Inhale. (Pause). Exhale
Kertu Serikov
International Fashion & Branding
2018
AMFI
Preface

Modern lifestyle is hectic, stressful and overwhelming. Lifestyle brands are no longer only catering to how we dress and the material objects we possess.

Throughout the past years, the rise in mindfulness and slowness ideologies fuelled by the increase of anxiety levels, mental health struggles in millennials and the overload stemming from a connected society have reintroduced the importance of connecting with ourselves and the forgotten need for “self-care.”

COS Pause is a concept for a brand extension for self-care products and with this internal inspiration guide, we introduce our new line and share the framework for this journey.
<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>The brand</td>
<td>9-11</td>
</tr>
<tr>
<td>Concept</td>
<td>13-29</td>
</tr>
<tr>
<td>(Pause)</td>
<td>14-15</td>
</tr>
<tr>
<td>Relevance and trends</td>
<td>18-19</td>
</tr>
<tr>
<td>Vision and mission</td>
<td>20-21</td>
</tr>
<tr>
<td>Target group</td>
<td>22-23</td>
</tr>
<tr>
<td>Values</td>
<td>24-27</td>
</tr>
<tr>
<td>Tone of voice</td>
<td>28-29</td>
</tr>
<tr>
<td>Products</td>
<td>31-49</td>
</tr>
<tr>
<td>Introduction</td>
<td>33</td>
</tr>
<tr>
<td>Essential oils</td>
<td>34-35</td>
</tr>
<tr>
<td>Category: Leather</td>
<td>39-41</td>
</tr>
<tr>
<td>Category: Wool</td>
<td>43-45</td>
</tr>
<tr>
<td>Category: Silk</td>
<td>47-49</td>
</tr>
<tr>
<td>Design philosophy</td>
<td>51-61</td>
</tr>
<tr>
<td>Visual style</td>
<td>52-53</td>
</tr>
<tr>
<td>Product design</td>
<td>54-55</td>
</tr>
<tr>
<td>Pop-up</td>
<td>56-61</td>
</tr>
<tr>
<td>Branding</td>
<td>63-71</td>
</tr>
<tr>
<td>Logo</td>
<td>64-65</td>
</tr>
<tr>
<td>Colours and typography</td>
<td>66-67</td>
</tr>
<tr>
<td>Packaging</td>
<td>68-71</td>
</tr>
<tr>
<td>Strategy</td>
<td>73-85</td>
</tr>
<tr>
<td>Product care</td>
<td>74-75</td>
</tr>
<tr>
<td>Market, price, positioning</td>
<td>76-77</td>
</tr>
<tr>
<td>Promotion</td>
<td>78-79</td>
</tr>
<tr>
<td>In-store communication</td>
<td>80-81</td>
</tr>
<tr>
<td>Website</td>
<td>82-83</td>
</tr>
<tr>
<td>Pop-up</td>
<td>84-85</td>
</tr>
<tr>
<td>Sources</td>
<td>88-89</td>
</tr>
</tbody>
</table>
The brand
At COS, we aim to make every item feel special.

Martin Andersson, Head of Menswear Design at COS
Catering to the creative and the design-conscious, COS embodies a contemporary lifestyle that is carefully curated and understated.

The utility and aesthetics of our collections is influenced by the timelessness of architecture and thoughtfulness of quality design.

Tactile, timeless, modern and functional are the guiding principles that pave the path to a design that elevates the mundane and creates the basis for an effortless collection of style that acts as a calming force.
The concept
"In the midst of all the noise, we seek precious me-time."

COS (Pause)
Pause

In a world of excess speed, we have forgotten to slow down, cherish the now and connect with, and prioritise, our inner well-being instead of everyone and everything else.

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.
“The future will be about time for moments, not moments of time.”

WGSN, The Message Part 2, 2019, Reflexions
COS x Self-care

In a time where technology dictates our lives, influences our decision-making and poses a threat to our mental health, a time where we never feel good enough due to constant pressures we put on ourselves—slowing down and addressing the topic of self-care has become paramount in an increasingly anxious society.

Alongside fashion and home, there is an increase in lifestyle brands who are starting to shift the spotlight on mind, body and soul health by expanding into wellness and self-care offerings that cater to consumers both physically and mentally. Addressing our emotions and making people feel something real and tangible is more important for brands than ever.

Whether turning to meditation apps or health and wellness initiatives in workplace, crystal healing or quiet spaces— the wellness industry is booming, with an estimated worth of 3.7 trillion $\footnote{1}.

With a self-care line that provides daily moments of indulgence for the self, COS reaches out a helping hand for the epidemic of burnout and increased stress levels that the millennials, the most stressed out generation\footnote{2} faces, in order to bring small, mindful moments to their daily life, keeping in mind the COS way of providing functional, everyday items.
We believe that self-care should be an everyday luxury.
“COS (Pause) provides daily, mindful moments of care through self-care essentials for the mind, body and soul.”
Concept

target group

LIFE
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- do stuff
- die
The Hectics

Constantly staring at their screens or planning the next thing to accomplish and the next task ahead—these creative millennials feel the pressure from society to be and do better, to constantly keep busy and as a consequence, struggle with self-doubt, burnout and anxiety.

The Hectics have difficulties being present and feel guilty taking the time to care for their inner selves, despite placing well-being as a priority.

They are critical and conscious consumers who place aesthetics and quality on a high pedestal and favour brands that ooze simplicity and sophistication.

The Hectics value longevity and prefer the tangible and physical experiences and things, thus forming emotional connections with their belongings.

What they need is a moment to tend to themselves, a small pause in order to keep going.
Values

(Pause) is sensory and serene. We want to provide products that feel and do good and to continuously show our commitment to simple design that has the power to calm and offer sanctuary. Creating a peaceful space around our world of care shows our dedication to simplicity and our view of understated luxury through quality ingredients.

Our products offer a comforting and sophisticated feel, supporting you in times of need to offer special moments dedicated only to yourself. They have a subtle tactility to them, evoking a poetic and minimalistic feel.
Core values

Sensory

We value the experience and emotion that products can give and therefore place the sensory qualities at the top. The addition of essential oils elevates our products from feeling good against your skin, to making you feel good on the inside- and there's no greater joy than design that awakens our senses.

Serene

We provide a soft and serene atmosphere to encourage inner calmness. Quiet design helps the mind take a much needed break from the daily hustle.
The added benefit of aromatherapy adds an extra sense of well-being to (Pause), bringing the restorative powers of nature one step closer to our conscious consumers to comfort and support them.

The essentials are designed to be sophisticated to make them more convenient to use in the comfort of your home or on the go, adding an imbued value of functionality, mindfulness and style at the same time.
Expressive values

Understated
Simplicity above embellishment is key for COS (Pause). Simple and neutral tones, sleek and contemporary design with a touch of fluidity adds an understated quality.

Poetic
Fluid forms playing with soft light and colours add a sensual and poetic touch to everything surrounding COS (Pause).
<table>
<thead>
<tr>
<th>Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tone of voice</td>
</tr>
</tbody>
</table>
Tone of voice

We communicate in a mindful, inviting and warm tone of voice. We inspire and encourage you to relax and slow down, but don’t force it.

Our communication is natural and unpretentious, aimed to share the philosophy and mindset of (Pause), enticing you about the emotional benefit of the essentials.
As we get more in touch with our moods and emotions, products, stores, services and experiences should be designed around how they make us feel.

“WGSN, The Vision 2019: Pt 1 - In touch
The products
Products
The products from our self-care range integrate the therapeutic properties of essential oils to bring out the beauty, benefits and importance of simple, quality ingredients—just like in our clothing line.

The materials from the garment collection (leather, wool, silk) form the inspiration and translation into skincare and accessories.

The first collection of (Pause) consists of a face mist, necklace and sleeping mask.

These products are designed with the Hectics in mind—offering a contemporary and sophisticatedly mindful option to add a bit of care to their everyday, whether at home or on the go.
Orange has a mood-boosting and happy, sunny scent which decreases anxiety and increases feelings of wellbeing, with the added benefit of vitamin C.

Clove has antiviral properties, allowing it to boost the immune system whilst acting as a stimulant. The deep and zingy scent combined with orange makes for an ideal elixir to combat tiredness and stress.

Pine needle’s aroma takes you on a true walk in the woods. Known for relieving fatigue, both mental and physical, the forestry smell of pine also lowers blood pressure and tension. A comforting scent to carry around with you at all times, infused in our contemporary jewelry.

Peppermint’s invigorating scent goes hand-in-hand with the aroma of pine needle to create a warm and sensual feeling.

Lavender, one of the most well-known essential oils, soothes and calms, aiding a good night’s sleep, reducing stress and slowing down the restless mind.
“We are more busy being concerned about what we have to do, than what we need to do for ourselves.”

COS (Pause)
Like the tough leather itself, this product category offers a “protective” benefit.

These skincare products feature invigorating and energizing essential oils such as orange, caffeine, rosemary and anti-oxidant and immune-boosting clove and cinnamon essential oils, all with an uplifting and warm aroma.
Charge

A stimulating and anti-oxidant face mist with protective clove and invigorating orange to uplift the tired mind.

Whenever the stress and fast-pace creep up, just a few sprays will re-energize the senses and offer a refreshing feeling accompanied by moisturising arctic spring water.

The face mist is the perfect companion for a mid-day pick me up and an excellent source of vitamin C for the skin.
Wool

The earthy and coarse yet comforting nature of wool lends this category of modern, simple and minimalistic aromatherapy jewelry a close connection to the woods. They offer the restorative power of nature for the senses.

Essential oils that evoke such warmth and feelings of comfort, whilst taking you on a relaxing journey through the woods are balsam fir, clove, cedarwood, pine needle combined with peppermint and eucalyptus for added stimulation.
Products
Restore

Our aromatherapy necklace is a modern take on a pomander, which was used in the Middle Ages for protection and perfume purposes.

This sleek necklace will keep you grounded and rejuvenate you with the foresty scent of pine needle and refreshing and calming peppermint.

Carry it with you wherever you go and let it gently offer your senses a relaxing experience akin to a walk in the woods.
Products
Silk

Silk is for moments of indulgence, providing a soothing, ethereal and sensual sensation.

It forms the lounge accessories range for settling down after the day with the help of calming essential oils that support unwinding such as cedar wood, lavender, eucalyptus and chamomile.
Unwind

A cooling and soothing sleeping mask infused with lavender.

Made from Charmeuse silk, this sleeping mask aids in a good night’s sleep. The micro-encapsulated, gentle scent of lavender helps the mind feel at ease and easily drift to slumber.

Small, sleek and portable to be used during travels or daytime- whenever you need a bit of undisturbed and deep rest.
Design philosophy
Design philosophy

NATURAL MINIMALISTIC EFFORTLESS
Visual style

The new brand extension carries on COS’s signature quiet and contemporary aesthetics, but lets go of the architectural and geometric approach.

Imagery makes room for still life photography with softer, muted and powdery tones, shadows and poetic emptiness. The product is the focus, with the soothing neutral colour palette creating the feeling of wellbeing and ease with subtle textural language that evokes the urge to touch and feel.
Product design

Our products are inspired by simplicity—we like our items to feel good and easily functional whilst using them. We prefer a timeless and neutral design language to last beyond seasons.

Essential oils are seamlessly integrated into the products, enhancing, rather than altering their function.

Our first collection’s bottle of the face mist has a smooth, modern feel. The sleeping mask features silk and a contrasting velvet ribbon to further evoke softness and textural play, and our necklace comes in a sleek and unisex rectangle shape.
Design Products

CONTEMPORARY
REFINED
TIMELESS
The (Pause) pop-up

This store will serve as an introduction to our world of care. We will carry on our signature calm and laid-back aesthetic, but to counteract the white sterility, order and emptiness of our regular retail space, the (Pause) pop-up will be warmer, more inviting.

Our goal is to make it a sensory sanctuary, a space that invites you to spend more time in it. To unwind, explore and focus on yourself, evoking inner contemplation, even if just briefly.

The design is inspired by the relaxing and caring atmosphere of spas.

Airy, curtain walls, velvety smooth surfaces and natural materials give the space comfort and ease.

The ambience is kept with dimly lit lights, soothing sounds and the scent of essential oils which transport you to a place of calm.
INTIMATE
TRANQUIL
SENSUAL
Materials

Clay walls add texture and an earthy feel whilst terrazzo adds a natural, spa-like element to the space, with oakwood details for a touch of warmth. The emphasis is on creating a more natural and embracing environment that promotes wellbeing.

Velvety smooth surfaces invite you to touch and linger.
Details

Hidden crease lighting creates an alluring atmosphere in the pop-up and wooden lights add a chic, but rustic feel.

Hidden wall niches for product display purposes and seamlessly integrated furniture makes the shop look effortless and harmonious, with flowy and airy floor length curtains adding an ethereal feel making the space both secluded, yet open.
Branding / Identity
Logo

The self-care extension will keep the main COS logo, but with the addition of (Pause).

The brackets serve as a symbol that something extra is added, implied, but not said.

When seeing the graphic implementation of (Pause), one is automatically inclined to “pause” for a second in their mind.

(Pause) will always be used together with the main logo. For visual communication purposes, the universal symbol for “pause” can be used to communicate the new name.

We keep the logo usage minimal, only on promotional images and packaging where it should be a subtle detail. Placement is free.
Branding

Logo

(Pause)
Pantone Cool Grey 1C

(Pause)
Pantone Warm Grey 3C

Brand colours

Pantone Cool Grey 1C
Pantone Warm Grey 1C
Pantone 480C
Pantone 7543C
Pantone 5517C

Pantone Cool Grey 9C
Branding

Logo typography

Gill Sans Regular, tracking 20
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!"#$%&/()=?–_©@£$§{}\¨

Brand font

Gill Sans Light, tracking 20
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!"#$%&/()=?–_©@£$§{}\¨

Colour scheme and typography

The colour scheme of (Pause) features soothing neutrals and powdery pastels. Colours such as smokey grey, pale teal, muted navy and blush-toned, earthy clay evoke serenity.

The colours can be used in communication and offer an inspiration for product shoot’s mood.

Gill Sans Light as the brand’s font stays true to the original communication of COS, being both subdued and modern at the same time.

Gill Sans Regular adds a nice contrast with the thinner Gill Sans Light typography.
Packaging

The displayed product information is straight-forward and communicates the benefit of the product, as we want it to be easy for consumers to identify the products based on their emotional needs.

The packaging becomes poetic and tactile due to its materials. The soft, white, engraved velvety mold gives a luxury feel, whilst feeling caressing upon contact. Different textures—matte, soft, rough, smooth create a combination of tactility that evokes a luxurious and handmade feel, yet comes together in one harmonious whole.

Our care philosophy also extends into the packaging. Everything is made with biodegradable materials so once it no longer serves you, it will not become a hazard to our planet.
Branding
Packaging
Shopping bag

The shopping bag for (Pause) will be a small, cotton dust bag. Another step we take to not create unnecessary waste and be as functional and lasting as possible with our offerings. The dust bag can act as a keep-sake, a small yet meaningful item to further hold belongings that you wish to care for.
Strategy
Product care

Since our new adventure incorporates aromatherapy, we have established new rules to care for the products.

As sustainability is something that we as a company strive for, this means that our self-care essentials are meant to be long lasting and reusable. As essential oils diffuse in the air, we have created replacement aromas that you can buy and incorporate into your products.

For our first collection, this applies for the aromatherapy necklace and sleeping mask.

You can find this information from our packaging as well.

The necklace holds little inserts with soaked essential oils. These pads can be repurchased from www.cosstores.com and switched to other aromas that provide the same comforting sensation after the scent has disappeared.

The mask holds lavender, which is infused in the product through micro-encapsulation. When using the mask, the scent releases slowly, but over time, it will also need to be replaced with special inserts that we provide.

This approach ensures that our care offerings are re-usable, durable and don’t need to be cast aside as soon as the scent fades. It’s a great way to constantly explore and dabble with aromatherapy and to ensure our products give value as long as possible, as rethinking design contributes to our efforts of sustainability.
Price

COS (Pause) follows our ethos of affordable luxury.

We firmly believe that small acts of self-care are a necessity in today’s turbulent times and should portray the highest of quality and benefits, whilst not breaking the bank.

All of the new products will fall between the price range of 55-90€.
The market and opportunity

Current offerings from competitors in self-care are mainly meant to be used at home during bath and bed-time rituals and are mostly targeted specifically at women, through a highly spiritual lens.

There is also a division on the market between New Age and more traditional means of self-care, with many contemporary brands offering incense, crystals and astrology-related products for a well-balanced life, that are suitable for a more bohemian audience.

With (Pause), we have an opportunity to enter the wellness market, bridging the gap between New Age and Traditional, by offering products that can be used on the go (to fit with the pace of the busy, millennial creatives) as well as at home.

With a more practical, everyday approach to self-care products, a less spiritual, more traditional image and more mid-market prices, we will differentiate from brands such as Goop, Anthropologie and Free People and want to show that self-care can be incorporated into everyone’s daily routine, any place, any time.
To celebrate the new venture, we will set up a separate pop-up shop that offers a sanctuary from stress and an intimate introduction to the products.

Our campaign shoot featured alongside silk, wool and leather must have pieces from the season’s collection will share the spotlight with related stories about design that inspires us, moves us and heals us in COS magazine.

Instagram will share information about the new range and the benefits of essentials oils. Our website www.cosstores.com will feature the launch on the starting page alongside related articles about wellness- the COS way.

Our shop windows will share the world of (Pause) in the form of an installation to inspire passers by to stop, take a break and entice them to explore the new collection.

All self-care products can be purchased online and from selected stores.
In-store communication

In stores we keep things simple. A window display will showcase the new line and a designated area with a display table will exhibit the new products and offer current season’s must-have pieces in silk, wool and leather next to them. This way the self-care range in stores will also give attention to the garment collection, as it is derived from the materials.
Strategy
In-store

Take a well-needed moment for yourself. Charge, unwind and restore the tired mind and body.

Inspired by must-have pieces from our silk, wool and leather garments, discover our new range of self-care essentials infused with essential oils alongside the garments that comfort and support you.

Inhale. (Pause). Exhale.

COS

Allow yourself a moment of stillness and care.
The simple act of self-care
Introducing our new line of aromatherapy-based self care products for the tired and stressed mind, body and soul.

Face mist with energizing orange and protective clove to invigorate and charge the tired mind.

Restore and awaken the senses with the comforting scent of pine needle and peppermint. An olfactory journey through the deep, emerald evergreens.

explore

shop face mist

shop aromatherapy necklace
Our website is a source of inspiration both for us and for you. COS (Pause) will take over the home page and feature related stories and article sections that accompany the world of our care.

Featured articles will have a wellness focus and share the world behind essential oils, create a mindful connection with the garments in our collection and showcase inspiring creatives whose work brightens the mood and touches the soul.
Strategy

POP-UP LOCATIONS

London  New York  Singapore
Pop-up

We love to introduce our new collections through installations, collaborations and pop-ups.

The new self-care concept can only be applied in our permanent stores on a smaller scale due to the size limitations of space.

A corner of the pop up shop will be dedicated to essential oils and providing our customers with the knowledge and benefits about them. Each oil used in the products can be tested out separately in the aromatherapy corner to fully familiarize yourself with the scents.

As the Hectics and millennials in general prefer the physical and tangible, a sensory pop-up experience is key to discovering the therapeutic benefits of our new range.

Three big and busy cities- New York, Singapore and London will host the pop-up shops as they represent the fast-forward mindset that COS (Pause) seeks to offer relief for and also give the change to show the launch in three different continents and locations.
So, allow yourself to be idle, to dwell a moment, to delay and iterate.

“Vestoj, On Slowness”
Sources

p.10
Mark Peckmezian for COS SS 17
Article: Interview with Martin Andersson, head of menswear design at COS, Designboom

p.14
Thomas Prior, Dunes
Unknown, weissesrauschen.tumblr.com

p.17
WGSN, The Message Part 2, 2019, Reflexions

p.18
(1) Viewpoint magazine #41
(2) WGSN, Millennial Anti Hedonists

p.19
Zetter Blunt Design
Jayne Hardy, The Self-Care Project

p.21
Unknown, zoeneverdreams.tumblr.com

p.22
Unknown, Pinterest
Unknown, Pinterest

p.23
Target group interview, Paul Ouzonov

p.25
Unknown, The Lane

p.26
Yeran Torosyan, Olive

p.27
Kate Holstein, Kluane, Yukon, Cereal Volume 8

p.30
WGSN, The Vision 2019: Pt 1 - In touch
Jared Fowler, Back Burn

Own image

COS Wool sweater

Kim Ficaro, Still Life

Charline Ronzon-Jaricot, Evanescence

Long Museum, Lesley Lau

Ruy Teixeira, Residence in Sao Paulo Brazil, Bernardes Arquitetura.

New Room, Nuno Capa

Meme Design, Willow Urban Retreat, Melbourne

Moonshadow light oak, terrazzo, plaster stucco, Google images

Casper Sejersen, AVPD Transition 8, 2013

Frama Cph Store

Eric Roinestad, Bauhaus Ceramic Masks

Wooden lamp, Etsy

Unknown, www.pinterest.com

Own images

Iringo Demeter, Cereal Magazine


Vestoj, Issue Five: On Slowness