



what's your **m ♀ ♂ d**



**b ♂ ♀ m**  
what's your



DOMUS ACADEMY  
Master in Design 2005

FOURTH SEMINAR

# SUNSTAR

## hair fair

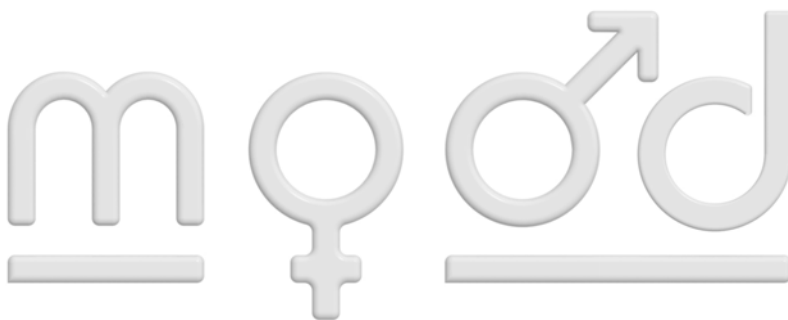
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PROJECT TITLE



This document has been prepared as a Project Report for the Second Seminar in the Master Course in Design according to the general brief with specific reference to the brief of our project leader. This Project also includes a digital presentation and a body of sketches and renderings.

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## INTRODUCTION\_

Sunstar is a large Japanese company for beauty and health care products. The product line includes dental / oral care products, hair care products, cosmetics, health food, health supplements as well as laundry and dry cleaning products. Sunstar produces different brands and product lines for the Japanese, European and American market (e.g. VO5). The Sunstar briefing for the *hair fair* project in collaboration with DOMUS ACADEMY was to create a new, unique hair care line with a high prestige and quality level. The product line should be marketable in the Japanese market but have a European style and flair. The target customer was to be aged between 25 to 35 years.

As our target customer for this project we chose to focus on the metrosexual, the urban male of any sexual orientation who has a strong aesthetic sense, is in touch with his feminine side and spends a great deal of time and money on his appearance and lifestyle. This phenomenon of man taking care of his body in a conscious way is not new, but the public display of this shameless consciousness is new with the metrosexual. The term metrosexual in this new sense re-entered use as a trend in the year 2000.

*...For some time now, old-fashioned (re)productive, repressed, unmoisturized heterosexuality has been given the pink slip by consumer capitalism. The stoic, self-denying, modest straight male didn't shop enough (his role was to earn money for his wife to spend), and so he had to be replaced by a new kind of man, one less certain of his identity and much more interested in his image – that's to say, one who was much more interested in being looked at... ...The typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis – because that's where all the best shops, clubs, gyms and hairdressers are...  
(Mark Simpson)*

Public display of beauty consciousness is historical with women yet there is a parallel metrosexual development. The feminine metrosexual counterpart devotes an equal amount of attention to her appearance and lifestyle as the male but takes on an increasingly assertive role in the public world, is active and demanding and challenges masculinity.

Therefore, the metrosexual whether male or female is the ideal target audience for a high-prestige expensive beauty product. He / she has the disposable income to spend as well as the desire to own luxurious beauty enhancing products as he / she defines himself / herself through her physical appearance.



## KEYWORDS\_

Performance, Convenient, Luxurious, Innovative, Show Off, Mood changing, Monodose, New Application

## ABSTRACT\_

**mood** is a haircare product line for the *metrosexual*. The urban male of any sexual orientation who has a strong aesthetic sense, is in touch with his feminine side and spends a great deal of time and money on his appearance and lifestyle. And the urban female who takes on an increasingly assertive role in the public world, is active and demanding and devotes as much attention to her appearance and lifestyle.

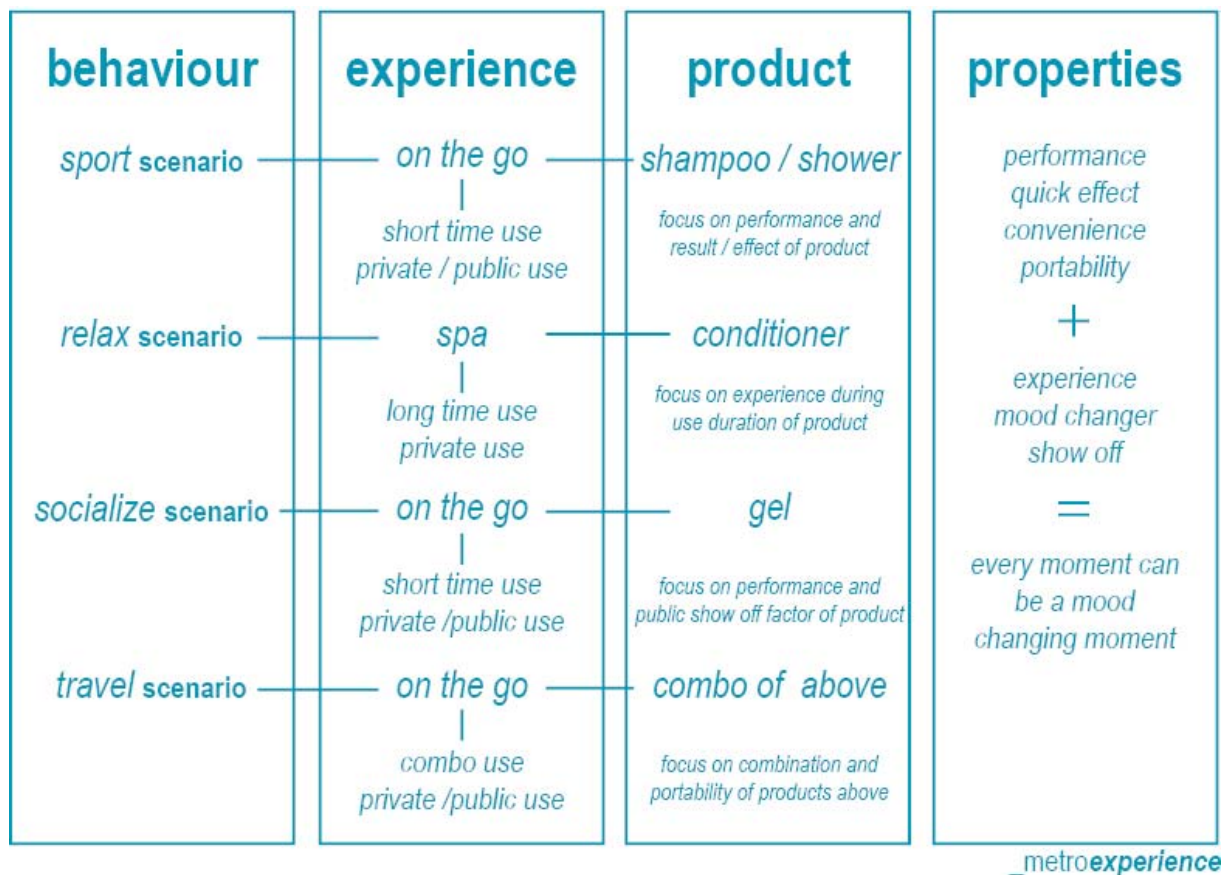
The **mood** product line is based on the idea of the monodose. A flexible, high performance system of single portion hairshampoo, conditioner and hairgel modules for 'on the go' and / or 'spa' use. The products are carried in high-style containers for public show-off which are refilled by the user on demand.

## PROJECT DESCRIPTION\_

After defining the metrosexual as our target customer we investigated user lifestyle, scenarios and needs. Four scenarios seemed most important to the metrosexual: the *sport* scenario, the *spa* scenario, the *socialize* scenario and the *travel* scenario. The four scenarios could be categorized into two main experiences: the *on the go* experience and the *spa* experience. Different use time, demands and product properties could be assigned to these two experiences. The product line extracted from the investigated scenarios would include a shampoo /shower gel, a conditioner



and a hair gel. The travel scenario would be a combination of the three previous in all categories.



The product line for the metrosexual had to be convenient, portable and flexible. The products had to be usable anywhere and depending on the scenario, offer a quick high performance result (*sport*) or offer a slow moment of indulgence (*spa*). The objects and the packaging had to be sleek and cool in appearance to be objects for public use and show off.

We decided on the idea of the monodose capsule as the base of our project. A small concentrated object, portable, quick and easy to use and at the same time with a new appearance and modern connotation. The monodoses would be divided into three categories: *sport*, *spa* and *style*.



*Sport* would focus on performance and quick effect in the shower at home, in the gym or on travel. The case is the largest and holds 30 shampoo / shower capsules for 1 month worth of daily use. *Spa* would focus on an enhanced experience of hair care at home, at the gym or spa or on travel. The case holds 5 conditioner capsules for 1 month of weekly use plus one. *Style* would focus on styling performance and public show off at home, at the gym, on travel or at a public place as a restaurant, bar or nightclub. The case holds 4 gel capsules for extreme portability and needs to be refilled more frequently. Even though the three categories would be separate, the product line would be flexible and the user could combine products and personalize his / her experience.

This flexibility seemed very important to Sunstar who were very excited about the idea that “*any moment can be a spa moment*” and that “*any moment can be a mood changing moment*”. Out of this idea of the instant mood change, came the name of the product line **mood**.

The name offers many possibilities for word associations in advertising.

*what's your **mood** ? change your **mood** ! get your **mood** ! in the **mood** ?*

We designed a range of monodose gel capsule with different properties and sensations ranging from *relax* and *chill* to *invigorate* and *empower*. The shapes and properties of the monodoses are only the start of the development of a very potential product line. We considered shape, property and the way of application of the monodoses. Some capsules could be broken and applied to the head instantly. Others could be dissolved with water, foamed and applied. Others could be rubbed / squeezed to activate a thermal effect and then applied to the head as a warm gel. Monodoses could be combined by the user and applied together. Monodoses could be frozen and applied to the body or head as a refreshing dose of cold. The possibilities are many.



As the product line was meant for public show off, the user would need an object of personal identification to carry with him / her. The object would hold the monodose capsules and allow for easy dispensing. The user would acquire this object with his first product purchase and keep it. The object would be refilled with monodoses of personal choice when needed. We designed four separate cases in molded translucent silicone with co-molded translucent zippers, one for *sport*, *spa*, *style* and

an *on the go combo* pack. The cases are translucent to show off the product inside, compact in size, flexible in material and soft in touch. To release a monodose, the user pushes a capsule out through a star cut on the back side of the case. The cases only need to be opened to refill them. Any object can zip to another.



on the go combo



from left: sport, spa, style



For the travel scenario, the four cases could be zipped into one flexible object.



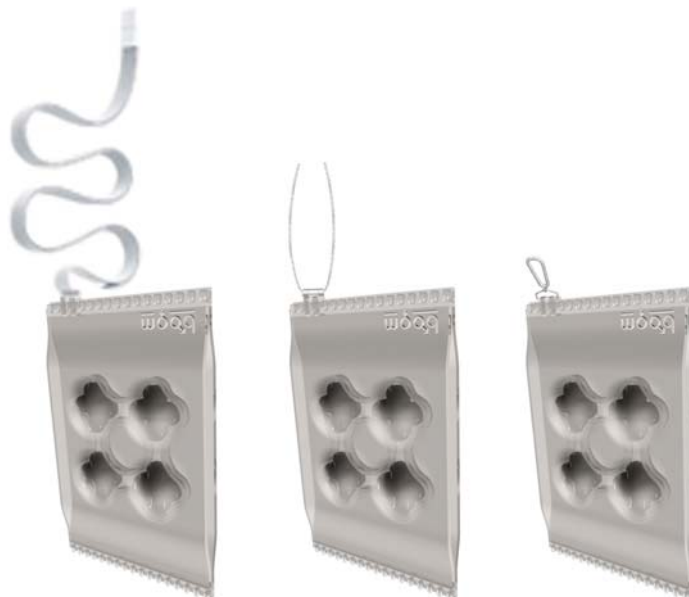
Refills would be sold in a stylish disposable pouch. The connected grid of capsules for the larger packages makes refilling quick and easy.



## CONCLUSION\_

**mood** is a new concept of hair care for Sunstar. It is adaptable to the asian, european and american market in style and mentality. It is expandable in product range and performance. It is a format and a application of product that is new in the hair care market. **mood** elevates the general hair care product to an object of personal style and identification. An object of longevity and personal attachment. The perfume and cosmetics industry has taken steps in this directions, but not the hair care industry. The ipod phenomen has shown how design can be culture universal and how people all over the world love to accessorize. **mood** offers Sunstar not just to product another shampoo but to create a new style of hair care product use. The different look of the product line from other hair care products offers easy product differentiation and focus of attention on the shelf in the store.

Within the given timeframe, we have conducted a deep investigation into user needs and scenarios, existing hair care and cosmetic products and new applications and cross referencing of products unrelated to hair care. We have explored many different possibilities and discarded many ideas even far along in the process to prevent the project from becoming merely a gadget. Comb and massage accessories in conjunction with the mood cases were explored to a certain level and discarded but are still interesting and potential ideas. We have created a new line or hair care products which is neutral enough in appearance to appeal to a wide user audience but sleek and cool enough to create great visual and tactile interest. With more time the project could be developed into even more of a personal accessory. Sunstar could market add on's as wrist straps, neck straps hooks, etc.



It would be interesting to see where this project could go and how it would be received in different global markets.

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I cannot record all references as our research was very intensive and broad in spectrum. This is a selection of referenced material.

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...When it comes to hair style, nowadays what Japanese women consider most is the shininess & quality sensation of good hand feel.

Based on the concept of "quality sensation" the product is lodged. Also new products released every season are always at high quality with the most up-coming trend and are all well-liked by women who care about their looks...

FRAME Magazine  
Design Report