

# Mixed Origins

The concept + proposition



# About Mixed Origins

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A **lifestyle and shopping platform** for people of colour and mixed heritage, providing an easy way to find products and content designed for them

# Our objective

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**Mixed Origins** is for anyone with a blend of melanin and culture in their unique heritage.

We want to give people and families of BAME and mixed heritage easy access to products and content created for and by them.

From haircare and literature to podcasts and blogs, we will create a unique home for a diversity of brands and content creators with an authentic connection to POC and mixed heritage communities.



# Our USP + key features



## **Representation**

Created for and by people of colour  
and mixed heritage



## **Relatable**

Curating popular, relevant content  
by people of mixed heritage for the  
whole family



## **Accessible**

All types of retailers, products & content  
in one online platform



## **Authentic**

Mixed Origins is the start and end of  
culturally unique product and  
content searches



## **Supporting independent retailers**

Promoting independent stores and  
retailers of colour from anywhere in  
the world

# Our audience

## Shoppers + content consumers

### The Johnsons

34, mixed black and white couple in South East London. They have two girls under 5, work full time in creative/middle management and bought their first home.. It's been difficult to know what products to use on their daughters hair, and to find books and toys with characters of colour, so they've relied on vlogs and social to figure out what to try and where to buy..With busy schedules they shop online and pay more for ND delivery.

#### Needs + motivations

- I would love to find all types of products for my daughters in one place
- It's important for us that our girls see books and toys with characters that look like them.
- I didn't realise how different my girls hair would be because they are mixed race, as a dad I feel a bit out of my depth

#### Our objective

To promote a diverse range of products and content suitable for the whole family

### Morgan

28, mixed Guyanese and Asian in Edinburgh. Morgan is single, a student and lives away from home. She works long part-time as front of house, but still makes time to see friends, and always visits home down South in the holidays. Morgan loves her independence but still can't find the products and styles of clothes she used to find in her home town indie stores. She shops online and as a conscious consumer is excited by independent shops, unique designs and businesses owned by POC.

#### Needs + motivations

- I would love to find products that have a story and that celebrate diversity.
- I find it frustrating that so many smaller businesses are hard to find online, you really have to search and know where to look
- Being away from home, having access to my local community is even more important to me.

#### Our objective

To source products from a variety of retailer types and locations

## Retailer

### Brendan

40, black male with a hair and skin care business based in East London and recently online. Brendan has owns a small shop in East London where he sells his homemade hair and skin care products for textured curly hair, mostly POC. Brendan wants to expand his audience and recently created an online shop through Shopify. He's been promoting his products on paid social but it's been time consuming and challenging to reach his audience and cut through ads from bigger ads, while still running his store. search terms.

#### Needs + motivations

- I need to find my audience online without spending all my free time promoting my business
- I'd love to collaborate with others to help push my brand
- I want to put my products on other online retailer sites but POC aren't an important target audience for them.

#### Our objective

To create an easy to use retail platform for small brands to increase their audience reach and sales

# Our brand

## Look and feel

- We want our audience to immediately identify with Mixed Origins
- We want our audience to associate Mixed Origins as original and authentic
- We want our audience to recognise Mixed Origins as inclusive and representative designed with / for POC, first unlike other shopping platforms
- We want our brand to be timeless, simple to execute and refreshing
- We want to be seen as reliable, honest and trustworthy.
- We want people to turn to us first when they need to shop and or are looking for lifestyle advice that won't exclude or ignore their heritage or how their heritage informs their buying choices

## Design features

- Hand drawn soft lines and indistinct shapes with soft edges
- Illustrated pictures of people of different races and skin tones
- Abril fatface: only to be used for the brand name



# Fonts + example iterations (*to be refined*)

Poppins: main copy font to be used across the site and social.

**Abril fatface:** only to be used for the brand name

# Mixed Origins

**Hair care**

Checkout

Checkout



Frequently Asked Questions