

BRANDING DESIGN

I PERFECT

Interview: <https://youtu.be/UiW22-ZUv9Y>

Final Video: <https://youtu.be/-6rT5VoQDIQ>

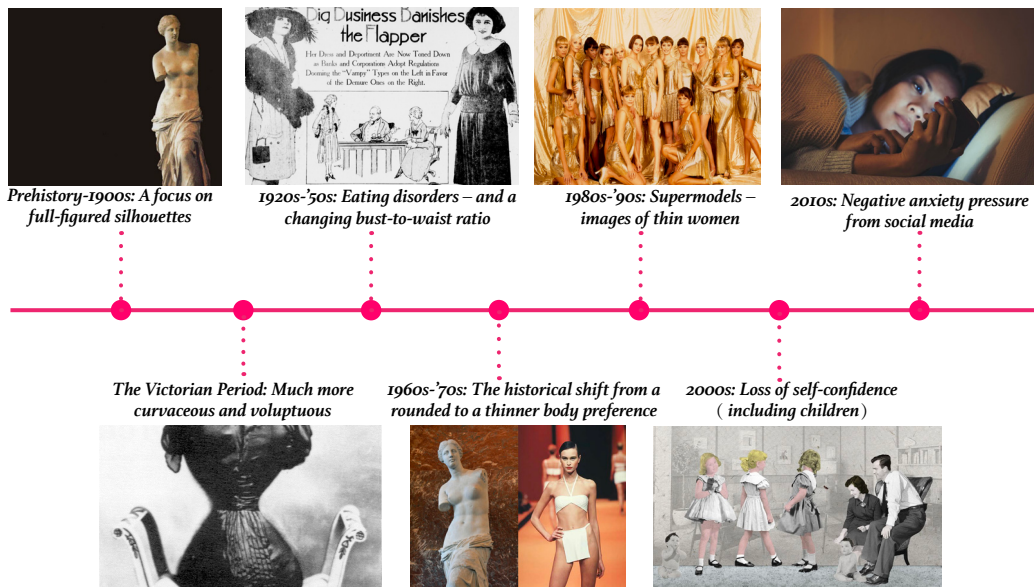
Introduction

Society has always tried to enforce the beauty standards that are popular at a certain time and anyone who deviates from certain standards of beauty is labeled as ugly. Societal standards of beauty have been constantly changing, and women have never stopped pursuing beauty, even over health and life. There have been all sorts of strange ways to become beautiful throughout history, and for a long time, women have been accidentally hurting themselves in the name of beauty. The project "iperfect" is an anti-utopian brand that satirises the various brands and products that harm women's bodies in the name of beauty. It is hoped that women will not harm themselves for the sake of non-existent beauty standards.

Both in the past and now, as a society, we are obsessed with scale. It has become associated with who we are as human beings. This obsession has fuelled social pressure to look a certain way and have a certain body type, especially among young women, and this pressure stems from the cultural construction of the "perfect" body. Society has always tried to enforce what is fashionable at a certain time, and anyone who deviates from certain standards of beauty is labelled as ugly. Societal standards of beauty are constantly changing, and women's quest for beauty never stops, even over health and life. There have been all sorts of strange ways to become beautiful throughout history, and for a long time women have been accidentally hurting themselves in the name of beauty.

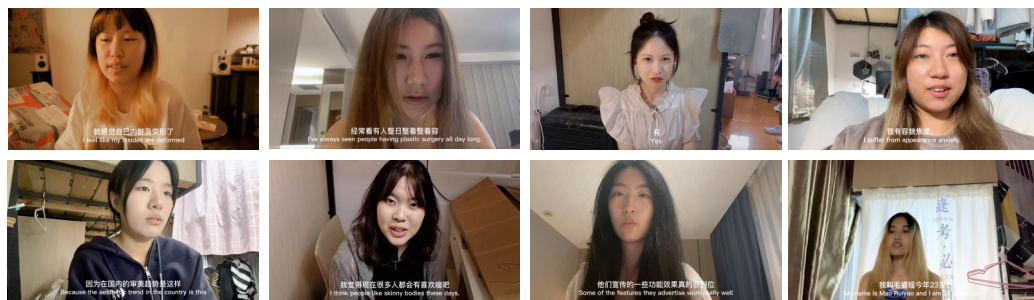


People come here and always want to know the size of something.



Whether it's contemporary or 19th century, they want to know what size it is or what size it would correlate to. We as a culture, as a society, are obsessed with size. It's become connected to our identity as people.

Interview <https://youtu.be/jJ2piTYVSKs>
I interviewed eight young women between the ages of 18-25

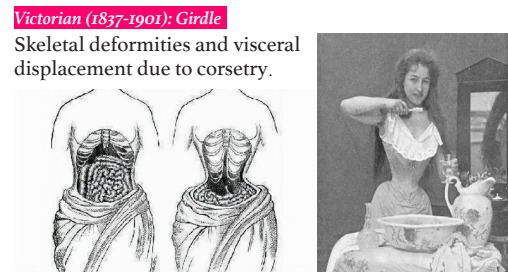


Interview summary: Many girls are aware that some of the beauty products available today can harm their bodies, but they still take a chance on this, in other words they are more concerned about their beauty being enhanced, so they autonomously ignore the hidden dangers of those products. Most of them may not be able to escape the pressure that the mainstream aesthetics of society puts on women.

Secondary research



They are a type of parasite, hermaphroditic, and they are fully capable of reproducing large numbers of offspring through their own reproductive capacity.



Modern times: The Calorie Diet

Many women bring electronic scales to dinner and how much they eat depends on the prescribed intake.



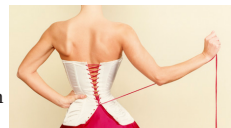
Modern times: Weight Loss Pills

Medito diet pills allegedly killed hundreds



Modern times: Girdle

Girdles are still very popular in modern times, and advertisements are flooding in to entice women to try them.



For a long time, past to present, women have been accidentally hurting themselves in the name of beauty.

Insight

The beauty standard is a set of norms that reinforce the status quo of gender and class in patriarchal societies.

At first, beauty standards seemed to be a natural by-product of society, a mere collection of social aesthetics and sexual tastes. However, the beauty standard is a set of norms that reinforce the status quo of gender and class in patriarchal societies. It is a handy tool in the toolbox of oppression. In addition to reducing women to their physical forms and celebrating narrow interpretations of beauty at the expense of the broader female experience, the beauty standard acts as a physical manifestation of normative female behaviour.

Visual Experiment

Logo design



Finally I decided to combine the logo with the "thorn" and narrow the top and bottom, creating a sense of compression without losing the sharpness, echoing the form of my product, and the symmetry of the two sides, echoing the concept of perfection.



Product structure

The inspiration for the product was the corset, which still exists from the Victorian era to the present day.

Knives + Girdle

The inspiration for the product was the corset, which still exists from the Victorian era to the present day. I added knives to the girdle in order to visually magnify the damage the product does to the body.



Thorn + Girdle

Due to the difficulty of making the product and the fact that it is not easy to handle, I have converted the props with injuries into the concept of "spikes".



Thorn + Manacles

In order to standardise the sizes of the various parts of the body according to my brand, I have taken reference from the ancient Chinese cuffs and distributed my products to all parts of the body, while at the same time being able to ensure that the product range is consistent.



Package structure

I designed a paper structure that opens to reveal the packaging displaying the product like a product base. Closing the package is again clever like a CD case.



Design concept

The project "iprfect" is a more anti-utopian brand that satirises the various brands of products that harm women's bodies under the guise of beauty enhancement.

During the research for the project, it was found that the concept of weight loss has been the most damaging to women for the longest time in the history of women's beauty transformation. The reason why we chose to use the girdle as the inspiration for this brand is because it is a more intuitive display of women's extreme pursuit of body size. The concept of 'spikes' was added to the product design to emphasise the intuitive damage the product can do to the body.

Design reference

"The Aberrant Aesthetic of the Age", Jeff Muhs



Using ropes, corsets, bikinis, motorbike parts, saddles and shoes as objects of constraint. His sculptures use the contrast between the concrete material and the female figure to reflect the constraints of contemporary aesthetics on women and the inherent impression of indestructibility.

Making process

I chose to use acrylic as my product material. But the breakage occurred when I opened only one side. So I cut the whole acrylic in half and locked it with two snaps.



Visual concept

The brand uses high-gloss pink as a brand colour because of the inherent social image of pink as a symbol of femininity. The striking saturation is meant to be a wake-up call, trying to get women not to hurt themselves for non-existent beauty standards.

Visual identity

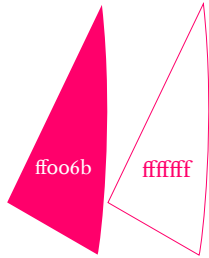
About IPERFECT

IPERFECT has always been in the forefront of social trend aesthetics, leading the aesthetic trends of the times, we will launch all kinds of weight loss goods according to the core aesthetics of the moment, focusing on fast and efficient to meet the user's beauty needs. We are always concerned about the social aesthetic standards, upgraded the efficacy of the product, the benefits of becoming beautiful to maximise the benefits presented to consumers, so that women are no longer day and night by the appearance of anxiety.

LOGO

I + PERFECT = 

Color&Font

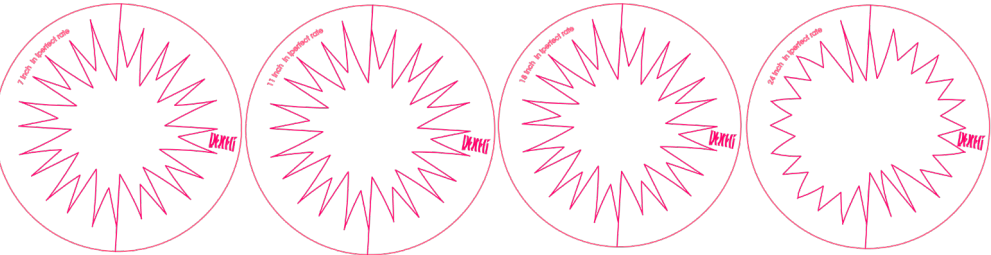


Avenir Next 常规体
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

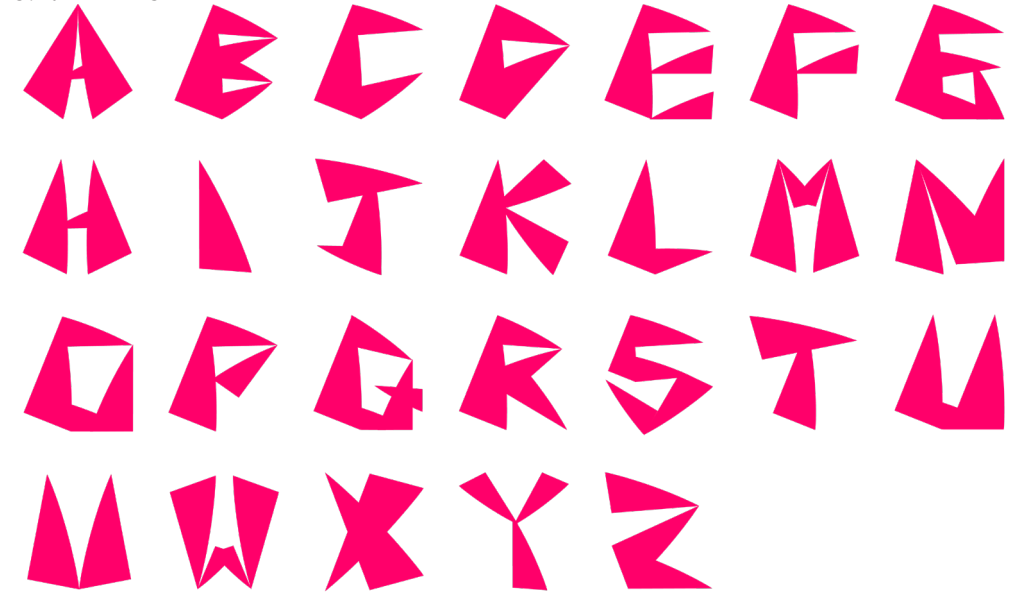
Avenir Next 粗体
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NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
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Product Shape

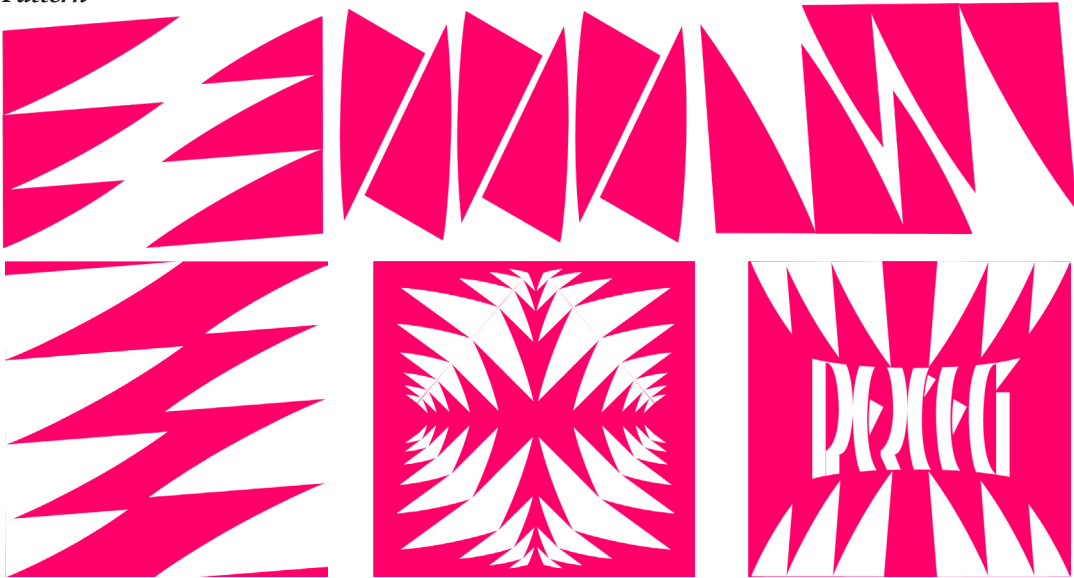
The "spikes" of the product's shape also evolved from the typeface and logo, with the outline of the spikes repeated along the circle to create a barbed cuff.



Typeface design



Pattern

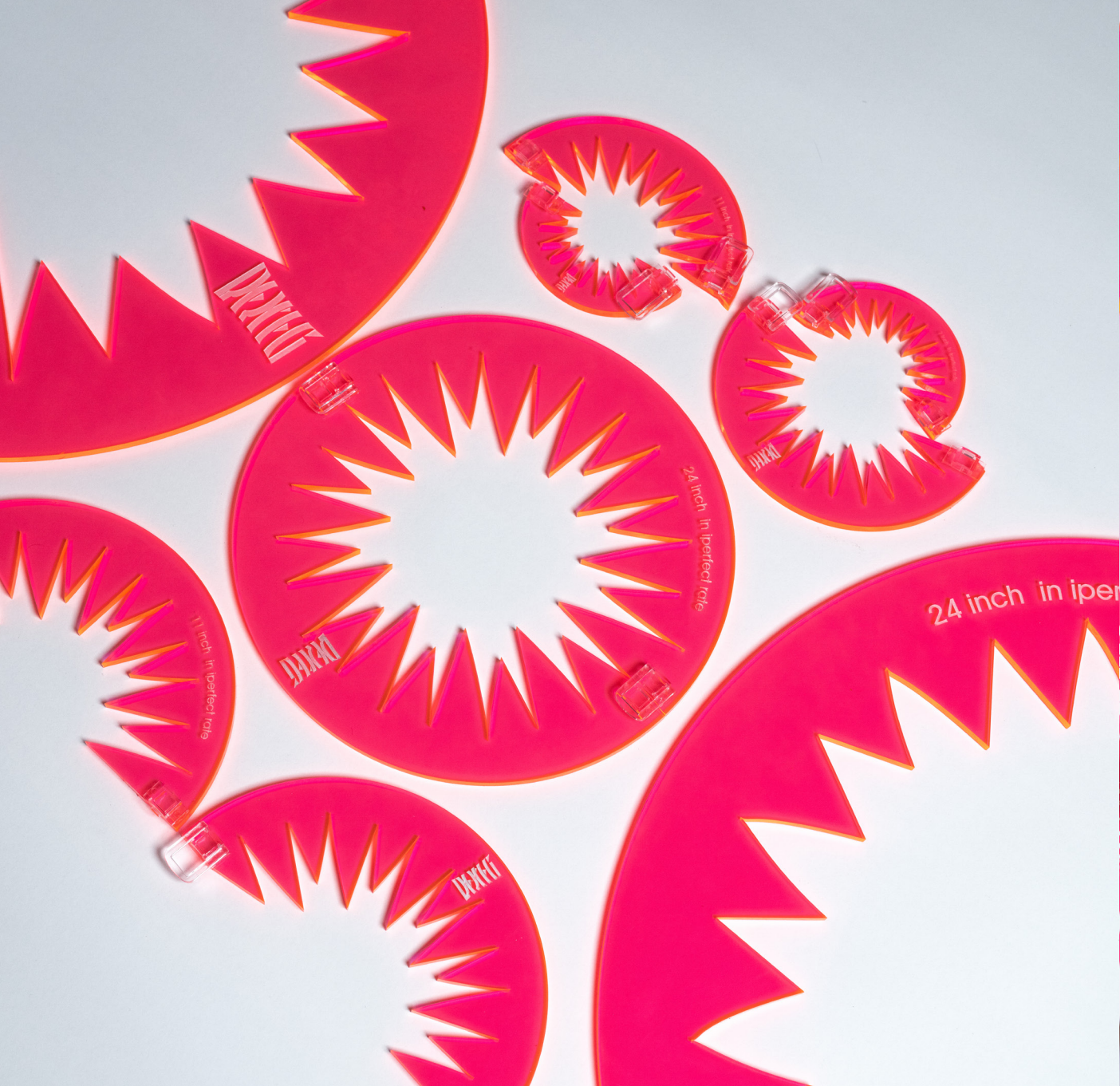


Branding design

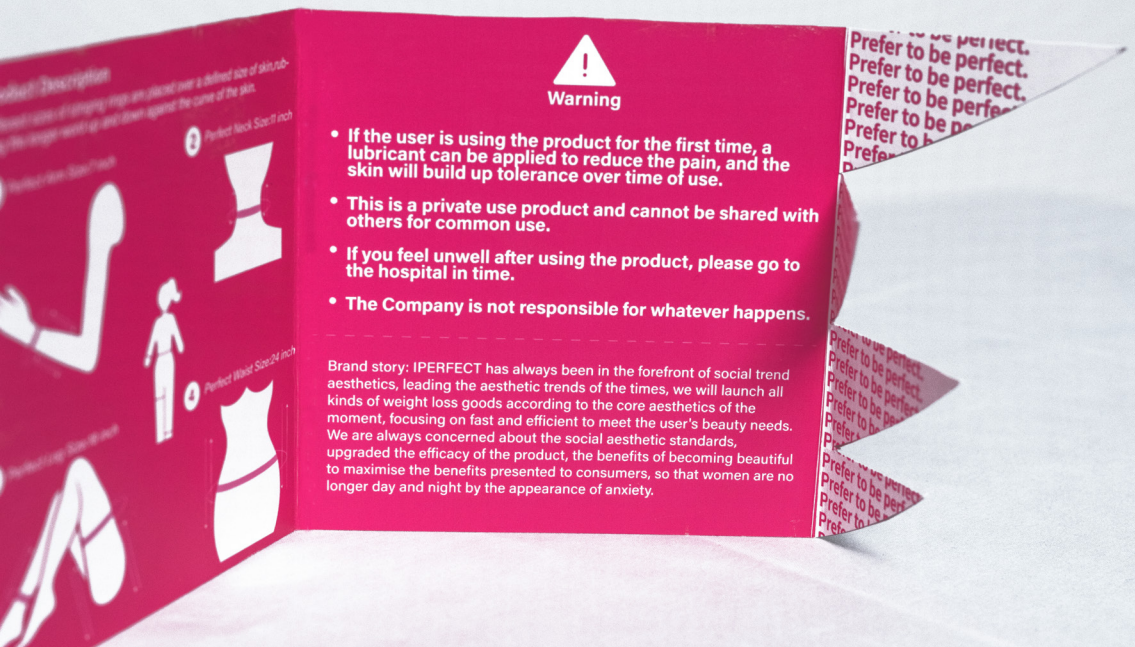
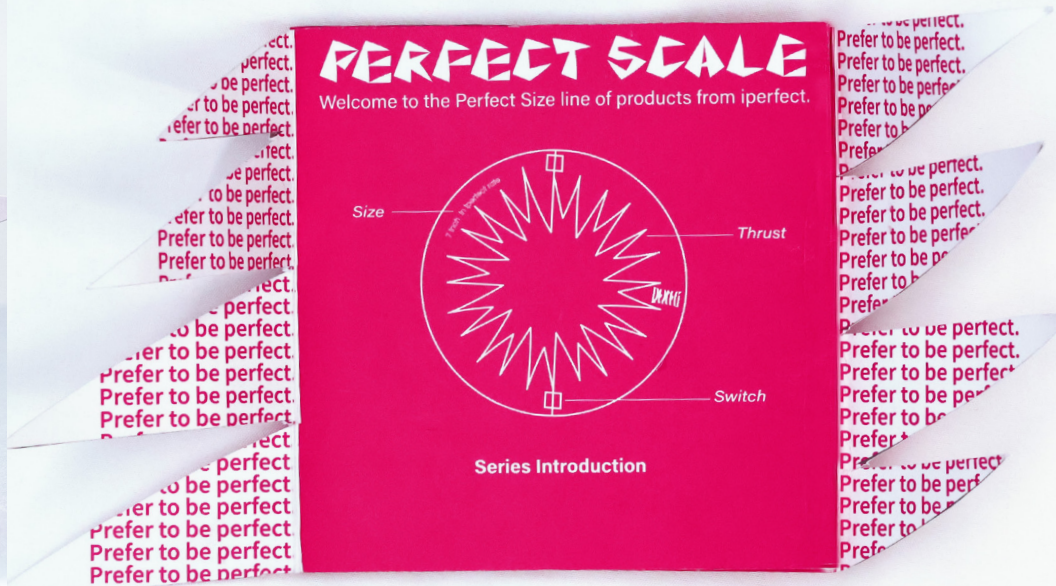
Size: 7inch、11inch、18inch、24inch

Material: acrylic (loanword)



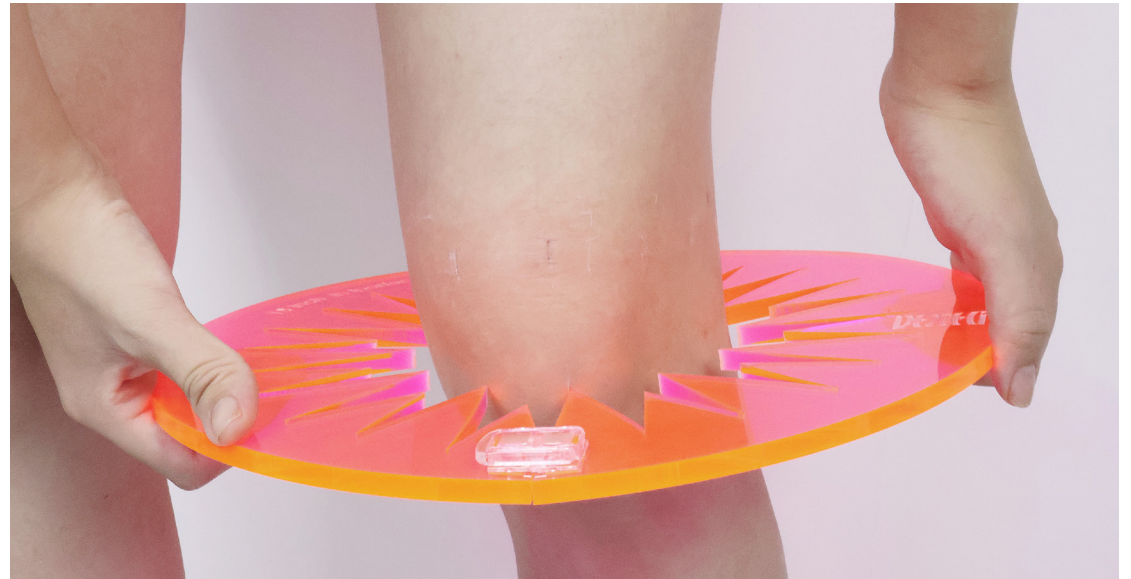


Brochure



Product Wearing Diagrams



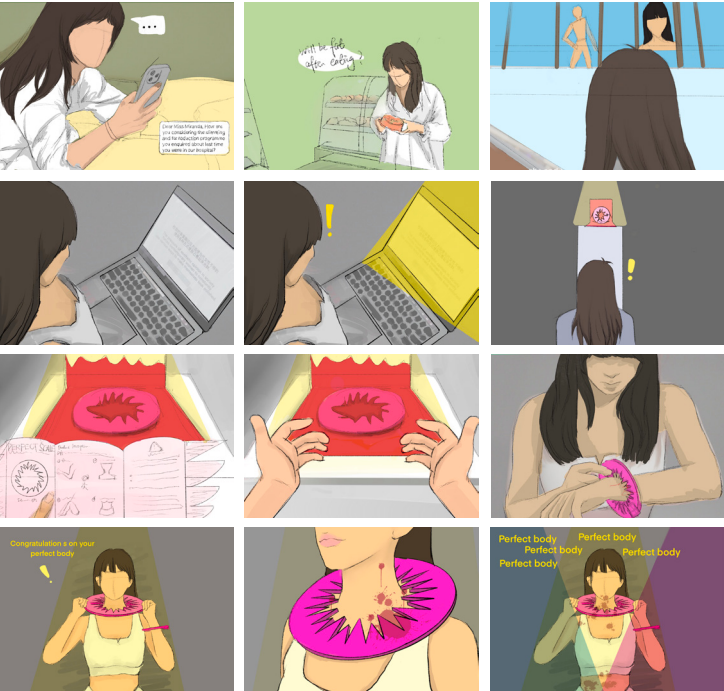


Video Storyboard

Video Link: <https://youtu.be/-6rT5VoQDIQ>

Video Script:

Miranda has always been under the pressure of body anxiety. One day the TV was showing an interview with a woman who was anxious about her body and suddenly a spotlight appeared behind her. She went to the spotlight, opened the manual and carefully examined the product, which is a product that can help you quickly lose weight to the perfect size. Unable to resist the temptation, she put on the product, but felt very painful. But then the spotlight suddenly hit her body, and a voice around her told him congratulations on achieving a 24inch waist 11inch leg... You are already a perfect body girl. Miranda listens to the voices and falls into a frenzy. The scratches on the girl's body are getting more and more. She is covered in bruises but it makes her feel immensely happy and enjoys the compliments being showered on her from all around her.



Video



