

**nkd
skn**

packaging design two
summer two thousand nineteen

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paper Kelly paper

printing Print center

binding Self binding

This project was created in summer 2019
for Packaging 2 under instructions of Ania
Borysiewicz at Art Center College of Design.
This project has no affiliation with the brand.

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brand analysis

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history of tanning

It is impossible to deny that through out history tanning has become a huge part of beauty notions in western society. throughout history, before and during Victorian times, paler skin was linked to a higher social status, signifying that a person didn't have to endure the effects of the sun from outdoor harsh labour.

During the early 1900s the standard practice for wealthy women was to shield their bodies from the sun using parasols, hats and gloves. It wasn't until the 1920s when pallid workers were active inside fabrics, that a suntan signalled wealth, privilege and leisure. It was Gabrielle "Coco" Chanel who finally turned it into a trend when she was photographed with suntan lines in the French Riviera, nowadays a tan represents a healthier look and lifestyle.

tanning through time

1837-1900

Victorian era, pale equaled beauty and status. People wore gloves, hats and parasols to avoid sun tanning.

1920

Roaring twenties, women acted rebellious towards the classic womanly behavior. Less restrictive corsets and clothing. Industrial revolution transferred work inside factories limiting workers sun exposure.

1923

Gabrielle "Coco" Chanel was photographed in the French Riviera sporting a suntan.

1929

Vogue magazine declares the trend of "Sunburn Movement"

1928

Jean Patou creates the first commercial tanning oil "Huile de chaldee".

1946

The bikini is invented.

1950

Dihydroacetone "DHA" is discovered and becomes the main self tanner component.

1960

Surfing a beach bodies trend. Sex revolution explodes.

1978

Friedrich Wolff invents the tanning bed.

1998

Tanning spray machine is invented.



NKD SKN

the story

NKD SKN is a UK based brand of self tanning products, and one of the few ones with certified organic ingredients.

NKD SKN is alcohol, perfume and paraben free. Infused with organic ingredients like Aloe Vera, raspberry extract and coconut, this product aims to hydrate and nourish your skin when you use it and leaves no smell or residue after using it.



NEED MORE PAYDAYS SO I CAN HAVE MORE SPRAYDAYS



I'LL FIGURE MY LIFE OUT AFTER I GET THIS SPRAY TAN




WHAT WE STAND FOR

We like our tans like we like our people, non-toxic.

Always (and forever!) made using naturally derived ingredients that are tested on babes, not bunnies!

All the tan, none of the drama!

NKD SKN

brand analysis

The brand lacks to communicate the benefits and characteristics of their organic ingredients and how they work. What is the organic part? The natural tanning ingredients, which is the brand's biggest asset don't carry too much importance through out the image and packaging.

In the brand's online presence the brand aims to target to modern women but it's language feels shallow. NKD SKN want to achieve relatability to women but currently feels dishonest and not authentic, the language can even be considered diminishing to actual women's wants and needs.

NKD SKN

product line



gradual glow daily tan moisturizer
one shade



natural gradual tan lotion dark
dark



natural gradual tan lotion dark
medium



pre-shower gradual tan lotion
one shade



babe water
one shade



body bling instant shimmer
one shade



natural tan mousse medium
medium



natural tan mousse dark
dark



self tanning mitt
applicator



NKD SKN

product line

The brand is trying to communicate the variety of products and results to guide customer, but instead of informing, too much information becomes overwhelming and confusing. The packaging design would benefit by simplifying the information of the product down to the core.

The image of the packaging is quite literal and not necessary to communicate what the product is. The image is also clinging to old marketing techniques of selling the perfect body ideal to create desire when current women's interest in a product is connecting with the company's values and honest intentions.

NKD SKN

logotype analysis



NKD SKN

logotype analysis



doesn't represent the organic and other characteristic of the ingredients

appears to be a sexual product

logotype looks too geometric and impersonal

image is too literal and cliché

tan research

- 030 market trends
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market trends

what people want

The current market wants to get a natural tan with a light glow, paler tones that don't have a fake aesthetic. Gradual tans in oils, mists and moisturizers that hydrate and nourish.

People feel more comfortable buying organic product that are cruelty free and don't feel invasive. They want to buy a product they related to and feel they are being understood, products that understand their lifestyle, and their values.

market competition

best sellers

product



Jergens



St tropez



Isle of paradise



L'oreal



Bali body

price point

\$8-20

\$20-44

\$20-24

\$8-20

\$20-30

product variety

high

high

medium

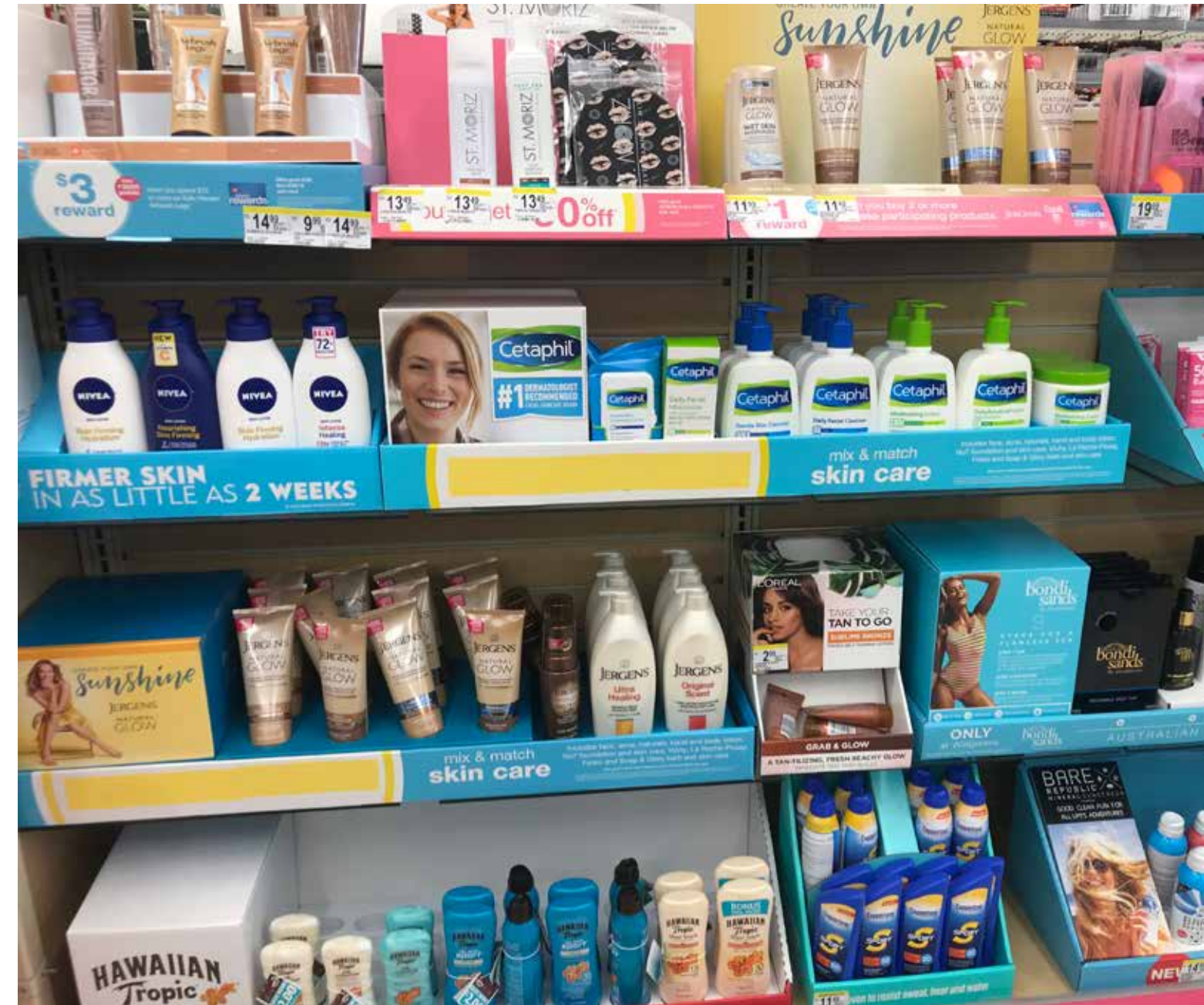
low

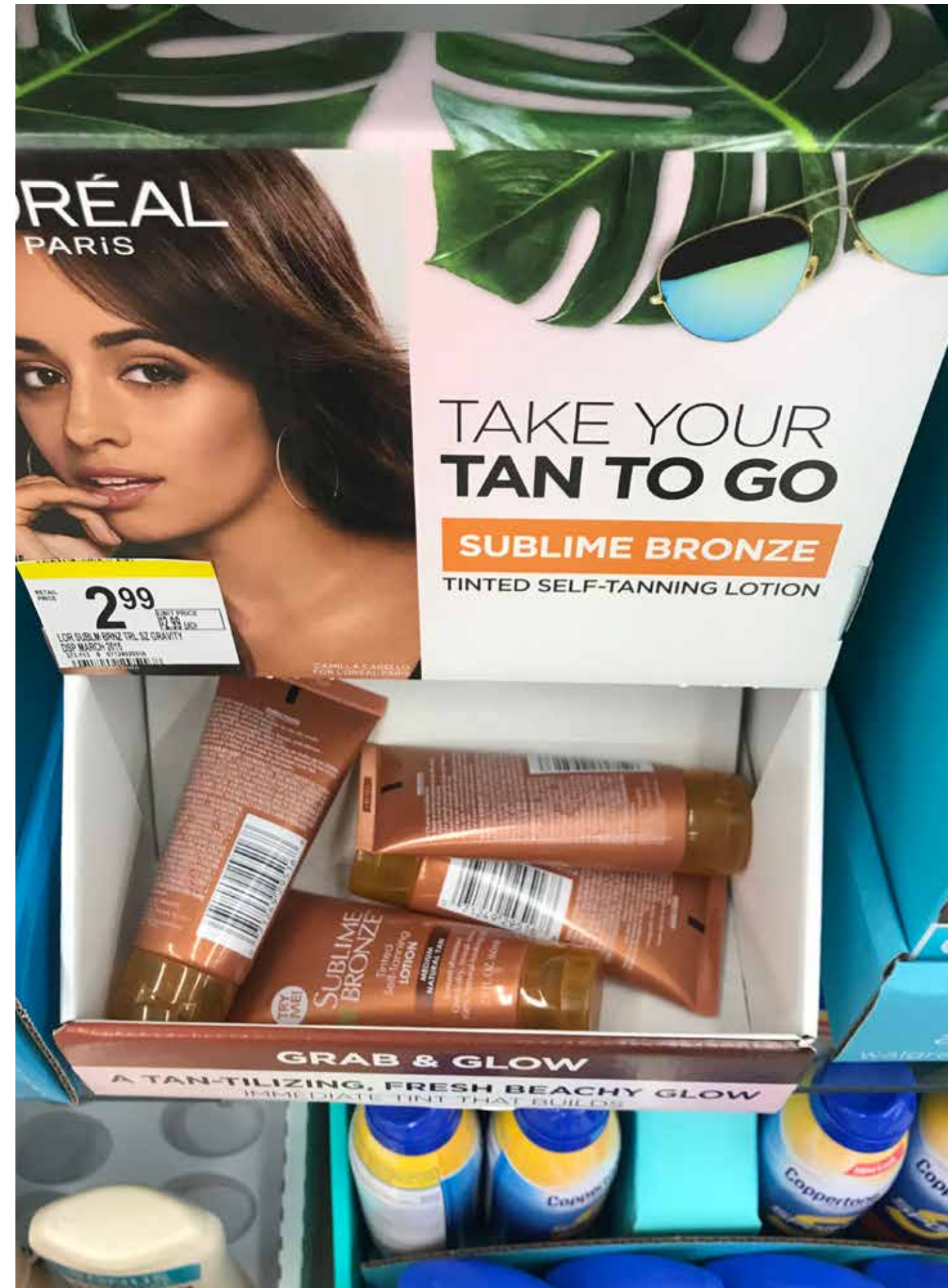
low

in-store research



The store felt messy and it was hard to distinguish between a tanner, beauty product or skincare. Some products had their own displays to separate themselves from the competition but it was still confusing to understand what it was because of the disorder they were in.





in-store research



This store was more high end than the pharmacies but it was still a bit confusing to buy a self tanner, only two or three products were clear on being a self tanner. Most products tend to have too much information to the point you start doubting what the product is.

In other cases the information was the right amount but the brands carry a variety of product some regular tanner, instant tanner or immediate self tanner which made the whole experience of purchasing the right product quite a hassle. Most of the product didn't feel current enough only Bali Body and Coola felt a bit more modern.





experiments

My focus on the experiments was creating a faster approach to self tanning, during the process I realized how many step it takes and how time consuming it can be. So I mixed the fastest self tanners to some of the previous steps that are required in the process, like soap and exfoliators.



experiments

My first try was mixing a tanning oil with sugar and salt to see if I could mix the exfoliating phase with the actual tanning. The results were not really visible but I decided to try different tanning methods combined with exfoliators.

My second try was the pre-shower cream tanner with salt. The smell and color were not enjoyable at all. The exfoliator actually removed the cream at the same time so it didn't quite work.



experiments

My third experiment was mixing a coffee exfoliator with the same pre shower cream, I chose this product because of its fast 10 minutes guarantee I thought if I left it long enough it would work. I didn't actually have any spots after removing it but I also didn't see that big of a color difference, but then again it is a buildable effect.



interview



Single mom of one daughter, residing in a big city, she is a DJ and self taught musician who works long hours, likes to travel and has a public persona.

Dulcia uses the product once a week during the summer, she lives in a city so she doesn't get to tan naturally often, she also suffers from a hereditary tendency of skin cancer, so she has to be careful. Dulcia uses self tanner mostly to look toned it helps with skin flaws and hides cellulite and stretch marks, she feels healthier look when she is tan.

Some of her current dislikes are the smell, an orange tone that gives her a fake look. In general she prefers beauty products that are organic that don't go in her bloodstream as much.

Dulcia Villa 34 years old

mom and techno DJ
loves her cats and dog
lives for tacos

interview



Fast lifestyle, nutriologist with two jobs and a private consultancy. Mother of 2 children. Cares above all about practicality and looking natural. Loves her white skin but is currently considering getting regular fake tan because she plays soccer at night and doesn't like how white her legs look in shorts.

Wants to introduce tanning to her lifestyle but doesn't know how or what to pick, so keeps pushing it away, although she has used it in special occasions like weddings or special events. She states that when she got a tan she felt more attractive and felt more fit.

She dislikes the smells, how long it takes to dry and how tedious the whole process can be from beginning to end, she wishes it didn't take as long.

Ilse Flores 29 years old

nutriologist and mom
loves soccer and church
obsessed with cats

interview



Agriculture student lives in the beach or open fields. She spends most of her day under the sun, so she has to be very careful with her skin, she likes to be tan but doesn't like to get sun exposure because she gets spots and acne. She doesn't use self tanner because she is scared that the color will look fake, but mostly because she cares about the environment and she doesn't use something if she is not sure is biodegradable.

She is also a model who has gotten tanned for photoshoots, and she thinks that tanning makes you look more toned and thinks her butt looks better.

Her main priority is protecting herself from the sun because she works farming all day, but she does enjoy having a healthy tan color.

Nikoll Vogas 28 years old

agriculturalist
models in free time
loves small towns

interview



When it comes to beauty routines, she thinks she is bad at taking care of herself but she wants to improve, sometimes she is just too tired to take care of herself. Haven't done much research about self tanners but if she knew what to use and how she would take care of herself or her looks more.

She doesn't use sel tanner because it looks fake and it seems like too much work. She thinks the image of the industry looks fake and the people that use it are fake people, like celebrities.

Vanessa likes products that has benefits, feel comfortable and unintrusive. she would use the product if it was part of a healthier routine of taking care of herself. If its not only about being tan, less about what other people think, more about taking care of her body.

Vanessa S. 24 years old

student
fast paced lifestyle
loves pizza

interview



Doctor and musician in his free time, spends most of his time in the hospital, whenever he can he likes to get out of town and enjoys water and outdoor activities. He doesn't care much if he is tan or not, but he thinks he looks more attractive when he is.

He thinks people are more attractive when they are tan because it gives skin a homogenous look, and a healthier glow. He used to have a negative image about self tanner that only overly produced people use it, but as his girlfriend explained to him about her skin sensitivity and that it doesn't affect her health he actually finds it less risky than sun exposure, so now he changed his opinion.

Santiago Torres **29 years old**

internal doctor and musician
enjoys bikes and videogames
loves travelling

demographics

062 the modern woman

064 case studies



demographics

the modern woman

20 to 40 yrs old, a modern woman that wants to look good but doesn't have all the time to dedicate her life to be beautiful. She lives a fast paced life where she is expected to achieve it all, being a good mother, girlfriend, friend, a professional, juggling can be a difficult, but knows the importance of her time and knowing when to slow down and take time for herself.

Wants to find freedom in a world bombarded by "you should be like" ideas, the modern society gives her contradictory messages of how the perfect woman is like and that she isn't it. So she understand she has to fight this stereotypes and find the "perfect woman" from within. She highly appreciates herself, balances her priorities, has a career, personal goals, family, friends and spirituality in her life. It can be quite the challenge but she finds joy in finding a balance.

Views beauty rituals as a way of taking care of herself. her mental and physical health above all. She appreciates natural and organic products that don't affect her body. Products that are honest on what they do, that are environmental friendly and sustainable and that respect humans and animals of any kind.

Glossier.



case study

Glossier

Glossier has unique mission and aesthetic branding that is a refreshing change in mainstream cosmetic retailers.

Glossier was born in a blog that caught the attention of many women seeking beauty advice, and soon a community was formed in which the subscribers swapped suggestions and support. This eventually inspired CEO Weiss to create Glossier in 2014 in an effort to promote a line of products women were “actually seeking,” according to an interview with Weiss from Business Insider.

The mission of Glossier, according to Business Insider, is to help women feel more comfortable in their own skin. The products are meant to enhance their natural look, and not be a masks. The packaging, a Glossier trademark is their reusable millennial pink bag in which products are shipped. The brand started with its first four staple products – a cleanser, moisturizer, lip balm, and mist and has been adding more products ever since, sating the base of a good healthy skin is the key to look good.

“Skin first, makeup second.”



case study

Reformation

One of the most sustainable fashion brands for its trendy designs is doing even more to show why it's a boundary-pushing eco pioneer in the space – it's also celebrating the female body by creating stylish threads for curvy and plus-size women.

Aside from its use of sustainable materials like recycled fabrics and deadstock materials, the brand has been carbon neutral since 2015. Reformation has its own factory in Los Angeles, California where they engage and build a great working relationship with the people behind the clothes.

“There are people behind the clothes we wear, and too often they work under terrible conditions. That's why we built our own sustainable factory in Los Angeles, where we work with awesome people from all over the world”.

Reformation tries to make these standards as holistic as possible, taking into consideration water input, energy input, land use, eco-toxicity, greenhouse gas emissions, human toxicity, availability and price. We also looked at garment care implications, like microfiber shedding.

They even separate their clothes into categories according to how sustainable the garment is. Their goal is to make 75% of our products with the best sustainable fibers.



case study

Myro

Myro is a plant-based deodorant brand known for its subscription service and refillable cases.

They aim to help customer's skin away from toxic chemicals. The company offers five scents made with 99% natural ingredients, and a range of colorful, gender-neutral reusable cases.

"In looking holistically at the deodorant category, things have been very stagnant" says Laptevesky in the press release. "We thought this was the right time to disrupt the category and give daily routines their due". Myro is his solution for disrupting the deodorant industry and prioritizing human and environmental health at the same time. Myro references the ingredients within its deodorant, they make a point to mention the compounds it doesn't include, namely, "parabens, triclosan, propylene glycol, steareths, phthalates, talc, baking soda, artificial colors, and synthetic fragrances."

the concept

074 key attributes

076 mindmap

078 concept

084 form

100 logotype

110 graphic application

132 poster design

key attributes

defining brand values

real
cherish
flexible
playful
proven
natural

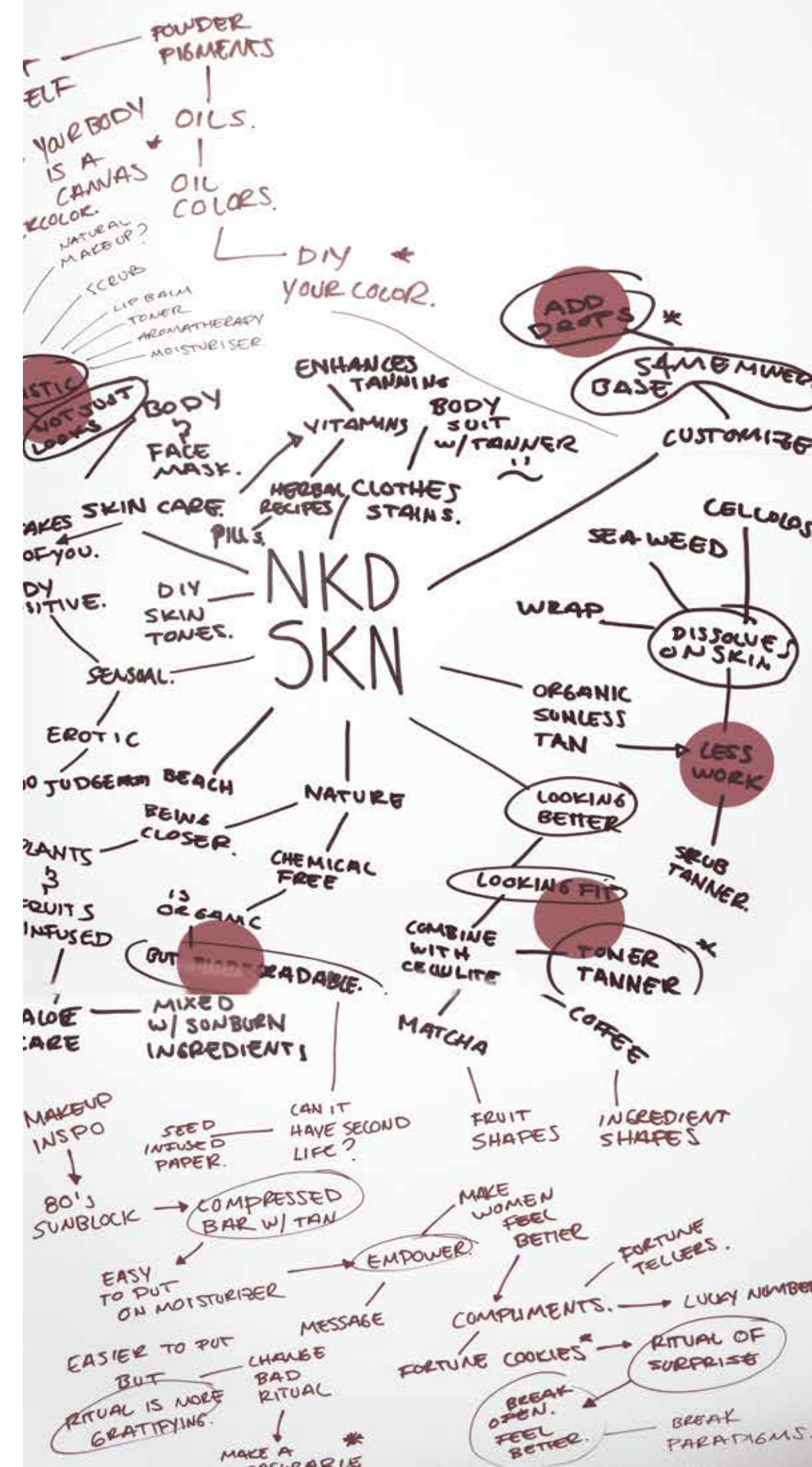


mind map

ideas everywhere

We all want to feel good inside and out, feel attractive, self assured, so everyday we do what we can to feel beautiful and confident. Yet when we use certain products like self tanner, society makes use feel fake, but why should they.

If we are frank no one is born flawless, and beautiful is a complex spectrum, NKD SKN invites you to embrace your body, your flaws and your right to enhance your skin. Nkd skn helps enhancing those parts that attack your self-confidence all through organic natural ingredients, let's be honest about what you are putting in your body and make it an intimate enjoyable experience.





the concept

tanning for real women

We all want to feel good inside and out, feel attractive, self assured, so everyday we do what we can to feel beautiful and confident. Yet when we use certain products like self tanner, society makes use feel fake, but why should they?

If we are frank no one is born flawless, and beautiful is a complex spectrum, NKD SKN invites you to embrace your body, your flaws and your right to enhance your skin. Nkd skn helps enhancing those parts that attack your self-confidence all through organic natural ingredients, let's be honest about what you are putting in your body and make it an intimate enjoyable experience.



NKD SKN

and the modern woman

This new vision of the product will reassure the user to feel more comfortable with herself, letting her know that is ok to look however she wants, understand her and align with her lifestyle. This product will respect and empower womens choices on their bodies, Make her feel safe about what she's putting in her skin. This product not only will make her feel good but actually have natural components that can help her improve her skin.

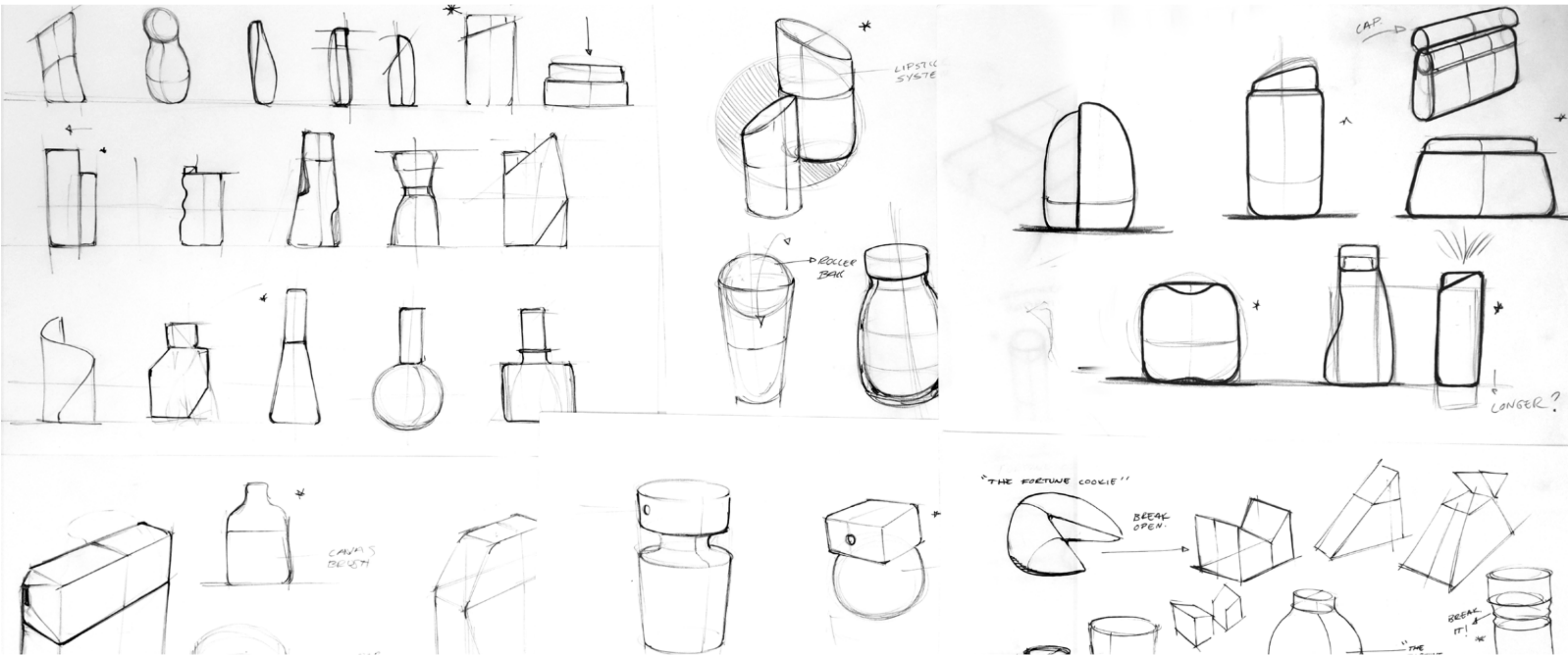
inspiration

concept images



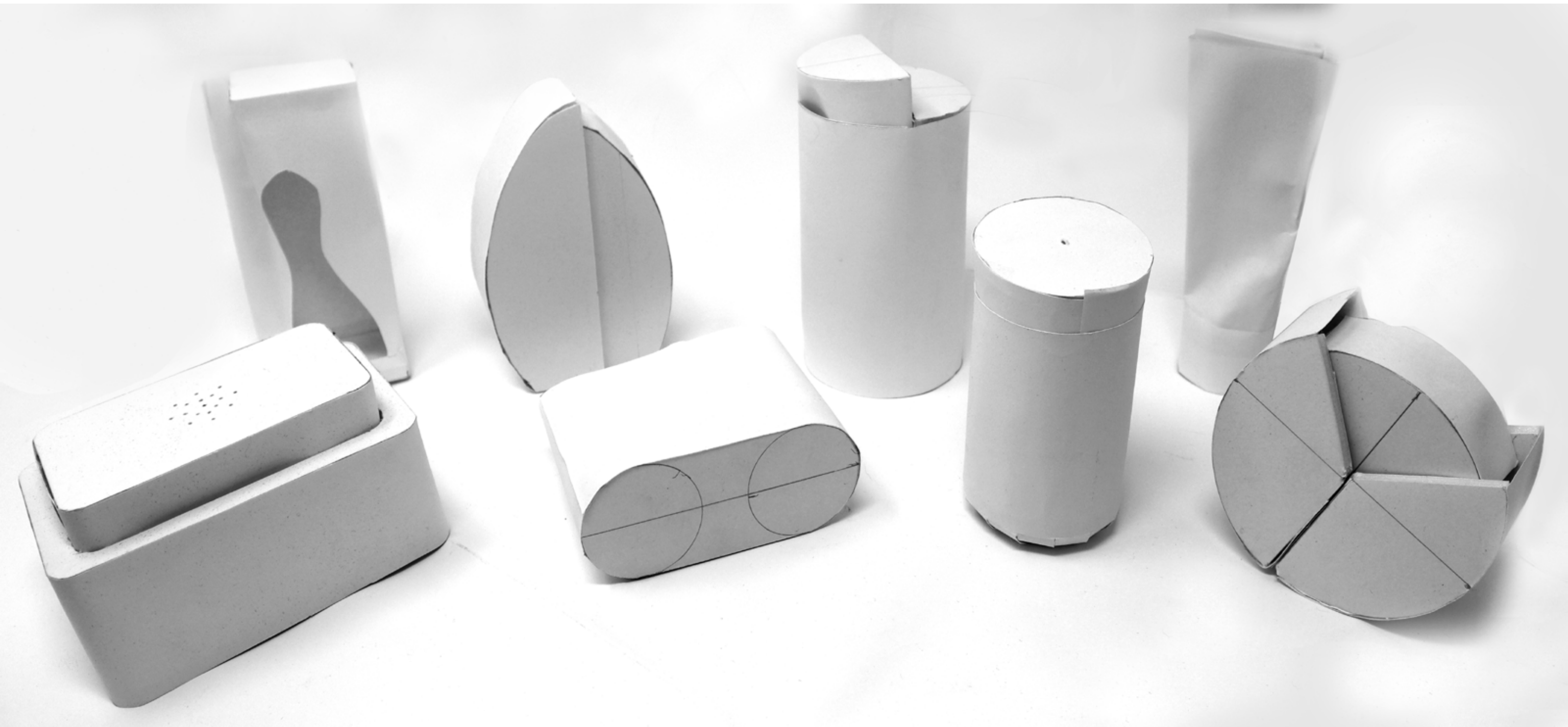
form development

sketch exploration phase one



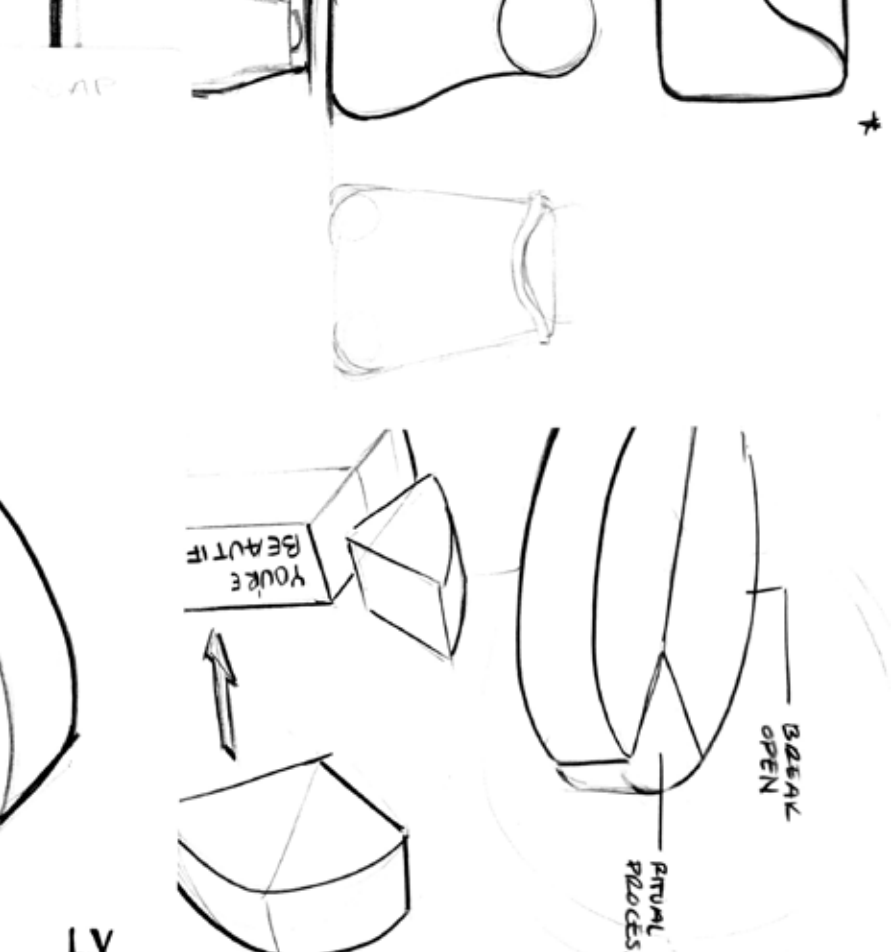
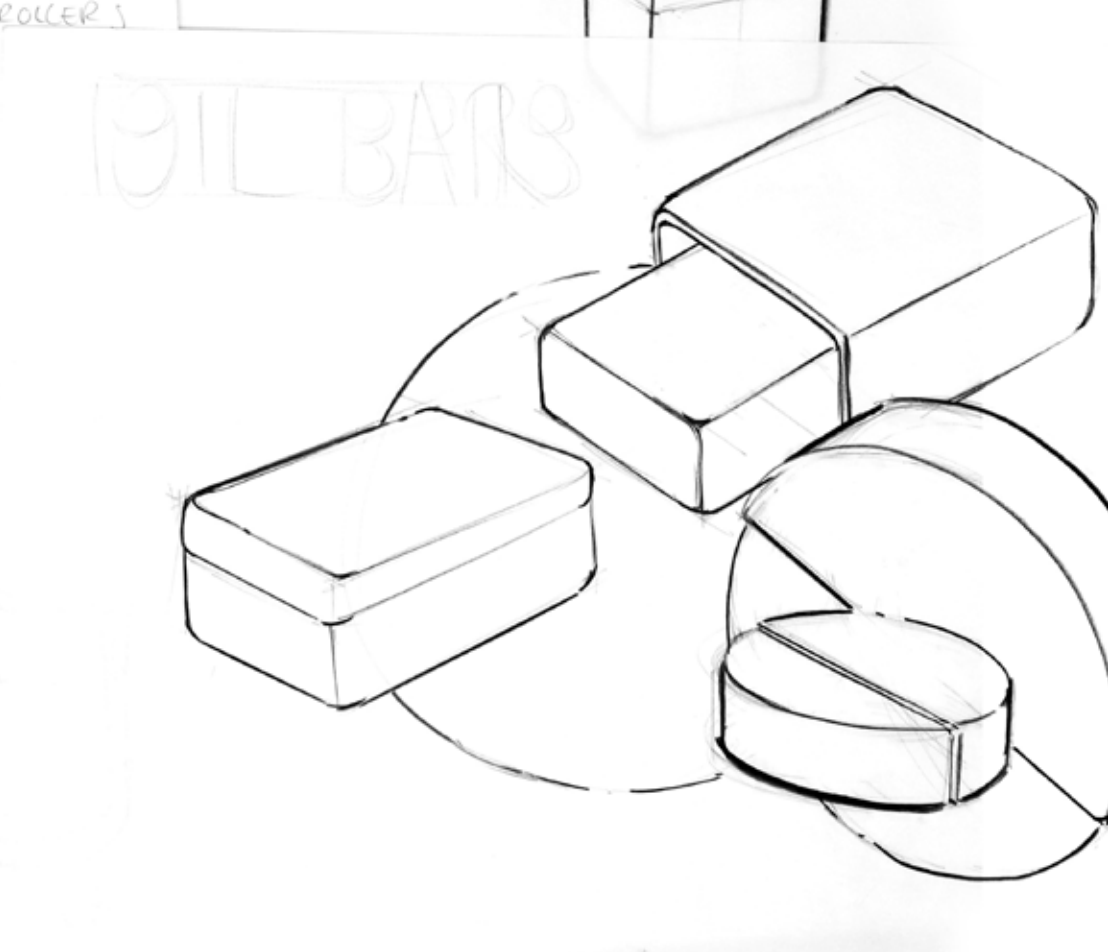
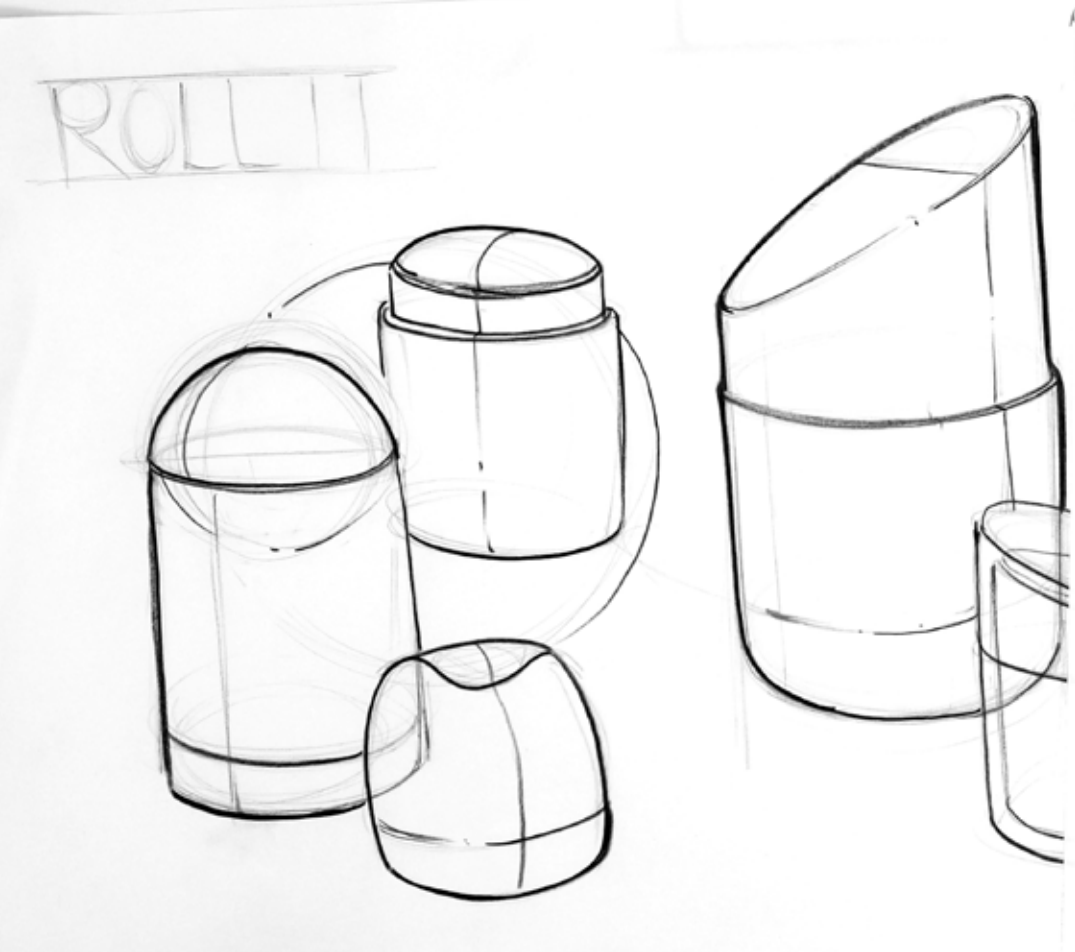
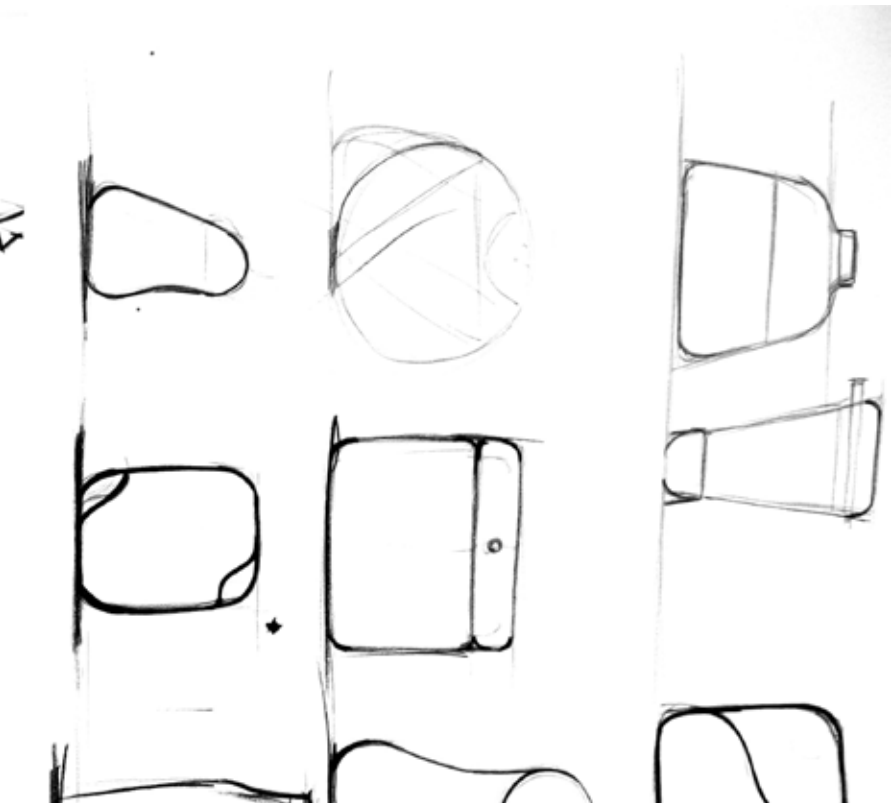
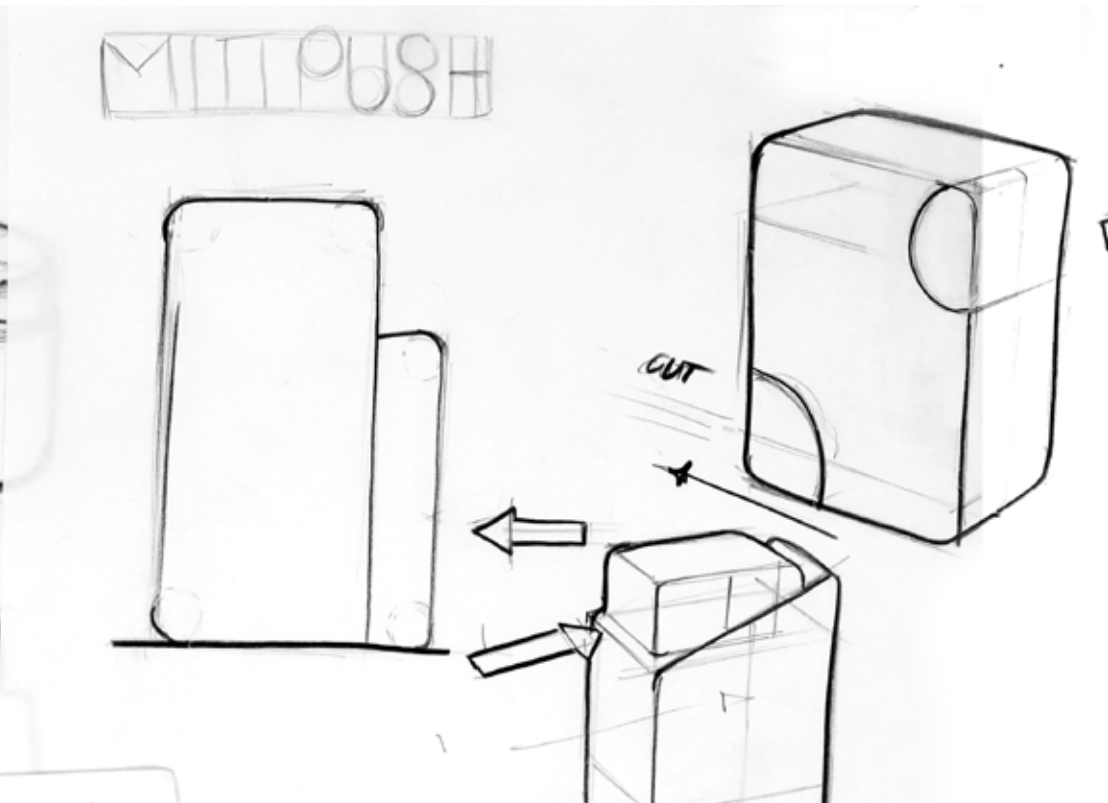
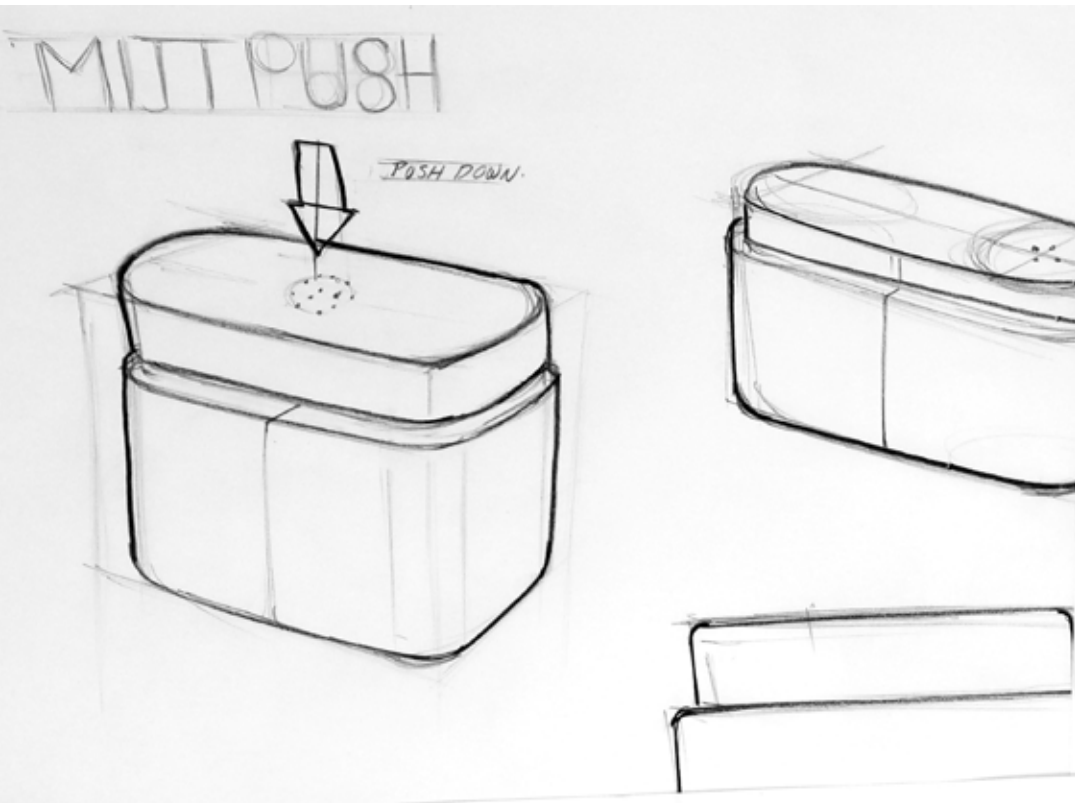
form development

mockups phase one



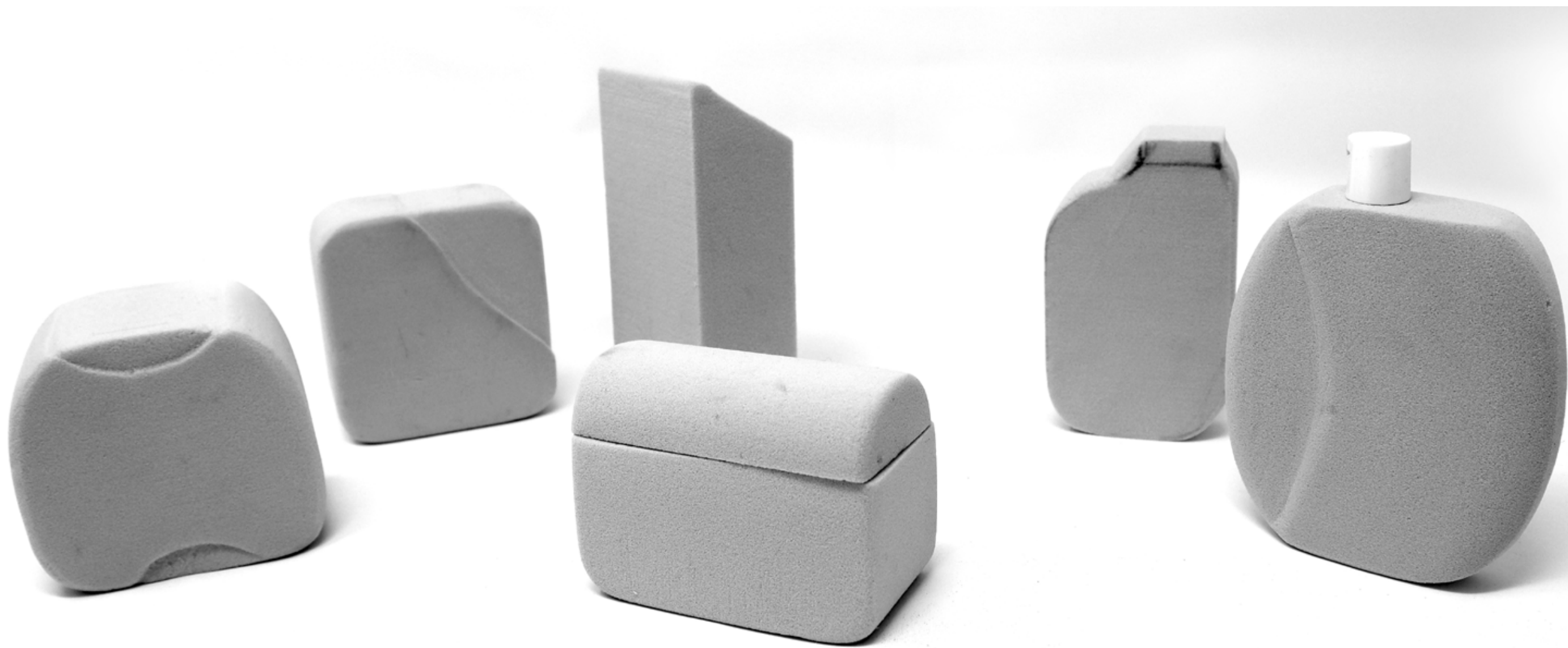
form development

sketches phase two

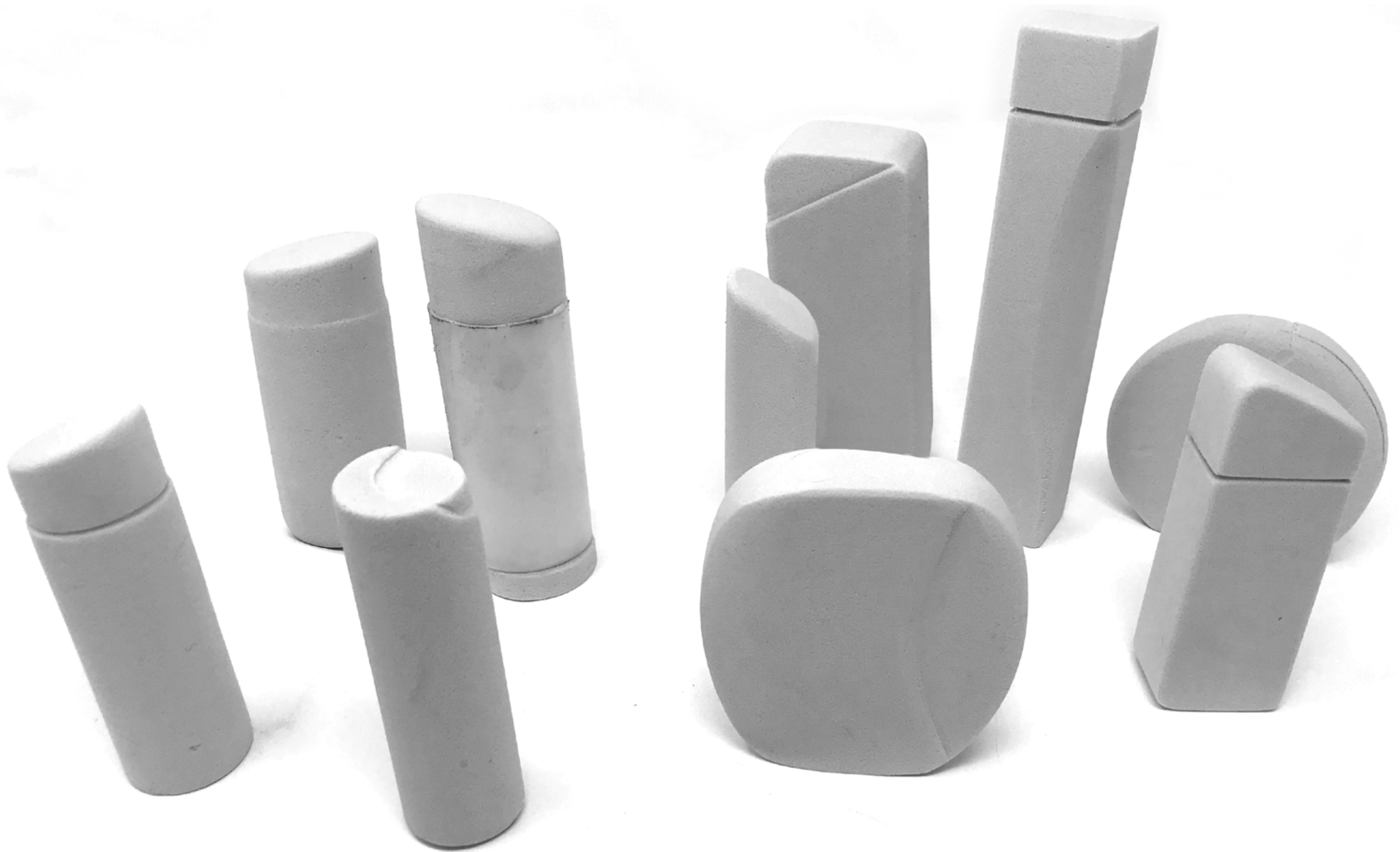


form development

mockups phase two

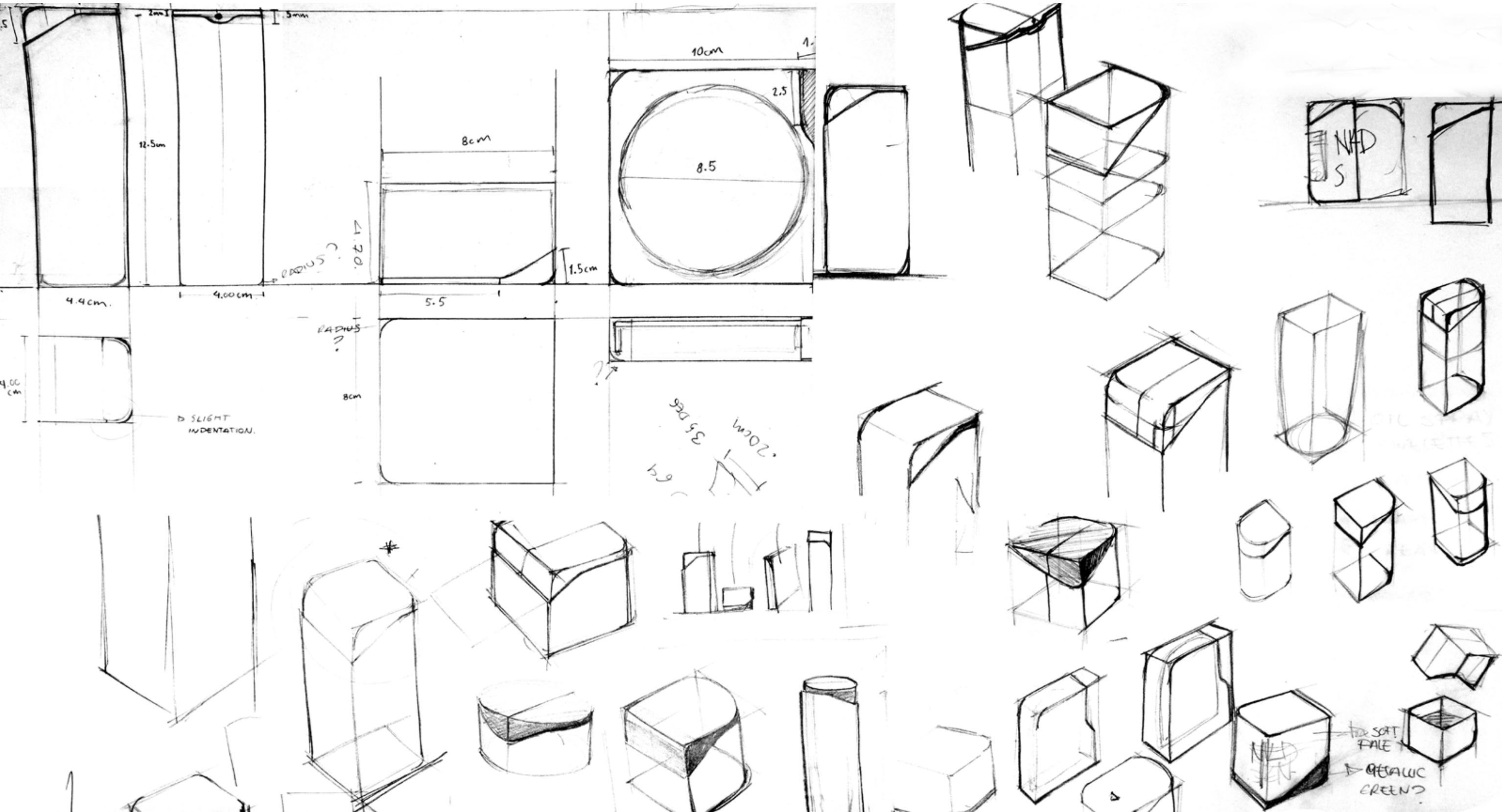


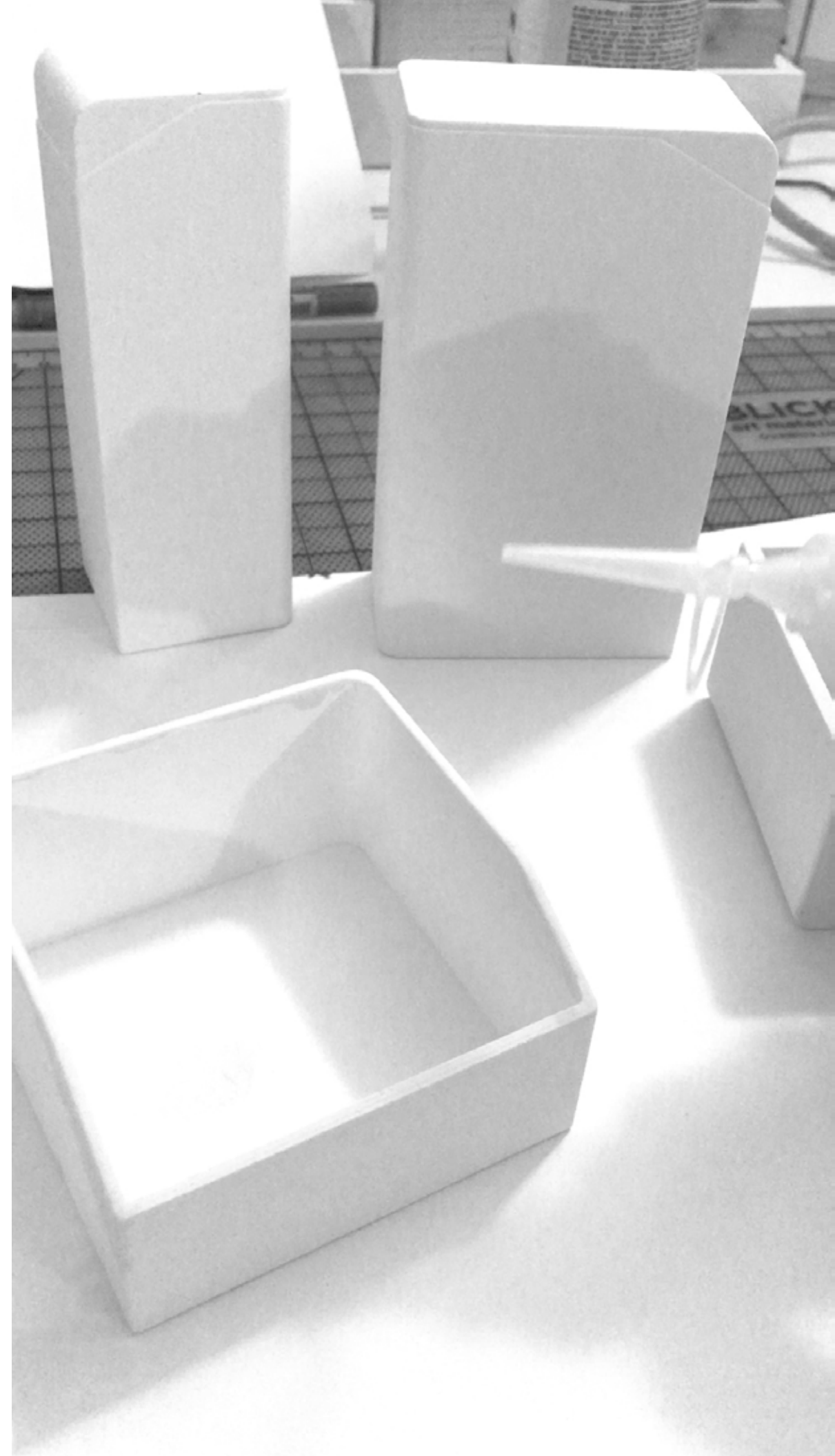
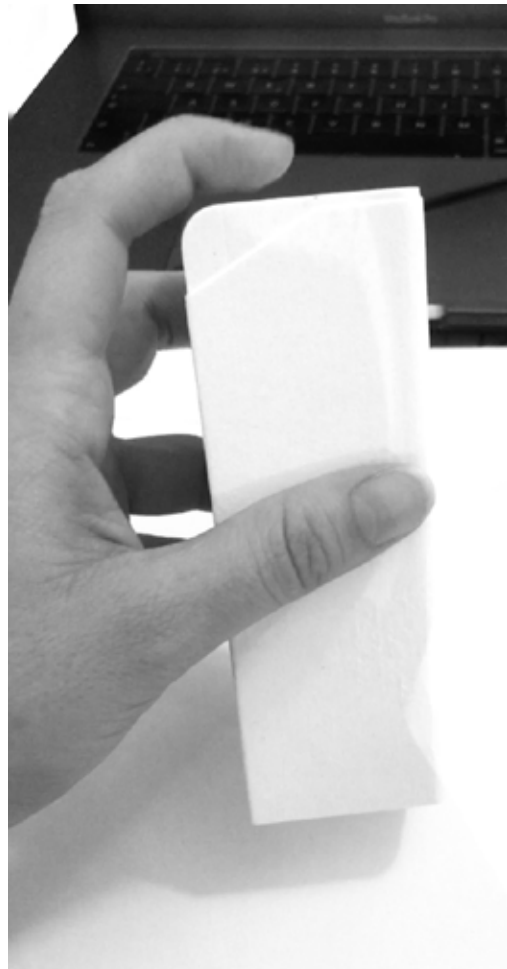
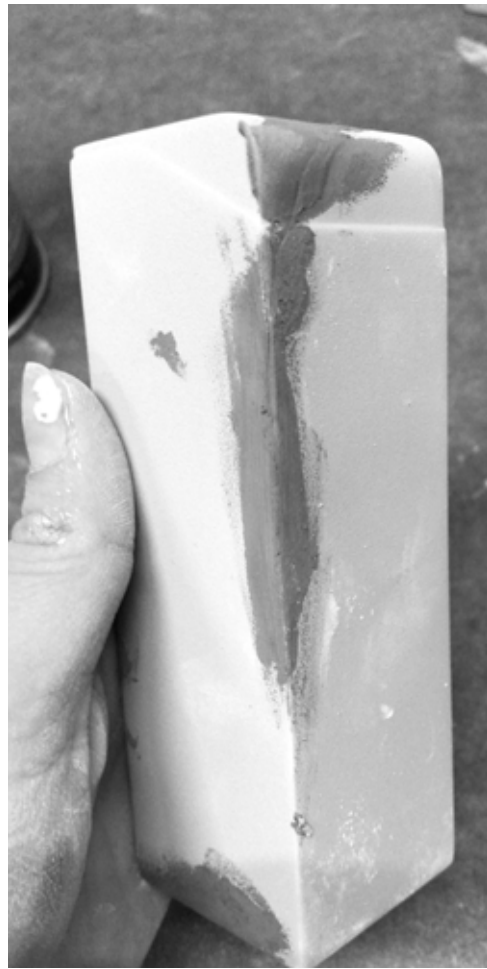
form development
mockups phase three



form development

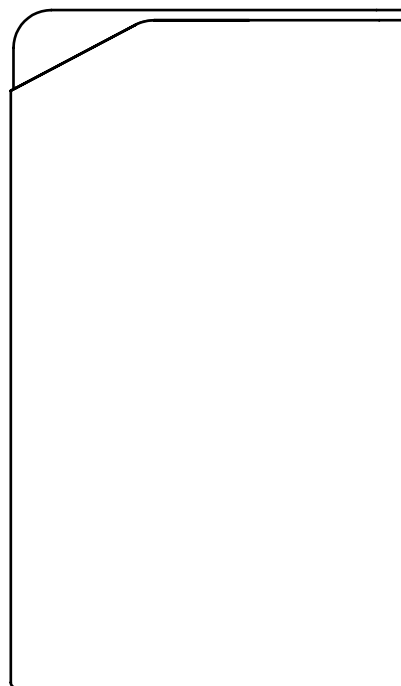
mockups phase three



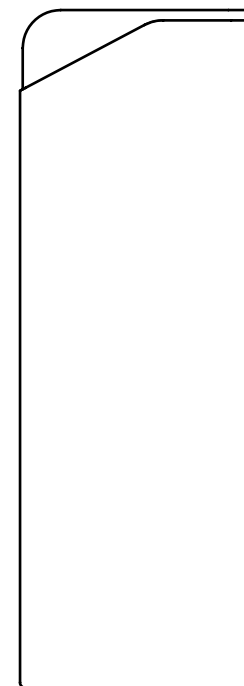


final form

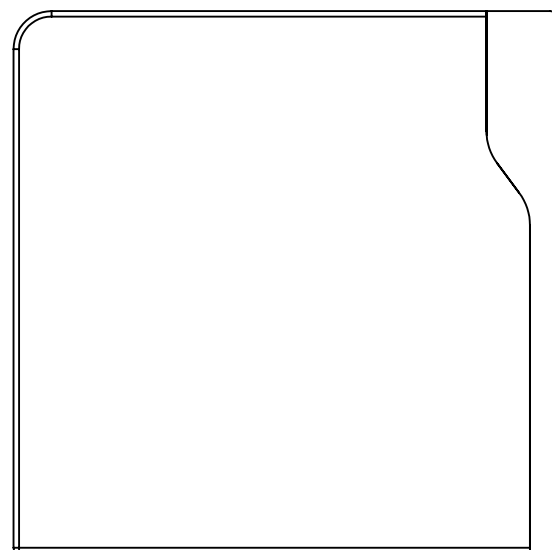
shape family



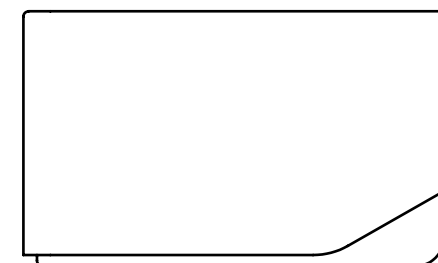
tan lotion bottle



tanning oil bottle



applicator box



towlette container / towlette

logotype development

exploration sketches



logotype development

initial logotype direction

**nkd
skn.**



nkdskn

Nkd skn.

nkd skn.



nkd skn[®]

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NKD nkd

ed naked NKD-SKN

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skn

SAME SERIES
BUT BASED
ON A SERIES

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skn skn skn

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skn

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skn skn skn

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nkd
sknTM

logotype development

refinement

Once the main concept of the logotype was defined I explored different serif typefaces to see which one had a better fit for the brand concept. I was looking for a serif that had a modern feeling as well as a bit of sensuality in the curves of the letters.

The stacking of the letter was also another important factor to decide which typeface would work better and would require less changes.

**nkd
skn®**

**nkd
skn®**

**nkd
skn®**

**nkd
skn®**

**nkd
skn®**

**nkd
skn®**

final logotype

Begum is a serif typeface designed by Manushi Parikh in 2015 and published by Indian Type Foundry. It supports the Devaganari, Latin and Tamil writing systems. This typeface features flared stroke endings with triangular serifs. Begum characters share qualities of classic Anglo-Dutch types like Caslon and Times.

For the creation of this logotype, the typeface was modified to create a sensual feeling. The width of the letter “s” was increased and the form of the terminals. The letter “d” and “n” was widened in the aperture. The ascenders on the “k” were shortened and the serif of the arms made thicker. Finally all the caps on the ascenders were slightly curved.

Begum

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

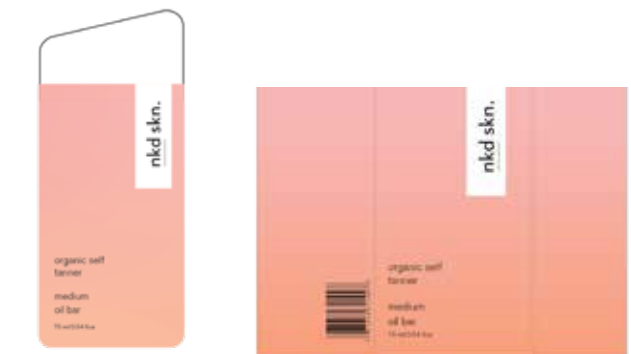
**nkd
skn**

**nkd
skn™**

**nkd
skn™**

graphic application

quick collage exploration



graphic application

quick collage exploration



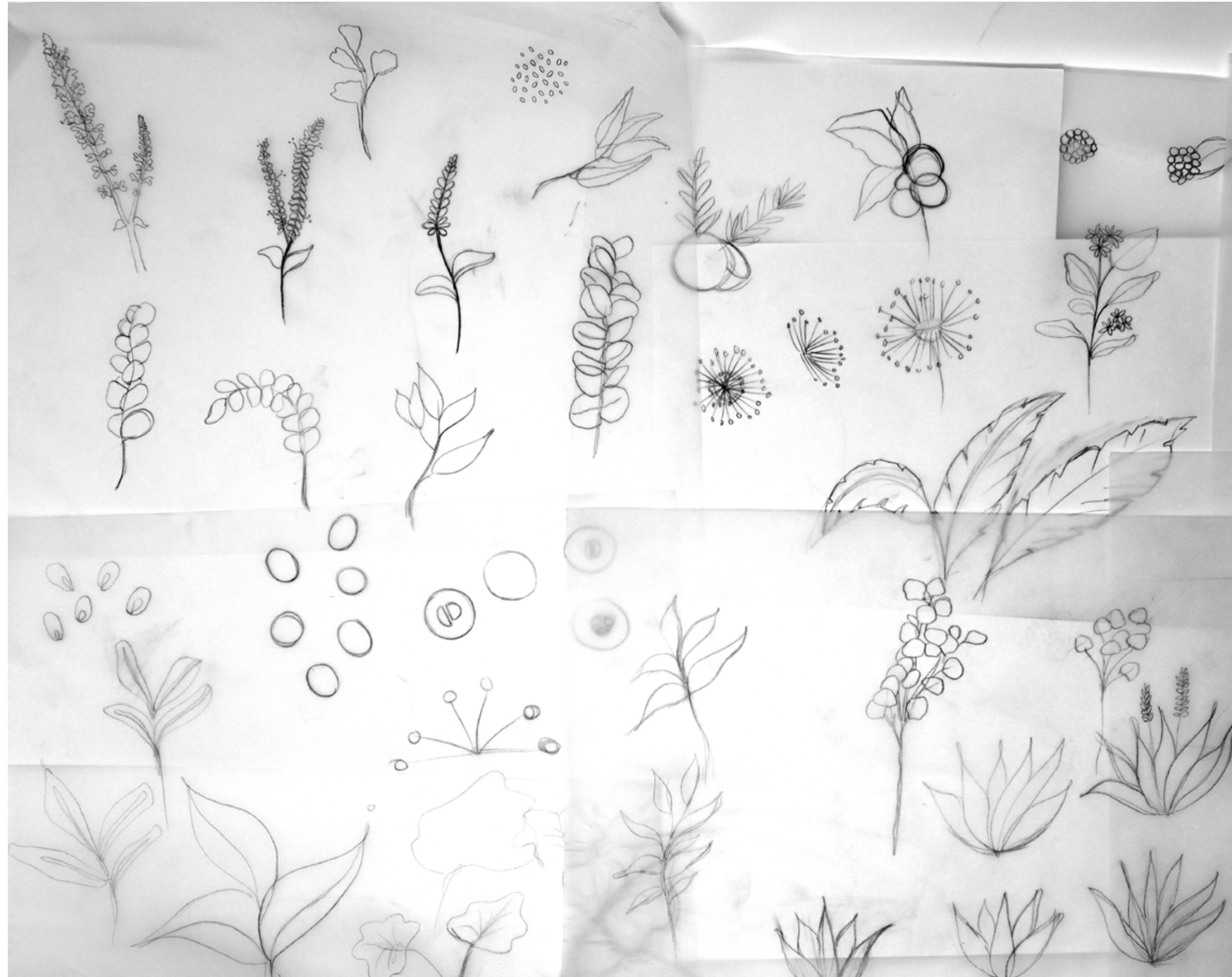
graphic application

quick ollage exploration



graphic application

pattern sketches



pattern development

plant exploration

For the pattern I researched the natural ingredients of the NKD SKN components as inspiration and to connect the buyer to the actual ingredients in the product and more attention in the organic factor of the product.

I experimented with different color combinations and played with the different elements, laying them out to find something visually appealing. The style I was going for was a simplistic abstraction of elements, color blocking and a dash of surreal sixties illustration qualities. Some of the natural ingredients in NKD SKN self tanner are coconut, chia seeds, eucalyptus, raspberry, aloe vera, melon, grape seeds and pomegranate.

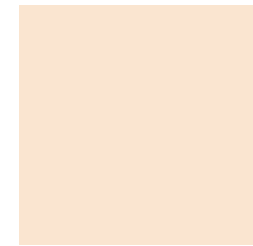






final pattern

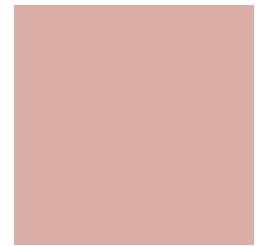
inspiration / final colors



pantone p 27-1 C



pantone p 126-16 C



pantone p 56-2 C



pantone p 66-7 C



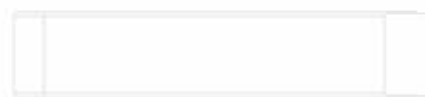
pantone p 172-16 C



pantone 16-1325 TPX

graphic application

pattern refinement



graphic application

pattern refinement



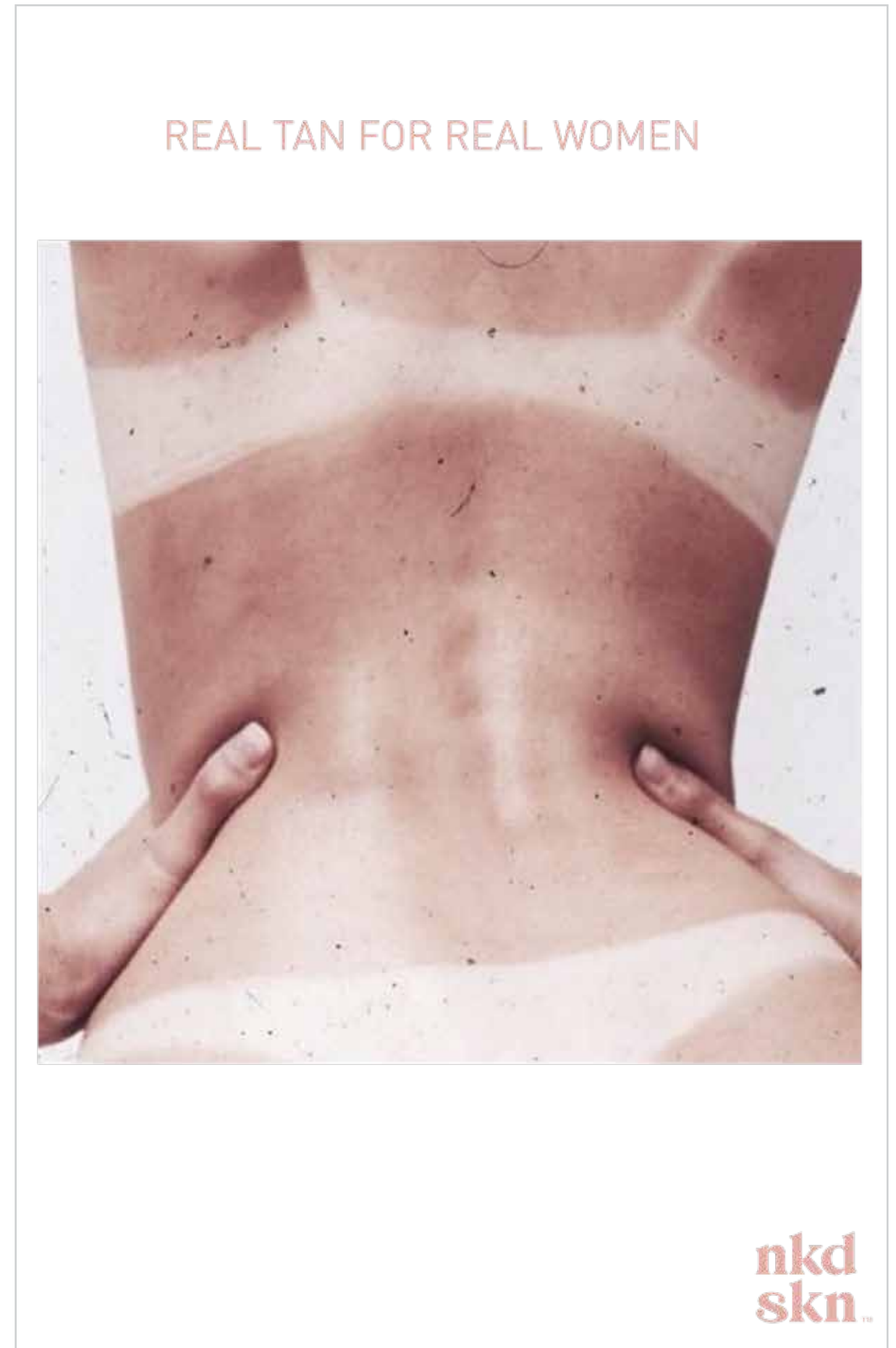
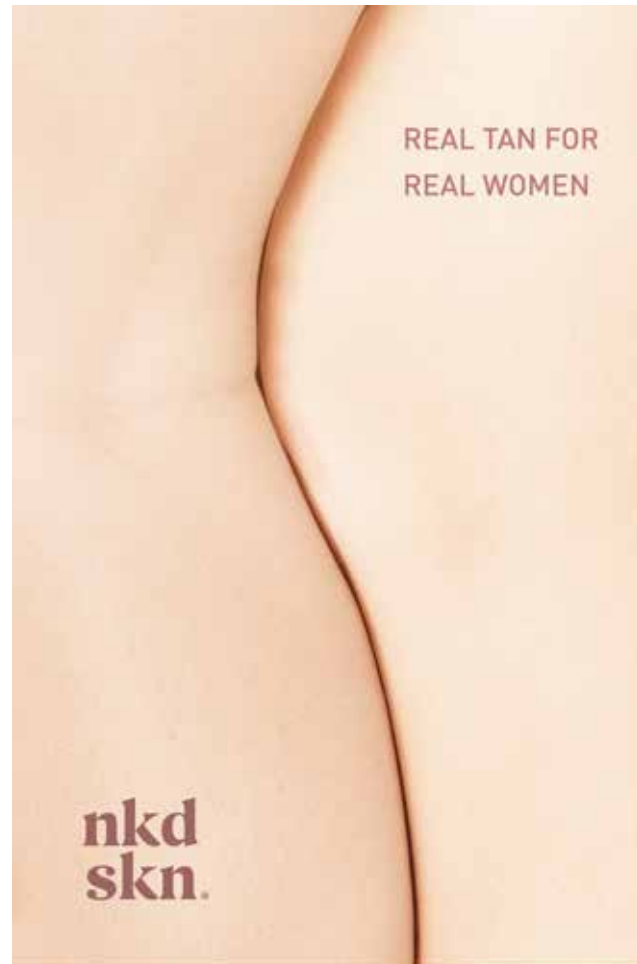
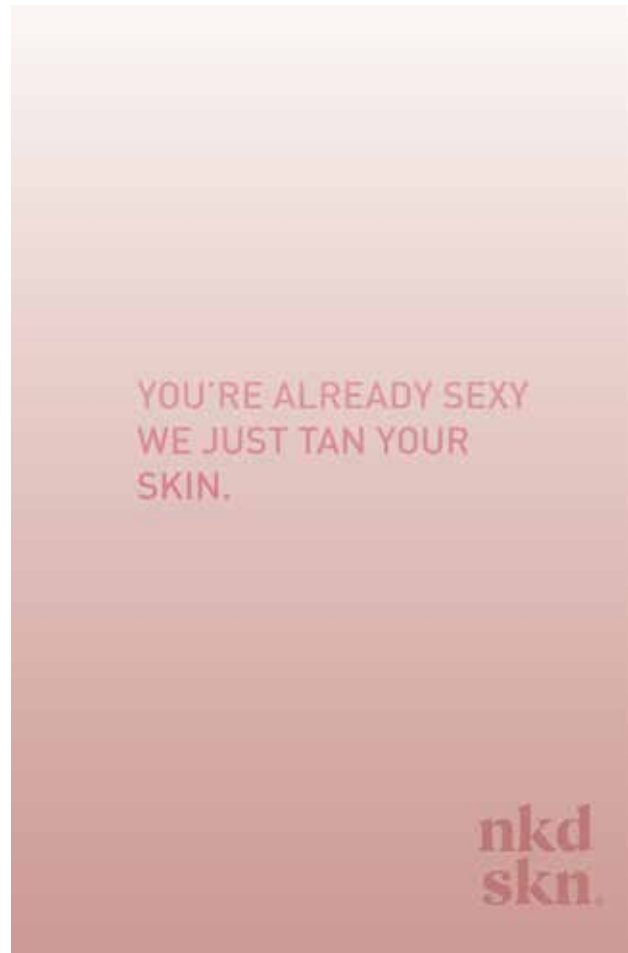
graphic application
pattern refinement

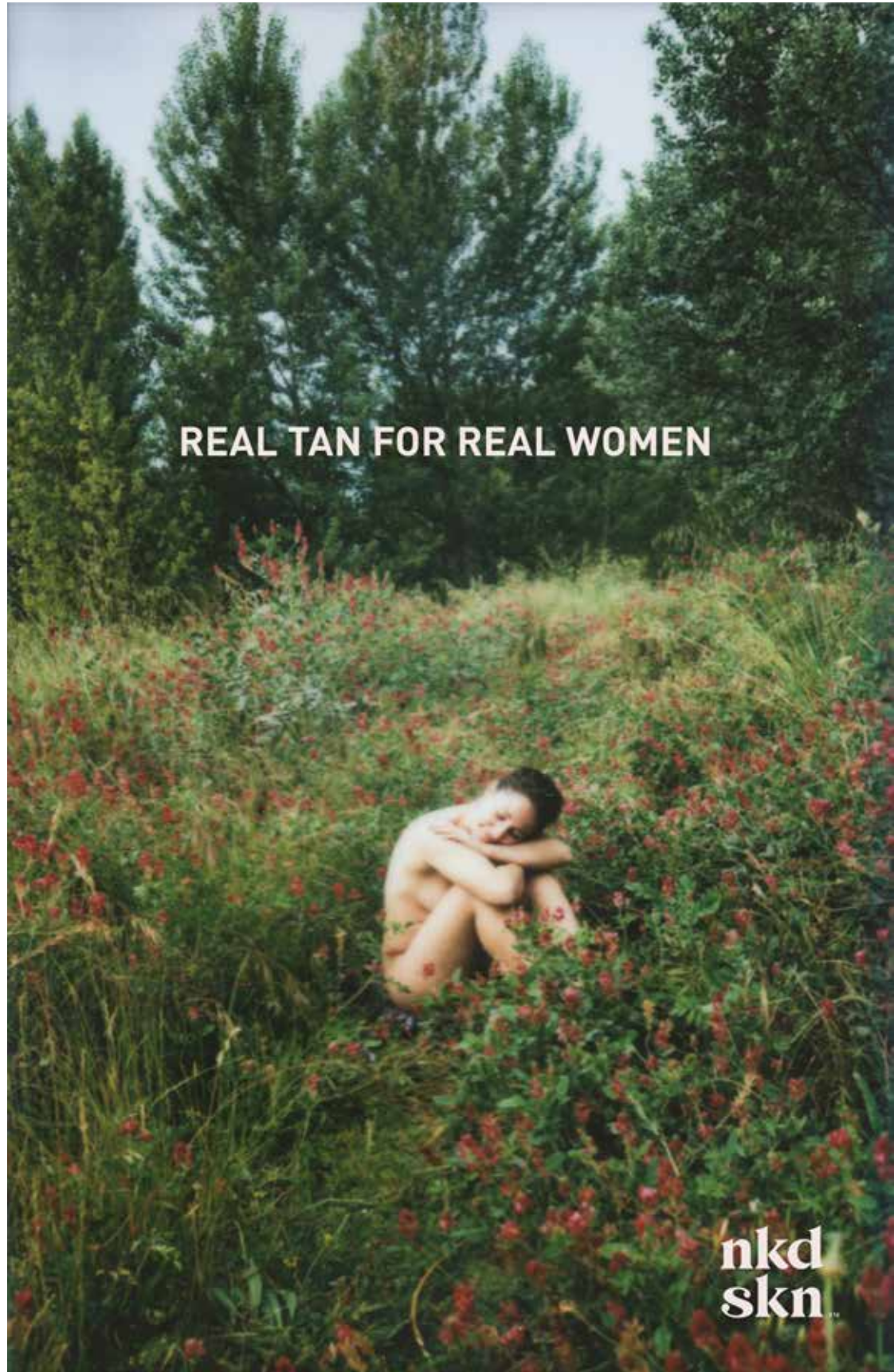




poster development

initial exploration





midterm

138 feedback

142 graphic refinement

144 final dieline

148 final prototype

REAL TAN FOR REAL WOMEN

nkd
skn





midterm presentation

the feedback

The feedback during the critique of the midterm presentation was really useful. The main point was the products were too similar between them when it came to the graphics. It felt a bit static so I needed to find a way to create more visual variety and movement in the composition and change the elements around so you could also distinguish better between the content of the product in the NKD SKN line.

Other comments were on the color of the background to create more contrast between the skin tone and the white from the spraying button on top. They suggested to keep the shapes as they were but mostly play with proportions of the flower elements and the types to create more contrast.



final refinements

tweaking graphics

The approach I took was analog, the computer was not giving me much creativity so I decided to cut up elements and play with them on top of the forms to visualize the three dimensional results better.

After playing with the elements for a while, I felt like I wasn't achieving contrast and it felt messy, so I decided to take some steps back and strip of elements to get a cleaner result and a better read of the floral elements and give more attention to the typography.

graphic application

final dielines



graphic application

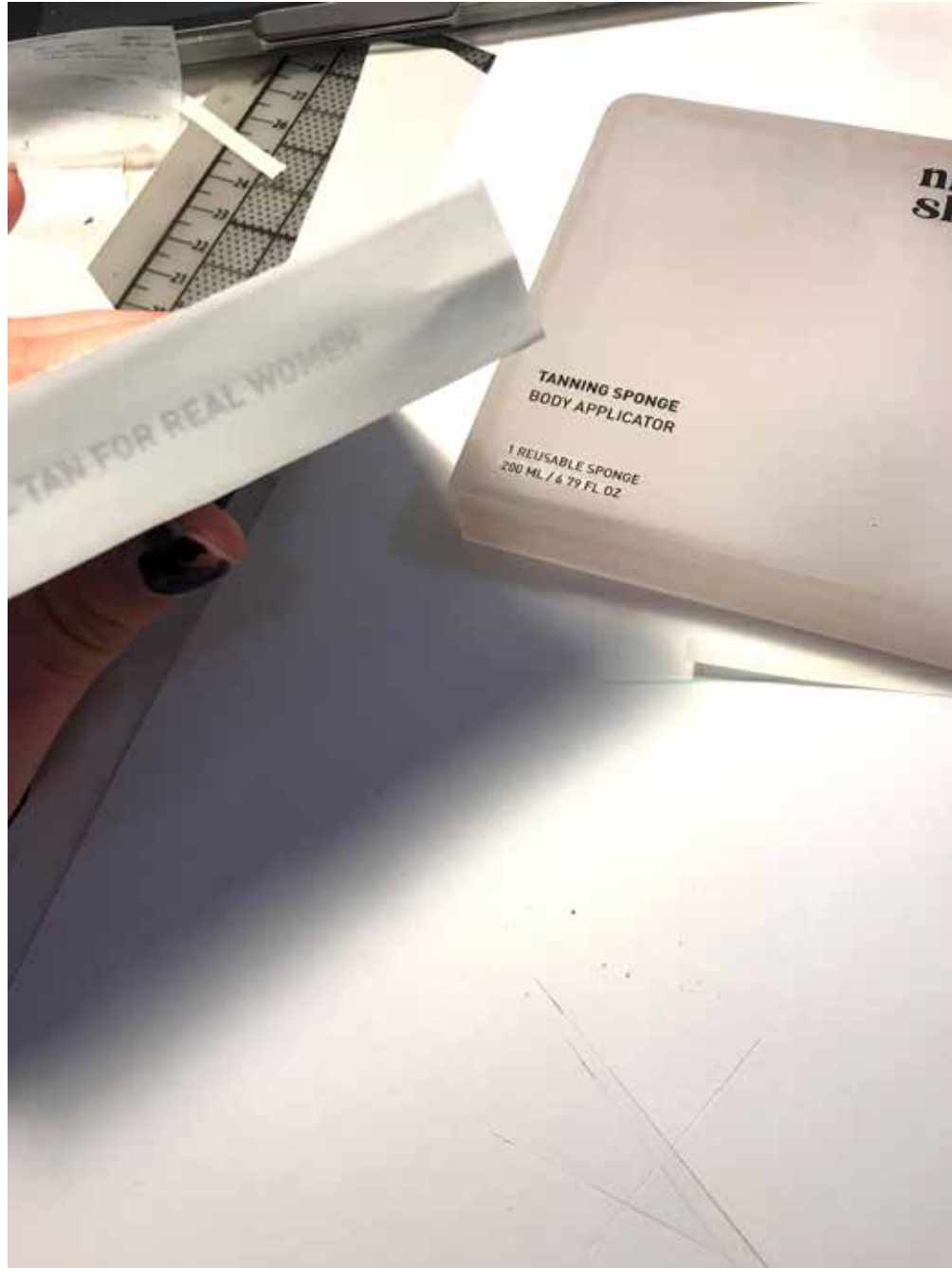
final dielines



graphic application

final dielines











the design

162 final packaging

172 final poster









**nkd
skn.**

**TANNING SPONGE
BODY APPLICATOR**

**1 REUSABLE SPONGE
200 ML / 6.79 FL. OZ.**



REAL TAN FOR REAL WOMEN

nkd
skin

