetened with honey or sugar.

CORNBREAD - Bread made from cornmeal from Native American cuisine.

KHACHAPURI - National Georgian dish cheese-filled bread.



Baguette



Naan



Foccacia



Pita



Khachapuri

GEORGIA TRIP

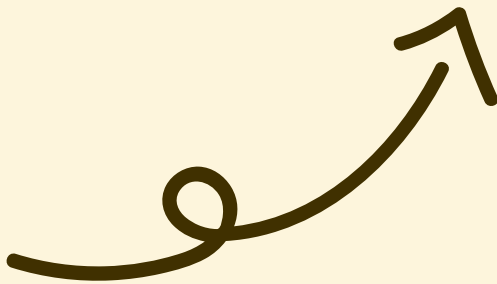
New bread knowledge

During my trip to Georgia, I found "Tonis Puri," a unique bread baked in stone ovens by sticking dough to the walls. In Tbilisi, bakers made multiple batches throughout the day, selling the fresh bread wrapped in old newspaper to minimize packaging. This trip made me realise how much bread is centered around cultures, which made me want to connect culture and my skincare brand.

TONIS PURI



Original images



Behind the Scenes...



Original images

MORE PACKAGING

I went to this bakery where I really liked the idea behind the packaging, it looked the wheat crop pattern and inside wasn't just a cute symbol, it was a Georgian writing which was the name of the bakery (Puri Guliani)



BREAD AND SKINCARE

Finding connections between bread and skincare

My main question about this brief is how can we create a product that uses surplus bread in a skincare brand?
I did some research just to educate myself more and understand the connections.

ABOUT YEAST

Benefits of Yeast Extract:

- Reduces the amount of oxidative stress on the skin
 - Calming effect that helps soothe skin
 - Improve overall skin hydration (Maegan Griffin -Nurse Practitioner, Founder of Skin Pharm)
 - Help brighten your overall complexion
-
- Helps fight free radicals from pollution and UV rays
 - = anti aging sun damage and pigmentation (Sunitha Posina)
 - Rich in vitamins (especially vitamin B), amino acids, and minerals.

Well&Good by Astorino. 2021



YEAST IN SKINCARE

Yeast in skin care is often used to release active ingredients, such as amino acids and peptides or making certain active ingredients more concentrated and therefore more potent.
Yeast is an FDA-approved ingredient.

CAN I EXTRACT YEAST FROM SURPLUS BREAD? YES.

According to Chat GPT:

1. Choose a bread that is made with natural yeast (sourdough or artisanal bread) live yeast = better

2. Extract the Yeast

- Crumble the bread into small pieces and place into the jar.
- Add lukewarm water to cover the bread completely.
- Add a small amount of sugar to help yeast growth

3. Mix and Wait

- Stir the mixture gently
- Cover the jar loosely with a cloth to allow air to pass
- Place the jar in a warm, dark place (cupboard or pantry)

4. Observe and Feed

- Over the next few days, check the jar regularly for signs of fermentation.
- Should see bubbles forming (yeast is active)
- If not add a bit more sugar to feed the yeast

5. Harvest the Yeast

- Once you see consistent signs of fermentation and the mixture smells slightly sour, you can harvest the yeast.
- Pour off the liquid from the top of the jar, leaving behind any solid debris.
- The liquid should contain live yeast cells that you can use

6. Store or Use

- You can use the harvested yeast immediately or store it in the refrigerator.

NEXT STEP?

Find competitors that use yeast

AUDIENCE PERSONAS

Exploring Audience Personas

After listening to the week 1 lecture, we were encouraged to work on 3 different target audiences. I liked this task because it made me think of different audiences I could go for before just going directly to an audience that I feel comfortable and instantly go for, which is usually my age group.

HIPPY ARTIST

25-45

Age range: 37	Favourite brands:
	- Patagonia
Gender: Female	- Lush
	- Thrift Stores
Location: Barcelona, Spain	- Second hand stores
	- Humana
Ethnic background: Spanish	- Vinted
	- Sunski
Occupation: Artist	

Interests:	Personality:
- Dance	- Creative
- Thrifting	- Adventurous
- Theatre	- Empathetic
- Music	- Quirky
- Outdoors	- Extrovert
- Reading	- Curious
- Cooking	- Pet lover
- Traveling	
Values:	Desires:
- Sustainability	- Good/sustainable skincare ritual
- Individuality	- Health
- Community	- Travel the world
- Family	- Spend time with friends
- Friends	

CURIOUS KID

8-14

Age range: 12	Favourite brands:
	- Spotify
Gender: Male	- Vans
	- Uno
Location: Brussels, Belgium	- Nike
	- Apple
Ethnic background: Belgian	- Dobble
	- Addidas
Occupation: Student	

Interests:	Personality:
- Gaming	- Adventurous
- Music	- Curious
- Outdoor activities	- Open Minded
- Reading	- Friendly
- Technology	- Creative
- Card Games	
- Football	
Values:	Desires:
- Self Expression	- Authentic connections
- Sustainability	- Save the planet and animals
- Learning	- Good grades
- Family	- Win MVP in football
- Friends	
- Achievement	

CLEAN GIRL

20-28

Age range: 24	Favourite brands:
	- Lululemon
Gender: Female	- Trader Joe's
	- Arket
Location: New York	- Weekday
	- Drunk Elephant
Ethnic background: USA	- Burt's Bees
	- Free soul (Greens)
Occupation: PR	- Joe and the Juice

Interests:	Personality:
- Reading	- Healthy conscious
- Running	- Adventurous
- Cooking	- Sporty
- Makeup	- Extrovert
- Yoga	- Friendly
- Photography	- Influenced
- Traveling	
Values:	Desires:
- Sustainability	- Wants to try 75 day hard
- Wellness	- Wants to contribute in Sustainability
- Discipline	- Support more local brands
- Curiosity	
- Balance	
- Authenticity	

AUDIENCE PERSONAS

Choosing my target audience

I wanted to create 3 different moodboards to imagine what each brand would feel like for each target audience to see which direction I was leaning on the most. It was helpful to see visuals to sense the feelings I wanted to express for each potential audiences for my brand.

HIPPY ARTIST

25-45



Unsplashed images

CURIOUS KID

8-14



CLEAN GIRL

20-28



CHOSEN TARGET AUDIENCE

Eco-Artistic Explorers

During our first week's lecture, our tutor shared an example of how they presented their target audience when working at Pearlfisher. Inspired by it, I wrote a short paragraph that clearly defines my own target audience. This exercise helped me gain a good understanding of who I'm designing for, and I can refer back to this paragraph as a reminder throughout the project.



ECO-ARTISTIC EXPLORERS

Meet the vibrant and eco-conscious artists, aged 25 to 45, who care about living sustainably and creatively. These Eco-Artistic Explorers want more than just skincare - they're searching for a holistic way of living that matches their values and interests.

Driven by a desire for a sustainable lifestyle, they're drawn to brands that offer more than just products - they want a deeper connection with the environment and their community.

Embracing the joy of second-hand shopping and reusing, they wish to see more sustainable initiatives beyond just fashion.

For these Eco-Artistic Explorers, this upcoming brand is more than just skincare - it's a symbol of their commitment to sustainability, creativity, and community. It shows their belief that beauty should be as kind to the planet as it is to their skin.

DECISION

I've decided to go for an age group that I wouldn't usually choose just to challenge myself and explore a new audience. I mostly was inspired to choose this audience because my aunt is an artist who does appreciate sustainability and wants to find products that are fun yet create an impact in the world.

NEXT STEP?

Interview my target audience

INTERVIEW

Sarah Anglada (37) – Performing Artist

I thought the best way to get to know my target audience and their needs would be to conduct an interview. This was very helpful in order to go into the right direction and create a brand that aligns perfectly with their needs and not just creating a brand based on assumptions. I recorded the interview and then wrote down the main points down in my notebook.



Q1. *What products do you use daily?*

"I don't use many products, I like to keep it simple"

"I use one cream for the day and sunscreen, one more hydrating during the night and facewash when I take a shower"

Brands: Avene, La Roche-Posay, Lush, Vaseline

Q2. *What brand do you really like?*

"I love Lush"

"Very natural ingredients, smells really nice"

"Sustainable, cruelty free"

"I reuse their packaging for other products when I finish it"

Q3. *Do you use anti-aging products?*

"I don't buy those type of products" "Don't feel real, feels like fake advertisement"

"I look more at the ingredients rather than the tittle"

"I'd rather use natural ingredients"

Q4. *What attracts you to a new brand?*

"Sustainable for sure"

"If they use natural ingredients"

"I like brands that have fun, seem real and passionate about their products"

Q5. *Would a sustainable brand attract you more?*

"Definitely"

"Sustainability is important to me"

"Clean ingredients and low-waste packaging"

"I will pay more if it is natural ingredients and sustainable"

MAIN TAKEAWAYS

- Natural ingredients
- Sustainable
- Hates anti aging advertising
- Engaging and fun brand
- Would pay more for a sustainable brand

SKINCARE COMPETITORS

Looking at direct & indirect competitors

Seeing these competitors' typical designs made me want to avoid conventional skincare branding. Instead, I envisioned a playful and unique brand. The interview further fuelled my passion for creating a sustainable brand that embraces the quirky idea of using surplus bread as an ingredient.



PARIS TRIP PT.1

Finding inspiration from my Paris trip

My trip to Paris in February came at the perfect time for this project. Being immersed in the French culture left me feeling inspired to incorporate elements of it into my work. During my time there, I captured several design that I found interesting.

POSTERS

These are a few posters I really liked, most of them stood out to me because of how simple and handmade they looked.



Imperfect drawing
very simple

I like the use of french words
(Bisou = Kiss)

I like the colours together



I like how they mixed 2 completely different fonts, one very simple modern looking and one more old looking

I like the colour overlay, black and white with a deep translucent red

PRODUCTS

These are all very different products but each had very interesting elements I wanted to comment on.

Very different soda design, looks different which is what intrigued me. I also like how the name is mysterious, I had to look at the product to know what it was. I like the font they used.



I like this series of cups. The packaging asked Hello who? and this specific cup says "Hey asshole". But when saying it in french sounds funny and aggressive at the same time. Translating it in english doesn't sound as funny. Because I can speak french I can imagine a french person saying this.



I love the name and branding of this brand. The shoe shame is a funny name to call it. The product design is very simple and clean. I wonder is making the packaging more compact would be more sustainable. Very minimal design which works very well.



Really like how they named this cup. "Friends like pigs" it doesn't translate well in english but the french make things sound funny and silly at the same time.

PARIS TRIP PT.2

Finding inspiration from my Paris trip

WORDMARKS

Walking was the best part of Paris as I found lots of different shops with interesting wordmarks that I captured.



Funny name, instead of Sacre Bleu (expression in french) it's Sacre frenchy
I like how they mix french and english words together

Merde = Shit in french
I like the wordmark of the brand, looks like the texture of merde. I like their colour palette, deep red and a pastel white colour and wooden features.

I like the font used for the name of the restaurant. Bold font with some unique letter details for each.

THE FRENCH BASTARDS

This bakery was the highlight of my trip, they had such an amazing brand identity that was consistent throughout. I really liked how they mixed their French attitude and made the bakery in English. It highlighted the French culture even more aggressively.



- Prioritize environmental preservation, sustainable development, and community support
- Minimize food waste through daily redistribution by Linkee and Secours Populaire de Paris
- Utilize eco-friendly packaging solutions
- Promote reusable packaging to staff and customers

LOVED Their brand identity! Bakery.

Very clean, modern urban looking. Very confident brand. Love their name, "The french Bastards"
French are known to be annoying and they are owning up to it.

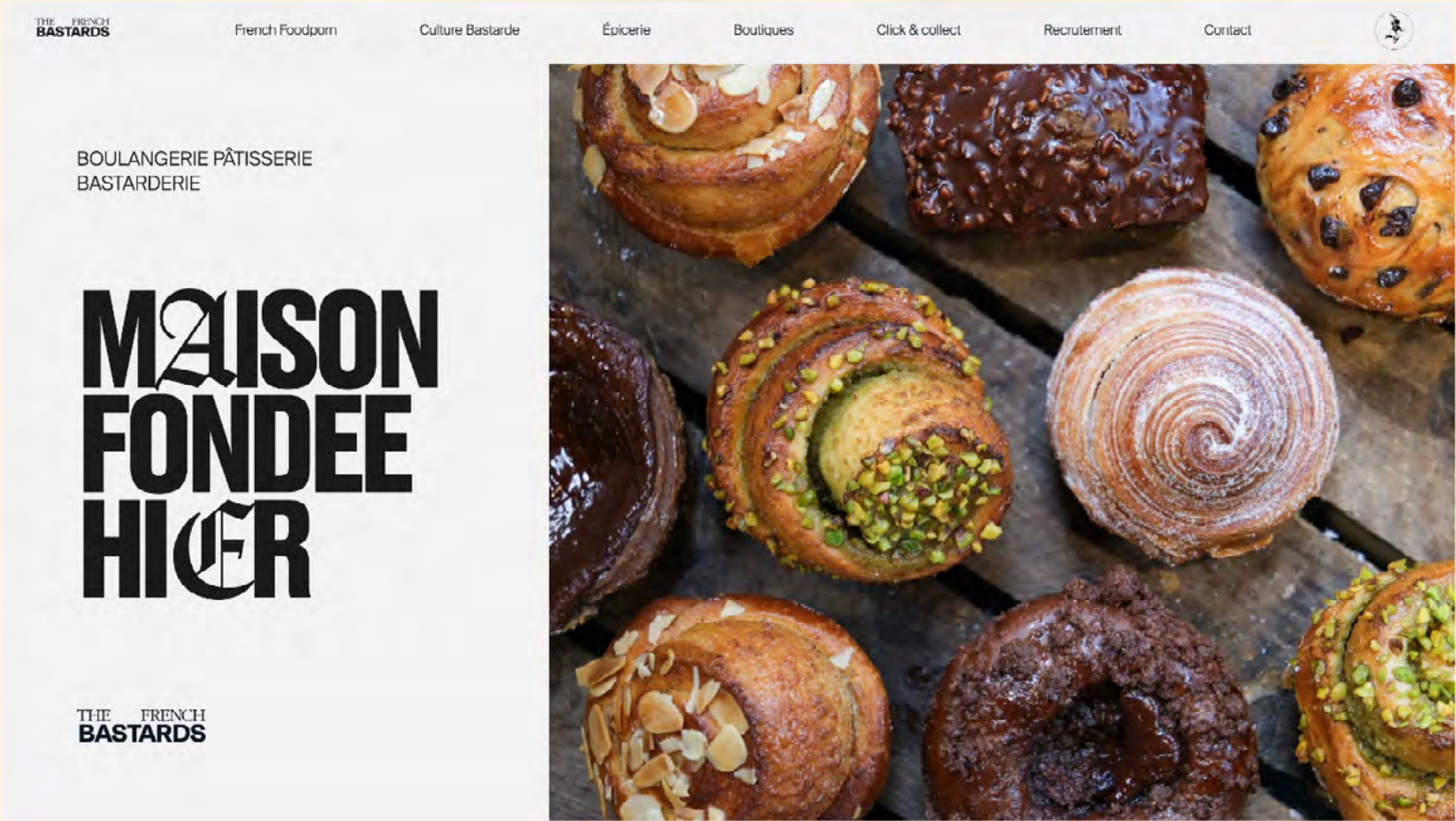
Their wordmark is a great mixture of french using the serif clean sophisticated font with a bold, loud font adding that confident cocky attitude.



Their symbol is a vintage looking image of a boy holding a baguette as if he's about to hit someone. He's a french bastard.

Their website is very simple clean consistent. They have a very simple/urban colour palette, black, white and grey.

They have a very french attitude, using formal vocabulary with aggressive "Bastard" attitude.



Very confident and bold, they know they are a good bakery and not afraid to say it in an aggressive way. I like how they mix french and english together to gather not just french people to come to their bakery.

02. STRATEGY & EXPERIMENTATION

BRAND IDENTITY WORKSHOP

5 minute challenges on each statement

To start understanding our brand identity, we were challenged to create a manifesto, mission/vision statement and values in under 5 minutes for each. This was a good way to get rid of all the basic ideas out of the way to then be able to go back to this workshop and develop them further.

MANIFEST / MISSION STATEMENT / VALUES

MISSION

- "We want to..."
- "Our aim is to..."
- "Our purpose is to..."

RANDOM IDEAS:

- get baked
- get your fresh bread

VISION

- "To create a better future for..."
- "To raise awareness of..."

BRAND VALUES :

- Adventurous
- Curious
- Open minded
- Community
- Joy
- Sustainability
- Authenticity
- Truth

INITIAL IDEAS: (Mission)

- We want you to feel good through your skin, feel good saving the environment.
- Save your skin and save your planet
- Save your skin and save your bread.
- Encourage your skin & encourage the planet.
- Take care of your skin & taking care of the planet.

INITIAL IDEAS : (VISION)

- To create a better future for your skin and your planet
- To improve your self confidence and improve your planet's future.

PUTTING MISSION + VISION TOGETHER

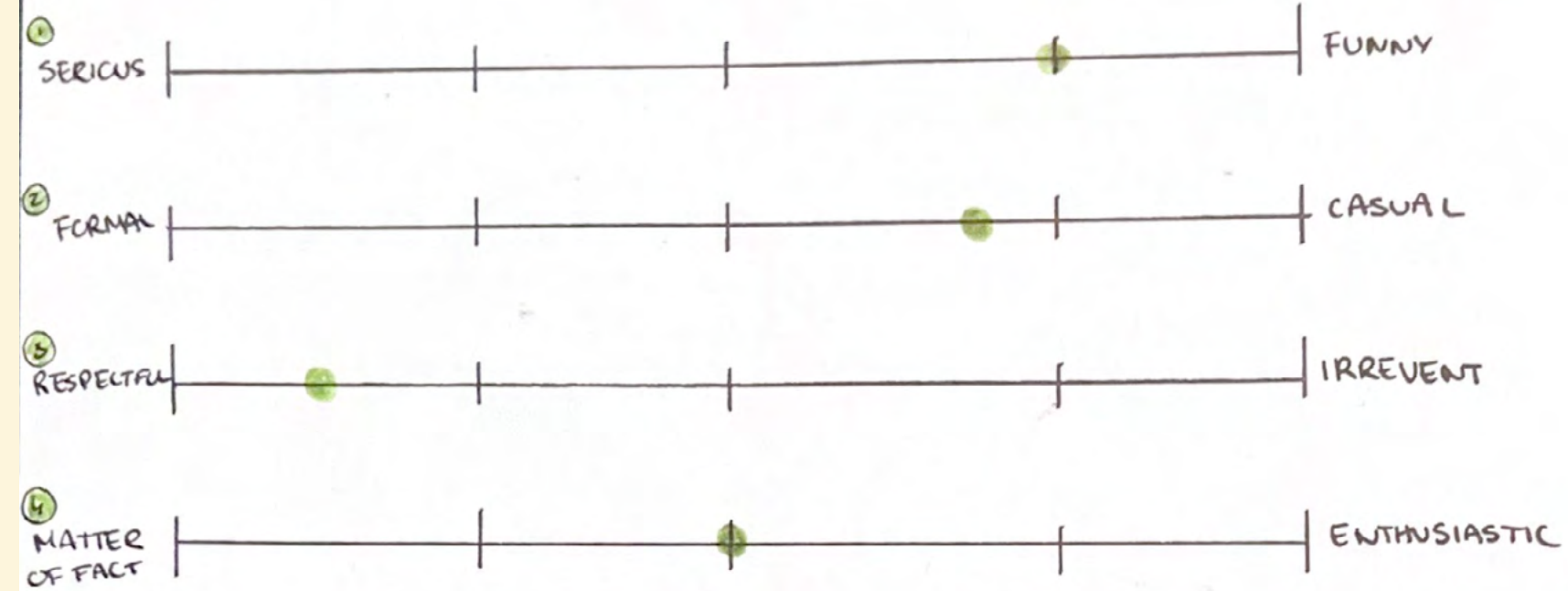
- We want you to be brave
be adventurous to improve
your self confidence and
improve your planet's future.

NOTES

These were very basic initial ideas, but it was a good way to dump the basic ideas first and then be able to develop from there.

TONE OF VOICE

HOW BRAND SPEAKS TO ITS AUDIENCE



- ① Enjoyable
- ② Relax
- ③ Reliable
- ④ Clear

WE ARE :

- Fun
- Reliable
- Caring

WE AREN'T

- lifeless
- strict
-

NOTES

When doing this workshop I still didn't feel like I had enough knowledge about my brand, so my tone of voice for my brand was unsure still.

NEXT STEP?

Research and further develop!

MANIFESTO RESEARCH

Looking at competitor's manifestos

After writing my first draft of the manifesto ideas, I realized I needed to research how other brands express their manifestos while still keeping their unique tone and voice, and how well they pull it off. I decided to look at a variety of different brands, some skincare brands and some iconic well-known brands, to compare their messages and how their voices change.



Mission:
"To care for the world we live in, from the products we make to the ways in which we give back to society."

- Dedication to environmental sustainability
- Ethical product manufacturing,
- Social responsibility

Caring for the world and its commitment to making a positive difference in society.

Patagonia's mission is so core to their existence, they painted it on buildings.

They're very confident with that they stand for.

(Wk2 presentation notes)

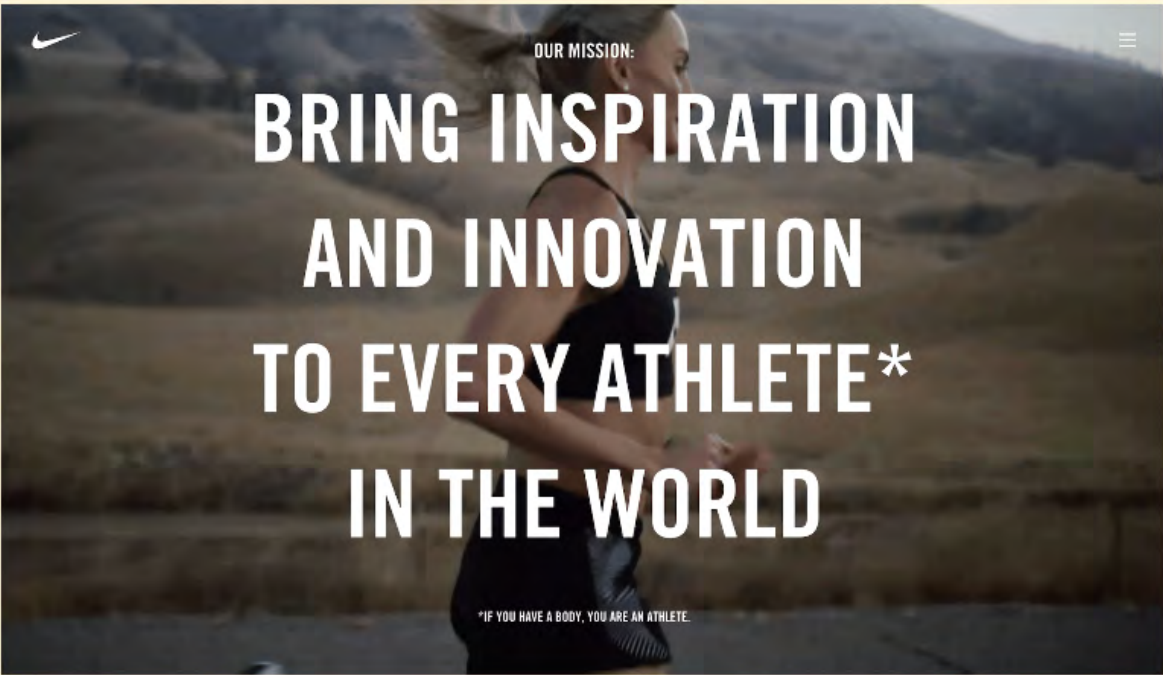
inspiring others to join their mission of protecting the planet and its people.

Inspiring to join their community and be part of something important.



If you have a body you are an athlete.

Empower individuals to reach their full potential in sports and in life. Inclusive, inspiring, build a strong welcoming community.

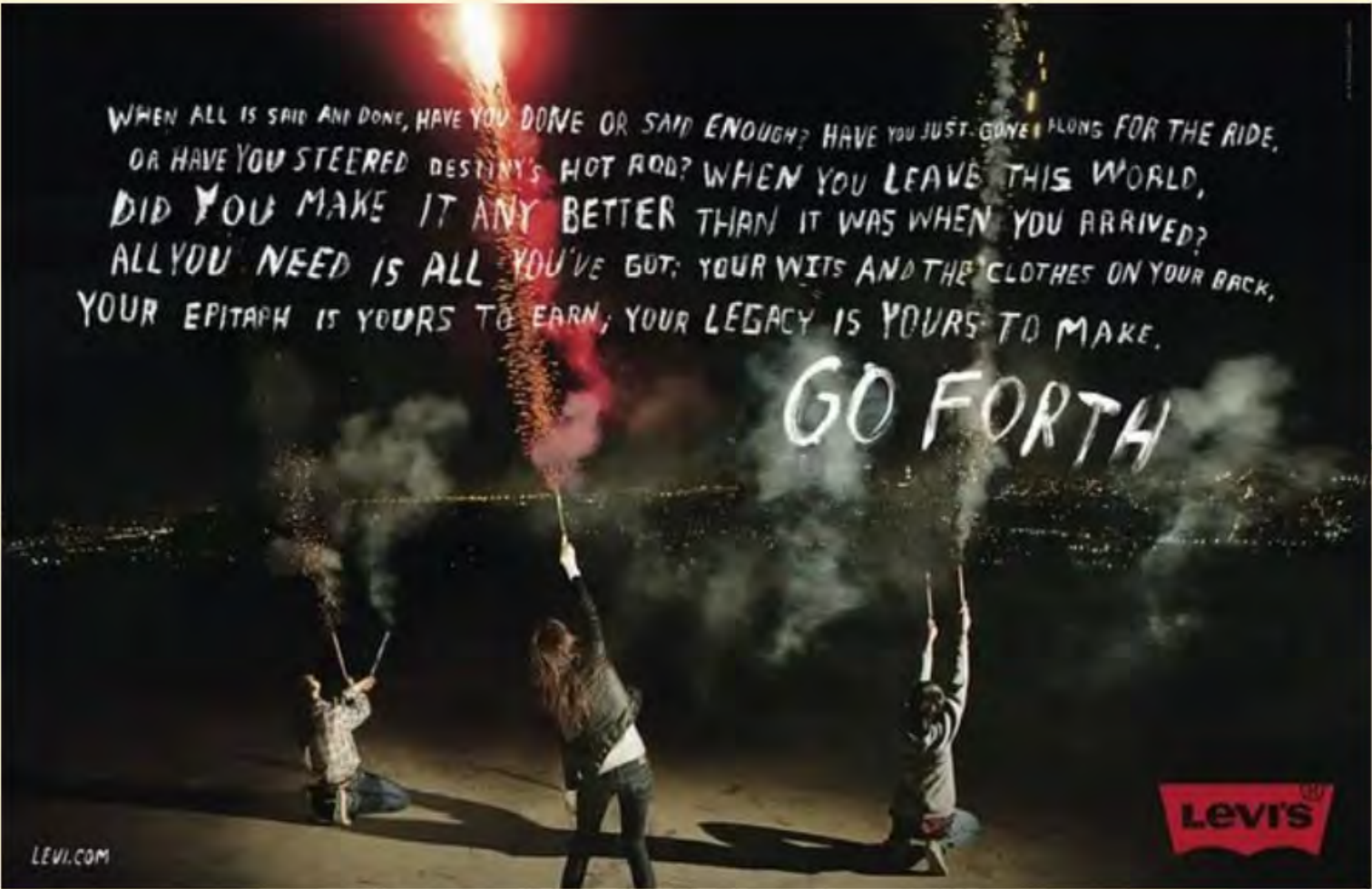


Mission:
"To refresh the world in mind, body, and spirit; to inspire moments of optimism and happiness through our brands and actions; to create value and make a difference."

Cocacola wants to go beyond being a beverage company and become a source of joy, build a community and create a positive change in the world.

MANIFESTO RESEARCH

Looking at competitor's manifestos



Levi's manifesto emphasises on diversity, inclusion, sustainability, and authenticity. Confronting the clothing industry's environmental impact boldly.

Their slogan "Live in Levi's" = durable, versatile, and timeless. Inspire their audience to make a positive impact in the world.

Call to action!

Encouraging people to be brave and make their mark

It's an attitude.

(Wk2 presentation notes)



Mission:

"To nourish people and the planet."

Very simple and clear statement.

Balance, people and planet. Taking care of both. Considerate

Mission:

"to ensure that the next generation grows up enjoying a positive relationship with the way they look and to help them raise their self-esteem."

Dove wants to show through their brands and products that beauty is for everyone

when you look and feel your best, you feel better about yourself.

Dove

Mission:

"To give voice through beauty."

Empowering individuals to express themselves through beauty.

Emphasis on inclusivity, self-expression, and minimalistic beauty ideals.

Connecting Beauty with Identity



MANIFESTO DEVELOPMENT

Mindmap and developing

After doing some research and getting inspiration, I knew I wanted to create a manifesto that had some funny connections with food and skincare. I decided to start with a mindmap to get some words out before writing sentences



I highlighted in bold text the elements I liked the most from each statements to see how I could improve them further.

MISSION

Mission Statement:

We're on a mission to revolutionise skincare while combating food waste. We harness surplus bread to craft luxurious skincare products that nourish your skin and contribute to a sustainable future. Our chic, modern approach invites everyone to indulge in the **timeless elegance** of a French picnic, empowering individuals to **feel young and fresh while making a positive impact on the planet.**

Mission Statement:

"We knead change. Our mission? **To butter up your skin** with deliciously sustainable ingredients. We slice through food waste by repurposing surplus bread into nourishing skincare. Join us on this crusty, yet chic, journey where **beauty and sustainability sandwich together."**

Mission Statement:

"We knead change. We're on a mission to revolutionise skincare while combating food waste. We harness surplus bread to craft skincare products **a la Française** that nourish your skin and contribute to a sustainable future. **Our nostalgic, modern** approach invites everyone to indulge in the timeless french elegance, empowering individuals to feel young and fresh Where **beauty and sustainability sandwich together."**

Mission Statement:

To sandwich beauty and sustainability together, offering nourishment for both your skin and environmental consciousness. Join us on a journey of timeless elegance infused with modern twist, as we strive to make a positive impact on our planet.

VISION

Vision Statement:

"Our vision rises like a perfectly proofed baguette: *Croissant Glow* shall be the crème de la crème of eco-luxe skincare. Imagine sipping rosé by the Seine, nibbling on pain perdu, as our surplus-bread-infused serums and creams work their magic. **We're not just a brand; we're a flaky, fragrant revolution. Let's toast to youthful radiance and a planet well-battered."**

Vision Statement:

"Our vision is to revolutionize the beauty industry by creating a delightful synergy between skincare and sustainability. Through our surplus bread-based formulations, **we aim to empower individuals to make conscious choices while indulging in self-care.** Picture a sun-kissed French picnic in the 1960s—**our products embody that timeless charm, making every skincare ritual a delightful act of environmental responsibility."**

Vision Statement:

"Our vision is to redefine beauty by merging sustainability with sophistication. We envision a world where skincare isn't just about looking good, but also about doing good. Through our commitment to utilising surplus bread and evoking the spirit of a French picnic from the 1960s, we aspire to inspire a global movement towards conscious consumption and radiant self-care. **Together, we're not just preserving youthful skin; we're preserving our planet for future generations."**

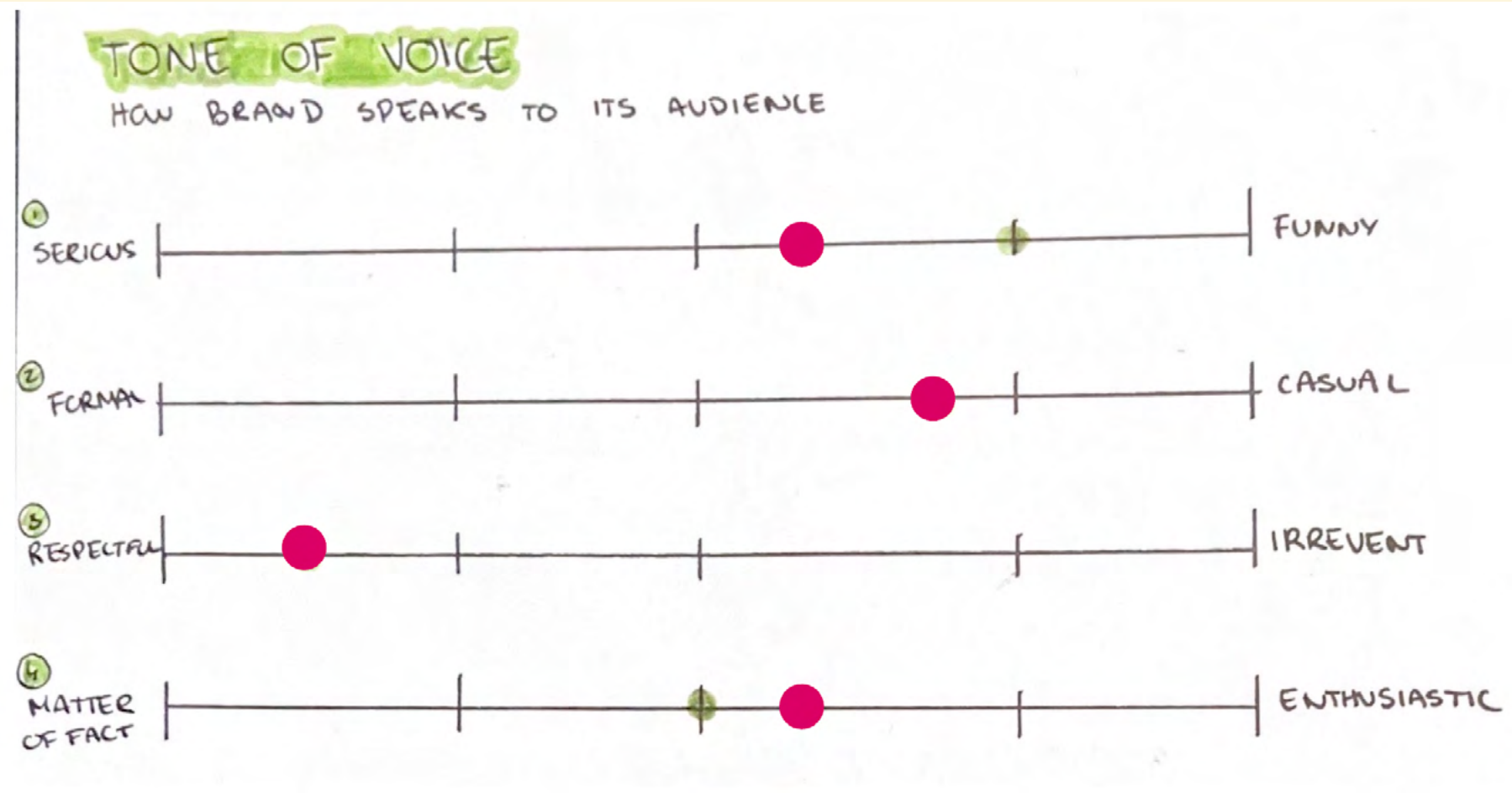
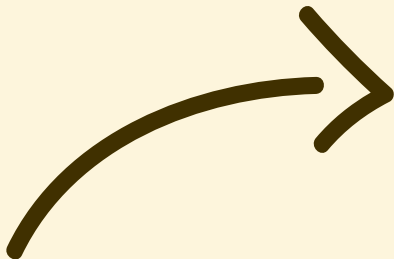
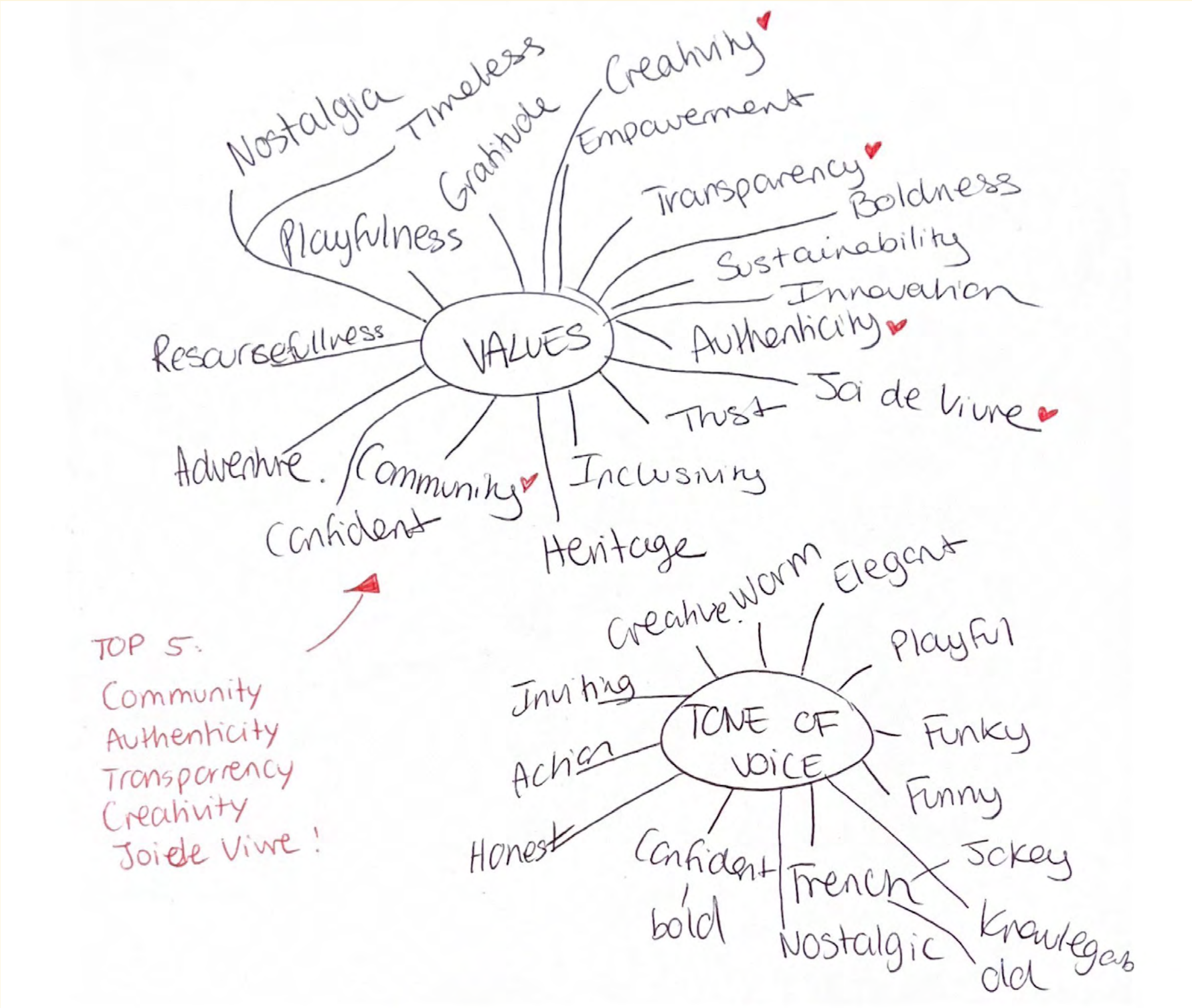
Vision Statement:

"Our vision is a delightful fusion of sophistication and sustenance, where skincare meets savoir-faire with a deliciously ironic twist. Picture a world where surplus bread isn't just leftovers but the cornerstone of luxurious self-care. **We envision spreading joy and reducing waste, one crust at a time,** all while invoking the timeless charm of a 1960s French picnic. Together, let's raise a croissant to a future where beauty is as delightful as it is sustainable, and **where every skincare routine is a toast to the joy of living."**

TONE OF VOICE/VALUES

Mindmap and development

Same method as my mission and vision development I decided to create mindmaps as I feel like it is the most effective way for me to get my ideas out.



TONE OF VOICE

Inviting
Confident
Knowledgeable
Whimsical

VALUES

Community
Transparency
Authenticity
Joy de vivre!

MISSION+VISION

Mission Statement:
To sandwich beauty and sustainability together, offering nourishment for both your skin and environmental consciousness.

Vision Statement:
Where every skincare routine is a toast to the joy of living, while nurturing our planet for future generations.

MOODBOARD WORKSHOP

Creating moodboards from magazines

We were given a huge variety of magazines in order to create physical moodboards. This was a great exercise to avoid going straight to pinterest and simply finding images that were not related to our brand but more the mood and feeling we wanted to create.

Playful & Bright:
I liked this moodboard but I feel like it felt too basic and too gen Z, and since my chosen audience is 28-45 I want to go for something a bit more mature but still playful.

01. PLAYFUL & BRIGHT



MOODBOARD WORKSHOP

Creating moodboards from magazines

Fancy but funky: I liked the direction I was going for but I also wanted to add a bit more playfulness into the moodboard. This was a sort of in between, keeping it mature but adding a few funky elements (like the dog in bed).

02. FANCY BUT FUNKY

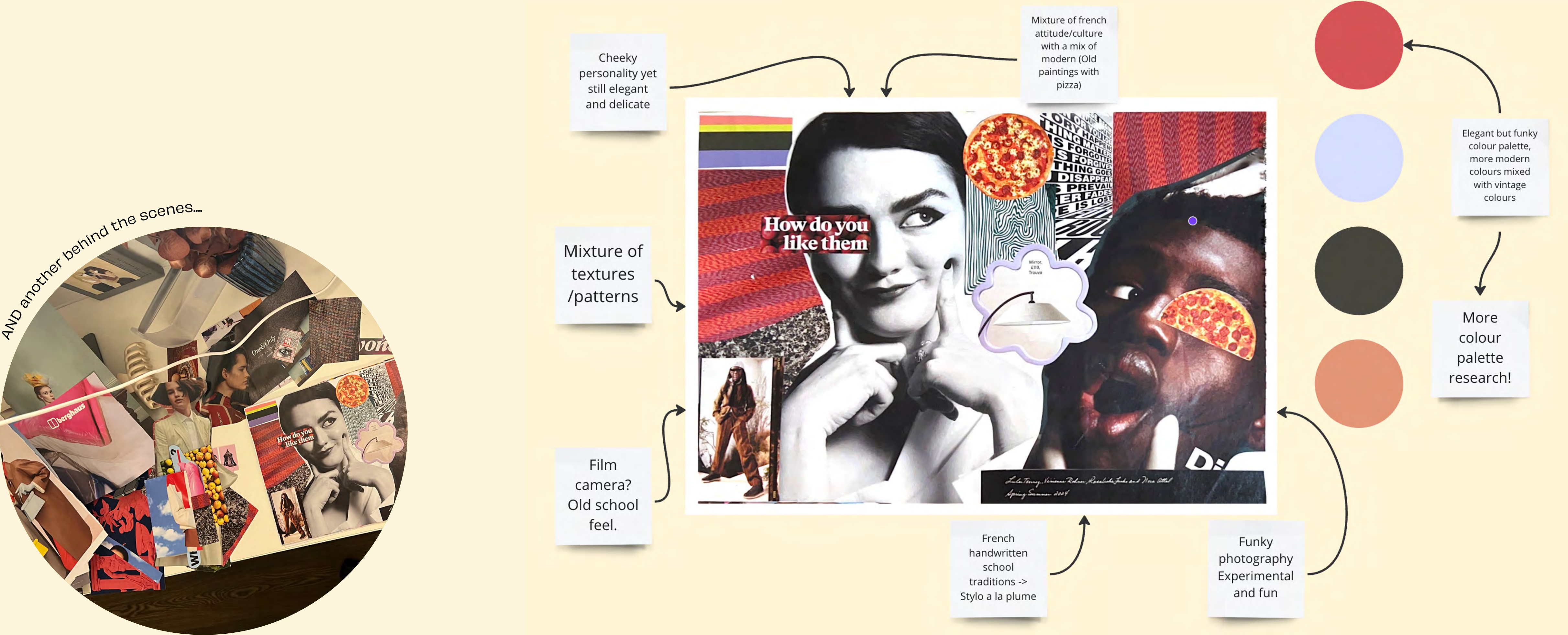


MOODBOARD WORKSHOP

Creating moodboards from magazines

Playful and vintage: I looked back at my target audience and I realised that I wanted something more playful and exciting, something that celebrates sustainability in a way that my target audience would like which is the thrifting, vintage period but also something modern and fun.

03. PLAYFUL & VINTAGE



SOUTH KENSINGTON SPARKS IDEAS

Cromwell Place, Pioneers of fashion exhibition & Bakery

I was walking around Kensington and stumble upon a gallery in Cromwell Place and decided to have to look to hopefully find inspiration. I first saw the Pioneers of fashion exhibition which focused on the works of Lee Miller, Fashion Photographer and Carl Erickson, Illustrator.



LEE MILLER

American Photographer, Known for her powerful portraits of 20th-century artists and extraordinary Surrealist images, WWII fashion, and combat photographs. Really like how cliché this photo is, I really like the fashion style of this time, chic but fun.



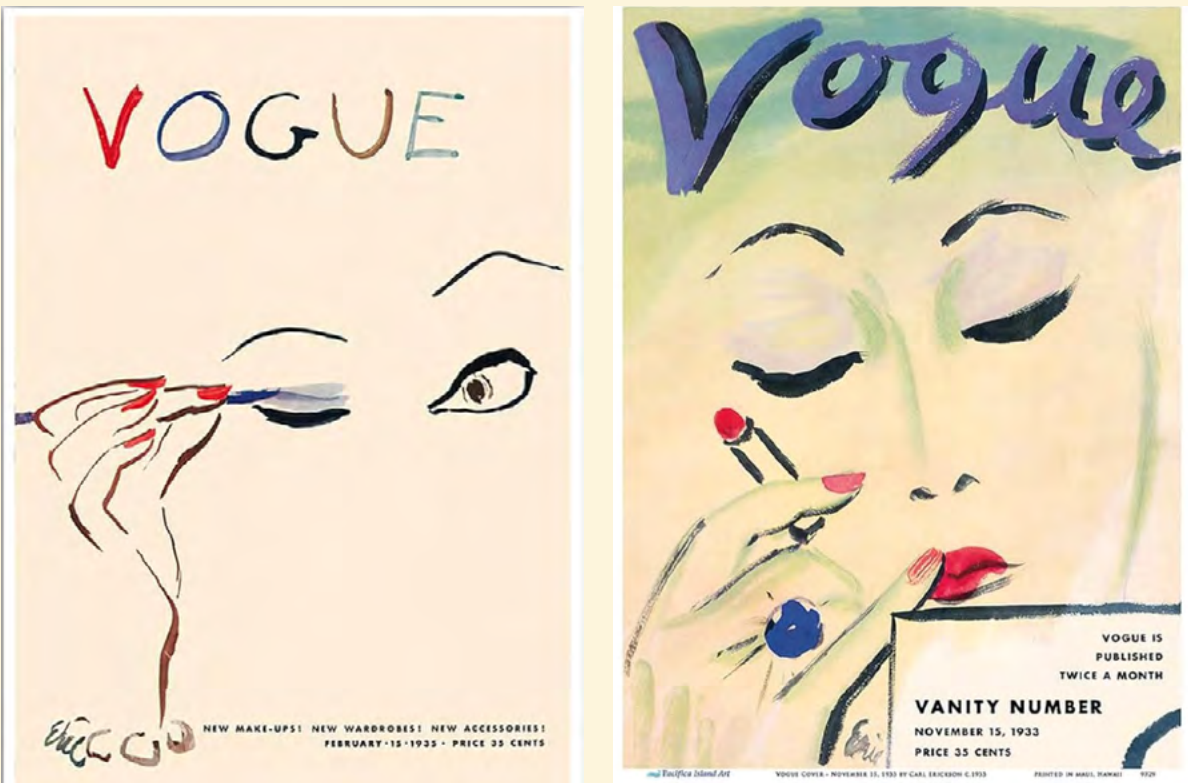
NICHOLAS HLOBO

A South African artist uses tactile materials like ribbon, leather, wood, and rubber to create intriguing 2D and 3D objects. Each material carries cultural, gendered, sexual, or ethnic associations. I love the flowing, interesting shapes his artworks produce.



CARL ERICKSON

American Illustrator who introduced contextual portrayal of models with detailed observation and elegant lines. I really like how his work looks seemingly spontaneous, very simple, loose brushwork and colour washes. Maybe my brand could have simple funky characters?



Love the simplicity of his work and his decision/style of drawing, like these 2 Vogue covers, highlighting the parts of makeup not the face, anyone can wear makeup no matter who you are, not matter how you look.



PHILIPPE CONTICINI

I came across this bakery with HUGE croissants that drew me inside. I was very Inspired by this quirky appeal, I really wanted to replicate this effect with my brand, focusing on the weird and unexpected. I wanted to highlight French cuisine, especially pastries and bread, as part of my brand identity. Who doesn't love French pastries?



NAMING WORKSHOP

Initial name ideas for my skincare brand

We had 5 minutes for each type of naming section. After the workshop I did some reflecting and annotated the names that I liked and crossed the ones I didn't.

NAMING WORKSHOP

#1 descriptive names

① Lepain ?

② Lepainqui aide hard to read

③ Yarmind yar skin too long

④ Beauty sandwich ?

⑤ Planet toashie ✗

⑥ Planet Baguette ✗

⑦ Baguette de Planet ✗

⑧ Mapau Monpa cute but long

⑨ Pau baguette ?

⑩ Le Beurre ✓

⑪ Confiture ✓

⑫ Levure ✓

⑬ Pain perdu naughty?

#2 Misspelt names

① La beurre cute ✓

② Baglet ?

③ Bred ✗

④ Lafrench → basic

⑤ Picnique ?

⑥ Yeasty → weird?

⑦ Lepin ✗ →

⑧ chic → basic

⑨ Trochic ✗

⑩ Frenchy → basic

⑪ Nomais ?

#3 Compand names

① Baglet (baguette + planet)

② Beauwich (beauty + sandwich)

③ Painperfecté (bread + perfect) ✗

④ Painshine (bread + prishne) ✗

⑤ Madbrioche ?

⑥ Knead change ?

#4 Mythical names

① Madeleine ✓ cute

② Confiture ✓

③ Beurre ✓

④ Dax ✗

⑤ Agréable ✗

⑥ Délicat ✗

⑦ Amène ✗ Amen?

⑧ Brioché ✗

⑨ Crème → basic

⑩ Déjeuner ✓ ?

⑪ Tartiné ✓

#5 weird names

① MadBrioche ?

② Ohla ? French saying

③ Non! aggressive ✗

④ Cquoi? ✗

⑤ Nomais?! ✗ aggressive

TOP FAV

- La beurre
- Madeleine
- Confituré
- Beurré
- Déjeuner
- Tartiné

I wasn't very satisfied with the names so I came up with more names. I felt stuck so I looked at names in my different languages to see what words I could come up with.

NAMING : Different languages (French, Catalan, Russian, Spanish)

<h4>YEAST :</h4> <div><div>- Levure ✓</div><div>- Levat</div><div>- Drozhini (Дрожжи)</div><div>- Levadura</div></div>	<h4>FRESH :</h4> <div><div>- Frais</div><div>- Fresc</div><div>- Свежий</div><div>- Fresco</div></div>	<h4>LOST BREAD :</h4> <div><div>- Pain Perdu</div><div>- Pa perdut</div><div>- ПОТЕРЯННЫЙ ХЛЕБ</div><div>- Pan perdido</div></div>
<h4>BREAD :</h4> <div><div>- pain</div><div>- pa</div><div>- Хлеб (Hleb)</div><div>- Pan</div></div>	<h4>LUNCH :</h4> <div><div>- Déjeuner ✓</div><div>- Dinar</div><div>- Обед</div><div>- Almuerzo</div></div>	<h4>DELICATE :</h4> <div><div>- Délicat ✓</div><div>- Delicat</div><div>- НЕЖНЫЙ (Negnny)</div><div>- Delicado ✗</div></div>
<h4>BUTTER :</h4> <div><div>- Beurre ✓</div><div>- Mantega</div><div>- Масло (Maslo) ✓</div><div>- Mantquilla</div></div>	<h4>JAM :</h4> <div><div>- Confiture ✓</div><div>- Melmelada</div><div>- Варенье (Varennye)</div><div>- Mermelada</div></div>	<h4>CRUMB :</h4> <div><div>- La mie ✓ <small>double meaning</small></div><div>- La molla</div><div>- МЯКИНА</div><div>- La miga ✓ <small>double meaning</small></div></div>
<h4>FRENCH :</h4> <div><div>- Français</div><div>- Frances</div><div>- Французский</div><div>- Frances</div></div>	<h4>LOST :</h4> <div><div>- perdu</div><div>- perdit</div><div>- ПОТЕРЯННЫЙ</div><div>- Perdido</div></div>	

TOP FAV

- Levure
- Déjeuner
- Beurré
- Maslo
- Confiture
- Delicat
- La mie
- La miga

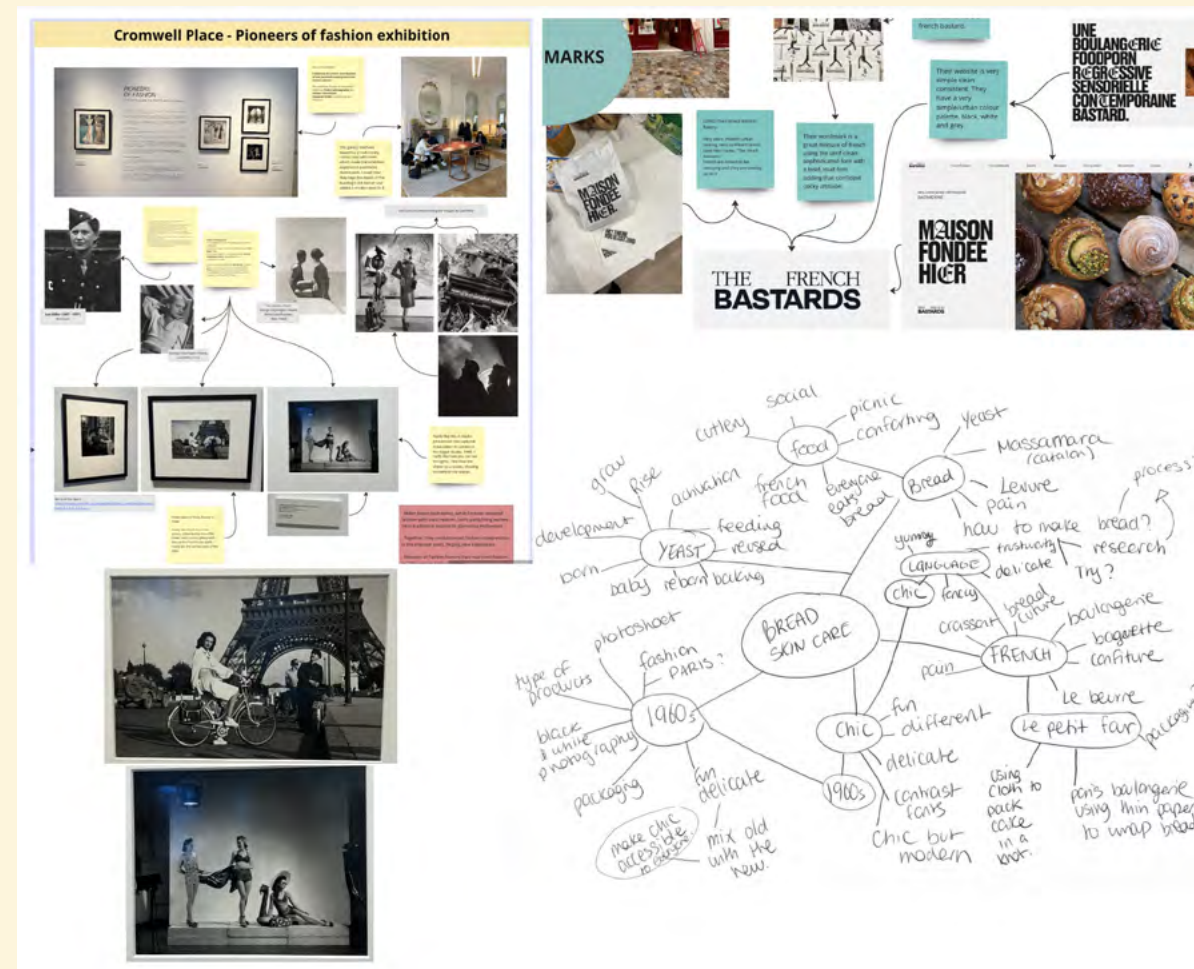
TUTORIAL

Looking at feedback and plan to move forward

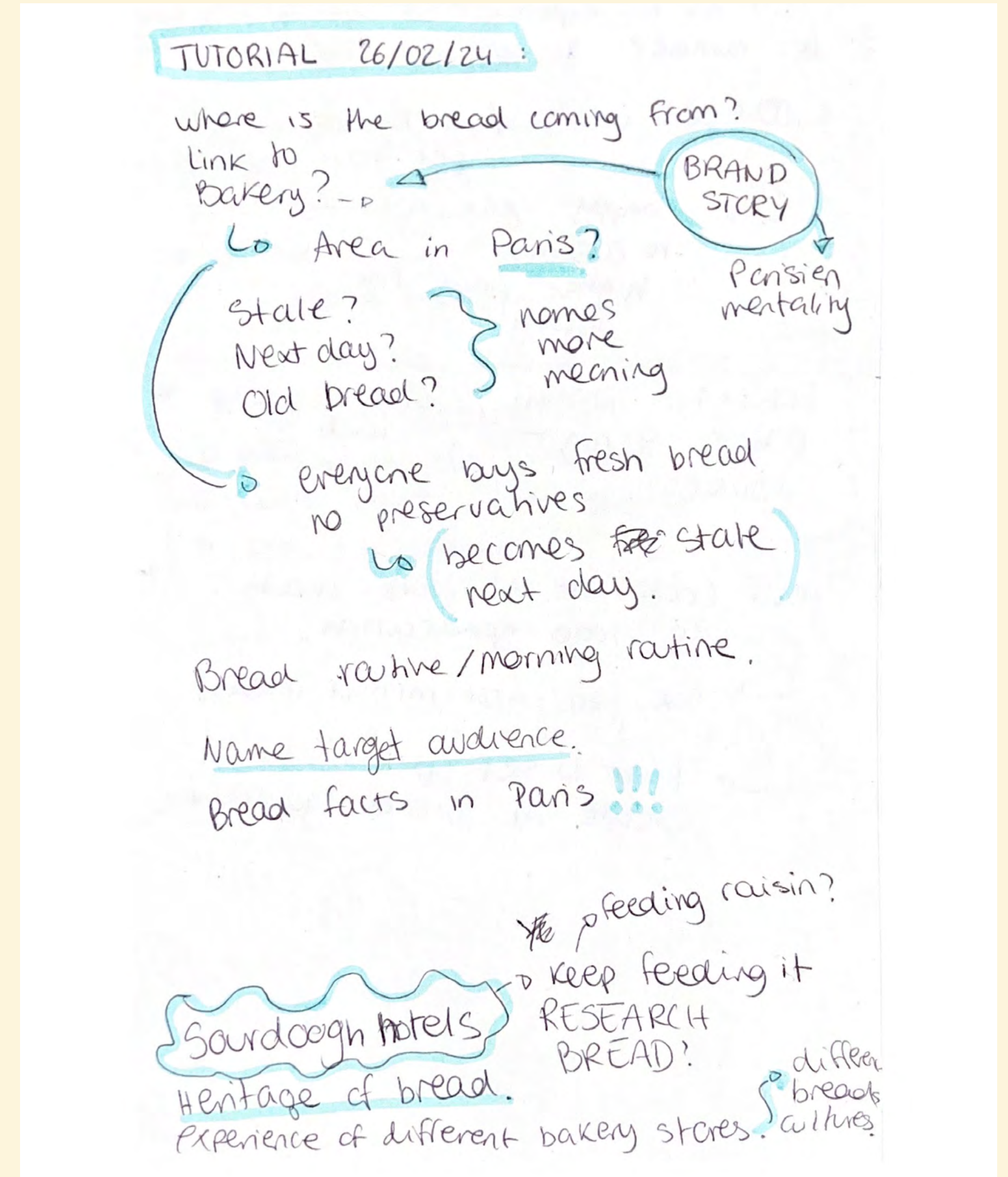
This tutorial provided clarity, helping me move in the right direction after struggling with naming and branding direction. I realised I was missing a crucial element: the brand story. I was advised to choose a location in France and research it to build a strong brand story. Before focusing on aesthetics, I needed a strong story for the visual identity to reflect.

WHAT I SHOWED

- Mission/Vision statement
- Tone of Voice
- Brand Values
- Chosen Target Audience
- Naming workshop
- Gallery/Paris Inspiration
- Moodboard



TUTORIAL NOTES



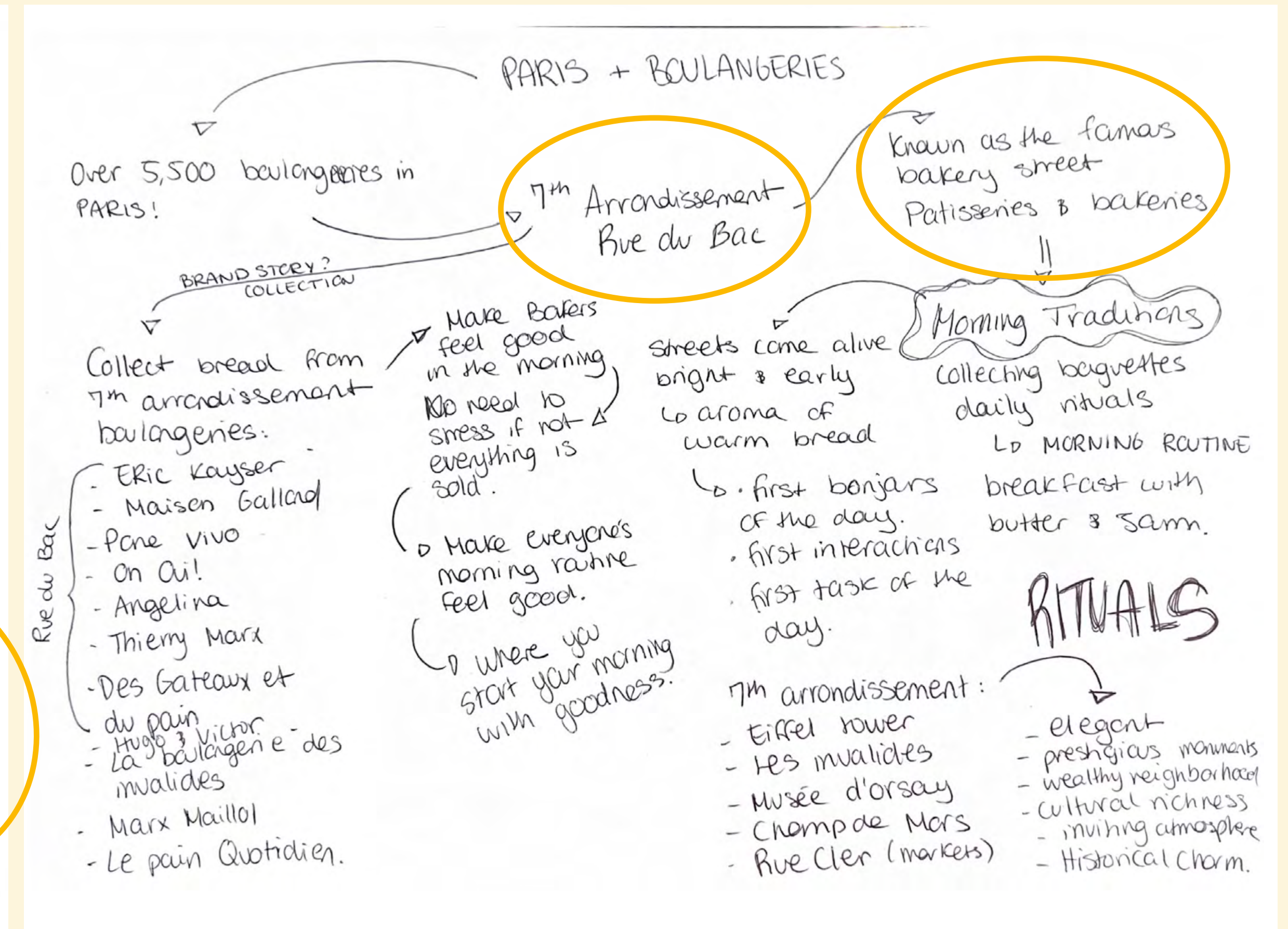
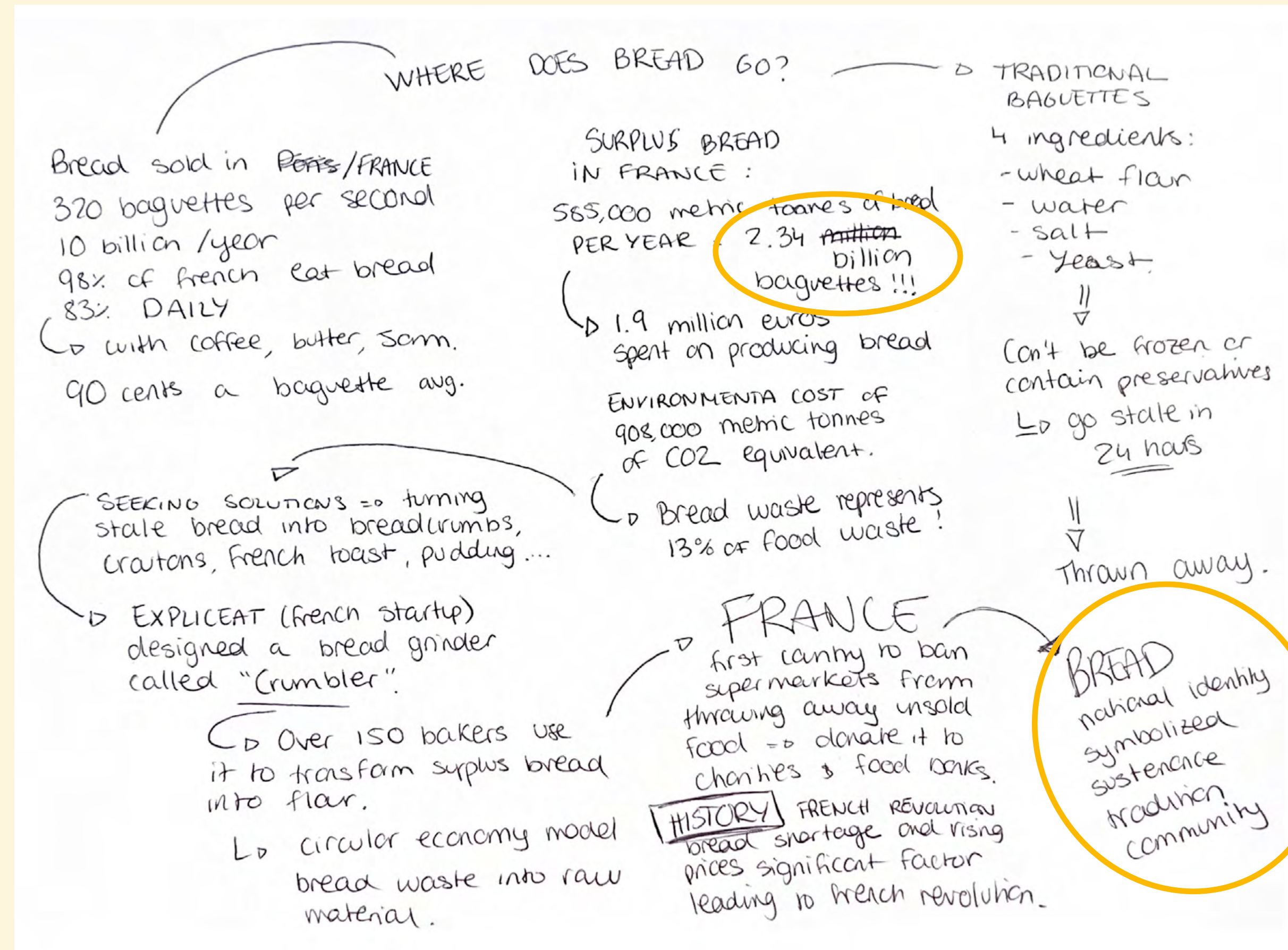
NEXT STEP?

Develop Brand Story

PARIS AND BREAD

Finding connections to design a brand story

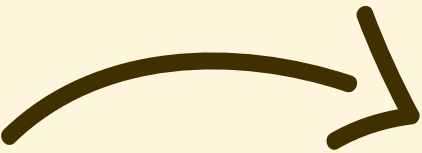
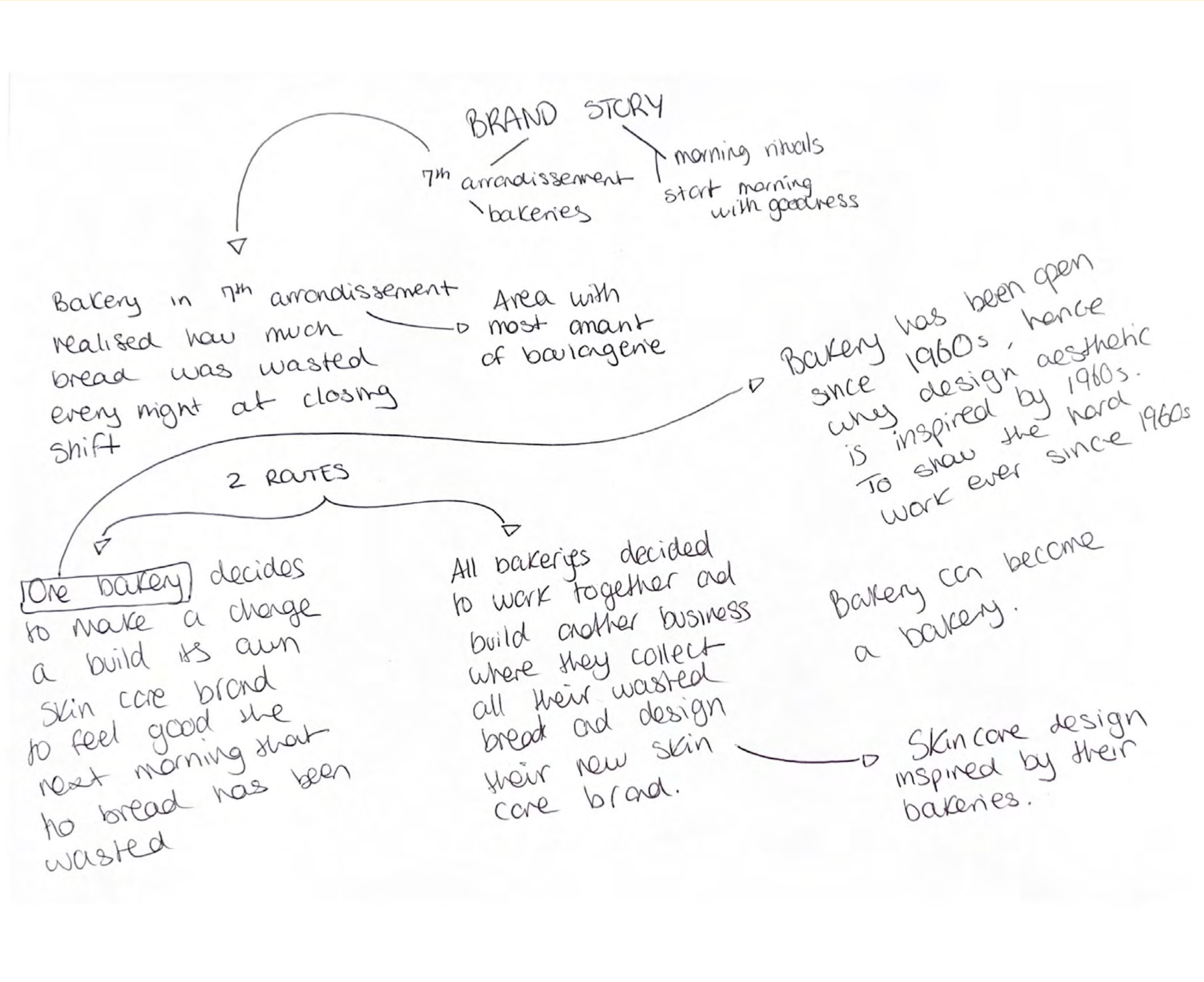
After the tutorial, I began to find some connections between Paris and bread. Finding more research on bread in Paris helped me find ideas for my brand story, which would help me go in the right direction when further developing my brand identity.



BRAND STORY

Developing a story

After doing more research on Paris and trying to find a meaningful brand story. I wanted to make a story centred on the street in Paris with the most amount of boulangeries (bakeries): Rue du Bac in the 7th arrondissement.



MAIN IDEAS

- Story based in Rue du Bac, Paris
- French bakers coming together to fix their common problem: surplus bread
- Use very natural ingredients
- Yeast is good for the skin
- All putting some money aside and using it to build a new skincare brand to fix their surplus bread issue
- Starting the morning knowing that their surplus bread will not go to waste

FINAL BRAND STORY

We are a passionate team of French bakers from Rue du Bac, Paris who have come together to solve our biggest issue, our huge amounts of unsold bread at the end of each day. Using only natural ingredients in our bakeries, we see the nourishing benefits that yeast can offer to our skin.

So, why not repurpose our surplus bread into a luxurious skincare line?

Oui, We may not be young and fresh, but our formulas are rich with experience. Inspired by our boulangeries, we introduce you to our feel-good routine. From moisturisers to lip balms, each application is a step towards a more sustainable future, where every morning begins with a petit déjeuner of jam and butter, accompanied by a touch of Parisian care.

UPDATED MOODBOARD

Having a clear visual direction for upcoming logo making

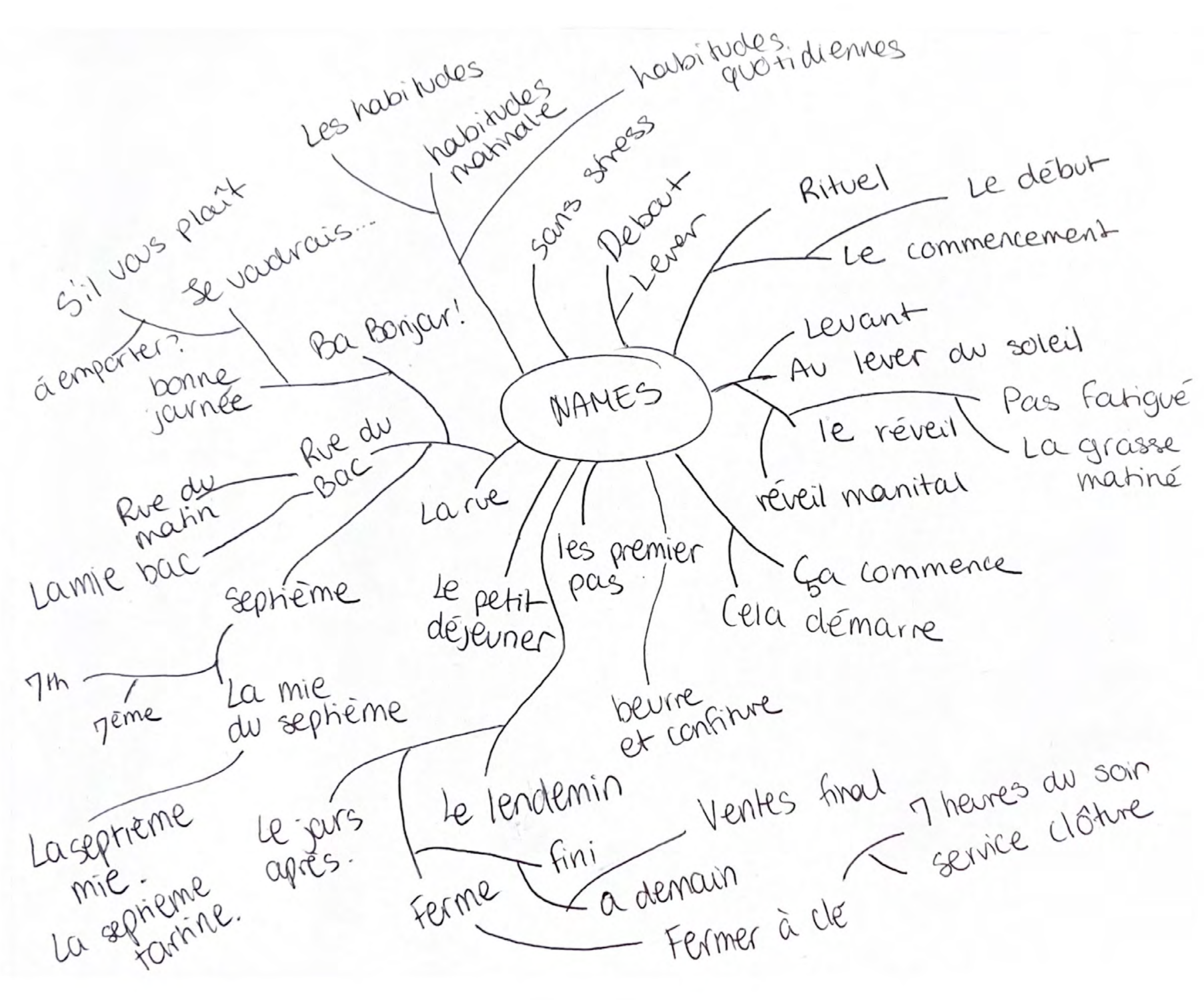
After finalising my brand story, I updated my moodboard to reflect it and guide me into the right direction as we headed to the design process of the brand. I aimed for my brand to capture the essence of the French bakers, using French vocabulary, inspired by the textures of bread, the classic breakfast of jam and butter on a baguette, smiles, laughter, bright, fun colours and shapes.



MORE NAME BRAINSTORM

Finding names after research and finalised brand story

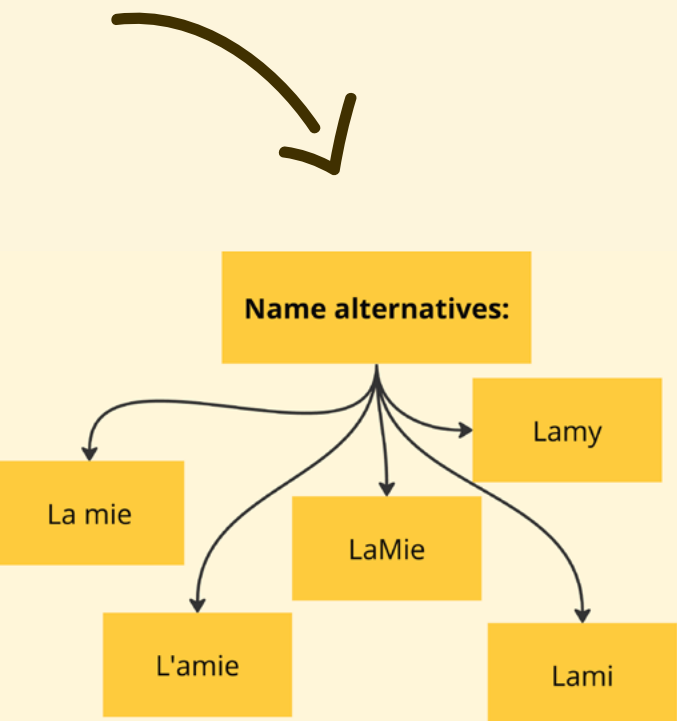
Once I had a set brand story, it really helped me find more names that tied in with the brand story. It also made my name have more meaning than just a fun French name. I knew I wanted a French sounding name to tell more about where the brand comes from.



- Names
- Levure
 - La Beurre
 - La mie
 - ↳ La mie de Adeline
 - Adeline
 - Madelaine
 - Les Madelaines
 - Le déjeuner
 - Tartine
 - ↳ Tartine
 - Tartine et Divine
 - Tartine et Florentine
 - Tartine et Celine
 - Amandine
 - Margolaine (herb)
 - Citronelle (asien herb) mosquito repellent
 - Graines de carvi (amin et cris)
 - La mie et l'envie
 - Eclairer dace
 - Au lever du soleil
 - making your bread routine who a sustainable one.
 - Rituel
 - Mon matin
 - sephème.
 - Canel et Coco

TOP FAV

- La mie du septième
- Les septièmes
- La septième tartine
- **Septième**
- Rue du Bac
- Les mies du Bac
- **A demain**
- La mine et la Miette
- Petit à petit
- **Lamie**



CHOSEN NAME

LAMIE

"Lamie" has a double meaning. "L'amie" in French means friend which evokes the idea of friendship, community, trust. This brand came to life because these bakers formed a friendship and decided to solve their bread waste together. Also "La mie" in French means the soft inner part of bread which ties back to the concept of using surplus bread in the skincare.

The name itself tells a story, creates an emotional connection with consumers while also communicating the skincare's unique selling point.


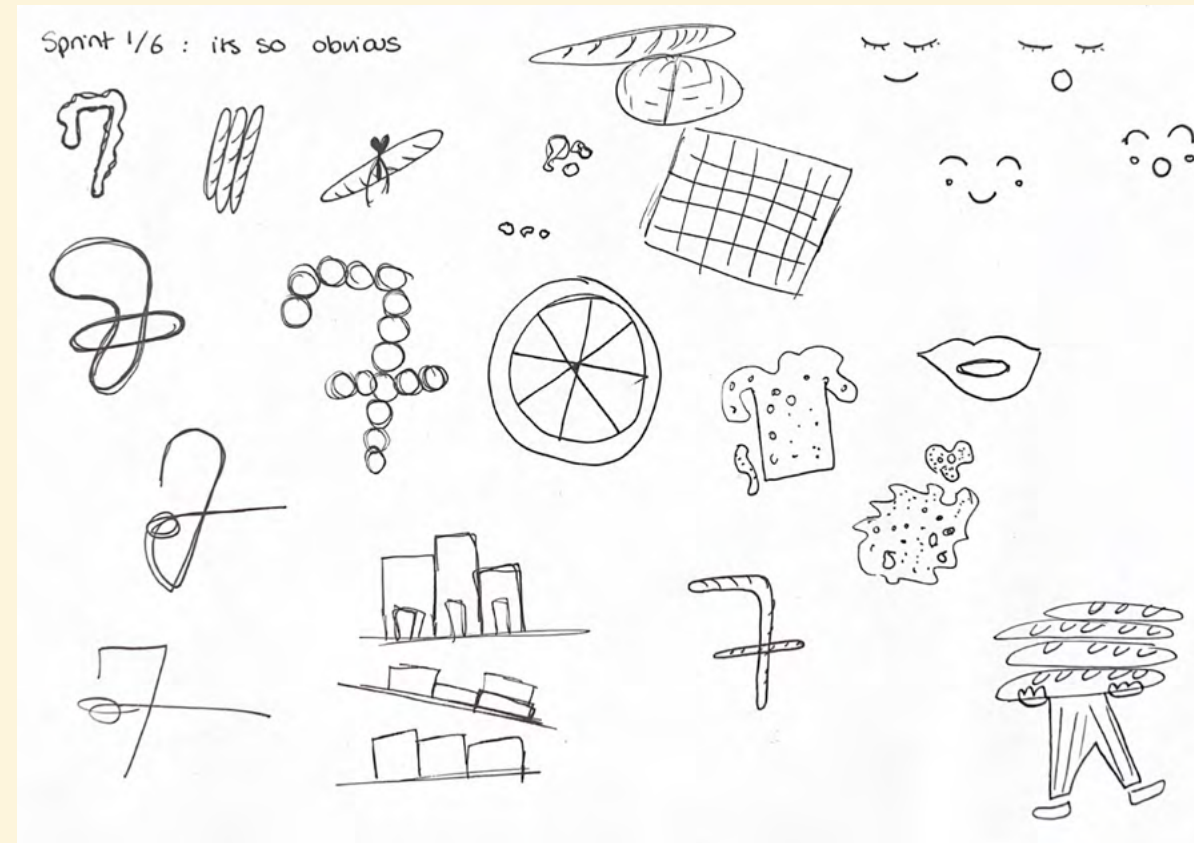
03. DESIGN DEVELOPMENT & PRODUCTION

DESIGN SPRINT WORKSHOP

Getting our ideas out on paper

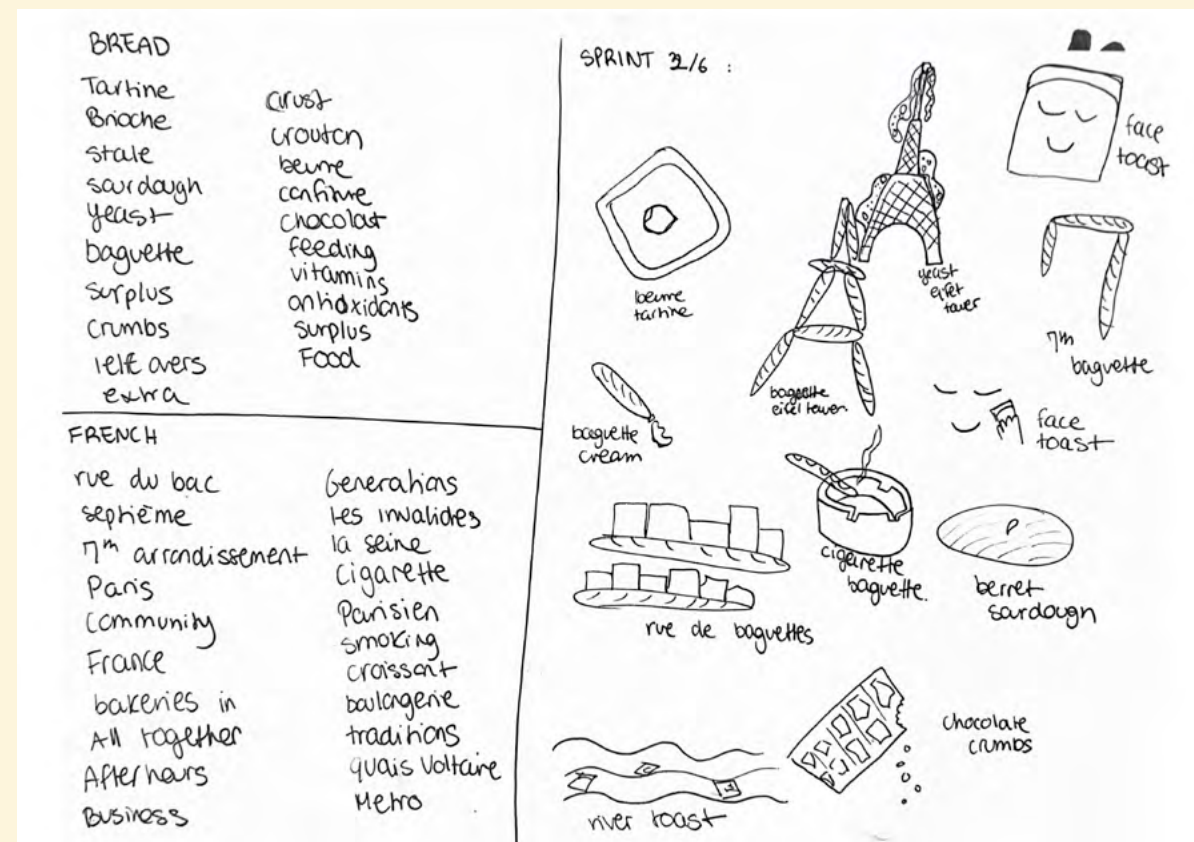
This workshop helped me clear initial ideas to explore better ones later. It was my first attempt at wordmark designs; I didn't expect to finalize my logo but found it a good starting point to reflect on them. I was still deciding between two brand names: Lamie and Septieme.

1. *It's so obvious: draw your first basic ideas*




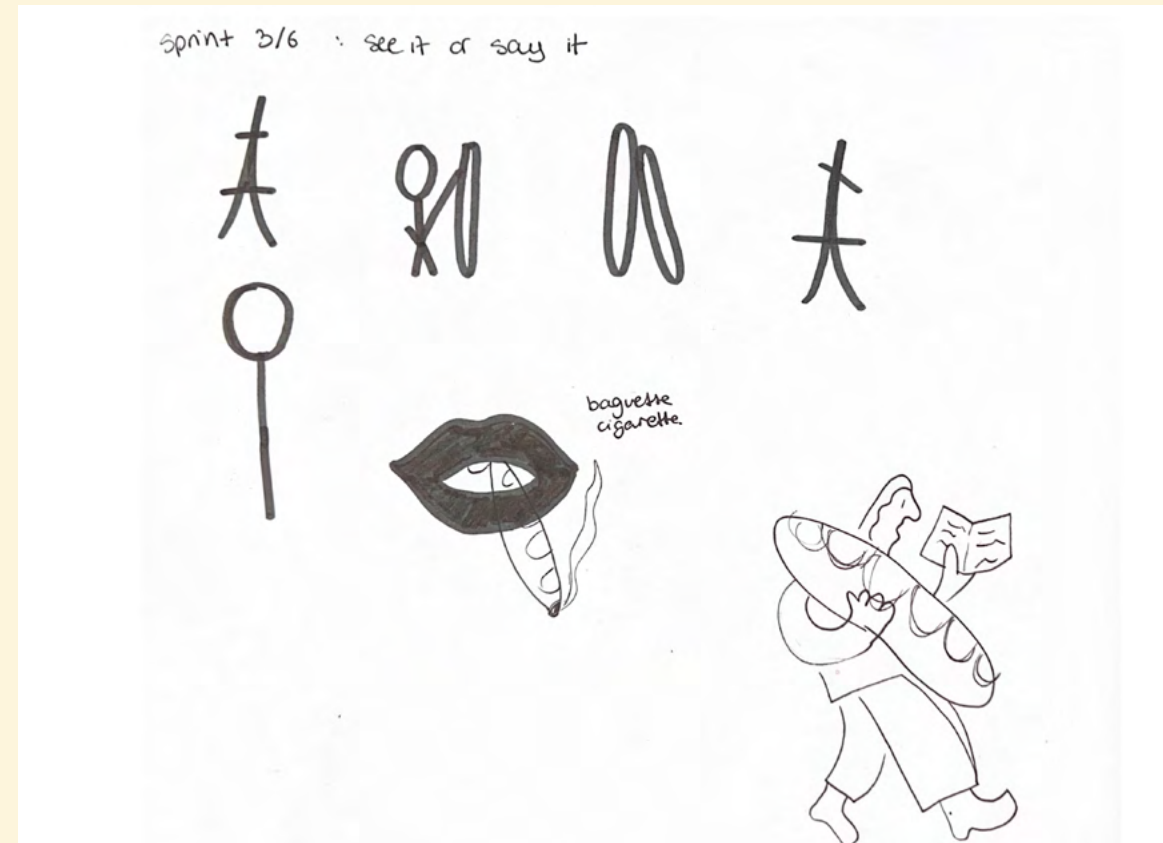
This first design challenge was a good way to get the most basic ideas out of the way to dig deeper for more creative ideas.

2. Mix 2 words together and turn it into a drawing



This was a good exercise to think outside the box, find different ways to draw what 2 unrelated words would look like.

3. *Simplify those drawings*



I found this exercise harder, I couldn't think of how I could make my drawings more simplified. I will go back to do this exercise to push myself to simplify concepts.

4. Take your chosen name & draw how it would look like



This exercise really helped me choose my final name for my skincare, when drawing the different names on a paper I really liked the ideas I was coming up with the name Lamie.

5. *Make monograms out of your chosen name*



Here I was playing with the 7eme which is how you say 7th in French for the arrondissement where the skin-care is from. I also played with LM for LaMie.

AI WORKSHOP

Using AI to generate packaging and inspiration

In this class we learnt more about AI and how it could help us with our project when it came to initial ideas. We tested out dream studio to help us get a few ideas for our packaging. This workshop was not very useful when it came to packaging but some elements of this workshop helped me spark some ideas for my logo and for some patterns that I could make for my brand.

● Positive Prompt

Make a product design for Skincare that looks like bread.

● Negative Prompt

blurry, bad

Model

Stable Diffusion XL 1.0

Fine-Tune

Create a fine-tune in the [sandbox](#)

Style

None

CFG Scale

5

Output Image



TEXTURE/PATTERN

The shapes that AI provided weren't very inspiring for packaging, but I was mostly inspired by the textures and patterns that it provided. I really like how it looked and really gave me the impression that bread dough was coming out of the packaging.

Really like the swirl patterns of this one especially. Looks really interesting and reminded me of the swirl patterns I thought of when spreading the jam or butter onto bread. It also just reminded me of bread dough when kneading it. I liked that it wasn't an obvious look of bread but it took in the details of it and made it into a really intriguing looking packaging.



● Positive Prompt

Bread inspired acrylic jar

● Negative Prompt

blurry, bad

Model

Stable Diffusion XL 1.0

Fine-Tune

Create a fine-tune in the [sandbox](#)

Style

None

CFG Scale

5

Output Image

Challenge: Writing the right prompts, it didn't understand what I was trying to envision.

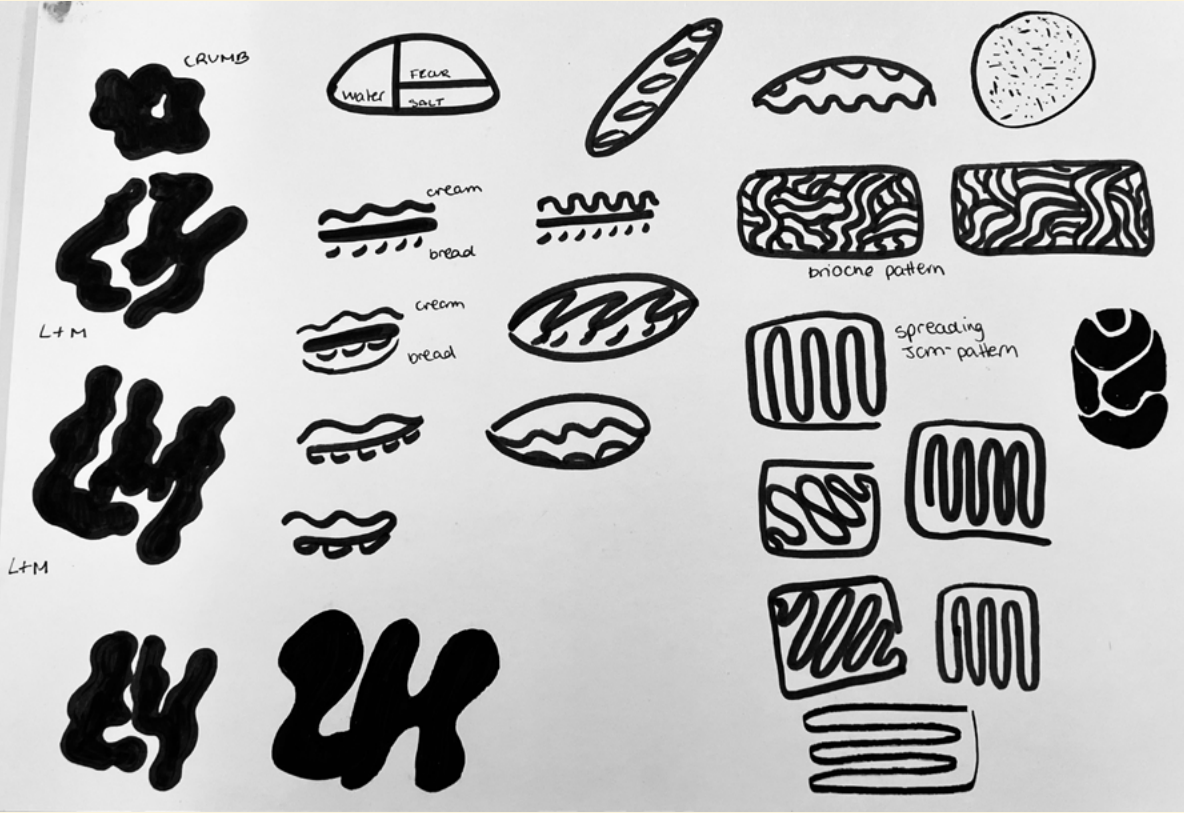


AI generated images

LOGO IDEATION SKETCHES

Making more logo designs

After the reflecting on the workshop designs I made, I wanted to go back to making more ideation sketches as I knew I had a lot more to dump out. When sketching, I wanted to make sure I was designing many different ideas to be able to see as many possible designs and be able to have a variety to choose from.



Starting to like a few concepts and further developing them

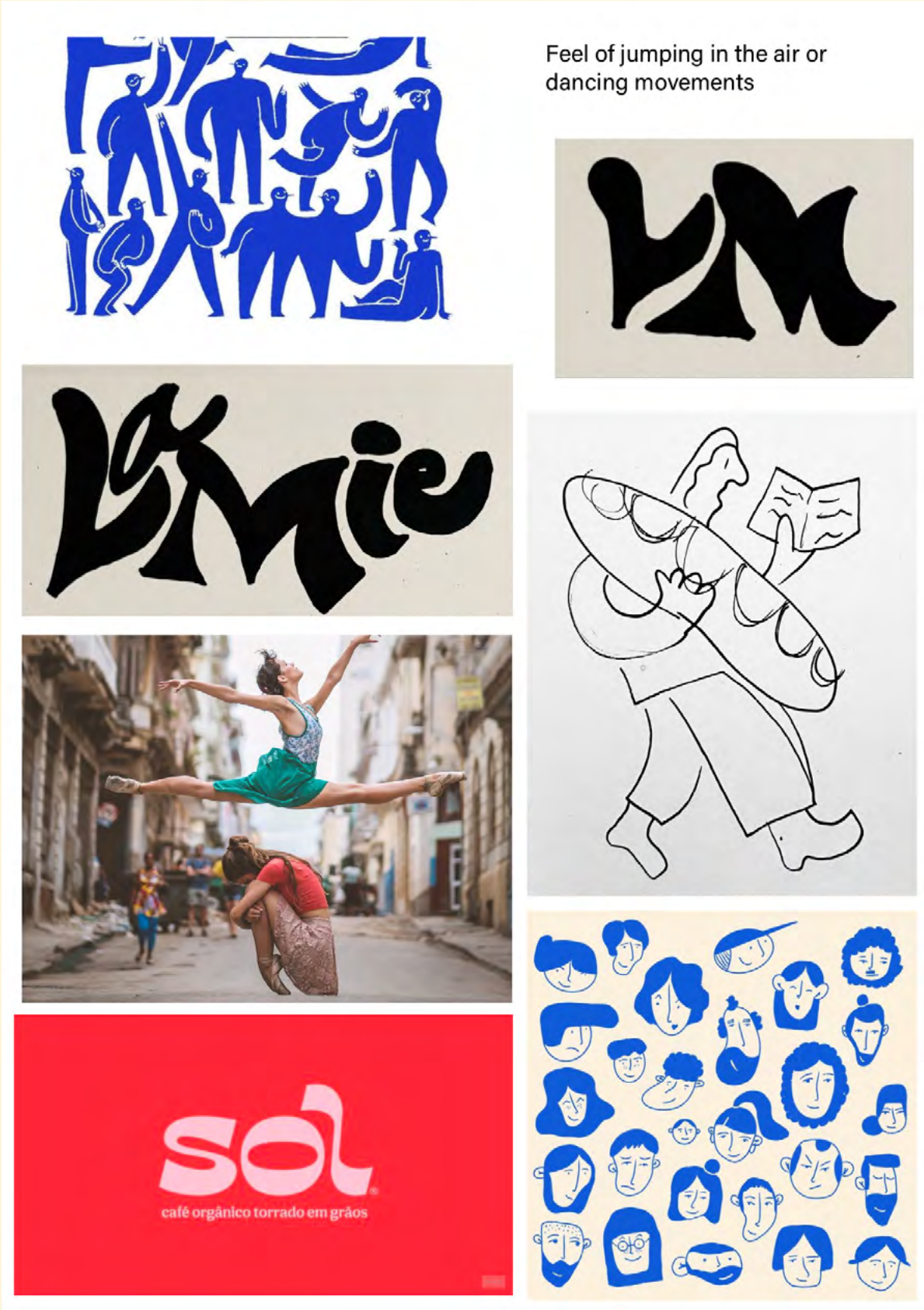
Ideating lots of completely different concepts and styles

Playing around with sizing, distortion, manipulating letters, finding new ways to develop these concepts

DEVELOPING 3 CONCEPTS

Testing 3 different directions for Lamie

I really liked how our tutors pushed us to develop 3 concepts because it challenged me to design very different ideas and push me to think further instead of going for the first idea that I like and further developping it.



PRESENTING 3 CONCEPTS

Receiving feedback from peers and tutors

The first design was inspired by the pattern of when one spreads jam onto bread. The second design was inspired by the texture of bread and dough. The third design was inspired by movements and has a more vintage feel.

LAMIE

LA
mie

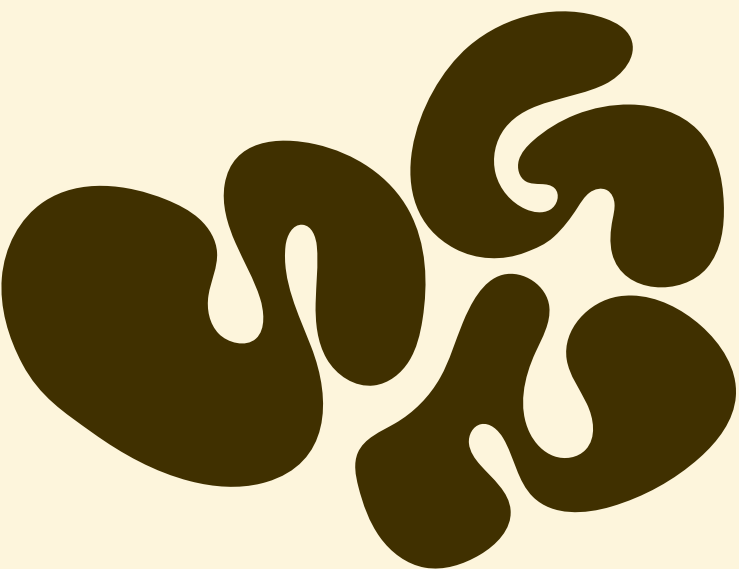
LM



LMIE

LMIE

LM



LaMie

La
Mie

LM



FINAL WORDMARK



Based on feedback from peers and tutors, the majority preferred the first and second designs. I chose the second concept because it reflected the brand's name, felt friendly, and had a bread dough-like shape. I liked the logo-inspired shapes and saw potential to develop this concept further by combining the concept from the first design, the jam-spreading pattern.

Feedback: I wanted to include some cute characters and was suggested to look at Alec Doherty's work.

NEXT STEP?

Look at Alec Doherty's work

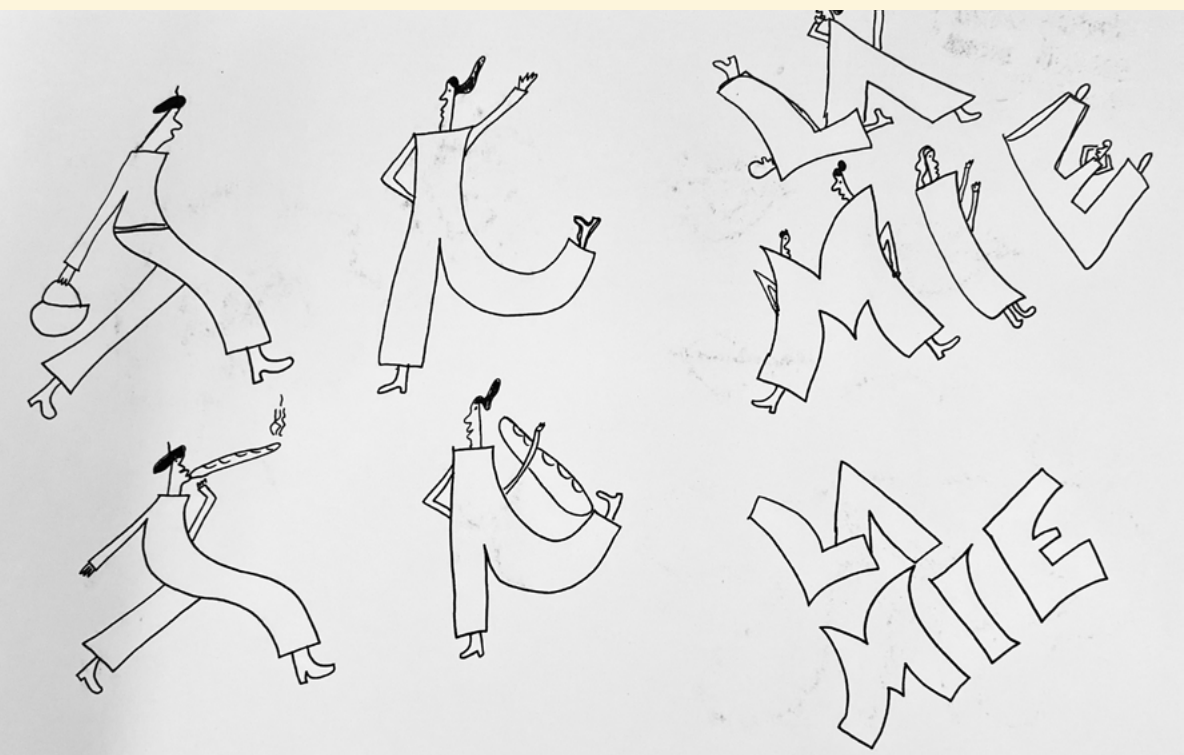
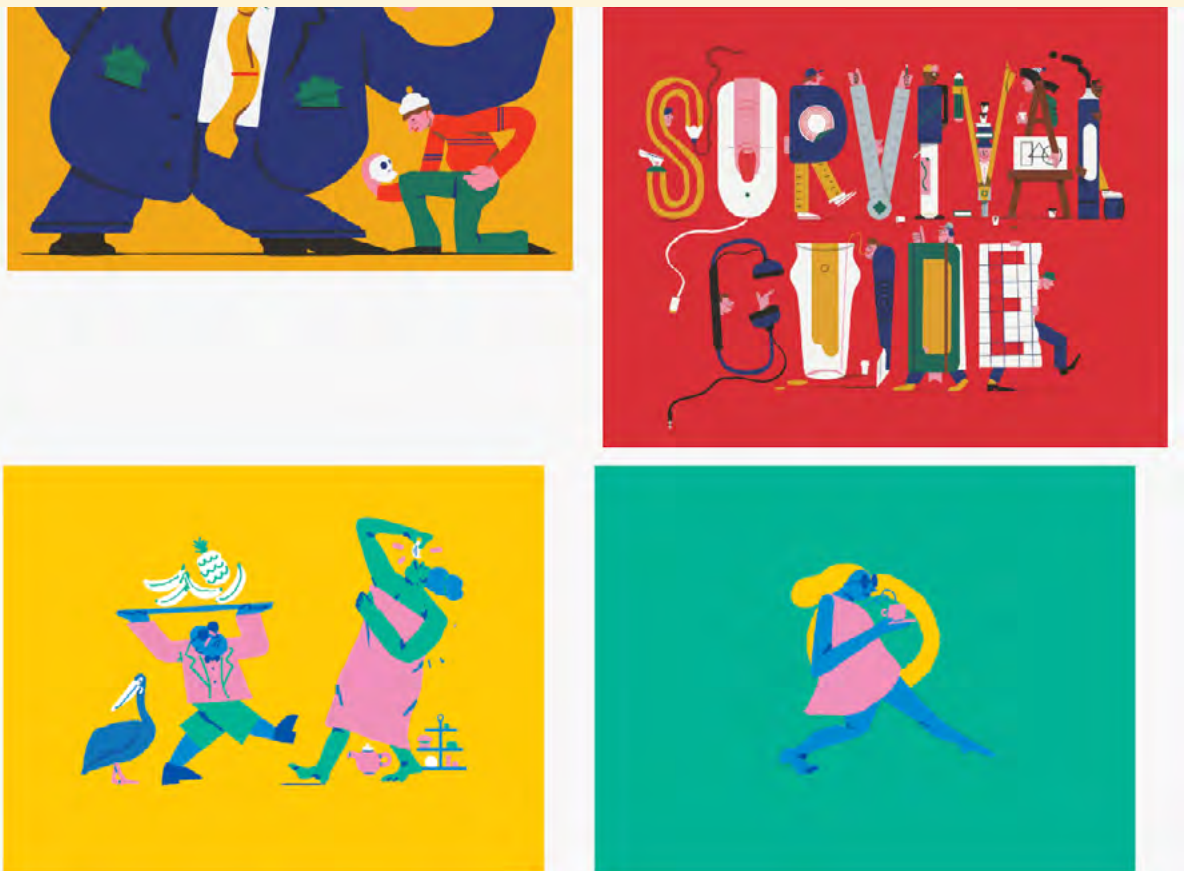
ALEC DOHERTY

Finding inspiration for illustration styles

English illustrator who specialises in bold character-based illustration, creating compositions that combine strong primary colours. Clients including Byron Burgers, Whistles and the Guardian.



Really like his simple line sketch/outline of his cartoonish humanoid figure. He has an expressive and exaggerated style with elongated limbs and minimal details which captures the essence of the character through basic shapes and lines.



Trying to adapt his style onto a wordmark for Lamie. I liked the movements that it created but it felt a little bit too childish for my target audience.

I wanted something more simple less movement but still fun.



From sketch to illustrator



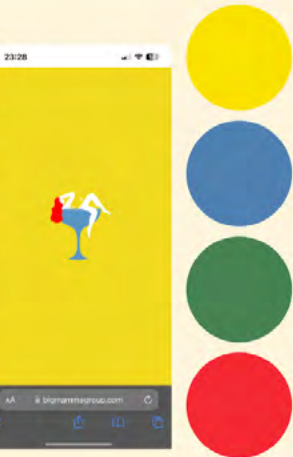
COLOUR PALETTES

Looking at inspiration & making colour palettes

I started making colour palettes based of photos I liked or packaging I would find in stores, but then I realised it wasn't working. I tested out what Adobe AI would suggest as colours but wasn't working either. I went back to my tone of voice and made colours based of them:

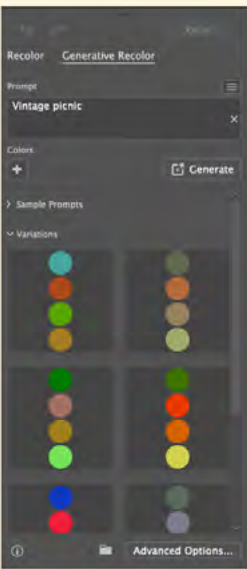
- Inviting
- Fun
- Confident
- Knowledgeable
- Whimsical (Quirky)

COLOURS FROM IMAGES

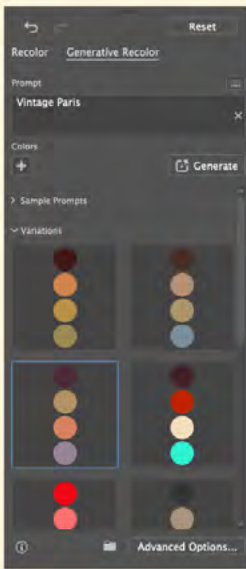


Original & sourced images

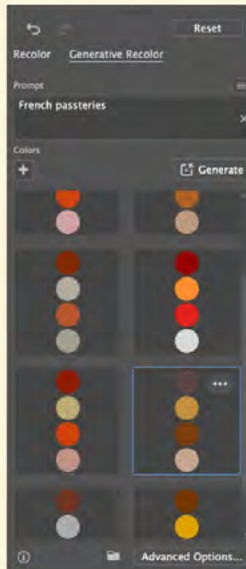
ADOBE AI



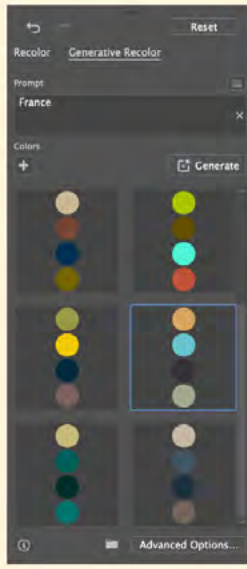
VINTAGE PICNIC



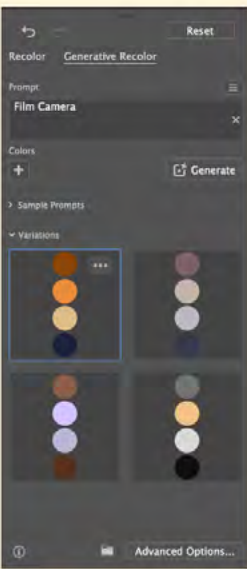
VINTAGE PARIS



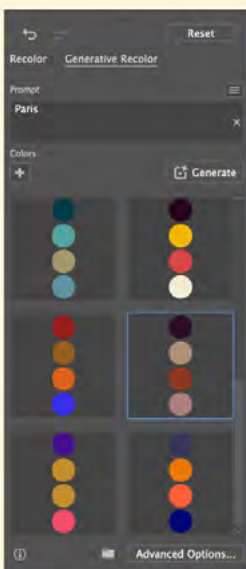
FRENCH PASSTERIES



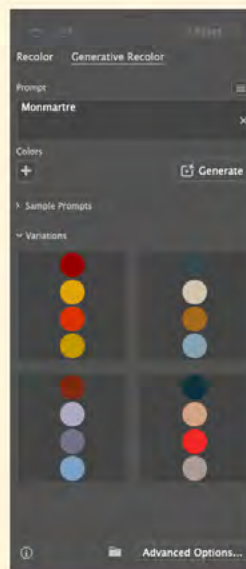
FRANCE



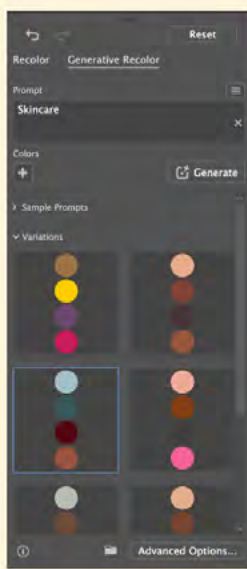
FILM CAMERA PARIS



PARIS



MONMARTRE



SKINCARE

FROM BRAND TONE



CHOOSING COLOUR PALETTE

Analysing chosen colour palettes

After playing around with colours, I decided to choose a few that caught my eye and analyse them to further help me choose my final colour palette.

I like the mixture of cream colours which remind me of butter but the blue Might be a bit too marine

Colours remind me of butter, pastries but needs like a contrasting Colour

Blue, red and white feels very French which works but needs a bit more friendliness

A bit too blue, doesn't have much meaning

I like these colours, they work very well, feels warm, welcoming, girly French

I like the pop of green it adds a little contrast, the yellow feels a bit dark...

Really like this colour palette, feels fresh and I like the cream colours and the contrasting blue

Really like the contrast of the maroon and light pink but there is too much contrast with the 4 colours together

CHOOSING TOP 3

When choosing my top 3, I was more leaning towards the butter inspired colours with a pop of colour. I wanted to make sure that my brand story was reflected in every aspect of my branding.

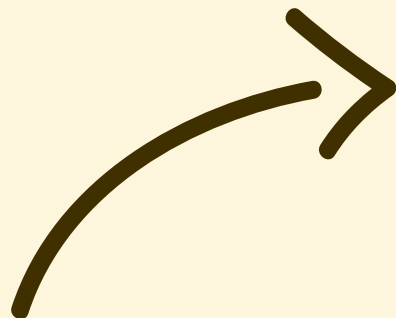
TOP 3



FINALISING COLOUR PALETTE

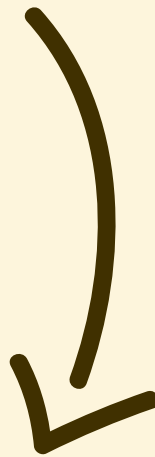
Making small changes

After looking at my top 3, I was very happy with this colour palette, it was a mix inspiration of butter and pastry colours with a pop of blue that tied the colours together. I was given feedback to add a higher contrast between the colours.



FEW WEEKS LATER...

After playing around with my colour palette, I was pretty set on this one but after speaking to one of my peers, they recommended I went for a more fresh colour rather than that teal blue, as it didn't evoke a fresh feel compared to the other colours.



FINAL COLOUR PALETTE

TYPOGRAPHY

Choosing primary and secondary typefaces

Choosing typefaces was a challenge, I wanted to go for something simple as the logo already had a lot of personality but I also didn't want to bring down the logo with a boring typeface.

Too much

LAMIE

BROS OSKON REGULAR

Bros Oskon Light

LAMIE

GEIST BOLD

Bros Oskon Light

Simple but interesting

LAMIE

Nohemi Medium

Nohemi Light

Too simple

LAMIE

POPPINS SEMIBOLD

Poppins Light

LAMIE

ARSENICA MEDIUM

Arsenica Regular

LAMIE

MEURSAULT EXTENDED

Au Jardin des Tuileries

LAMIE

OBVIOUSLY MEDIUM

Obviously Light

LAMIE

MINION MEDIUM

Minion Display

Nice font but too contrasting

LAMIE

IVY MODE REGULAR

IvyMode Regular

LAMIE

ARNIKA REGULAR

Arnika Condensed

LAMIE

AMANDINE BOLD

Amandine Regular

LAMIE

THE SEASONS BOLD

The Seasons Regular

LAMIE

MELOCHE SEMIBOLD

Meloche Regular

LAMIE

NORMAN MEDIUM

Norman Regular

LAMIE

FORMA BOLD

Forma Light

LAMIE

ALTIVO MEDIUM

Altivo Light

LAMIE

MARLIDE BOLD

Monsterrat Regular

LAMIE

IVYMODE BOLD

Popping Light

LAMIE

ENCODESANS SEMI

EncodeSans Light

LAMIE

OBVIOUSLY BOLD

Obviously Regular

Too fancy

I like the way the S curves in Bold font but not how the light font looks.

I like this one!

FINAL TYPEFACE

I decided to choose the typeface Obviously, I thought it was simple enough to compliment the Lamie logo but it still has some nice and unique curves.

Aa Bb Cc

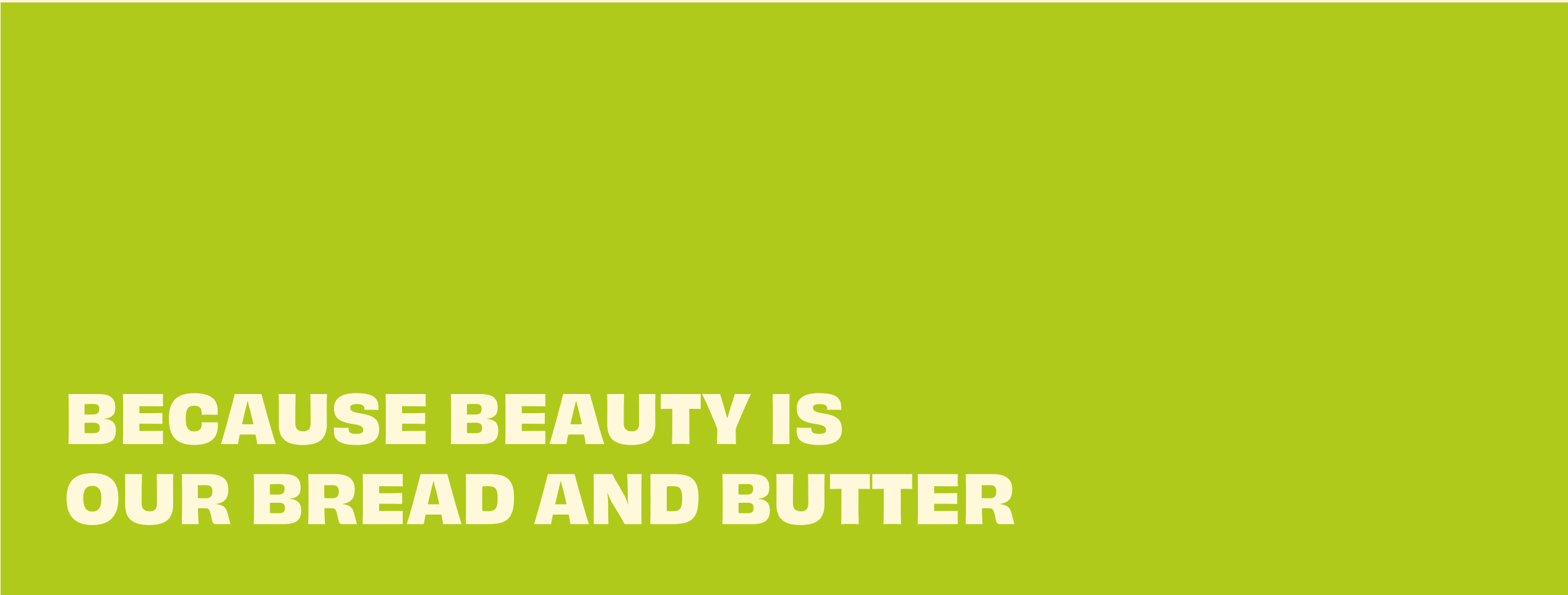
OBVIOUSLY BOLD

Aa Bb Cc

Obviously Regular

BRAND IDENTITY

Wordmark, Typeface, Colour Palette & Tagline



Ophelia Ford-Welman: Future Analyst & Innovation Strategist

Main takeaway:

I really liked the brand Haeckels that she mentioned, so I researched it further:

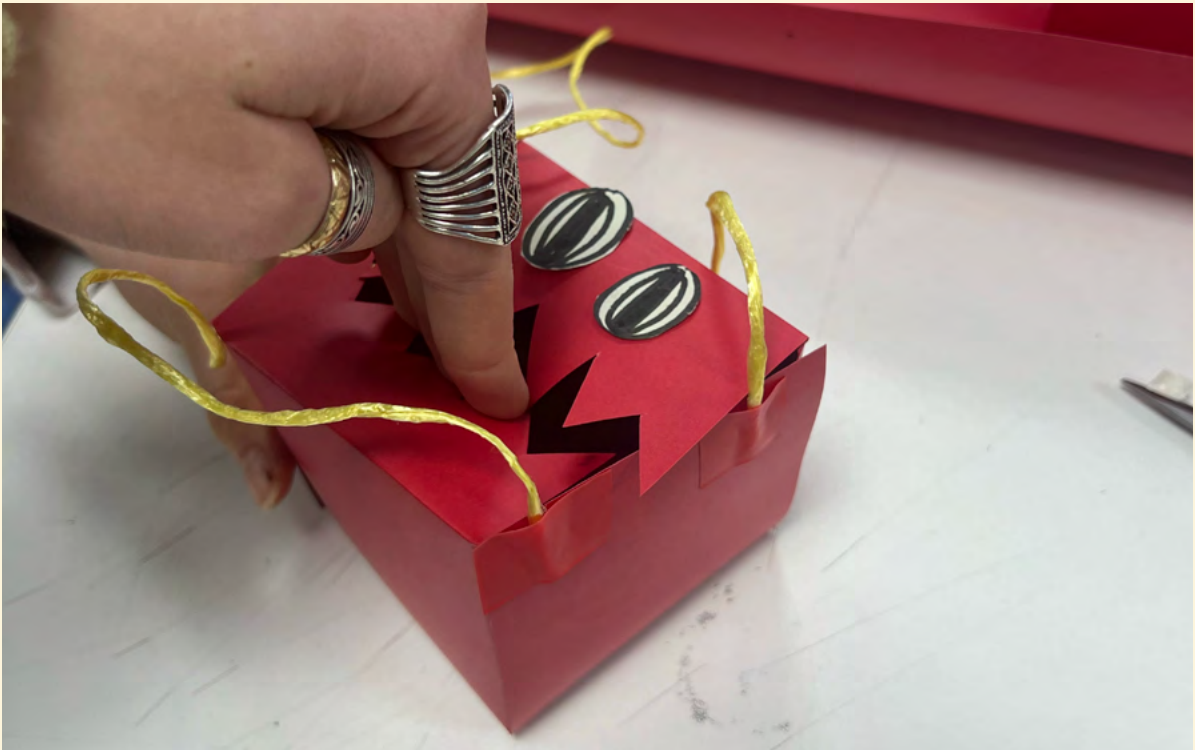
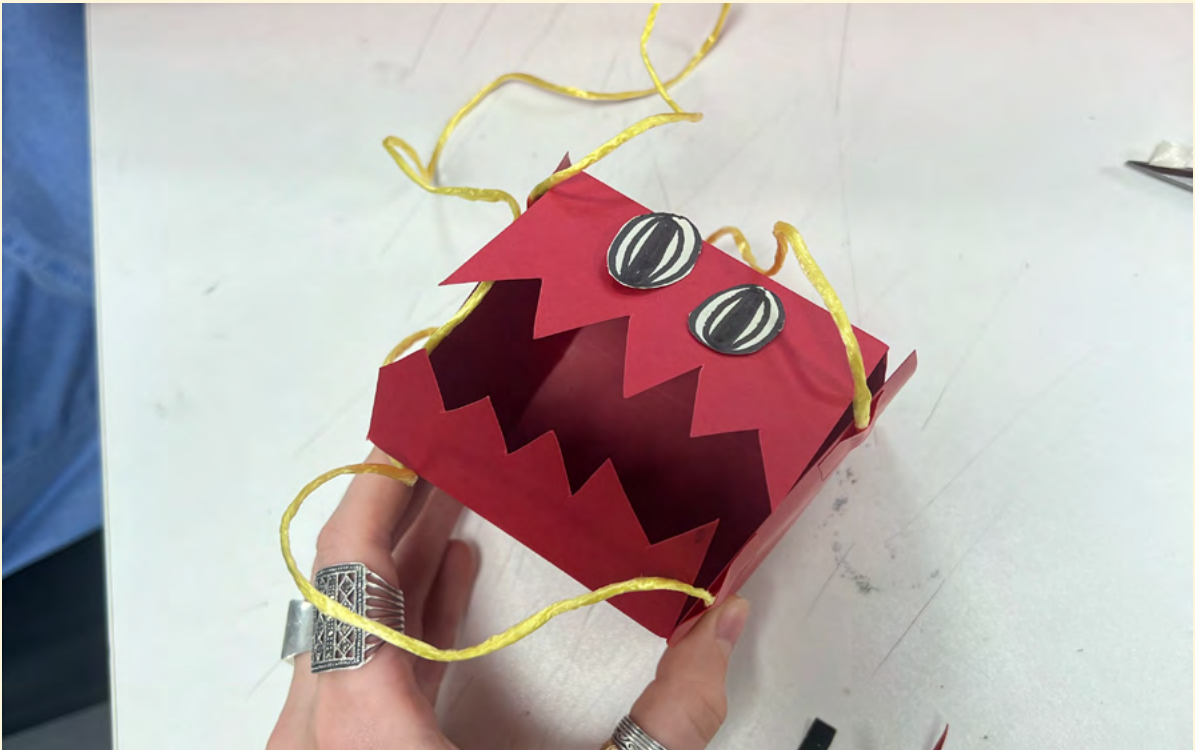
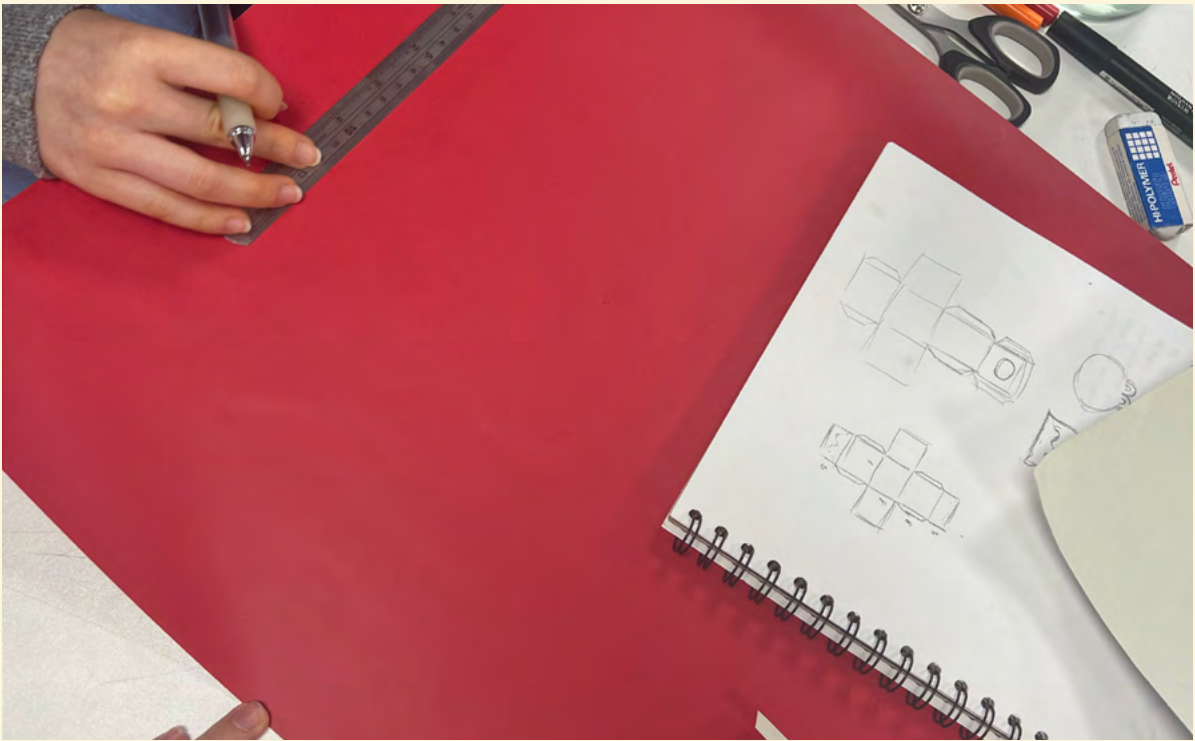
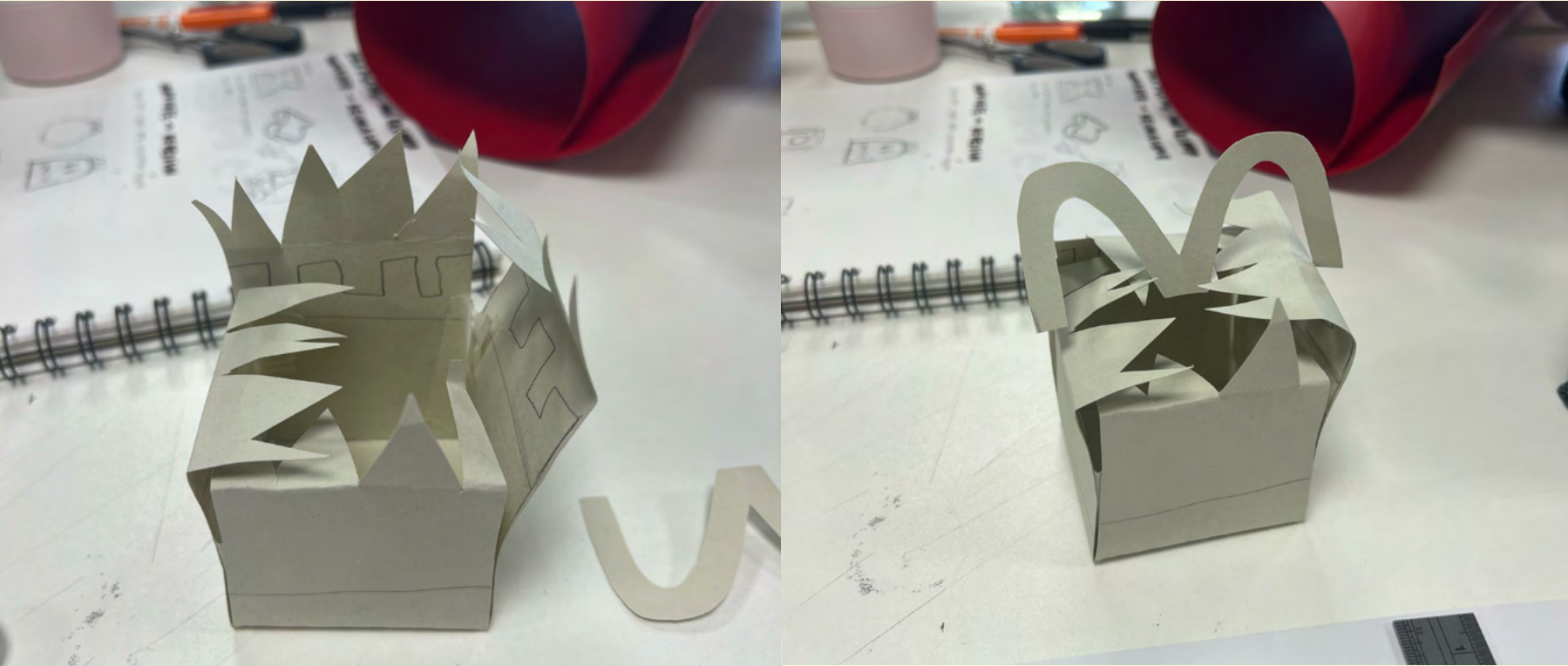
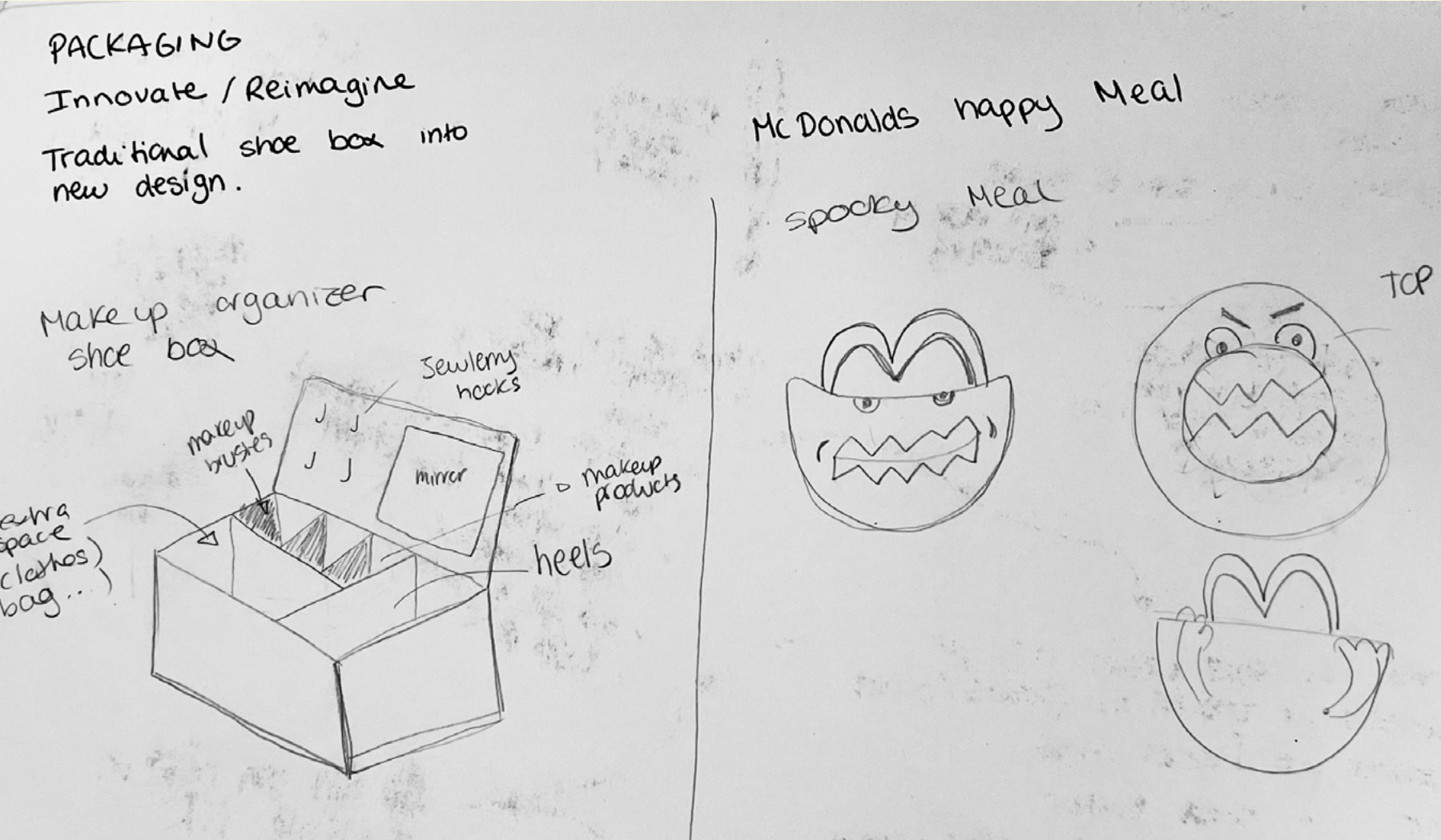
- Use seaweed-based materials & glass packaging.
- Offer refill options to avoid repeat purchases.
- I liked how their branding highlights the origin of their ingredients, from ocean-inspired product names, packaging to photography.



PACKAGING WORKSHOP

Task: Redesign the McDonald's happy meal

This workshop was focused on packaging and having a limited time to complete them. This exercise was in groups and we had to redesign the McDonald's happy meal. We decided to create a limited edition Halloween Monster Meal that doubles as a candy container for trick-or-treating. Our goal was to avoid designing a single-use box that would be immediately discarded.



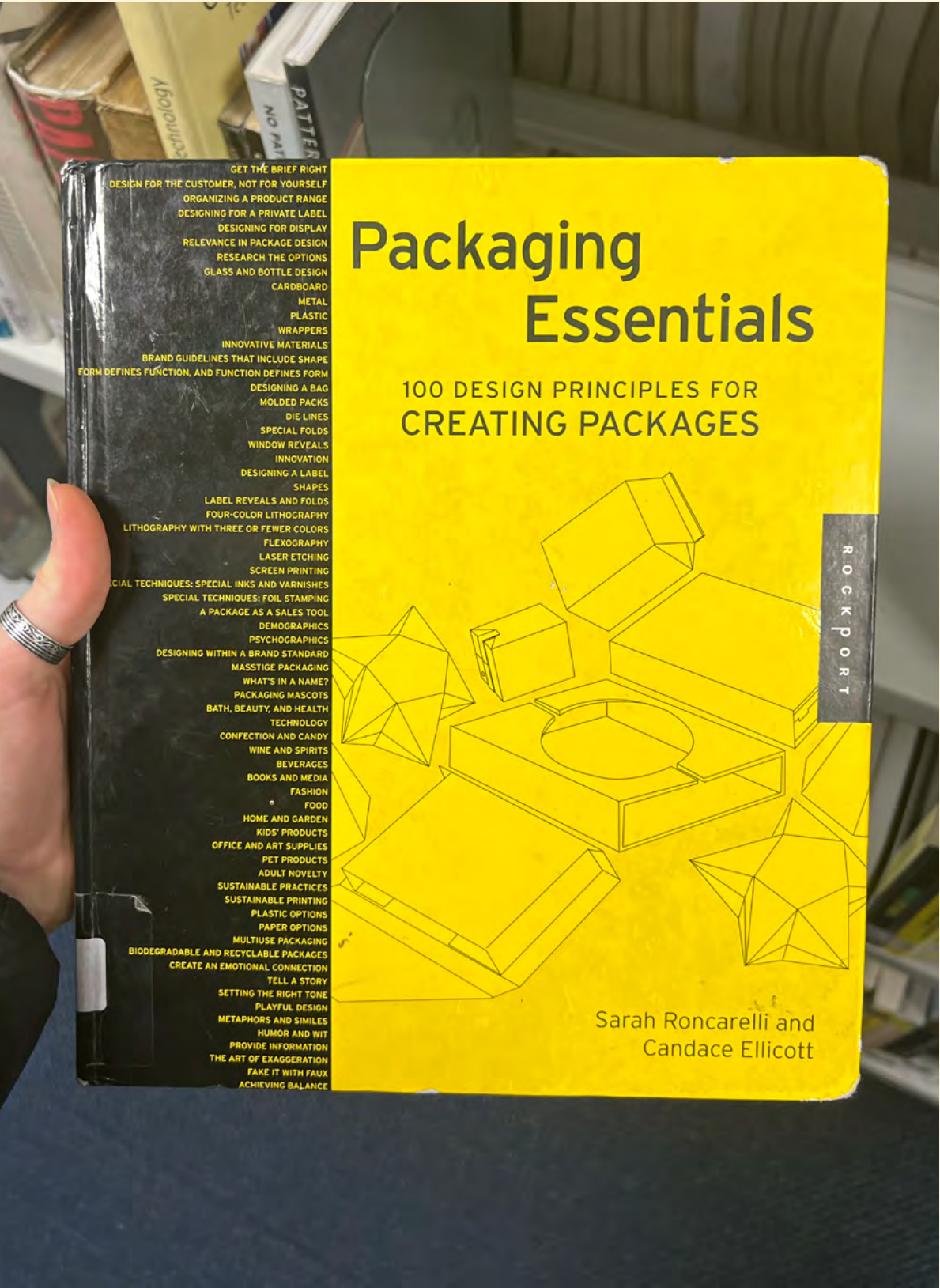
Main Takeaway:

This workshop didn't help me with initial design ideas for my packaging, but it did inspire me to push my concepts beyond a simple boring box packaging. After the happy meal packaging design, I wanted to create a fun and engaging experience when opening the box. Our Monster Meal design was fun and intriguing, it made me want to put my hands through the box. I wanted to evoke that same feeling of excitement about the box itself for my brand. Making it as exciting as the actual product inside.

LIBRARY INSPIRATION pt.1

Looking at Packaging Books for inspiration

I wanted to see what kind of packaging books the LCC library had to avoid just looking at internet inspiration. I found some very interesting designs and insightful information about packaging.



Notes:
- Shoppers looks at a label for 5-7 seconds

- A different and unfamiliar label invites customers to pick up the product

- Key message in 2/3 benefit words along with a main visual



Notes:
- More information can make a brand look honest, more technological, etc...

- Label reflects the brand's personality

- Bfrank wine bottle: I like how this label allows the consumer to play around with the label.

Notes:
- An information hierarchy is main tool for balance and order



Notes:
- Special folds can create an interesting journey when opening the product

- Window allows consumer to view the product

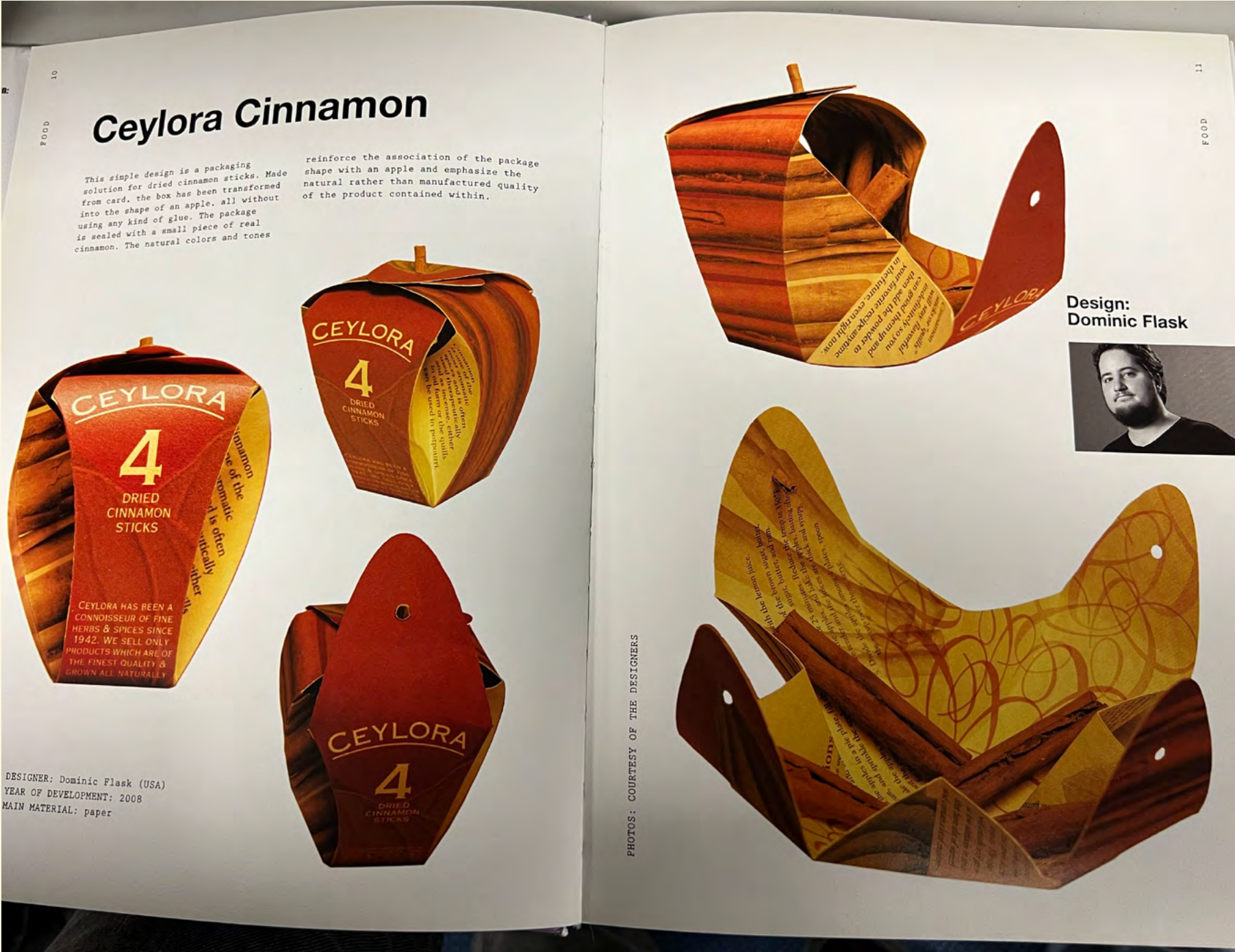
LIBRARY INSPIRATION pt.2

Looking at Packaging Books for inspiration

Looking at this inspiration made me want to design innovative packaging that isn't just going to look like but will maximise the usage of the packaging.



Really liked how when you opened the packaging there was another graphic. Made me want to open the full box, found it intriguing.



Found this packaging very interesting with the way that it folds and that there is writing around the packaging and once you unfold the packaging you get to read the full writing

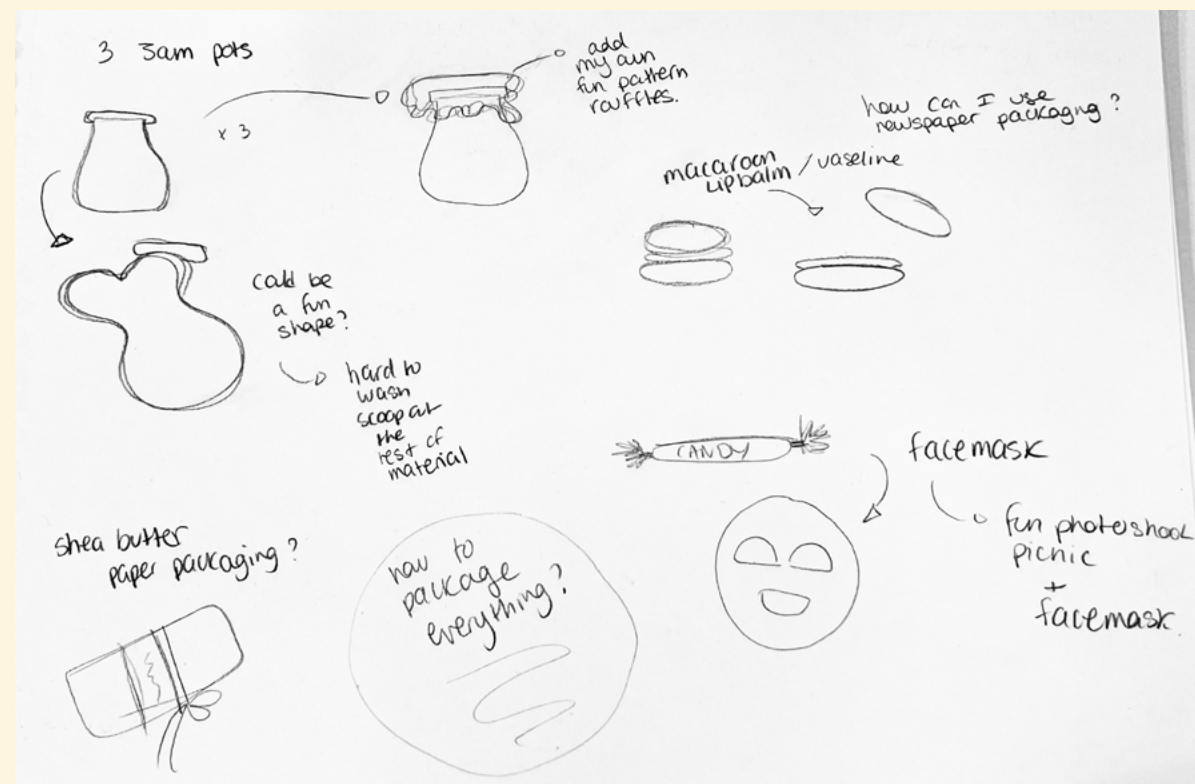
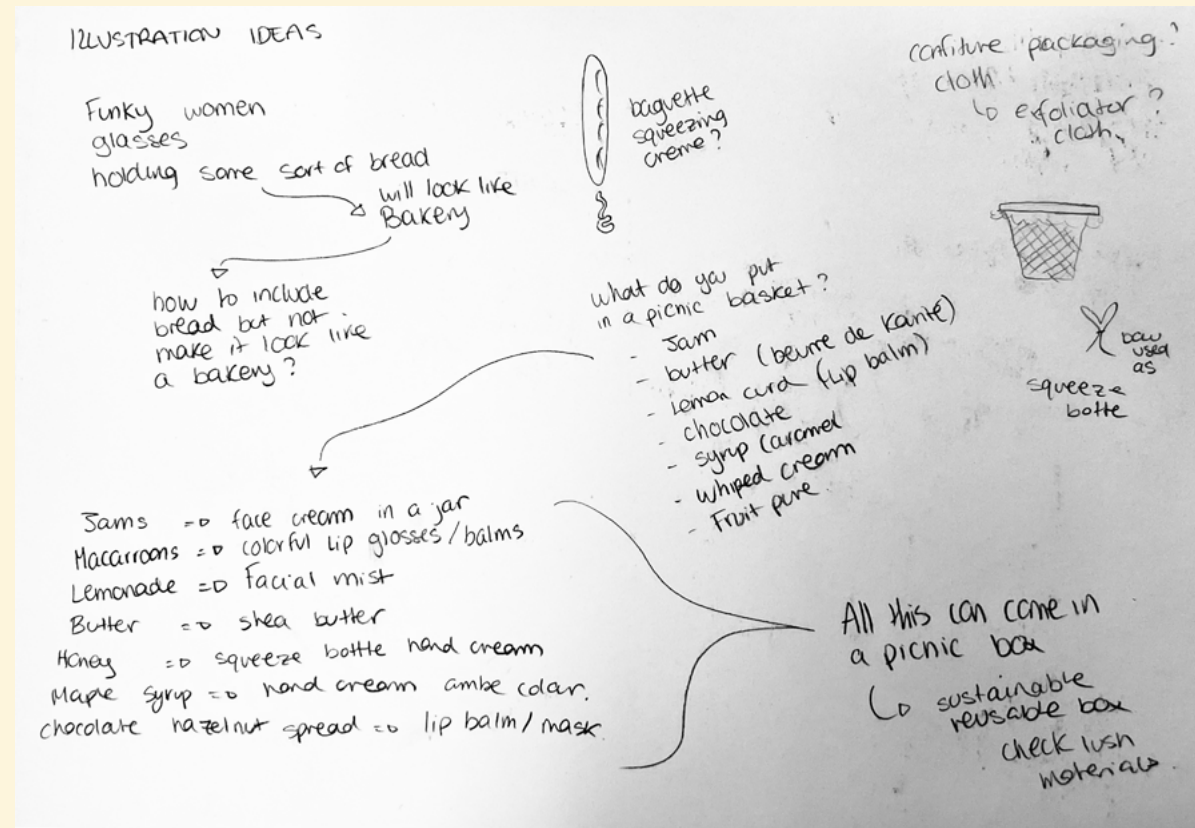
PACKAGING IDEAS

Bringing food into the packaging

I wanted to design something very different from typical skincare brands.

I started looking at packaging from other industries, especially food packaging and I really liked how they looked.

Going back to the bakers of my brand story, I wanted to incorporate their baking specialties to tell more about the story of Lamie. I thought that the products could look like or be inspired by French food or typical French pastries to reflect the bakers, owners of Lamie.



WHY PICNIC?

I want to revive the joy of picnics with friends: music, enjoying food, dressing up, no phones: a getaway from city stress. I also wanted to incorporate bread and pastries from the French bakeries and what better way than a picnic? I also want my audience to be confused why a skincare brand is advertised with a picnic and food, I want them to want to know more and interact with this weird combo and want to find out more about it.



Images from google

REFLECTION - Because I envisioned shooting the products in a picnic setting, I decided to store them in jam jars to keep it simple and avoid confusing consumers. Making the products look like actual food would remove the luxury of the skincare brand, failing to attract my audience.

Label Development

Finding the right jars and designing the labels

Designing a label was harder than I thought, there are so many details that I had to make sure I included, from ingredients to name to sizing....

Products

Based on the interview and conversations, this audience likes easy minimal and efficient products. I wanted to show 3 products, a daily hydrating moisturiser with SPF15, a deep hydrating facemask and an everyday lip balm.

Naming

I wanted the names to be inspired by French dishes or typical ingredients. As I was developping the names I realised that it would make more sense to find a connection with the bakers and the names, so I thought it would work best to name them from typical French pastries that you can purchase in the French bakeries.



After looking at a few labels, I needed to make sure I included the following:

- Ingredients
- Product Name
- Benefits/Description

- Directions
- Cruelty Free
- ml/fl.oz
- Expiration date
- Barcode
- Made from France

Moisturiser	Face-mask	Lipbalm
Berrie Crème (very simple)	Bleuets & Miettes (Blueberry and crumbs, bit literal)	Les Levres Sucrees (Sweet lips, cute name)
Fraisier Fraise (Double strawberry, not very original)	Blueberrie Masque (Boring)	Miel Balm (... boring)
Fraise a la Strawberrie	Blueberries et Myrtille (English + french sounds good but don't like)	Honey Crumb (too literal)
Crème a la fraise (Cute)	Masque aux myrtilles (Blueberry Mask, not original)	Honey et miel (Double honey, not very original)
Chaussons aux abricot (More original and weird)	Myrtille a la blueberrie (Don't like it)	Miel a la Honie (No)
Gateau aux abricot (Apricot Cake, very literal)	Madeleine aux myrtilles (Cute sounding)	Baume a miel (too literal)
Clafouti aux fraises (maybe hard to pronounce)	Tarte aux myrtilles (feels forced)	Tarte au miel (Does it exist?)
Tarte aux abricots (Cute)	Eclair aux myrtilles (I like Eclair, blueberry éclair doesn't exist)	Brioche au miel (I like brioche)

French Pastries in Boulangeries

- La dame blanche
- La religieuse
- Les Éclairs
- Paris brest
- Tarte a tatin
- Crème Brûlée
- Millefeuille
- Soufflé
- Profiterole
- Macarons
- Cannele
- Chouquette
- (Green the ones I like the most)

Chosen Product Names:

TARTE TATIN

Nourishing daily moisturiser

MILLEFEUILLE

Vitamin C face mask

CHOUQUETTE

Honey silky repairing lip balm

Designing



Testing



Tutor feedback:

- Choosing a more interesting font
- Changing the name?
- Making the Logo and name be in the middle



Printing the label made a big difference as I could see how big or how small the writing was, if it was legible, if the colours worked, etc...



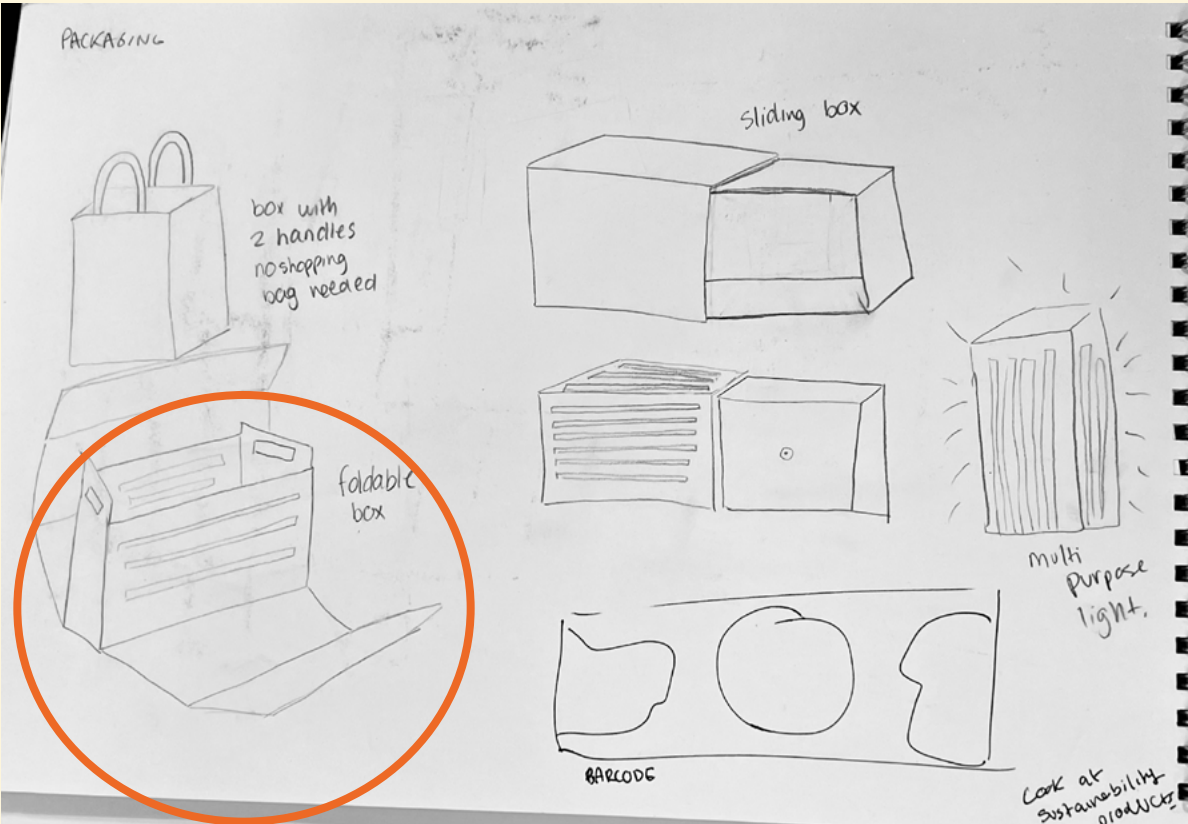
Lots of testing to ensure the label fit in the jar

Spray painting the lids to match the colour palette of my brand

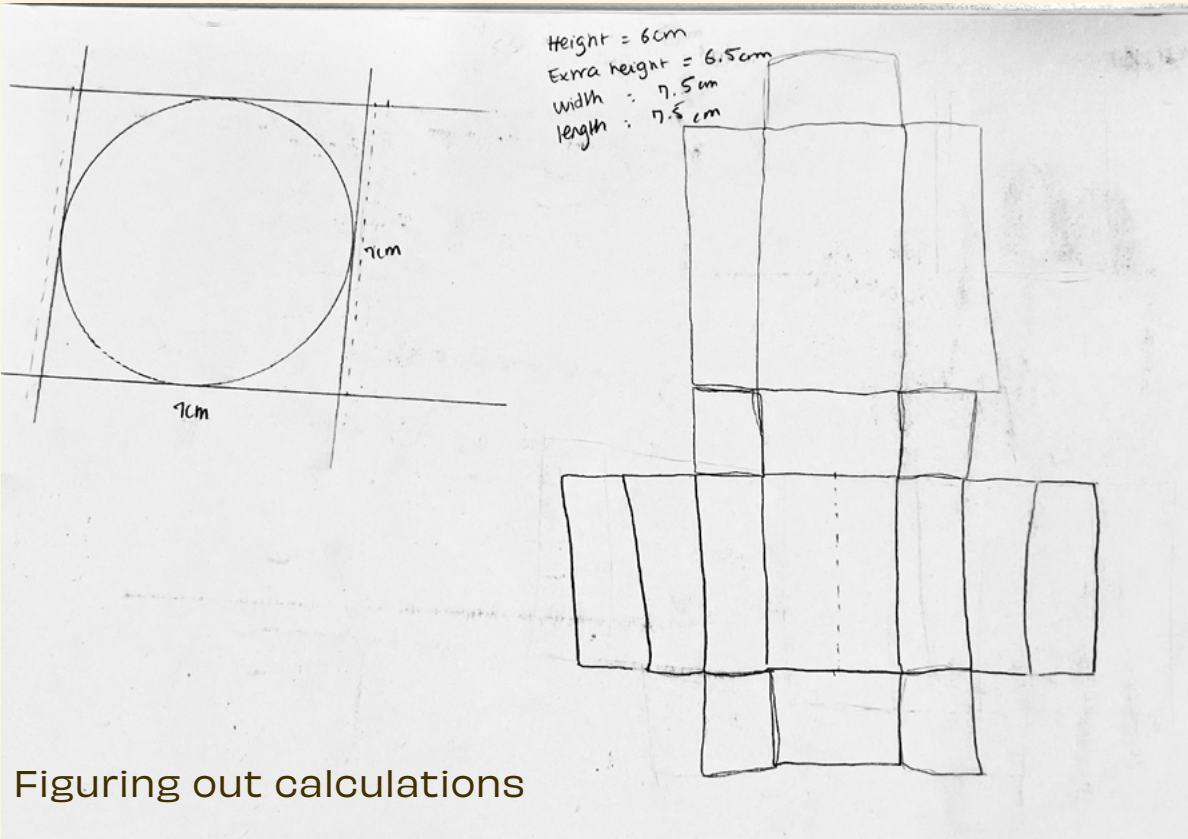
TESTING PACKAGING

Testing calculations and labels

My first few ideas of my packaging were quite boring and after doing the packaging workshop I knew I wanted to do something that would be more than just a box, I wanted to find a way to tell the story of lamie instead of printing an extra flyer to pout inside the box which would just be extra packaging to print. I really liked the idea of an unfoldable box that then becomes like a flat flyer with information inside.



I wanted a similar idea to this circled box but instead the box to become completely flat.



Figuring out calculations



Testing on scrap paper and then testing the design on the packaging



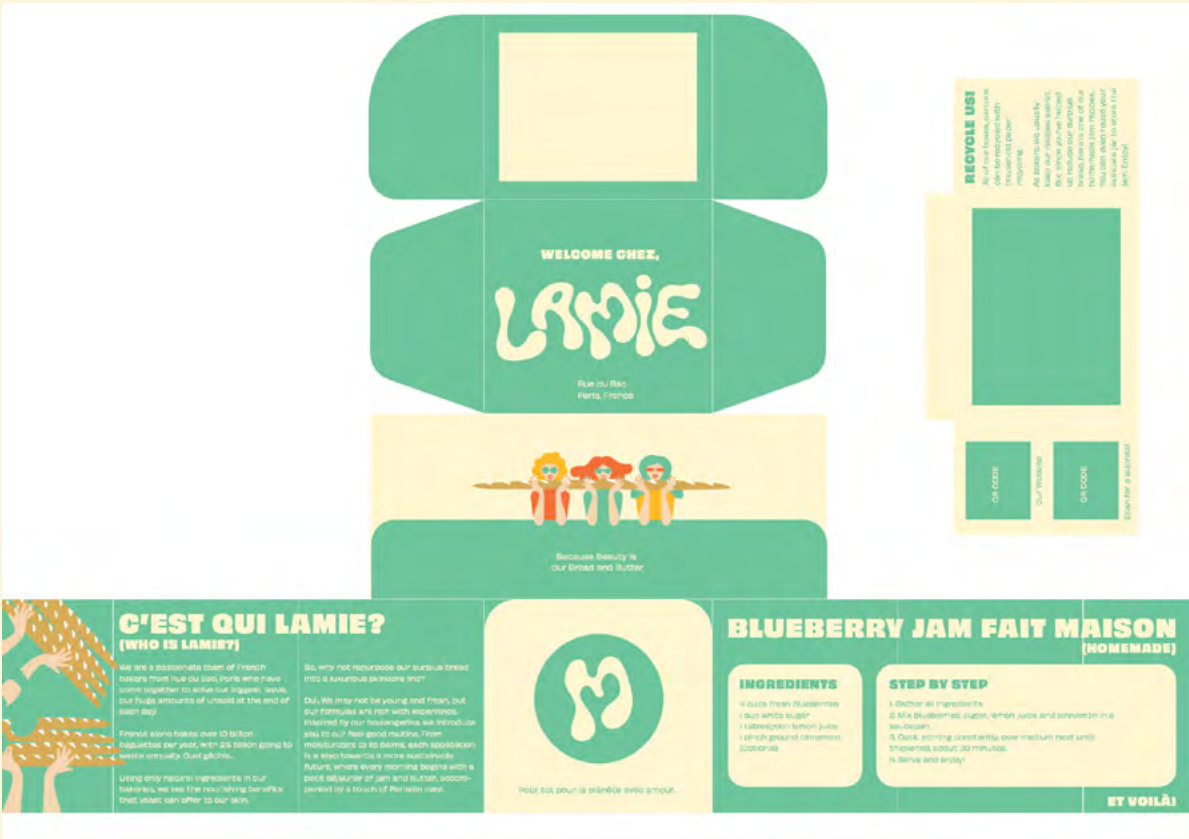
ROUTE A

This route was about bringing the picnic onto the packaging, bringing the cliché chequered pattern onto the packaging.



ROUTE B

In this packaging I wanted to add a window for the consumer to be able to see how the actual product looks like. Instead of the chequered pattern I added the swirl pattern.



PACKAGING DEVELOPMENT

Responding to feedback & further developing

Testing printing and colours was crucial for this project. I was glad to have enough time for various tests before finalizing the design, with the many changes I had to do.

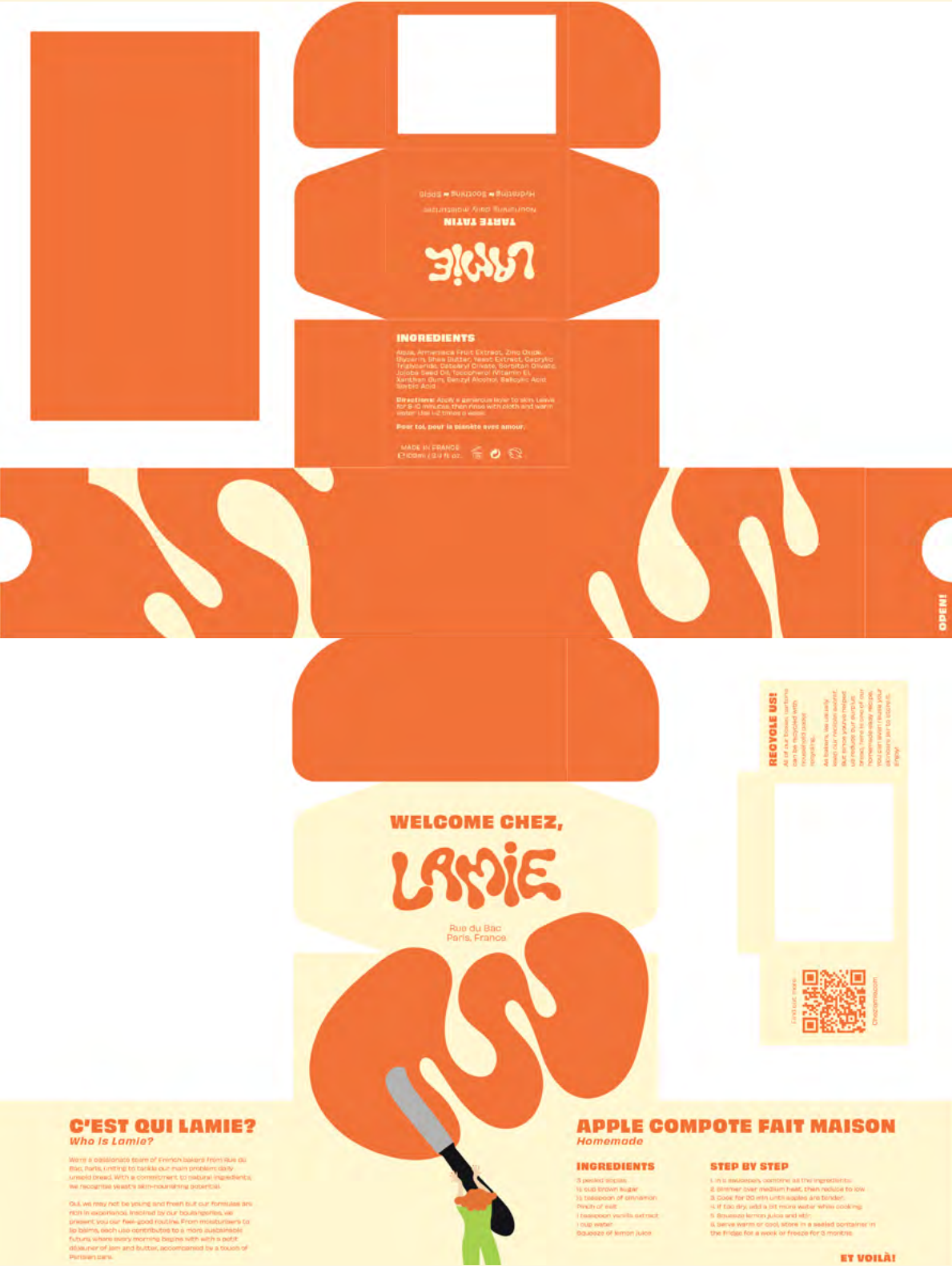
XEROX MACHINE

I was very fortunate to test the printing process on the Xerox machine as the colours looked different from the computer. I was advised to print colour swatches to see which colours better matched my palette, which then lead to my decision to change teal to green as I didn't like how it looked when printed on paper.



FEEDBACK

- Allow for white space
- Are the rounded boxes necessary? (doesn't match the brand)
- Add the swirl in other areas (instead of a line to separate text)
- Make the story shorter
- Does the "M" logo need to be in a circle?



HEAT PRESS

Although it was a small detail, I wanted to test my logo on different materials. When heat pressing, I wasn't sure what I would use it for, but I decided to make small reusable pouches for croissants or other baked goods. Including these pouches in the background of the photoshoot added a nice touch instead of using paper bags, it also added that sustainable reusable feel to it.



PHOTOGRAPHY INSPIRATION

Fresh and Funny

I want my photoshoot to be in a garden, picnic setting. I want to confuse my audience with the combination of food and skincare, I really want to mix those 2 elements in each photo. I want the images to be full of laughter and smiles.



NIGELLA LAWSON

Stylist Magazine "the joy of salted caramel". Love this cover, model full of caramel all over her face.



JESSICA WALSH

Love her photography style the weirdness in it, makes me want to look at the images for so long. Want to create that same effect.



OUTFIT INSPIRATION

Vintage French style

I wanted to evoke the French essence of the brand by incorporating elements of cuisine and fashion. I wanted to go for a vintage aesthetic that would bring the audience back to the nostalgic days of youth, bringing back memories and laughter through this retro style.



MAKEUP

For the makeup I wanted to go for something very minimalistic, simply with blush and a very French red lip.



CHOOSING THE OUTFITS

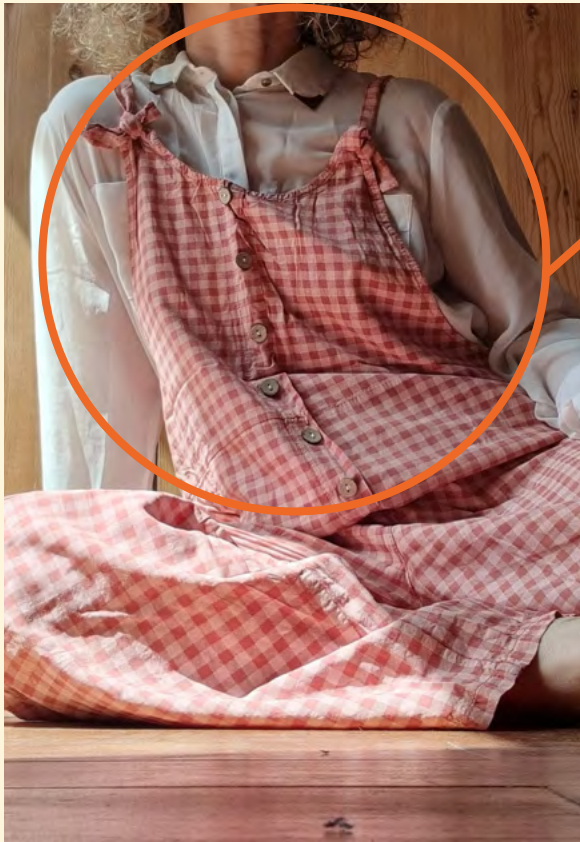
Choosing the right clothing for the shoot

I sent over the moodboard to my models and they sent over a few options. I wanted to make sure that the outfits complimented my products, the colour palette, and the overall mood of the shoot.

Stripes: very French, could look cute if they both wore it together.



MODEL 1



Very picnic vibes, both dress colours match with the brand

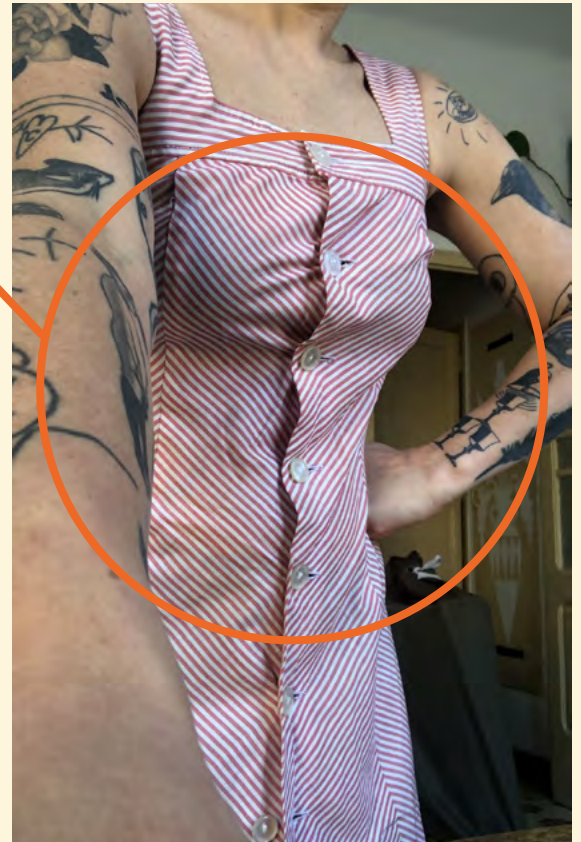
Blue goes with anything so this dress could work well for the shoot



Dress might be too distracting from the products



MODEL 2



SHOOT & EDITING

The day of the shoot and editing the photos

In order to stay organised for the shoot, I wrote down a list of things to buy/to bring for the shoot. I wanted to bring in props that would match the colours of the brand for the photos to tie in nicely



Behind the scenes...

EDITING

When editing, the most impactful feedback was to make my editing less perfect by adding grain and a warmer temperature.

Before



Before feedback



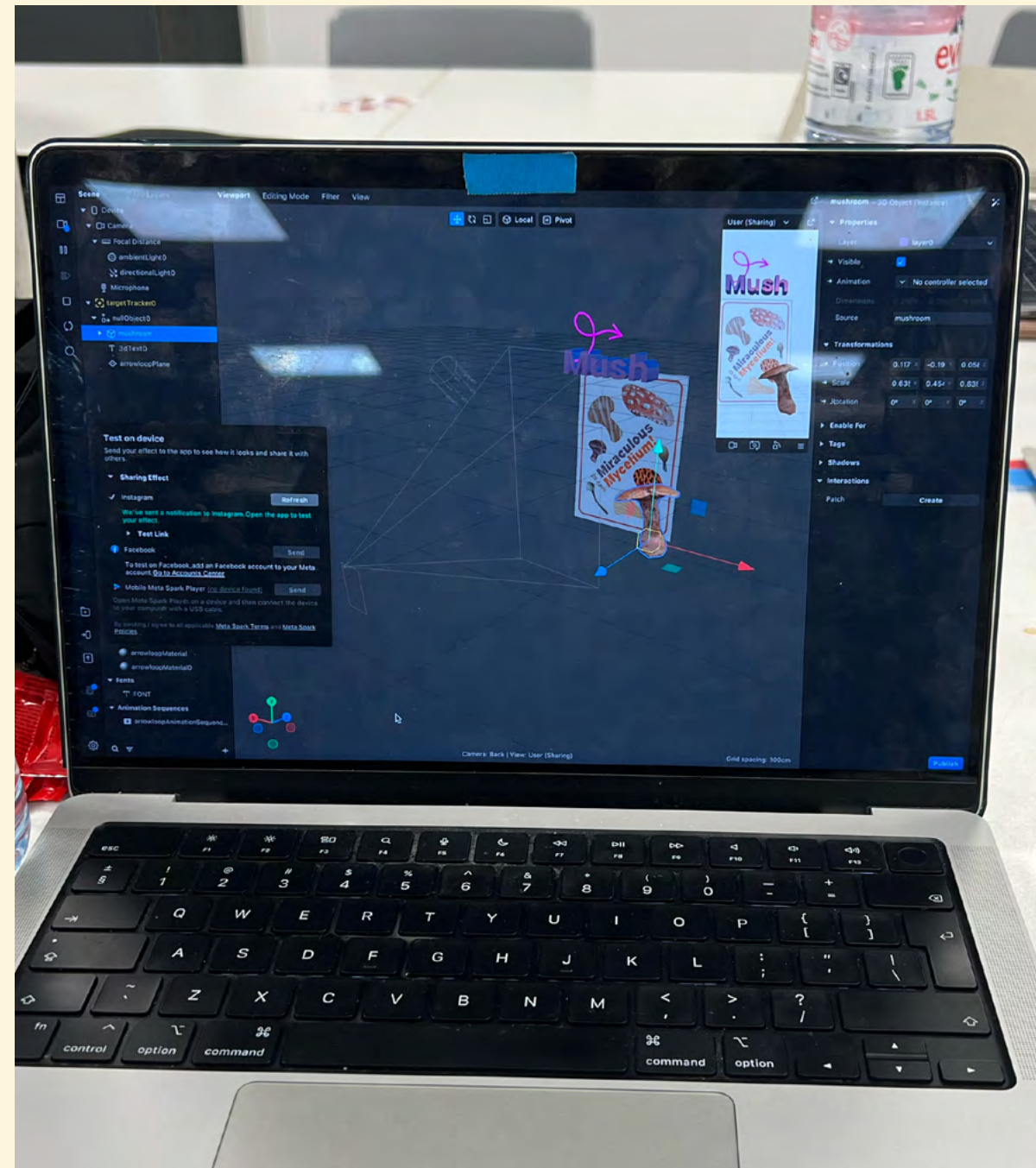
After feedback



AR WORKSHOP

Finding the right way to promote Lamie

The AR workshop was very interesting and inspired me to create something more engaging for my promotional piece instead of a simple poster. However, as much as I liked the idea of AR, I realised that a physical approach over AR would better suit my target audience.



Using Meta Sparks Studio to create the AR



TESTING WITH LAMIE LOGO

I used the same format as we did in class and replaced it with my logo. If this was directed to Genz I would've used AR as an interactive way to promote the brand. I thought it would be cool if I designed an AR on the lid of the product.



Click the image to watch the video or [here is the link](#)

PROMOTIONAL PIECE

Brainstorming for promotional piece

After the interview, I learned that my target audience prefers receiving physical informational materials over digital. But I didn't just want to make a simple flyer, I wanted to create something tangible that fully unravelled Lamie's story through text and physical elements.

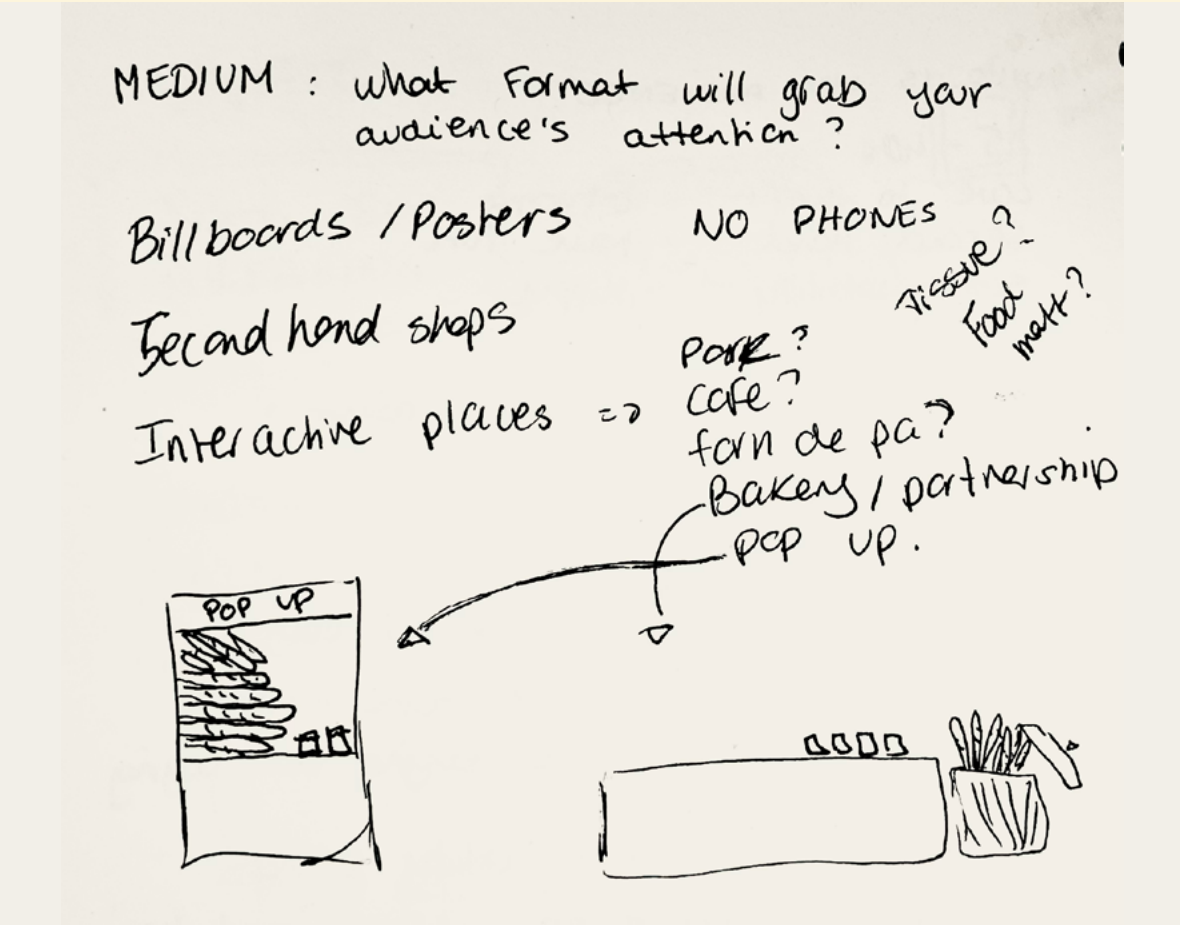
Inspired by Gail's strategy of setting up a stand with free croissants, coffee, and a card offering a free coffee upon opening to attract new customers; I want to provide a similar thoughtful physical item that would make people feel that loyalty to Lamie and also want to know more about my brand.



IDEA

Letting the bakeries from Rue du Bac create a pop up event and give out free pastries wrapped in a Lamie paper bag along with a small tester for customers to try out Lamie.

Paper bag would be used to wrap the croissant and the bag includes the tester attached together along with a 20% off their purchase with Lamie.



Sourced images

POP UP STAND

After a tutorial, I was suggested to add shadows, textures and a silhouette for heigh reference using photoshop



DESIGNING MOCKUPS

Unfortunetly with time, I did not manage to create my own prototypes for paper bags and Apron. From a tutorial I was suggested to go on an Apron & packaging website to have a more varied selection of designs. I then edited the photo to match the photography of my project and used photoshop AI to change the background of the Apron and Paper bag. Websites used: porterpackaging.com & finery.la



PROMOTIONAL PIECE

Testing designs, paper & photoshoot

Eventhough I did not have the facilities to create a real life pop up event, I wanted to take photos of how the products, croissants and tester would look like at the pop up event.

TESTING DESIGN

Seeing the different croissant bag designs was helpful to picture what the actual product would look like.



I like how the tester lines up with the croissant bag



TESTING PAPER

Trying to find paper that is the same texture as a paper bag. It didn't really work, the colours did not print out well and the paper texture wasn't the same.



Translucent colours, not very legible



Too shiny and plastic looking - colours were off



PHOTOSHOOT

I had hand models to pretend to customers trying the testers at the pop up event to make it more realistic.



EDITING

I wanted to make sure i kept the same style as the previous photoshoot in order to have the same feel.



- Adding warm temperature
- Adding grain
- Adding contrast
- Higher exposure
- Reduce Hilight

EVALUATION

Self Reflection of the whole project



During this project, we had a lot of freedom in managing our time and tasks. Setting small deadlines for myself helped me stay on track and maintain good organisation throughout the project. I learnt a lot during this project that I will carry with me in the future; one aspect I particularly appreciated was our tutors showing us how to present our work professionally, especially when pitching our logos. We were encouraged to develop three design directions which pushed me creatively and provided valuable practice for the work industry. This pushed and challenged my creativity and developed strong, diverse concepts.

Additionally, I learned more about AI and how it can help us effectively guide us to come up with initial ideas but also how we can use it to manipulate our photos and mockups to better fit our brand.

I really enjoyed the photography part of this project, especially the art direction process of the shoot, the challenge of perfecting every detail, from the setting to the smallest details, making sure everything complimented the products.

In terms of areas for improvement, I need to prioritise colour accessibility in future projects by making more colour printing tests and asking for feedback from various people. One of the colours chosen for my packaging did not print as expected and was not very easy to read for some people. Moreover, I plan to give myself more time for printing and paper selection, looking at paper options from GF Smith, and giving myself time to test them and order them to achieve better paper quality results.

For the promotional part of this project, I did not expect it to take longer than it did, which did not give me enough time to create real prototypes of some of my products. Unfortunately, I did not manage to design a 3D-rendered pop-up stand and 360-degree video as I underestimated the learning process of new software. In the future, I will dedicate more time to learning these programs.

Lastly, I wish I had more time to further develop digital elements into my project, such as social media platforms and a website as nowadays it is something that always comes with a brand. I plan to develop these elements over the summer to improve my portfolio and demonstrate a well-rounded design approach.