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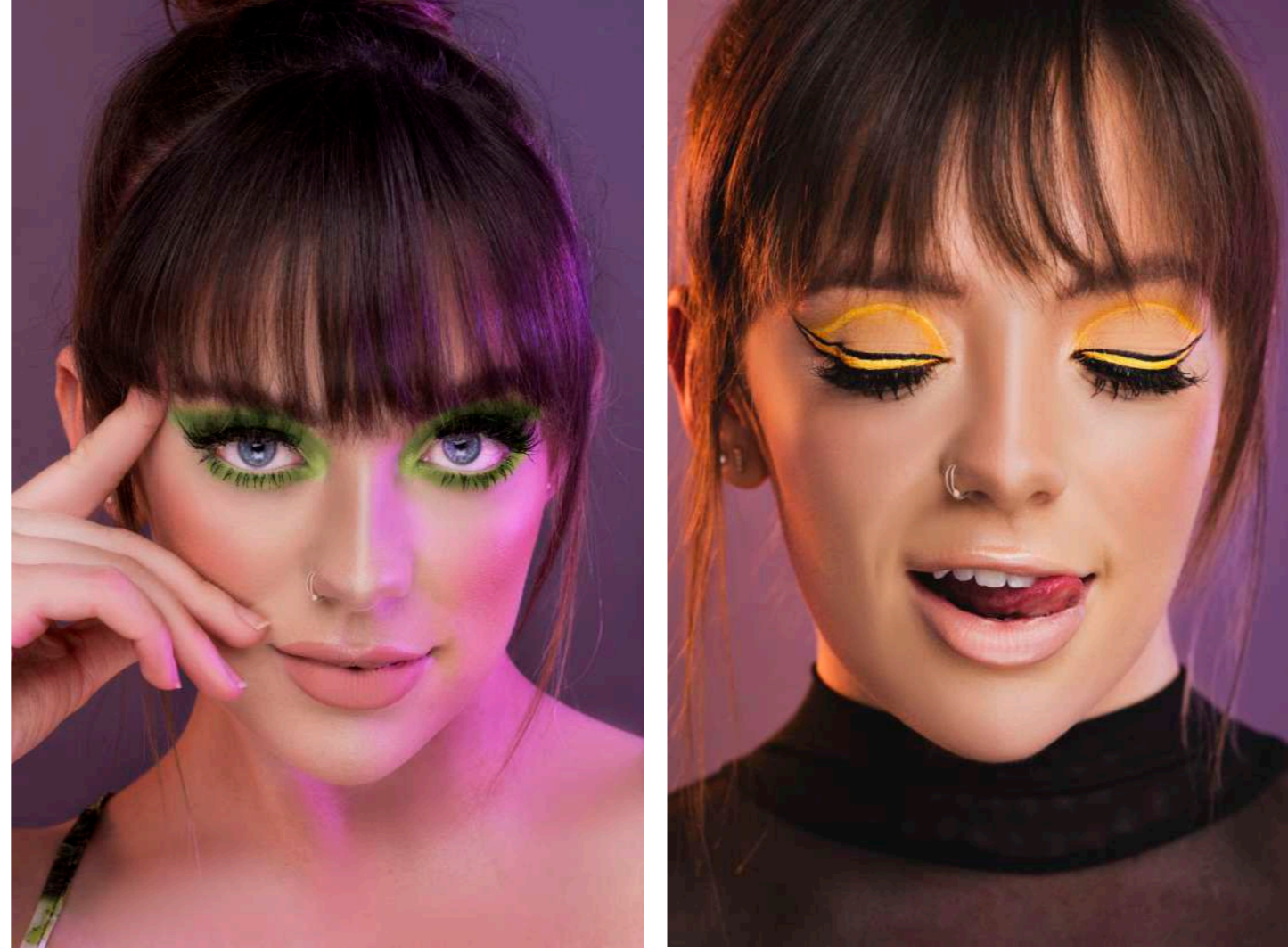


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CONCEPT

The project concept is that Beauty Bay is launching concessions in Urban Outfitters stores in the UK, starting with Manchester and London on 18th June 2020. The collaboration aims to make Urban Outfitters the 'one-stop-shop' for all beauty and fashion needs. This is where the collaboration has found a gap in the market, having a retail location where the consumer can purchase every piece they need to create the best visual version of themselves, that is also affordable. The concession will offer beauty brands already accessible on the Beauty Bay website, as well as spotlighting their own brand of cosmetics and skincare. The Beauty Bay and Urban Outfitters consumer cross paths in the sense of creativity and 'quirkiness'. They both attract a young demographic with a casual feel, yet a desire to stand out and be that little bit different, this is why they are the perfect brands to launch such a collaboration, that unites this specific fashion and beauty community. To engage the collaboration specific consumer, social media has been utilised to assist the promotion of the launch. As Beauty Bay already has a strong presence on social media, Urban Outfitters needed to match this, therefore the collaboration encouraged the launch of @Urbanoutfittersbeauty, the online location to find everything beauty related from Urban Outfitters. Both these profiles will be used to illustrate launch and product teasers, including competitions, as well as live stream the event's activities.



DEVELOPMENT

The project saw the completion of a marketing report, event plan and visual handbook, filled with the concession layout, product development and promotional branding. Each of these aspects outlined and explained why this collaboration and concession launch will be a success, from what was missing in each brand, from the perspective of their consumers, continuing to justify how those gaps would be filled through the new launch. Currently, Beauty Bay customers don't have the opportunity to sample the products without purchasing them online. Due to this reason, a lot of beauty lovers have chosen not to purchase them, despite good reviews. From primary research carried out, it was revealed that even though the beauty section in Urban Outfitters is known about, it is rarely visited and bought from. The collaboration concession eliminates both of these issues, Urban Outfitters will become a physical location for customers to try out the Beauty Bay products for themselves concluding in future sales. Beauty Bay gives the Urban Outfitters beauty section a level of engagement through, a more enticing visual re-brand, a larger product choice, as well as approachable and aspirational sales assistants specifically catering to the concession.



MARKETING

The marketing report was the main written component for this project, analysing current and future consumers as well as the industry competitors at the current time. The report outlined the focus points of the campaign, including the concession logistics and technological aspects. Determining that using technology as part of the retail experience is the paramount way to engage shoppers in 2020, specifically the collaboration's target consumer, was key to this launch. The creation of the 'Beauty Bay Booth', enables the customer to try on new products virtually, being the ultimate creative escape, the booth takes a 3D image of the customers head for them to test product on themselves digitally. Once complete, the customer has the ability to keep their bespoke face chart as a memento or share it with their friends online.

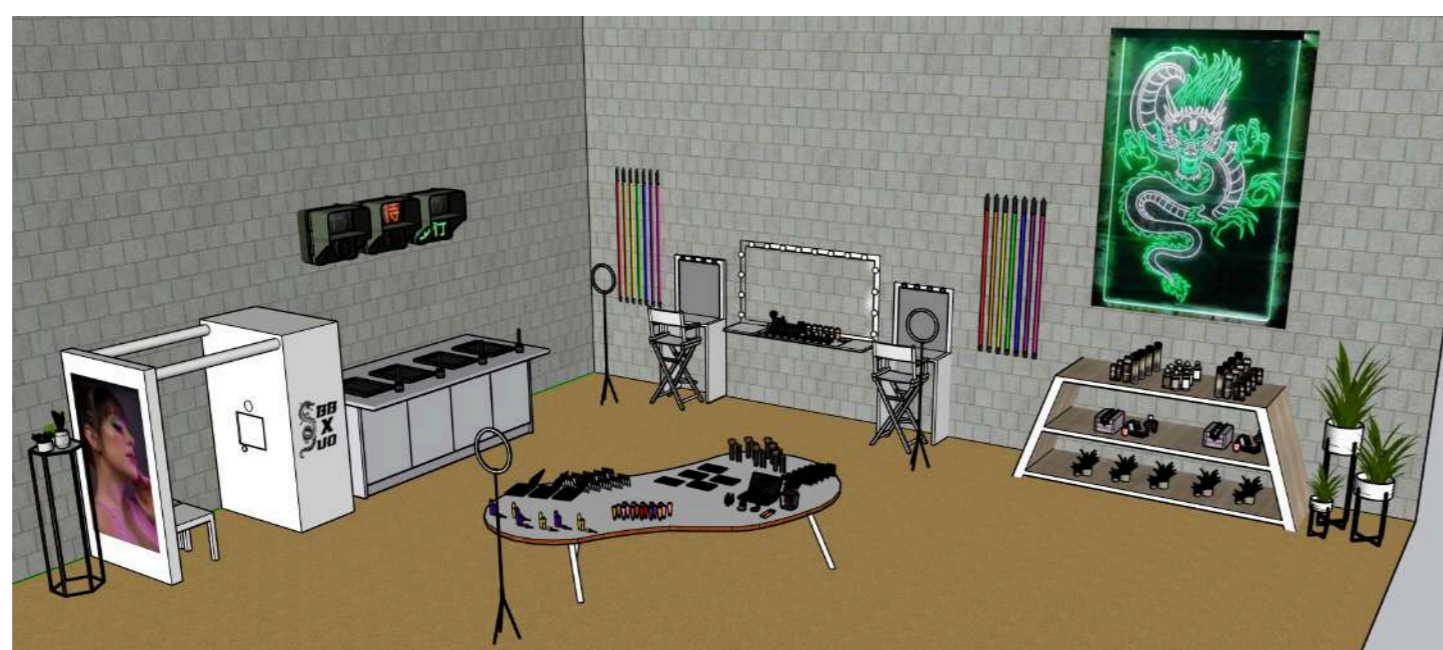
VISUALS

One of the main detriments of the Urban Outfitters beauty section is the way it appears visually. With contribution from a former retail and head office worker of the brand, it was agreed that the section was not getting enough attention from the company and needed a 're-vamp'. The re-branding of the beauty section involved a slight expansion of the space given, as well as enhancing it by introducing neon lights, but still keeping the on-brand elements such as including indoor plants and wooden furniture. As well as the collaboration launch itself, there is also two new products launching alongside it. The products are eye and face palettes entitled, 'Neon Lights' and 'Tokyo Nights', to reflect the launch theme. The products aim to cater for the wider collaboration consumer with a variety of colours and textures to choose from, retailing for only £12.50 per palette.

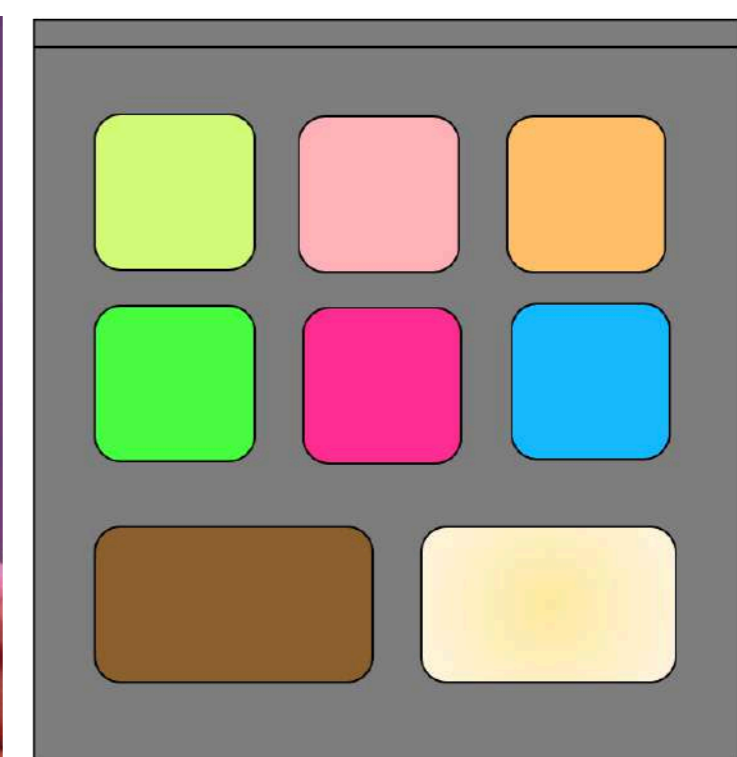
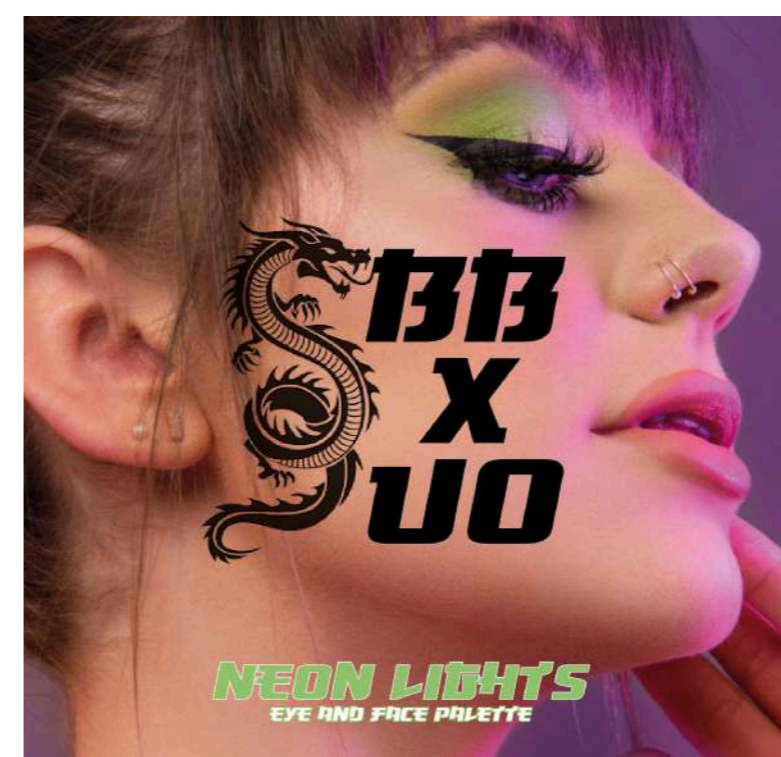
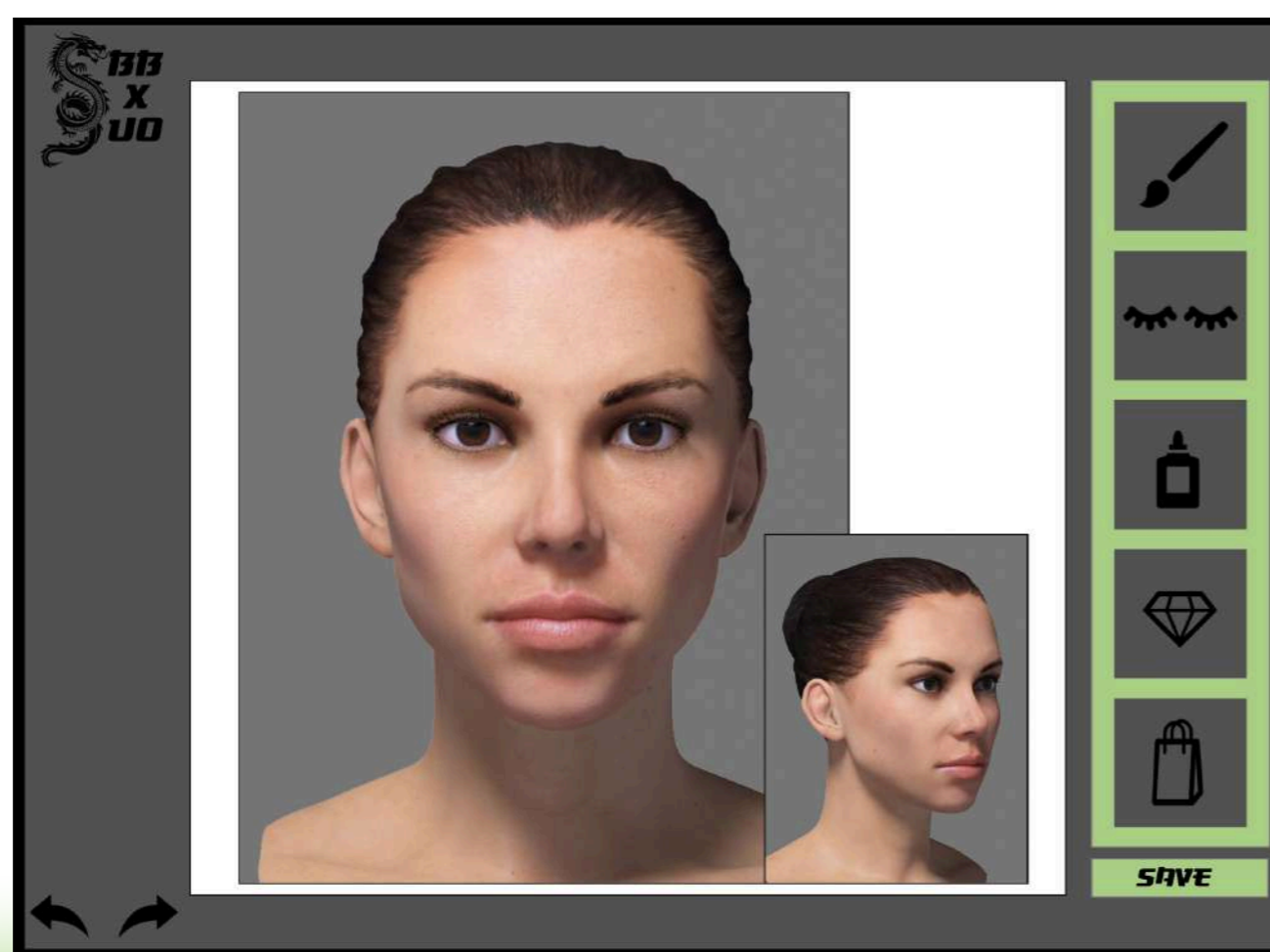
EVENT

The launch event was created with the consumer in mind. The aim of the event is to build collaboration awareness and give the consumer an experience they will never forget. With the addition of influencers such as, @Mmmitchell, @Zackandjamiestyle and @Sophfloyd featuring in the event, the future concession customer has the opportunity to gain the knowledge from industry experts as well as the tools to be able to express this knowledge, through live make-up tutorials and styling demonstrations. The event intends to build on the fashion and beauty community that seems to have a larger presence online and bring it into the real world, reflecting in the same way that the concession is bringing people back onto the British high street as well as solely shopping from their phones.

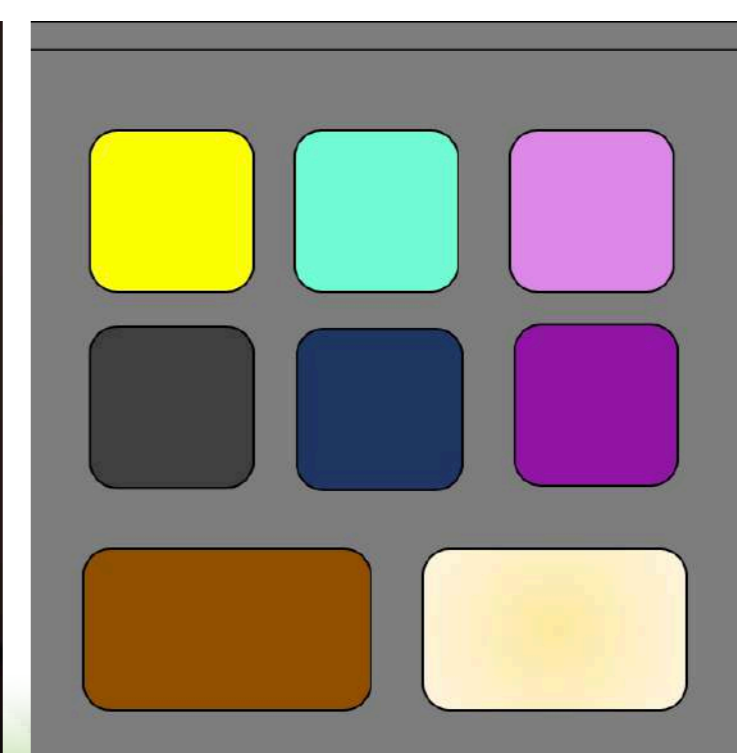
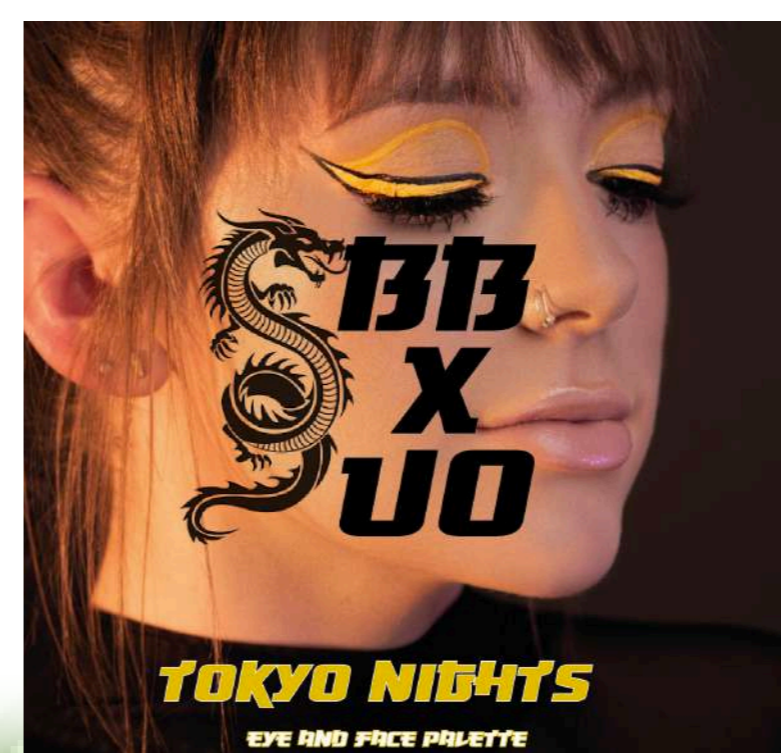
CONCESSION
 'RE-VAMP'



THE BEAUTY
 BAY BOOTH



NEON LIGHTS
 PALETTE



TOKYO NIGHTS
 PALETTE