



THEARTOFUS.STUDIO JIERRA BEAUTY MOODBOARD

DISCOVERY STAGE RESEARCH, EXPLORATION AND BRAINSTORMING IDEAS.

INTRODUCTION

This exploration document highlights all the routes we've looked into that may effect the outcome of Jierra Beauty's identity.

Industry Research

A look at what's going on in natural health and beauty within the UK, their products, price ranges, aesthetic and style.

Audience Research

Answering important questions about Jierra's target audience helps us identify exactly who these products are for and how the products can solve their problems.

Brainstorming

This section is mainly for us to throw key words around in the attempt to visualise ideas. Which words work best and which words can we represent with symbols and drawings? What words define Jierra and its products?

Symbol & Mark Exploration

Research into the history and culture behind certain marks, logos, symbols and shapes.

Colour, Pattern, Texture

We explore colours, patterns and textures that best portray Jierra, through natural sources.

Proposed Concepts

Through each stage we've picked out pieces that work together to create a whole identity idea. You will find three separate concepts, their reasoning and direction.



**THIS MOODBOARD IS HIGH
RESOLUTION SO PLEASE
FEEL FREE TO ZOOM IN ON
ANYTHING SMALL.**

INDUSTRY RESEARCH

A look at the market and competitors in terms of 1. product, 2. design, 3. price.

EPARA

- Organic, natural, handmade
- Sleek, minimal, skin & earth tones
- ££££

Haeckels

- Coastal inspired, handmade
- Earth tones, textures, minimal
- £££

DR. BRONNERS

- Traditional, organic, sustainable
- Medical, colourful, informative
- ££

Faith in Nature

- Natural, ethical, sustainable
- Playful, bold, illustrative
- £

Evolve Organic Beauty

- Organic, natural, handmade
- Minimal, medical, monotone
- ££

Tisserand

- 100% Natural, experienced
- Simple, colourful, consistent
- ££

Nathalie Bond

- Natural, handmade, biodegradable
- Minimal, consistent, soft/calm.
- ££

LUXURY

NATURAL

WHAT HAVE WE FOUND?

There are a lot of brands in your direct and indirect market selling similar products. If you want to stand out amongst them we have to make sure your USP's are more than just your product.

A large majority of brands are selling their products as natural and organic, this is becoming a huge industry as you already know. Some of these brands have taken a luxury route to justify their prices and highlight the quality of their products. In order to stand out from the over saturation we need to look at making your product an experience. This way your brand will pick up traction from word of mouth.

Examples of product marketing



AUDIENCE RESEARCH

RESEARCH INTO YOUR INTENDED AUDIENCE AND WHAT KIND OF THINGS THEY'D BE LOOKING FOR FROM JIERRA.

PROBLEMS YOUR AUDIENCE IS FACING

- Chaotic Lifestyle
- Stressful Job
- Office environment effecting health
- Lack of vitamins
- No time for correct diet
- Hormonal break outs
- Stress break outs
- Recurring skin condition
- Lack of natural products for condition
- Too many options in the shop
- Worried about carbon footprint
- Worried about recycling
- Mental Health Issues
- Allergies / skin irritations
- Budget

HOW DO WE SOLVE THEM?

- Small product options
- Easy to use product
- Simple packaging
- Easy to open
- Biodegradable
- Natural Ingredients
- Organically Sourced
- Skincare Categories
- Educational Information
- Care and help provided

AUDIENCE PERSONA

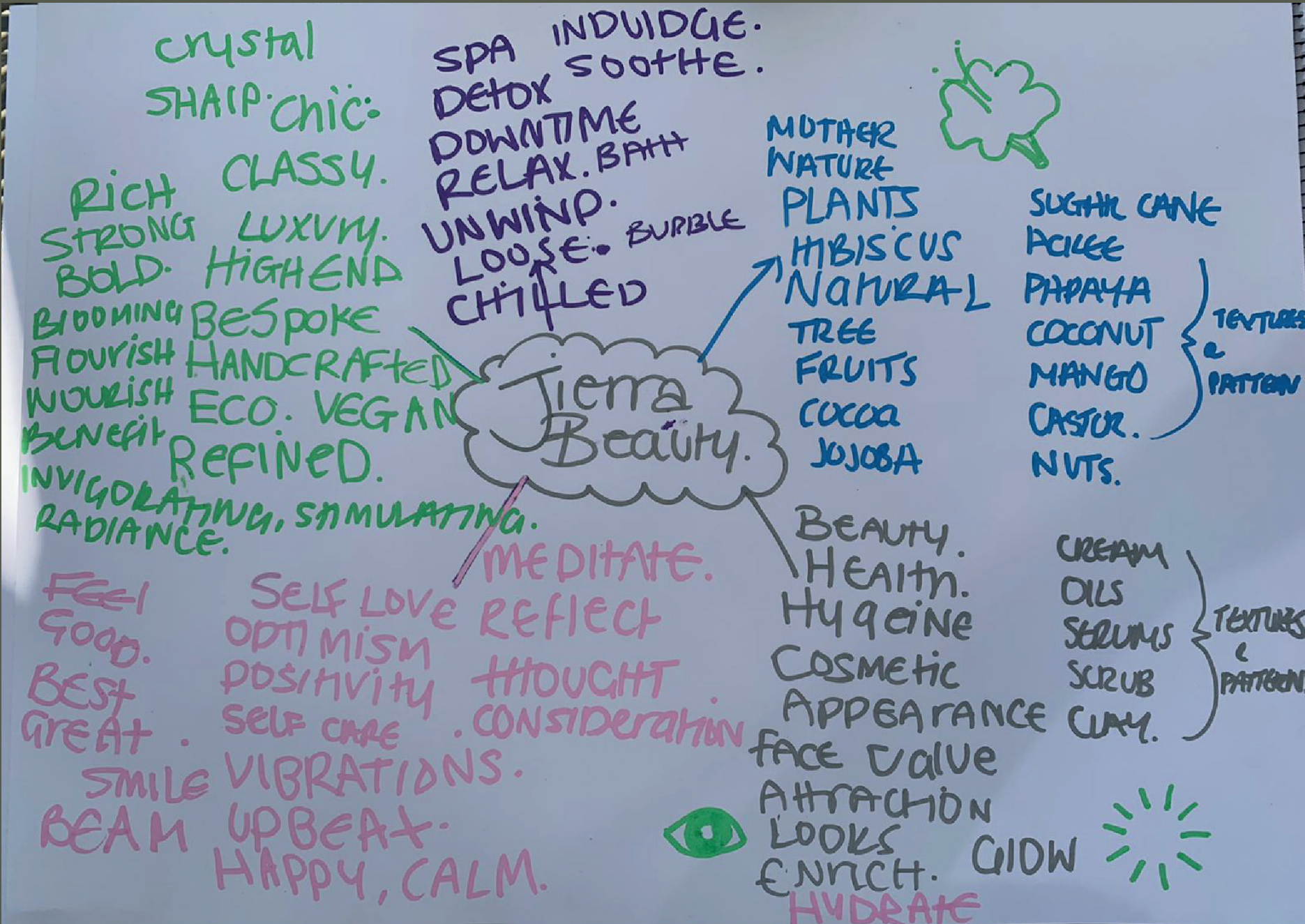
AGE	25-30 [26]
GENDER	FEMALE
ETHNICITY	BLACK-BRITISH
OCCUPATION	FINANCIALLY STABLE
LOCATION	LONDON
HOBBIES	SOCIALISING, GYM
INTERESTS	SKINCARE ROUTINE, LIVING NATURALLY
BELIEFS	ETHICAL AND ORGANIC PRACTICES, SUPPORTS SMALL BUSINESSES, HEALTH AND WELLBEING CONCIOUS
OTHER	POTENTIALLY VEGAN, OR FREE-RANGE
SHOPS AT	TBC
LISTENS TO	TBC
READS	TBC

CONCLUSION

In order for Jierra's products to appeal to the above individual, we must invite them to a world of relaxation, calm and positivity. The light, noise and air pollution in London can cause a number of problems, using this as a basis for selling products is a possible option. Taking into consideration their beliefs and interests when designing the brand will help the outcome of design.

BRAINSTORMING

writing down all keywords related to Jierra Beauty, this is used to help stimulate ideas and visuals and certify all the things related to the brand.



- Crystal
- Sharp
- Chic
- Classy
- Rich
- Strong
- Bold
- Blooming
- Flourish
- Nourish
- Benefit
- Luxury
- High End
- Bespoke
- Handcrafted
- Eco
- Vegan
- Refined
- Invigorating
- Stimulating
- Radiance
- Feel Good
- Best
- Great
- Smile
- Beam
- Self Love
- Optimism
- Positivity
- Self Care
- Vibrations
- Upbeat
- Happy
- Calm
- Meditate
- Reflect
- Thought
- Consideration
- Sustainability
- Replenish
- Mother Nature
- Plants
- Hibiscus
- Natural
- Tree
- Fruits
- Cocoa
- Jojoba
- Sugar Cane
- Avocado
- Blue Mahoe
- Lignum Vitae
- The Doctor
- Palm Kernel
- Stearin
- Shea
- Plantain
- Ackee
- Papaya
- Coconut
- Mango
- Castor
- Nuts
- Textures
- Pattern
- Beauty
- Health
- Hygiene
- Cosmetic
- Appearance
- Face Value
- Attraction
- Looks
- Enrich
- Glow
- Hydrate
- Spa
- Detox
- Indulge
- Soothe
- Downtime
- Relax
- Bath
- Unwind
- Loose
- Bubble
- Chilled

SYMBOL & MARK EXPLORATION

LOGOMARKS



SYMBOLS



THE SYMBOLIC HISTORY OF:



“THE FORCE THAT THROUGH THE GREEN FUSE DRIVES THE FLOWER.”
 -DYLAN THOMAS

COLOUR, PATTERN, TEXTURE

#F4BE8C

#D67B4D

#D9A8A2

#F6CC44

#A3A849

#94B16C

#052623

NATURAL COLOUR SWATCHES

These colours have been picked to represent the following keywords:

SELF LOVE

CONFIDENCE

LUXURY

NATURAL

ORGANIC

CALMING

CARE

RELAXATION

#D4CEC2

#E8E2D6

#E9E5E6

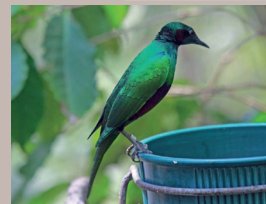
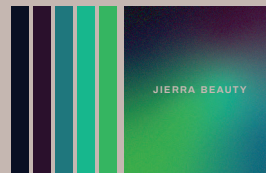
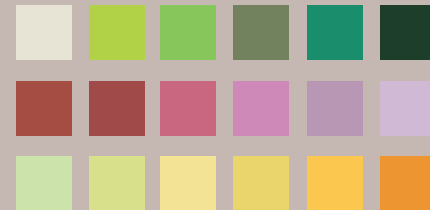
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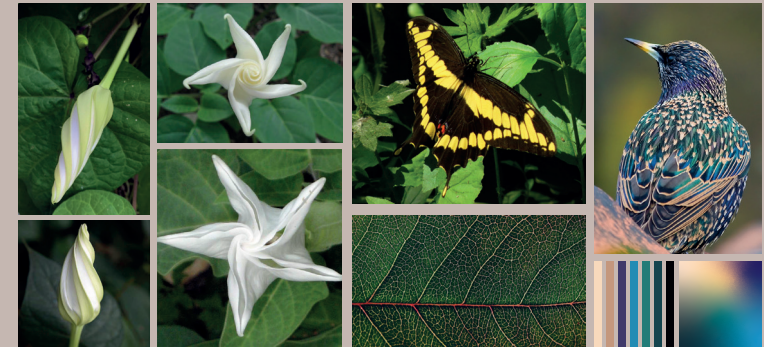
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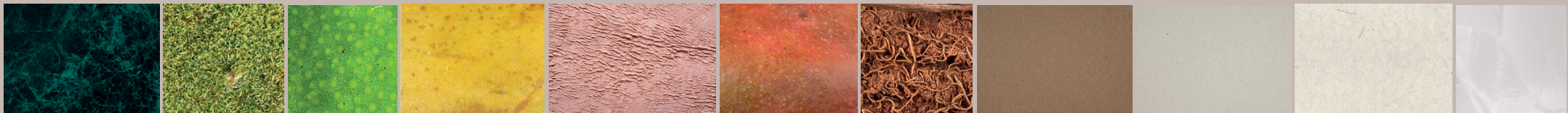
Further colours & gradients to explore:



NATURALLY OCCURRING PATTERNS



Textures of different skincare products - Glossybox article.



MARBLE, MOSS, LIME, PAPAYA, CLAY, MANGO, COCONUT, BROWN PAPER, RECYCLED PAPER, CREAM

PROPOSED CONCEPTUAL ROUTES

Some creative routes for the conceptual stage to take based on our findings.

ROUTE 1 MULTISENSORY EXPERIENCE

OVERVIEW

In order to sell a luxury product, you have to make that product an experience. This route aims to distract your audience from the stress of everyday life and indulge themselves in every single part of your product. The smell of the ingredients, the feel of the packaging and product, the appearance of colour and pattern, access to Jierra Beauty playlists. These are just a few ways to immerse your audience as they wind down.

WHY THIS ROUTE?

This concept benefits your audience by taking them away from their busy day and providing an entire wind down experience. Your customer will feel more inclined to invest in your products if they know about the unique journey that comes with it.



Route 2 example includes rough uncoated recycled card and calming colours derived from nature, with a link to a relaxation playlist on the back.

ROUTE 2 BE PROUD OF YOUR ROOTS

OVERVIEW

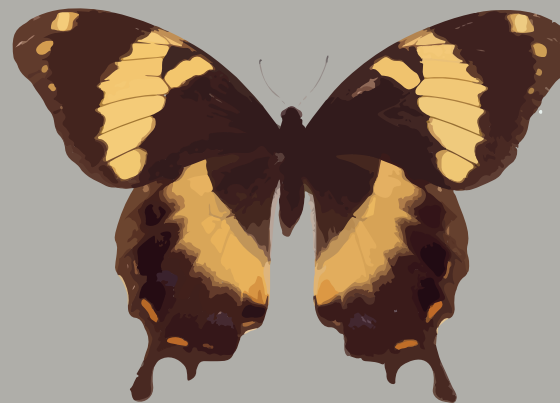
This concept expands on the origin of the name Jierra, and designs the brand around cultural and natural influences.

The route will pull together colour, shapes, patterns and textures to create a strong and beautiful identity.

WHY THIS ROUTE?

There are so many wonderful things found in the locations that have inspired Jierra's name, and combined have the potential to inspire your audience to be proud of their origin.

This route is the most diverse of the three and leaves room for constant development and evolution, meaning your branding remains consistently fresh.



The endangered Jamaican Swallowtail Butterfly is the largest butterfly in the western hemisphere.

ROUTE 3 YOU DESERVE SELF LOVE

OVERVIEW

A direct approach at making your audience feel the love and care they deserve, through a calming tone of voice, consistent welcoming dialog and soft, warm aesthetic / visual language. This route aims to personify that time of day where every one of us relaxes and unwinds, releasing themselves from the stress of daily life.

Light, muted colours and dream like visuals.

WHY THIS ROUTE?

If you'd like to make the focus of these products 100% about customer care, this is the route to take. We can explore how the audience responds to health and wellbeing advice, after-care, relaxed and simple packaging, all to promote ease and happiness in their life.

Jierra is here to guide women towards self care and relaxation.

