

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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MUHAMMAD DANIEL
ABDUL GHANI
2019209938

SASSY DOCE PRODUCT

Design Advisor : DR. SHAFILLA SUBRI , MRS.NURUL ATIKAH ADNAN , MR.MOHD SYAZRUL HAFIZI HUI

Sassy Doce is an organic lip gloss made from natural ingredients. Sassy Doce is a fruit-based lip gloss that is used to add more glowing to the lips and make the user's lips more charming. The product name Sassy Doce comes from the Portuguese word Sassy means cheeky and Doce means sweetie. Sassy Doce is a new product line released by a local company, Bihan Girly Makeup. Bihan Girly makeup is my client. The main uniqueness of this product is it has fruit flavor, which is pomegranate, dragon fruit, and rose apple. This is the uniqueness of these products using local fruits. This product also has benefits of vitamin and non-chemical added. In addition, this product also has a fruity aroma. This product is suitable for all range ranges of skin and age. Sassy Doce aims to increase glowing and at the same time leave no concern to the user. This is because our product uses a mixture of high-quality natural fruit ingredients. In Malaysia's market, there are not many local companies that produce organic lip-gloss. Hence, Sassy Doce produces a new range of lip-gloss for Malaysian women. This is because the Sassy Doce concept is themed non-nature and fruits. This product is targeted at all women, regardless of age, race, and status. The concept and design are targeted young women, aged between 18-25. This can be seen in design packaging, signage, delivery, and merchandise. The background is black and polka dots to show the trending pop art concepts. The design also uses the illustration concept of three types of fruit which are pomegranate, dragon fruit, and rose apple, and women's character according to flavor. Therefore, the design concept that could catch their attention. The prices placed on our products are reasonable and when compared to another product, our product prices are very affordable for quality products. In conclusion, the design concept is to further expand the Sassy Dose name and company throughout Malaysia and become the best product in the world. And Sassy Doce also has the desire to establish branches overseas.

Sassy DOCE
FRUITY LIPS

let's be Sweeties

POMEGRANATE

MATTE 04 LIGHT MAROON WITH POMEGRANATE FLAVOUR

www.sassydoce.com watsons

Sassy DOCE
FRUITY LIPS

let's be Sweeties

DRAGON FRUIT

MATTE 02 LIGHT PURPLE WITH DRAGON FRUIT FLAVOUR

www.sassydoce.com watsons

Sassy DOCE
FRUITY LIPS

let's be Sweeties

ROSE APPLE

MATTE 03 LIGHT PINK WITH ROSE APPLE FLAVOUR

www.sassydoce.com watsons





GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

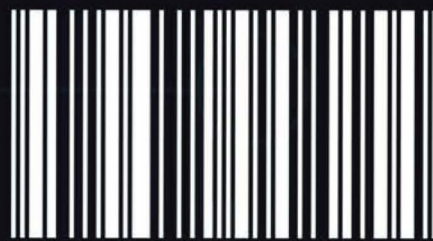


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