**Body Shop Design Concept: 3D digital design**

The brief given by L’Oreal was to produce a new, innovative product or product range for The Body Shop; we had to design our product with the core brand values of The Body Shop in mind.

After much research into the history of The Body Shop and after looking at The Body Shop’s current product lines, our team (team envision) decided to create a facial product range which would include the key ingredient Propolis.

Propolis is a natural product made by bees which is used to keep the inside of their hive free from bacteria. It can be used by humans as a natural antibacterial ingredient. We felt Propolis would fit in perfectly with The Body Shop ethos and we wanted to make sure that the packaging we designed for this new product range reflected an image of something which was not only natural, but would also communicate that the key ingredient came from bees.

After some hours of playing around with sketches and a little help from the design agency Hornall Anderson, which we worked with through L’Oreal, we were able to come up with a 2D image. Although we were happy with the 2D image we wanted to produce a 3D image and prototype, the agency were unable to help us with this aspect of the design work so we turned to Ertu who helped us to create both the 3D and prototype design.

*By: Dr Ertu Unver, Rebecca Hall, Susan Lipthorpe, 30 May 2012, Images Copyrighted*