This process book is designed to guide the reader through my graduation journey. It provides reflection on my research, decision making and how I applied these findings in my project. 

It is divided into four phases, from research to execution.

The end product, a makeup product extension for Reformation, which brings together my analytical and creative skills, shall prove that after four years studying International Fashion and Branding I am ready to enter the working world.
Table of Contents

6 - Research framework

7 - Feminism

13 - Target group

33 - Market trends

39 - Brands

47 - Reformation

53 - Summary phase 1

55 - Concept development

56 - Starting points

57 - Brainstorm: beauty

60 - Creative concept

61 - Execution

67 - Shoot

70 - Packaging

73 - Website

76 - Improvements

81 - All decisions recap

83 - Source List
Looking back at my time at AMFI, I know clearly where my strengths and interests lie. During the specialisation Brands & Identity I really enjoyed researching and advising a brand strategy to revitalise a forgotten fashion brand. My greatest passion (although I hate the word) has always been writing – every single booklet I’ve ever created, and every blog post I’ve ever published. I’ve also discovered that I really enjoy styling shoots and characters, so it became clear to me that I wanted to combine all these elements in my graduation project.

My fascination over the past couple of years has been with kickass women communicating with the millennial generation. I’ve followed the rise of the blogger business Glossier by Emily Weiss, the Nasty Gal emporium by Sophia Amoruso and Leandra Medine of Man Reppeller’s witty feminist journalist career. I myself struggled with the claim ‘Feminist’ although I obviously am in favour of gender equality. I decided to deep dive into the topic and start my graduation project on a consumer level: getting to know the target group and then analyse the potential for fashion brands to intensify their relationship.
Phase 1: Research
In what way does the 4th wave feminist mindset offer an opportunity to strengthen customer relationships?

1. The Evolution

What is 4th wave feminism and why is it relevant in today’s society?

- What is the historical evolution of feminism?
- How is it translated into current times?
- How, and by whom is it discussed internationally

2. The Consumer

Who is the 4th wave feminist consumer?

- What is their identity and their values?
- How does their feminist philosophy affect their daily life?
- What is their opinion of feminism in (fashion) communication?
- What are they looking for in products they shop and services they use?

3. The Market

In what way has this mindset already been implemented by the market?

- What are trends that comply with this mindset? How are they communicated?
- Which attempts at targeting this mindset have not been successful and why?
- Which brands are doing really well at connecting with this tribe and why?
Phase 1: Orientation

What is 4th wave feminism and why is it relevant in today’s society?
Feminism’s evolution

Study
Four Waves of Feminism


- 1st wave: Nineteenth & early twentieth century, focus on women’s suffrage
- 2nd wave: 1960s, legal and social equality of women, women’s liberation movement, workplace equity, financial equity, ending sexual harassment
- 3rd wave: Beginning 1990s, inclusive response to 2nd wave respective to all colours, sexual orientations, classes. Grrrls, strong and empowered, defining beauty for themselves as subject, not as objects of sexist patriarchy
- 4th wave: Emerging in current society, women’s empowerment as obvious impetus, focus on intersectionality and how all subjects tie together, digital natives express their voices

Essay
Power feminism, mediated: Girl power and the commercial politics of change


- “[T]here’s this kind of new feminism that’s starting to rise up that isn’t about denouncing things that are girlish. It’s about embracing going shopping and buying shoes and wanting to be cute. You can embrace all that and at the same time be really powerful.”
- “[T]he girlishness, the embrace of femininity, the peaceable coexistence of strength and power - are interwoven throughout girl power and power feminism”
- “Under the influence of power feminism, whose discourse on the pleasures of purchasing power aligns with the interests of the marketplace, girl power has become the ultimate commodification of power feminist rhetoric.”

Still from the movie Spice World - The Movie (1997)
Commentary
What is girl power and how does it differ from feminism?


• “Girl power was at its most popular and subversive during the days of the 'MTV generation of late Gen X’ers/early Millennials in the late 80s and 90s.”

• “Grrl power is partially responsible for the rise in 'strong independent, career-minded woman’ as an attractive ideal for late teen and 20something women, but it did not viscerally judge women who chose to be stay-at-home mums, for example.”

• “Grrl power was more about lifting women up through feel-good messages than examining gender roles or patriarchy.”

E-Book
All About the Girl: Culture, Power and Identity

Harris, A. (no date) All About the Girl: Culture, Power and Identity Available at: https://books.google.nl/books?id=4L-2TAgAAQBA-J&1pg=PP1&hl=-de&pg=PP1#v=one-page&f=false (Accessed: 23 September 2016).

• “Marketers seek Girl Power as the girl as consumer, their social power to purchase. 88% of girls between 13 and 17 „just love to shop”

• Girl Power is heavily exploited by the commercial market, however mostly targeted at teens. Women in their mid-twenties become more conscious in their shopping behaviour and look for more meaningful connections with brands and products they purchase.

“Feminism has hit the big time. Once a dirty word brushed away with a grimace, “feminist” has been rebranded as a shiny label sported by movie and pop stars, fashion designers, and multi-hyphenate powerhouses like Beyoncé.”

Zeisler, A. (2016) We were feminists once: From riot Grrrl to Covergirl, the buying and selling of a political movement. United States: PublicAffairs,U.S.
Article
Why Wearing Makeup Doesn’t Make Me Less Of A Feminist


• “Just because I indulge in a beauty regime doesn’t mean I agree with the sexist notions that women should dress for men or wear makeup to be considered a real woman.”

• “It’s my version of empowerment. It’s my version of showing my personality. Let’s not confuse that with me stalling feminism—which, by the way, is defined as „the theory of the political, economic, and social equality of the sexes.“ Nowhere in there does it mention anything about aestheticism or beauty standards.”

• “It’s not about the actual choices we’re making with our beauty routines; it’s about ensuring we have the fair and equal rights to make a choice in the first place.”

Article
Don’t Fall For The New H&M Campaign


• “The fourth wave has swept in on the tides of the Internet the last decade, and though it isn’t yet as defined or action-based as its older sisters, it is more inclusive than them in nature and diverse in its messages”

• “The movement is championed by Millennials who, thanks to the multitude of platforms the web has spewed forth, can communicate with and express themselves to a limitless following.”

“Ideas about success and power, and how they relate to ‘feminine’ values are being redefined by a new generation of businesswomen, from Ariana Huffington to Sophia Amoruso, who are rethinking the power-shouldered cliché”


Feminism in Marketing

Chanel SS15 Feminist Riot Catwalk

Execution: Chanel staged a feminist riot on the catwalk, with models shouting into megaphones and holding up posters

Response: The catwalk show was an awkward setting, beautiful models walking down in pastel-coloured garments, sugar-coating the topic of feminism in a shallow parody

Why was it not successful? Customers saw right through the “faux-test” and felt like Chanel simply translated feminism into a trend without deeper purpose or alignment. Dealing with the topic would have been more successful if Chanel had reminded the viewer of their founder’s feminist heritage.

Dior SS17 Show

Execution: Maria Grazia Chiruti’s first show for Dior featured clothing that honoured the brand’s heritage through its previous designers and positioned women as powerful, yet vulnerable and soft creatures.

Response: The show was a celebration of modern femininity, being aware of a woman’s strength, while also celebrating the soft side in tulle fabrics.

Why was it successful? The designer understood the image of a woman today and didn’t try to convey an aspirational model to strive for. Her approach to feminism is embedded and based on values, thus visually very diverse, and not focussed on a visual stigma.

H&M “Ladylike”

Execution: Depicting strong, independent, famous women that celebrate their individuality, H&M visually explored what it is like to be a woman in today’s society.

Response: People appreciate that H&M is trying to communicate the multitude of feminism, however, as a brand that employs non-ethical production methods, people don’t feel like it is genuinely feminist.

Was it successful? H&M made a great campaign, however, coming from this particular brand took away from the power of the message. It is good that feminism is discussed in the mainstream popular culture, but isn’t enough to be considered authentic or build brand loyalty.
Article

Feminism For Sale


• “It’s a particular kind of feminism that dovetails perfectly with the rise of neoliberalism - the period of capitalism that features deregulation, privatization and hyper-individualism.”

“If we change the world, pop culture will come along. There’s no guarantee that the reverse is true.”

Zeisler, A. (2016) Author of „We Were Feminists Once: From Riot Grrl to Covergirl, the Buying and Selling of a Political Movement”

Article

How advertising hijacked feminism. Big time


• “Femvertising: where the hard sell has been ‘pinkwashed’ [...] femvertising can pay - half (52%) had purchased a product because they liked how the ads portrayed women”

• Hugely popular with Millennials, who, recent studies show, value ethics over money.

• “Karl Lagerfeld sending Chanel models down the SS15 catwalk wearing couture and holind placards that read ‘Feminist but feminine’ was horribly contrived. It smacked of a company adopting feminism because it seemed trendy; out of self interest.”

• “Girl was a word we really tested [Jennie Price, ]. It was key to us not to be patronising. In the end, we decided that it was OK to call ourselves girls and reclaim the word.”

How would you feel if we said that you run #LikeAGirl?
**Survey #1**

- About personal perception of Feminism
- 33 participating women between 24 and 34
- Living in urban cities across the world
- Studying or working with previous higher education
- Fashion & beauty trend conscious

“I feel that feminism has been embraced in many ways as of late, especially in pop culture and young women around the world are seeing feminism as increasingly positive way to express themselves”

*Kelly Hunter, Survey Answer*

Soft power is associated with being strong and (self-) determined in a well-considered way and with composure. “I have never heard of that term, but I can imagine that it represents the new generation of female CEO’s. They have power on the one hand, but lead softly on the other hand.”

*Katrien Fabry, Survey Answer*
Key conclusions: 4th wave Feminism

- Feminism has been a term used since the early 20th century describing the effort towards gender equality.

- 4th wave Feminism is “not built on a desire to reject society-enforced notions of femininity, or what it traditionally means to be female” – Ione Gamble, author of ‘In Defence of Tumblr Feminism’ published on Dazeddigital.com (2016)

- Femininity is the concept of feeling confident and powerful as a woman and using all the tools that enable that emotion.

- Rise of strong independent women that express their empowerment through the celebration of femininity rather than through rejecting it.

- Not an activist movement but Millennial women (25-35) surround themselves with empowering likeminded people (online & offline) who have grown up with Girl Power pop culture mentality.

- Women look for tools and commodities to express themselves on a symbolic and authentic level – create strong bonds with brands that provide products and services, which mirror their own values.
Who is the 4th wave feminist consumer?
Plan of approach

In the first four weeks I have gotten an overview of Feminism as a movement and the way it involved over the past almost 100 years. My research findings back up my gut feeling about there being a pattern amongst these successful women I so admire, so my next step is to talk to them.

In the following weeks I want to know how these women define Feminism, how it is reflected in their daily life, what they think of the feminist debate in fashion communication and what their relationship is with the brands that they consumer.

I am approaching the girls I follow on social media anyways, for short interviews, long interviews and survey participation as well as read up on their blogs and dive into consumer segment models such as Glocalities, the Innovation Adoption Curve and expert reports.
Interview

EMILIE SOBELS, 28

Business Editor, Founder
www.hashtagworkmode.com
Amsterdam, Netherlands

1. What does feminism mean to you personally?

“For me, anyone who believes women should earn the same as men, can be considered a feminist. However, feminism has built up quite a negative connotation and I think most people will think of feminists as women who don’t shave their armpits or protest on the street. I do think this decade is all about the rise of the female individual, strong women with a strong opinion and great leadership potential. Women who aren’t afraid to speak up, but neither fear to show their soft side.”

2. In what way does your feminist philosophy show in your daily life?

“I work hard and dedicate a lot of time to my business and making it grow into a strong company. On the other hand I can be a complete softy and I can cry over a Christmas commercial. Who cares.”

3. Do you feel loyalty towards certain fashion brands, and if so - why?

“I love Glossier, the way they celebrate being a woman. I also love brands that have strong female leaders, like Nastygal for instance.”

Instagram: @emliesobels
Interview
YARA MICHELS, 27
Public Speaker & Blogger
www.chapterfriday.com
Amsterdam, Netherlands

1. What does feminism mean to you personally?
“To me, it means equality for men, women in all areas that affect our daily lives - so political, social and financial. I think everyone should be a feminist and it’s something we should actively teach young girls and boys - this is not a movement that should be female driven only.”

2. In what way does your feminist philosophy show in your daily life?
“The content that I make is intended to make women like themselves and their lives even more. I like talking about ways to look good (for yourself) too, but I try to teach girls that it’s just easily as fun to be smart, to be funny and to be kind as it might be to be ‘good looking’.”

3. Do you feel loyalty towards certain fashion brands, and if so - why?
“Glossier for their inclusive and no nonsense approach to outer beauty, Ban.do because they make every day life a party.”

Instagram: @yara_michels
Interview
AMELIE KAHL, 25
Digital Consultant & Blogger
www.amazedmag.de
Munich, Germany

1. What does feminism mean to you personally?

“Feminism means to me to have the freedom to do whatever you want to do regardless of gender. Feminism means that no gender is regarded stronger or weaker in our society.”

2. In what way does your feminist philosophy show in your daily life?

“Since I’ve started calling myself a Feminist and concentrate on what that means, my life surprisingly quite changed. I have a more critical perception of films & media, and witness the lack of female representation. And if there is a woman, the role is often sigmatized. That makes me furious and leads to me being unable to watch certain movies. Generally I speak up more often and have a louder and more defined voice.”

3. Do you feel loyalty towards certain fashion brands, and if so - why?

“I wouldn’t say I now shop more at H&M for example, just because they have brought out a feminist ad campaign, however I am in strong favor of the message, regardless of the brand. Of course they mostly care about the commercialisation but in the end the image of a strong, independent woman is being commercialised which is great for feminism itself. So yes, I do feel loyal towards brands that use feminism.”
Interview

EMMA VERROEN, 26
Fashion & Branding graduate
Amsterdam, Netherlands

1. What does feminism mean to you?

Basic human rights: equality of all sexes, detached from gender

2. In regard to your fashion choices, does your feminist identity influence your buying behaviour, or determine the brands you purchase from?

I definitely think so. Brands have figured out, that consumers have figured brands out, so I see myself turning towards brands that are very simple and straightforward and understand what I want. Brands have realized that the new language is imagery, especially in reaching Millennial consumers. Brands like Glossier, &other Stories, but also magazines like The Gentlewoman. I feel like the feminist philosophy really comes through in imagery and care to detail. I’ve never felt American Apparel’s communication as offensive and pornographic, because I felt like it was shot through a female lens. I’m drawn to artsy communication, and also steering away from portrait product photography, that way it is easier to identify with the model and the styling perhaps.

3. How important is a sustainable (in any expression) brand identity for you? Would you agree with the statement that “Millennials value ethos over money?”

Quite important, I want to feel good with the products I consume. When I shop at &other Stories or COS I try to ignore that they are owned by H&M, and before I checked my sweater that said „Made in China“ I truly believed that they have better production ethics, also at the price point and fabrics which they use. I feel pretty naive now, but the visual communication and the positive emotion I feel in the store and through the clothes conveyed a very different image.

4. Do you expect more from brands that have a feminist brand identity, such as The Reformation? In terms of extra content on a blog, magazine, etc.?

I think there is a great opportunity to use a brand’s equity to amplify their message. I used to follow the Colette blog before it was shut down, but also Opening Ceremony’s blog, The Tap Ann collective & Rip+Tan have good additional content that I engage with. I used to buy ACNE paper and think what BYREDO does is really great. Also the whole phenomenon about Bloggers turned CEO’s (Emily Weiss, Rumi Neeli, Chiara Ferragni, 4th and Bleeker, etc.) is super interesting. They really understand their following and do the „by Millennials for Millennials“ or „by babes for babes“ really well. It’s again another issue of identifying with the brand, the values and most importantly the communication.

9. On which media do you spend most of your free time?

Probably social media, Instagram the most. I love checking out the brands that women I follow tag and discovering more gems. LA, Australia and New Zealand have great fashion industries, with brands that really understand the value of living and directing a good life. For sure also because they have good weather and might not be so depressed, but I remember when living in NZ this one shop with all the good brands had an amazing blogs, providing extra content about the brands, about consumers, about trends, about issues that interested me.
Interview insights

Mindset

• Positive, altruistic attitude amongst target group, about empowering each other and being kind
• Women taking leadership roles and providing their part in ensuring a prosperous and supportive economic landscape
• Playful, humorous, clever, visual, polished

Consumption

• They are brand loyal towards brands that mirror their values (most receptive to brands created by Millennials for Millennials)
• Brands that celebrate femininity (self-acceptance, imperfection, softness) in their brand philosophy enjoy high brand equity amongst the target group
• Communicating the ‘strong independent woman’ attitude is better perceived than literal feminist empowerment ads

Potential

• Consume branded content beyond just products: follow brands on social media
• Are receptive to brands trying out new things and using their brand equity to amplify their message
Further questions

Mindset

• What are the 4th wave feminists values?
• How does their feminist philosophy affect their daily life?

Consumption

• What is most important to them when shopping?
• Which brands do they like and why?

Plan of approach

I am conducting another survey, directed at the same group of women that answered the survey the first time:

• 35 participating women between 24 and 34
• Living in urban cities across the world
• Studying or working with previous higher education
• Fashion & beauty trend conscious
The intrinsic idea of feminism is mostly evident in the most important value of accepting oneself, being true to that and choosing the outlets to express their unique identity. It is very important for them to be held accountable for their own actions in taking responsibility, being reliable and having integrity. It is much more about the character than the status (career and money).

The three most important values (personal):

1. Self acceptance
2. Self-expression
3. Authenticity

The three most important values (fashion):

1. Comfort
2. Fashionability
3. Sustainability

Consumers are less price- or brand-sensitive and instead care much more about how the garments feel, look and how they are made. They are more likely to invest in items that make them feel confident in their own skin from brands that practice sustainability rather than to follow recent trends.

Which variable is more important to you (in fashion)?

Fashionability is the most important factor when making a purchasing decision, and is more important than price or production.

Sustainable practices are equally as important, however is reliant on the price.

Price is the least important factor in regard to a fashion choice.
While comfort is extremely important, the wearer still gets the most confidence out of a garment that they find aesthetically pleasing. It is about what the garment makes you feel like and radiate that femininity outside.

Confidence comes from being comfortable (in your own skin): For most women that is through flat shoes, however almost half of the answerers said that the heel gives a “pep in their step” which they enjoy.

More women feel confident in pretty lingerie, rather than comfortable plain bra’s. The feminine lace makes the wearer feel pretty and thus confident. They accept their bodies and play with ways to feel special.
Consumers can see right through brands and can immediately tell when a feminist campaign is real or fake. They do appreciate the effort and find it important that pop culture media is used to convey an empowering female image for the broad mass, however, it doesn’t result in a positive brand image unless the brand is employing a thoroughly authentic feminist philosophy.
Survey insights

Mindset

- Most important values are: self-acceptance, self-expression and Authenticity
- Character over status

Consumption

- Most important criteria for fashion: comfort, fashionability, sustainable production, BUT:
- Target group likely buys sustainable products if they convince on a fashionability aspect first
- Not overly price sensitive
- Feeling of femininity through clothing in fabrics, cuts and aesthetic
- Strongest ties with fashion brands that they value for their philosophy and ethical production

Next step

I want to get a more general overview of the target group and especially find out more about the differences to other Millennials. How they make their decisions and in what way that is of potential for fashion brands.
Glocalities segmentation model

“Glocalities offers a deep understanding of values, cultures, preferences, sustainability and consumer behavior around the globe”

- “Creative: open-minded idealists who adhere to self-development and culture.”
- “The Creatives are cosmopolitan by nature and they are always eager to experience new things. They value self-development and they have the tendency to look beyond their immediate environment.”

Model
Innovation Adoption Curve

The technology adoption lifecycle is a sociological model that describes the adoption or acceptance of a new product or innovation

- “Early Adopters typically will be a customer who, in addition to using the vendor’s product or technology, will also provide candid feedback to help the vendor refine its future product releases.”
- “The early adopter Millennials are more likely to visit fashion content and portal sites before visiting a retail store.”
Can Millennials Change The Fashion Industry’s Bad Habits For Good?


- "Millennials are practically the only influence in the industry if you look at numbers [...] over $200 billion in buying power in the U.S. alone."

- "Millennials are pushing the boundaries of traditional fashion retail and driving demand for honesty and transparency for the products they purchase”

The 10 Commandments of New Consumerism


- “New consumerism” is about today’s consumers reassessing their priorities and increasingly asking themselves what they truly value, [...] conscious consumption replacing the conspicuous consumption of yesteryear.”

- Reformation founder Yael Aflalo: “I think that the millennial generation is really starting to push the boundaries of traditional fashion retail and driving demand for honesty and transparency for the products they purchase.”

- “A demand for more sustainable materials and production methods is a key hallmark of new consumerism, according to Euromontion, and one that inspired Aflalo to set up Reformation four years ago.

- “We want to belong to one of more tribes, in which we feel like - yeah this is what we are about, that’s part of our identity. But yet we also want to recognise our own uniqueness”

- Awareness: strategic placement and integration and word of mouth and recommendations

- Loyalty: only comes from genuine demonstration of intrinsic value, aspirational association and ongoing rewards
Research insights

- Target group is incredibly loyal and forgiving towards brands they like, associate with brands that mirror their personal values
- They are receptive for new (product) launches and likely to give candid feedback to help the brand improve
- They trust their online communities for recommendations
- They have great spending power and use their money towards creating a better, more conscious lifestyle
Key conclusions: 4th wave Feminists

Who are they?

- Millennial women between 25-35, living in urban cities across the world, conscious of their environment and the choices they make
- Value self-acceptance, self-expression and authenticity the most
- Digital native, always online and active on social media, follows brands, influencers and friends
- Born and bred in pop culture, slight nostalgia for the 90s

What is their opinion of feminism used in (fashion) communication?

- They appreciate stigmas being overhauled, but are not naive enough to not see the commercial intention
- Change happens in the mainstream, target group as early adopters have already implemented this mindset

How does their feminist philosophy affect their daily life?

- They express their femininity through the choices they make in fashion, beauty, career and empowering others
- Sympathy for brands created by women and general interest to support other women

What do they look for in the products they shop and services they use?

- They shop consciously and create strong loyalty ties with brands that mirror their personal values
- They are mostly attracted to brands made by Millennials for Millennials because they mutually understand each other
- They are semi-price conscious and justify purchases if the equation fashion + sustainability = price point is reasonable
- They are receptive to trying out new launches by brands they trust and provide feedback through communal social platforms
From 4th wave Feminists to Super Girls

The title 4th wave Feminist doesn’t really capture the spirit of the target group, so I brainstormed about new ideas. The word “girl” had popped up frequently in my research so I knew I wanted to use that. The coined title “Super Girl” is a reference to the Girl Power era of the 90s, with popular figures being “The Powerpuff girls” and “The Spice girls”, that both convey an idea of empowerment and a can-do attitude, comparable to the 4th wave Feminists.

I chose this font because it is feminine but very bold. It is intricate yet at the same time accessible. These attributes can also be found in the target’s group character and thus I found the combination fitting. The lower casing lettering is a personal preference, it gives the whole title more coherence.
**FASHION**

It’s all about having fun, right? I have definitely made one or two fashion faux pas over the last few years but honestly – I couldn’t care less. I don’t even think twice before my outfit. I want to feel new and comfortable in my own skin. For me it really is all about the feeling that certain clothes give me. It just depends on my mood that day whether it’s a dress or a skirt.

I get most of my inspiration from the girls I follow on Instagram, Camille Charriere for example or Claire Beaune, and also love Tessa Michels - she has a really fun style. But then I personally like to tone it down a bit.

For my basics I mainly go to Everlane or Anine Bing, they are sustainable and produce everything in Europe which I find great. If I need something that’ll feel special I always go to Reformation, they just get style down to a T and I think their sustainable efforts are incredibly admirable. For more fun pieces I shop at vintage flea markets, fashions always come back and there you find the really authentic pieces (like those awesome shades you see me sporting over there).

**BEAUTY**

I want to say I keep it pretty simple in terms of makeup and skincare regime but the amount of products I found kind of disagrees with this statement - I like natural products that cover blemishes but still show my skin.

Whenever I’m at someone’s house I always love to peek inside their beauty and skincare stash to discover brands and products I don’t know yet. And I love to get ready with my girls before we head out. We can all recommend stuff and try out products, such a fun ritual.

I use a lot of brands that you can find in the pharmacy for my skincare - but then I’m also a sucker for pretty packaging, so I have quite a few Glossier and Aesop products too. I’m quite spendy with these things, because I feel like it is an investment in myself, you know?

Makeup wise I buy mostly at the counters of department stores. I recently bought this limited edition Dior highlighter which cost a fortune but I love it. The best mascara ever is Le Volume by Chanel and I also really like MAC and Urban Decay. My friend Nikkie swears by the L’Oréal Color Riche lipsticks so I’m going to pick one up next time I’m at Ulta.
In what way has this mindset already been implemented by the market?
Plan of approach

After learning about the historical evolution, talking to the target group really helped in narrowing down the potential of the target group. My main research question is “In what way does the 4th wave feminist mindset offer an opportunity to strengthen customer relationships?” and I can now identify their extreme brand loyalty and preceptiveness towards new product launches as main arguments.

For the next step I am interested in researching how these girls are currently targeted by the market, how that is successful or not, which brands they connect with and why. My aim for this research step is to determine which brands are relevant for the target group and in what way they could benefit from strengthening their existing relationship.

I am diving into research reports on trend forecasting websites such as WGSN, Stylus and Business of Fashion, compare different market segments and industries and always test my findings and assumptions with members of the target group that I have made friends with during the last research phase.
Trend 1: Sustainability as a given

Discussion
Can Fashion Save The World?
• “Unsurprisingly it is young contemporary brands, started by millennials for millennials, which are establishing a sustainable agenda from the get-go.”
• “What we’re seeing the most is an inadvertent post-rationalisation. Post purchase, they’ll weave the sustainable element into the story. But it’s not actually why they bought it.”
• “Awareness is most significant in millennials. They are very much looking for companies which align with their beliefs.”

“It is no longer about the hairy hemp-wearing tree hugger! The gap is closing.”
Henry Simonds, Saatchi & Saatchi (2016)

Article
Can Millennials Change The Fashion Industry’s Bad Habits For Good?
• “With the evolution of social media, and millennials’ influence on those outlets, we’re seeing a lot more customer commentary directed to brands, and brands responding in turn by telling more about their product stories.”
• “One of the most overwhelming aspects of climate change and environmental distress is that it can feel like it’s impossible for individuals to make an impact, but it’s more and more clear that millennials have the ability to shape market demands and thus effect environmental change.”
• “If the consumers demand better alternatives, or an alternative to fast fashion, the textile industry would have to change its ways and stop polluting and depleting our natural resources.”

Article
Feminism May Be In Fashion, But The Women Making The Clothes We Wear ‘Live In Poverty’
• “According to campaign group Labour Behind The Label, there are approximately 24 million garment workers worldwide. Around 80% of those are women.”
• “You need to use your power as consumers to question if the brand respects labour law and offers decent wages to workers”

“If we are truly feminists, we need to stop and think before picking up yet another £5 t-shirt.”
Trend 2: Embracing imperfection

**Report**

*Come as You Are: Embracing Imperfection*


- “A growing number of Gen Z and Millennial-minded beauty brands are pushing youth to embrace natural beauty and imperfections”

- “New beauty lines that promote natural, unfussy looks are also popping up: Glossier, CLE Cosmetics and Milk promote imperfect beauty”

- “Millennial women are tired of being sold universal aspirations they view as unattainable fallacies, or simply irrelevant to how they live their lives”

**Article**

*Lena Dunham models in body positive lingerie campaign*


- “Rise of body positive and more authentic lingerie campaigns.”

- “I think it’s brilliant to see such a big name celebrity pushing diversity. We’ve seen brands such as Selfridges, Lonely, & Other Stories and Curvy Kate do this in the past, but with Lena’s 2.8 million Instagram followers, let’s hope this can push the agenda forward and hopefully campaigns like these will become the norm, rather than the newsworthy exception,”
Visual & vocal trends

“Millennials are experiencing early onset nostalgia. Overwhelmed by choice and information overload in the digital age, they tend to find security and comfort in images of the past.”

WGSN report: Millennial Nostalgia (2016)

Article

Sticker Fun for Millennials


• “New beauty brand Glossier, launched by cult US beauty blog Into The Gloss, similarly mines the customisable vein with emoji-like stickers that consumers can add to their product’s existing minimal packaging. The brand, which is aimed squarely at clued-up millennials, really grasps their desire to express their personality through their purchases, even if they only sit in the bathroom cabinet.”

Report

The Emoji Economy


• “Teens and Millennials are driving emoji usage: they are more social, more snap happy and less meticulous in the way they communicate”
Research insights

Sustainability

- Sustainability as a marketing strategy doesn’t work, must be embedded in the product value proposition
- Any brand that employs questionable production ethics cannot claim themselves feminist as it exploits the female workers
- Millennials are the generation with the power to change the fashion system, to make better choices and shape supply through demand

Imperfection

- Mostly communicated in lingerie and beauty industry
- Celebration of imperfection as an act of self-acceptance, self-expression and authenticity (most important values to target group)
- Being comfortable in your own skin (with whatever measures) as the expression act of Feminism

Communication

- Millennials best respond to pop culture references from today (Emoji’s) and of the past (90s nostalgia)
- Pink is no longer girlish, but revived in a mature way
- Story-telling as method of escapism

Further questions

Brands

- What are the criteria that make certain brands so successful in communicating their feminist values?
- How do they interact with their communities?
- What is their USP that makes them stand out from their competitors and is the reason for brand loyalty?
- What attempts have they made to intensify the relationship they have with their target group?
- Do they comply with the previously investigated trends?
- Which brand has the greatest potential to strengthen their relationship with the Super Girls?
Brand research

& other Stories

Background

- Founded in 2013, belongs to H&M group
- Committed to caring for both the present and the future, we share stories of diversity and empowerment, unfolding a long-lasting tale chapter after chapter.
- Digital and analog go hand in hand, store as an extension of a curated gallery

How is feminism reflected in their brand manifesto?

- A one-stop shop for every woman to create her personal style, her story
- Different stories, collaborations to connect consumers and designers
- Lifestyle shop as a reminder to shop own closet - sustainable thought
- Empowering women through clothing to express themselves on all levels from socks to hats and magazines through body lotions.
- Promoting self-realisation

What are (visual) codes the brand uses in their communication?

- Crisp and clean imagery
- Powerful, friendly, accessible
- Polished, editorial content that feels accessible through natural models
- Adjective heavy, eloquent product descriptions
- Detailed, mature copywriting
- Stores feel homely, comfortable to browse, personal connection between environment and shopper (Emma)
- Product focus, rather than story-telling

Why do consumers like the brand?

- I like the edgy style that their collaborations of take form of. It’s a bit artsy, but I feel like there isn’t any other brand like it out there
- They provide good basics at an affordable price point
CMEO Collective

Background
- Founded in 2010 in Australia by Siham Elmawey, 24
- We work with our suppliers and our customers to ensure an ethical and sustainable supply chain, and all of our suppliers have signed up to the "AFL Supplier Code of Conduct"
- Long-time collaborations with Solange Knowles

How is feminism reflected in their brand manifesto?
- A C/MEO girl can find her own interpretation of the garments, which is an empowering motive for the design team to reach new heights and take risks.
- "We want our clothes to create an emotional impact with our audience," Siham explains. "I want the customer to feel as inspired wearing the garments as I do when I design them."
- Featuring products of other designers on social media feeds

What are (visual) codes the brand uses in their communication?
- Direct and honest
- No emojis, but signs •• & ::
- Arty collages, layering of imagery
- Soft, peachy, pink colors and a warm hue throughout the social media feeds
- Fashion, Interior, Design, Art as main themes
- Gives an intellectual, complex impression
- Sincere facial, almost vulnerable facial expressions
- Cool young woman vibes

Why do consumers like the brand?
- Appreciation for the simplistic yet innovative designs
- Conveys an attitude of intellect, modernity and intricacy
- Unconventional and affordable
Reformation

Background

- Created in 2009 by Yael Aflalo, relaunched in 2012
- Investors such as Karlie Kloss
- Fashion, ethics, honesty
- Produced from deadstock fabric or sustainable materials
- New designs are crowdsourced in team, then proposed to focus groups before putting into order

How is feminism reflected in their brand manifesto?

- Killer clothes that don’t kill the environment
- Mission: to make effortless silhouettes that celebrate the feminine figure.
- “The design process starts with us thinking about what we really want to wear right now.”
- “Our quest to make sure women of many shapes and sizes can wear Ref (and look damn good doing it).”

What are (visual) codes the brand uses in their communication?

- Product shots and witty captions
- Background brand information & eco-activism
- Modern colors (pink, red, mustard)
- Natural models
- Branded hashtags #jointhereformation #refbabes
- Music references 60s influenced
- Brand ambassadors = strong, powerful women (bloggers, actors, models, etc.) embracing femininity
- “Grown-up girls” vibe

Why do consumers like the brand?

- “Absolutely amazing, truly inspiring movement embodied within your brand”
- “Love that the design is east meets west”
- “Please start shipping from Europe or UK. I got a shirt I’d been eyeing up for months and it cost me over 18 euro just for customs. I was heart broken, I love so many of your dresses and tops but I can’t pay those kinds of prices :( <3 Please consider it!”
Glossier

Background
- Created by blogger Emily Weiss from IntoTheGloss.com
- Crowdsources products to fully understand the consumer’s needs and frustrations
- We’re the beauty brand that wants to be friends with you—mostly because we’re not so much a brand as we are real people over here

How is feminism reflected in their brand manifesto?
- Understanding for new femininity, minimalism, cleverness, honesty
- Beauty as a concept that radiates from within, about feeling good and looking better
- About women’s empowerment in terms of self acceptance and physical confidence
- A beauty movement that celebrates real girls, in real life.
- “beauty” should be fun, easy, imperfect, and personal
- Skincare as essential, makeup as choice

What are (visual) codes the brand uses in their communication?
- Quirky, cheeky communication always with a wink but never pretentious.
- Soft pink, rose quartz as brand identity
- 1990’s nostalgia mixed with contemporary interpretation
- Referring to childhood heroes in product names (the supers!, Generation G, ...)
- Grown-up emoji’s, designed their own version that is a bit more sophisticated in black and white
- Close-ups of seemingly unretouched & perfect skin
- Interactive with its users

Why do consumers like the brand?
- “Your packaging is literally to die for.”
- “I would so buy a @glossier phone case with the sticker designs”
- “Every morning when I finish getting ready and think I could use a little powder I resist by saying „skin is in!”
Brand insights

Criteria that all these brands fulfill, that indicate that the brand is doing really well in communicating with their target group, the Super Girls.

1. Large following on social media channels
   - Why: Indicates resonance with target group as they follow their favorite brands (mostly on Instagram)

2. Founded by female Millennials within the last 7 years
   - Why: To ensure that the brand is up to date with current affairs and born into the current Zeitgeist spirit

3. Caters to a female audience with feminist values
   - Why: Narrowing down the target group to cater to one specific type of woman (4th wave feminists)

4. Mentioned by target group in interviews - or similar to the brands mentioned
   - Why: If the aim of my RQ is to strengthen customer relationships, then the brand and the target group must already be connected

5. Brand bears potential for extensions and already has a dedicated following
   - Why: Look ahead to future project direction, what are areas that can be further developed?
The chart below is intended to connect the dots of my research into trends and brands, in order to determine which brand has the most potential to work with for the rest of the project.

### Criteria to choose final brand:

1. Must have incorporated sustainability as the root of all action. Complying with the guilt-free shopping trend and to ensure an authentic value proposition of the extension

2. Must celebrate femininity and embrace diversity as the product extension should be accessible for all women within the target group, regardless of size or race, etc.

3. Must have a strong following that feels very brand loyal and enthusiastic about the brand
Decision making: brand

Reformation’s customers value the brand for their fashionable yet fully sustainable brand ethos. Therefore, as long as the brand maintains the same value, the extension could be basically anything.

**Additional backup:**

1. The brand was named numerous times while talking to the target group (interviews and surveys)

2. The brand has a product-first approach to sustainability which ensures that the products all look good, but also happen to be sustainable

3. Has the strongest brand following/community (over 550K on Instagram) and my project is aimed at strengthening an existing relationship

4. Strong brand equity offers potential for future expansions
Reformation has the greatest potential to strengthen customer relationships
What are opportunities to strengthen customer relationships for Reformation?
Plan of approach

After connecting all the dots from investigating the 4th wave feminist mindset (Super Girls), market trends and brand philosophies, I’ve come to the strategic conclusion that Reformation has the greatest potential to strengthen customer relationships through a product/category extension.

In order to determine what direction would be the most prosperous, I first have to get to know the brand, what it stands for and what it currently offers to its customers. I am asking myself the following questions:

- What are the brand’s philosophy, values, vision & mission?
- What efforts are they currently making to connect with their customer?
- What are logical extensions for the brand outside of their current offering to amplify their message?

I am researching interviews with the owner, reports on the brand’s philosophy, analyse Reformation’s website and social media presence, their visual and vocal communication, look at their current product portfolio and then brainstorm about what areas the brand could venture into.
Reformation’s identity

Vision
we believe that sustainability and style are meant to be monogamously dating

Mission
to lead and inspire a sustainable way to be fashionable

Essence
Change the world, not your style

USP
Killer clothes that don’t kill the environment

BRAND MANIFESTO
Here’s what we know for sure: sustainability and fashion should be monogamously dating. For like ever. Like Harry and Sally, without that awkward silence in between.

We make killer clothes that don’t kill the environment and do the right thing even when no one is looking: because selfishness is so 2003.

We love women, in all their imperfect perfection. We celebrate femininity through fabric, confidence through cuts and beauty through benefit.

We will always give you our math homework if you couldn’t work it out yourself. And we will always have a pun up our sleeves. You can always sit with us – because we want to change the world, not your style.

#jointhereformation
Feminine

Conscious

Relatable

all images from @reformation’s Instagram account
Reformation

Logo
Reformation communicates only in the Avenir font family and the brand’s name is synonymous with their intention of revolutionising and restructuring the fashion industry.

Icon
The triangular shaped icon reminds of the recycling logo and is a reference to Reformation’s holistic approach to fashion.

Collection
Reformation offers casual ready-to-wear, slinky dresses and reworked vintage garments in miniature capsule collections. In their “Accessory” category they also offer a range of products from other brands, with similar sustainable values such as Sunglasses, shoes and skincare.

(all images taken from www.thereformation.com, 2017)
Language
Ref’s tone of voice is witty, relatable and educative. Pop culture references and lingo are a common theme when communicating sustainability.

Join The Reformation!
Wanna change the world and look good doing it? We’re babes & bros with brains that aren’t afraid to challenge the status quo. If revolutionizing fashion is something you’d be into, let’s hang.

Communication
Most of the interaction between brand and consumer happens on Instagram. In January 2017 Reformation counts over 572K followers and shares fashion, social posts and humorous snippets. The viewer gets a behind-the-scene peek through the ‘Stories’ function and stays up to date.

Not only does Reformation intend to change fashion, but also suggest incremental changes to make better choices on a day to day basis.
Summary research phase

In what way does the 4th wave feminist mindset offer an opportunity to strengthen customer relationships?

Relevance

Raised in the early 90s, parallel to the Girl Power movement, a new kind of Feminism has been instilled into an educated generation. Taking shape in 2008, with the help of digital and social media the 4th wave Feminism spread globally and is now an integrated part of pop culture. In this context the term Feminism refers to the freedom of choice and the practiced neoliberalism of the individual. Its agenda is characterised by conscious lifestyle choices rather than an activist approach.

These girls are exploring their ideas of beauty, confidence and ambition while celebrating their proudness of the female attributes: strength and emotion. They are currently entering their years of strongest purchasing power, however have created high standards for brands to establish an intimate and authentic relationship.

Key insights

- 4th wave Feminism is “not built on a desire to reject society-enforced notions of femininity, or what it traditionally means to be female” which implies that they use consumerism as a means of expressing their female identities

- The target group is very loyal towards brands that mirror their values (most receptive to brands created by Millennials for Millennials)

- They are receptive for new (product) launches and likely to give candid feedback to help the brand improve

- Reformation has a social media following of over 550K, reaching a global audience of the target group.

- Their product-first approach to sustainability ensures that their product range looks good, but also happens to be sustainable
After learning about the historical evolution, talking to the target group really helped in narrowing down the potential of the target group. My main research question is “In what way does the 4th wave feminist mindset offer an opportunity to strengthen customer relationships?” and I can now identify their extreme brand loyalty and preceptiveness towards new product launches as main arguments.

For the next step I am interested in researching how these girls are currently targeted by the market, how that is successful or not, which brands they connect with and why. My aim for this research step is to determine which brands are relevant for the target group and in what way they could benefit from strengthening their existing relationship.

I am diving into research reports on trend forecasting websites such as WGSN, Stylus and Business of Fashion, compare different market segments and industries and always test my findings and assumptions with members of the target group that I have made friends with during the last research phase.
Phase 2: Concepting
Through what effort can Reformation strengthen the customer relationship with the 4th wave feminist consumer?

**Target Group**

Key insight: Is looking for products and services to express themselves and feel confident in their own skin.

**Starting point**

Tap into another product category that celebrates femininity and gives women confidence and a feeling of empowerment.

**Market**

Key insight: Millennials are looking to make better choices for goods and services, thus brands must anticipate their needs and provide a response.

**Starting point**

Reformation already offers a broad product portfolio covering fashion, accessories and skincare. Opportunity to tap into makeup industry

**Reformation**

Key insight: Makes products that they want to own themselves with the brand essence of „change the world, not your style“

**Starting point**

Reformation’s models all wear makeup, thus we can assume the brand owners also do. Makeup would be a logical product extension
Views on beauty

I’ve interviewed the Super Girls again about their opinion on beauty, their usage of makeup and whether they use any organic products.

“If I’m wearing something quite simple, like a plain gown or whatever, I’ll go all out with my makeup—like a cat-eye and mascara and a red lip. I’ll wear red lipstick and I feel really cool when I do that, it feels like a look.”

Leandra Medine to IntoTheGloss, 2016

“My co-workers tease me because I say I wear a ‘full face’, but apparently you can’t tell? I don’t wear any actual foundation, but I like Glossier Perfecting Skin Tint in Light.”

Sophie Carpenter to IntoTheGloss, 2016

“I do my own makeup for events and red carpet stuff. I love having a glass of wine and taking my time to do it—that’s really fun for me.”

Emily Ratajkowski to IntoTheGloss, 2016

“I don’t look at ingredients because my skin is not very sensitive and I can almost use every product. I would only buy organic products if they offered the same value for money and were recommended from friends, or someone I trust.”

Julia Hallhuber, survey answer, 2016
Article
Is Natural Beauty Only Skin Deep?

- “Growing significance of the natural beauty sector at large”
- “Natural cosmetics and skincare is estimated to be worth $33 billion”
- “An increase in customer awareness of the chemicals used in everyday cosmetics is the primary driver of the growth of the natural beauty market.”
- “When you watch consumers move along the health and awareness spectrum, they tend to start with food. After customers start thinking about they’re putting in their body, they start to think about what they’re putting on it.”

Article
Lipstick Is The Avocado Toast of Makeup: Everyone Likes It

Text
- “There’s an inherent power associated with how you paint your lips and present them to share your story with the world.”
- “It aims to celebrate us, rather than hide us, change us or improve us.”
- “We love a product that frames a part of us so often diminished: our words”

Comments
- “All is fine as long as it’s matter of choice and expression of whatever it is that makes each of us individually happy.”
- “Makeup for me has never been about covering up. It’s about enhancing and having fun.”
- “Feel more confident” … “accentuate a woman’s beauty.”
Concept development

1) Creative idea:
A collaboration with an organic beauty brand (i.e. Ilia Cosmetics), where Reformation selects their favorite products from the brand and sells them on their website to become closer to their goal of becoming a one-stop-shop for better choices.

2) Creative idea:
A private label production of Reformation’s own beauty range. Reformation is already the leading sustainable fashion brand amongst the target group and can use this brand equity to impact change in another product category. The fact that Millennials are very receptive to new product launches underlines this extension.

Conclusion

• This second one is the creative concept I was looking for, based on a consumer insight and supported by the obvious market gap and trends in society and fashion.

• I can combine both ideas and use the website as the main point of sale, reaching Reformation’s goal of becoming a one-stop shop for killer products that don’t kill the environment.

• Reformation’s biggest opportunity to strengthen the relationship with their customers is by extending their impact from fashion to beauty, maintaining their values but adding benefit for the consumer
Concept: Break Up With Your Makeup

Celebrating femininity through playing with natural beauty rather than concealing perfect imperfections: a collaborative effort by Reformation to strengthen their relationship with the Super Girls through organic makeup.

Creative idea
Reformaiton launches its own sustainable beauty brand, offering makeup essentials that are a high-quality alternative to its non-organic competitors

USP
Change the world, not your style

Product range
8 Makeup essential for everyday and -nightly use, that come in refillable and sustainable packaging.

Conscious          Feminine          Relatable
Phase 3: Execution
Plan of approach

With the new creative concept as a starting point, I will focus on creating the new product extension visually and vocally, to showcase how this idea is the answer to strengthen the relationship between Reformation and its customers.

Final products

1. The target group book
Includes a detailed personal description of the 4th wave Feminists, aka the Super Girls. Goes into detail of their fashion and beauty habits, their media usage and their approach to conscious choices.

2. The concept book
Introduces the new beauty range, its visual communication, packaging, branding as well as tone of voice. It goes in depth about the line’s strategy, covering the complete marketing mix.

3. The website
Provides an impression of how the line is integrated into the Reformation web presence, what the product pages look like and how the range can be shopped online.
Visual identity

In reference to Reformation’s brand icon all visual communication for the beauty range will use the altered icon. The new icon is composed of foundation swatches, but while maintaining the same shape still suggesting the organic element.

Colors

The four dominant colors for the communication of Reformation’s new beauty range are white, burgundy, gold and black. Black and beige refers to Reformation’s direct yet soft attitude, whereas the burgundy femininity suggests and the gold affordable luxury. A color scheme that exudes sexiness, as opposed to organic-ness.
Visual identity in use: Competitors matrix

Clearly distinguishing the fashion brand from the beauty range, the identification through the beauty icon simplifies this process. Using the same logo for both internal and external uses ensures a clear brand identity - which Reformation is known and celebrated for.

Visual identity in use: Social media posts

The communication of the beauty icon is intended for both internal and external use, and replaces the Reformation standard icon in all posts that deal with beauty. So, while regular Instagram posts feature the normal icon on the top, posts dealing with beauty feature the swatch logo.
Tone of voice

Reformation’s tone of voice can best be describes as clever, witty and relatable. They implement a lot of pop culture references and sarcasm in their short and snappy texts. In order to be able to replicate that style I rewatched a few movies from the early 2000s such as Mean Girls and How to Lose a Guy in 10 Days as inspiration. I kept a note on my phone and on my laptop to always add terms as they pop into my brain.

COPY

REFORM YOUR MAKEUP
I think we should start seeing other people

REFILLABLE PACKAGING
Real Babes recycle
Quite the trash talk
Kind of like saving money

CONCEPT
Kiss, kiss, bang bang - kill them with kindness. Our new range of organic makeup essentials that make you look and feel beautiful 4eva
And because we are mathletes, we’ll make it super easy for you to understand. You go Glen Coco!

INGREDIENTS
Add petroleum to the burn book: so nasty it might cause cancer
Oh sorry Mineral Oil, you can’t sit with us.
On Wednesday’s we wear organic.
Plants not petroleum
Juice cleanse for your (skin, lips, etc)
Natural peptides & organic botanical ingredients like acai, pomegranate and pink grapefruit. So basically like happy hour for your face.

2016 Pop Culture
Coachella
Stranger Things
Gilmore Girls
Beyoncé, Lemonade,
Leonardo’s First Oscar
#OOTD
Lindsay Lohan’s accent
Baby one more time
Open relationship
*Insert Ginuwine’s Pony*
Soulmate
Emotional support
BFF
Ugly cry
Vanity
DNA
We have had it!
We’re like B2E sure
Not a big deal
You can have whatever you like
Copy in use: Product descriptions

The issue with beauty products is that the ingredient lists are usually ridiculously long and very technical. That is why Reformation’s approach to offering beauty is the opposite - the tone of voice is very relatable and makes the products convincing.

Super concealer

When it’s been a long night catching up on Stranger Things, we’ve got a little helper for you. Composed of elastic micro waxes, this little magician moves with your face instead of drying down stiff*
It helps you cover dark circles, redness and zits and comes in five shades to enhance and brighten your complexion.

*Really, the only thing left to conceal are your dirty thoughts.

Copy in use: Call to action posts

Reformation always implements one call-to-action post in each newsletter as well as posting them regularly on their Instagram channel. Of course the beauty range brings its own information, yet employs the same tone of voice style.

From 1 to 100 in a swipe and we don’t mean Tinder. 85% of lipsticks contain mineral oils to make them super waxy and shiny – literally petroleum for your lips. Next time, substitute for a coconut base. Oh look, it’s a match!

#reformyourmakeup
I knew that in order to visualise the extension in whatever form (concept book, website animation, etc.) I had to have the right imagery - my own imagery. Therefore a shoot is the first thing on my to-do list.

**Reformation visual style**
- Plain backgrounds
- Camera on eye level or shot from below
- Models in action

**Benchmark photography, focus beauty**
- Racially diverse models (3) to highlight the broad spectrum of the products
- Day and night looks with different styling
- Close up and crops
Team

It was really important to me that the entire team consists of members of my target group, the Super Girls, to ensure that everyone understands what I am going for and what the vision of the product extension is.

Styling

In the beginning of the semester I had set myself the goal to be able to make a shoot and then style the models. For this particular shoot I knew that I only needed tops as the imagery is so close up. I shopped garments that I had similarly seen on the Reformation website with a special focus on fabrics that slightly reflect the light to create depth and texture.

Direction

To make sure the models knew how to pose I researched into three different styles that I would like to feature in the overall visualisation of the product extension.
Shoot selection
Packaging

I did some research into organic beauty products and questioned members of the target group about their opinion on organic beauty packaging and the frequent answer was that it wasn’t particularly nice.

Beauty products should come in a luxurious packaging to sell what is on the inside, however most organic brands see the only way to sustainably package their products in grubby cardboard containers. I knew that in order to make the products attractive for the target group, the packaging had to be sexy.

Brief

Sustainable material:
A hard case packaging from natural materials (metal?)

Refillable:
A system that allows the contents to be exchanged in order to extend the product’s life cycle and reduce waste

Fancy:
Expressive value of the range, contradict the notion that natural makeup doesn’t look sexy. Product packaging that looks feminine, luxurious and cool

Feminine:
Mirror the round curves of a woman, nice feeling when holding in hand (shiny, rather than matte)

Weights:
To enhance the feeling of Reformation makeup as a treat, something special

Products to visualise:
Skin fluid
Concealer
Highlighter
Brow gel
Eye shadow
Eyeliner
Lipstick
Mascara
Inspiration

According to the individual characteristics I did some research to get an understanding of what the final packaging should look like.
Final packaging
All combined into one idea I ended up with a packaging solution that fully answers the brief.

Branding
All combined into one idea I ended up with a packaging solution that fully answers the brief.

Option 1: Icon + product description
Option 2: Brand logo

Conclusion
The brand name is the brand’s equity and guarantee of trust for its customers. Therefore Option 2 makes more sense (and looks better).
Website

The plan is to integrate the new product range completely into the graphic design of the website. I am not looking for external graphic inspiration for the website mockup and will use Reformation’s layout.

Adding a ‘Makeup’ tab to the website
The next step is to animate the pages in Adobe After Effects so I can show how the website looks in action, scrolling through the individual products and reading the texts.
Presentation

Red & Green Check:  
**Green Light**

**Shown products:**
Target group booklet  
Concept booklet  
Website animation  
Product packaging  
Process books

![Image of displayed products]

**Feedback**

- Relevant project, content fits the brand and the target group, tone of voice very strong
- Imagery too generic, push yourself to go the extra mile, make the visuals more Reformation - align visual and vocal elements
- Table presentation too plain, a missed opportunity: could be any brand
Shoot #2

Why reshoot? Although Shoot 1 was prepared in a very detailed manner, my instructions weren’t in line with the brand’s attitude in its imagery. The final images turned out too sweet, young and generic.

Reformation benchmark imagery analysis

- Background sets the context
- Model captured in natural movement
- Clothing with reflective textures
- Model doesn’t look into camera

- Confident postures
- Not necessarily straight lines or angles
- Shot through reflection
- Hair styling naturally unkempt but effortless

- Staring straight into camera
- Confident, feminine
- Subtle sexuality
- Slight pink tint in imagery
- Clothing and background contradict each other
- Photographed from top = usually antifeminist, but model exudes confidence = confidence
Briefing: attitude

Confident • Sensually sexy • Laid-back

Naturally beautiful

Daytime glamour
Learning from my mistake during shoot 1, this time I invested in post-production of the images, with focus on the skin. As it is a shoot to communicate a beauty range, it should look beautiful.
Implementation

Concept book

So, if we piece it altogether, it's about the Reformation of your Makeup: Makeup that makes you feel good, look better and kicks the butt of all that other stuff containing nasties.

We are celebrating femininity, embracing diversity and give you yet another tool to express your female empowerment. And all that while redefining the industry's standard of what organic makeup is supposed to be and look like.

To sum it up for you: this concept entails an organic makeup extension for us (yay!) and is catering to the needs of our girls (woo!).

We introduce a new product range that brings their A game in terms of quality and because we're mathletes, we'll also make it super easy for you to understand why these products are a better alternative.

Good choices are so much easier to make when the alternative is as hot as ours.

#reformyourmakeup

Vision

natural makeup is the next best thing to being natural

Mission

to prove that organic makeup is far from boring

Concept

11

Natural          Conscious      Fancy

Power pout!

From 9 to thrive, these lipsticks won't go anywhere. Featuring a 30% pigment load, it's only gonna take one swipe for a super intense payoff (if only that was the same for Tinder). We've formulated these with shea butter, coconut oil, and grapefruit peel oil to make your lips silky smooth and boost moisture. Oh, and they taste ridiculously good.

23

Products

Power pout!

From 9 to thrive, these lipsticks won't go anywhere. Featuring a 30% pigment load, it's only gonna take one swipe for a super intense payoff (if only that was the same for Tinder). We've formulated these with shea butter, coconut oil, and grapefruit peel oil to make your lips silky smooth and boost moisture. Oh, and they taste ridiculously good.

23

Products
Final presentation

The feedback last time was that the presentation doesn’t really communicate that unique edge that Reformation has. Going back to what the brand is about and where the strengths in my project lie it has become clear that I need to add a text element to the final presentation and enrich it with more information.

**Experimentation 1**

Reform Your Makeup

This latest wave of Feminism has not been built on a desire to reject society-enforced notions of femininity, or what it traditionally means to be female. - Dazed & Confused

We believe sustainability and style should be monogomously dating

Killer products that don't kill the environment. Good choices are so much easier to make when the alternative is as hot as ours.

**Experimentation 2**

“...”

We believe sustainability and style should be monogomously dating

“...”

“...”

We believe sustainability and style should be monogomously dating

“...”
Conclusion

Although in general the key visual in Experimentation 2 is my favorite from the series, in combination with the other images it overpowers the information. The chosen key visual (below) has a clearer focus on the makeup, and since that is the essence of my project it should naturally be the main point of attention. Adding Reformation’s unique sassy element through language now happens on the imagery and transforms the presentation from generic to distinctively Ref.

Final setup

Reform Your Makeup

We believe sustainability and style should be monogomously dating.

Target group booklet

Concept booklet

You

Look

Hot

Bye

Baby

Bye

We make killer products that don’t kill the environment.

An organic makeup extension by Reformation for the Super Girl.
## ALL DECISIONS

<table>
<thead>
<tr>
<th>What</th>
<th>Why</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic: Feminism</strong></td>
<td>Personal motivation, I am inspired by kickass women that celebrate their femininity through fashion, makeup and general style while being very firm in their feminist beliefs and not being &quot;discouraged by their gender&quot;</td>
</tr>
<tr>
<td><strong>Relevance</strong></td>
<td>Rise of strong independent women that express their empowerment NOT through the rejection of femininity but through the celebration of it</td>
</tr>
<tr>
<td><strong>Target group</strong></td>
<td>They are an interesting target group because they build extremely strong bonds with brands that mirror their own values. There is brand loyalty that can be strengthened for the brand</td>
</tr>
<tr>
<td><strong>Consciousness</strong></td>
<td>They make conscious choices about the stuff that they put into their body (food), how they treat their body (exercise, skin care) and how they dress their bodies (eco fashion) - but their makeup is heavily infused by 'nasty' brands that use toxic chemicals and animal testing</td>
</tr>
</tbody>
</table>

### PRODUCT: Target group booklet

| Cover | I called the girls “The Super Girls” - one as a reference to the 90s (The PowerPuff Girls, the Spice Girls) and also because I asked them whether they define more as a woman or as a girl. And as Britney once said "not yet a woman" The ‘Super’ refers back to their diversity in interests and general altruism |
| Color | The main colors are white, black and burgundy. White is the background, black for all text and burgundy for the (personal) headers. They give a classy feeling but feminine through the red |
| Fonts | The book uses a standard text font (Avenir) that is easy to read yet looks still very modern. The decorative font Nouvelle Vague looks a bit older but refers back to the TG’s heavy aesthetic focus. |
| Language | The book switches between a personal and an objective point of view. These are marked by burgundy / black headers. In doing so I am to make the target group even more relatable and support the claim that they are accessible and open-minded girls |

### BRAND: Reformation

<p>| Why this brand? | Through extensive analysis of competitors and counterchecking it against current market trends and the customer’s mindset - Reformation came out on top. It was named numerous times in interviews, sustainability is at the bottom of all actions (important for TG) but doesn’t communicate this right away. Instead they have a product-first approach that is very unique in the fashion industry and is an interesting factor when thinking about brand extensions. Plus they hold incredibly strong brand equity. |</p>
<table>
<thead>
<tr>
<th>Vision</th>
<th>We believe that sustainability and style should be monogomously dating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>To lead and inspire a sustainable lifestyle</td>
</tr>
<tr>
<td>Values</td>
<td>Feminine - Conscious - Relatable</td>
</tr>
</tbody>
</table>

**CONCEPT: Reform your makeup**

<table>
<thead>
<tr>
<th>Why makeup?</th>
<th>1) Because that is the only area that Reformation has not yet ventured into on a business side (own products or sold on website) even though all their models are wearing makeup. 2) Because makeup is the ultimate tool to celebrate femininity. The TG wants to look good (for themselves) and feels beautiful, empowered and feminine when wearing it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reform Your Makeup</td>
<td>The girls have a product-first approach to makeup. They don’t care as much about ingredients (that they don’t understand) or animal testing (that they ignore) because the product delivers good quality. THEREFORE, Reformation’s answer is also a product-first based range that has the same quality of non-organic makeup while not containing any nasties etc.</td>
</tr>
</tbody>
</table>

**SHOOT**

<table>
<thead>
<tr>
<th>Model choice</th>
<th>Learning from my first shoot, I selected a model with a tougher attitude, a more grown-up face who is naturally beautiful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Styling</td>
<td>The styling is in line with the clothing that Reformation offers. A modern take on mid-century minimalism in terms of color palette. The multitude of textures pick up nicely on the camera to give extra depth</td>
</tr>
<tr>
<td>Shots</td>
<td>The shots convey the model in action, as you would naturally find her in a café. Together with the claim “Reform Your Makeup” it showcases that makeup is appropriate for day or night - whenever YOU want to wear it.</td>
</tr>
<tr>
<td>Style</td>
<td>Reformation’s own imagery was the guideline for the style of the shoot. In the first shoot I used the studio shoot as reference, this time their campaign style.</td>
</tr>
</tbody>
</table>

**PRODUCTS**

<table>
<thead>
<tr>
<th>Essentials</th>
<th>These eight products were named the most in my research. Therefore they are the foundation of this product launch and can at a later point be extending depending on the demand for certain products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ingredients</td>
<td>All ingredients are certified natural or certified organic and comply to 5 general criteria that I have come up with. I found most information about this on the Kjaer Weis website, who is another natural makeup brand that has high quality products.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Packaging</th>
<th>I wanted to make a sustainable packaging without using cardboard casing because that doesn’t look fashionable and gets grubby really fast. Again I looked to Kjaer Weis who has a great refillable system and adjusted my idea with this inspiration in mind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>I wanted a metal casing that is durable for when the products are carried in handbags etc, and chose for gold because it looks the most luxe. The brand Reformation is very inclusive and friendly, therefore I didn’t choose silver (cold). Rosegold is an overdrought trend that the brand doesn’t need to follow, so gold it is. Fits with the value ‘fancy’</td>
</tr>
</tbody>
</table>
### Round curves
To pick up on the feminine part again, round curves are more friendly (to the hand and the eye) and stand out against the rest of the market’s products.

### Recycling
This was an important aspect because of course the new range must comply with the existing brand philosophy. Makeup is used quite fast, within the span of 3-6 months for most items, so that is a lot of waste that arises. Therefore coming up with a refillable system was the way to go.

### PRODUCT: Concept booklet

<table>
<thead>
<tr>
<th>Cover</th>
<th>The title “You Look Hot” is the empowering message of the concept. It isn’t communicated anywhere else because it is more a copy-writing feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>White, black, burgundy and gold as the main colors to have a classy background but then infuse it with femininity and a luxe edge to make it younger. Throughout my entire project, burgundy is the color of choice to express femininity because it is a color that is firm, strong and warm - like the target group.</td>
</tr>
<tr>
<td>Fonts</td>
<td>The same fonts that the brand Reformation is using, in the same pt ratio and in the same style as on the website</td>
</tr>
<tr>
<td>Tone of voice</td>
<td>The tone of voice is in line with the brand’s way of expression. It’s about highlighting that sustainability CAN be sexy and fun and doesn’t have to be complex and boring. By adapting the tone of voice the target group immediately feels more attracted and willing to read the texts</td>
</tr>
<tr>
<td>Layout</td>
<td>A graphic design that allows an information hierarchy, bold text to highlight the most important aspects of the information and imagery that supports the texts.</td>
</tr>
<tr>
<td>New icon</td>
<td>Reformation uses a triangle kind of brand symbol in their communication. For the new makeup range I recreated this logo composed of foundation swatches to infuse the logo with a more tactile element and also to visually distinguish the new product category.</td>
</tr>
</tbody>
</table>

### WEBSITE

| Purpose | To show how the makeup is presented within the brand’s own identity. Since the aim of the project is to "strengthen customer relationships" the objective is in terms of brand equity, but also in terms of sales. Visualizing the sales channel is thus an important part of the final product |
| Layout | I copied Reformation’s graphic style from the website 1:1 and except for content did not make any changes. This is because 1) I think their layout is very good and accessible and 2) to maintain the integrity of the new range into the existing brand existence |
Phase 1 + 2:


Glossier, image. Available at: https://images.contentful.com/g8qtv9qz7d7/Ffcs9jxvRfai7Y2s6a40GOCw/65d4e0298048555df8b-00fB275531d6/glossier-supers-serums-6.jpg?fl=progressive&fm=-jpg&q=80 (Accessed 27 October 2016) 

& other Stories, Images all taken from www.instagram.com/stores

Cmeo Collective, Images all taken from www.instagram.com/cmeocollective

Reformation, Images all taken from www.instagram.com/reformation

Survey 1 "GIRL POWER"

E-Mail and personal interviews, Amsterdam, October 2016

Survey 2 "FEMINISM DAILY"


Always Like a Girl, Image. Available at: https://images.contentful.com/g8qtv9qz7d7/Ffcs9jxvRfai7Y2s6a40GOCw/65d4e0298048555df8b-00fB275531d6/glossier-supers-serums-6.jpg?fl=progressive&fm=-jpg&q=80 (Accessed 27 October 2016) 

& other Stories, Images all taken from www.instagram.com/stores

Cmeo Collective, Images all taken from www.instagram.com/cmeocollective

Reformation, Images all taken from www.instagram.com/reformation
Glossier, Images all taken from www.instagram.com/glossier


Phase 3:


Survey “VIEW ON BEAUTY”


