

Body Shop Design Concept: 3D digital design

The brief given by L'Oréal 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 anti-bacterial 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'Oréal, 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 Frtu who helped us to create both the 3D and prototype design.*

By: Dr Frtu Unver, Rebecca Hall, Susan Liphorpe, 30 May 2012, Images Copyrighted







• Calming
• Soothing
• Healing
• Hydrating

Multiplier

Apollos





THE
BODY
SHOP

Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating





THE
BODY
SHOP

Propolis

Defender of beauty

Moisturizer

- o Calming
- o Soothing
- o Healing
- o Hydrating



THE
BODY
SHOP

Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating



THE

BODY

SHOP

Propolis

Defender of beauty

Molecularskin

• Calming

• Soothing

• Healing

• Hydrating



Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating



THE
BODY
SHOP

Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating



Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating



THE
BODY
SHOP

Propolis

Defender of beauty

Microbiome

- Calming
- Soothing
- Healing
- Hydrating





THE
BODY
SHOP

Propolis

Defender of beauty

Moisturiser

- o Calming
- o Soothing
- o Healing
- o Hydrating