



*Guo Pei*



# Guo Pei



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## INTRO AND OBJECTIVE

Guo Pei, China's leading couture visionary, is launching a new luxury fragrance that embodies the same imperial tone of her garments. Remembering the ancient traditions and symbols of her heritage, this fragrance was inspired by antique Chinese tea boxes of royalty and imperial palaces.



## ABOUT GUO PEI



From childhood Guo Pei always had a passion for dressmaking. Overcoming an oppressive society in the throws of a cultural revolution, she had the courage to pursue her passion in spite of change. She found tradition in innovation, weaving ancient stories of female empowerment into her garments and celebrating the diversity of women everywhere.

She unites them in a mission to succeed, despite obstacle and challenges. In 1997 she launched her own label and atelier, Rose Studio outside Beijing. Today, she employs nearly 500 skilled artisans dedicated to producing her stunning creations with spectacular craft.







## GUO PEI'S WORK

Guo Pei's designs exude opulence, delicacy, and power. Her luxurious garments have a vision that is rooted in tradition and cultural heritage, invoking history and mythology through intricate craftsmanship, opulent embroidery and sumptuous detail. They are works of art that spell exclusivity and elegance. Her use of intricate motifs, symbols and patterns provide a wealth of inspiration for a fragrance that represents the woman of today.



# HISTORICAL REFERENCE

## ICONOLOGY AND ICONOGRAPHY

Dynasties- Each of Guo Pei's creation tells a story of female empowerment, especially in the face of opposition. This was especially relevant to the cultural climate of Pei's childhood.

*Yuan and Ming Dynasty* (1279 – 1368, 1368- 1644 respectively ): The dragon became a prominent imperial emblem.

*Qing Dynasty* (1644- 1911 ): The era when fashions were defined by the rich materials and ornate styles of China's last imperial dynasty.

*Mao Era* (1949 – 1978): During the rule of Mao Zedong, China's unofficial uniform became coarsely woven, somber hued garments worn by all civilians.

Recurring Themes:

- Peonies: Flower of china, riches, honor.
- Waves: Stillness and conservation
- Clouds: Immortality and fortune
- Dragon- Power, strength, good luck

*Other inspirations include pottery, architecture, and buddhist legends*





# TEAS AND ART FORM FOR CHINESE ROYALTY

Just as Guo Pei's designs stand for wealth in class and tradition, elegant and ancient Chinese tea wares were once the banner for the wealth and status of their owners. Further, tea masters were considered artists in his or her own right.

Culturally relevant, rooted in tradition, and associated with opulence, both tea boxes and Guo Pei's designs represent the role luxury markets play in an individual's quest for respect and power.





# BRAND STRATEGY

## PRODUCT POSITIONING

Introducing *She Is*, by Guo Pei. A luxurious and exclusive fragrance, worn only by the most elite and influential clientele.





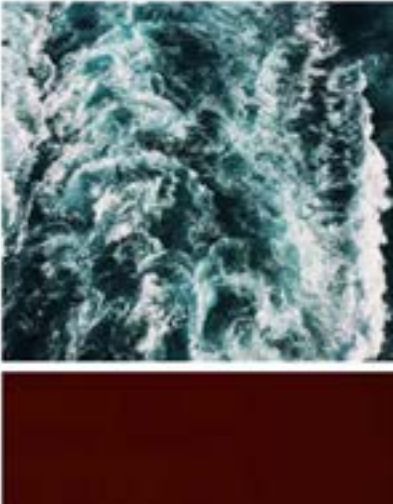
# DESIGN INSPIRATION

## ICONOGRAPHY

Inspiration: Every woman's heart has a dragon, independent and constantly striving for success in the face of oppression. An embodiment of courage and strength, she is hidden in the calm appearance of a woman surging with passion

Identity: The box tells the story of a fierce woman so powerful, she redirects the currents of the ocean, redefines the limits of her purpose and expands the boundaries of her home. In a quest for self-actualization and success, she pushes the boundaries of her own talents and capabilities. She claims and creates, soars and scours, builds and binds. She is courageous, confident, bold, and brave. She is the dragon heart, always on the quest for greater and more glorious things.

*Waves- Stillness and conservation*  
*Clouds-Immortality and fortune*  
*Dragon- Power, strength, good luck*





# CONSUMER STUDY

*The professional, the socialite, the heiress;*



PROFESSIONAL

She has the commanding posture of a dragon's tail. She teaches the value of perseverance with passion. She has made a fortress around her heart, guarded only by herself and those who are worthy.

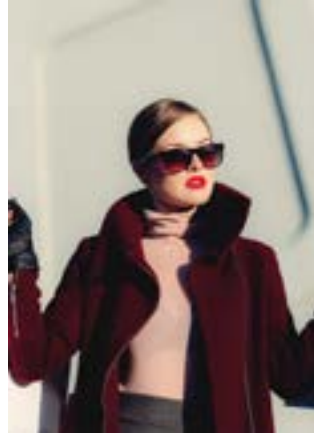
*She builds*



SOCIALITE

When she walks in, all will gaze. She celebrates her charisma and charm. Like the dragon, she has eyes that enrapture the hearts of many. But she knows her heart too well, and it's only given to some.

*She soars*



HEIRESS

She wears luxury like a dragon wears its scales- an armor of self assurance. Rumors leave no impression on the grace she embodies. She finds her heart secure in the safety of her heritage.

*She Reigns*

## WHO WOULD PURCHASE THIS FRAGRANCE?

A confident and powerful woman who is bold on the outside but has a compassionate and tender soul. Scent mirrors her confidence and complements her lifestyle.

## WHERE WOULD IT BE SOLD?

Exclusive pop up shops/ markets, galleries, showrooms. Maintaining tone of exclusivity and luxury.

## EMOTIONAL DESIRE/ BENEFIT?

Empowerment, confidence, elegance, class.

## LIFESTYLE AND BEHAVIOR?

Woman (likes to work but doesn't need to) in her mid 30s and above. She shops at couture boutiques and exclusive designer showrooms. She collects vintage art from her many travels. Lives very comfortably on her wealth, her possessions don't define, but complement her.





# COMPETITIVE ANALYSIS:

*Comparable fragrance brands seen in the present market that consumer may also be shopping.*

WHO WOULD PURCHASE THIS FRAGRANCE?

Woman in a position of power or authority who understands her wealth and is looking for a compliment to that.

## COMPETITORS

"The House of Creed: Founded in 1760, has built its reputation on creating rare scents using proven ancient techniques." James Craven, Creed fragrance expert at independent fragrance boutique Les Senteurs  
Price: 850

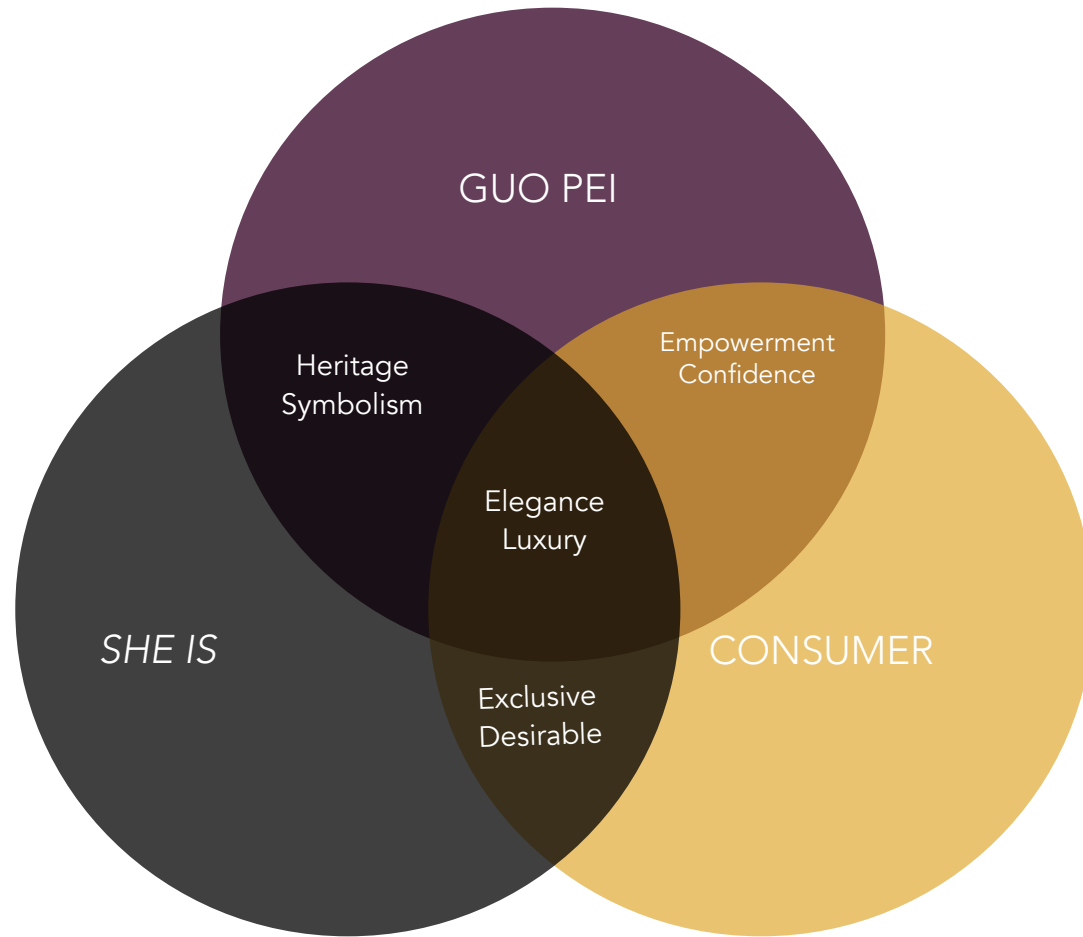
Clive Christian, 1999 takes the lead of Britain's oldest perfume shops, the crown perfumery. It was honored for the first time 135 years ago, when Queen Victoria herself gave them the right to proudly use the crown as a symbol for their products' high quality and excellence.  
Price: 1,000

Boadicea the Victorious Luxury Perfume Collection. Created by British artisans, a celebration of strength, beauty and nobility.  
Price: 1,275





# SHARED VALUES



**HERITAGE:** Guo Pei prides herself in the culture she comes from and the heritage she owns. She weaves ancient stories of powerful female symbols into her works. Just like the dragon, She Is powerful, fierce, and strong. She Is - the fragrance, embodies this mission to celebrate diversity of culture while uniting women in a common movement of cultural and historical pride.

**EMPOWERMENT AND CONFIDENCE:** Guo Pei displays females as having the heart of a dragon, very independent and constantly striving for success in the face of oppression, embodying empowerment and courage. Her consumer mirrors the same mission of confidence and self assurance within both personal and professional settings.

**EXCLUSIVE AND DESIRABLE:** Inspired by traditional tea boxes of imperial china, this fragrance maintains a tone of exclusivity and premier style. Its box encapsulates an essence of priceless antiquity, not captured but preserved in time. This represents the same traits that our consumer would embody, displaying exclusivity and desirability in any thing that she does no matter at what stage in life.

**ELEGANCE AND LUXURY:** The consumer, Guo Pei the brand and She Is – the fragrance, stand for elegance and luxury. Guo Pei creates the most ornate and elegant garments, which is translated in her unique fragrance, She Is – that further attracts consumers who understand and appreciate luxury. Building a clientele that also invests in the same.



# NARRATIVE

Just like a dragon, she wears an armor. Powerful, fierce, and strong. And like the dragon heart, her soul is compassionate and noble. This box embodies her spirit. That spirit lingers within the scent. She is the scent. Timeless, not captured but preserved.



# DRAGON HEART

*Tough Exterior/ Soft Interior*





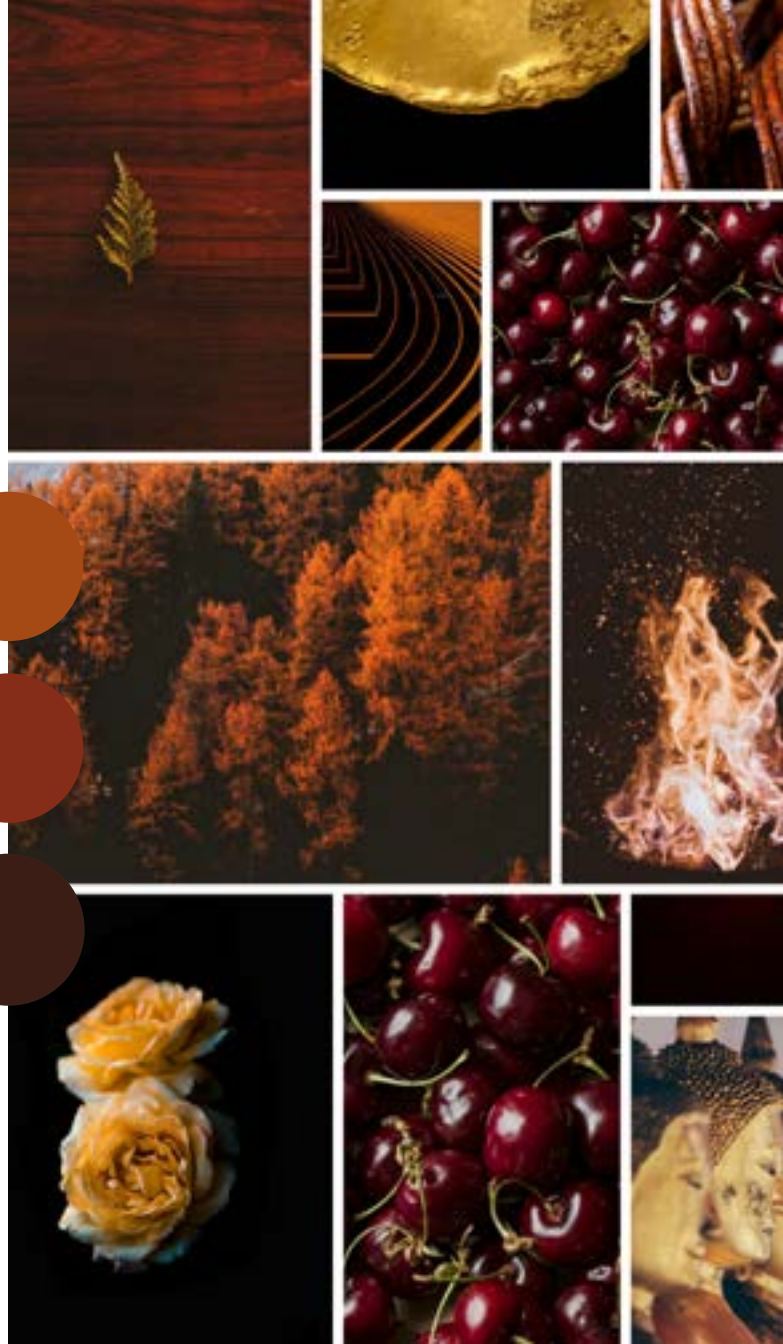
# COLOR STUDY

Color Palette: Red maintains authenticity and raw quality of wood, yellow gold maintains luxury and imperial tone.

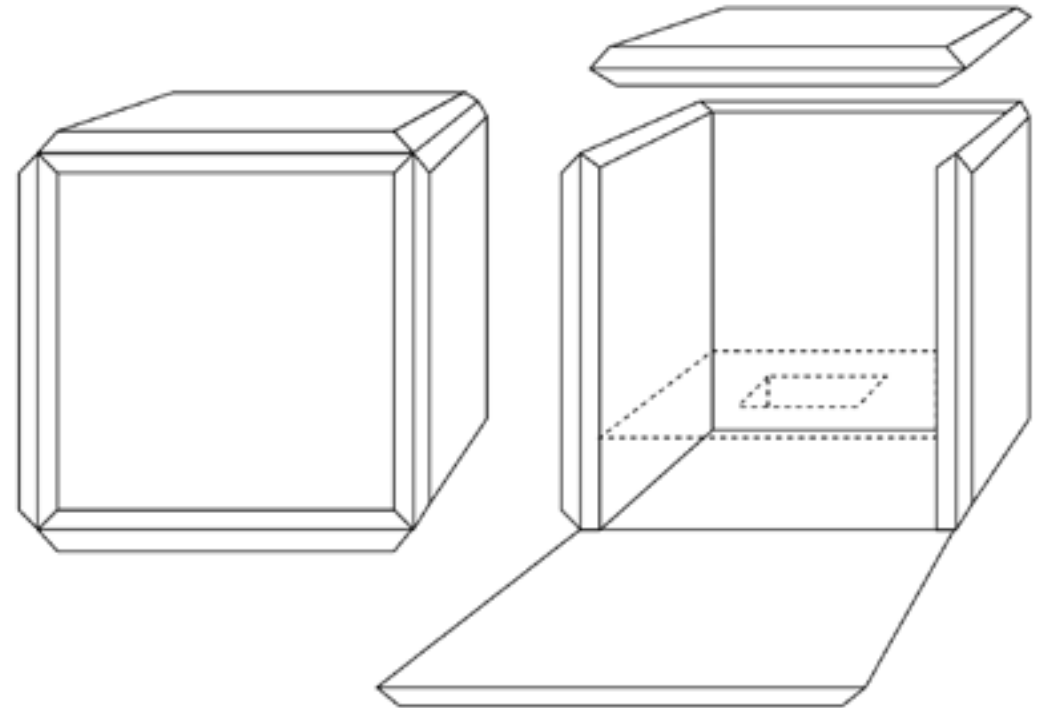
RGB: 165, 76, 64  
CMYK: 25% 78% 100% 18%  
WEB: #A54C24

RGB: 134, 47, 27  
CMYK: 29% 89% 100% 33%  
WEB: #862F1B

RGB: 60, 29, 21  
CMYK: 49% 75% 76% 71%  
WEB: #3CD15



# BOX DESIGN STUDY





# SHE IS BOX





# SHE IS

A woman who inspires generations by weaving elegance and luxury into her beautiful creations.

She prides herself in the culture she comes from and the heritage she owns. Overcoming obstacles and a challenging society, Guo Pei had the courage to pursue her passion and watch her dream unfurl.

As she embroiders ancient stories of fearlessness and female energy into her garments – She unites women from all over the world to succeed & empower.

She has the heart of a dragon. With a tough skin and a soft heart, She is a mirror to this magnificent creature.

She storms and soars, claims and creates. She is Guo Pei – Confident, brave and bold.

She is what you make of her

# LOGO

Our logo was inspired by the wave pattern seen in Guo Pei's porcelain collection. The wave signifies high status, conservation, and luxury. The geometric layout displays balance in a harmonious contrast to the fluidity of the wave. The simplicity of the logo makes it easily identifiable and creates a direct connection to Chinese symbolism.

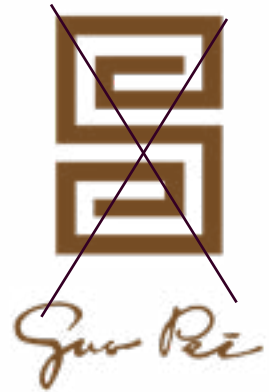
MINIMUM SIZE



ACTUAL SIZE



# LOGO DO'S AND DONT'S



# COLOR STUDY

CMYK: 12% 36% 99% 0%  
RGB: 224, 165, 39  
WEB: E0A527

CMYK: 61% 90% 44% %71  
RGB: 51, 0, 36  
WEB: #330024

CMYK: 67% 64% 66% 68%  
RGB: 45, 41, 38  
WEB: #2D2926





# TYPE STUDY

Type: For our packaging we chose the san-serif font Avenir. Avenir contributes a concise stillness to the otherwise ornately designed package. This contrast helps provide some variety while also establishing clarity that doesn't distract from the exterior story.

## HEADLINES

Avenir Book

## SUB HEADS

*Bodoni Book Italic*

## BODY:

Avenir Book

## HEADLINES

Avenir GUO PEI SHE IS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

## SUBHEADS

*BODONI BOOK ITALIC*

*Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.*

# LAUNCH AND BRAND INTEGRATION

**WHERE:** Evening gala at Mandarin Oriental: Beijing, China. Luxury hotel maintains exclusivity and high profile status.

**WHEN:** Spring Launch March 8th, International Womens' Day. Symbolic for new awakenings and new beginnings

**HOW:** Roll out a series of ads and social media posts sponsored by influencers and clientele. All the elite influencers of the city, come together to celebrate Guo Pei's genius.

**6 MONTHS BEFORE:** Enigmatic posters of powerful women who are clients of Guo Pei, fill the streets of Beijing. They ask you "Who is she?" And say "She is in your city."

**1 MONTH BEFORE:** The launch we release includes sponsored Instagram posts by celebrity clientele and influencers, who use #Shels to post photos of women who inspire them. A typical post could be a picture of Oprah with a caption that reads: She inspires me, #Shels courageous. This translates into a full campaign promoting Guo Pei's fragrance and mission of female empowerment.

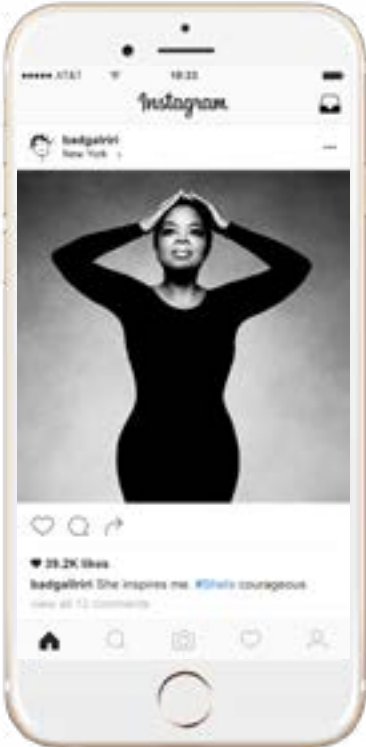
**DAY OF:** This launch will include an evening gala accompanied by an awards ceremony that honors women for their contribution to society. For achievers, up and coming female humanitarians and pioneers in the fields of art, entertainment, technology and education. As a token of appreciation, a bottle of the perfume is awarded to the winners as they become a part of this exclusive community of female change makers.

**POST LAUNCH:** Popup up shop in 5 major cities world wide with media integration of a video series on social media.





# SOCIAL MEDIA INTEGRATION



# RESOURCES AND CREDIT

<http://www.scadfash.org/>  
<http://www.guo-pei.fr/>  
<http://www.unsplash.com/>

# TEAM

Lex Lauletta  
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Laura Zarate

*Guo Pei*