

skin

PUTTING THE "ABOUT" IN ALL ABOUT SKIN.

All about skin (or just skin) is a skincare multi-brand store with the mission to mitigate consumer confusion and misinformation in the skincare industry.

The store questions traditional marketing-driven products, and it instead promotes medical literature and result-driven formulations.

Putting transparency and community at the forefront, All about Skin offers a dermatologists' curation of products accompanied by experiences, personalised skincare routines and consultations. Additional brand engagement is possible by attending workshops and talks.

Designed for everyone, but especially for the ever-expanding no-nonsense skincare community, it has the potential to become an international skincare authority, by being the first no-nonsense multi-brand store.

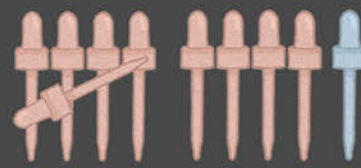
THE INDUSTRY PROBLEM



80% of products contain known skin sensitisers.*



3 out of 4 consumers are **not confident** in their skincare purchases.**



90% of products are not logically formulated.*

AREAS OF RESEARCH



Cosmetic dermatology



Learning theories in educational environments & behavioural psychology in retail stores.



Antimicrobial materials

ADDRESSED ASPECTS



Branding



Interior design & graphics



Material R&D

*Based on pilot data from market research conducted by myself. From the 227 most popular skincare products sold on a high street retailer, 80.62% contained unnecessary sensitizing ingredients and 88.99% were not logically formulated. For more information, the Excel document is available online: <https://perut.co/skin/data>
** (Business Wire, 2019)

LOCATION

The chosen location for the project is 123-124 New Bond Street, London. The city is recognised internationally for its beautifully designed flagships including many innovative, interactive and socially engaging concept stores. The popular retail street experiences large amounts of footfall as people seek these unique shopping experiences. Locating the store in London would ensure maximum market exposure and accessibility from both the city as well as international tourists.

An important facet of the project is the organisation of events with skincare experts. Many popular dermatologists as well as leading skincare experts and digital influencers either work in London or frequent it for events that take place in the city. The location would therefore also facilitate the booking of these individuals.



123-124, New Bond Street, London.

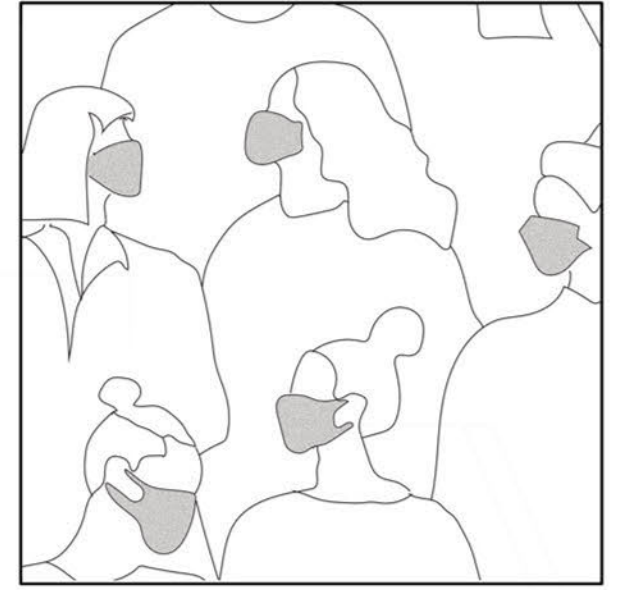
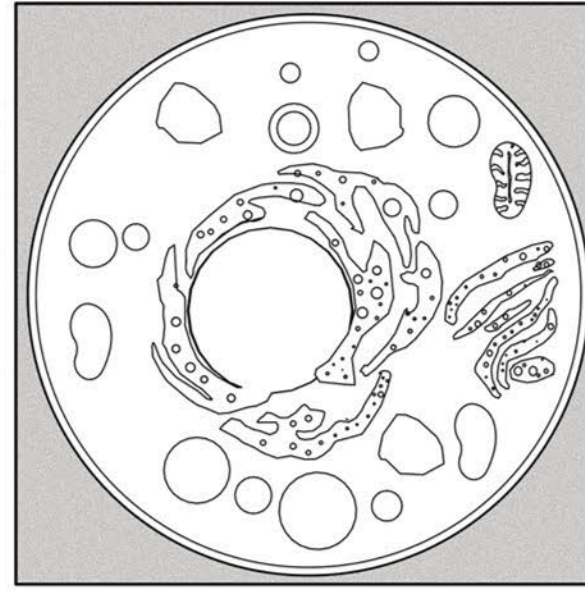
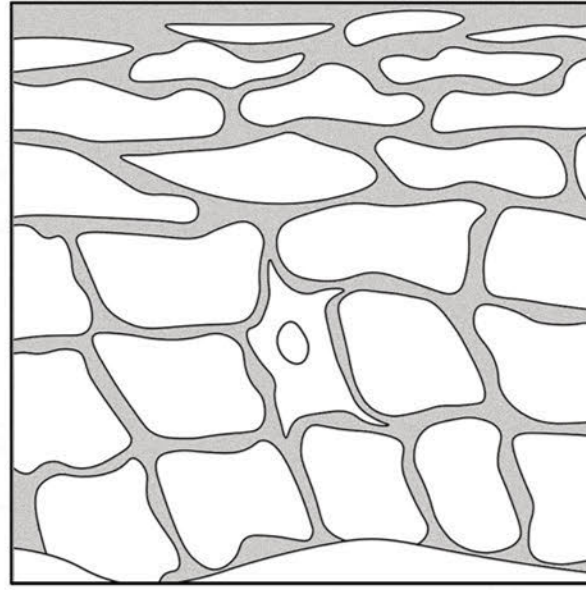


A STRATUM OF IDEAS...

Drawing inspiration from its name, the store's concept is skin biology, and primarily the structure of the epidermis.

On the outermost layer, our skin cells are the roughest and oldest, whereas the innermost ones are the youngest. Similarly, the space vertically transitions from primarily smooth and light materials and digital experiences in the basement, to darker, rougher surfaces and analogue experiences on the first floor.

Due to the imposed social distancing rules, another parameter was introduced to the concept to ensure long-term viability- that of an environment as hygienic as possible.



FUTURE PROOFING

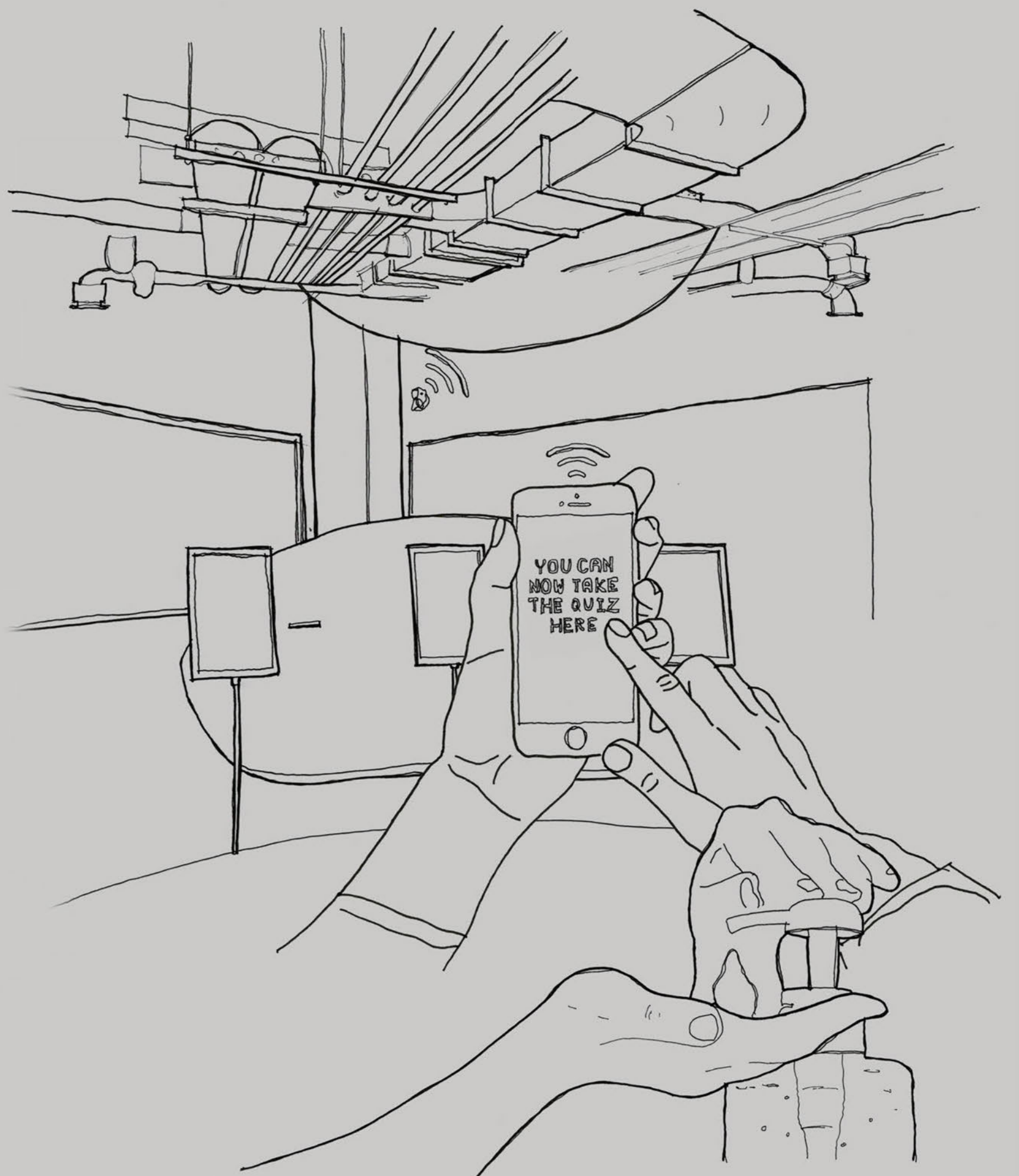
The steps taken after the imposition of the social distancing measures, to ensure the store is as hygienic and conducive to health as possible.

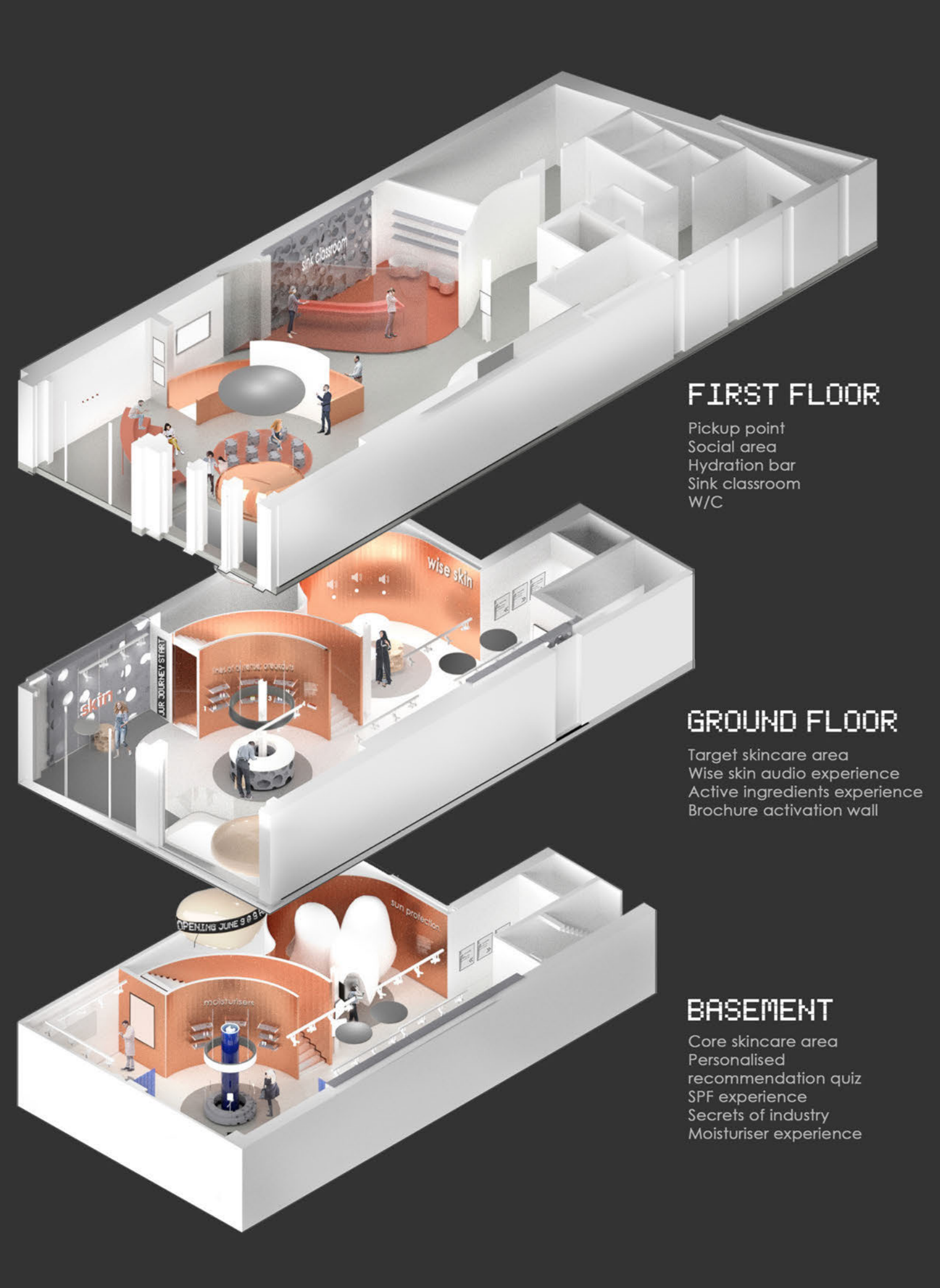
1. Reinforcing HVAC systems and increasing natural air circulation.

2. Introducing more antimicrobial materials where possible, such as copper, which has extraordinary antibacterial and antiviral properties, and it is even considered to create a halo effect, killing microbes even half a metre away.

3. Where possible, having in-store educational experiences happen without physical interaction. The use of iBeacons in the space and the mobile skin app allow for people to take quizzes and participate in the experience zones without having to touch anything other than their phone. The app also allows for talks and workshops to take place virtually.

4. Providing hand sanitisers and sterilisation options for aspects that require tactility (such as the SPF application experience), and hand sanitisers on every level.





Ground Floor Main Retail Area

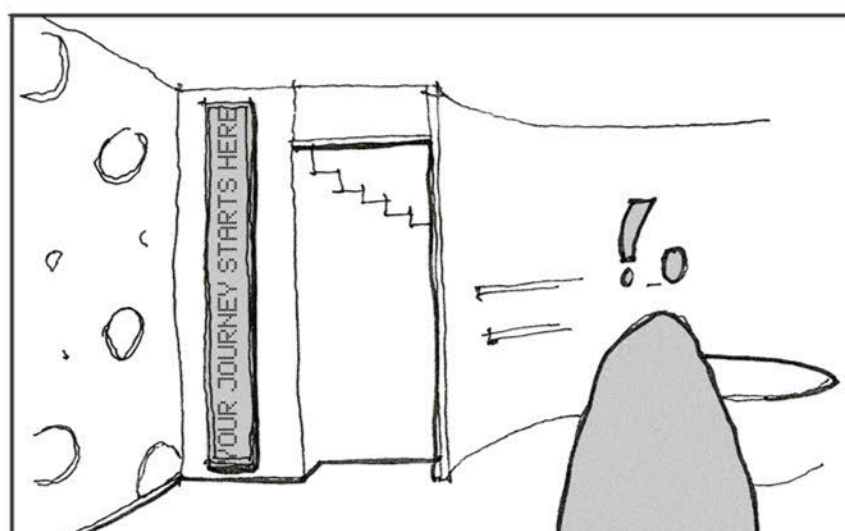


(Less is) Core Skincare: Basement

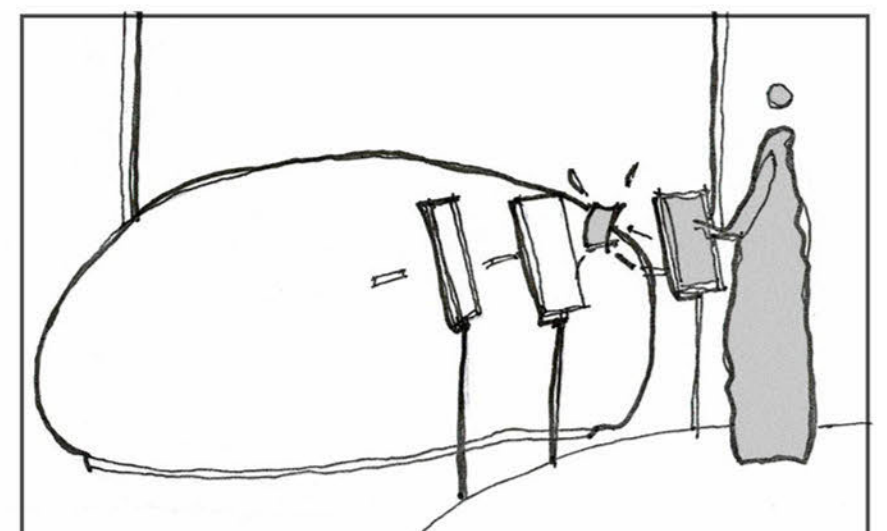
THE SKIN UNIVERSE...



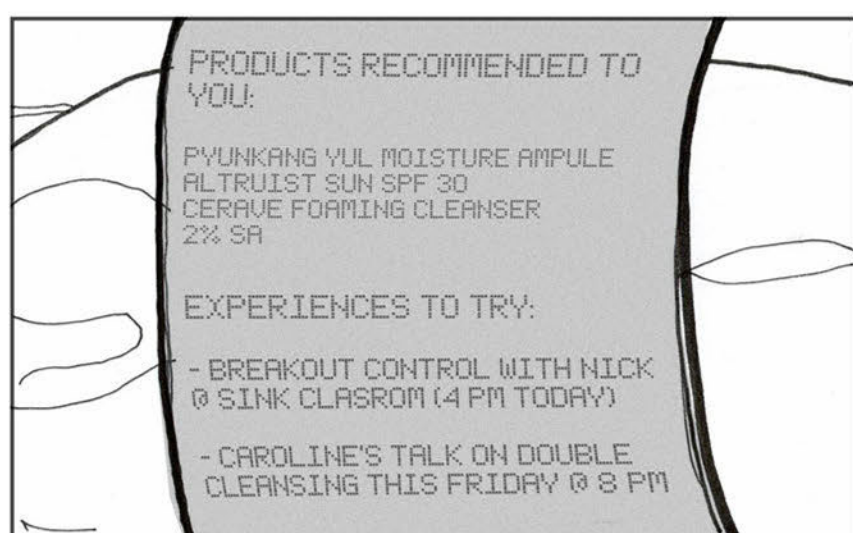
1. Download the skin app for an enhanced shopping & learning experience.



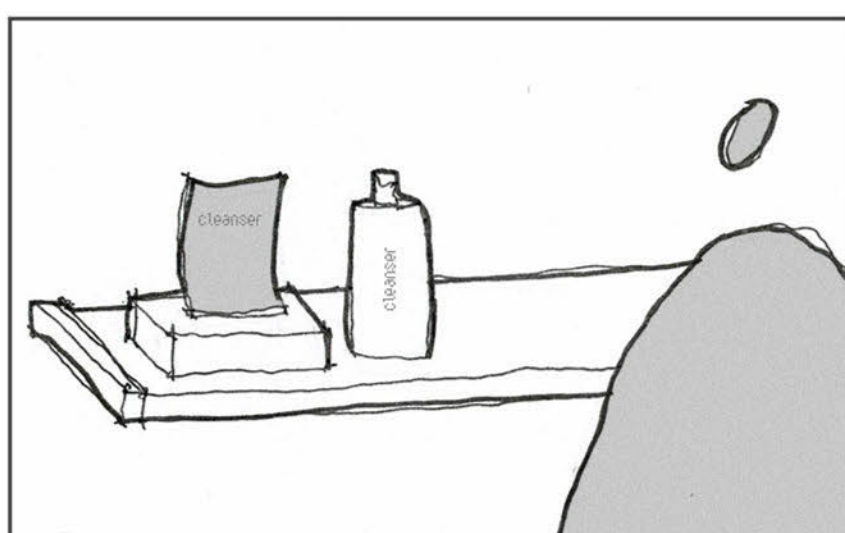
2. Start your journey by visiting the core skincare zone at the basement. The ticker strips help with navigation.



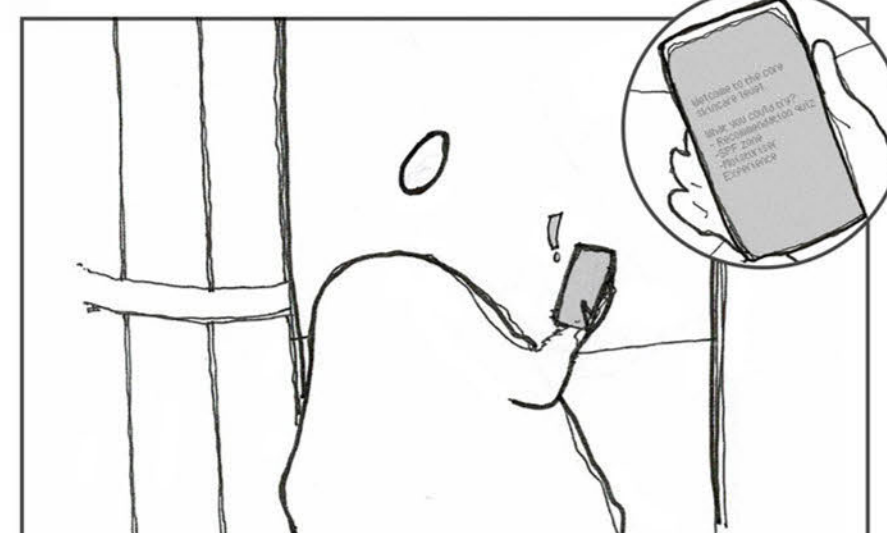
3. After you take a quiz, you get a personalised card of product and experience recommendations.



4. You can either purchase the products recommended there, or explore the space and find them yourself.



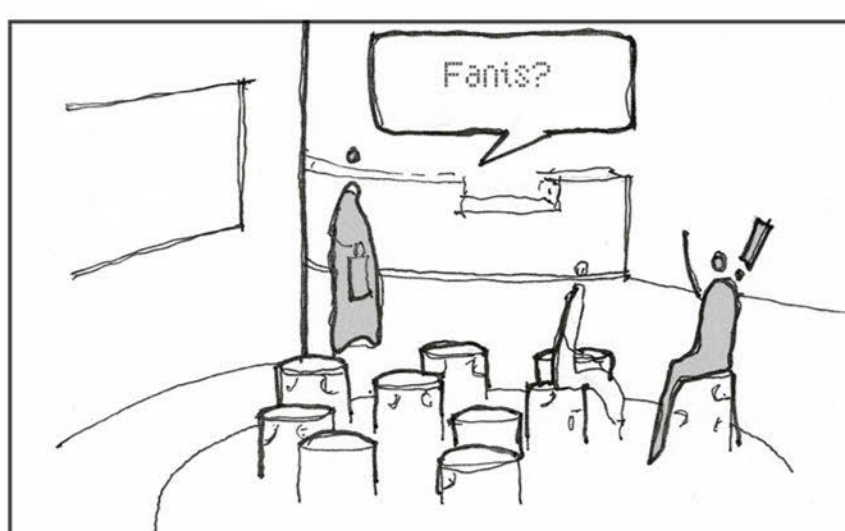
5. Each product comes with a corresponding brochure and a sticker that you attach to the card if you wish to purchase it.



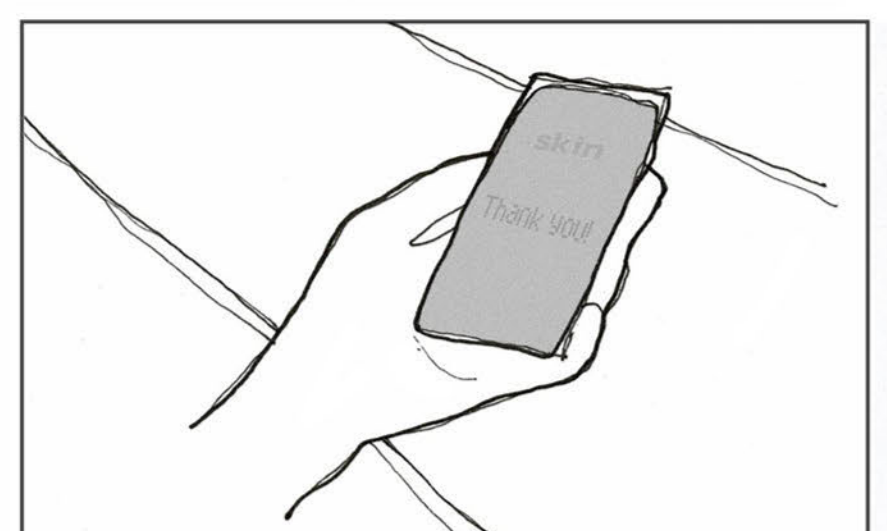
6. Using iBeacon technology, the app sends notifications whenever you enter a different zone, enhancing the learning experiences.



7. When you are done, you are prompted to speak to a member of staff. You can either pick your order up from the first floor hydration bar area, or choose home delivery.



8. When the products are packaged, a member of staff will bring them to you.



9. A thank you note pops up after you leave the store. Don't forget to come back for All about Skin's afternoon activities!

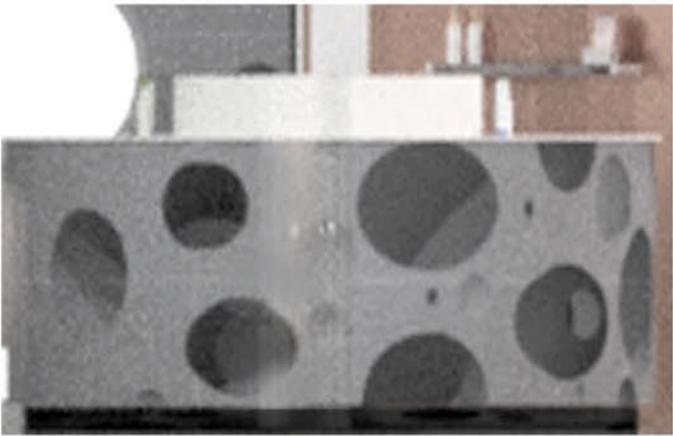
THE SHOPPING JOURNEY



Unmoulding and sanding the Jesmonite piece.



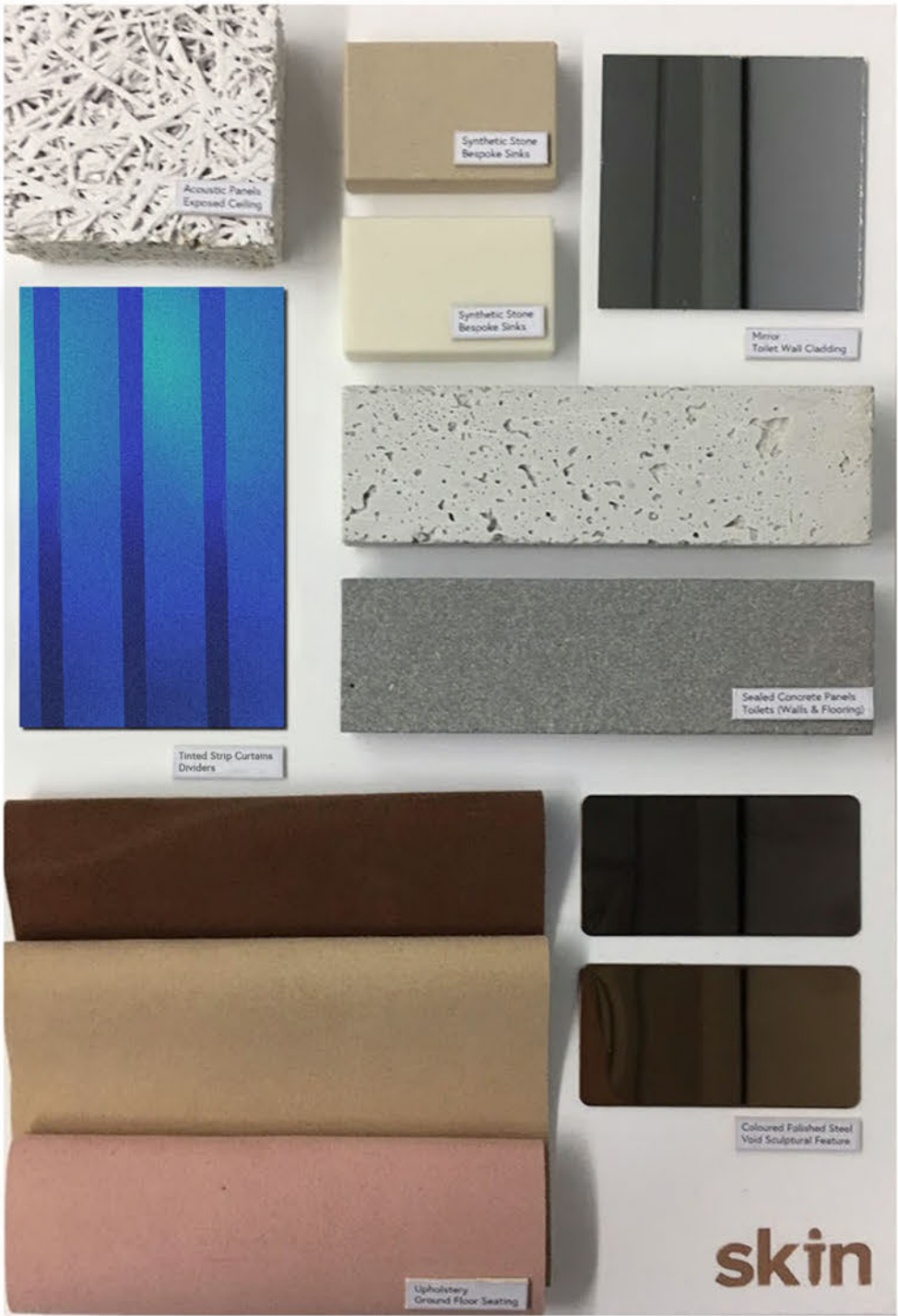
Model close-up.



Elevation of jesmonite element within the store.

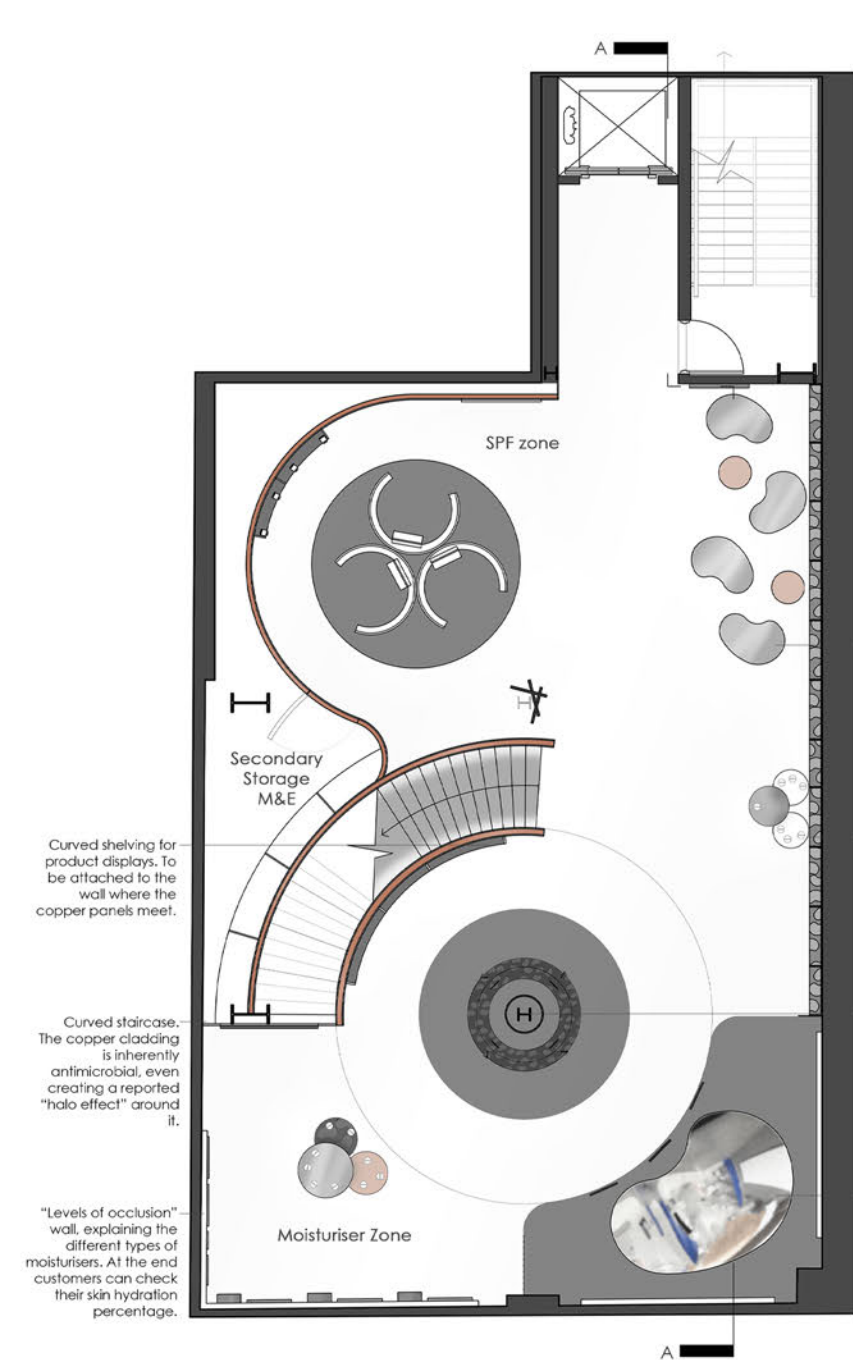
The concept model's aim was to illustrate the proprietary form created for the product displays (using Jesmonite) and how the concept is manifested within the space, but on a more abstract level. The form was made using textured balloons as moulds and pouring Jesmonite in them. This later on inspired the design of various plinths and panels within the store.

CONCEPT MODEL

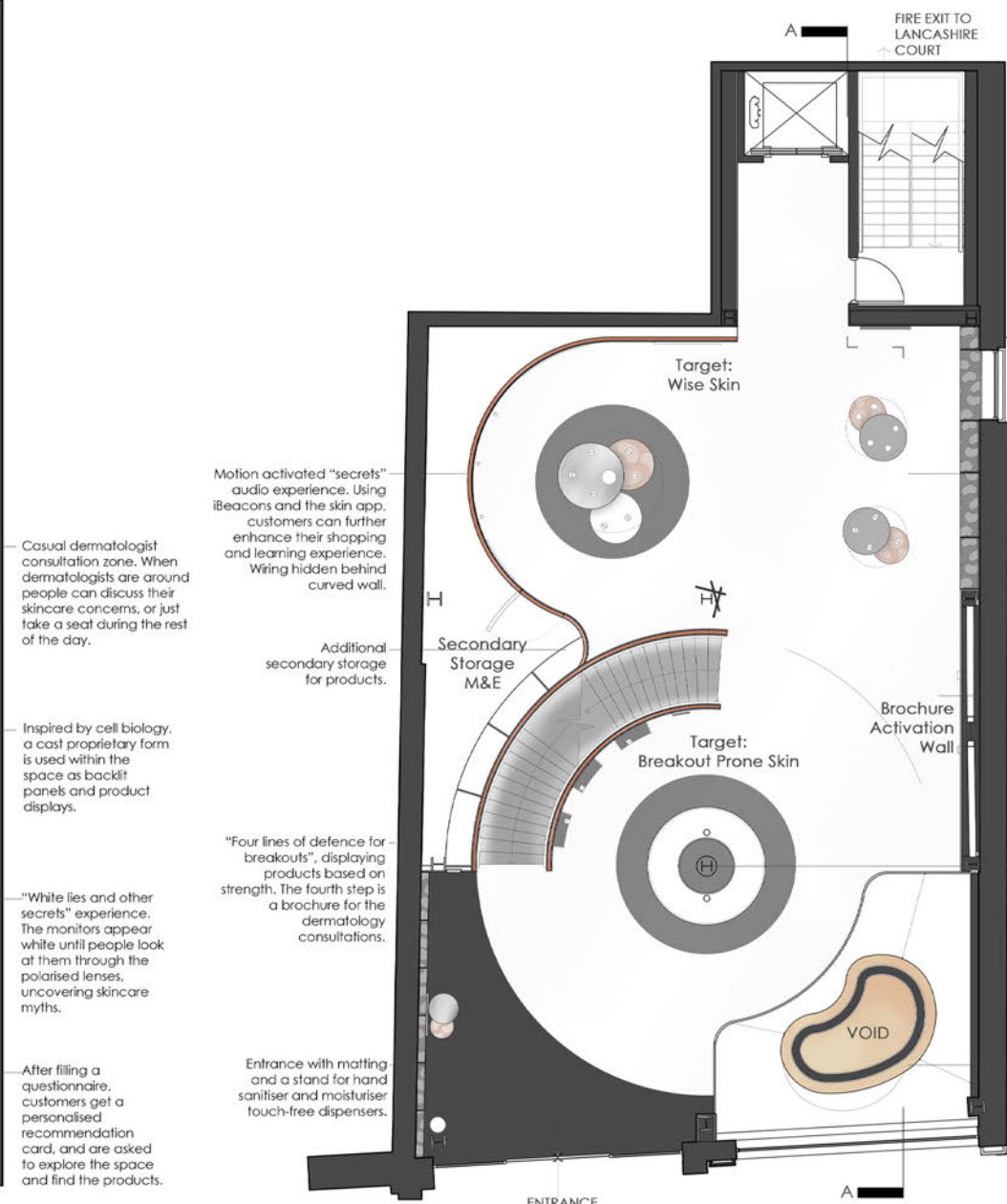


The material boards have been separated into three (one per floor), illustrating the vertical expression of the design concept (transitioning from sleek and light surfaces to darker and more textured ones). Copper was used for its antimicrobial properties and appearance. Synthetic stone and acrylic were implemented as they are easily wipeable.

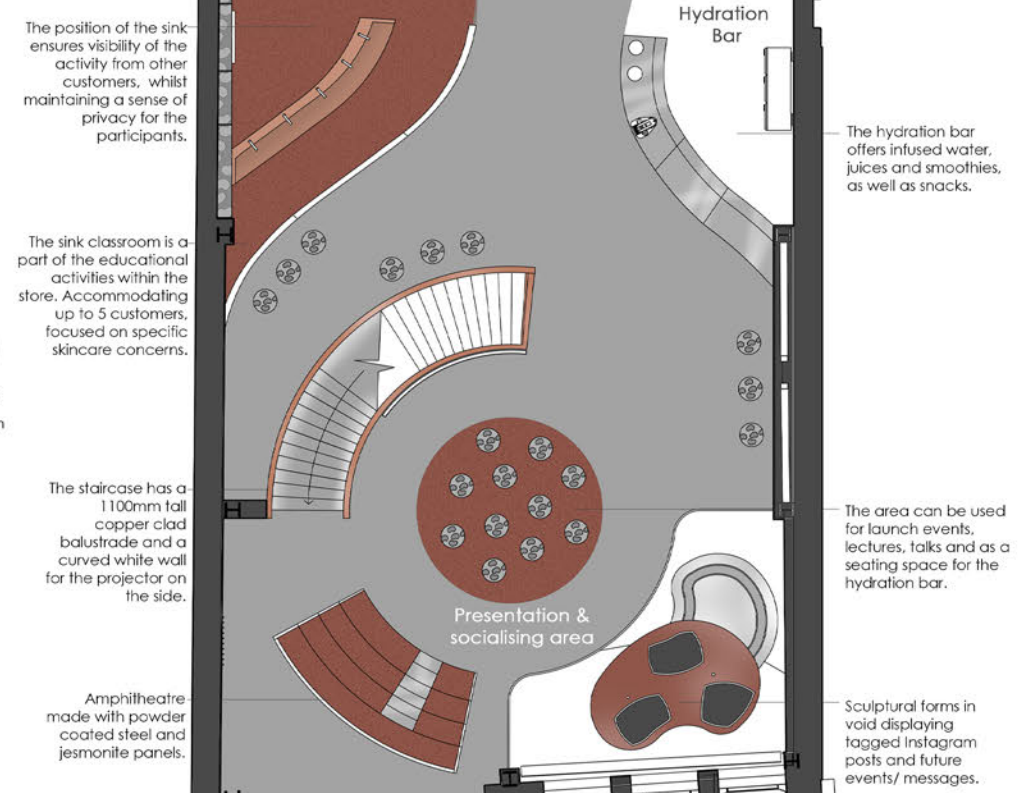
MATERIALS & FINISHES



BASEMENT PLAN



GROUND FLOOR PLAN



FIRST FLOOR PLAN

