



zinnia  
& jane

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## **overview & market analysis**

» category includes products that are marketed to enhance health/well-being, sex appeal, or to indicate prestige or luxury lifestyle

» includes perfume, soap, lotion and body butter, body wash, bath salts, shampoo/conditioner, aromatherapy, diffuser and body oil

» closely related to cosmetics, but is a separate category

## **competitors**

» Anthropologie » Lollia » DKNY » Ulta

» Sephora » Victoria's Secret » Bath & Body Works

» Thymes » MOR cosmetics » Sula » Pout

## **goals**

- » product will make women feel comfortable, classic and pretty
- » package has WOW factor to attract female shoppers

## **target audience**

*primary: female customer*

- » women ages 21-35; upscale, casual luxury
- » healthy, happy and active women concerned with the environment
- » fun, chic, classic, smart, savvy, unique, and sophisticated

*secondary: cosmetic stores*

- » retailers who would be selling these fragrance packages on their cosmetic shelves

# visual audit



## word list

elegant  
pattern  
texture  
feminine  
romantic  
modern vintage  
classic  
sophisticated  
conservative  
pretty  
organic  
unique  
timeless

## terms to keep in mind

spray  
scent  
splash  
organique (organic + unique)  
parfume  
aroma  
essence  
eau de toilette

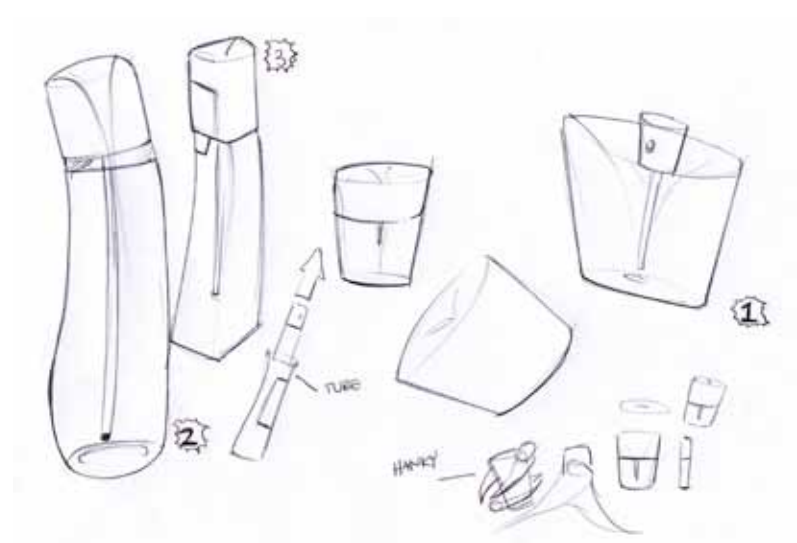
## name ideas

anni & april  
a day in june  
helena  
b.lovely  
belle  
confiance  
ambrosia  
zina & jane  
april mist  
katy sue  
sweet mal  
mallory  
gina & jane  
georgia  
gianna  
nectar  
gelsey  
annabelle  
ayana  
gina  
ainsley  
arabella

## final decision

» *Zinnia & Jane*

# process » sketches



**process** » models



**process** » design exploration





# final product renderings



## **materials**

### *type III glass*

- » above average chemical resistance
- » most commonly used type of glass
- » compatible with common chemicals

### *cardboard tube*

- » appropriate for form and function of perfume bottle
- » made from recycled cardboard
- » round form, pull-off top

### *detail*

- » WOW! factor
- » paper label adhered to inside and outside of package to display graphics
- » ribbon pull-tab to actively engage the user in revealing what is inside the package

# final product photographs



# advertisement



*floral*

*delicate*

*light*

*fresh*

Introducing

zinnia  
& jane  
eau de toilette



*Splash of Confidence*  
zinniaandjane.com



*thank you!*

**Q & A**