



Avon: Redesigning Beauty

Lamia Sheikh

Link for video presentation: [Here](#)

Goals

- ❖ Redesign a product from a company that could potentially invite new consumers to use that product. Use design methodologies to plan out your design once you understand the target audience.

Target

- ❖ Ages 10+
- ❖ Makeup enthusiasts, influencers, etc
- ❖ Gender neutral
- ❖ Countries all over

Message

- ❖ What headlines and copy support the concept, if any?
- ❖ Shine amongst the starz

Style

- ❖ Three different style approaches in mind. One was a more bold style,
- ❖ Glitter is something that can help you stand out thus the bold. Glitter is also something that
- ❖ Can be seen as elegant hence the royalty/elegant theme. And lastly, glitter was popular in
- ❖ The 80's so a throwback style.

Research

- ❖ Research:
 - ❖ The theme of this product design when condensed could possibly be Chic. The idea of chic comes from elegance. You can be sheek and still remain elegant. You can also be bold and remain chic. In the 80's glitter was seen as something fashionable and thus chic.
- ❖ Chic:
 - ❖ The adjective chic (pronounced **sheek**) comes from French. It means conforming to the current fashion, stylish, or sophisticated.
 - ❖ Product Ideas to incorporate the themes:
 - ❖ Potential ideas for products: Body shimmer, eyeliner, eyeshadow, highlighter, nail polish, Lipstick, Lip gloss, Mascara

Brand Positioning

- ❖ The brand is known to be most popular in the makeup department and this falls under the makeup department.
- ❖ On the specific item:
- ❖ Avon Body Shimmer: \$15, 11 reviews on website, 4.1 stars

Brand Personality

- ❖ The brand through some photoshoots looks like it promotes a more natural but exemplified look. Body shimmer doesn't really change the way someone looks therefore giving it more authenticity.

Personas

- Sophia
- 23
- Engaged and soon to get married
- Sophia is someone who has loved Makeup since a young age. As part of her Wedding celebration she would like to get Some new items for herself
- Part-time employee



Personas

- Raymond
- 45
- Married with 2 kids
- Attends a lot of business parties
- Raymond usually attends these parties With his wife and his wife loves to look fresh. For their wedding anniversary he always gives her Gifts and accessories.



Personas

- Amna
- 18
- Canadian
- Amna is just starting to use makeup
- About to start college
- Amna is a Muslim and oftentimes

It is hard for her to find beauty products
That are vegan. She has heard that Mac and
Avon offer vegan makeup options.



Competitor Analysis

Company	Product Reviews	Packaging (intuitive)	Popularity of Product	Price
Viktor & Rolf	5 stars	3	Popular	\$93
Makeup Revolution	4.5 stars	5	Somewhat Popular	\$17
E.L.F	4.6 stars	5	Not that popular	\$12
Avon	4.1 stars	4	Not that popular	\$15

Retail/Online Placement Analysis

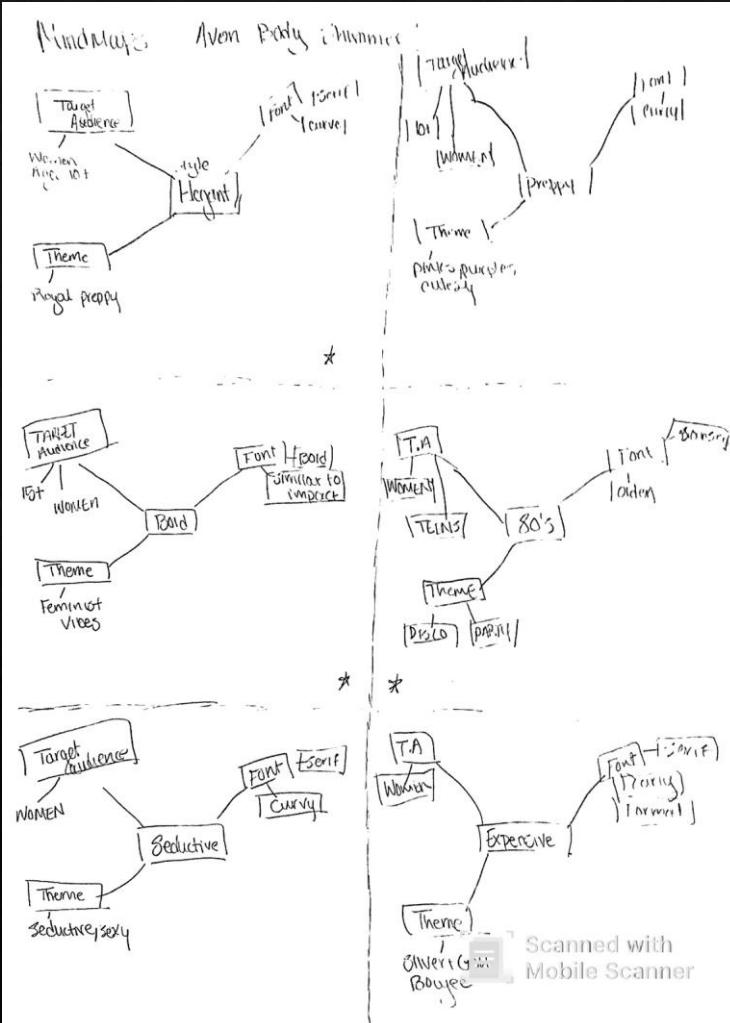
- ❖ #6 on top self-care products, Avon has significantly declined in sales
- ❖ \$7.2 billion for cosmetics
- ❖ **Major Products:** Color—Avon Makeup Collection; Avon Naturals and Foot Works; Skin Care—Anew, Anew Clinical, Anew Genics, Clearskin Professional and Avon Solutions; Fragrances—Outspoken and Outspoken Intense by Fergie, Derek Jeter Driven and Derek Jeter Black, Hervé Léger Homme, Step into Sexy, Scentini Fragrance Collection, Rare Diamonds, Eternal Magic, Far Away.

New Products: Skin—Anew Reversalist Express Wrinkle Smoother, Anew Reversalist Complete Renewal day lotion broad spectrum SPF 25, Anew Clinical Infinite Lift Targeted Contouring serum; Fragrance—Femme, Luck; Color—AeroVolume mascara, Ulta Color Absolute lipstick, Mega Effects mascara.

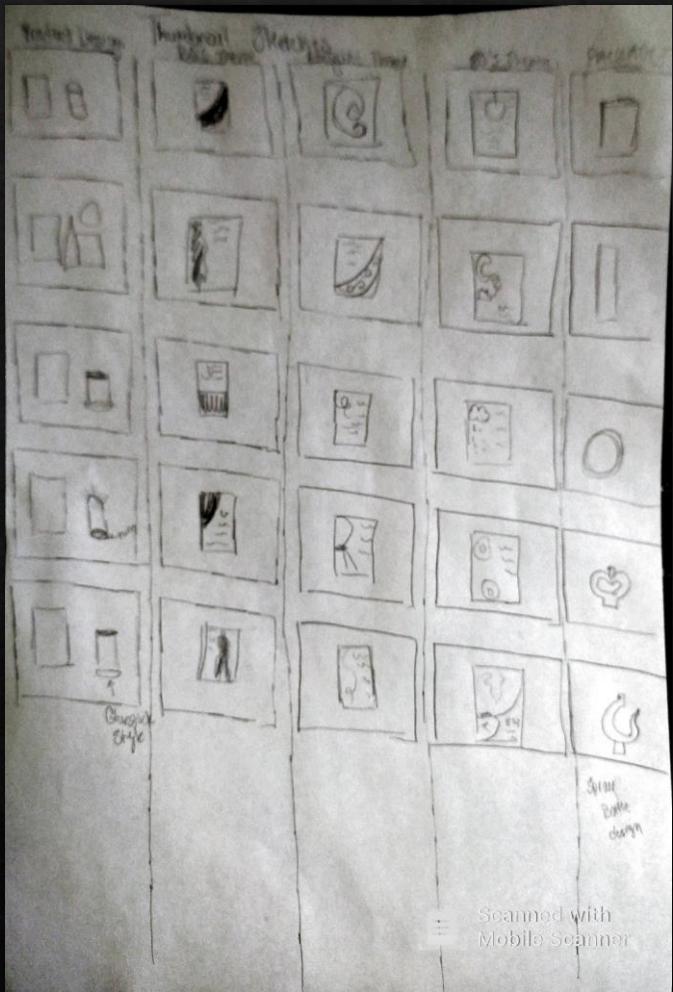
- ❖ Overall, beauty product sales dropped 7%, due to a 12% decline in skin care product sales. Personal care sales fell 7%, color dropped 6% and fragrance sales declined 4%. By region, sales in Latin America fell 3% to \$4.8 billion; Europe, Africa and Middle East revenues fell 1% to nearly \$2.9 billion; sales in North America dipped 1% to \$1.4 billion and Asia-Pacific sales plunged 16% to about \$758 million, due to a 48% sales decline in China.

Statiststcs from: <https://www.happi.com/heaps/view/952/1/160363>

Mind Map



Sketches



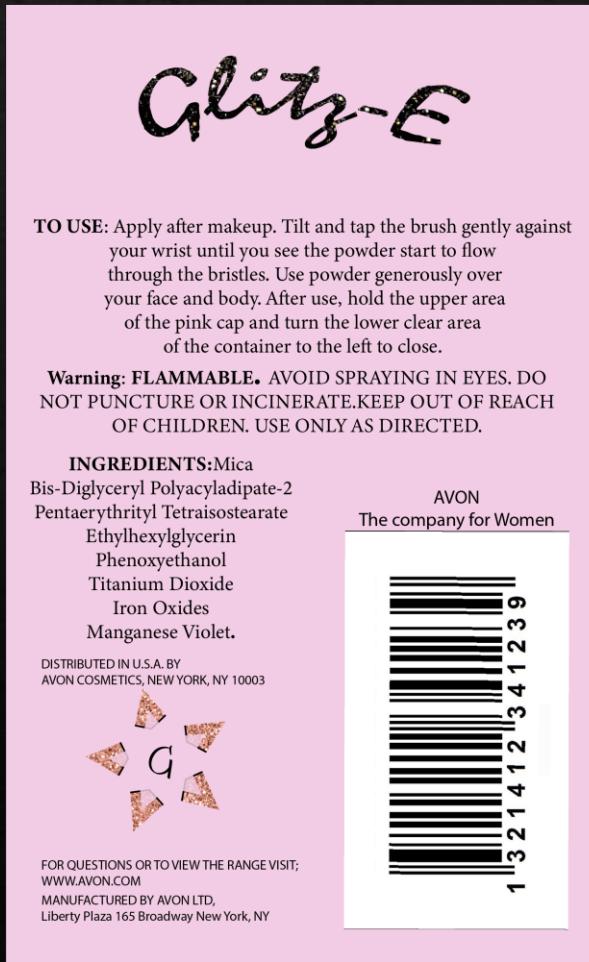
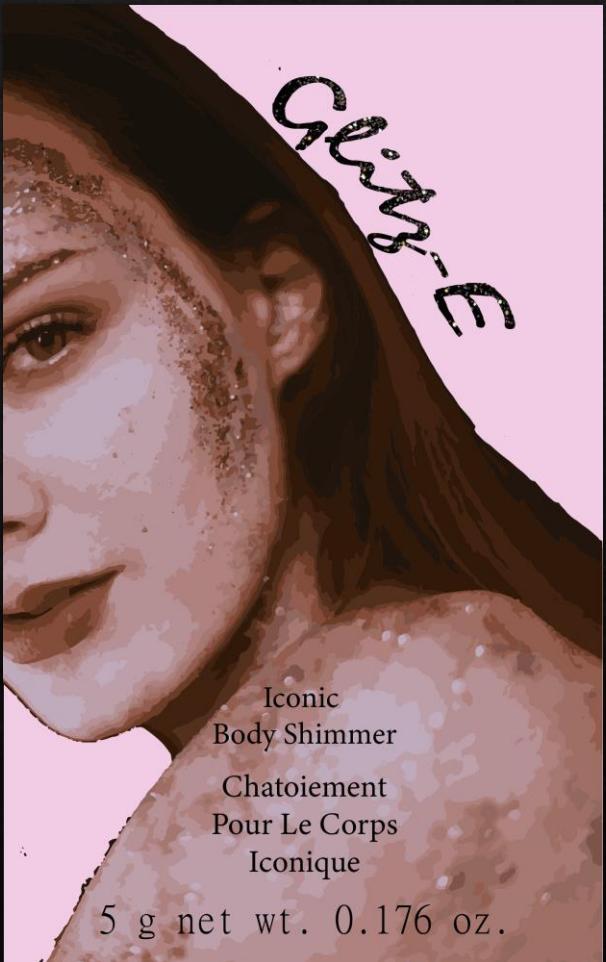
Moodboards



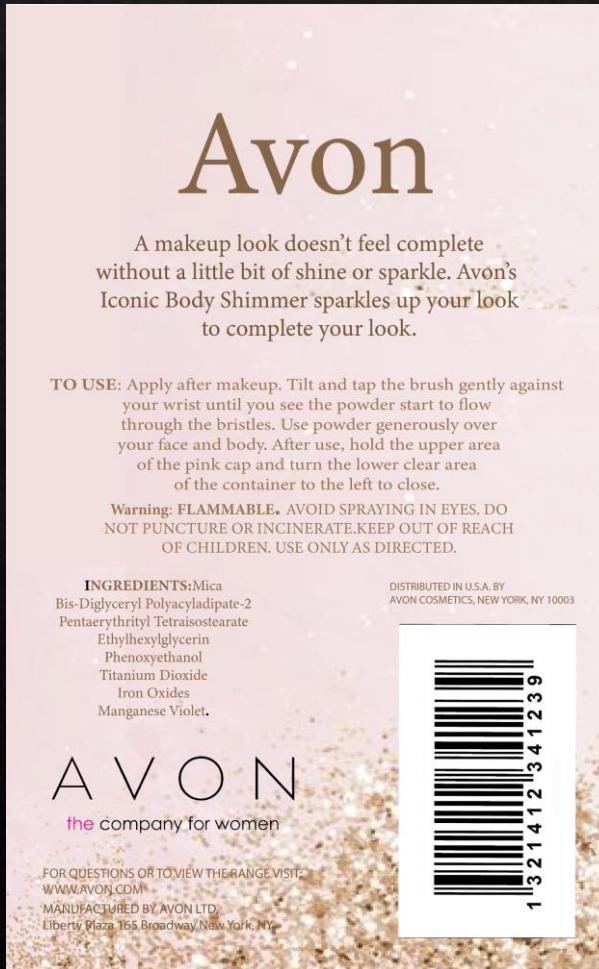
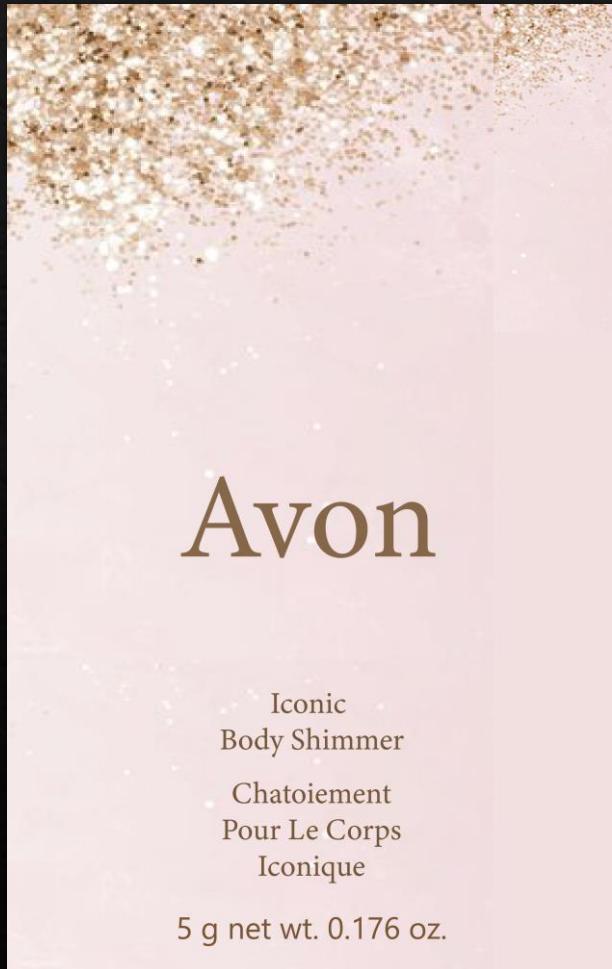
Bold



Product Design (Initial)



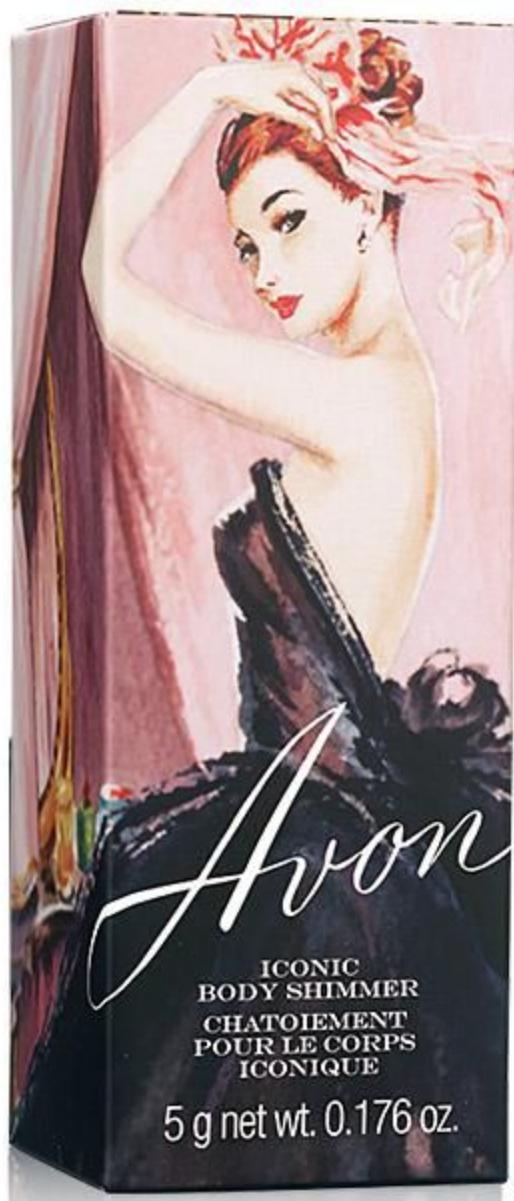
Product Design (Final)



Product Prototype



Thank You



Avon

Iconic
Body Shimmer

Chatoiement
Pour Le Corps
Iconique

5 g net wt. 0.176 oz.

Avon

A makeup look doesn't feel complete without a little bit of shine or sparkle. Avon's Iconic Body Shimmer sparkles up your look to complete your look.

TO USE: Apply after makeup. Tilt and tap the brush gently against your wrist until you see the powder start to flow through the bristles. Use powder generously over your face and body. After use, hold the upper area of the pink cap and turn the lower clear area of the container to the left to close.

Warning: FLAMMABLE. AVOID SPRAYING IN EYES. DO NOT PUNCTURE OR INCINERATE. KEEP OUT OF REACH OF CHILDREN. USE ONLY AS DIRECTED.

INGREDIENTS: Mica
Bis-Diglyceryl Polyacryladipate-2
Pentaerythrityl Tetraisostearate
Ethylhexylglycerin
Phenoxyethanol
Titanium Dioxide
Iron Oxides
Manganese Violet.

DISTRIBUTED IN U.S.A. BY
AVON COSMETICS, NEW YORK, NY 10003

AVON

the company for women

FOR QUESTIONS OR TO VIEW THE RANGE VISIT;
WWW.AVON.COM

MANUFACTURED BY AVON LTD,
Liberty Plaza 165 Broadway New York, NY





Avon

