WE CAN DEW IT!

Glossier.
Retail concept book.
INTRODUCTION!

HI, WELCOME TO THIS RETAIL CONCEPT BOOK FOR GLOSSIER!

Introduction.

You have now entered the ‘WE CAN DEW* IT!’ retail concept book for online beauty lifestyle brand Glossier. This concept book is a creative brief for an international retail concept for the brand.

This international brick and mortar retail concept fits the demands and needs of the ‘Glossier beauty disrupting tribe’, a tribe that lives around Glossier as a brand community (and natural beauty more generally) and celebrates and empowers women to be their true self, without feeling the need to hide imperfections.

This book can be seen as an inspiration for setting up international brick and mortar retail for Glossier. It contains clear design directions, 3D drawings of a suggested retail environment, communication guidelines and a sample product proposal.

This book was made for Glossier and all other parties who are involved in setting up international brick and mortar retail for the formerly online-only brand Glossier.

*‘Dew’ comes from ‘dewy’. Meaning: (of a person’s skin) appearing soft and lustrous. For more explanations of sayings the tribe uses, please go to ‘the Glossier-ary chapter’ in the ‘Beauty disrupting tribe book’.
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6. Cause & goal.

In today’s digital world, a demand for physical stores and emotional brand experiences is on the rise.

The purpose of retail is changing from being a distribution center of goods only to a distribution center of experiences.

The role of retail is also changing. Stores are permanent billboards, helping a brand express their values and bringing their stories to life.

Emily Weiss, “she-E-O” of online beauty brand Glossier, noticed the importance of offline for the future of Glossier and saw that the Glossier community has a similar desire to physically experience Glossier products.

Since the opening of a ‘showroom’ store, a retail concept at the Glossier HQ in New York, Emily has dreamt of having an international brick and mortar retail concept for Glossier.

One of the reasons behind the ‘showroom’ store’s success is its geographical location. Due to it being located at the Glossier HQ, Glossier fans and customers feel they get a unique behind-the-scenes experience.

The problem is that therefore unfortunately this concept can’t be repeated elsewhere, although the ‘Glossier beauty disrupting tribe’ is spread out all over the world and has a desire for having physical interaction with the brand and the products and for communicating with other Glossier fans in real life.

“Please open a permanent store. I need more Glossier in my life.”
- @marianneitinmakeup on Instagram.

A chance and a goal is launching experiential brick and mortar retail to connect and interact with the tribe (and the tribe with each other) by giving them a tangible brand experience. With this, Glossier will stay relevant to their tribe and within their market.

7. Emily Weiss ‘she-E-O’ Glossier.

“I think offline is really important.” Emily Weiss, she-E-O of Glossier. She is coy on when and where more brick and mortar stores are coming, though surely more are.
Meet Glossier.

In 2010, a beauty blog called Into The Gloss was launched. Emily Weiss, the founder, wanted to make beauty as much of an element of personal style as fashion. She interviewed hundreds of women and became more and more aware of how flawed the traditional beauty paradigm is. It has historically been an industry based on experts telling you, the customer, what you should or shouldn't be using on your face.

In 2014, Emily founded Glossier, an American online-first and direct-to-consumer beauty brand. The brand is currently shipping to the US, UK, Ireland, Canada and Puerto Rico. Last year, the brand announced to launch internationally and will ship to more European countries soon.

The brand's unique vision is 'democratise beauty'. Their mission is 'we stay in constant communication with real Glossier users to give you what you want (and because we enjoy it).'

For me, it's important to democratise beauty and empower women to take ownership of their routine."

- Emily Weiss

Values of Glossier are fun, easy, imperfect.

Fun. We are serious with a slight wink.

Easy. Glossier girls do their makeup quickly. We give them the essentials for the everyday look.

Imperfect. We focus on natural beauty, not hiding our imperfections. 'Skin is in'.

Personal. We believe in having a direct-to-consumer/BFF-approach, so we stay in constant communication with our users to give them what they want.
Meet Glossier.

SKIN FIRST. MAKEUP SECOND. SKINCARE IS ESSENTIAL, MAKEUP IS A CHOICE.

Glossier packaging including the iconic bubble wrap pouch.
Concept.

WE CAN DEW IT!

‘WE CAN DEW IT!’ is an experiential retail concept in which imperfections are literally exposed and celebrated in a slightly ironic way. A place where women gather to have a voice in beauty and where they improve their natural beauty together with other ‘beauty disruptors’, rather than hide skin imperfections.

Who is it for?
For every (potential) ‘Glossier beauty disruptor’ worldwide, who has a desire to have a direct connection and interaction with Glossier.

Goal and feeling?
Inspire women in a slightly ironic but empowering way, to democratise beauty by embracing and improving their natural beauty together!
Imperfect.

Beauty is democratised by challenging the status quo of the beauty industry by literally displaying a link to skin imperfections and celebrating them, instead of hiding them.

Female empowerment.

Encourages ‘Glossier beauty disruptors’ to jointly take ownership of their own beauty routine. They empower each other to embrace their natural beauty, including the for the beauty standards corresponding ‘imperfections’ and give each other advise about how to enhance it with Glossier. No beauty professionals are needed.

Slightly ironic.

By using slightly ironic and powerful quotes, processing materials that reflect the feeling of skin imperfections and by incorporating experiential elements that have something to do with skin imperfections within the environment.

Look & feel.

The overall look & feel is inspired by skin imperfections and the female body.

WE CAN DEW IT!
Disclaimer.

With “skin imperfections” we mean “natural beauty” because everyone has them. We think you always look good because everyone should embrace their natural beauty (and less flattering moments as well), just the way you are! This may not be the status quo within the beauty industry but for Glossier and the “beauty disrupting tribe” it is!
Program of Requirements!

Functional requirements.

All activities within the retail environment.

- The retail environment must be located in a 'raw' area. This way, the core of the concept, which is imperfections, reaches its full benefits.

- The retail environment must be intimate but needs to be spacious enough for experiential elements.

- The retail environment must have experiential elements on the outside of the building to attract the attention of transients and to make it attractive to people who are queuing due to the store’s limited capacity.

- The retail environment is staffless and will therefore need self-checkout and security facilities, like a QR-code by the front door, so customers can let themselves in, and self-scan checkouts.

- There needs to be a place where people can give each other beauty advise because no professionals are involved.

- There needs to be a customer service point.

- There need to be many photo opportunities for customers to encourage them to post about the retail concept on social media to create a buzz. The tribe spends half of their days on Instagram and have a desire to share their experiences.

- The shop routing needs to be focused on an individual 'beauty routine'. Every skin has different needs, so the shop routing is different for everyone, but don’t worry, they never walk alone!

Emotional requirements.

Desired experiential elements in material, colour, shapes and tone of voice.

- The retail environment must empower women to gather, embrace and enhance their natural beauty.

- The core values of the concept are imperfect, female empowerment and irony and need to be visible in the retail environment.

These values become visible in the retail environment in the following ways:

- Imperfect: showing a link between colour, material and structure and skin imperfections within the environment.

- Female empowerment: applying quotes, processing female body shapes and adding bright red accents in the retail environment for extra power.

- Irony: by using materials that look like skin imperfections and by adding experiential elements that have something to do with celebrating imperfections in a slightly ironic way.
MATERIAL & COLOUR!

MATERIALS & COLOURS REFERERING TO SKIN IMPERFECTIONS.
Material & colour.

Aged material & erratic structure.

Combining different colour groups.

Greyish sea green, thick veins in an old pink-toned skin translated to stone with the same erratic lines and colour tones as the skin.
Material & colour.

Weather beaten material & organically shaped damages.

Pale colour opposed to a warm, dark colour.

Vitiligo translated to weather-beaten concrete with the same organically shaped damages and colour tones as the skin.
Material & colour.

Polished material & erratic structure.

Pale colour opposed to a bright contrasting colour.

Bright, red surface varicose veins in a pale skin translated to light pink marble with the same erratic lines and colour tones as the skin.
Material & colour.

Dried out material & cracked structure.

One colour tone with darker grooves.

A light brownish, flakey, dry skin translated to craquelure material with the same cracks and colour tones as the skin.

“Skin Imperfection”.
‘Skin imperfection’.

Randomly dotted material & light, uneven structure.

Pale colour opposed to a warm, dark colour.

Warm copper freckles on a pale skin translated to granite with the same randomly dotted look and colour tones as the skin.
Material & colour.

Perforated material &
even structure.

One colour tone with
shadow effect.

Warm toned skin with large pores
translated to perforated leather in
the same colour tone as the skin.
Material & colour.

Glossy, wet look material & bubble structure.

One colour tone. Spots: one colour tone darker.

Greyish, pale toned, greasy skin translated to glossy plastic with the same spots and colour tones as the skin.
Material & colour.

Bumpy material & swollen structure.

One colour tone.

Warm skin tone with an uneven, bumpy structure translated to bubble wrap in the same colour tone as the skin.
Ratio material.

An advice on how to bring materials referring to skin imperfections in the right ratio in the retail environment.

Marble for flooring.

Concrete for covering walls.

Stone for covering walls.

Granite for flooring.

Plastic for experiential elements.

Perforated leather for experiential elements.

Bubble wrap for experiential elements.

Craquelure for experiential elements.

Ratio colour.

An advice on how to bring colours referring to skin imperfections in the right ratio in the retail environment.

:#fff, as a base for the environment.

:#f8b18c, as a powerful accent.

:#b05f2e, as finishing.
SHAPES!

BOLD CURVES REFERRING TO THE FEMALE BODY TO HIGHLIGHT FEMALE EMPOWERMENT.
Female body.

Shapes.

Bold shapes.

A female breast pressing against a rounded back, translated to round, fleshy objects.
Shapes.

Flowing shapes.
A woman crossing her arms around her upper body, translated to flowing lines in architecture and bold lounge seats.
Shapes.

Rounded shapes.

A female shoulder and neckline translated to rounded corners.
Shapes.

Curved shapes.

A woman’s folded leg, translated to a curved wall in a retail space.
Female body.

Shapes.

Folded shapes.
A curvy female body translated to folded shapes.
Unfolded shapes.

A female bump translated to a rounded, unfolded element in architecture.
RETAIL ENVIRONMENT!

A map and 3D drawings of a suggested retail environment.
Map.

*For an individual explanation of the elements, please go to chapters ‘Window display, experiential element & routing,’ and ‘Retail environment, experiential elements & routing’.

Routing.

Legend.

Regular routing.

- Individual routing to the ‘YOU GLOW GIRL!’ advice booth.
- Individual routing to the ‘NOT YOUR GIRL NEXT PORE!’ advice booth.
- Individual routing to the ‘FREE THE PIMPLE!’ advice booth.
- Individual routing to the ‘WE CAN DEW IT!’ advice booth.

Regular routing.

Legend.

- Individual routing to the ‘YOU GLOW GIRL!’ advice booth.
- Individual routing to the ‘NOT YOUR GIRL NEXT PORE!’ advice booth.
- Individual routing to the ‘FREE THE PIMPLE!’ advice booth.
- Individual routing to the ‘WE CAN DEW IT!’ advice booth.
Entering the retail environment.

To get into the ‘WE CAN DEW IT!’ staffless store, people will need to visit the mobile version of www.glossier.com and click on ‘IRL’. Here they can fill in their email address and scan the QR-code at the front door. This way, Glossier receives data from their customers, just like how the brand gathers it online. This is of great importance because data is how the brand knows exactly what their customers want.

Interactive window display.

While queuing to get into the store, as only a maximum of 30 people can go inside due to experiential elements, beauty disruptors can play with the interactive screen, build into the window display. This is the first experiential element of the store. Usually girls look into the window and see what they look like (just like looking in the mirror). This time something else will happen and an imperfect filter will go over their face. The hashtags #wecandewit and #glossierirl will trigger the girls to share this moment on Instagram. The goal is to create online buzz with an offline experience which is important because Instagram plays a major role in Glossier’s success.
Retail environment,
experiential elements & routing.

When inside, the first thing you see is the ‘I FEEL YOU GIRL!’ tactile wall, which is the second experiential element. This tactile wall will guide customers to the right zone to enhance their skin imperfections. For example, if a customer believes her skin feels the same as the cracked patch on the wall, she will be directed to the “WE CAN DEW IT!” advice booth, which has the same structure as the patch on the wall and is specialised in products for a dry skin. Here the customer can get advice from another beauty disruptor who was guided to the same booth, and she gives her advice about what Glossier products she needs to make her skin dewy again. No professionals are needed. From this wall, every beauty disruptor goes in a different direction because every skin has different needs. But don’t worry, they will never walk alone! 
Advice booths.

The third experiential element is the advice booth. There are four different advice booths: ‘YOU GLOW GIRL!’, ‘NOT YOUR GIRL NEXT PORE!’, ‘FREE THE PIMPLE!’ and the ‘WE CAN DEW IT!’ advice booth. You and another beauty disruptor step into the booth together by entering little steps which visualise different skin layers. When in the booth, they can tap on the screen to start the skin analysis. They can answer questions for each other by looking at each other’s skin. This way, beauty disruptors give each other advice. On completion of the skin analysis, a unique ‘WE CAN DEW IT!’ sample, which also serves as Glossier merchandise, can be bought for only 1 euro, if they want to have it. The sample will roll down the red vein behind them. With this sample, they can test the recommended product in real life. These samples are clean and unused. Now it is time to switch positions. Help your girl out! *For more information on the samples, please go to the “Sample product” chapter.
Retail environment, experiential elements & routing.

Sink and distorting mirror.

For testing samples people can get in the advice booths, customers may need a mirror and a sink. This is where the fifth experiential element comes in. The mirror is inspired by the famous Glossier mirror from the New York showroom which continues to create a buzz on Instagram with ‘YOU LOOK GOOD’ on it, but rather than a normal mirror, this is a distorting mirror with empowering quotes on it. The mirror will distort the reflection of your face, but it is Instagram and selfie worthy. The enormous sink has many layers that refer to different skin layers. In this area people can enhance, rather than hide, their skin imperfections, with Glossier products and enjoy taking selfies with other beauty disruptors.

Lounge area and customer service.

After trying out Glossier products, it’s time to chill together in the lounge. Here, customers can find the sixth experiential element. The lounge also functions as a customer service area. If a customer has any questions or concerns, they can pop the pimple on the girl’s forehead. One of the local ‘Glossier reps’ (who are enthusiastic Glossier customers appointed by the brand and are now representatives for the brand) will pop up and be projected on the wall. Now people can have a video call to ask any questions they may have.
After chilling, it’s time to decide if people want to buy a full-size product of the sample they got in the advice booth. Getting the product can be done from the product tower which is the seventh experiential element. Simply look up the full size of the mini sample, press the button and a product will fall out the tower. Before checking out at the self-scan system, customers can take a picture in the photo booth. In this photo booth people can choose different filters referring to different skin imperfections. What layer will you show on the picture? A layer of makeup with the ‘perfect skin filter’ or your real skin situation? While selecting the real skin situation with its unique imperfections, people get a discount code for their Glossier products, after sharing their photo on Instagram, together with #wecandewit #glossierirl. ‘Congratulations, you’ve dared to democratise beauty by embracing and enhancing your imperfections with Glossier!’
Light map.

An advice on where to use what kind of lightning.

Legend.
Red neon LED light, referring to red veins.

Warm white LED spots for the perfect selfie. 'Find your light!'.
SAMPLE PRODUCT!
Samples that people can get after completing their skin analysis in store are exclusively made for this store concept. They are mini sized versions of the actual, full sized product. The surface of the packaging is referring to what skin imperfection people can use the product for and gives an ironic twist to it. Furthermore, people can proudly show what kind of skin imperfection they are working on while hanging this sample around their neck, wallet, bag, etc., make a statement! Another benefit of this sample is the bottle is refillable and it is easy to bring with you. This allows people to enhance their skin during the day, is at the same time Glossier merchandise and it looks cute too!

**Sample of ‘Lidstar’.**
A glittery product which gives a skin with light skin imperfections even more glow. The surface of the tube is perfectly even.

**Sample of ‘Solution’.**
An exfoliant which helps to minimize the pores. The surface of the bottle has large pores.

**Sample of ‘Super Pure’.**
A serum which helps to get rid of pimples. The surface of the bottle has pimples.

**Sample of ‘Balm Dotcom’.**
A balm which helps to make a dry skin, dewy again. The surface of the tube has dry cracks.
COMMUNICATION OF RETAIL CONCEPT!

Campaign imagery.

All images are part of the “WE CAN DEW IT!” campaign to promote the new retail concept on both online and offline channels, starring real Glossier customers as models.

By processing materials and techniques that reflect the feeling of skin imperfections and using slightly ironic and powerful quotes, these images will clearly communicate the new retail concept. By showing diversity and lots of skin, the images are still very Glossier.
WE CAN DEW IT!

Glossier.

Meet us in real life! Go to glossier.com/irl or #wecandewit #glossierirl on Instagram.

NOT YOUR GIRL NEXT PORE!

Glossier.

Meet us in real life! Go to glossier.com/irl or #wecandewit #glossierirl on Instagram.
General goal. 
General goal of online communication is to make the tribe and potential new customers aware of the new international retail concept for Glossier, kicking off in Amsterdam.

Because of the fact that Glossier is a former online-only brand, they have built up a large online community. A collaboration between online and offline is therefore very important for Glossier.

Invitations for a launch event to celebrate the new store concept, will be communicated via Instagram and sent via the Glossier newsletter. Almost every Glossier beauty disruptor has a subscription to the newsletter because they have signed up for it, in order to get ‘free Glossier stuff’ such as mobile screen savers. For all of this, Glossier asks for your email address.

Websites & social channels. 
On the homepage of the Glossier website, a banner of the campaign will be shown to highlight the introduction of the new retail concept. Hashtags: #wecandewit and #glossierirl will be included.

This new retail concept will also be announced on www.IntoTheGloss.com as this is the website the beauty brand originated from and visitors are likely to be interested in any Glossier news. When clicking the ‘in real life’ button, people will find out where the pilot store is and updates about more stores opening internationally.

Glossier has accounts on Instagram, Facebook, Twitter, YouTube, Pinterest and Snapchat. They are most active on Instagram and Facebook, which are the channels the digital-savvy tribe is most active on too. Campaign images and images of the retail concept will therefore appear on Instagram and Facebook.

Local Glossier reps. 
Glossier has appointed ‘Glossier reps’ worldwide to create content on Glossier and to provide other beauty disruptors with advise on Glossier products. They will be asked to post something about the arrival of the new retail concept. Of course, when and in the way they like it, so it doesn’t look like a paid partnership since the tribe doesn’t like ‘fake, influential recommendations’ and influencers in general. Glossier beauty disruptors inspire each other. Real Glossier users giving advise to each other. This word-of-mouth strategy will also help keeping promotion costs down when entering new territories.

Press release. 
A press release will be distributed over various news media the tribe reads, on- and offline. The press release will be sent to magazines such as Glamour, ELLE and Vogue. These magazines have a print and online department, so there will be a chance to get a publication in print and online. Also online magazines such as ManRepeller.com, who have a similar vision on life as Glossier, and HypeBae.com will receive one.
Mockups.

#wecandewit #glossierirl

Offline communication.

Similar to the aim for online communication, the general goal of offline communication is to make the tribe and potential new customers aware of the new international retail concept for Glossier, kicking off in Amsterdam.

Store opening event and launch new retail concept.

To introduce the new, international retail concept for Glossier, where from now on everyone can physically interact with the brand and the products and communicate with other Glossier beauty disruptors in real life, an official opening event will be hosted in the pilot store in Amsterdam. In addition to the tribe, press will also be invited to generate external attention via online and offline channels to inform people of this new retail concept.

What happens during this event.

During this event, both Emily Weiss and local Glossier representatives will open the store together. Everyone can take part in the experiential elements in store. Lectures on ‘democratising beauty’ will be given. Only for the opening, there will also be free ‘WE CAN DEW IT!’ product samples, drinks and local food from Zeedijk.
Communication in the city.
Billboards and abris throughout the city will showcase campaign images of Glossier, together with the Glossier logo, an empowering quote fitting the concept and a caption saying, ‘Meet us in real life! Go to glossier.com/irl or #wecandewit #glossierirl on Instagram’.

Mockups.

Guerillia.
In addition to mass communication, the images will be processed in guerrilla-like ways so that textures and the link to skin imperfections can be made even better. For example, a photo placed on a tactile tile. The imperfect and ironic character of the concept will become even more clear and it’s very instagrammable!
Sources.

Introduction.

Cause & Goal.


Meet Glossier.


Concept.


Material & colour.
Cool Huntington. (2018), Nature’s palette ... - Cool Huntington. [online] Available at: https://coolhunting.co/natures-palette/ [Accessed 30 April 2018].


