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Heidi Yi Cosmetics

Complete online and offline brand development

Project Overview

Canvas Design Consultants recently had the pleasure of working with award winning make-up artist Heidi Yi to establish her new range of cosmetics.

The approach taken to the launch was highly integrated, involving the creation of a new corporate identity, packaging development, exhibition graphics, marketing materials, and the design and production of a 124-page publication entitled 'Pro Make Up By Heidi'. Canvas also designed and developed an online store stocking the exquisite range of Heidi Yi cosmetics and accessories.

Established from years of experience working with brides and models and doing event makeup, 'Pro Make-Up By Heidi' and the luxurious new Heidi Yi range of products is designed to reinvigorate every woman's desire to look great. Heidi's philosophy is simple. She believes that every woman can, and should, look beautiful.

Canvas Design acknowledged Heidi's philosophy by creating a brand strategy aimed at making Heidi's offering highly accessible and appealing to the broad target audience of 21-50 year old women.

The Requirement

Canvas Design was commissioned to create a brand identity for Heidi Yi for use across the range of cosmetic products and all related marketing materials. The development of an online strategy that incorporated e-commerce functionality and an easy to use Content Management System (CMS) was also required to make the product range and publication available to the widest audience possible.

After conducting rigorous research in to the buying behaviour of the target market and working with Heidi to establish the new brand's essence, Canvas Design embarked on the tactical task of designing and refining an identity for the range. The aim was to create a look that was compellingly vibrant yet simple enough to appeal to the broad target audience of women aged 21 to 50.

The Solution

Canvas Design developed a strategy for Heidi Yi that encompassed all messaging and visual identity. The final design effectively translates across all required disciplines: packaging, stationary, exhibition graphics, online, marketing collateral and the publication 'Pro Make-Up By Heidi Yi'. It is a crisp, clean design that successfully achieves mass appeal by being simultaneously modern and vivacious, yet also timeless.

heidi yi



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The online solution is a fully operational, easy-to-navigate website featuring all the Heidi Yi product lines including mineral foundations, bronzers and blushes; make-up brushes; lipsticks and gift packs. Pop-up profiles of each product communicate highly visible prompts to purchase online. The site provides a seamless front-end user experience, as well as a robust, user-friendly back-end to manage the e-commerce and content elements.

View Website www.heidiyi.com

