



CEMEYEKA

BRAND



Founded in 1961

- Women
- Men
- Accessories
- YSL Beauty: Cosmetics and Skin Care

- Member of the Kering group (previously PPR)
- It has been considered one of the world's most prominent fashion houses and known for its modern and iconic pieces, such as its tuxedo jackets for women
- YSL retired in 2002 and in 2014 Hedi Slimane took over as creative director (and has more than doubled its sales revenue). Now, it was replaced is Anthony Vaccarello.
- Main competitors: Chanel, Burberry, Dior, Louis Vuitton and Prada
- The firm popularized fashion trends such as the beatnik look, safari jackets for men and women, tight pants and tall, thigh-high boots, including the creation of arguably the most famous classic tuxedo suit for women in 1966

"I created the contemporary woman's wardrobe"

Yves Saint Laurent

f 2M 🐦 2.8M

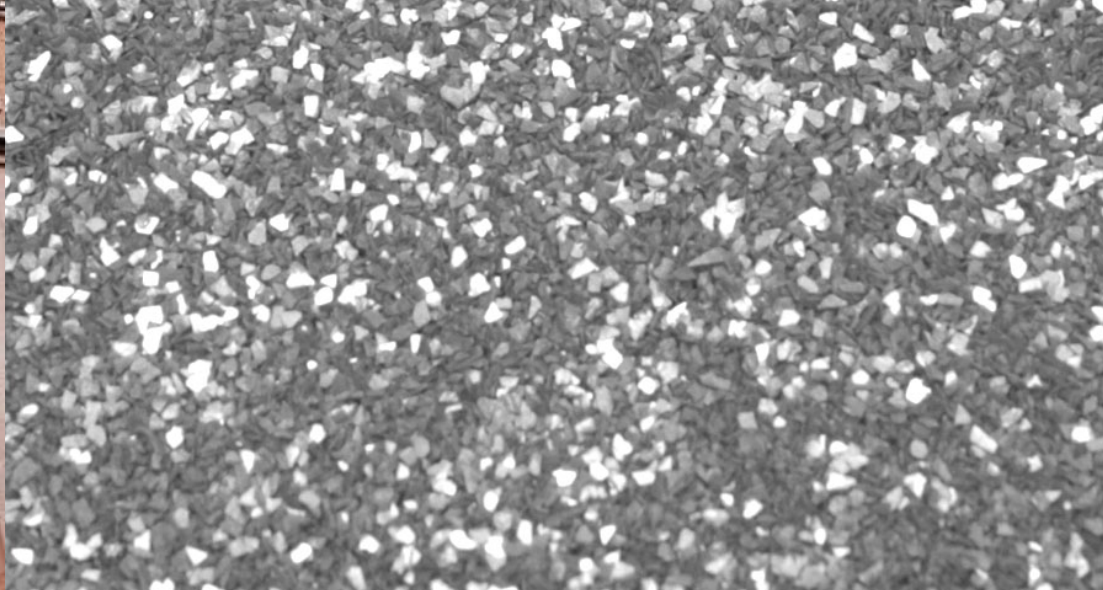
▶ 1M 📊 196.75€

Online Services

Shop online | Tracking and Returns | Newsletter | Size Guide

LUXURY | DIVERSITY | SIMPLICITY | ELEGANCE | TIMELESS

BRAND MOOD BOARD



PROCESS

Workshop:
Day 1 and 2

Day 2 and 3: Urban
Immersion

Day 2: Trend mapping

Day 3: Brainstorm +
Persona

Day 3: Customer Journey

Other cases and examples

Understand

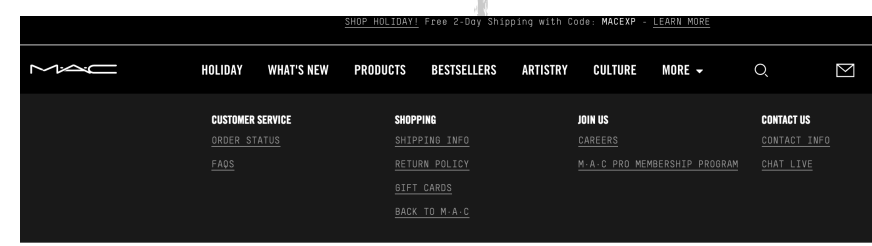
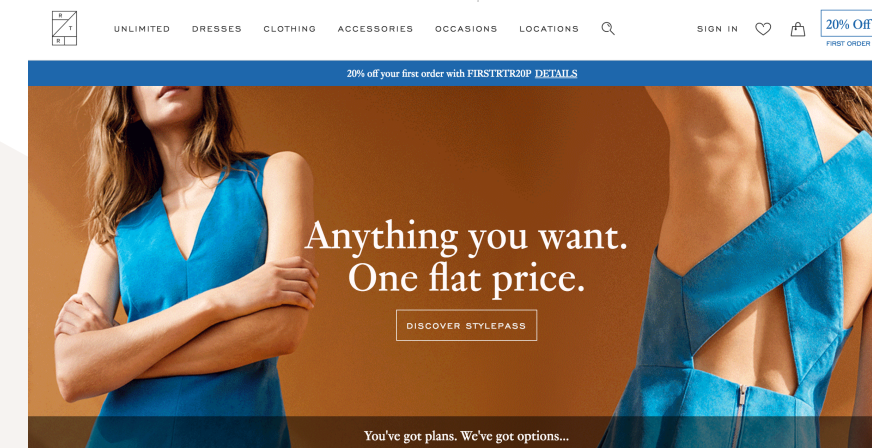
Observe

Define

Ideate

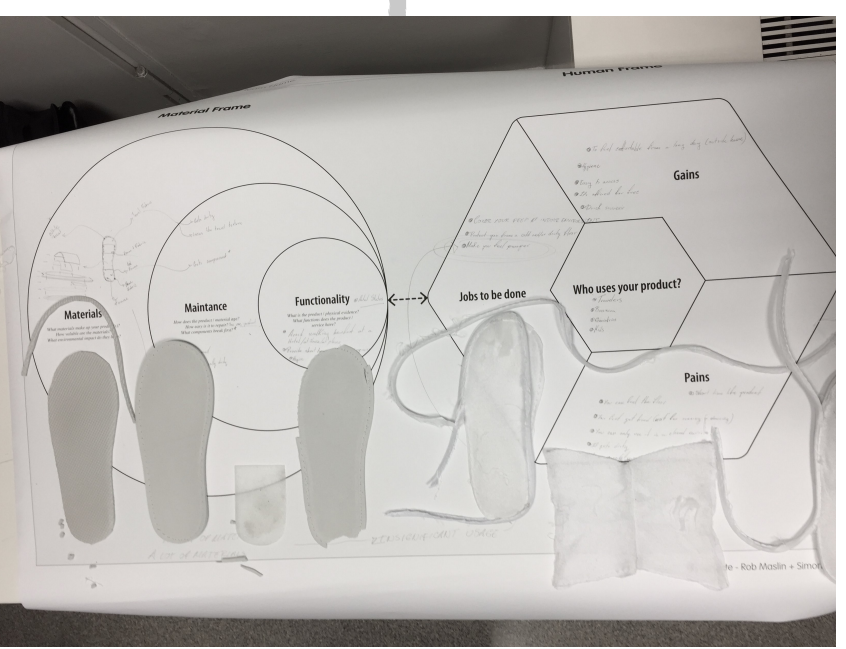
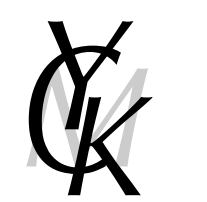
Prototype

Test



BACK-TO-M-A-C
Because we share your commitment to the environment, M-A-C accepts returns of its primary packaging through the Back-to-M-A-C Program. By returning six (6) M-A-C primary packaging containers to a M-A-C counter or M-A-C Connecter online, you'll receive a free M-A-C lipstick of your choice on our store to you. Please note: Lipsticks provided at no charge cannot be returned or exchanged. M-A-C Select Back-to-M-A-C Expendable is only available in stores at this time. FIND OUT MORE

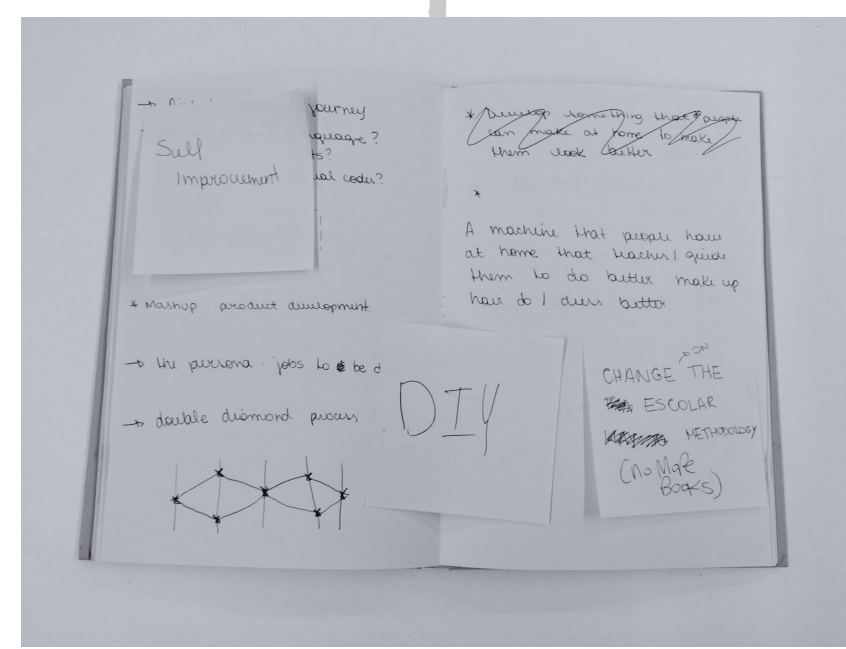
We research on similar cases that are offering this kind of services



We understood how beneficial circular economy is and how unsustainable products are



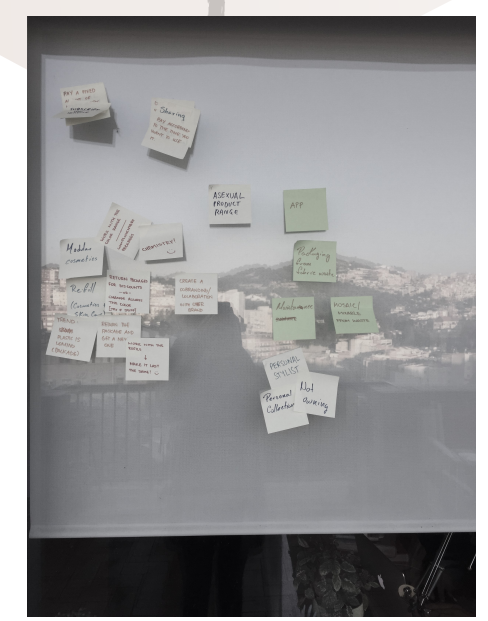
We observed how people dress, eat, buy and we could identify elements that grabbed our attention



How to creatively combine different trends. We could identify the trends we will use in our service



How to creatively combine different trends. We identified the trends to be used in our design of service and we developed Pau our persona



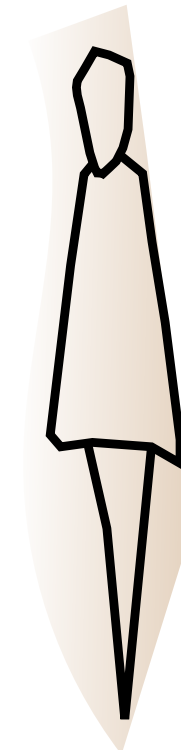
We create and review the journey of Pau through the whole process of product refill

TREND MOOD BOARD



PERSONA

Technology could help more | Convenience | Self-Improvement | Hopeful **THINK AND FEEL**



PAU, 28

Catalan, Banker

HEAR

Friends caring about the environment
Climate change
Uncertainty
Eco-friendly
Political issues

SEE

People traveling
Beautiful city BCN
What people wears
Social media
Fashion magazines

SAY AND DO Sails | Drinks Wine | Goes out with friends | Yoga | Spinning | Clean eating | Texting

PAIN

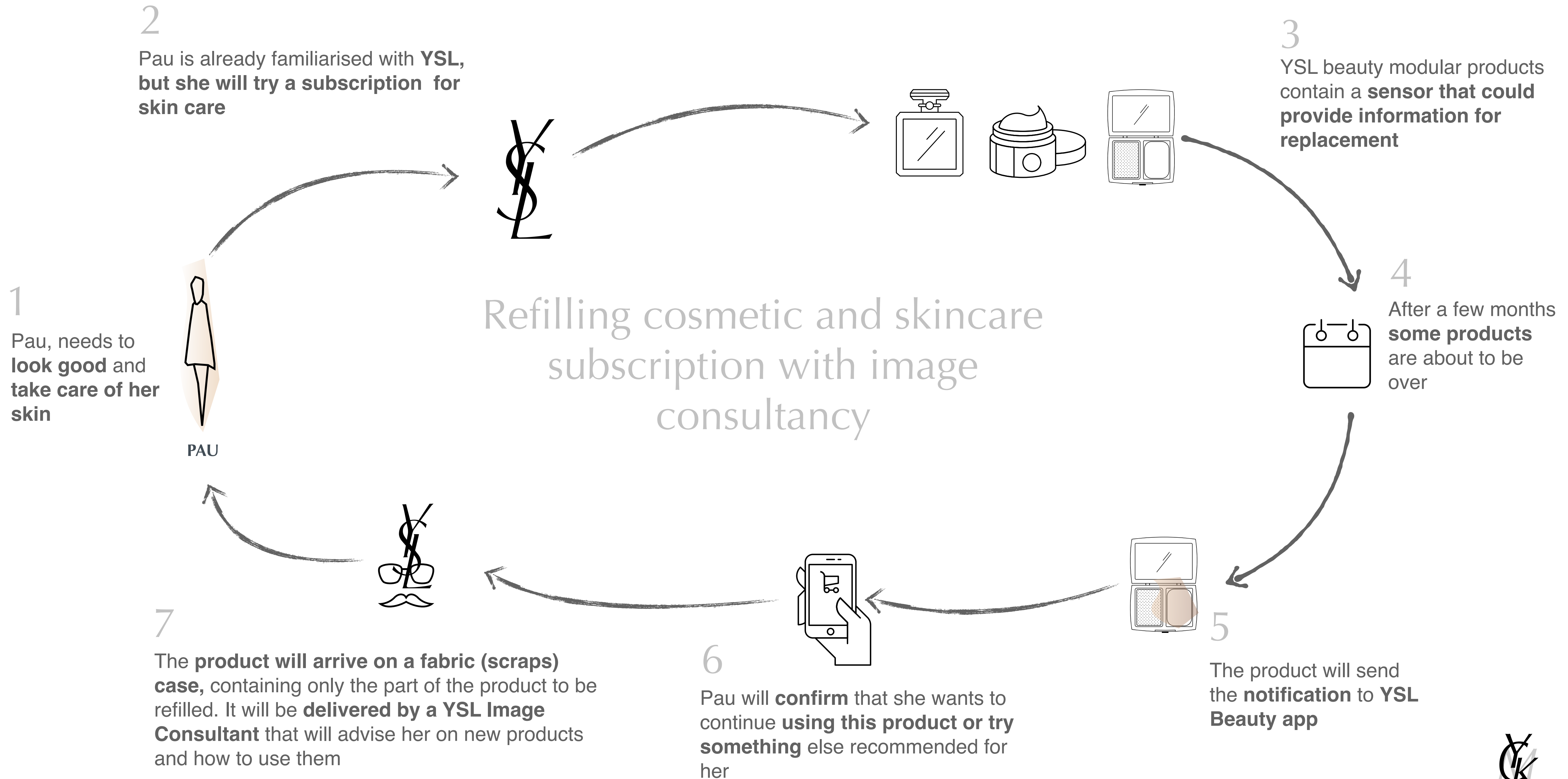
Travels a lot
Has a busy agenda
Worried about self image
Single

GAIN

Money is not an issue
A lot of friends
Self-confident
Wants to show that cares for the environment



SERVICE



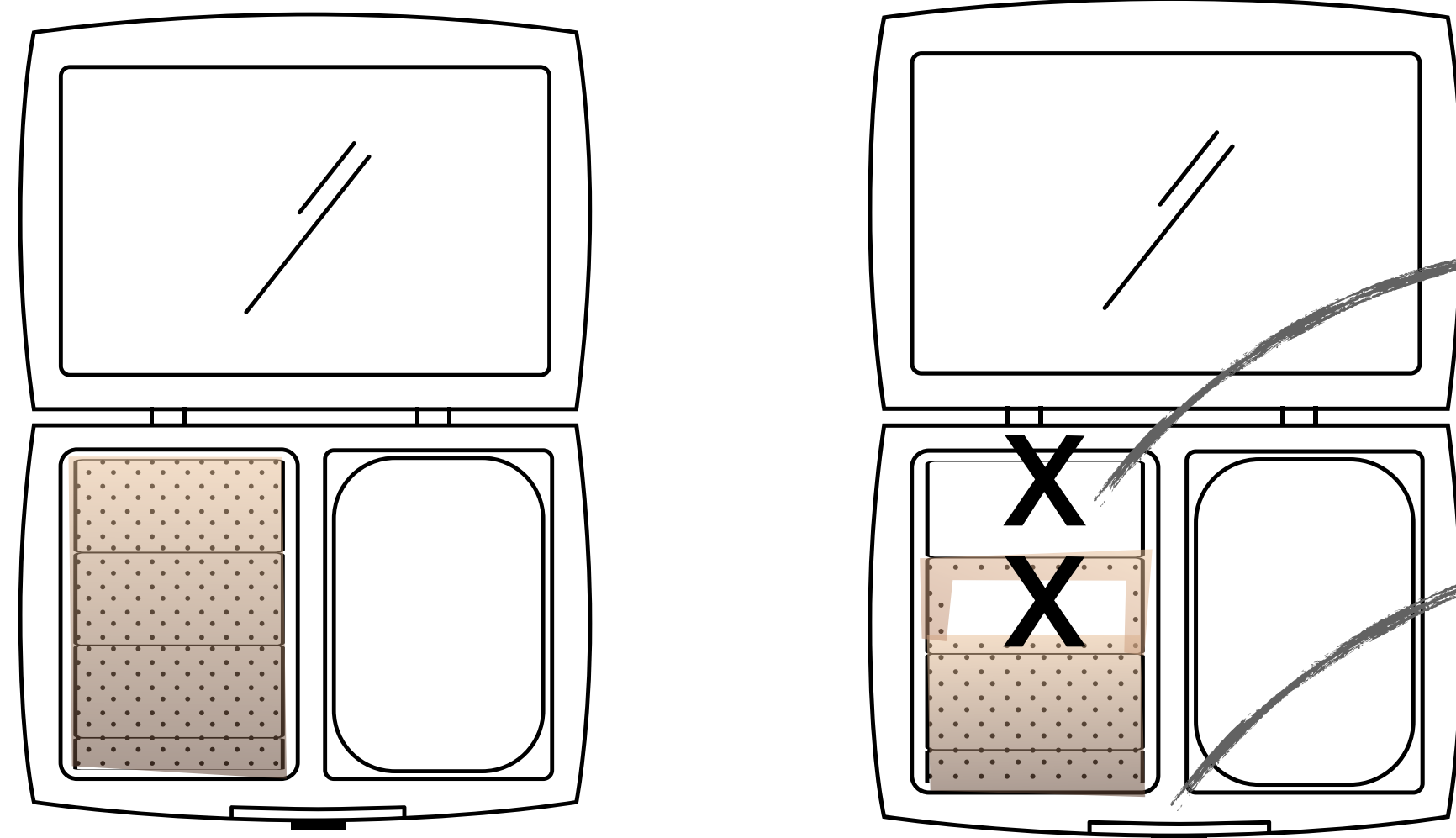
CIRCULAR ECONOMY

The problem

1. Cosmetics and Skin care products generate a high amount of packaging- One package can contain up to 18ml and the real product goes to 1,2- 3 ml or grams. The over packaging means a higher amount of plastic!
2. Users sometimes do not consume full product (different colours to choose, small amounts of product difficult to use, etc.)
3. Fabric scraps are a big problem for companies like YSL

Scenario

1. In order to avoid high volumes of packaging per product, YSL Beauty would offer a modular case with sensors connected to an app.
2. The YSL Beauty service, will be a subscription with a fixed fee that will provide the customer with the following:
 - Modular case with sensors
 - Products elected from the Cosmetics and Skin Care catalog
 - Re-fill of the products used
 - Personal delivery and image consultancy with the Image Advisor
3. The sensors will provide data of product usage in order to provide only the items needed and approved by the user through the app.
4. The plastic packaging should be replaced by simple and elegant containers made out of fabric scraps.
5. YSL Beauty will meet its customers through an Image Advisor that will provide the products and understand better the needs of the customers to develop better products.
6. When the customer wants to change their modular case, YSL Beauty will take and re use or recycle the old case and provide a new one for an additional fee.



Re-fill only the product used

Have one modular case for all cosmetics and skin care products





THANK YOU!
