

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**SYAMIMI
WAFAA**
MAZLAN
2019666344

FABULASH PRODUCT

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

Fabulash is a beauty product that consists of two sides of mascara. The term "double-sided mascara" refers to the mascara that has two different brushes. This product is ideal for women who want their eyes to stand out and appear seductive. Furthermore, because of its low cost, Fabulash is becoming increasingly popular among teenagers. The most unique aspect of Fabulash is that our customers only need to pay one price to receive mascara with two different brushes. The corned-shape wand can thicken and lengthen your upper lashes. The skinny wand nicely splits lashes and is ideal for reaching your lower lashes without making a mess. The eyelashes still appear natural and fresh. Fabulash is also waterproof, so it will not stain. Waterproof mascara are a great option for those who naturally get watery eyes, they're less likely to run compared to your regular mascara. Who have straight eyelashes and are having to curl them on a every day basis, you'll find most mascara make your eyelashes go back to being straight because Fabulash have a strong holding formula which will help keep their curl and prevent them from pointing downwards or going straight .The tagline for this mascara is "Get More Attention," because it wants the customers to feel more confident and attracted by many people around them when they. Mascara is a cosmetic that is commonly used to enhance the appearance of the eyelashes. It has the potential to darken, thicken, lengthen, and/or define the eyelashes. Fabulash is produced since 2019. It is a new product line created by a local beauty brand called FeverGlam. The high demand for more beauty products. Fabulash was produced mermaid because, in addition to mainly demonstrate that this mascara is waterproof. This product's design concept is elegant because it is specifically aimed at a young generation that is up to date on the latest trends and lifestyle. This product is light and comfortable to wear. In today's market, there are a lot of competitors, whether they are local or international brands. Popular brands include Maybelline, Urban Decay, Nars, Mac, and Benefit cosmetics. The design makes use of purple and blue colours to make the main symbol of Fabulash, the mermaid stand out and appear much bolder. It also makes Fabulash's mascara unique and interesting in order to attract customers. Finally, I chose this product because I want to support local cosmetic brands. As the product's designer, I am extremely pleased with the overall look and feel of Fabulash. I believe it is unique and hopes to stand out in the market.

Fabulash,Get More Attention.

FABULASH
DOUBLE SIDED MASCARA

NEW PRODUCT !

waterproof & smudge proof

GET MORE ATTENTION !

Volumizing and Lengthening each lashes with triple black pigments.

www.fabulash.com.my

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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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