

TOUCHING

BY ZECONG ZHOU

Touch is a high-end lifestyle brand that combines jewelry craftsmanship with mug design, aiming to inspire people to enjoy the ritual of drinking water through unique shapes and elegant designs. Each product combines the sophistication of jewelry with the practicality of a cup, making it both a necessity for daily life and a work of art that showcases one's personal taste.

contents

•Brand Introduction.....	2
(+Sustainable +Brand story +Inspirations)	
•Brand Position&Competitors.....	3
•Consumer Profile.....	5
•Product Mix.....	6
•Sustainable.....	7
•ShopWindow.....	8



-Brand Introduction-

-Mission statement:

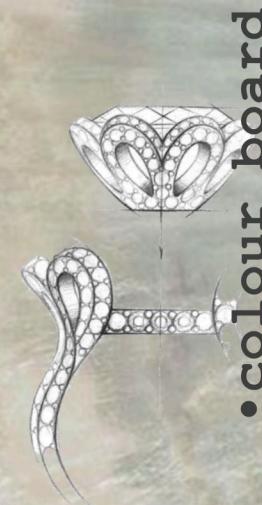
Touching's mission is to raise awareness of health and aesthetics by combining the craftsmanship and splendor of jewelry with the design of everyday cups and glasses. We are committed to creating products that are not only functional but also elegant, inspiring people to find a sense of beauty and ritual in their everyday lives. Touching aims to make every drink a pleasure, to make every touch full of meaning, and to help people pursue an elegant life while taking care of their physical and mental health.

-Brand story

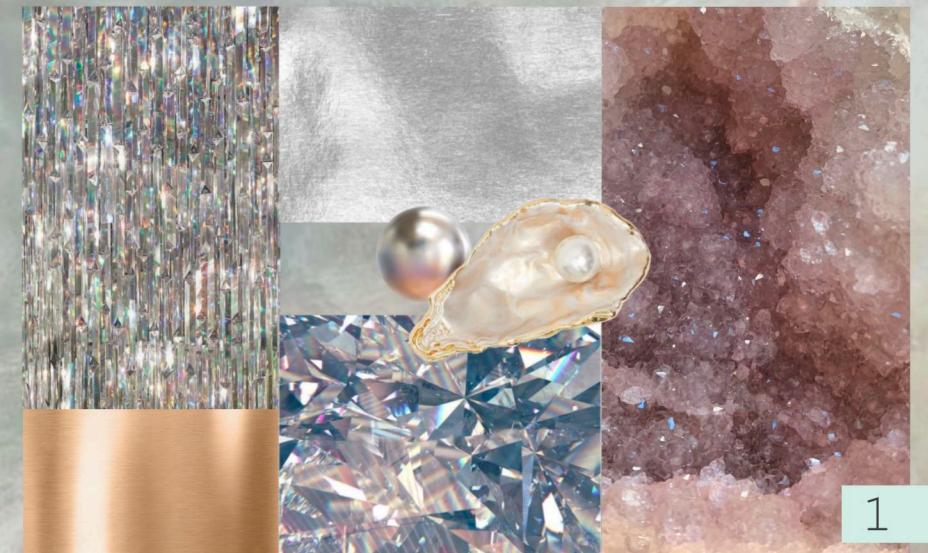
With a love for aesthetics and healthy living, I wanted to create a product that would inspire people to improve their health and lifestyle while being stylish at the same time. One day, I was struck by the sound of my ring-wearing hand touching a cup, and was struck by the fact that jewelry and cups actually have similar qualities - they both come into contact with our hands and they both convey value and care. Thus, the brand Touching was born. From the jewel-cut inspiration to the subtle integration of ring handles, each cup conveys the sophistication of a jewel, symbolizing both outer beauty and inner well-being. The brand is committed to allowing people to enjoy beautiful things while caring for their bodies and minds, creating an elegant and healthy living experience.

-Inspirations

Touching was inspired by the fact that I have a keen interest in the sparkle and sophistication of jewelry. Jewelry is not only decorative, but also a symbol of craftsmanship, art and emotion. Whether it is the cut of a diamond, the setting of a gemstone, or the design of a ring, it represents sophistication and timelessness. Each piece of jewelry can reflect the personality and taste of the wearer, and the existence of jewelry jewels can make every day full of beautiful rituals. So I wondered if I could bring this sense of sophistication in jewelry into daily life, so that everyone's everyday objects could have the same beauty and meaning? In the fast-paced modern life, many people neglect the beauty in life, especially in simple acts like drinking water. I wanted to create a way to make drinking water a more meaningful process and inspire a new attitude towards health. I believe that a beautifully designed and unique cup can make people more proactive in focusing on drinking water health, and make the simple act full of ritual and satisfaction.



• colour board



+Sustainable

Our brand is committed to sustainability and all of our mugs and removable jewelry are made from recycled materials. Our brand not only focuses on design aesthetics, but also promotes the concept of "two uses for one thing". With the detachable design, users can freely replace and reassemble jewelry accessories, reducing unnecessary waste and extending the life of the products. This not only encourages consumers to create personalized designs, but also effectively reduces the impact on the environment. We believe that beauty and environmental protection can coexist, and that every product reflects responsibility and care for the earth.

+Source of Logo



+Brand slogan: All that glitters is not gold.



-Brand Position &Competitors-



LSA



Baccarat

Product

With a focus on minimalist, modern design, and a focus on combining functionality and aesthetics, most of LSA's glassware is hand-blown, with an emphasis on detail and modern design, and the product line includes stemware, water bottles, vases, and cutlery for both everyday and high-end lifestyle scenarios.

Price

Wine glass set €24-€702
Tableware & Mugs €16.5-€413

Touching's products focus on the combination of innovation and luxury experience, with an emphasis on unique design and functionality. Specific product lines include: DIY removable glasses, mugs with bracelet handles, ring handles and tableware, etc. In addition, Touching also regularly updates and sells jewellery accessories in different materials and series.

Basic glass collection: €70-120 (4 pieces)
Bracelet Handle Mug: €150-€250
DIY Removable Jewelry Mugs: €150-€400
(Customization options are available above)
Ring handle dinner plate: €200-€500
Collection of jewelry: €20-€250

Baccarat is renowned for its high-end crystal products, which emphasise sophistication and luxury. The products are made of beautifully cut crystal and feature elegant, collectible designs, including stemware, perfumes, jewellery accessories, storage jars and lamps, reflecting the brand's long history and artistic heritage.

Wine glass set €183-€9176
Home Decor: €137 - €650,000
Light: €440-€7800
Jewelry: €211-€2753
Fragrance: €78 - €867

Place

LSA's sales network is relatively extensive, covering online e-commerce platforms, department stores and homeware speciality shops, with its main market focusing on the UK and Europe, and sales channels in a number of regions around the world.

Touching's sales channels focus on diversity and experience. • Online: Global sales through high-end e-commerce platforms (e.g. Farfetch, Net-a-Porter, etc.). • Offline: Concept stores in high-end shopping malls in first-tier cities, where consumers can experience DIY functions and customize products. • Luxury Exhibitions and Fashion Collaborations: Touching will showcase its products at high-end venues such as art exhibitions and fashion weeks to enhance the brand's image and influence.

Baccarat's sales channels are high-end, often found in luxury department stores, boutiques and boutique hotels, with flagship shops in major luxury cities around the world such as Paris, New York and Tokyo. Baccarat also focuses on the brand experience, offering luxury showrooms and customised services.

Promotion

LSA mainly promotes its products through social media, fashion and lifestyle magazines, and home furnishing exhibitions. Its marketing strategy favours modern design and craftsmanship to appeal to consumers who seek individuality and stylish lifestyles. LSA also focuses on collaborating with designers and home furnishing brands to expand the brand's reach.

• Social Media and Netroots Cooperation: Collaborate with Netroots designers to showcase DIY and jewelry elements through Instagram and other channels. • Customized experience activities: Simultaneously hold customized activities online and offline to enhance interactivity and user stickiness. • Limited edition cooperation and exhibitions: Jointly launch limited edition products with jewelry brands and debut them at luxury exhibitions to increase brand exposure.

Focusing on high-end brand image building and is usually promoted through luxury exhibitions, celebrity collaborations and limited edition launches. Its marketing relies more on the brand story, craftsmanship heritage and scarcity of luxury goods, emphasising its status as a symbol of luxury culture. In addition, cross-border co-operation between the brand and fashion, art and other fields is also an important way of its promotion.

Demographic

Age: 25-75

Gender: Female

National: Italy

Education: Masters in Art and Design

Family status: Single, or living with a partner, no children

Income: €120,000-€450,000 per year

Occupation: Creative Director (Fashion or Luxury Industry), Advertising Creative Director, Fashion Brand Designer, Fashion Magazine Editor

Personal Style: Stylish, elegant, confident, strong sense of craftsmanship

Shopping preference: Haute couture, High value, High quality, non-traditional

Brand loyalty: Loyal to niche brands, especially those with unique design concepts and handmade backgrounds. Values the sustainability of the brand and is willing to invest more budget in environmental protection and craftsmanship.

-Consumer Profile-



•Living environment

Home Address:
277 Fifth Avenue PH53, NEW YORK CITY, NY 10016



•Working space

Vogue Magazine, One World Trade Center, New York, NY 10007



Geography

Psychographic

•Fashion shows



•Art auction



•Jewellery Fair



•Art exhibition



•Fashion magazine



-Consumer Profile-

Shopping behavior



•Online shop



-Product Mix-

-**Jewelry series** €20-€250

-**Tall Cup Series** (The base of the goblet has a small loop to hold the earrings)



Glass Goblet
€200

Gold Rimmed Champagne Glasses
€150



-**Mug** (Mug with jewelled bracelet around the body and handle)



€150-€250

-**Plate** (The handles of the plates are all removable rings) €200-€500



-Sustainable-



•Eco-Friendly Materials:

-Looked at as a material resource, zebra and quagga mussel shells are composed of approximately 95% Calcium Carbonate as well as other elements including trace metals and other chemicals that they bioaccumulate. Studies have shown that "calcium carbonate can be obtained from oyster and mussel shells and is technically a substitute for commercial calcium carbonate."

When heated to 1000 degrees Celsius, Calcium Carbonate is transformed into calcium oxide (lime). "Roman glass is generally believed to be made from quartz sand (silica) containing marine shells (calcium carbonate), and mineral natron (sodium carbonate) as main compounds of the batch."

•Supply chain:

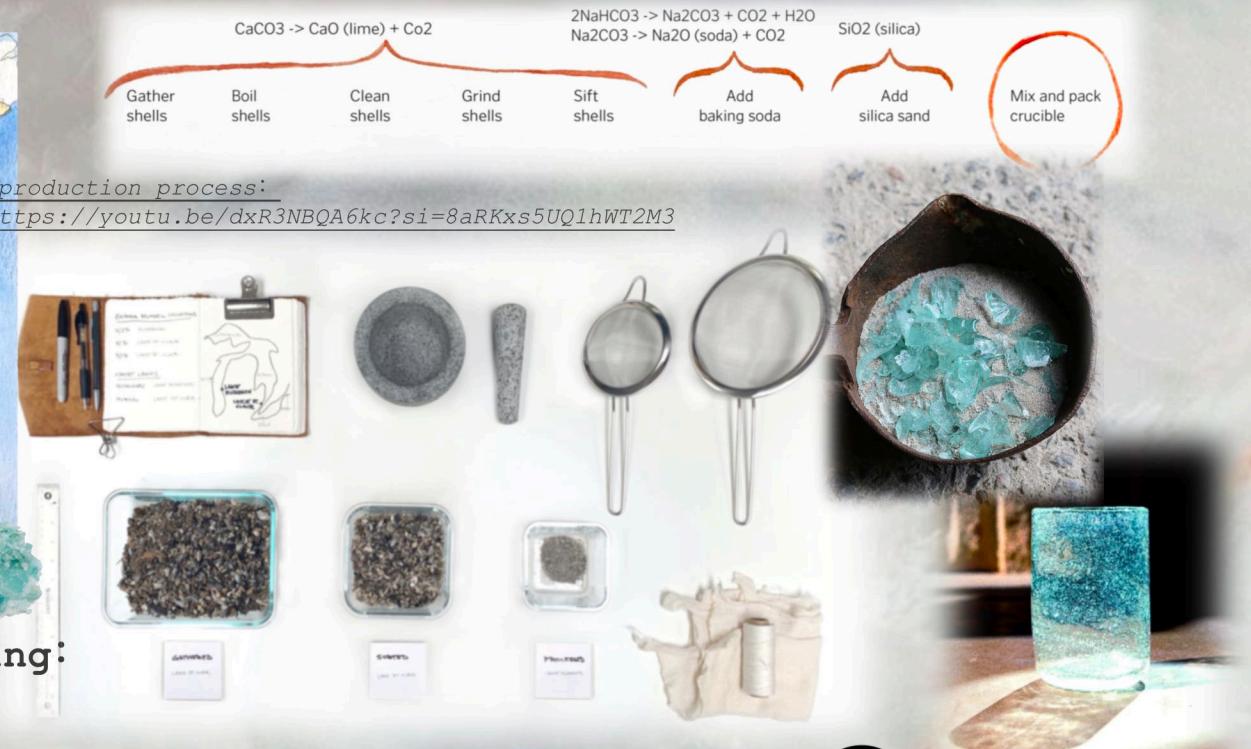
-For processing, Touching's glass materials are finished in a specialised glass processing plant located in Venice, Italy. Combining traditional Italian glassmaking techniques with modern, environmentally friendly technology ensures that the mineral powders in the raw materials are fully integrated into the glass material, resulting in an environmentally friendly glass with high transparency and durability. This production process preserves traditional techniques while strictly controlling resource use and pollutant emissions, in line with Touching's commitment to sustainability and environmental responsibility.



•Product Packaging:



•production process:
<https://youtu.be/dxR3NBQA6kc?si=8aRKxs5UQ1hWT2M3>



•Mail Services:



-Touching's packaging is made from 100% recycled paper sourced from certified eco-friendly paper suppliers. The packaging design is simple and generous while ensuring product safety without over-packaging to minimise resource wastage. The printing process uses non-toxic, biodegradable vegetable-based inks to ensure that the packaging does not pollute the environment during recycling and degradation.



-ShopWindow-

Location: No. 755 Huaihai Road,
Huangpu District, Shanghai, China



The overall design of Touching shops is based on blue-green transparent glass, complemented by warm pink-purple décor, with different colours of lighting to create the visual effect of a crystal lake and natural minerals. The shop's façade and interior are decorated with glass walls made from recycled glass bottles, incorporating the concept of environmental protection into the design. The green and blue glass fragments are delicately spliced and polished to reveal a jewel-like texture and lustre, making the shop look like a work of art from nature. The shop's furnishings are mostly made of natural stone display countertops with a rough texture, contrasting with the smooth surfaces of the cups and glasses and the glittering sparkle of the jewellery, creating an atmosphere of originality and sophistication.

-Reference-

<https://www.pinterest.com>

https://www.baccarat.com/en_us/

<https://www.lsa-international.com>

<https://www.ccscmdmateriallab.com/projects/zebraglass>

<https://materialdistrict.com/article/blue-glass-invasive-mussel-species/>

[https://adastrajewelry.com/blog/anna-wintour-and-her-iconic-necklaces?
srsltid=AfmB0ooAc5nNPMNi-xDmtssowMo9Da4VmUD8RFoBP2WYpOvTVlIuWR-s](https://adastrajewelry.com/blog/anna-wintour-and-her-iconic-necklaces?srsltid=AfmB0ooAc5nNPMNi-xDmtssowMo9Da4VmUD8RFoBP2WYpOvTVlIuWR-s)

<https://www.realtor.com>

<https://www.sjphillips.com/recentacquisitions>

<https://girlsecret.hk/fashion/>

<https://www.sothebys.com/en/videos/s-j-phillips-a-window-into-a-world-of-treasures>

[https://obakki.com/?
srsltid=AfmB0orAmzNIiybNmjcEougroiQ27AmSUY-pi_c3WwD6mmA4ZpenpdPe](https://obakki.com/?srsltid=AfmB0orAmzNIiybNmjcEougroiQ27AmSUY-pi_c3WwD6mmA4ZpenpdPe)

<https://www.sothebys.com/zh-hant/>

<https://www.instagram.com/wintourworld/>

<http://xhslink.com/o/AAXEbDwIufT>

<http://xhslink.com/o/8GY06dRL34f>