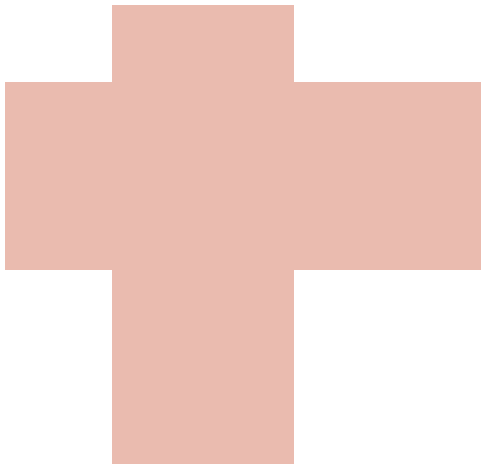




WELLNESS KLINIEK

CREATE YOU



CON CEPT

Even a small amount of research into recent women's marketing reveals an overwhelming sense of a change in direction in recent years. While previous decades championed improvement through plain/obvious consumerism, absence-marketing, Kate Moss 'beating obesity' and most of all telling women we are not enough, the last few years have seen a trend in the opposite direction, or at least, **what is being marketed as the opposite direction**. Instead of telling women what we are absent of, we are being told how to enhance what we do have or to **give fully and unapologetically into the creation of what we want to be**. This spectrum can be seen anywhere from

- / the obsessive encouraging of all body-types
- / increasingly contradictory fashion trends reigning from the non-sexualized palazzo pant to the encouragement of camisole tops and dresses
- / the cosmetic boom which has oddly situated itself as a spectrum between painstakingly created, full-face makeup routines to a French-like obsession with natural looks and/or bare-faced, obsessive skin enhancing routines, with seemingly nothing in between





We are now told that the sky-is-the-limit in creating the self (due no less in part to the incredible amount of choice and image circulation we are inundated with in the face of digitization)

Women's aesthetics/cosmetic services are mapped to collide into a sphere divided between

- / what is being marketed as "empowerment" and/or the nourishment/creation of the true beautiful self ¹
- / the ultra high-tech (i.e. think of the home mirror that scans the smallest lines on your face + body to make unique recommendations)²
- / obsessive catering to the importance of the individual consumer (i.e. more plainly – personalization)³ which only makes sense given the advent of social media and the pivot from celebrity to self-made-success and self-focus.

However, regardless of marketing psychology, deep down, women are still the same women who have allowed the ultra boom of consumerism to flourish throughout the twentieth century – i.e. **we still seek the constant improvement of ourselves**. The only thing that has changed, put simply, **is the psychology behind why we want to improve**. Not to be tacky, but I feel there is something inherently generation-defining about the popularized notion of 'living your best life'. This hits home with all of the notions above as it nods towards the achievement of this true, beautiful self, it assumes the most ideal experiences are being utilized (think of the excitement/**rupture** you feel when testing out new technology) and of course it highlights the importance of the individual's story. We don't want to be Kate Moss anymore, we want to be ourselves but just as successful and beautiful as Kate Moss (what could be better?)

¹ PLEASE SEE Covergirl's rebrand campaign "I am What I Make Up" <https://droga5.com/work/covergirl/>

² <https://www.allure.com/story/smart-mirrors-beauty-industry-technology-trend>

³ <https://www.clinique.com/cliniqueid>



I believe the market of women who would consider physical alterations are women who are instinctually ambitious and creative. Perhaps not strictly in the sense we normally encounter these qualities, but insofar as they could subconsciously conceive of their lives **as a story in which they are the authors**. This has been illustrated in the market several times throughout the twentieth century, especially within the advent of the new woman in the metropolis during economic booms in Europe and America. These women see their aesthetic choices, purchases, ambitions, etc. as ways to curate their life and tell their story, or orient themselves towards a subconscious nirvana of attaining a vision/accomplishment/ true expression of their ideal selves they have decided on deep down. This is all really just a nod to Maslow's theory of **self-actualization**.⁴

All this to say, I believe the exciting possibility the pivot in last few years of female-marketing resides in the opportunity to dive full force into **using this psychology in fields that may otherwise become cringeworthy or negatively-noted**. I believe you will have a hard time telling a woman she needs breast implants because she needs to be better/is not sexually attractive enough by way of the Hollywood-producers-Chanel-moguls saying so, but it would not be difficult to offer her a place where she can openly discuss and work towards **creating who she thinks she is** through **positive psychology, personalized marketing, feelings of creativity and exciting technology** (and some luxury-hotel-spa-styled catering to her throughout the process wouldn't hurt).

Offhand, the brand could be orientated with the following in mind:

⁴ <https://www.psychologytoday.com/us/blog/theory-and-psychopathology/201308/the-theory-self-actualization>



BRAND

- *STORMING*

EXCLUSIVE /

Crucial to most luxury brands + price-point convincing (?)

TRANSPARENT /

Necessary for trust + medical identity (Literally wanting to implement this into aesthetics too - transparent business cards/interior design)

CREATIVE /

Combats against the negative notions of going under the knife

CLIENT FOCUSED /

SACRED /

CELEBRATORY /

CLINICAL /

LUXURY /

FEARLESS /



Isis Schmitz '14

MISSION

REFRAME PLASTIC SURGERY

*INTERESTED IN HAVING WOMEN NOT
FEELING SCARED, EMBARRASSED OR
GUILTY BY THE PROCESS*

*BUT INSTEAD, IGNITE THEIR
CREATIVITY AND TREAT THEM TO
LUXURY CARE AND PERSONALIZED
EXPERIENCES TO ASSIST THEM IN
ATTAINING SELF-ACTUALIZATION*



AESTHETICS

light and airy, but not soft (as to emulate confidence, contemporary edge and reputability/medical stability)

feminine, but confident

contemporary (as to emulate cutting edge knowledge, up-to-date facilities and the feeling of excitement and unique experience)

luxury

creative (art is more often than not seen as highlighting abilities in forward thinking, openness and positive psychology)

VISUALS + IMAGERY

nobody with head wraps/ neck wraps/ edits written on their skin as it is too critical, fake or subconsciously violent

should absolutely not look

gimmicky
maternal
fake
stock photo clad
like a man designed it (i.e. cookie cutter; commercially/subconsciously sexual airbrushed images)

EXPERIENCE

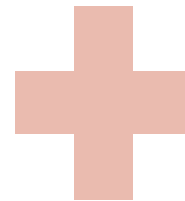
maintain rupture or the constant pivot towards the charmingly unexpected in user experience

focus on detail to emulate feelings of thought through concept

personalization to enhance relationship between individual + brand + belongingness + privacy + patient understanding

experience and aesthetic of cutting edge, futuristic technology = trust

Why can't this feel creative + exciting, like other feminine services, aka...what if we...



VERBIAGE + COPY

didn't call it surgery perhaps enhancements designs, etc.

EMOTION

MORE IDEAS

WELLNESS KLINIEK

DESIGN YOURSELF

WELLNESS KLINIEK

CREATING YOU

WELLNESS KLINIEK

BECOME YOURSELF

WELLNESS KLINIEK

REVEALING YOU

*CREATE YOURSELF >>> ART
CREATE YOU >>> ART
YOUR STUDIO >>> ART*

*INVENT YOURSELF >>> HIGH-TECH
INVENT YOU >>> HIGH-TECH*

*REVEAL YOURSELF > INSPIRES CONFIDENCE, PLAYS
UPON THE IDEA THAT WE ARE IMPROVING YOUR BEST
FEATURES, NOT GIVING YOU FAKE FEATURES*

CONCEIVE: THE DEVISING OF A PLAN OR IDEA

TRACING YOU

DOING BETTER

AESTHETIC ADVENTURES

*MAKE THEM FEEL AS CONFIDENT
CREATIVE + BEAUTIFUL AS THE
CLASSIC VOGUE MESSAGE + VIDEO
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GUJQSAIODQI](https://www.youtube.com/watch?v=GUJQSAIODQI)*

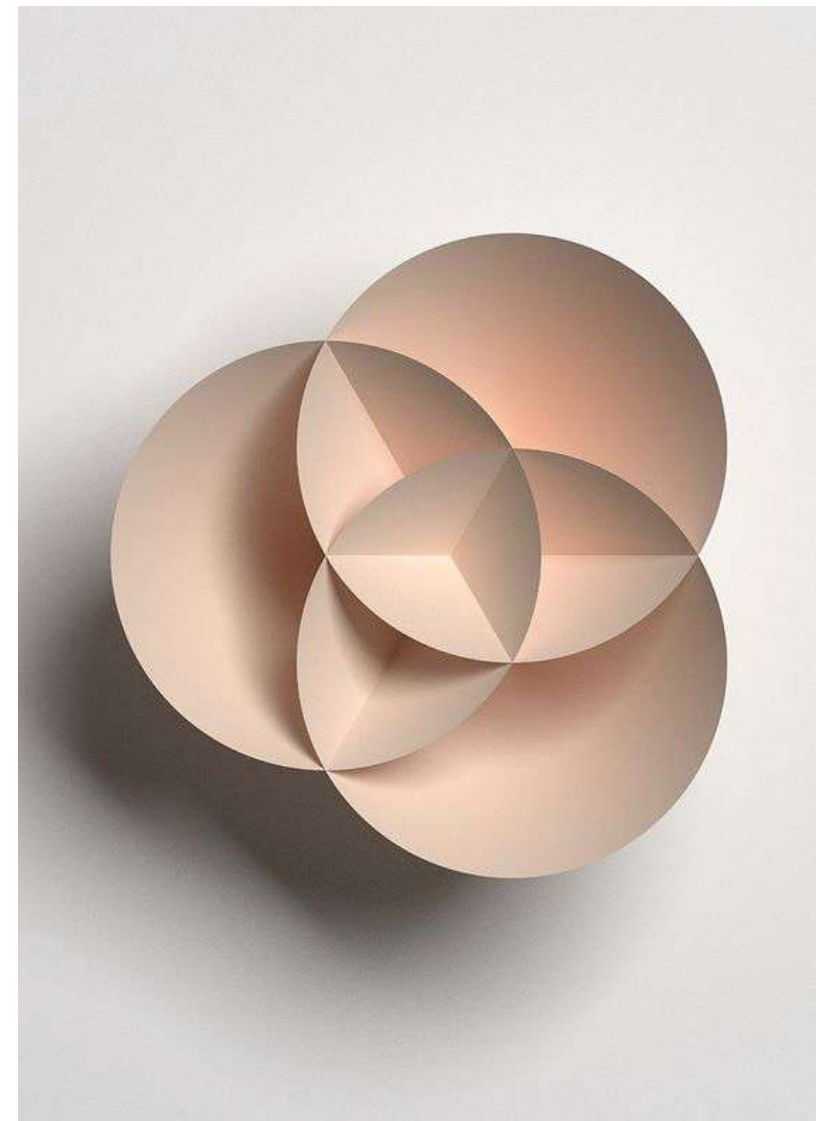
You don't
look cool
if you're
uncomfortable.

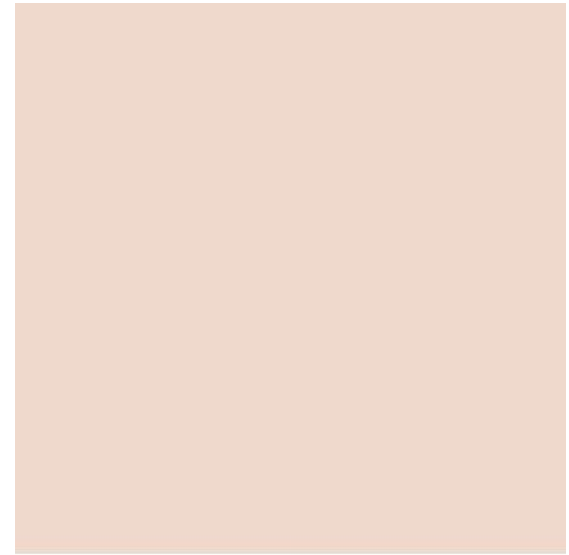
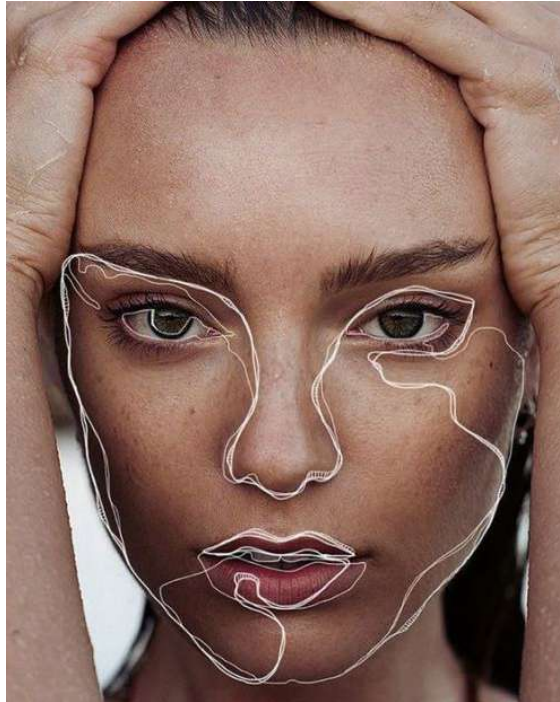
- Z Kravtiz

You know who's
gonna give you
everything?
Yourself.

-Diane Von Furstenberg

The
Magic
Makers
CLOTHING CO.
HAND MADE QUALITY LINENS
established 1988





PANTONE®
12-1107 TCX
Pink Champagne



PANTONE®
13-1404 TPX
Pale Dogwood



MOOD

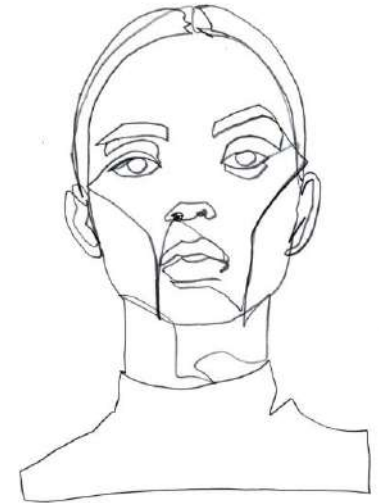
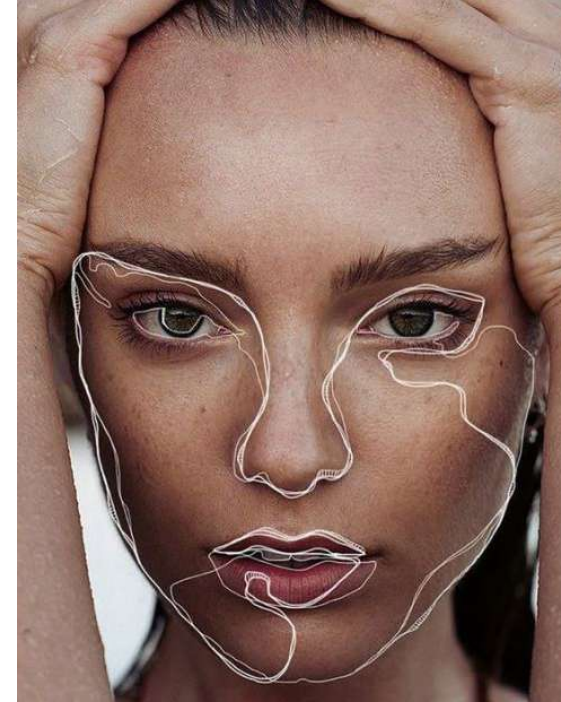
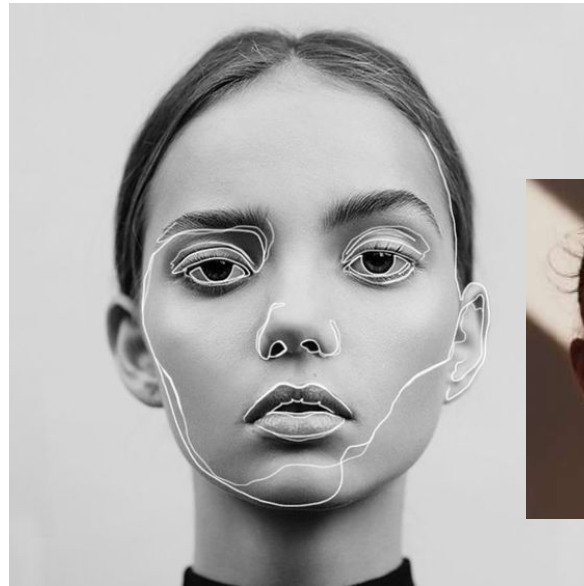
+ MOOD



@derikmelikyan



VISUALS

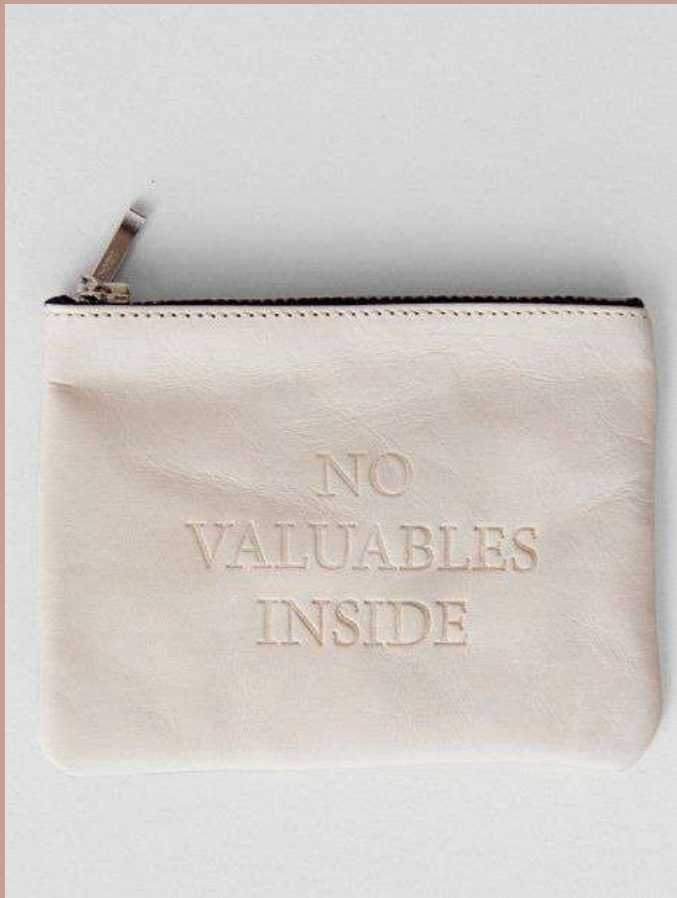


Boris Minitz 2015

ENCOURAGE UNDERSTANDING OF THE PROCESS AS
INDIVIDUAL + CREATIVE + ENHANCING

TOUCH + EXPERIENCE + MORE

/ nothing in plastic as to not feel superficial or mass produced. Items should feel natural + luxurious, thinking about the use of linen in high fashion brand packaging/dust bags



wrapped linens



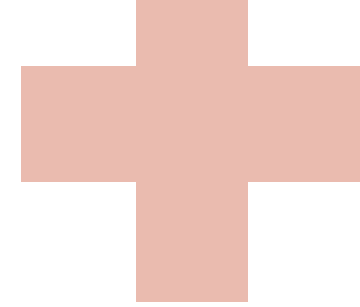
TOUCH + EXPERIENCE + MORE



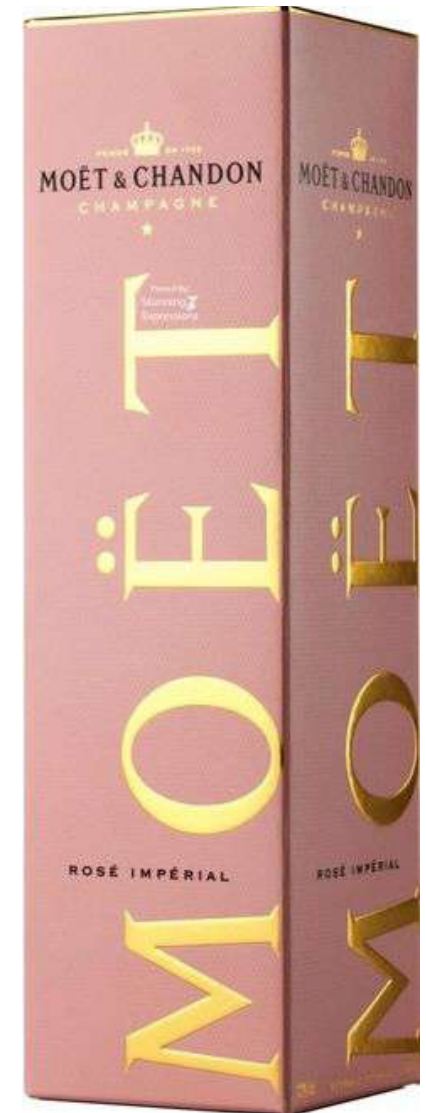
RUPTURE



CIRCULAR BOX ROSE BOUQUETS



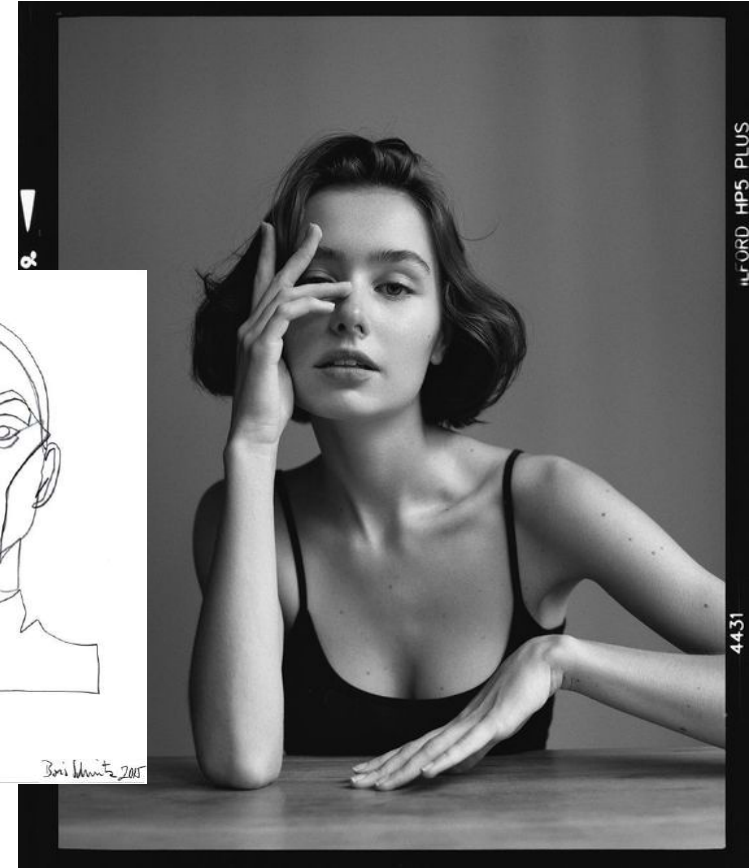
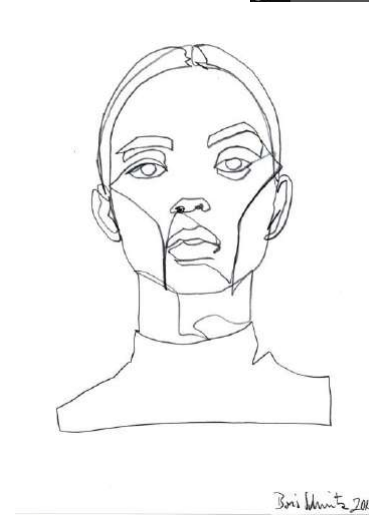
CHAMPAGNE (what about customizing packaging per city to play on the idea of belonging to a larger metropolitan brand)



COLOR CODE SERVICES?



COMFORT



POST HEALING PORTRAITS



CLIENT CLOTH

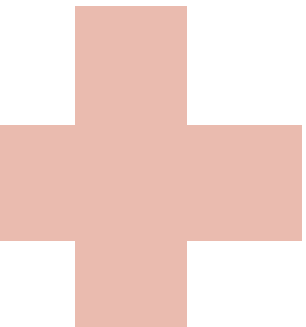




Noam Frost
Journal

I'm inspired by: The places I get to see every day and the amazing people I get to know. **My favourite film:** Co-Edity with Audrey Tinsell. **The most unexpected thing about me:** I still don't know how to cook or make sex Oreo in a kitchen, always in London.

This page, the author's portrait, and the author's portrait are the property of Noam Frost. All rights reserved. Noam Frost is a London-based fashion and lifestyle writer. She has written for various publications, including The Guardian, The New York Times, and The Wall Street Journal. She is also a frequent speaker at industry events and has been featured in numerous media outlets. She is currently working on her debut novel, which is set to be published in 2023.



UNI
FORM



POSITIVE ION ENVIRONMENT ENHANCEMENT THROUGH RUNNING WATER

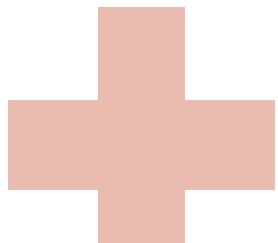
INTER IOR

the positive ions emitted by running water has been proven to naturally uplift mood and increase feelings of relaxation



(WELLNESS UNDERSCORE)

ART INSTALLTION to underline focus on creativity as well as an opportunity to nod to cutting edge technology and rupture

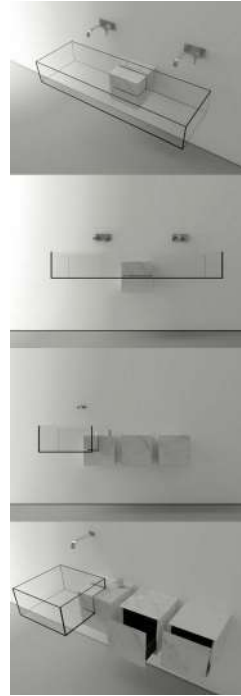


DO WE WANT PROJECTION?

BUILT IN LIGHT (DENOTES FUTURISM + CLEANLINESS)



TRANSPARENCY (TRUST + CLARITY+ FUTURISM)

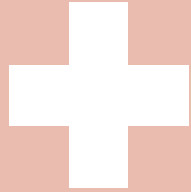


RUPTURE (EXCITEMENT + DETAIL + EXPERIENCE ECONOMY)



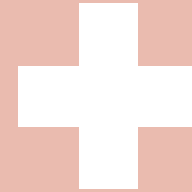
FUTURISTIC + CIRCULAR DETAILS (DENOTING WHOLENESS, COMPLETENESS, WELLNESS, CUTTING EDGE FACILITY)





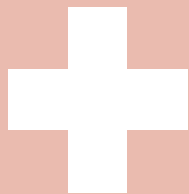
WELLNESS KLINIEK

CREATE YOU



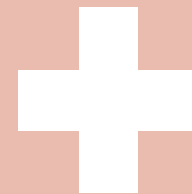
WELLNESS KLINIEK

CREATE YOU



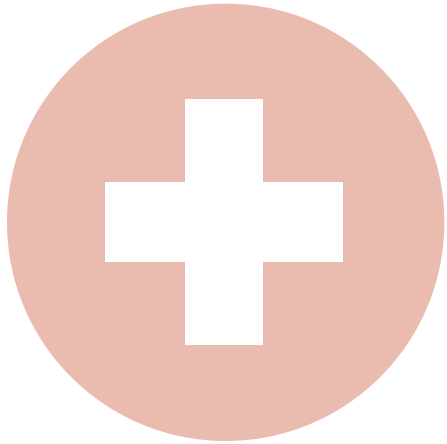
WELLNESS KLINIEK

CREATE YOU



WELLNESS KLINIEK

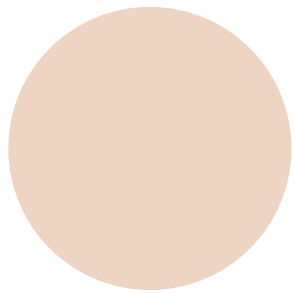
CREATE YOU



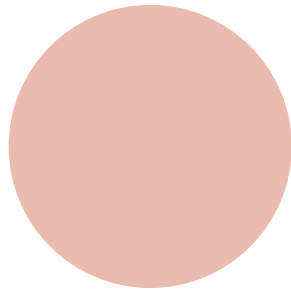
COLOR

Retain pink tone from previous branding, update its hue as to look less juvenile/maternal/pastel and more contemporary/lifestyle oriented

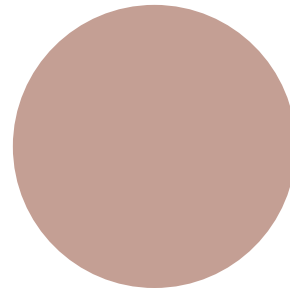
+ add neutrals as to emphasis skintone/natural associations/allow for flexibility in marketing collateral readability



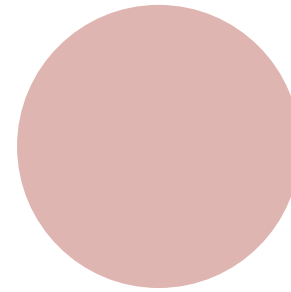
neutral
#EFD0C6



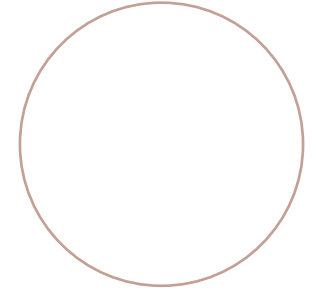
warm blush
#EABBAF



cold amber
#C49F94



muted rose
#F7CEC9



white
#FFFFFF



TYPE

Needs to be minimalist, but still CONFIDENT so that it assumes medical trust

R E F R A M E
P L A S T I C
S U R G E R Y

/ nothing in plastic as to not feel superficial or mass produced. Items should feel natural + luxurious, thinking about the use of linen in high fashion brand packaging/dust bags
01234567890?!.

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S U R G E R Y

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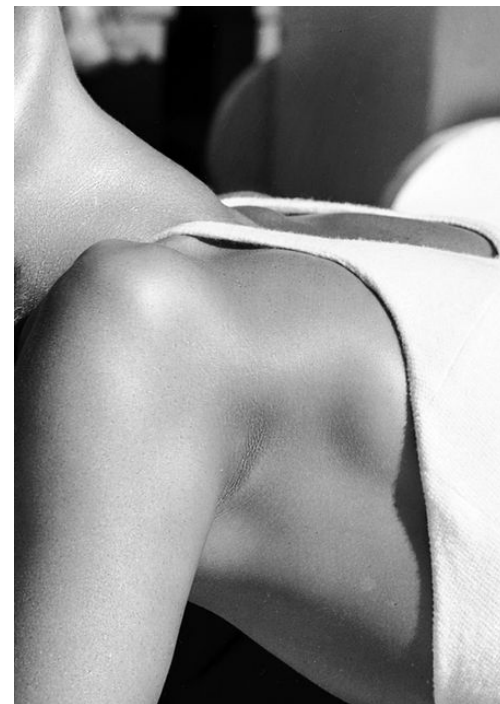
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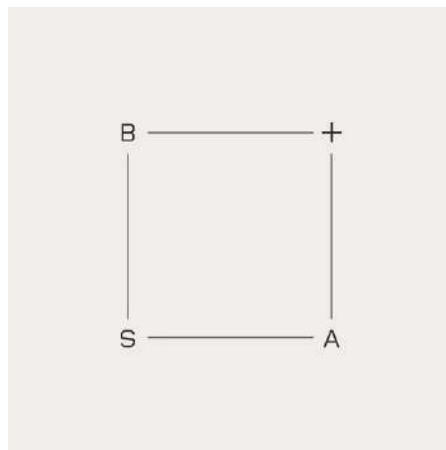
PHOTOGRAPHY

PRODUCT FOCUSED YET ARTFUL, CREATIVE, ONLY
CONFIDENTLY + TRUTHFULLY SENSUAL



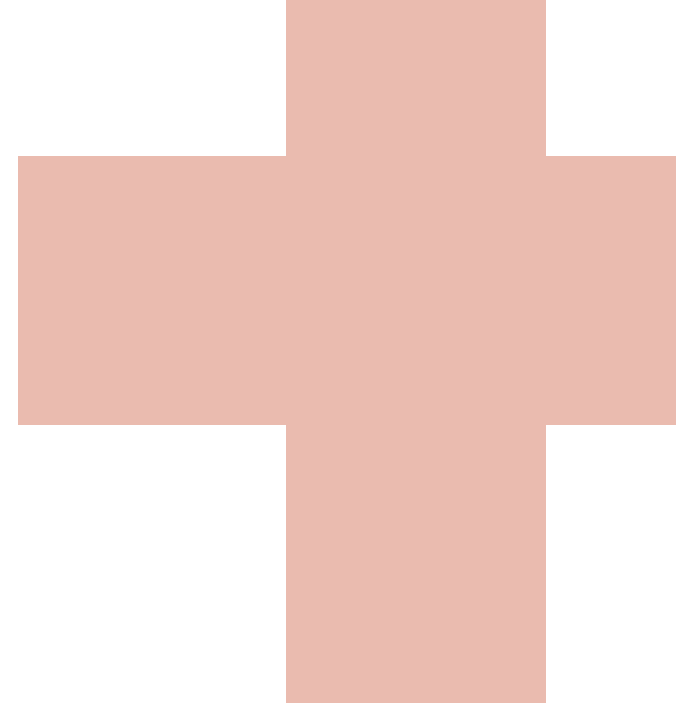
DESIGN

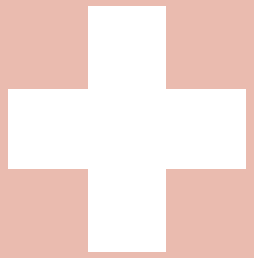
CONTEMPORARY AND MINIMALIST YET
CLINICAL AND PROFESSIONAL (i.e. not too esoteric
+ MAINTAINS RUPTURE)



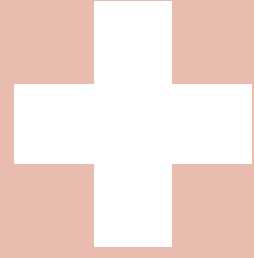
DESIGN

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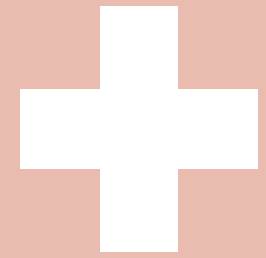




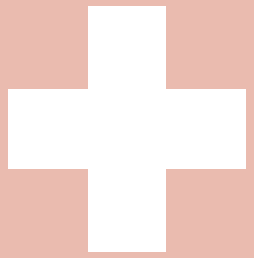
WELLNESS KLINIEK



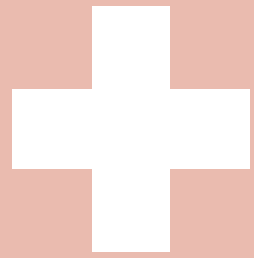
WELLNESS KLINIEK



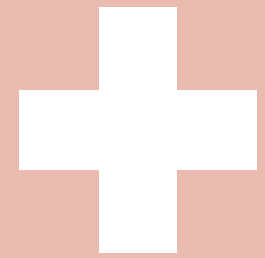
WELLNESS KLINIEK



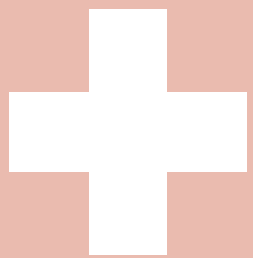
WELLNESS KLINIEK



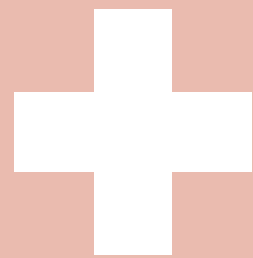
WELLNESS KLINIEK



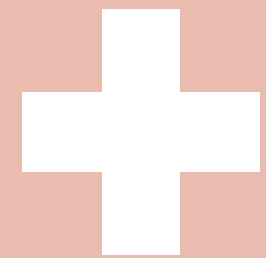
WELLNESS KLINIEK



WELLNESS KLINIEK



WELLNESS KLINIEK

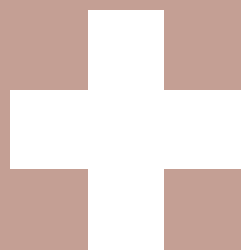


WELLNESS KLINIEK



WELLNESS KLINIEK

CREATE YOU

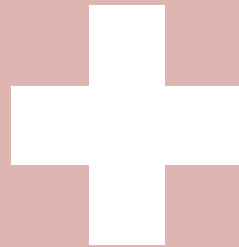


WELLNESS KLINIEK

CREATE YOU



WELLNESS KLINIEK
CREATE YOU



WELLNESS KLINIEK
CREATE YOU