

essie®

WHAT:



“essie is the go-to nail brand for salon professionals, beauty junkies, industry insiders, celebrities and fashion icons around the world”

WHY:



“essie aims to inspire a love for the manicure experience with a wit and style that touches people everywhere.”

essie was founded by Essie Weingarten in pursuit of one goal – “to help women feel special and to give them the perfect manicure,”

EXTENSION:

essie® x S'well®

essie x S'well combines the great colors of essie nail polish with the clean designs of S'well. Now, customers can have their nails match their water bottle. The bottles even include the fun names of the colors.

ARTIFACT 1: PRODUCT

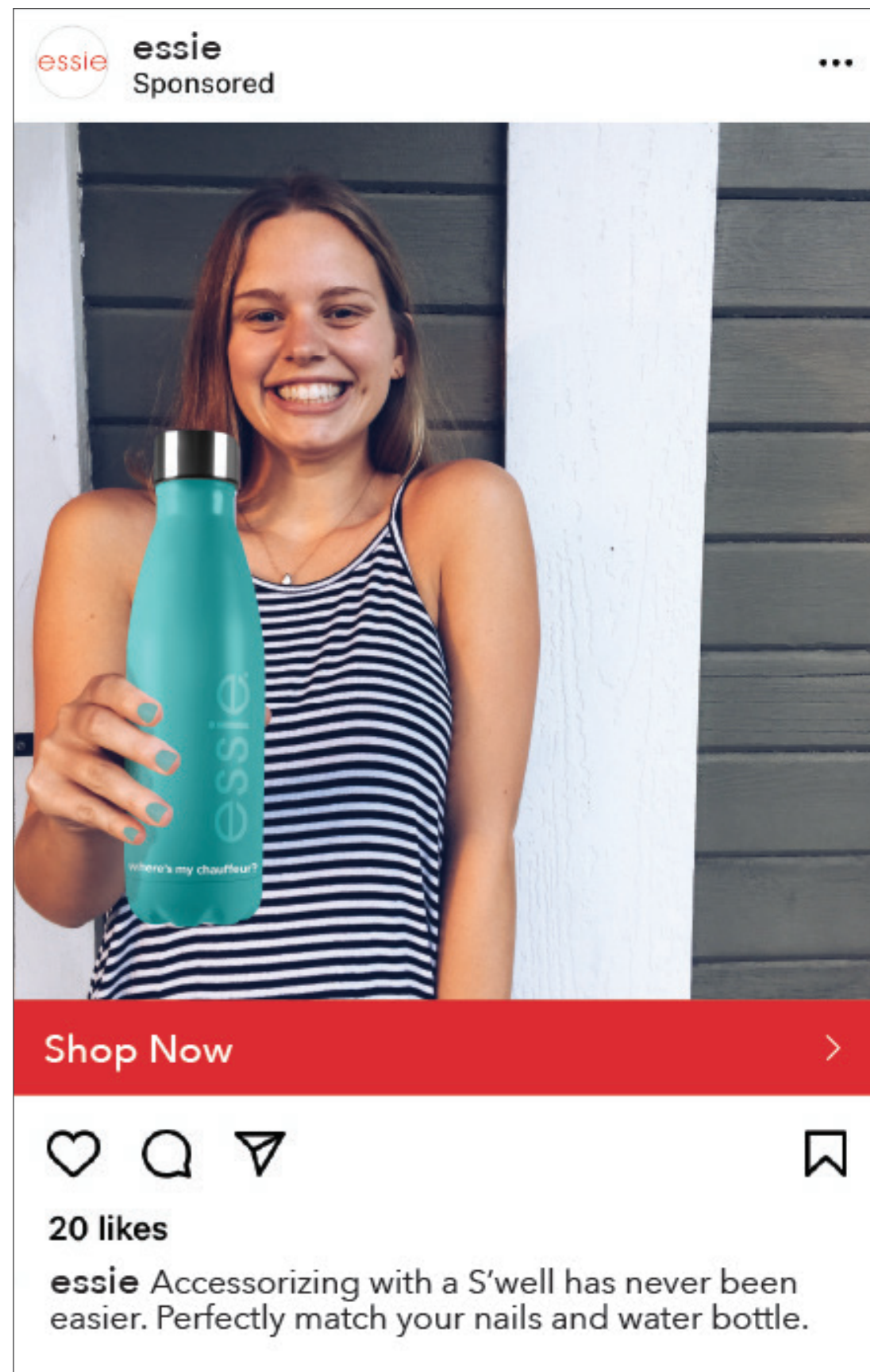


ARTIFACT 1: PRODUCT

The essie x S'well bottles are made in essie's colors. The essie logo is sideways up the bottle similar to how the essie logo is displayed on their nailpolish bottles. The nail polish color name is displayed near the bottom of the bottle and the S'well logo is displayed on the other side.



ARTIFACT 2: ADS




The essie x S'well bottles will be marketed on Instagram since the main market is gen z girls. The ads show the bottles being held with the matching essie nail polish color. There is an option to shop now.

ARTIFACT 2: ADS

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Shop Now

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20 likes

essie Accessorizing with a S'well has never been easier. Perfectly match your nails and water bottle.

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Shop Now

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20 likes

essie Lighten the mood... Your VSCO just got a whole lot prettier. New S'well water bottles in essie shades.

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Shop Now

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20 likes

essie Spice up your outfit with matching nails and S'well. New S'well water bottles in essie shades.