A brand extension into self-care products

How can COS cater to the growing millennial consumer need for slowing down?

Slowing down and addressing the topic of self-care has become paramount in an increasingly anxious society, plagued by mental health problems, self-doubt and burnout. Societal pressures to always be and do our best driven by the constant connectivity take a toll on millennial consumers.

Brands are starting to shift the spotlight on mind, body and soul health, communicating through a mindful lens and catering to consumers both physically and mentally by expanding into wellness and self-care products and services.

With a booming wellness market that’s worth trillions of dollars, encouraging consumers to prioritise themselves, instead of everyone and everything else and offering an emotional benefit is more important for brands than ever.

Concept

COS (Pause) is about giving yourself a moment of stillness and care.

Leather, silk and wool from the garment collections are translated into practical self-care essentials that elevate the everyday by restoring, charging and unwinding the mind, body and soul to give the busy, creative millennials-The Hectics, some well-deserved “me time”.

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