

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINDAREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**AINEENA
BALQIS**
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2019209788

GLOWZ PRODUCT

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM, MOHD SYAZRUL HAFIZI HUSIN

The name chosen for this product is Glowz and it is a face serum. Glowz is bird nest with olive face serum. Face serum is categorized under the skin care category, similar to cleanser or moisturizer. Glowz specifically are result-driven and designed to really target certain skin concerns. The serum is thinner in texture and typically formulated so that they can penetrate the deeper layers of the skin. The tagline, "skin that speaks" it is based on the result after using Glowz, which is reflected on the skin. The Unique Selling Proposition (USP) is pure bird nest and olive oil. The swiftlets bird nest can only be found in Southeast Asia. They are rich in a bunch of good stuff. The vitamins and other antioxidant in both bird nest and olive oil may fade scars by helping skin cells to regenerate. The olive extract can be use as moisturizing lotion by applying it directly to the skin before blotting of excess oil. Alternatively, the serum can be applied to damp skin to prevent a greasy feeling and smoothest skin. Glowz is a skin care brand from Malaysia, founded in 2019 by Aida binti Mustafa. The company is known for their natural skin care products. Glowz is also notable for its bird nest ingredient which targets the sensitive skin consumers all the time. After a year, the brand now has approximately launched thousands of products and they plan to expand in the future. For Glowz, the concept is mainly focused on teenagers. To attract teenagers, the design concept needs to be fun, modern and fancy but still remains the professional look. I chose neon color, such as turquoise, yellow, and purple because it pops-out and it also represent glows or glowing. Luckily the color actually mixed well with the design. Just like any product, our main focus is bringing the product into the market with a new, unique and different from the competitors. The competitors for skin care products are SK II, Some by Me, Dew It, etc. The Glowz hope to be a well-known product among the teenagers to help them take care of their skins especially their faces since their younger age. There is a bright future for Glowz to maintain the market value as they are now because Glowz is always commit in sourcing any natural ingredients and create high quality skincare solutions. With the new proposed design, I hope it can play a role to help those in need especially those with sensitive skin using nature's best ingredients and to inspire others to walk with confidence and let their skin speaks. Glowz, skin that speaks.

glowz
Birdnest with Olive Face Serum

Skin that speaks

Your skin will immediately feel smoother and tighter, with a nice youthful glow.

- Instant absorption
- Soothes sensitive skin
- More visible results
- Shine & soft glow
- Fights free radical damage

NEW glowz

www.glowz.com.my

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

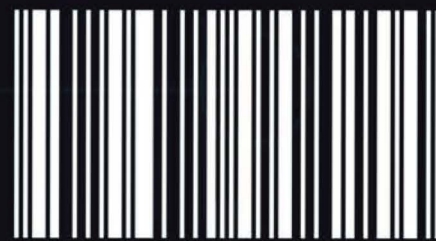


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