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MIX BRAND COSMETICS/SALON

PRODUCT / BRANDED ENVIRONMENT SPACE
THE FOLLOWING PAGES CONTAIN A SELECTION OF WORK
FROM THE MIX BRAND CONCEPTUAL / SPACE PLAN GUIDE

MIX

ORIGINAL BOOK SIZE : 9.5 INCHES x 12.5 INCHES 235 PAGES

Challenge _____

Combine Culture : A Question

What race is produced between two others?

Will they create their own though music, art, business, and expression or will they embody the ideals of their ancestors?

How will their features be composed?

Do they belong to a culture?

Or have they created their own?

What new challenges will these present to the personal style industry?

Culture is today's challenge

Culturally diverse segments are becoming the majority in many markets, and their influence on the culture at large is growing. Americans are sharing food, fashion, entertainment, and attitudes from our mix of cultures like never before. At the same time, even people who used to think of themselves as mainstream are discovering a sense of individual or ethnic identity. This new emphasis on the richness of our society is bursting into every aspect of American life and leading to new trends, especially among our youth. In the professional beauty industry the ethnic market is grossly overlooked. These products contain poor packaging, product design, formulation, and a lack of overall innovation. Yet the ethnic salon purchases more chemicals and styling products than any other salon available. As the demand for more and more cross-culture hair products keeps growing, so does the demand for new and innovative styling and salons.

Process _____

Starting from a literary approach rather than visual one, I first analyzed three other retail venues which contact similar clientele. After both a visual merchandise study and a study of their brand Model and service implementation. I began gathering information on culturally unique groups and their emerging buying patterns. Finding that they tend to acculturate without assimilating into American culture puts them into a classification all their own. Discovering that this new market had yet to be contacted by the personal style industry was a perfect opportunity for the MixRetailSpace to be realized.

Result



A conceptual guide containing the creative platform for the Mix brand. Strategic guidelines for both product and service as well as all necessary floor plans and renderings for the Mix retail space.

Conceptual guide consists of: Brand Model:

BOOK ONE

Concept Boards
Philosophy

Brand Attributes
Signage

Logo
Product Concepts

The Retail Environment:

BOOK TWO

Floor plans
Furniture

Interior Illustrations
Material&Colour

Facade
Study Model