

PRATT INSTITUTE

GRADUATE PACKAGE DESIGN

PROFESSOR KEVIN GATTA

CAPSTONE PROJECT PRESENTATION

CAPSTONE PROJECT

STUDENT LULU MIAO

CONTENT



- A. CAPSTONE TOPIC INTRODUCTION
- B. RESEARCH KEY FINDING
- C. DESIGN SOLUTION & PROPOSAL
- D. DESIGN PROCESS
- E. LOGO & PACKAGE DESIGN
- F. POP-UP STORE
- G. ADVERTISING
- H. DESIGN PROCESS & SKETCH

Beauty Industry

Research Topic

**Q1. How does beauty industry
influence people in society?
Q2. What kind of beauty that worth
us to pursue?**

Hypothetical Question



BEAUTY IN WOMEN

BUYING BEAUTY

INNER & OUTER BEAUTY

PHASE I.

What is beauty in a woman?

What does beauty mean to you?

Why is beauty important to you?

PHASE II.

Why do people wear make-up?

What does beauty product bring to users?

How does it impact society?

PHASE III.

What is future beauty perception?

How to enhance inner and outer beauty?

How do we balance the inner and outer beauty?



Beauty has value because people will pay for it. Beauty is an essential quality of reality the human soul needs. Without beauty, the soul dissolves into despair.



Someone with an exceedingly gorgeous external appearance, with a heart of gold, sweet as can be forgiving nature, who's eyes sparkle, and who's smile lights up a room, something that leaves you in awe

Beauty is a general term for approval and appreciation.



Inner beauty has it along the inside. Outer beauty comes from the outside. They both gain some confidence in someone's personality, no matter what.



Under the modern society, it has higher and strict requirements of women and beauty. The makeup sometimes could bring more opportunity of working and dating for female. Because we all considered beauty is power and intelligence. No one will say no to beautiful objects.



A study shows that women need makeup for two main reasons: **camouflage and seduction**. The former relates to hiding negative feeling like anxious and insecure, while the latter correlates to feeling more attractive and confident. Scientists said, women's fears drive them to wear makeup.



INNER HEALTH & OUTER BEAUTY

Beauty starts from within. How you lead your life also impacts your looks. For example, what you eat, how much you sleep and the amount of tension you carry can directly affect the radiance of your appearance.

EMBRACE BEAUTY FROM THE INSIDE OUT

Self- Confidence & Self-love
Go Easy On Yourself
Good Eat Habits
Control Your Mood
Get Better Sleep
Drink Plenty Of Water



DESIGN SOLUTION



The fragrance you wear tells a story about you. Scent is an invisible communicator of who you are. It will be the first impression of you as you enter a place, and the lasting impression when you leave. Furthermore, research suggests that 75% of our emotions are caused by what we smell.



“Scents can have positive effects on mood, stress reduction, sleep enhancement, self-confidence, and physical and cognitive performance,” says by Theresa Molnar, executive director of the Sense of Smell Institute, the research and educational arm of the perfume industry’s Fragrance Foundation.

ECHO PERFUME BRANDING

Our brand love and respect the uniqueness of each individual, and embrace the diversity of beauty in the world. We are mainly focusing on personality and emotion expression. Giving customers chance and helping them to better express and accept themselves.

“When you feel good, you must looks good.
Beauty is from insde out.
Givng yourself much confidence and adding the value to your soul.”

- ECHO PERFUME -



Doki Doki

B Garden

SERENDIPITY

ECHO

Deluxe Hana

Chloris Sense

FLORILEGIUM

“What you sow, you reap. What you give, you get. What you see in others, exists in you. Remember, life is an echo. It always gets back to you. So give goodness.”

“Everything you do comes back to you.”

“Something that stays in your mind will someday spring up in your life.”

“Never give up the faith.”

念念不忘，必有回响



CMYK
0/0/0/24.7



CMYK
34/3/15/0



CMYK
22/20/0/0



CMYK
34/3/15/0



CMYK
22/20/0/0

ECHO PERFUME FULL SIZE

**POPPY
ANEMONE**



**FULL-DOUBLE
PEONIES**



**ROSA
'BONICA'**



**MACARONESIA
CALENDULA**



ECHO PERFUME TRAVEL SET



ECHO TRAVEL SET PACKAGE



SCENT GALLERY SHOPPING MALL





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GRADUATE PACKAGE DESIGN

PROFESSOR KEVIN GATTA

CAPSTONE PROJECT

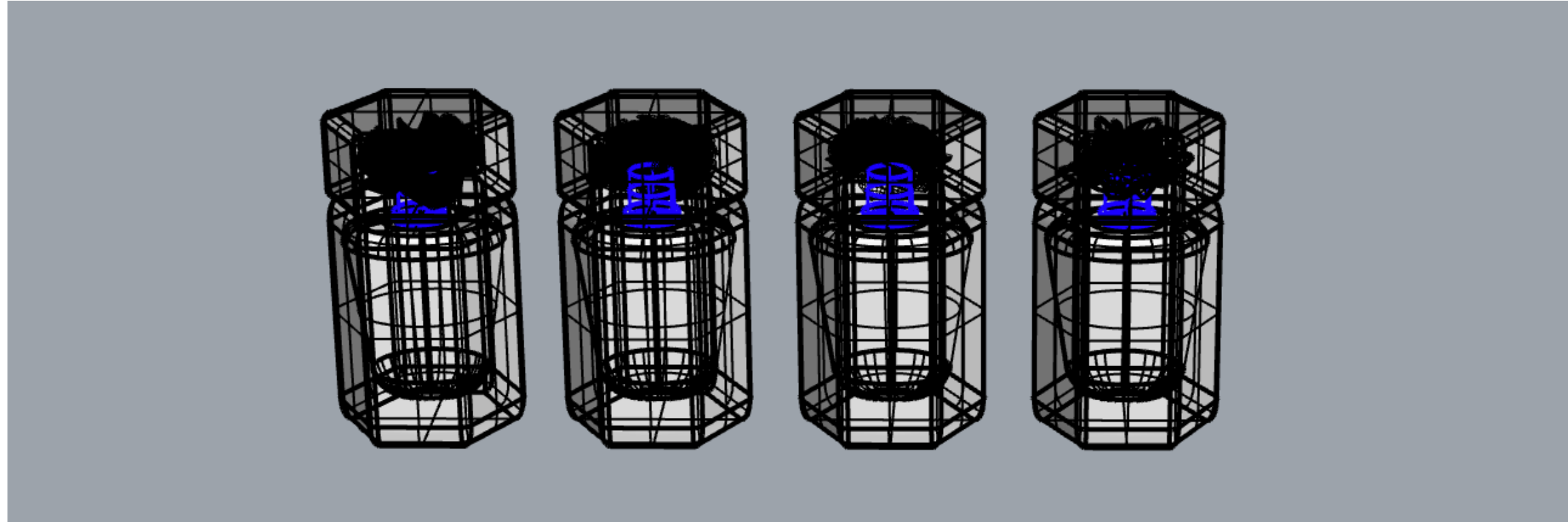
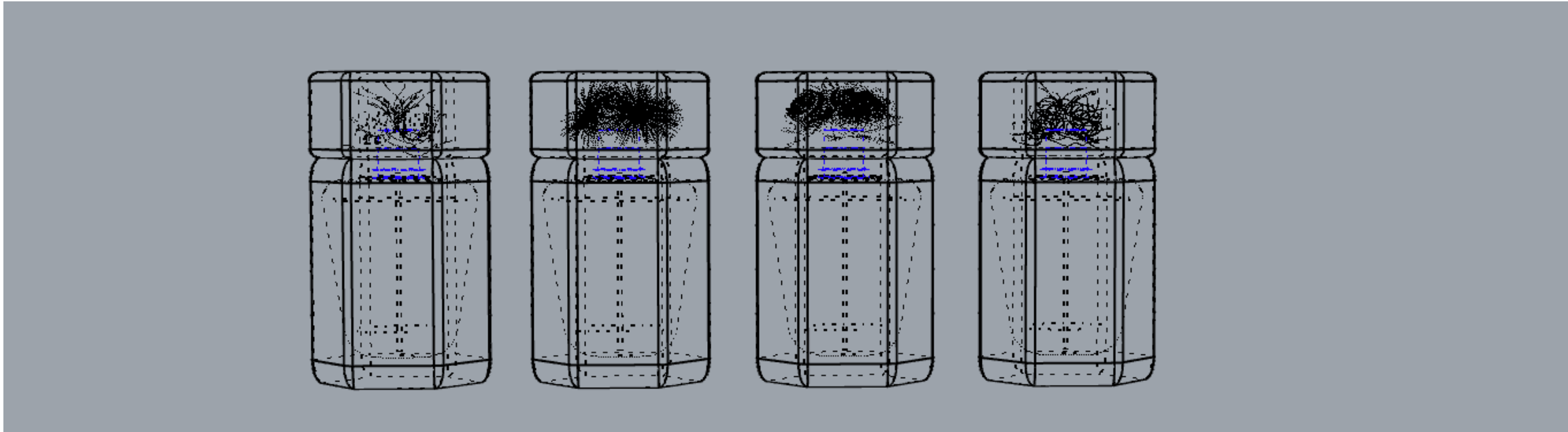
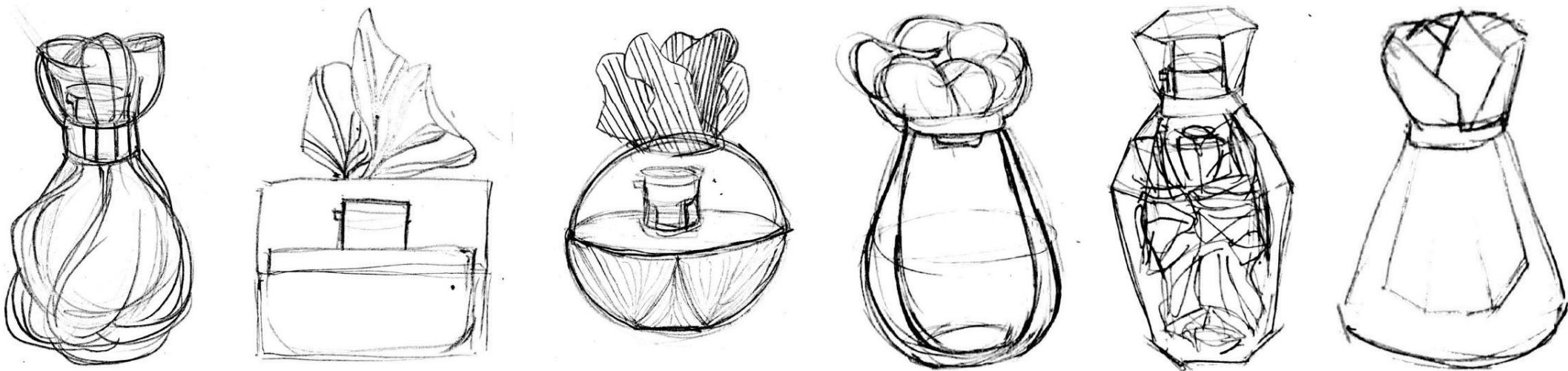
G. ADVERTISING: LED BILLBOARD

STUDENT LULU MIAO









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GRADUATE PACKAGE DESIGN

STUDENT LULU MIAO

FINAL REVIEW 3 EXEMPLARY PROJECTS

CONTENT



PROJECT 1

WAKEUP COFFEE BRANDING DESIGN

2020 SPRING / PRODUCTION & PROTOTYPING

PROJECT 2

TEATIME BRANDING DESIGN

2020 FALL / PACKAGING DESIGN II

PROJECT 3

PERFECT DIARY UIUX DESIGN (DTC)

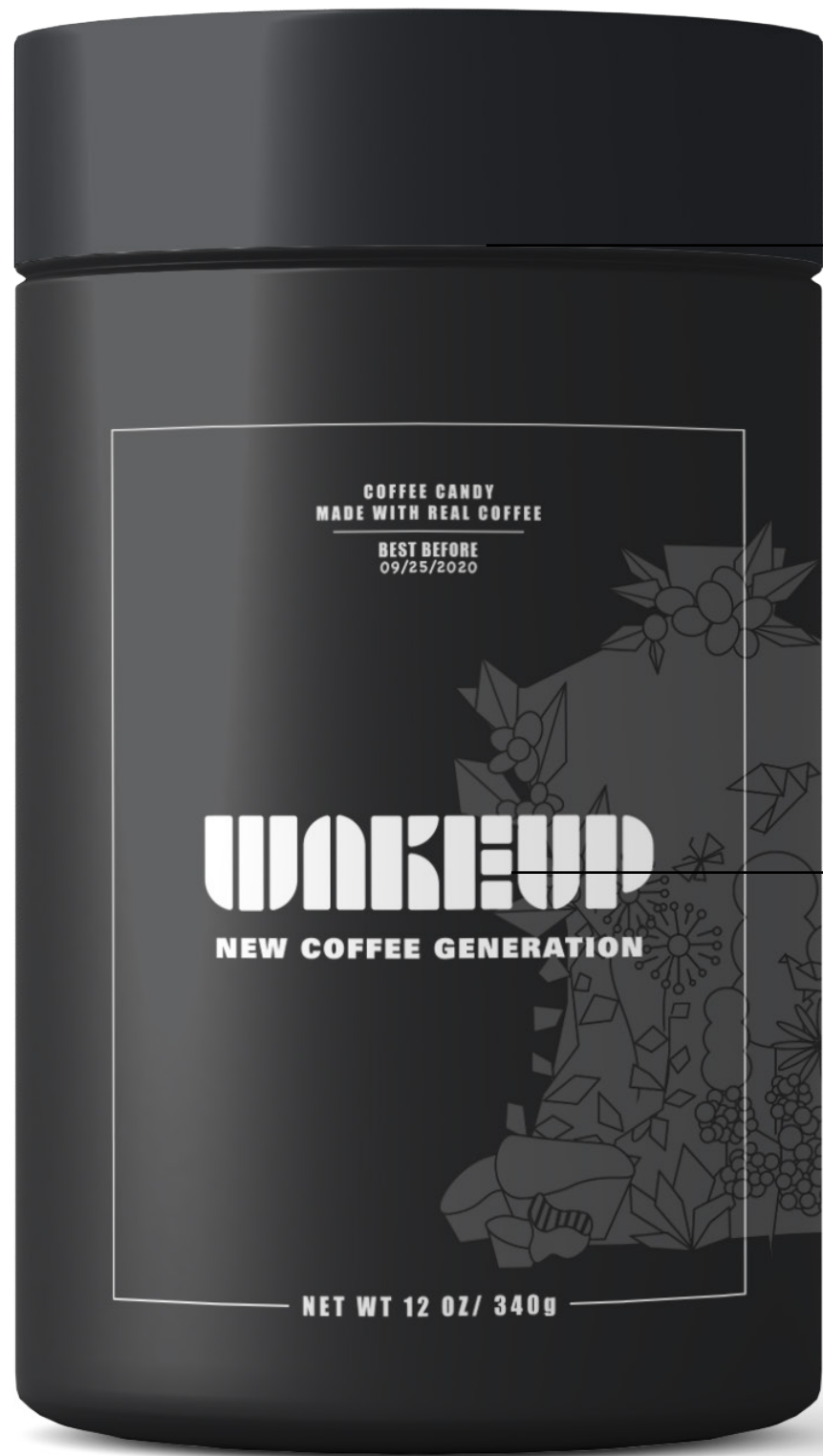
2021 SPRING / PACKAGING & THE RETAIL SPACE

WAKEUP COFFEE BRANDING

WAKEUP COFFEE BRANDING

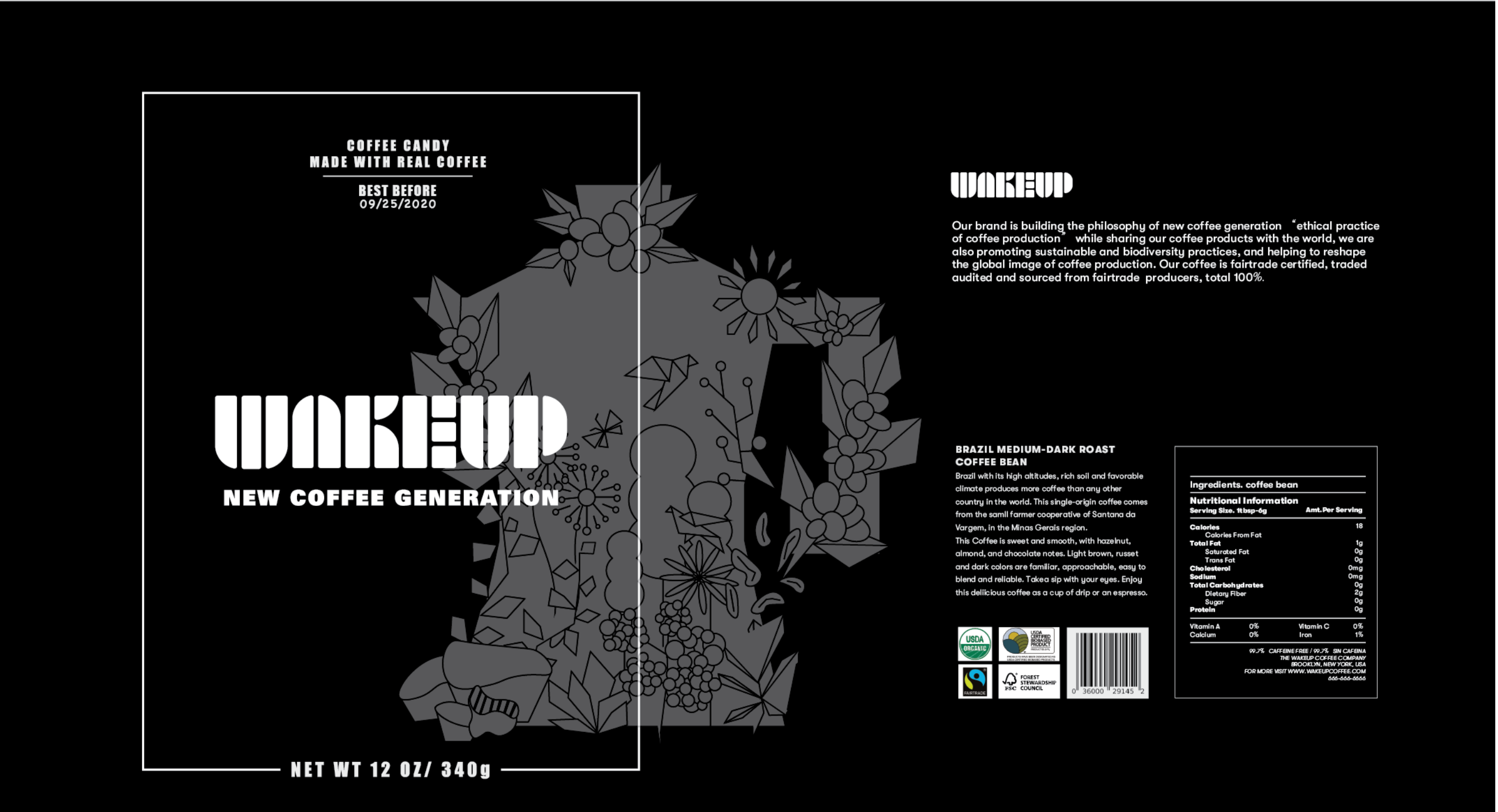
We are totally **environmental freindly** brand which focus a lot on protecting **bio-diversity, shade-grown** coffee while producing coffee also fair trade for our employees. We are aiming to build a **ethical coffee brand** for our customers.





BLACK METAL TIN
SURFACE FINISH
MATT COATED

EMBOSSSED LOGO



WAKEUP

Our brand is building the philosophy of new coffee generation "ethical practice of coffee production" while sharing our coffee products with the world, we are also promoting sustainable and biodiversity practices, and helping to reshape the global image of coffee production. Our coffee is fairtrade certified, traded audited and sourced from fairtrade producers, total 100%.

BRAZIL MEDIUM-DARK ROAST COFFEE BEAN

Brazil with its high altitudes, rich soil and favorable climate produces more coffee than any other country in the world. This single-origin coffee comes from the small farmer cooperative of Santana da Vargem, in the Minas Gerais region. This Coffee is sweet and smooth, with hazelnut, almond, and chocolate notes. Light brown, russet and dark colors are familiar, approachable, easy to blend and reliable. Take a sip with your eyes. Enjoy this delicious coffee as a cup of drip or an espresso.



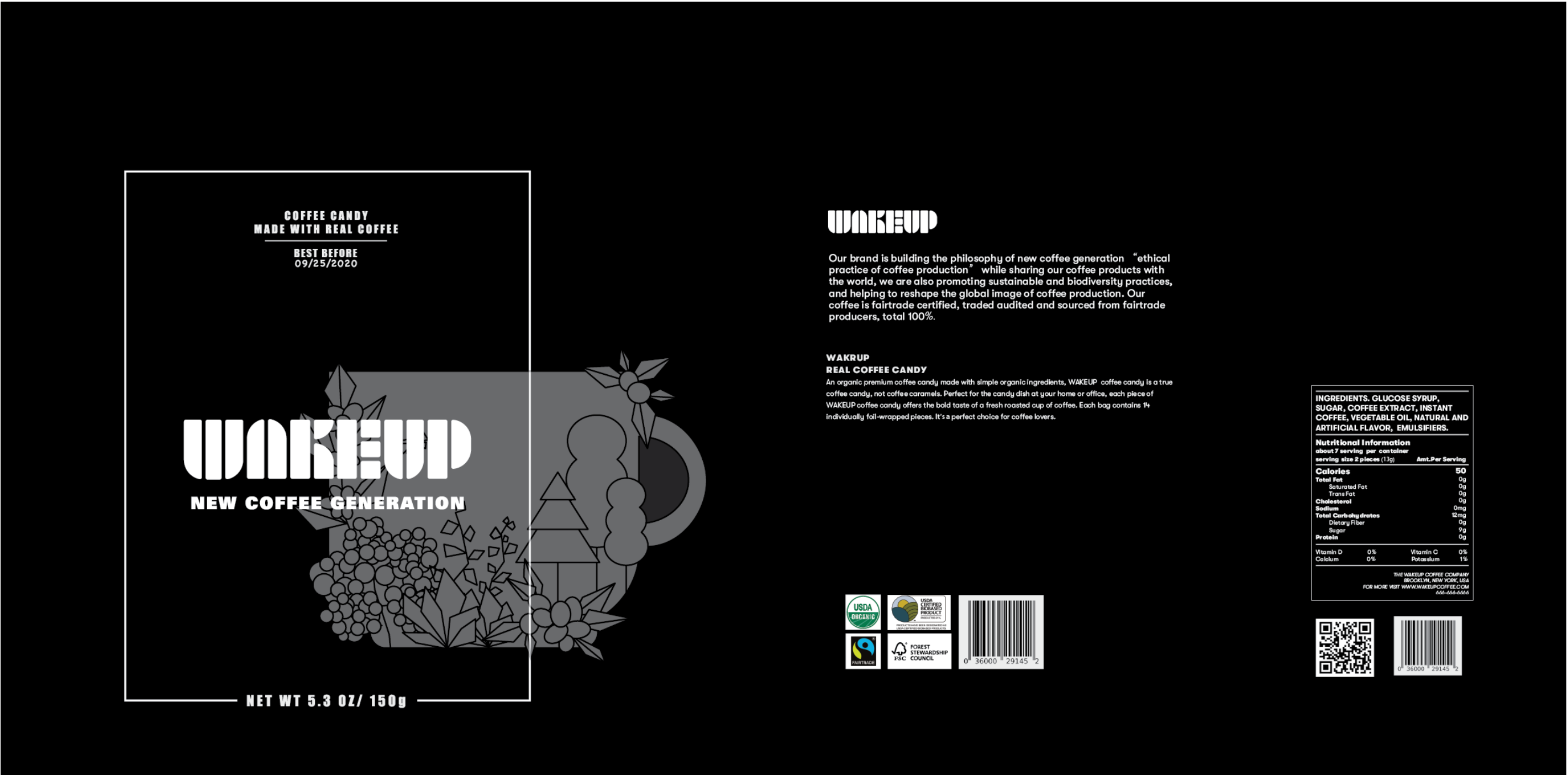
Ingredients: coffee bean	
Nutritional Information	
Serving Size: 1tbsp-6g	
	Amt. Per Serving
Calories	18
Calories From Fat	
Total Fat	1g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrates	0g
Dietary Fiber	2g
Sugar	0g
Protein	0g
Vitamin A	0%
Calcium	0%
Vitamin C	0%
Iron	1%

WAKEUP COFFEE COMPANY
100% COFFEE BEAN (WAKEUP COFFEE COMPANY)
BROOKLYN, NEW YORK, USA
FOR MORE VISIT WWW.WAKEUPCOFFEE.COM
888-888-8888



FOIL BAG
SURFACE
FINISH MATT

EMBOSSED LOGO



WAKEUP

Our brand is building the philosophy of new coffee generation "ethical practice of coffee production" while sharing our coffee products with the world, we are also promoting sustainable and biodiversity practices, and helping to reshape the global image of coffee production. Our coffee is fairtrade certified, traded audited and sourced from fairtrade producers, total 100%.

**WAKEUP
REAL COFFEE CANDY**

An organic premium coffee candy made with simple organic ingredients, WAKEUP coffee candy is a true coffee candy, not coffee caramels. Perfect for the candy dish at your home or office, each piece of WAKEUP coffee candy offers the bold taste of a fresh roasted cup of coffee. Each bag contains 1% individually foil-wrapped pieces. It's a perfect choice for coffee lovers.

INGREDIENTS: GLUCOSE SYRUP, SUGAR, COFFEE EXTRACT, INSTANT COFFEE, VEGETABLE OIL, NATURAL AND ARTIFICIAL FLAVOR, EMULSIFIERS.		
Nutritional Information		
about 1 serving per container		
serving size 2 pieces (13g)		
Amount Per Serving		
Calories		
Total Fat		50g
Saturated Fat		0g
Trans Fat		0g
Cholesterol		0g
Sodium		0mg
Total Carbohydrates		12mg
Dietary Fiber		0g
Sugar		0g
Protein		0g
Vitamin D		0%
Calcium		0%
Vitamin C		0%
Potassium		1%
THE WAKEUP COFFEE COMPANY		
BROOKLYN, NEW YORK, USA		
FOR MORE VISIT WWW.WAKEUPCOFFEE.COM		
400-666-6666		



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GRADUATE PACKAGE DESIGN

PROFESSOR ALISA ZAMIR

TEATIME BRANDING DESIGN



TEATIME BRANDING

Our brand mainly sells organic and fresh tea also some related products. Our vision is to create better and interesting tea time for our customers, so that they could brew their own loved tea beverage and have some snacks during break time.

The client would be young generations (Millenials and Generation Z) people, especially students and office workers. The audience would be both male and female who loves to drink tea beverage. And our products will sell in tea shop, grocery store, drinks shop and online.

“Having our products, enjoying happy tea time.”



LOGO DESIGN



PRIMARY COLOR

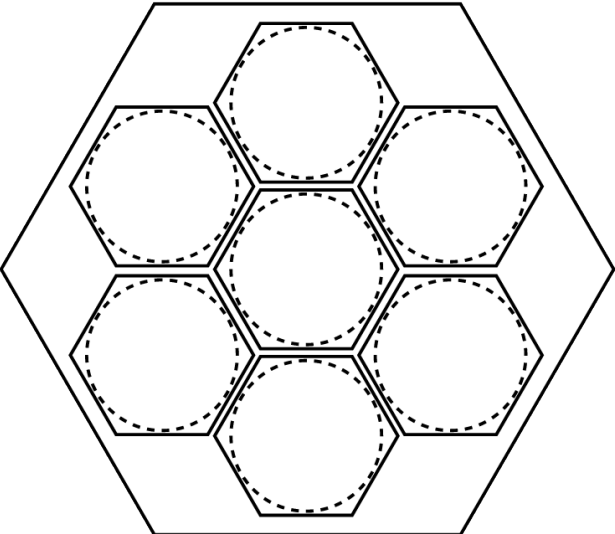
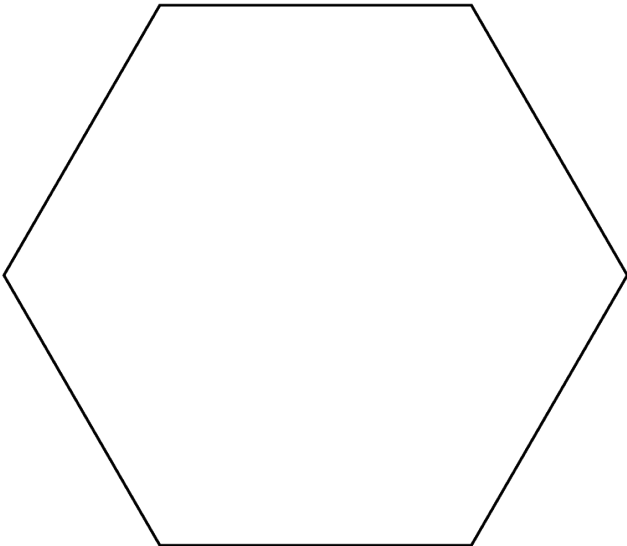
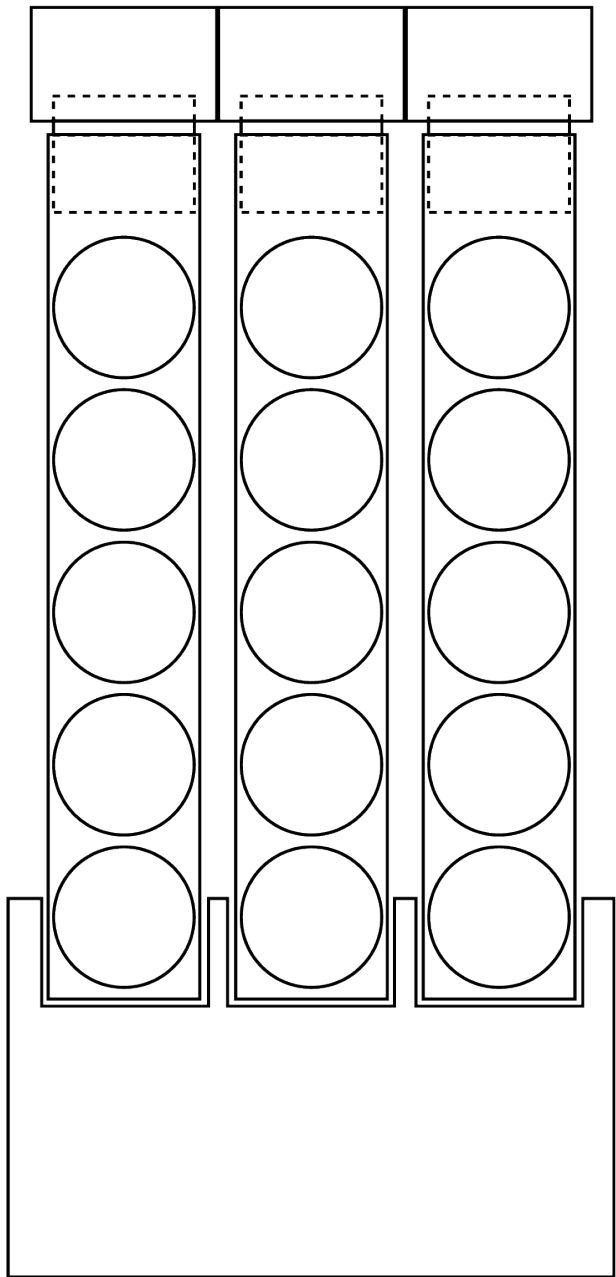
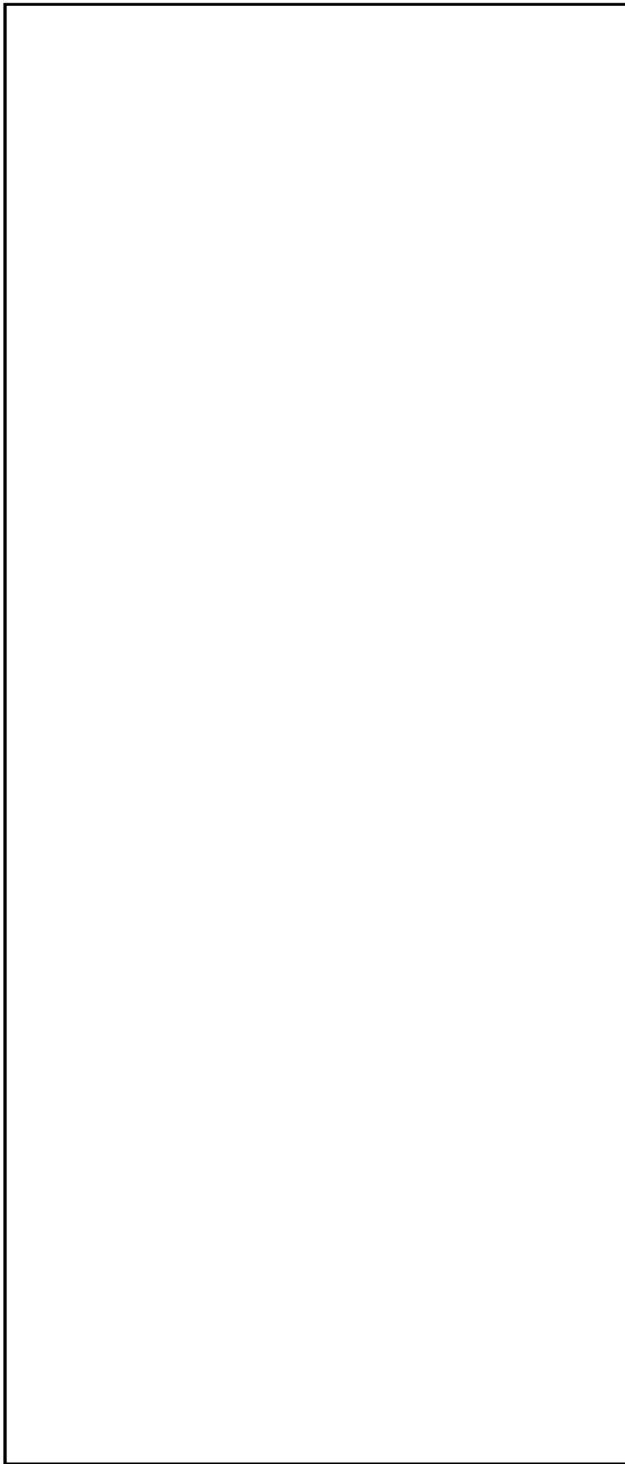


PRIMARY TYPEFACE

XIAO WEI
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

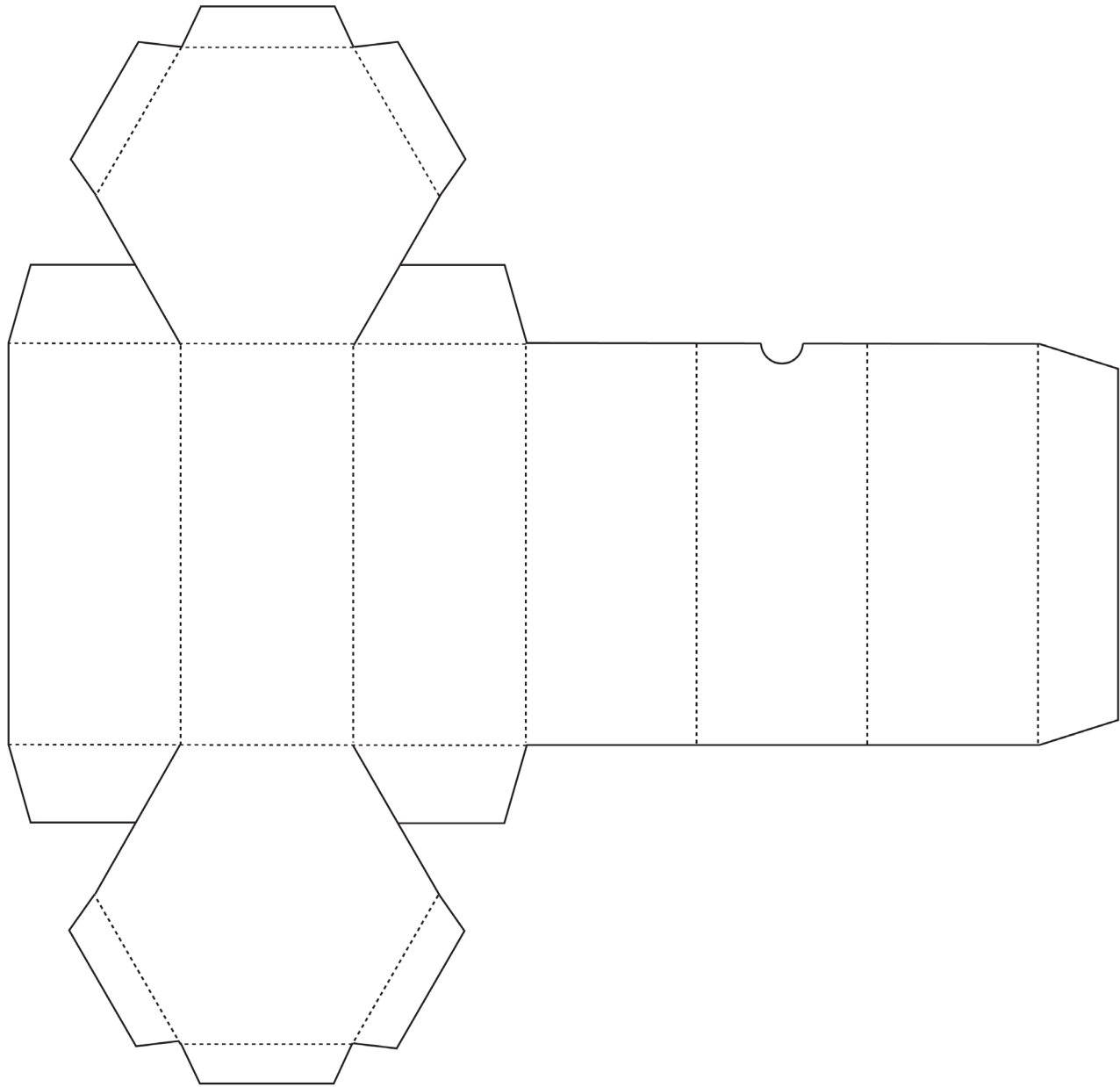
SECONDARY TYPEFACE

SOURCE SANS PRO
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

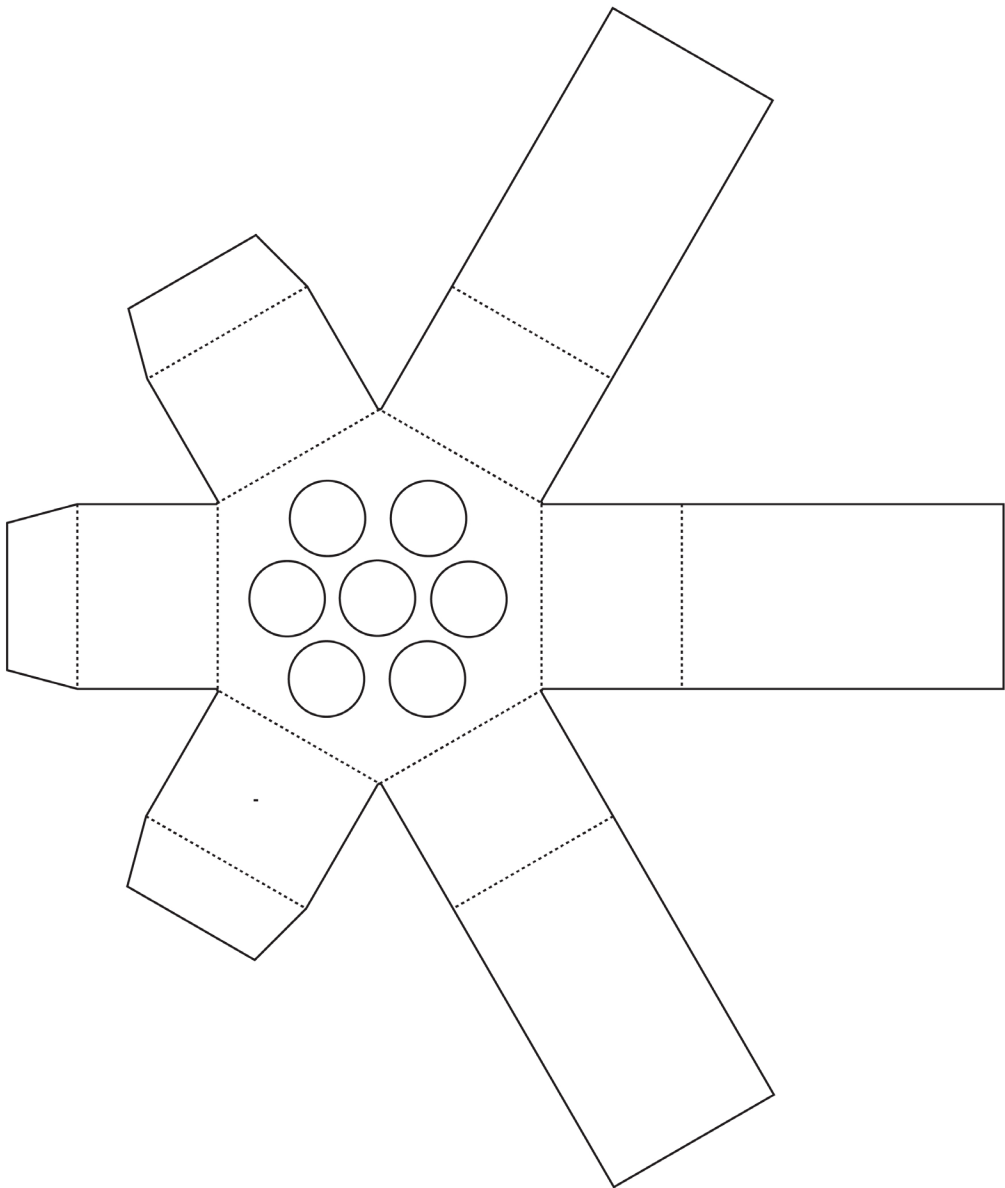


SIDE VIEW

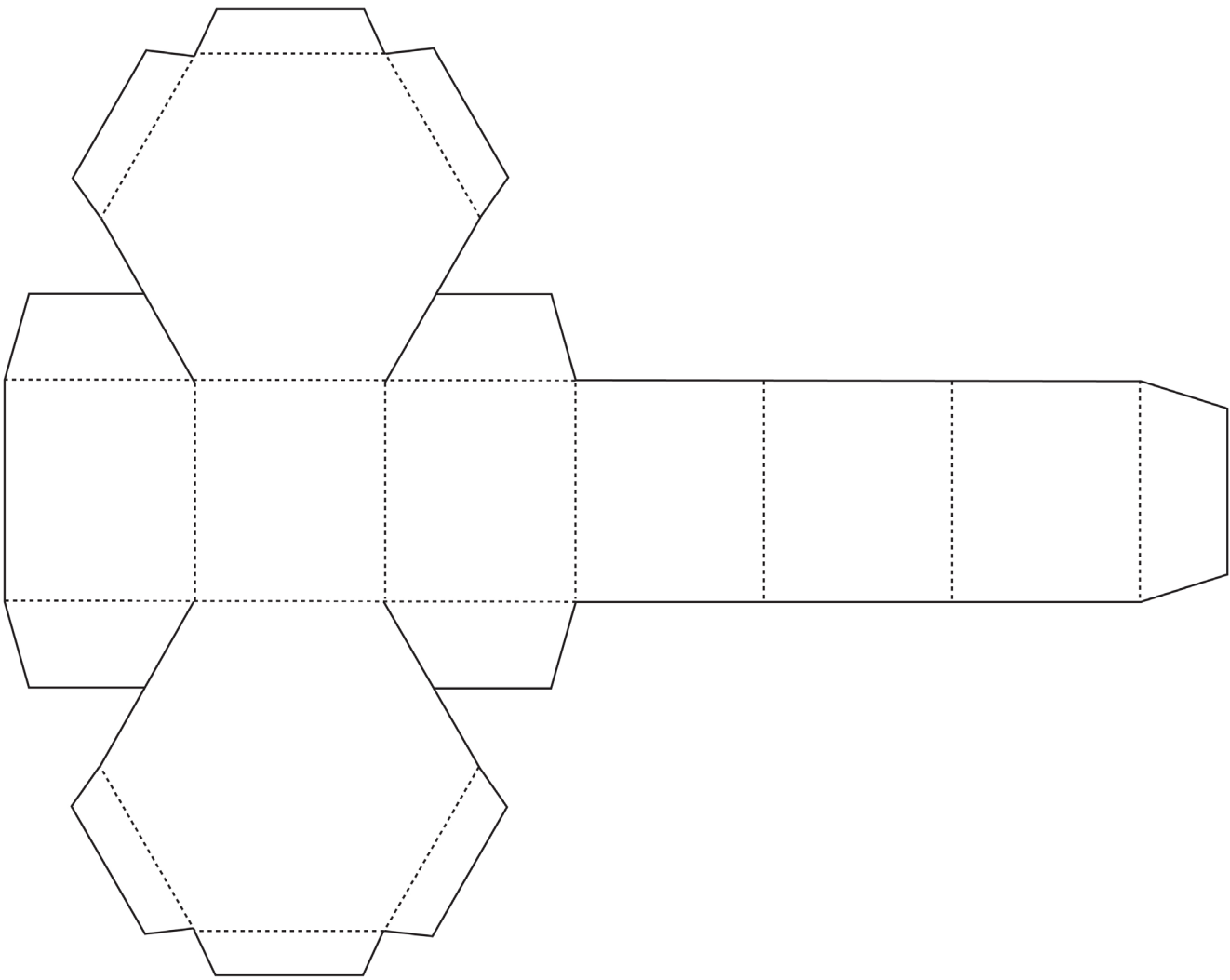
TOP VIEW



MAIN PRODUCT



INSERT OF MAIN
PRODUCT



REFILL PACK OF MAIN
PRODUCT



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GRADUATE PACKAGE DESIGN

PROFESSOR ALISA ZAMIR



TEATIME

LINE EXTENSION PRODUCTS

STUDENT LULU MIAO



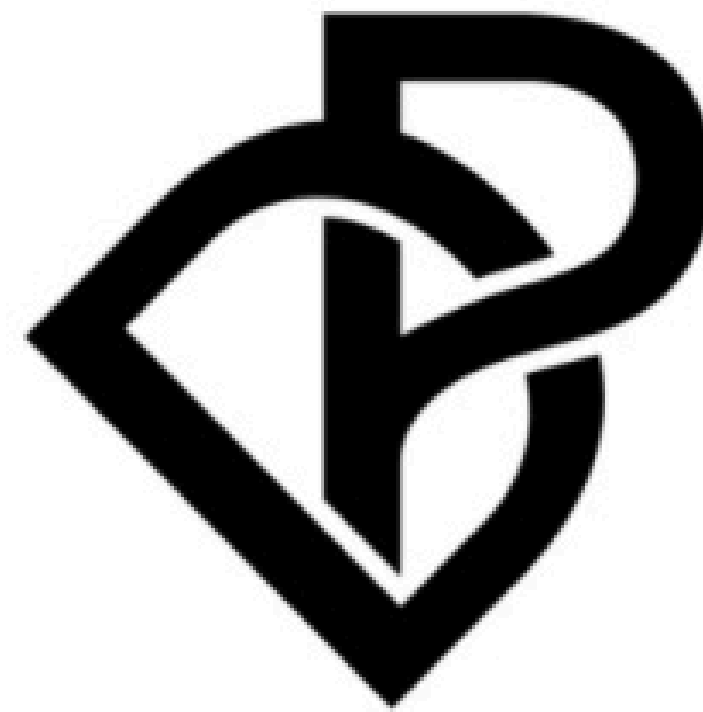
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GRADUATE PACKAGE DESIGN

PROFESSOR NICHOLAS CESARE

PERFECT DIARY UIUX DESIGN DIRECT TO CONSUMER





PERFECT DIARY

Brand: Perfect Diary
Market: Cosmetic
Product: Makeup & Skincare

CONNECT — ON-SITE — DELIVERY — POST

EXPERIENCES

In-shop experiences include makeup consultations, tutorials and product testing.

ADs

Collebrating with other brand to Introduce new product to the market.

media: poster, social media, makeup channel

WEBSITE

In the website customer could know product introduction, detail information and rating.

PERSONALIZATION

In the website people also could customized their own lipstick case and makeup brush.

PACKAGING

Brand offers sesonal packaging and resuable shopping bag.

SHIPPING

Free express shipping for over \$15 order.

SOCIAL MEDIA

People could share their daily makeup, and skincare routine with each others.

Customers could write the reviews and post it, to help others know brand and products.

TUTORIALS

The professional makeup tutorials offering to customers that allowed them to better know and use product.

HOME PAGE

ADs

Collebrating with other brand to Introduce new product to the market.

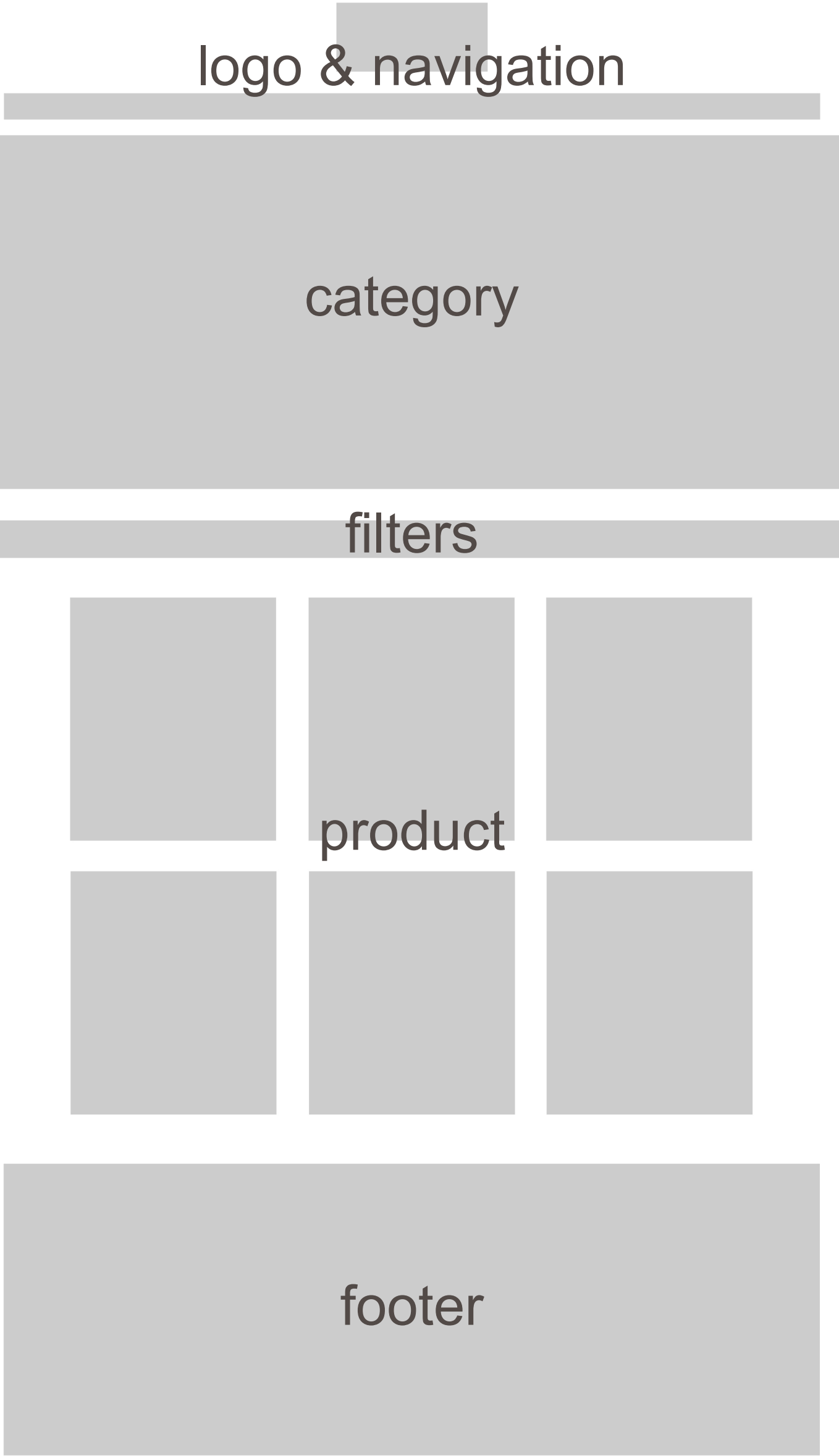
media: poster, social media, makeup channel

WEBSITE

In the website customer could know product introduction, detail information and rating.



CATERGORY PAGE



PRODUCR DETAIL PAGE

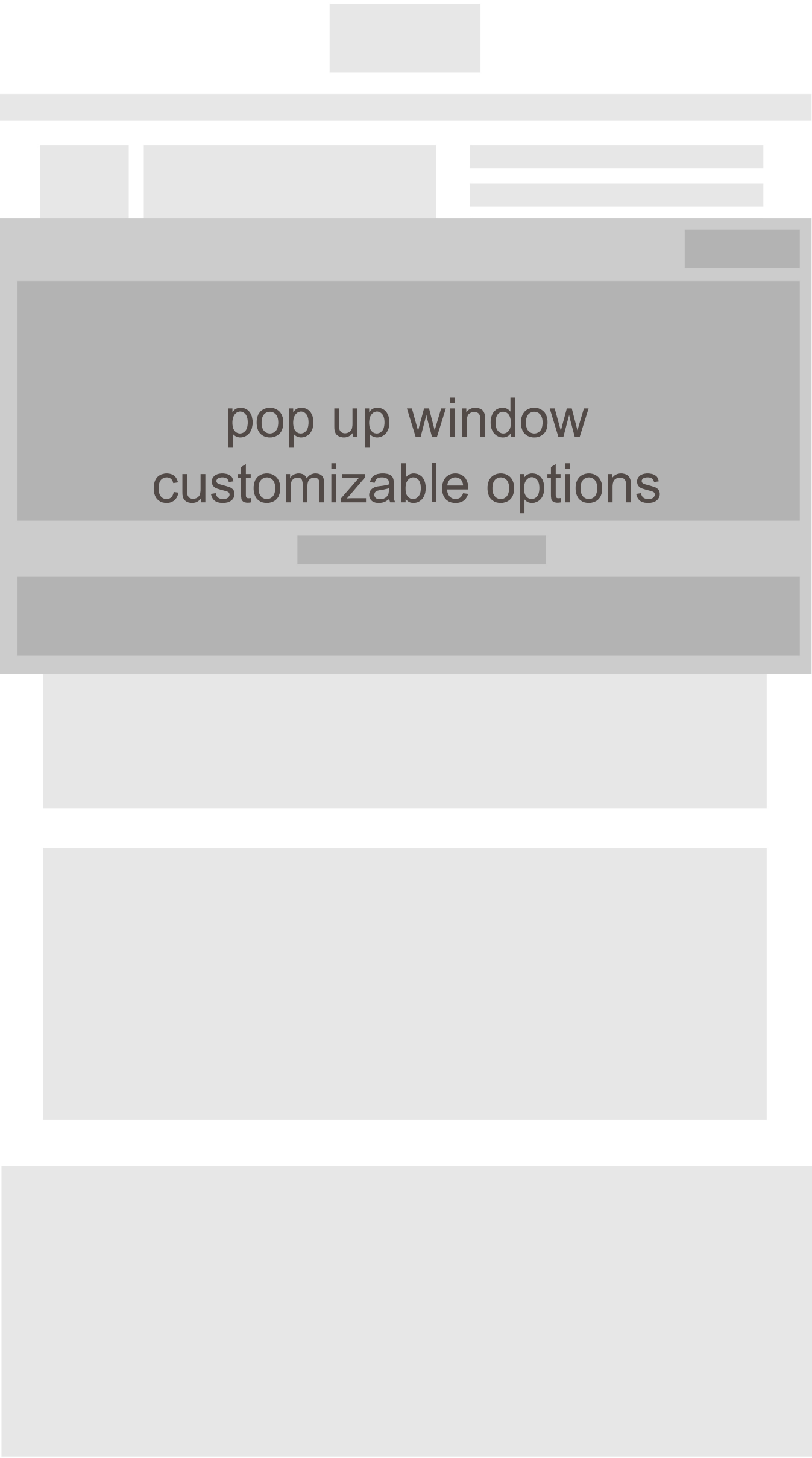
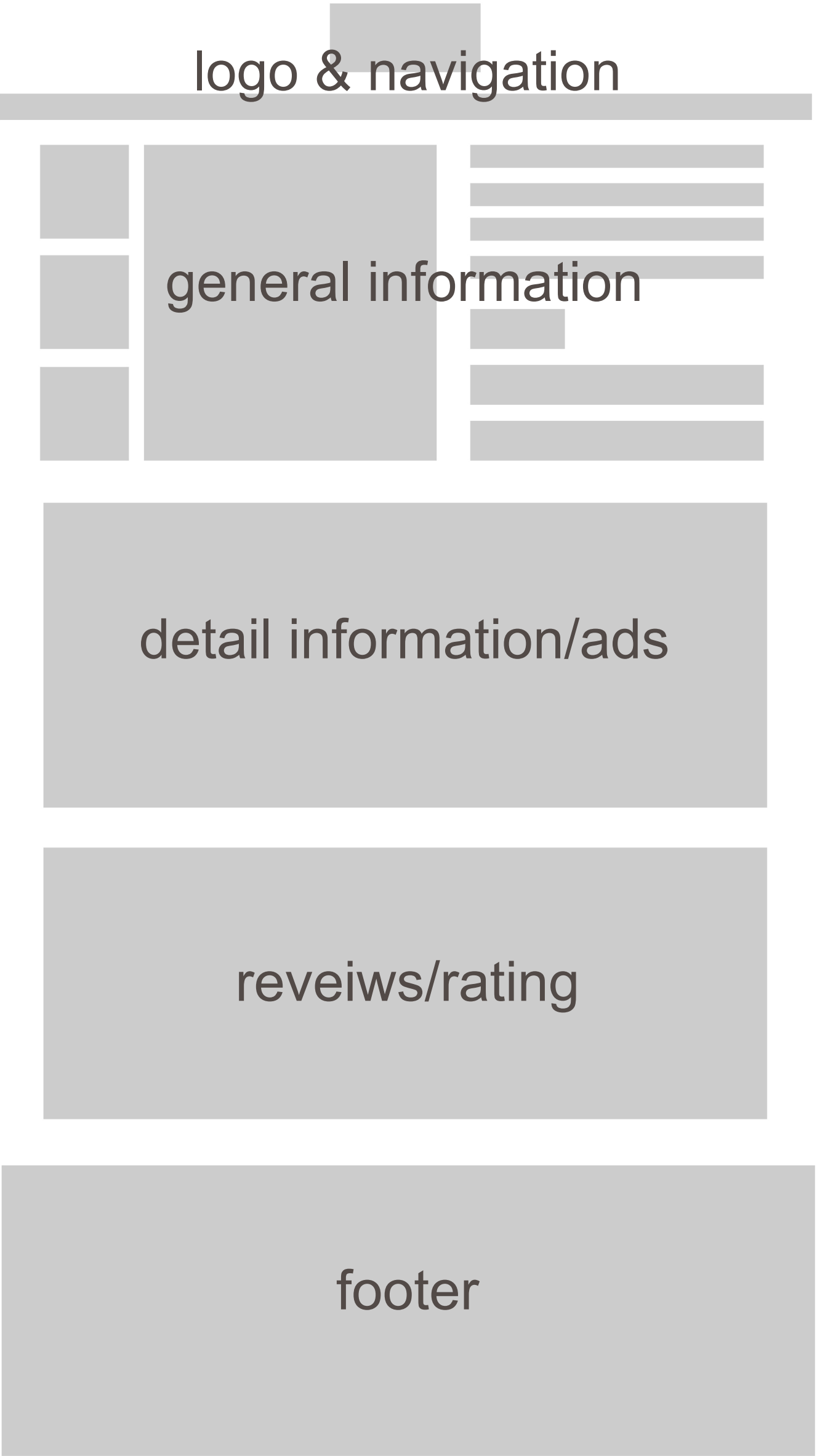
PERSONALIZATION

In the website people also could customized their own lipstick case and makeup brush.

SOCIAL MEDIA

People could share their daily makeup, and skincare routine with each others.

Customers could write the reviews and post it, to help others know brand and products.



CHECK OUT PAGE

PACKAGING

Brand offers sesonal
packaging and resuable
shopping bag.

SHIPPING

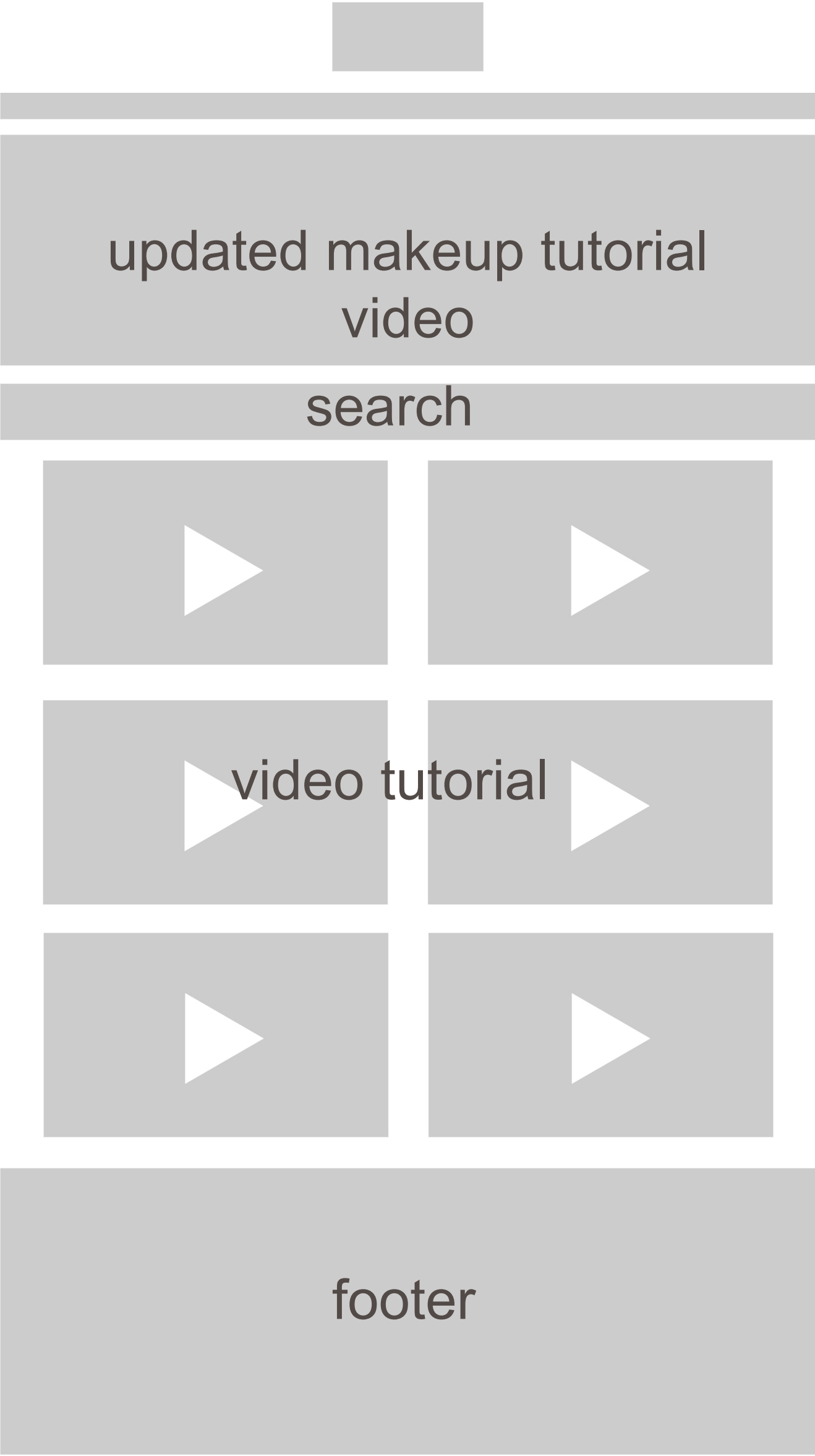
Free express shipping for
over \$15 order.



OUR COMMUNITY
PAGE

TUTORIALS

The professional makeup
tutorials offering to
customers that allowed
them to better know and
use product.





PERFECT DIARY

NEW

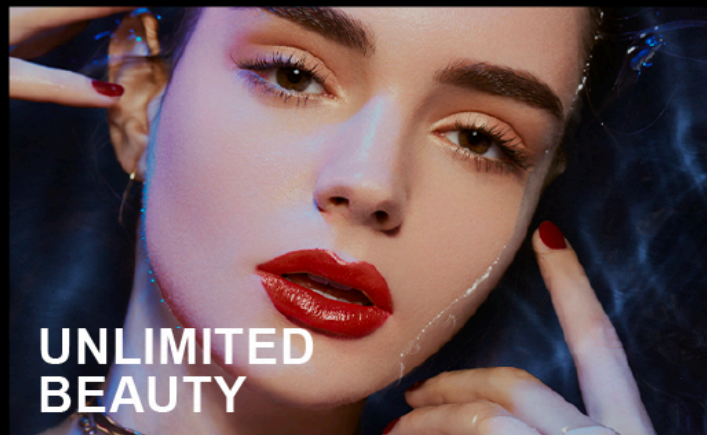
MAKEUP

SKINCARE

GIFTS & SETS

OUR COMMUNITY

ABOUT US



PERFECT DIARY

Perfect Diary believe that, If any desire for beauty could be valued, The world will be a better place.

To provide everyone with a beauty experience that is within reach and beyond expectations.

2021 SPRING COLLECTION



SHOP NOW



PERFECT DIARY

MAKEUP TUTORIAL
BE MORE PROFESSIONAL

Perfect Diary offers the professional makeup tutorials to improve better product using experience for you!

Let's see what is new now!

HELP & FAQS

Order Tracking
Shipping & Returns
FAQ
Contact Us
Store Locator
Why Shop With Us

PERFECT DIARY COMMUNITY

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PERFECT DIARY

NEW

MAKEUP

SKINCARE

GIFTS & SETS

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ABOUT US

MAKEUP

Perfect Diary draws endless inspiration from the faces and expressions of women around the globe. Subtle differences in complexion, pale or sun-kissed, the beauty of a variety of glimmering hues, the magic of cases and compacts, irresistible.

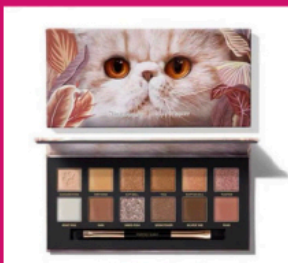


FILTERS

22 resells

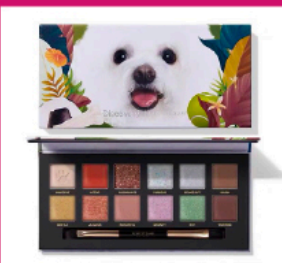
NEW

ANIMAL GARDEN COLLECTION
EYESHADOW PALETTE
CAT
\$26.00



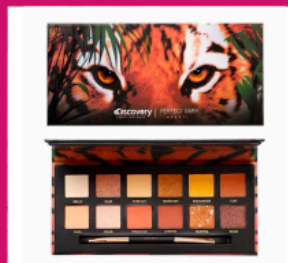
NEW

ANIMAL GARDEN COLLECTION
EYESHADOW PALETTE
DOG
\$26.00



NEW

ANIMAL GARDEN COLLECTION
EYESHADOW PALETTE
CAT
\$26.00



BESTSELLER

U R MY SUNSHINE
LASH BUILDING PRIMER
MASCARA
\$12.00



BESTSELLER

U R MY SUNSHINE
DREAMWORLD
MATTE LIP
\$15.00



BESTSELLER

RADIANCE SKIN
PERFECTING CUSHION
FOUNDATION
\$28.0



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PERFECT DIARY

NEW

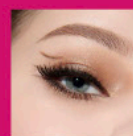
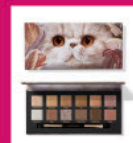
MAKEUP

SKINCARE

GIFTS & SETS

OUR COMMUNITY

ABOUT US



PERFECT DIARY BEAUTY
ANIMAL GARDEN COLLECTION

EYESHADOW PALETTE

CAT
\$26.00

QTY.

1

COLOR



ADD TO BAG

FIND IN STORE

PRODUCT DETAIL INFORMATION

PRODUCT RATING & REVIEWS

APPLICATION TIPS

1. APPLY "DRY FOOD" ON THE UPPER AND LOWER EYE-LIDS AS THE BASE
2. BLEND IN "PAWS" TO CONTOUR THE INNER CREASE AND
3. DEFINE THE LOWER LASHLINE ON THE OUTER CORNER WITH "EARS"



INGREDIENTS

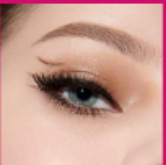
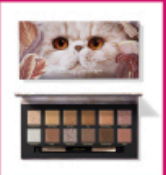
CETEARYL ETHYLHEXANOATE, C12-20 ACID PEG-8 ESTER, HDI/TRIMETHYLLOL HEXYL LACTONE CROSSPOLYMER, GLYCERIN, SQUALANE, POLYSORBATE 80, ETHYLHEXYLGLYCERIN, CHONDRIUS CRISPUS (CARRAGEENAN), CAPRYLYL GLYCOL, DICALCIUM PHOSPHATE, 1,2-HEXANEDIOL, SILICA, TIN OXIDE, SYNTHETIC FLUORPHLOGOPITE, ALUMINUM CALCIUM SODIUM SILICATE, [+/-] MICA, TITANIUM DIOXIDE (CI 77891), ULTRAMARINES (CI 77007), CARMINI (CI 75470), IRON OXIDES (CI 77499), IRON OXIDES (CI 77491), IRON OXIDES (CI 77492), FERRIC AMMONIUM FERROCYANIDE (CI 77510), FERRIC FERROCYANIDE (CI 77510), BLUE 1 LAKE (CI 42090), BISMUTH OXYCHLORIDE (CI 77163), MANGANESE VIOLET (CI 77742), YELLOW 5 LAKE (CI 19140), CHROMIUM OXIDE GREENS (CI 77288), CHROMIUM HYDROXIDE GREEN (CI 77289). PLEASE BE AWARE THAT INGREDIENT LISTS MAY CHANGE OR VARY FROM TIME TO TIME. PLEASE REFER TO THE INGREDIENT LIST ON THE PRODUCT PACKAGE YOU RECEIVE FOR THE MOST UP TO DATE LIST OF INGREDIENTS.





PERFECT DIARY

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PERFECT DIARY BEAUTY
ANIMAL GARDEN COLLECTION

EYESHADOW PALETTE

CAT
\$26.00

QTY.

1

COLOR



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PERFECT DIARY BEAUTY
GOLDEN HEEL COLLECTION

LIPSTICK SATIN MATT

\$22.00

QTY.

1

COLOR



[DESIGN YOUR OWN](#)

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PERFECT DIARY BEAUTY
ANGEL LEE COLLECTION

1. Choose Your Shade

2. Choose Your Case

3. Engrave Your Design

TYPE YOUR DESIGN

ADD TO BAG

FIND IN STORE

PRODUCT DETAIL INFORMATION

PRODUCT RATING & REVIEWS

★★★★★
497 Reviews

★★★★★ (389)
★★★★☆ (68)
★★★☆☆ (25)
★★☆☆☆ (9)
★☆☆☆☆ (6)

[WRITE A REVIEW](#)

REVIEWS (497)



SELINA RICHMAN

★★★★★

Skin Type: Dry
Age Range: 25-30
Skin Tone: Light

WHAT A BEAUTIFUL PALETTE!

What a beautiful palette!! absolutely love this palette! I use it for everyday day looks, but I'm sure its great for night looks as well. I use the shade Shell Yeah the most, sometimes its the only shade I put on my eyelids. It looks beautiful on my tan Indian skin.
Pros:
Its great for everyday
It has cool neutral shades that are nice on skin with warm undertones
The price is a steal.
Cons:
Some of the matte shades are a little dusty, but definitely not subculture level dusty if u know what I mean.

[Share](#) | Was This Review Helpful? [78](#) [11](#)

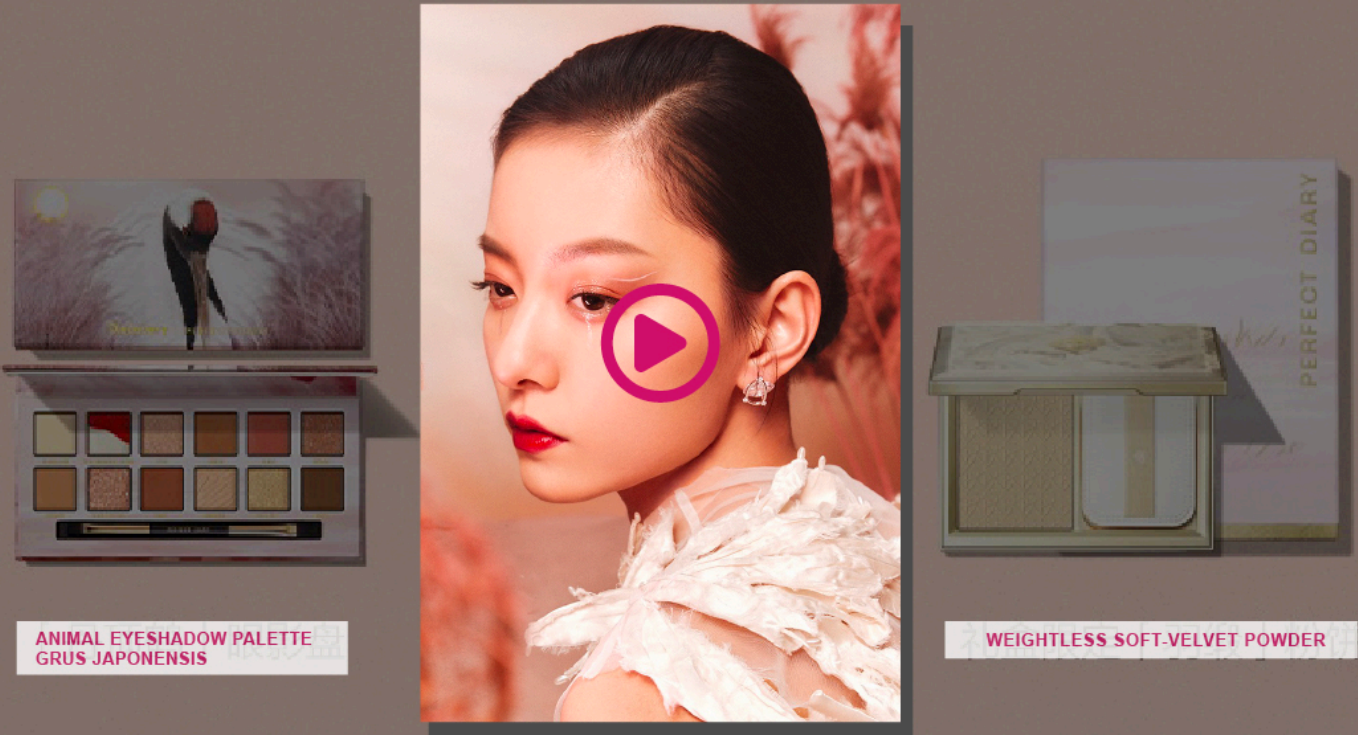
06/12/2020





PERFECT DIARY

NEW MAKEUP SKINCARE GIFTS & SETS OUR COMMUNITY ABOUT US

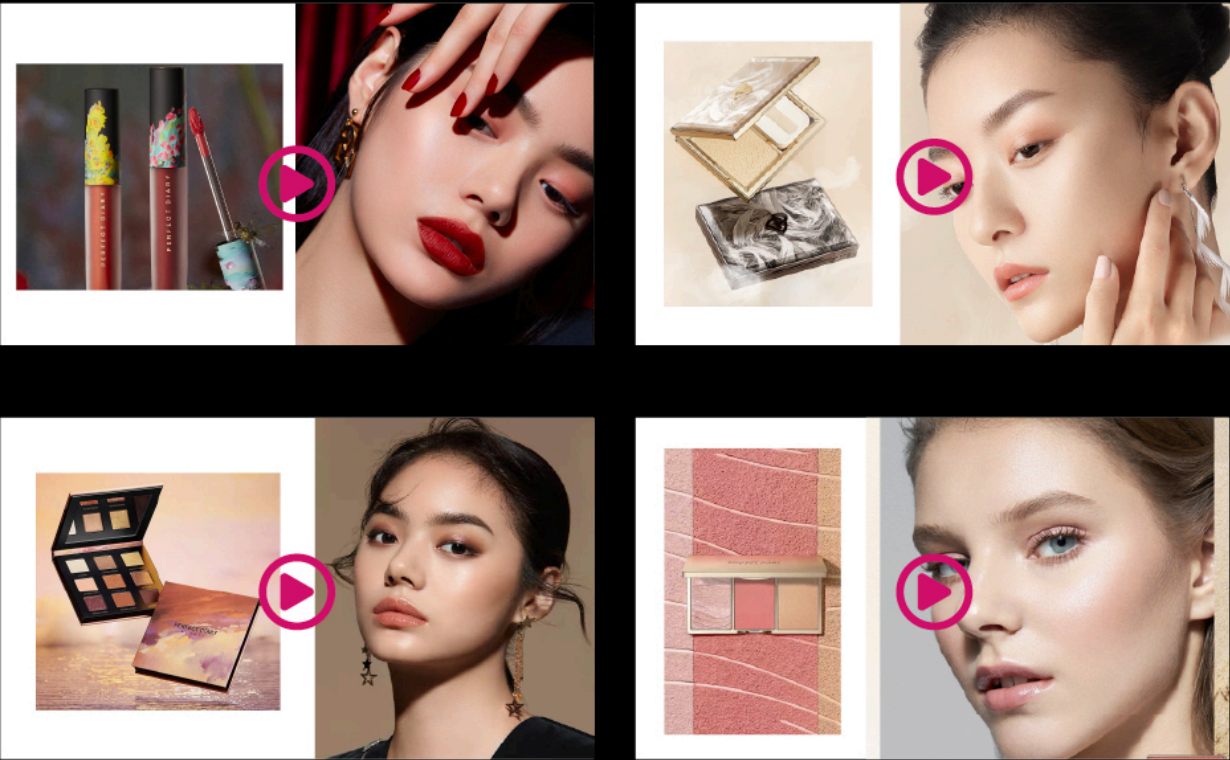


2021/03 MAKEUP TUTORIAL
106,586 views. Premiered Mar 12, 2021

1.1K 43 SHARE SAVE ...

FILTERS

22 reselts



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NEW MAKEUP SKINCARE GIFTS & SETS OUR COMMUNITY ABOUT US

CHECKOUT

1 SHIPPING ----- 2 BILLING ----- 3 CONFIRM

DELIVERY COUNTRY:

United States

EMAIL ADDRESS

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PACKAGE OPTIONS



3 ITEM

Edit



\$22.00
LIPSTICK SATIN MATT
Customized/ No.8
Dangerouse Night
QTY. 1



\$26.00
EYESHADOW PALETTE
Animal Garden
Collection/ Dog
QTY. 1



\$28.00
PERFECTING CUSHION
Radiance Skin/
Foundation
QTY. 1

Subtotal \$86.00
Tax \$6.20
Shipment Free

TOTAL TO PAY \$92.20

PLACE ORDER

HELP & FAQs

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Shipping & Returns
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Store Locator
Why Shop With Us

PERFECT DIARY COMMUNITY

Join With Our Community
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FAQ
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FOLLOW US

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FINAL REVIEW
Thank you for watching!

