Mini process book

Graduation project
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International Fashion and branding
2018
AMFI
COS (Pause)
Preface

This process book shows the steps to creating my graduation project: COS (Pause), a brand extension into self-care products.

The book shows my research process, which all started with a trend and the actualisation of the project.

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International Fashion & Branding
2018
AMFI
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Research question

How could fashion brands cater to the growing millennial consumer need for slowing down?

Subquestions

The trend

1. What is the slow movement about?
2. What is driving the need for slowing down?
3. How does the trend manifest itself?

The target group

1. What are the needs and values of the stressed Millennial consumers?
2. What are the different segments of millennial consumers who need to slow down?
3. What is their perception of slowness/mindfulness?

Market

1. How do brands currently cater to this need and target group? (The current market)
2. Which trends in the market relate to slowing down?
3. What are the opportunities for fashion brands?
4. Which brand could cater to the target group’s needs and how?
Motivation and starting point to the project

Looking back at my time at AMFI, I realised that I have always chosen projects that have to do with emotions, and especially mental health related topics. It is a theme that has come through my projects and research phases many times.

Doing brands and innovation a semester before graduation and discovering the topic of emotional design, further fuelled my interest about design that deals with the emotional inner world and with how everything around us, affects how we feel- whether it’s a space, a product or a campaign.

I started my research with looking at trends and stumbled upon slowness, but rather than focusing on the sustainable aspect of that topic, I ended up dwelling into the mindful and the emotional part of it, settling on the sub-trend of self-care, which is fuelled by the anxiety and burnout that’s currently plaguing the society, especially the millennials.
I started my research with a trend, as I like starting broad and with the general shifts in society to then see where I could find an opportunity to cater to consumers.

From previous semester’s brands and innovation specialisation, I remember researching the topic of mental health and emotional design. Having interest in the topic, I was drawn to the consumer shift towards slowing down and I set out to research that.

**Framework:**

**The trend**

- What is the slow movement about?

- What is driving the need for slowing down?

- How does the trend manifest itself?
Orientation / The trend

- **Article** Speeding down: The slow living revolution  

**Key points:**
- Slowness is going mainstream.
- Millennials are key target group of the trend.
- Being more sustainable and wanting honesty and transparency from brands goes under the slow living mindset.

> “Slow Living exemplifies today’s desire to live a more mindful lifestyle.”

- **Trend report** Big ideas S/S 19: Active  
  *Source: WGSN.com*

**Key points:**
- 2019 will see the rise of self-love as the biggest wellness trend, as a countertrend to the super healthy living that isn’t that obtainable. It’s a more personal version of wellbeing.

- **Article** I can’t stop myself, but I don’t know if I want to  
  *Source: [https://medium.com/anxy-magazine/i-can-t-stop-myself-but-i-don-t-know-if-i-want-to-910a300e03b9](https://medium.com/anxy-magazine/i-can-t-stop-myself-but-i-don-t-know-if-i-want-to-910a300e03b9)*

> “I associate working hard with feelings of self-worth. If I bury myself in tasks, then that means I am not lazy, and I am good enough.”

- **TED talk:**  
  *Source: [https://www.ted.com/talks/andy_puddicombe_all_it_takes_is_10_mindful_moments](https://www.ted.com/talks/andy_puddicombe_all_it_takes_is_10_mindful_moments)*

> “We live in an incredibly busy world. The pace of life is often frantic, our minds are always busy, and we’re always doing something.”

- **Article** Is health and wellness the new luxury?  
  *Source: [https://www.businessofashion.com/articles/intelligence/is-health-wellness-the-new-luxury](https://www.businessofashion.com/articles/intelligence/is-health-wellness-the-new-luxury)*

> “Last year, the overall global market for health and wellness reached $701 billion in value and it is expected to grow by 17 percent over the next five years to $833 billion by 2021.”
**Article:** Breathe. These meditation apps bring calm stressed, busy lives.
*Source: https://www.usatoday.com/story/tech/columnist/saltzman/2017/05/06/take-breather-these-meditation-apps/101293828/

“There’s an increased interest in meditation in the West, perhaps because “the incredible busyness and sheer unrelenting pressure of potentially always being on.”

**Article:** Mindfulness: The sweeping workplace trend
*Source: https://journal.thriveglobal.com/mindfulness-the-sweeping-workplace-trend-68c057b7ea5d

“I in 7 American workers say they practice mindfulness-based activities.”

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**Simple Habit**

5 minute meditations for busy people

SIMPLE HABIT

**Headspace**

Headspace is a gym membership for your mind

**Related concepts:**
- Mindfulness
- Mental health and wellness
- Minimalism
- Tactility in a digital era
- Craftsmanship
- Space and quietness
- Appreciation of moments/things
- Self-care

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**Slowness**

Value based trend
I read more articles and tend reports and identified branches of slowness, as it’s a very broad term. I defined what slowness is about: The common thread is self-care.

**Escapism**
- Opening of spiritual resorts and using travel as a form of therapy.
- The growing need to get in touch with our own feelings.
- Increased focus on soul health.
- Desire to get away from the daily stress.

**Contemplation**
- Fashion and design that makes you think, revel and be present is on designers’ agenda.
- Contemplative and quiet spaces in retail, at workplace, at branded experiences.
- Big and saturated market of meditation and wellness apps that want to make your days and activities more mindful.

**Connection**
- A deeper longing for products and services that are authentic and show the process of creation.
- Focus on more “human” aspect of design.
- Valuing tactility.

It relates to mental health, wellness, mindfulness, slowness and also combines the three directions of the slow trend which I discovered in articles and trend reports.

This is what slowness is essentially about- tending to ourselves, listening to our inner needs- caring for ourselves.

“Self-care: a countercultural means of escaping our post-truth, consumeristic lifestyles by supporting our own emotional wellbeing.”

Source: https://www.lsnglobal.com/opinion/article/21914/should-brands-be-capitalising-on-self-care
- Slowness is a value based trend and related to many different concepts such as mindfulness, escapism, sustainability, self-care, tactility.
- It shows a shift in consumer mindset.
- It’s also a move towards things that are more tactile, because they are more human, and an increased interest into wellbeing of mind, body and soul. The need to take time off, be present and care for our own needs and mental health.

Drivers and relevance:

- Rise in wellness and meditations apps due to increased stress and anxiety levels, which are fuelled by an always-on mindset thanks to technology and social pressures.
- Health and wellness is more and more put as a priority amongst young people.
- People are looking for ways to escape the rush of the everyday, be more mindful.
- Wellness is the new luxury, and a booming market.
- Stressed, anxious and burned out millennials need to cater to their wellbeing and mental health- and self-care is popping up as a means to do it.

The trend of slowness is a big term and means different things to everyone. So what I’m interested in that came out from the research is the connection with the “self” and the term self-care, relating to slowing down for our own, inner benefit. Slowness can be seen as the mindset of people, and self-care is the answer to living more mindfully and taking care of ourselves.

I want to now focus on the idea of self-care, which is my insight and finding from the trend research. It incorporates a slower mindset, mindfulness. It will provide more concrete direction researching forward.
Relevance and problem definition

Combining orientation research findings

**Topic:** Slowness and mindfulness are intertwined with the current zeitgeist and people’s urge to step away from the screens, focus on themselves and live better, more meaningful lives. Self-care is a term that pops up frequently when reading about people’s attempts to be more thoughtful towards their own needs. Meditation apps, rise of mental health publications (Satori, Anxy), yoga, meditation, wellness and emotional marketing all point to a shift in consumer mindset that is more about wellbeing of mind, body, soul.

**Target group:** Millennials suffer under societal pressures, they are not nearly as well off as their parents were at their age, and social media impacts their decision-making and quality of life by forcing them to compare themselves to others’ achievements, leading to overworking and burnout. They look for validation and are in need of something that would allow them to experience the now, and re-connect with themselves, bringing focus on their wellbeing and the present.

“The Millennials spend the equivalent of 63 full days a year stressed out and worried, according to new research.”

_The New York Post_

**The market** The trend of slowness encourages us to create deeper connections, puts emphasis on experiences we have with our possessions, surrounding ourselves with meaningful items. This creates an opportunity for fashion brands to cater to us with content/products that move us emotionally, that adds real value, meaning to our everyday.

How can fashion brands cater to the growing millennial consumer need for slowing down?
Sources 1

**Articles/reports:**


And Puddicombe, TED. [video] Available at: https://www.ted.com/talks/andy_puddicombe_all_it_takes_is_10_mindful_minutes?language=en

Big ideas S/S 19: Active. Available at: https://www.wgsn-com/edu

Medium. I Can’t Stop Myself—But I Don’t Know If I Want To – Anxy Magazine – Medium. [online] Available at: https://medium.com/anxy-magazine/i-cant-stop-myself-but-i-don-t-know-if-i-want-to-910a300e03b9 [Accessed 23 Sep. 2018].


Usatoday.com. (n.d.). [online] Available at: https://www.usatoday.com/story/tech/columnist/saltzman/2017/05/06/take-breather-these-meditation-apps/101293828


Looking into the specific millennial target group, brands and opportunities to further understand the trend, target group and market.

I want to find out which brands are relevant for these stressed and anxious millennials and how they could cater to their needs in regards to the trend.

Observations, trend reports, articles, interviews, surveys, facebook groups were used to get to know the target group.

Framework:

The target group

1. What are the needs and values of the stressed Millennial consumers?  
2. What are the different segments of millennial consumers who need to slow down?  
3. What is their perception of slowness/mindfulness?

Market

1. How do brands currently cater to this need and target group? (The current market)  
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Target group

I joined a Seeking Slow group on Facebook as I wanted to get more insights about this new mindset and how people who already live this lifestyle would like brands to approach this topic.

Gemma David
Meditation teacher
Image source: Gemma David, Facebook

“I love using meditation and yoga, I love being in nature as much as I can, all of which help me escape the daily rut and manage my mental health.”

Melanie Barnes
Blogger, Geoffrey & Grace
Image source: Melanie Barnes, Facebook

“There are lots of really easy ways to bring slow moments into anyone’s lifestyle. Things like breath-work and meditation are great but even making a cup of tea or lighting a candle can be a slow moment - anything can if you do it mindfully and with intention.”

Insight

Brands need to keep it simple and in context with daily life.

Instagram observations:

Influencers on Instagram are starting to open up about wanting their own time, posting images and stories with mindful quotes.
“I feel an insane amount of guilt if I don’t respond to people immediately.”

Source: Clare H, 25, High Snobiety

Key points:

Millennials stress out about a lot of things, which also causes them to lose sleep and operate more poorly at work. Stress factors include work, finance, studying.

- Giving up social media usage was a top new year’s promise, because millennials find it very difficult to not be connected.
- They associate themselves with their social profiles and feel the need to be connected at all times, in order to not look lazy and selfish.

Millennials suffer from anxiety and burnout. The pressure of being always on, and online, is affecting everything they do and is detrimental to their mental health.

There is an uprise in people speaking out about these issues, and starting to understand the importance of inner balance, and realising what really matters in life.
Survey:

Aim: Find out more about millennial consumer mentality and struggles firsthand.

I asked various questions about what their stress factors are, what they think of the slow mindset, their needs, which brands they like, what they do for themselves and here are the most relevant and interesting findings.

“I never did breathing exercises, however I tried to meditate which didn’t work out as I was not able to focus, so I dropped it. Therefore, I am not interested in app’s alike.”

“I hate all these mindfulness apps, feels like a marketing tool, being mindful and an app don’t go together.”

“To live life more slowly, without rush, being more mindful, taking care of your own feelings and needs.”

Source: TG survey

When the target group mostly has time for “me-time”:

- Beauty rituals
- Sleeping
- Showering
- Netflix
- Breakfast

What do they do for a living?

- 18 out of 27 work in a creative industry

Average hours a day on their phones:

- 1-3
- 4-6
- 7-10
I asked them to rate the statements from 1 (don’t agree) to 10 (strongly agree):

“I rarely have time for myself.”
6-9 medium-high

“I wish I had more time to relax.”
7-10 high

“I’m fine working long hours and sacrificing “me” time.”
6-8 medium-high

“I constantly feel the pressure from society to do/be better.”
8-10 high

Main stress factors:

<table>
<thead>
<tr>
<th>Rating Range</th>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9</td>
<td>Pressures I put on myself</td>
<td>29.9%</td>
</tr>
<tr>
<td>7-10</td>
<td>Studying</td>
<td>25.0%</td>
</tr>
<tr>
<td>8-10</td>
<td>Not having enough time</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

Brand preferences:

- Well-made items
- Don’t like expressive, zeitgeist brands
- Understated is preferred

I looked at WGSN trend reports, and found 3 consumer groups that display the same characteristics that came out from the survey and interviews, meaning this target group’s presence is very big, and that there are a lot of young millennials who share these views and struggles.

- The main groups were:

1. **Tactilians** - like physical things, embrace touch in a digital era, and want to invest in design that makes them feel good.

2. **The Autonomists** - similar to tactilians, but show signs of loneliness, due to being connected all the time.

3. **The Distractionless** - they long for a time just for themselves to nurture their own needs and disance themselves from technology.

Sources: WGSN, Lifestyle Futures: Peace and Quiet, Future Consumer 2018, Future Consumer 2019
Target group
Survey conclusions

- Majority don’t use mindfulness apps and consider them to be counteractive to the cause, being critical of their purpose.
- They have trouble being present and still, but have tried spiritual pursuits such as yoga and meditation, which don’t really work if you can’t stay present.
- They have time for “me-time” mostly during sleep or beauty/getting ready rituals due to busy schedules.
- Anxiety due to daily pressures they put on themselves.
- Place wellbeing as a priority, but don’t take enough action.
- Prefer timeless and quality lifestyle brands such as COS and Patagonia.
- Creatives seem to be more stressed and anxious, as majority of respondents were from a creative field.

Decision

I’m going to focus on creative millennials, as they were the most evident group from the survey and I will move on to interviews to find out more about them.
Interviews

I asked questions about their stress and what causes it, what they do for themselves, their mindset about slowness. I interviewed 8 creative millennials.

Key findings and quotes from interviews:

“My mind is always ‘on’. Even when I go to yoga, I’m having a hard time to fully focus on the present moment and stay there. I’m either thinking about the future or the past.”

Sanne N., Student / editor

“A calm visual aesthetic. Something organised that is clean and has a certain structure, that calms my mind.”

Source: @sannenooitgedag

“It’s important to me to have “me time” and do some self care, something I admittedly don’t do often enough.”

I think about things before I buy. I sometimes can be an impulsive shopper, but that’s when I have a feeling and I love it. If I don’t love something, I won’t buy it.

Ashley Elizabeth Chow, Blogger

“Prioritizing well being is a bit of a complex issue for me and for most of my peers. I tend to be very aware of my diet, hydration and exercise, but the struggle is more to maintain mental, spiritual and emotional health.”

“I have been trying to focus more and more on all aspects of well being after burning out pretty badly.”

Asher C, Design student
“I can play video games, but I could work. I can be outside to get an espresso, or I can work. That’s where my mind goes.”

“The more minimal my life is in terms of the tangible the easier I can breathe and create.”

Paul Ouzonov, Musician

“I learn negotiation basics to deal with my clients. That lets me have the situation at work under control. The second thing I came back doing is movement: I exercise at home.”

Maria Duborkina, Architect
On what she does for her wellbeing

More findings from interviews:

- They prefer the real and tangible:
  “It is less vague and is less misleading.”  
  Paula H.
  “I always, at all times, every time and forever, prefer the physical. It’s real, it’s there, I can feel it with all my senses. There’s nothing better about being a human being than that.”  
  Monika J.

- They don’t like the image of slow and sustainable fashion:
  “In my mind it is still quite boring.”  
  Amber v W.

- Nostalgic and imbue emotional value to items they own:
  “I like knowing where my product is sourced, I love the story, the atmosphere given.”  
  Paul O
  “My 160gb Ipod Classic, that I’ve had for almost 10 years and I still use it.”  
  Ashley C. (Most meaningful item)
COS (Pause)

Target group
Interview conclusions

Insights
- Almost all interviewed people showed the struggle they have with keeping up appearances and finding time for themselves, as well as everything else that is needed from them.
- Brands that they mentioned (e.g. The Ordinary, Loro Piana, Everlane) are all quality, timeless and have a sophisticated aesthetics.
- They are critical consumers who value quality, authenticity and aesthetics and care about sustainability, but not about the pretentious image of it.
- They seem to have inner struggles about succeeding but also catering to their wellbeing. Difficulties finding balance.
- They would need something more practical in their daily lives to calm their mind.
- Feel guilty putting themselves first.
- Critical thoughts about sustainability and brands, are conscious-minded consumers.
- They seem to want to do something for their inner wellbeing, but haven’t quite found what works.
- Their mindset is unsure, they are looking for their place in the world and their role, which shows a bit of spiritual tendencies/interests.

Conclusions

Decision

I’m calling my creative millennial target group “The Hectics”, as it embodies their busy mindset and their issues the best.

Next Curious about how does the market currently fulfill their need for more time for themselves? What are they doing and how? How are fashion brands approaching this subject?
The market

○ **Trend report: Feelconomics: Direct-to-Emotion Marketing**  
  *Source: WGSN*

  **Excerpt from the report:**
  
  - We are entering a new emotional era, where brands specifically target the emotions of consumers. Increasingly interested in how we feel, brands are creating feeling through product offering.

  "A quiet moment to touch, think and feel is more important than ever."

  *Duncan Woods, Co-founder of Satori magazine*

○ **Article: Regent Street launches initiative focused on calmness and wellness**  
  *Source: https://www.theindustry.fashion/regent-street-launches-initiative-focused-calmness-wellness/*

  **Key points:**
  
  - Big retail companies are also taking notice of the shifting consumer needs and launching big initiatives that relate to health and wellness.

○ **Article: Emerging brands grabbing share of the retail wellness market**  
  *Source: https://www.forbes.com/sites/pamdan-ziger/2018/02/20/emerging-brands-grabbing-share-of-the-retail-wellness-market/#77d8d2ca4173*

  **Key points:**
  
  "Wellness today is not just a trend or a fad; it’s a way of life for more and more people."

  "Brands that will have the biggest impact are ones that will make it accessible to more people to live a balanced life in mind, body and soul."

  - Fitness products, spa, meditation, diet, vitamins, juices- all part of the market.

○ **Lululemon’s hugged sensation leggings**  
  *Source: https://info.lululemon.com/design/fabrics-technology/hugged*

  **Observation:**
  
  "We engineer our Hugged Sensation to feel like a comfortable embrace from a close friend."

  *Brands market products and services through a mindful lens. Lululemon uses their tight leggings to refer to the wellbeing benefit of the garment.*
**MUJI To Go App:**
*Source: muji.com*

- The app lets you listen to nature sounds to unwind.
- Muji is a calm and extremely minimalistic brand and this goes well with their philosophy.

**Article:** Should brands be capitalising on self-care?
*Source: https://www.lsnglobal.com/opinion/article/21914/should-brands-be-capitalising-on-self-care*

**Insights:**
- The term self-care applies to moments of indulgence.

“Millennials are making more personal improvement commitments than any generation before, spending double what Baby Boomers spend on self-care essentials.”

**Article:** Wellness: The changing face of luxury
*Source: https://www.luxurysociety.com/en/articles/2017/06/wellness-changing-face-luxury*

“Where the principles of luxury once centred on extravagance and exclusivity, the focus today is shifting towards self-transformation and wellness.”

**Key point:**
- Global market for health and wellness is worth £539 billion and is expected to grow by a further 17 percent by 2021, Euromonitor

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Targeting towards millennials who want to better themselves.

*Wellness as a lifestyle, not a trend.*

*Bringing inner balance closer to people through products and services.*
Market conclusions

1. How do brands currently cater to this need and target group? (The current market)
2. Which trends in the market relate to slowing down?
3. What are the opportunities for fashion brands?

Conclusions

- Fashion and lifestyle brand shift focus on wellness.
- Brands have an opportunity to cater to people’s emotions with products that enhance their mood and state the emotional benefits.
- Mindful messaging can be applied to the smallest and simplest of products.
- Brands use people’s self-actualisation needs more as a way to target consumers.
- Fashion embraces self-care through mindful retail initiatives and comforting products and services.
- Increase in products and services in general that cater to wellbeing—physically, emotionally, from spaces to apps.

Opportunities for brands in relation to target group

The creative millennial target group who are facing burnout and anxiety due to this fast-paced society and demands is huge, and there are opportunities to think of something other than meditation and yoga-related concepts/offers.

They would benefit from something in their daily life that would offer them the peace of mind and a short “escape”.

It should be something that is easily integrated into their routines and that wouldn’t require too much effort (meditation doesn’t work for everyone, as it is difficult to be still and focus).
From the target group research, I have found that they have difficulties being present and putting themselves first, and through market research I found that brands have an opportunity to reach the target group by creating small, meaningful moments for consumers. Brands talk to consumer through a mindfulness lens, and that applies to brands that don’t have anything to do with it at first glance. I see an opportunity for a lifestyle brand, as they would have the chance to cater to their consumers’ full lifestyle needs— not only clothes and home, but also spiritual, inner needs.

As the Hectics don’t have a lot of time to sit still, meditate and aren’t able to always take long breaks between work, they still have shown initiative to have that in their lives. Adding the market research findings, I have decided that my project will probably be a BRAND EXTENSION INTO SELF-CARE PRODUCTS.

Why?

By creating a mindful product extension that can help the Hectics focus on their inner wellbeing more, brands tap into the emotional needs of this target group, as it’s a large one, but also it can be an opportunity to enter a new market for a brand.

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But which brand has the best relevance and opportunity to create a product extension that caters to this group’s self-care needs and which brands have already entered this market? What is self care exactly?

Framework

- Which brand has the best opportunity and relevance to do a self-care extension?
  - Brand extensions
- Which brands have entered self-care? (Possible competitors)
  - What kind of products are there in self-care?
  - What are the trends in self-care?
Finding a brand

- I have established that the opportunity for brands lies in creating these small, beneficial and mindful moments for consumers.
- In order to cater to the Hectics, I have created a criteria that the brand should fit into, considering the target group’s preferences and trend.
- Besides that, the brand should have a real opportunity to cater to the target group and a benefit for them as well, so the brand shouldn’t be too new or unknown, as established brands have it easier to extend.

Consumer insight:
Feel guilty taking time for themselves.

Trend insight:
Shifts focus on mental and physical wellbeing.

Brand X that helps the Hectics escape the rat race through giving them a mindful moment for themselves.
Brand reasoning

Based on the insights of trend, market and target group research—what brand has the most potential to cater to this consumer need.

**COS**
- Known to tg.
- Credibility is there to expand into a new product category.
- Lifestyle brand.
- Core values fit the tg and trend.
- Creative affiliation.

**TEYM**
- Very unknown, and only offer a super small (3) range of products. Don’t see the opportunity for them.
- They also portray this sustainable communication—factories, sheep, the kind that doesn’t seem authentic to the TG.

**A.P.C.**
- Origins are clearly in the right place, designing for the “self”, but lately they are too much streetwear and try to be “cool”.
- I don’t see them expanding into wellness.

**Filippa K**
- Price point a bit too high, and also seem to be for a more mature, high-paid audience.
- They do have a care line for garments, which means they are involved with the trend in a way.

**JIGSAW**
- They seem quite interesting, but the communication is very loud and I don’t think the TG would believe in it, doesn’t sound authentic.
- Bit too trend focused.

**ARKET**
- Too new to the market, so an extension or anything wouldn’t make sense for them.
COS analysis

I analysed the brand through their brand book, which I got when I used to work there, and did an in-depth analysis of the brand through their 4 key values, which are Timeless, Modern, Tactile, Functional.

- **Brand promise**
  Modern, functional, considered design.

- **Values**
  Timeless, modern, tactile, functional.

- **Collections**
  - Elevated basics
  - Innovation in materials and techniques.
  - Timeless pieces
  - Focus on details and craftsmanship, minimalism.
  - Function and usability are key.
  - Understated, no embellishments.

- **Price**
  - Affordable luxury, but leather goods can go up to 250€, and even dresses for women are around 70-90€. Finer materials like silk, leather, wool are more expensive but they are also known for good quality so the pieces last and are worth the price.

- **Store**
  - Minimalistic and gallery like
  - Design-led
  - Natural materials and easy, calm look and colour palette
  - Sterile and neat

Source: COS FW 17

Source: COS Copenhagen
- COS doesn’t really advertise, but they use their social media channels and website and pop-ups and collaborations to communicate with the audience, as well as their own magazine.

**Website**

Source: [https://www.designspiration.net/save/4423785155243/](https://www.designspiration.net/save/4423785155243/)

- An inner glimpse into the world of COS, with things, projects, articles and their inspiration.
- Playful, minimalistic style, simple and functional.
- Communicates their launches as well as things that are happening that the COS consumer might be interested in, e.g. some art events.

**Instagram**

- A visual inspiration channel where they also share same content as on the website as well as teasers for new launches and they are very active on it.

Source: [@cosstores](https://www.instagram.com/cosstores/)

**Visual style**

- Minimalistic, subtle, architectural, sleek.
Collections:

Collection of COS always follow architectural lines and proportions.

Oversized and geometric forms dominate.

Colour palette varies from season to season, but remains mostly neutral, earthy with some accent colours.

Source: COS SS 18 collection
- **Branding**
  - Grey shopping bags and very minimal usage of logo.
  - Tactility in branding elements - materials and textures
  - Use a circle on packaging paper when wrapping garments, on the bag as a closure and a pop of colour - they use thought through details.

**Image source:** COS Brand book

**Image source:** Google images, COS packaging

- **Main competitors:**

  Filippa K  
  J I G S A W  
  A.P.C.  
  REISS

- **How does COS promote new launches?**

  **Source:** COS x Market Art Fair

  **Source:** COS x Sou Fujimoto
Brand conclusions

Which brand should cater to the Hectics, why, how?

- COS is understated and oozes sophistication and quality.
- It portrays a considered, educated, more high-end lifestyle, but promises to give it for lower prices (affordable luxury).
- The look and feel of the brand is calm and sometimes playful, with architecture influence and inspiration also comes from the design world.
- Noticeable keywords would be: Sophisticated, design-led, contemporary.
- The consumer who shops there is a bit older, around 35+ (I worked there so I have a lot of observational insights), but it appeals to a younger audience due to its basics and understated image.
- There are however, a lot of brands that do what COS does, and the minimalist, puritan aesthetic is aimed for by a lot of brands.
- The “COS lifestyle” is very aspirational, and also very related to aesthetics, rather than inner emotional values, so they could definitely make themselves more approachable and familiar.
- Above all, COS is a lifestyle brand, already expanding into home with HAY. They are one of the few H&M group brands that do not do any beauty, skincare or makeup.

Brand extension into self-care products for COS

Based on a survey, the most important times when the Hectics feel like they have “me time”, is during their beauty/”getting-ready” rituals. It’s a moment for themselves, something that helps them unwind from or prepare for the day. In order to be present and have a moment of stillness and clarity for the mind, The Hectics should have the option for self-care at all times, not just during their designated “me-time” moments before bed. Doing a self-care product extension can create products which the target group can physically engage with and indulge in.
Relevance, opportunity:

- It would be an opportunity for COS to enter a new market - the beauty and wellness one. The wellness market is also linked to luxury, and COS is a brand that stands between luxury segment and high-street.
- Creating a more intimate product line can also help COS create a more emotional connection with the slightly younger target group of the Hectics.
- The design and art affiliation of COS, alongside the values of tactility and functionality, can cater to the style-conscious audience and create products that have an emotional as well as functional value.
- COS is a lifestyle brand, it has a well-known calm feel, and in today’s times, wellness is part of lifestyle as much as personal style, so they could extend their philosophy further.

Which brands have already entered this market? What is self care exactly, what kind of products does it entail? Who would be COS’s competitors?
Brand extensions

How do they work, benefits, is it credible?

- **Article**: How brands are adopting wellness to engage with consumers
  

  **Key points:**
  
  “Free People, originally a fashion brand, is a good example of how to successfully stretch your offer. It’s gone from selling expensive bohemian clothes to selling luxurious wellness retreats for its yoga-obsessed customers.”

  - Brands create experiences and services and products around wellbeing- spa treatment (Lush), yoga classes (Lululemon), beauty treatment (Sweaty Betty).

- **Trend report**: Rewarding self-care
  
  Source: [https://www.trendhunter.com/protrends/rewarding-selfcare](https://www.trendhunter.com/protrends/rewarding-selfcare)

  **Key points:**
  
  - Marketing campaigns aimed towards tired and stressed people that offer rewarding benefits.

- **Article**: How brands are adopting wellness to engage with consumers
  

  “This seems like a natural extension for the brand as it has enabled consumers to live the lifestyle that they aspire to, and it aligns with the brand’s core values.”

  **Key points:**
  
  - Free People started as a fashion brand, but went on to offer wellness retreats, because the customers are interested in bohemian, yoga-lifestyle, therefore the company knew the lifestyle the customers aspire to have and entered the wellness market to fulfill that need.
  - Brands also using the “wellness lens” are Sweaty Betty and Lush.

Advantages and disadvantages

**Advantages:**

- Increased brand image
- New product’s acceptance is easier
- Reviving a brand
- Clarifying its message
- Core brand’s quality associations will be transferred to the extension product

**Disadvantages:**

- Chance of less awareness
- Loss of reliability and weakened brand image if the extension is too unrelated

Source: [https://www.managementstudyguide.com/brand-extension.htm](https://www.managementstudyguide.com/brand-extension.htm)
**Brand prism:**

- Architectural shapes
- Plain, almost no patterns
- Seasonal colour palette
- No logo
- Understated
- Stiffness/rigidity
- Play on proportions
- Tactile

- Cultured
- Quiet

- Tactility
- Modernity
- Functionality
- Timelessness
- Pared back
- Scandinavian

- Product / aesthetic based.
- Distant.
- Too clean and aspirational?

- Sophisticated.
- Conscious.
- Artsy.
- Rich.
- Considered

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**Strengths**

- Timeless, good quality design.
- Understated and not fussy.
- Conscious and sophisticated.
- Art and design inspired.
- Tactility- human touch, sensory.

**Weaknesses**

- COS can come off a bit distant and aspirational, only meant for the sophisticated, cultured and high-income consumers.

- The clean, minimalistic lifestyle is not very realistic.

- The brand emphasizes outer appearance a lot, aesthetics.
New brand extension of self-care products would share COS’s values of simple design that elevates the mundane, and would also be in line with their quiet and considered personality. The added benefit of the self-care products would be even higher than what COS offers now, as they would be for emotional, not physical wellbeing.

Based on the brand prism, I identified the weakness that COS is very much style and design focused. Doing a self-care line would allow them to change that perception, and show that they carry the considered lifestyle ethos through in everything, not just garments.

**Brand extension relevancy**

**COS x Self-care:**

- As established before, COS is a lifestyle brand, which at the moment only caters to consumers style needs, but could cater to emotional needs too.

- It has a calm and quiet aesthetics, which would carry on well into a care product extension.

- Target group mentioned the brand in surveys and expressed that they like brands that are understated and timeless, not trend-led and flashy.

- Appeals to the creative audience already due to the creative scene affiliation, so it would be credible for the target group.

- Has a recognized name and image, acceptance of a new product is less risky.

- Talk about sustainability and this would be a self-preservation method for people, not garments. Fits with their ethos as a brand.

- The extension would share the same core values of COS and therefore wouldn’t stray too far from the core brand.
Self-care trends and products

I looked at a lot of wellness brands that offer holistic health and made a list of products that go under self-care.

Brands I researched to understand the variety were Lush, Moonjuice, Herbivore, The School of Life, Soulmakes, Equinox Gym’s Commitment Collective, Anthropologie, Haeckles.

Body care
- Bath
- Creams
- Scrubs
- Lotions
- In either liquid or solid form
- Accessories

Beauty
- Makeup, mostly from natural ingredients
- Pure
- Accessories
- Honest
- No-harm products
- Inspired by nature
- Supplements for health/beauty (pills, powders)

Oils
- Essential oils
- Therapeutic
- Calming
- Oil dispensers
- Also for body/massage
- Aromatherapy infused products

Crystals
- Crystal combs, drinking bottles, face rollers
- Just crystals
- Also goes in the “Tools” section

Tools
- Quote/action cards
- Self-help podcasts
- Magazines
- More activity based
- Books
- Kits
- Apps

From trend reports and articles, product searches and brand observations, I identified 3 main directions/trends where self-care is going to see what kind of products COS should do.

- **Sensorial wellness**

  *Sources: Trend reports, Sensorial Wellness, WGSN.com and Beauty lifestyles S/S 19: In Touch, WGSN.com*

  - Sensorial wellness applies to products and spaces and services, that stimulate the senses.
  - Brands are using aromatherapy and chromotherapy to boost mood and create sanctuaries that lift the spirits.
  - Aromatherapy is a huge part of this trend, as the smells of different essential oils have incredible benefits for our mental health and also body.
  - The trend emphasises experience and emotions, and millennials love to experience things.
Silence and serenity

Sources: Trend reports, Lifestyle Futures: Peace and Quiet, WGSN.com; Lifestyle Futures: The Age of Anxiety

In a society where the impact of images and connections is increasingly overwhelming, there is an indisputable need for a break from all of that.

Elizabeth Leriche
Interior Designer, Silence Exhibition

- The amount of noise gets overbearing and affects stress-levels.

- Brands are turning to quiet spaces, spas, experiences that offer solitude, silence and calm.

- It’s a very contemplative trend and encourages mindful moments and calm spaces and products.

Conclusions products and trends

- COS would suit more natural and practical products, not the very bohemian, spiritual ones, such as crystals and incense.

- Self-care products range from vitamins and supplements to clothing to beauty and skincare. It’s a wide market and suitable options can be found for any brand who wants to tap into wellness more.

Two main trends have a lot of common threads with each other. It’s all about doing something mindful that helps you connect with yourself and the present moment.
Criteria for products

- The items should be part of the everyday life of the TG

- They should be functional.

- There should only be a few items, not an extensive line

- Products should incorporate/take inspiration from Scandinavian nature, as nature has **restorative effects**, the TG doesn’t spend enough time outdoors, and nature is a huge part of the wellness movement and Scandinavian lifestyle.

**Decision**

I am choosing to make aromatherapy based products for COS, using essential oils derived from nature. It fits the most, as it’s natural, not too bohemian and spiritual, but gives the target group a chance to try this direction in a contemporary, stylish, COS way.

It uses the trend sensorial wellness, by making products that awaken the senses.
Brands and self-care

I researched brands who do fashion as well as self-care.

COS would be competing against lifestyle brands who have expanded into self-care/mind, body, soul health, and not really with the brands who are only focusing on skincare, beauty, as they are established brands in that field, and it’s not feasible for COS to become a cosmetics brand like that.

- There is a divide between New Age and traditional self-care. New Age incorporates more spiritual approach to self-care and traditional the more known products - beauty, skincare, bath.

- Other lifestyle fashion brands such as Anthropologie and Free People, don’t actually offer their own brand’s self-care, and that would give COS an advantage as a fashion brand with its very own wellness label.

- COS would stand in mid-market with the self-care, bridging the gap between New Age and Traditional, offering products that are more practical, more everyday, rather than for rituals.
Conclusions

- Brand extensions
- Which brands have entered self-care? (Possible competitors)
  - What kind of products are there in self-care?
  - What are the trends in self-care?
- What kind of self-care products should COS do?

Insights

- Brand extensions work for brands with an established name as the acceptance is easier for a new product. If you keep the core of the brand the same, the values, you can extend quite far.

Conclusions

- Self-care can be a product or a service, and lifestyle brands are grabbing the opportunity to add wellness to their offerings, as it's a booming market.

- Trends in self-care are varied, but a lot of offerings come from very spiritual brands who are more attuned to a bohemian target group. That's also something that would give COS an edge, as they cater to a different target group.

- COS would sit between lifestyle brands who have extended into self-care offerings such as Goop, Anthropologie, Free People, but with an advantage of offering more everyday products that the Hectics can fit into their daily routines, not just things used during bed and bath rituals.

Decision

- Considering the sensory wellness trend and reports I've read, I've decided to go with aromatherapy products. Essential oils would be integrated into the products, but in a COS way.

- That can be the small act that elevates the target group’s everyday and allows them a moment for themselves.
Sources

Instagram images:


Trend reports:
WGSN, Lifestyle Futures: Peace and Quiet, Future Consumer 2018,
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COS Brand Book
I have now gotten the relevance and all the necessary research to start thinking of a creative concept, the visual identity of the new brand and executing the products for the project.

**Products to execute for graduation:**

- Concept book
- Packaging concept + products
- Space/ pop-up

**Why?**

Making the packaging in real life is more realistic than a digital mock-up, and I like to make things. Product mockups are simple to make in real life too.

I want to execute a pop-up as well- space is a part of COS, and part of my personal interest in model making and architecture.
Conceptual starting points

COS (Pause)

The Hectics

TREND

Elevating the everyday
Modern aesthetics
Calm and understated
Practical

Need a moment for themselves/ to indulge
Need reassurance to take a moment off
Everyday stress and pressure need a solution

Focus on mind, body, soul
Inspiration from nature
Connecting with the self
Emotional benefit

Concept

COS (Pause)

COS Pause is a concept for a self-care product extension and pop-up space that provide moments of stillness and care for the Hectics through practical, everyday products that feed their inner needs, ground them in the present moment and nurture their need for “escape” from the daily stress by offering a mindful moment.

Vision

Self-care should be an everyday luxury.

Mission

COS (Pause) provides daily, mindful moments of care through self-care essentials for the mind, body and soul.
New identity

I want the new concept’s style to be a lot softer and dreamier than COS usually is. It should feel very calming and serene, not architectural and neat like original COS.


Colours are an important part of this trend, as they have psychological benefits, just like scents and are also now named after the feeling they give.

By using colours that soothe and help relax, the identity of COS (Pause) will gain a deeper layer.
- Too dark and a bit moodier.
- Doesn’t feel uplifting, but rather draining.

- The feel is better, but the images don’t quite say anything together.

Sensory Serene
- Has a “care” aesthetics.
- Soft, dreamy, calm.
COS:

COS x The School of Life

COS x HAY

COS (Pause):

COS (Pause):

Softer
Dreamier
Fluid
Mindful

Jared Fowler, Back Burn

Iringo Demeter, Cereal Magazine

zoeneverdreams.tumblr.com

Kate Holstein, Kluane,Yukon, Cereal Volume 8

cosstores.com

cosstores.com
Brand colours

- Soft, muted, powdery pastels and neutrals.
- Not too feminine, not too masculine.
- Evoke wellbeing.

Tone of voice

- COS uses “…” at the end of sentences a lot.
- They are smart, cultured and to the point in communication.

COS (Pause):

The tone of voice for COS Pause will be:

- Soft and relaxed
- Encouraging, but not pushy
- Inviting/enticing
- Mindful

Slogan:

Inhale. (Pause) Exhale.

This slogan relates to meditation- taking a deep breath in and out.

It also references the aromatherapy aspect- inhale the scent, let it sink in and release.
• **Examples:**

- Unwind, recharge and restore the tired mind and body.
- Still the mind and awaken the senses.
- Explore our new collection of self-care essentials.
- We all need a little “me-time”.

**Logo / typography**

(Cos) (Cos) (Cos)

Pantone Cool Grey 1C Pantone Warm Grey 3C

I wanted to put the (Pause) in brackets, because if you see something written in brackets in literature, you’re inclined to do it. It’s a subtle way to make your mind actually Pause.

**Decision**

Gill sans regular
Gill sans light

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz

Keeping the original font, as it’s modern and minimalistic. The brand texts should be in Gill sans light as it adds a subtle contrast to the Gill sans regular titles.
Logo application on images fits the best at the bottom, middle. COS doesn't really use their logo a lot, so COS (Pause) will use the logo on images to make a distinction between the coer brand and the extension.

Pause symbol can also be used, but not together with COS (Pause), as it's too crowded otherwise. The symbol is internationally known and it makes the action of Pause understandable as well.
Identity recap

- **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.

- **Vision**
  Self-care should be an everyday luxury.

- **Mission**
  COS (Pause) provides daily, mindful moments of care through self-care essentials for the mind, body and soul.

- **Values:**
  - **Core:** Sensory, Serene
  - **Functional:** Comforting, Sophisticated
  - **Expressive:** Understated, Poetic

- **Tone of voice:**
  Inticing/inviting, Mindful, Warm

- **Logo:**
  COS (Pause)
Products

- Since COS puts emphasis on using quality materials, and has a special Product Care section on their website that shows you how to take care of the items for a longer life. It served as a starting point to translate these fabrics into self-care products, and also validated COS’s fit to a care collection.

Product framework

Framework inspiration: silk, leather and wool- COS’s quality materials that are collection mainstays, season after season. I translated them into products based on their qualities/characteristics.

The idea of the framework and analysing products by characteristics was that the self-care product should give the same benefit and feeling as the material it’s derived from.
### Framework:

<table>
<thead>
<tr>
<th>Material</th>
<th>Characteristic</th>
<th>Possible self-care product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather</td>
<td>Protective, Secure, Powerful</td>
<td>* Stones and crystals are grounding and offer “protection”. * Face/body products, mists * Vitamins/supplements * Creams and body products offer protection from outside aggressors. * Massage items can offer support for the boy to deal better.</td>
</tr>
<tr>
<td>Silk</td>
<td>Soothing, Calming</td>
<td>* Herbal teas * Oils, aromatherapy * Beauty tools, accessories * Sleeping mask * Crystal tools</td>
</tr>
<tr>
<td>Wool</td>
<td>Comforting, Cozy</td>
<td>* Scent is comforting and can evoke a cozy feeling like wool. * Home accessories? Blankets, soft things</td>
</tr>
</tbody>
</table>
I did more specific research into products and decided on the following. Each has a link with material and answers a target group problem/need.

**Silk**

- Cooling and calming sleeping mask.

**Why?**

- Sleep is the one time our bodies and minds have the true time to rest. If the target group is busy and stressed, that also affects sleep, which then affects their health and concentration.
- Improve sleep, help relax, can be infused with cooling and soothing properties, gels.
- Inspired by silk’s soothing nature, silk is a fabric that relates to loungewear, nightwear and luxury.
- Portable and can be used on the go.

**Leather**

- Face mist that protects and energizes.

**Why?**

- Leather's protective qualities inspired the face mist.
- When thinking of protection or barriers, skincare products came to mind as they shield you from the outside stressors.
- A face mist is an easy carry along product that can be used by both men and women for a pick-me-up at any point of their day.
- Face mists boast natural ingredients which give benefits both for the mind and body.

**Wool**

- Aromatherapy necklace that comforts.

**Why?**

- Wool’s comforting qualities led me to scents and smells, as they have the power to instantly change our moods.
- An aromatherapy necklace is something you can always have on you, it has been around for centuries, but for COS it will be a contemporary take on it—reinventing a classic.
Essential oils and aromatherapy

I did a lot of essential oil research to really get to know the benefits and effects of the different scents and to better pair them with the products.

Sensory wellness trend introduced the idea of scents as mood enhancers, and essential oils have been popping up in every trend report about self-care/wellness, as people seek more natural alternatives for their ailments.

- **Article: Aromatherapy for the 21st century:** The power of essential oils with Robert Tisserand
  
  Source: https://uk.lush.com/article/aromatherapy-21st-century-power-essential-oils-robert-tisserand
  
  **Key points:**
  
  - Usage increased a lot in the last 30 years.
  
  - Part of holistic rituals and wellbeing.
  
  - Aromatherapy now is for skincare, beauty and various other usages due to the therapeutic properties + the natural aspect is appealing to people.

- **Article: The smell of nature is almost as good as the real thing as far as our brains are concerned.**
  
  Source: https://www.citylab.com/life/2013/03/smell-nature-almost-good-real-thing-far-our-brains-are-concerned/4894/
  
  **Key points:**
  
  - Forest smells lower blood pressure and if it’s not possible to actually go into the woods, the smell has similar effects on our brains as an actual walk in the woods.

- **Book: LUSH, Guide to essential oils**
  
  **Key points:**
  
  - Aromatherapy has been around for centuries
  
  - Different cultures used it for beauty, medicine, perfume purposes.
  
  - Essential oils were also used for fighting off diseases.

Aromatherapy is an easy way to elevate a simple, everyday product, and would fit COS very well.
Essential oils research conclusions

- Grapefruit, lime, orange (citrus oils in general), black pepper oil, caffeine, cardamom, clove, cinnamon are invigorating and energizing. The scent of citrus fruits lifts the mood, creates feelings of happiness. Black pepper, caffeine and clove are more woody and zingy, protective.

- Foresty smells such as cypress, pineneedle, cedarwood, sandalwood: comforting and rejuvenating, resemble a walk in the woods. Cypress helps clear the mind, eucalyptus is good for stress.

- Lavender and cedarwood help sleep and have a calming effect on the brain.

Chosen oils per product

Protective, energizing, anti-oxidant
- **Orange** - energizing, mood-enhancing, happy scent
- **Clove** - zingy, woody, deep, protective

Comforting, rejuvenating
- **Pineneedle** - forest smell, relieves mental fatigue, invigorating.
- **Peppermint** - rejuvenates, relaxes.

Soothing, calming
- **Lavender** - relaxing, soothing, calming, sleep aid
I asked same people to fill out a survey about COS and to get validation about what they think COS is like so I would have more direction with the design.

Here are the most common answers.

**Reasons they like COS:**
- Design
- High quality
- Good materials
- Aesthetic
- Interesting cuts

**Favourite thing about COS:**
- Good cuts, when worn- always something different
- No bullshit approach
- Design
- Sophisticated, modern, simple
- Versatility
- Timeless
- Cleanness, fusion of calm and super bright colours.

**Keywords to describe the brand:**
- Monochrome
- Timeless
- Minimal
- Androgynous
- Scandinavian
- Essential
- Design based
- Mute

- Sophisticated
- Versatile
- Basic
- Functional
- Distinct
- Calm

**Most commonly associated values:**
- Classic
- Comfortable
- Sustainable

“I like that the clothing seems versatile and not bound by one season.”

“The design, it’s simple, modern, feminine and tough at the same time.”

**Product associations:**
- Understated
- Simple
- Durable

**Perceived communication:**
- Simple
- Natural
- Sustainable
- Tactile

Keep it minimal, natural and sophisticated.

Not too feminine, not too masculine.
Products and packaging design

Researched minimalistic packaging and also what the competitors who offer self-care have.

- Packaging:

A lot of competitors don't actually have their OWN products, which gives COS an advantage.

Many brands have a more feminine vibe.

Packaging maintains a simple and straight-forward approach and only important information is communicated.
“Essential function and practical simplicity.”

- Packaging inserts add a luxurious feel, which fits self-care.
- Elevates the packaging from being a box to a keepsake and more special.

**Trend report:** Slow Futures S/S 18
*Source: WGSN.com*

**Inspiration:**

- Simple, timeless, elegant shapes that don’t rely on trends and gender.

Well watering can, Menu
Love Aesthetics
Packaging criteria

- Minimalistic and simple
- Tactile, one of COS’s key values
- Straight-forward labelling
- Sustainability embedded, natural image
- Sophisticated, care-feel
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Guide to essential oils, LUSH

Reports:

Slow Futures S/S 18, Available at http://www.wgsn.com/edu
Entering the final phase where I execute the packaging, space, products, presentation.
Packaging

- Too boring and plain with a simple print text.

- Inner mold helps secure the product, adds a luxurious feel.

- See-through insert with a special note/ tone of voice.

This is the general look and feel, but cover needs work. Tried out a different name- Calm, but it's too generic, so I will stick to Unwind.
Made the insides and all parts in Makers Lab to have it look professional and sleek.

The inside is white rubber/foam and is smooth to the touch, which fits the care concept.

- **Idea nr.1:**

  Each product has a different coloured packaging referencing the mood and oil used in it. Green- necklace- foresty, reddish- clove, orange- energy, blue/purple- lavender- calming.

- Lacks feeling and the white foam on top looks too sterile as a label.
- The colours are too much of original COS and not my concept.

- Packaging needs more feeling
- Use different materials to create a more tactile/COS feel.
- Change packaging to be more unison, as the different colour are too confusing and playful- not (Pause).
- Should be more quiet and minimalistic also in terms of colours and materials.
**Idea nr 2: Final packaging:**

- **Beige background for all to create cohesiveness.**
  Material: Lighter textured paper in Peal Grey.

- **Each product’s colour is now a subtle hint on the packaging and not overbearing.**
  Material: Paper

- **Pull-out tag to make it easy to open the sleeve.**
  Engraved with the product name.
  Material: Leathery light fabric

- **Name/benefit**
  Product
  Scent
  Effect
  Material: Textured heavy paper

- **Logo engraved on white foam to reference the inside.**
  Material: Foam

**Backside:**

- **Silk sleeping mask with lavender essential oil**
  Promoting sleep, reducing stress, calming.

Extracted from flowers through steam distillation, lavender boasts a range of therapeutic benefits.

It has a floral, calming scent and has been scientifically proven to help with sleep and treat insomnia whilst easing emotional stress and anxiety.

Lavender is infused in the silk mask through micro-encapsulation. Please follow the care instructions given inside to ensure its longevity.

This packaging is made from biodegradable materials.
- Pull tags:

- Charge
- Restore
- Unwind

- Care label for mask:

- Inner see-through note cards for the packaging:

  - Unwind
    - De-stress from the day.
    - Close your eyes and still the mind.
    - Let the silk caress your skin and the soothing lavender transport you to a peaceful slumber.

  - Restore
    - Welcome the cozyness of the forest.
    - Take an olfactory journey through the rejuvenating, emerald woodlands.
    - Allow the soothing scent of pine and refreshing peppermint to clear your busy thoughts.

  - Charge
    - Uplift the tired mind and body.
    - Let the sweet scent of orange bring you to a joyful place in your mind.
    - Feel the warmth and strength of clove kick in and wrap you in its embrace.

- They have a mindful tone of voice and set the mood for the product inside.

I used Simple Habit’s app to get in the mood of COS (Pause) and really write mindfully. It was a really good choice to sound more authentic and effortless, and the tone of voice is a huge part of what makes this concept.
Packaging result

The look is more cohesive with the same packaging style.

All the different materials look almost similar in colour, but upon touch they are all different, which adds a true tactility to the packaging.

All the details are subtle and make you also spend more time exploring the product, which adds a more mindful and (Pause) element.
Products

Sourced for products that I thought would look like COS. Very simple design, I had the sleeping mask made.

Packaging

- 3 products have the same packaging with the exclusion of one coloured circle to differentiate the product/oil.

- See-through inserts indicate the mood of the product.

- Backside shows more informative details about the essential oil and product.

- Engraving adds luxury and sophistication.

- Different materials make it tactile.

- The outside and inside is all designed to give the atmosphere of the concept and product.

Photoshoot inspiration and making to add visuals to my presentation.
Photoshoot

- Inspiration:
  - These images have a calm and mindful feeling.
  - Usage of soft, neutral and muted pastel tones.
  - Not much decoration.
  - Use of natural light/shadows.
  - Effortless

Decision

I will do the photoshoot myself as it’s just a small product shoot and I don’t need to rent a studio or a photographer for that. I’ve done visual culture, so I’ve learned to play with the light, props and styling.
Result:

I wanted all the different product’s colour schemes to be represented in the photoshoot. Some stayed too dark with shadows, so I have to make a selection which are softer images. The have a very fluid, effortless feel which came out well.
These three images look like the same style the most and have the softest shadows compared to other images. The colour scheme comes through well and clearly.

Product is in the focus just like in COS’s shoots.

Since COS always does pop-ups and installations to promote new product launches and collaborations, I am going to execute a pop-up store for the new product line.
How should COS (Pause) be translated into space? What in space would evoke calmness and care?

From surveys, the target group prefers the physical and tangible, so the pop up shop to promote this new launch fits both the brand and target group.

**Trend report:** Lifestyle Futures: The Age of Anxiety
Source: WGSN.com, by Carys Williams

“For a dental training facility at the University of Queensland, the designer turned to natural materials to soothe anxieties.”

![University of Queensland Oral Health Center](image)

**Magazine:** Viewpoint Colour: Sanctuary
Source: Viewpoint Colour, Sanctuary, AW 18/19

“Sanctuary spaces are becoming commonplace as we look for quiet among the noise.”

**Visual merchandising trend:** The Age of Anxiety – VM & Store Design Inspiration
Source: WGSN.com

“Spaces should have a balance between a feeling of seclusion and being open and fluid, with an emphasis on empty space and seamless, inconspicuous design.”

Key points:
- Clay, wood, rawness, tactility—more natural look, rather than highly polished.

Natural materials and fluid designs make the space feel easy and calm.

Playing with natural light, seclusions and seamlessness can help create sanctuary spaces that evoke tranquility.
Space conclusions

- Products, if shown, should be integrated into space, but they should also have space to breathe, so simplicity is best.
- Emptiness and space are an important part of creating a calm atmosphere.
- Playing with contrast—soft, smooth vs rough, invites people to touch and explore, and it stimulates the senses.
- Calm colours, such as softer neutrals and pastels, soft pink, soothing grey, pale green reduce stress. Nothing too harsh and overpowering.
- Using natural materials and playing with juxtaposed materials and natural, soft light creates a comfortable atmosphere and mood in the store.
- To feel calm and at ease, people need to have space, but also be able to “hide” a little bit.

COS pop-ups

-Sterile
- Gallery like
-In empty, big warehouses-open space.
-Product is the focus.
The space should be serene, tactile, escapist, intimate. Offer a small Pause from the outside world. A sanctuary from the everyday, and a quick pick-me-up for the soul.

It will be just one space, but in 3 cities that are busy and hectic, as that fits the concept.

Not going to do it in an existing COS store, because COS never does anything in their permanent stores. The spaces are too small and they always do the pop ups and installations outside of their retail environment.

Location:
- New York
- London
- Singapore

Looked at COS store locations and chose three cities which are fast paced, busy, thriving cities. The cities are all on different continents, so the (Pause) product philosophy is showcased around the globe strategically, rather than just in LA or Milan like COS tends to do.
Space recap

- **Look:**
  Neutral, soft colour palette
  Organic shapes/fluid forms
  Sensory elements- textures, sounds, smells that relate to the self-care product collection.

- **Feel:**
  Comforting
  Calm
  Ethereal

- **What is in the space?**
  The products integrated into the space, but also some sort of an experience with the products.
  COS pop-ups are always just to showcase a new collection and what it’s about. The garments just hang there for show, but this new concept should also provide information and an experience.

  Furniture and nooks, spaces that are intimate and provide personal space for the consumer.
  The space should act as a recluse from the outside stressors, therefore the element of seclusion is also important and can be integrated into the space to make it feel more personal and create areas that are separate from others.

  Scents
  Because the products are about aromatherapy and therefore the space should definitely diffuse the aromas of the products.
Space inspiration

Bishop Edward King Chapel, Niall McLaughlin Architects

Alexis Christodolou

La maison evidens de beaute

London Hammam

Residence in Sao Paulo Brazil by Bernardes Arquitetura

Nuno Capa

Ethereal
Tranquil
Spacious
Velvety
Embraing
Soft
Spa-like
Mock up

- **Space:**

I made the space in real life, as it helps me visualise it better. I photoshopped elements to it and decided to create an aromatherapy corner, where people could try out the scents and get familiar with the new products, as it’s a new thing for COS.
- COS regularly entices people with window displays that portray their new launch/venture.

- The window display should be simple, show a few images of the products and the products themselves.

### Video:

After making the mockup I saw that just space isn’t enough to give the mood. I decided to make a mood video which would be a walkthrough of the space, as I had made it in real life. That would allow to incorporate sounds and make it more sensory.
Awaken your senses and chase away the stress. Let the sweet scent of orange bring you to a joyful place in your mind. Feel the warmth of clove kick in and wrap around you.

Relies too much on hanging, and it looks too basic.

Too product focused. Missing 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”.

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.

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

Concept

Kertu Serikov

Inhale. (Pause). Exhale

1. Title, research question to frame the project. Introduction text to introduce the relevance. Concept text.

   This text and the shape comes back in the space.

2. Concept book—bright spine draws attention and sets the focus point to it, as it’s the most important product of my whole graduation. A thick heavy book to ground you in the moment.

3. In the circle, the brand’s slogan to set the mood. Also the circle is integrated into the pop-up as well.

   Product photography accompanied by concept product texts to set the mood. The accordion fold makes a reference to the curtains and fluidity of the pop-up, and adds more movement to the presentation. The image + text combined offer a small “pause”, as you lean in to read it and then get to experience the essential oils.

   Products on a wooden engraved stand with small bottles to experience the aromas.

4. Pop-up image and ipad with a mood video.
COS (Pause)

Red/green

Green light
Everything was good at green light, I just had to find a way to make the presentation even more special. It was a bit underwhelming.

I had a lot of printing issues so I tried a few things to make it bigger, but unfortunately I couldn’t blow up the images, without having yellow print marks from two printshops. I decided to add a board with some text in the middle that would cover the emptier gap and also the orange/bright circle that matches the spine of the concept book and circles come through in my concept book as well, so it ties together better.

**Final presentation**

Inhale.
(Pause)
Exhale.

Allow yourself a moment of stillness and care.

Charge your body. Unwind the mind. Restore the soul.

A brand extension into self-care products 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”.

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.
Reasoning

Everything else stayed the same from red/green check except:

- Added the bright circle with the brand slogan that matches also the slogan on the book’s cover box which was not finished for the red/green check. They both act as focal points and pops of colour amongst this otherwise pastel, light presentation.

- The background grey board covers up the otherwise very empty area that was left when hanging the presentation up. As I was unable to blow up my images due to numerous printshop issues, this was the solution I found to add something.

- I elevated the middle accordion fold and it was the only one I was able to blow up a bit bigger, on which the printshops didn’t leave yellow marks on.

- I kept the accordion fold, because it matches the whole concept, fluidity and the space. Adds a bit of extra interest to it and showcases the products well, with the coloured background quote adding a bit of (Pause).
Images:
COS images:
COS. 2018. Available at http://www.cosstores.com
ArchDaily. 2018. AMB House / Bernardes + Jacobsen

Reports/magazines:
The Age of Anxiety – VM & Store Design Inspiration, Available at http://www.wgsn.com/edu
Viewpoint Colour 2, Sanctuary, AW 18/19

Music for the video:
YouTube. 2018. Heartbeat sound - YouTube. [ONLINE] Available at: https://www.youtube.com/watch?v=glpTWhZef8&t=4s.
YouTube. Centered Calm. Available at http://www.youtube.com