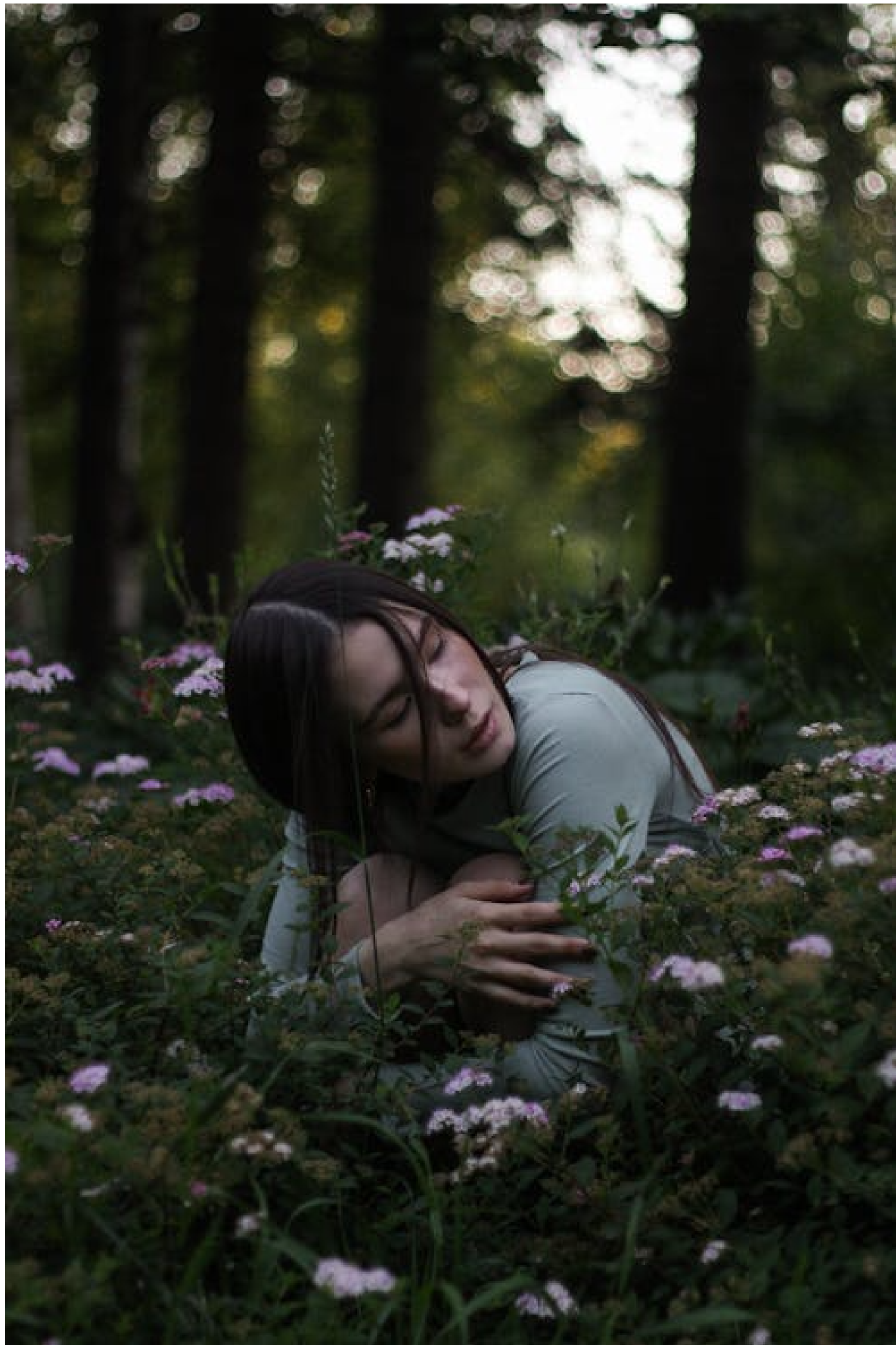




BY KIERA PHILIPPE

V&SCENT

CREATIVE BRIEF

A practice in memory and resonance

CONTENTS

- | | | |
|-----|-------|-----------------------|
| 01. | _____ | Brand Strategy |
| 02. | _____ | Audience and Research |
| 03. | _____ | Brand Guide |

STORY, MISSION AND USP

1.1: BRAND STRATEGY



“Every scent is a memory reborn”

V&Scent was founded in Ottawa in 2021, rooted in the belief that fragrance alone can bring you back to those unique, fleeting moments in life.

- Our mission is to create emotional, fragrance experiences personal to each individual .
-

- Dreamy, natural and intimate experiences.
-

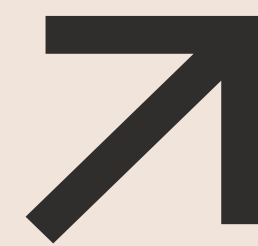
- V&Scent offers a mood customization series which allows you to transform individual moments and memories into personal fragrance narratives. V&Scent’s USP is sustainability, tangibility and it’s innate bespoke essence.

VISION STATEMENT AND GOALS

1.2: BRAND STRATEGY

“We want to define the perfume industry with our emotive blend of emotional resonance and fragrance”

SMART GOAL



25%

Increase annual order volume by 25% within 12 months by optimizing the Mood Customization series.



CTA'S AND DELIVERABLES

1.3: BRAND STRATEGY

“Add to Bag” “Start Blending”

Responsive official website design (home page, story page, fragrance catalogue page, fragrance customization page)

“Find Your Scent Story”



MARKET AND CONCEPT

2.1: AUDIENCE AND RESEARCH

The Fragrance Industry has witnessed a shift towards nostalgia-based, artisanal niche brands like V&Scent rather than the louder, market-first fragrance brands of the 2010s. Emotional resonance within a scent now reins supreme in the current fragrance industry landscape. Concepts like self expression, memory, mood and nostalgia all come together to create this new type of consumer within the wider beauty industry.

When conceptualizing the web page design for V&Scent, the Story Page and Fragrance Customization Page must fall towards a cinematic, evocative tone highlighting V&Scent's place in the current mood-based fragrance industry. The tone must follow a story-based aesthetic rather than purely functional. When beginning to think about the current, modern consumer we must also discuss sustainability and environmental factors. The modern consumer is much more conscious of this and with that fact, V&Scent's use of replaceable glass bottles aligns perfectly with the demands and concerns of said consumers.

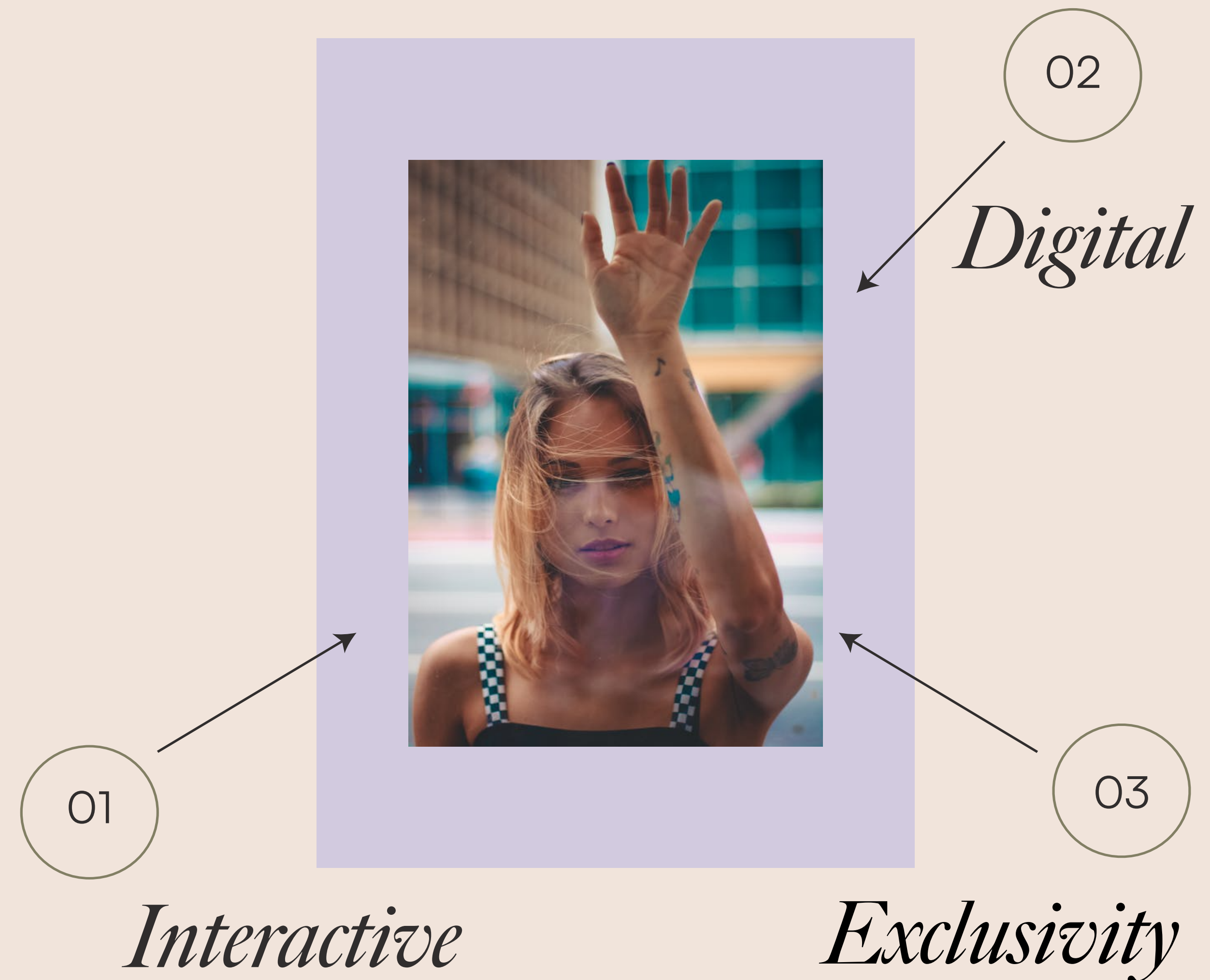


TARGET AUDIENCE

2.2: AUDIENCE AND RESEARCH

The target audience for V&Scent are young, urban adults (age 20-35) who use social media to find their niche, online communities to discover and critique lesser known, luxury products. There seems to be a true passion within these communities, only further highlighting the remarkable shift in the fragrance industry towards emotion-first fragrances.

This target consumer group is willing to pay more for these products if they feel a genuine emotional pull towards a specific scent. It evokes feelings of inclusion, exclusivity and connection within the consumer. This target audience's inclination towards online spaces and community means that V&Scent's online presence must be digitally optimized in every sense. V&Scent must clearly tell the brand story in an interactive, consumer-based way.



COMPETITON

2.3: AUDIENCE AND RESEARCH

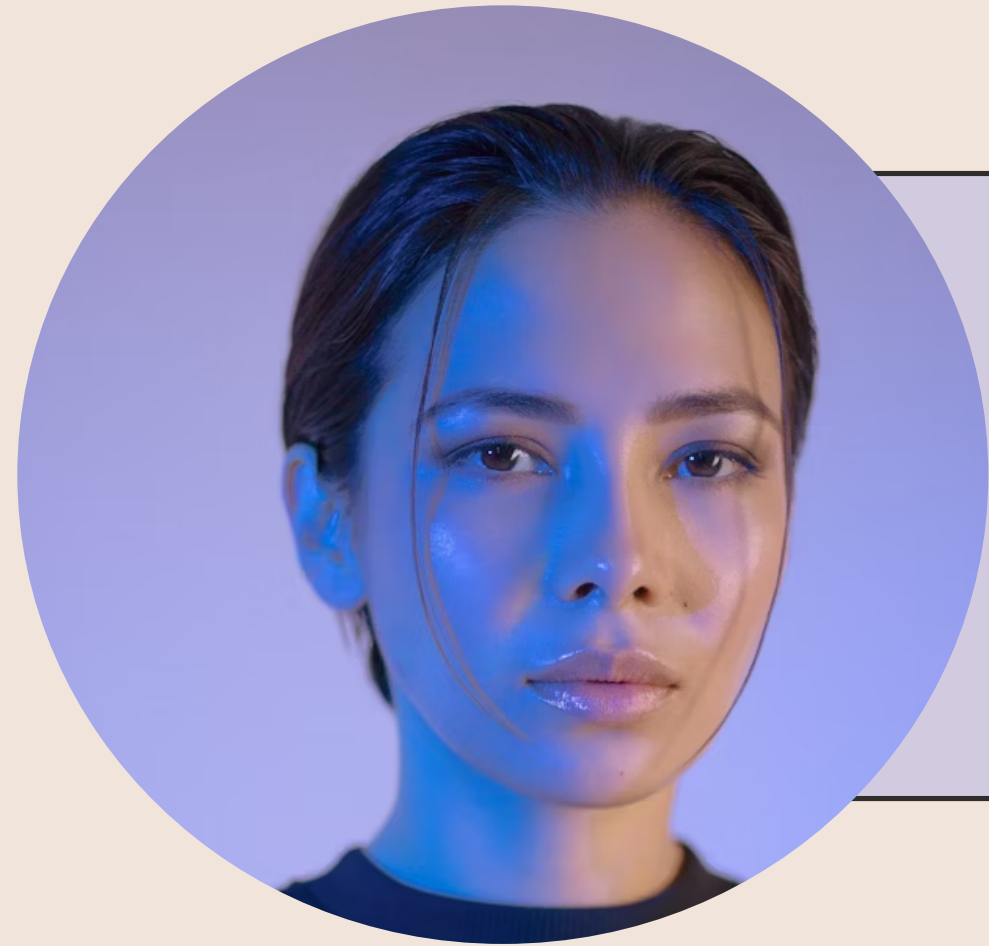
Finally, in terms of competition for V&Scent there are quite a few. For example, Byredo is a fragrance brand known for its intense artistic vision. Their scents are rooted in story-telling and creating a distinct atmosphere. Byredo has also amassed a cult-like following best known for its minimalistic approach to luxury. V&Scent plans to compete with Byredo with a warmer approach to design and story. V&Scent's brand naturally leans towards an intimate, nostalgic landscape rather than Byredo's stark, colder minimalism. We also have Maison Margiela Replica, best known for their emotive storytelling in regards to specific, fleeting moments in time. This fragrance brand is widely known and loved but may be considered a bit dated by a new type of consumer. V&Scent aims to target said consumer with modern, forward-thinking design choices.

BYREDO

Maison Margiela
PARIS

PERSONA I: NOSTALGIST

2.4: AUDIENCE AND RESEARCH



nostalgic, thoughtful, perceptive

Motivation:

To find a scent that perfectly encapsulates a moment or feeling personal to herself.

curative, vintage, grounded, collective

Needs:

An interactive, intuitive way to select scents based around emotion. Intensive, beautifully written scent descriptions.

Accessibility:

Strong, concise visual hierarchy is essential to Jessica's experience as she likes to fully experience the website and takes in a large amount of information such as scent descriptions and stories.

*Jessica Park. 30.
Toronto. \$83,000 per year.
Gallery Curator.*

Brands Jessica Likes: Small vintage shops, Aesop, The Ordinary, Le Labo

NOSTALGIST PERSONA CONT

2.5: AUDIENCE AND RESEARCH

Frustrations

Mass-market appealing scents. Overly flowery scents. Stale websites with no emotionality woven throughout.

Technology Level

High skill level. Uses Instagram, YouTube, TikTok. Youtube for long form, in depth reviews. TikTok for fads, trends, etc. Knowledge of some Adobe Softwares, beginner graphic design knowledge.

“A fragrance can take me back to a fleeting moment in time”

PERSONA II: ENVIRONMENTALIST

2.4: AUDIENCE AND RESEARCH



creative, big picture, outgoing

Motivation:

To find an ethically sourced fragrance brand with eco-conscious packaging.

political, minimalist, ethical, conscious

Needs:

Requires concise, deliberate information about V&Scent's sourcing and ingredient list. Practical, clean design.

Noel LaBranche.
Graphic Designer. 34.
Vancouver. \$63,000 per year.

Accessibility:

Minimalistic design and clean, legible typography.

Brands Noel Likes: Byredo, Maison 21G, Ethos, Reformation.

ENVIRONMENTALIST PERSONA

Frustrations

Websites that are overly cluttered, “salesy” or obviously pushy in marketing. False dedication to environmentalism in an attempt to gain environmentally conscious consumers.

Technology Level

Expert skill level. Uses Instagram and TikTok for new brand discoveries.

“I want a brand to amplify my views and values as well as my aesthetic inclinations”

PERSONA III: EXPLORER

2.7: AUDIENCE AND RESEARCH



adventurous, risk-taking, wanderlust

Motivation:

To discover new, innovative fragrance stories.
Loves to explore mood, feeling and aesthetic
through a range of fragrances.

courageous, nomadic, inventive

Needs:

Requires an expansive,
story-based approach to digital design.

Jay Irwin

Student / Bartender. 24.

Ottawa. \$40,000 per year.

Brands Jay Likes:

H&M

Zara

Jack & Jones

Accessibility:

Mobile first design.

EXPLORER PERSONA CONT

Frustrations

Dense content, confusing website layouts. Overly complicated payment process.

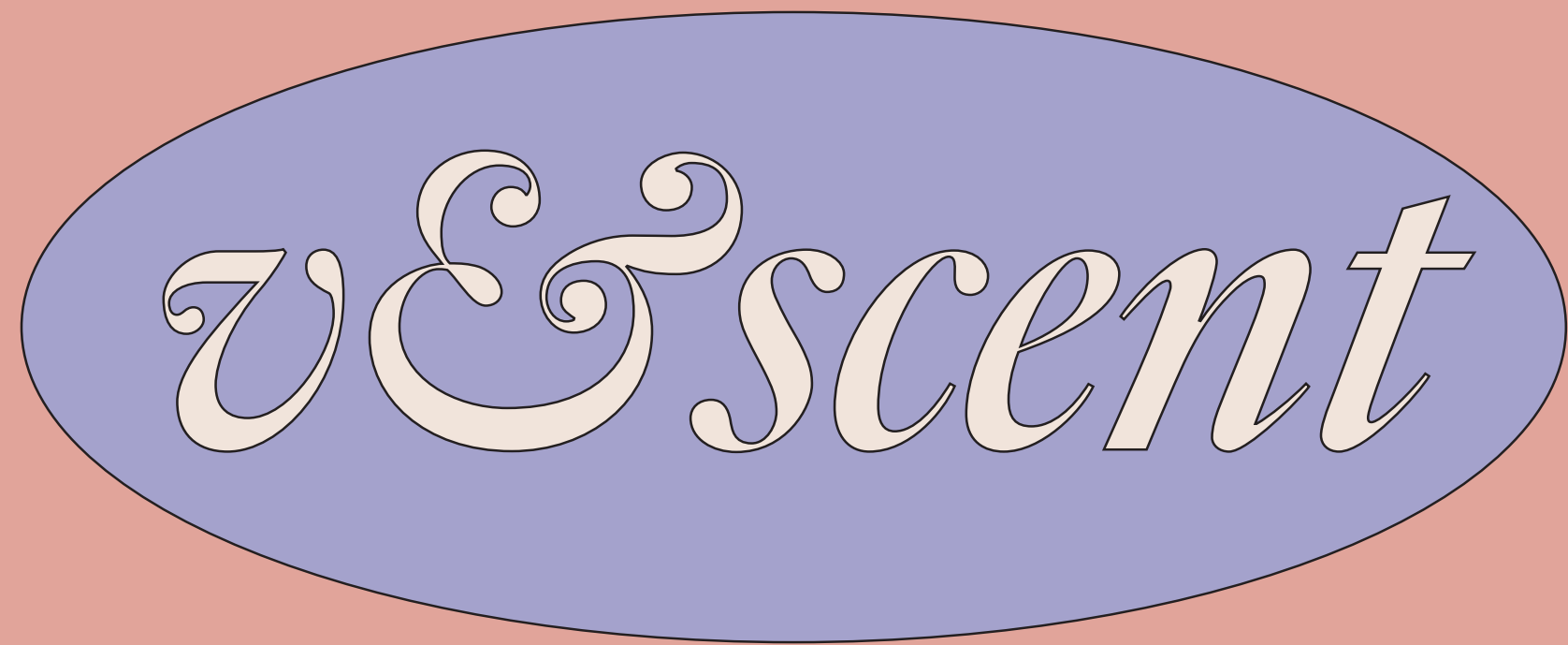
Technology Level

Good level. Mobile first user. Follows trends, expects fast internet speeds and connection.

“Fragrance should be ever-changing and reflective of how I’m feeling in the moment”

LOGO VARIATIONS

3.1: BRAND GUIDE



Stylized

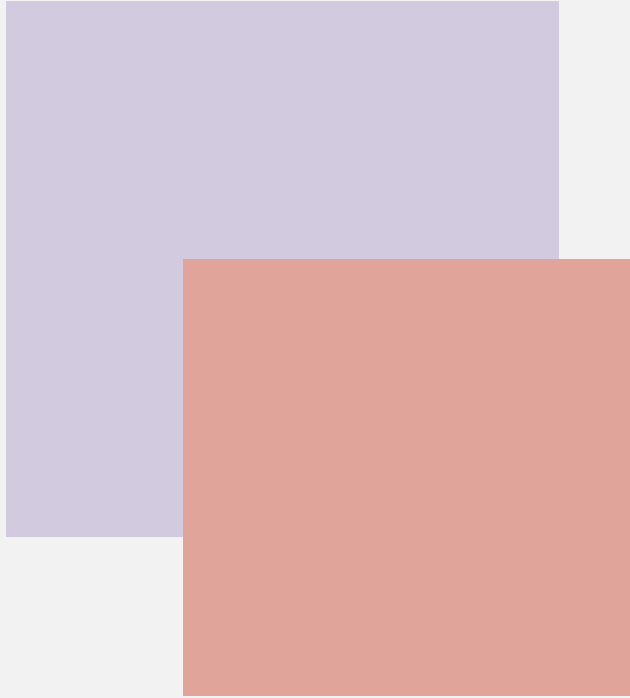
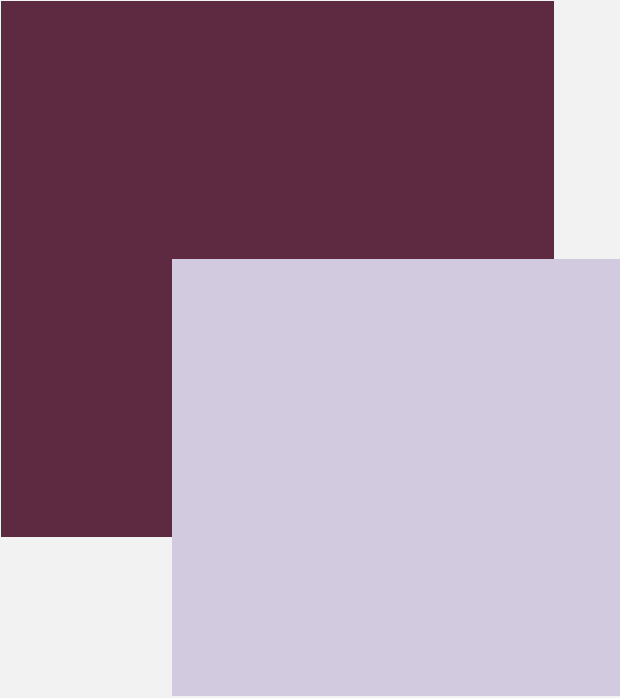


V&SCENT

Simplified

V&SCENT

COLOUR PALETTE



TYPOGRAPHY

V&SCENT

Big Caslon CC
219pt, black

Scent is a memory reborn

Big Caslon CC
218pt, italic bold

Fragrance

Big Caslon CC,
171pt, italic

3.3: BRAND GUIDE

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,

Satoshi,
72pt, reg

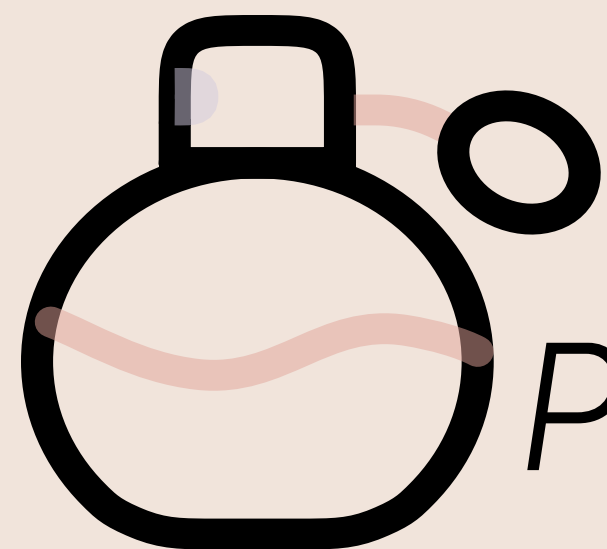
artisenal, natural, sustainable

Satoshi,
60pt, light italic

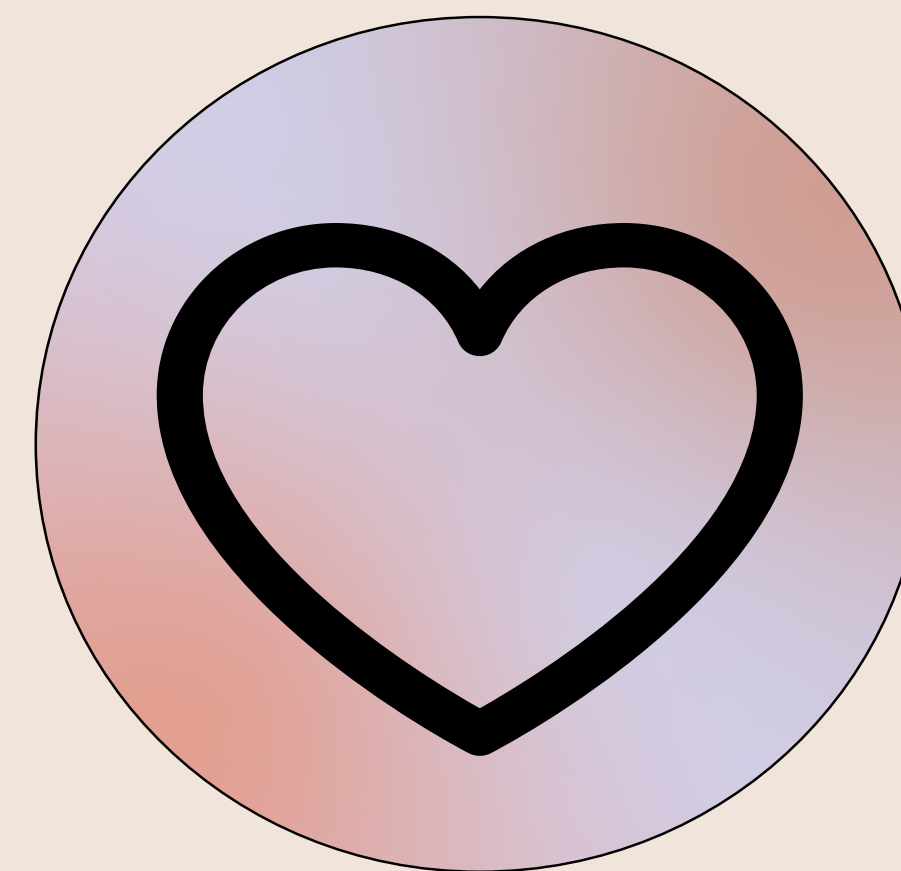
ICONS & BUTTONS



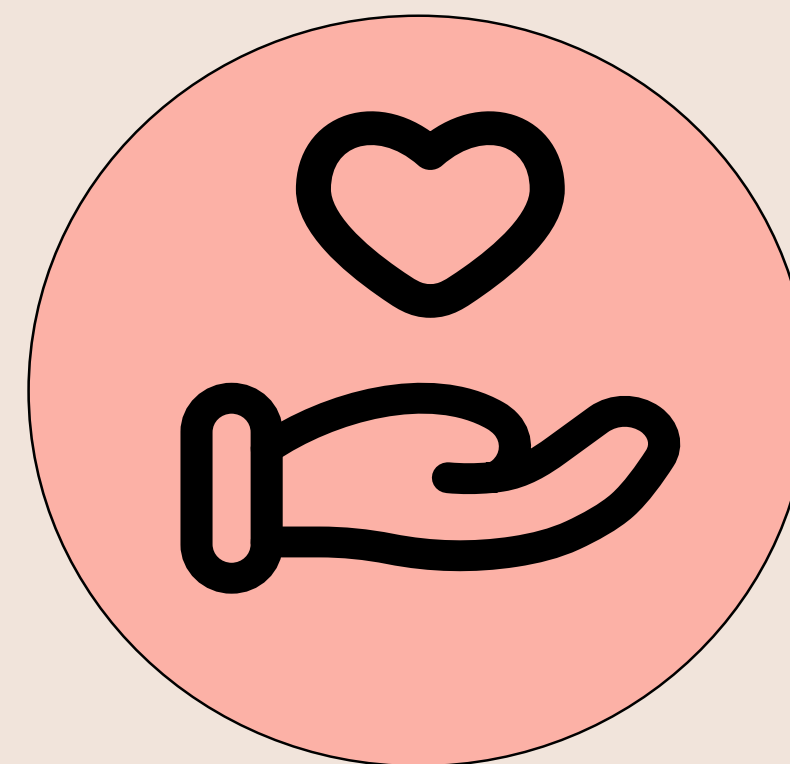
Shopping cart hover states



Perfume catalogue icon



perfume blend “heart” button



donation button

SOURCES

<https://www.glossy.co/beauty/its-like-a-cult-how-online-perfume-communities-are-shaping-the-fragrance-industry/>

https://latelierparfum.com/en/blogs/journal/le-pouvoir-emotionnel-du-parfum-ameliorer-l-humeur-et-le-bien-etre?srsId=AfmBOoqqERGPTq9WrHLjZk_fvL8lpHIUFtHo2fWVTTYXpby56oddd-iW

<https://www.glossy.co/beauty/exclusive-estee-lauder-announces-partnership-with-the-dresden-university-of-technology-to-study-perfume-and-emotion/>

<https://www.ifchic.com/en/style-and-trend/3865-why-everyones-obsessed-unpacking-the-cult-of-byredo-fragrances>

<https://editorialist.com/beauty/maison-margiela-replica-perfume-review/>

https://freeyourself.com/blogs/news/perfume-preference-by-age?srsId=AfmBOopfKpyycAlOIBCCuG6kga_fl_QLOAr7JISuDb6PVgsskL4AnJl

