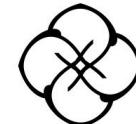


티파니 영처럼 “영”하기.

Young and Refreshing, Just like Tiffany.



HANACURE



“Born Again” Facial Mask

Tiffany Young, a Korean American solo artist and member of the legendary girl group Girls' Generation, is eminently known for her positivity and style.

As a diligent user of the K-Beauty and skin care brand Hanacure, Tiffany Young is more than suitable to be the face of the brand. She encompasses Hanacure's high standards and performance, and her competitive personality strives for the best in everything, for herself and for everyone.



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SEOUL

Core Values

From the youthful packaging to the high-quality product, the “Born Again” facial mask resonates with Tiffany Young’s determination of spreading positivity, self-love, and self-care.



This partnership serves as an encouraging word to Tiffany Young’s global fans over the years, reminding them to spend quality and relaxing time with themselves during this time of unknown.

Mental health has always been a topic that Tiffany Young stressed, especially after debuting solo in the United States. Young Ones – Tiffany’s fans – will have the chance to feel connected to and comforted by their idol through using the same product and is furthermore, designer by her.



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Keywords and Color Scheme

BRIGHT

REFRESHING

POSITIVITY

QUALITY

DELICATE



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Partnership Details: Product

- The product is named to remind the purchasers of Tiffany Young's song "Born Again," while also hinting that using the product will make your skin feel as refreshed as if you are born again.
- Artist will redesign the package that holds the product, with elements including encouraging phrases, her favorite color scheme (pink) and glitter effects, referring to the lyrics in her song "Run For Your Life."
- Tiffany Young's signature will be imprinted on the side of the reusable brush.
- The packages will include one of the three photocards with handwritten sentences.



Ex. "Born Again" Facial Mask



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Ex. Packaging – Interior



Ex. Photocards



At the back: "Dear Young Ones: it's ok to not be ok. Please know that you are not alone."



Ex. Packaging – Exterior

Partnership Details: Delivery, Time, Financials



- “Born Again” facial mask will be a limited edition, with 81 products globally. The price will not be changed and is thus priced at \$29.
- Both Hanacure and Tiffany Young’s side will be putting money into this deal. However, both sides will not be meeting physically; Tiffany will be sending photos and designs digitally, and there will be few workers needed to help package and change the “HANACURE” to Tiffany’s signature on the brush.
- The facial mask will be available on Hanacure’s official webpage only. Customers will need to purchase online and can only purchase once.
- The main page of the Hanacure website will switch to a relevant color scheme beginning March 17, to hint the partnership. “Born Again” facial mask will be available on sale starting from March 20 at 12AM until sold out.
- 100% of the income for this product will be donated to womenforwomen.org, aligning to Tiffany Young’s determination in helping people, especially supporting, inspiring, and empowering women around the world.



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Sources

- ✓ Google Images
- ✓ Pinterest
- ✓ Hanacure Official Website
- ✓ womenforwomen.org