

L'ORÉAL
PARIS
欧莱雅



TEAM



Léopold
Bon-Duret



Florian
Pasquon



Ella
Barthelemy



Lucie
Chenais



Laurène
Senée



Yelei
Huang



Jing
Fu

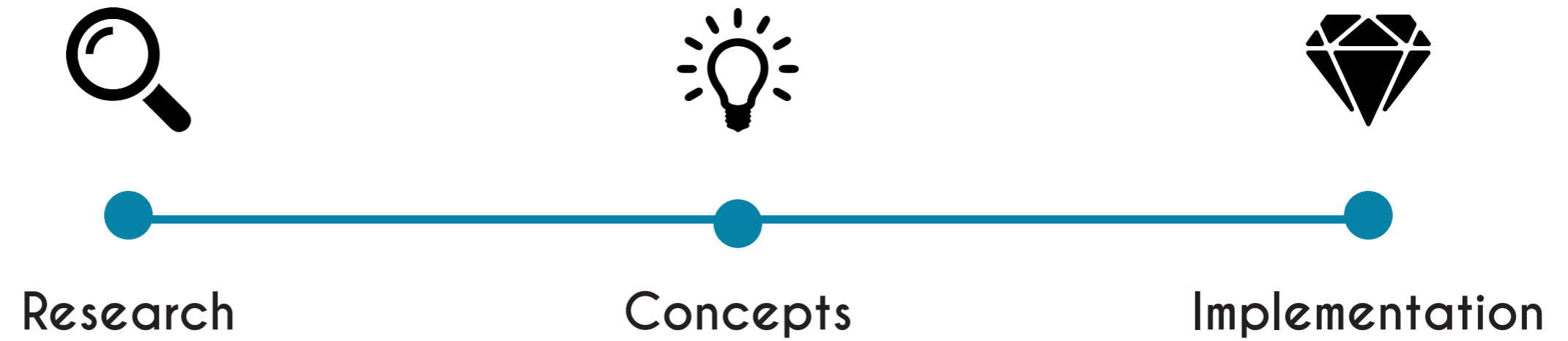


Mégane
Martini



Lucila
Gamen

PROCESS



FIRST STAGE



Research

DERMACENTER

GOALS



1
BRING OUR **CONSUMERS**
THE **BEST OF OUR SKIN**
EXPERTISE

2
A **DESIGN** THAT **REFLECTS**
OUR **VALUES** AND **MISSION**

3
A **WIDE** AND **UNIQUE** RANGE
OF **PRODUCTS**

4
PROFESSIONAL
PERSONALIZED **ADVICE**

BRANDS



Sensitive Skin
Specialist



Beauty &
Skin Health

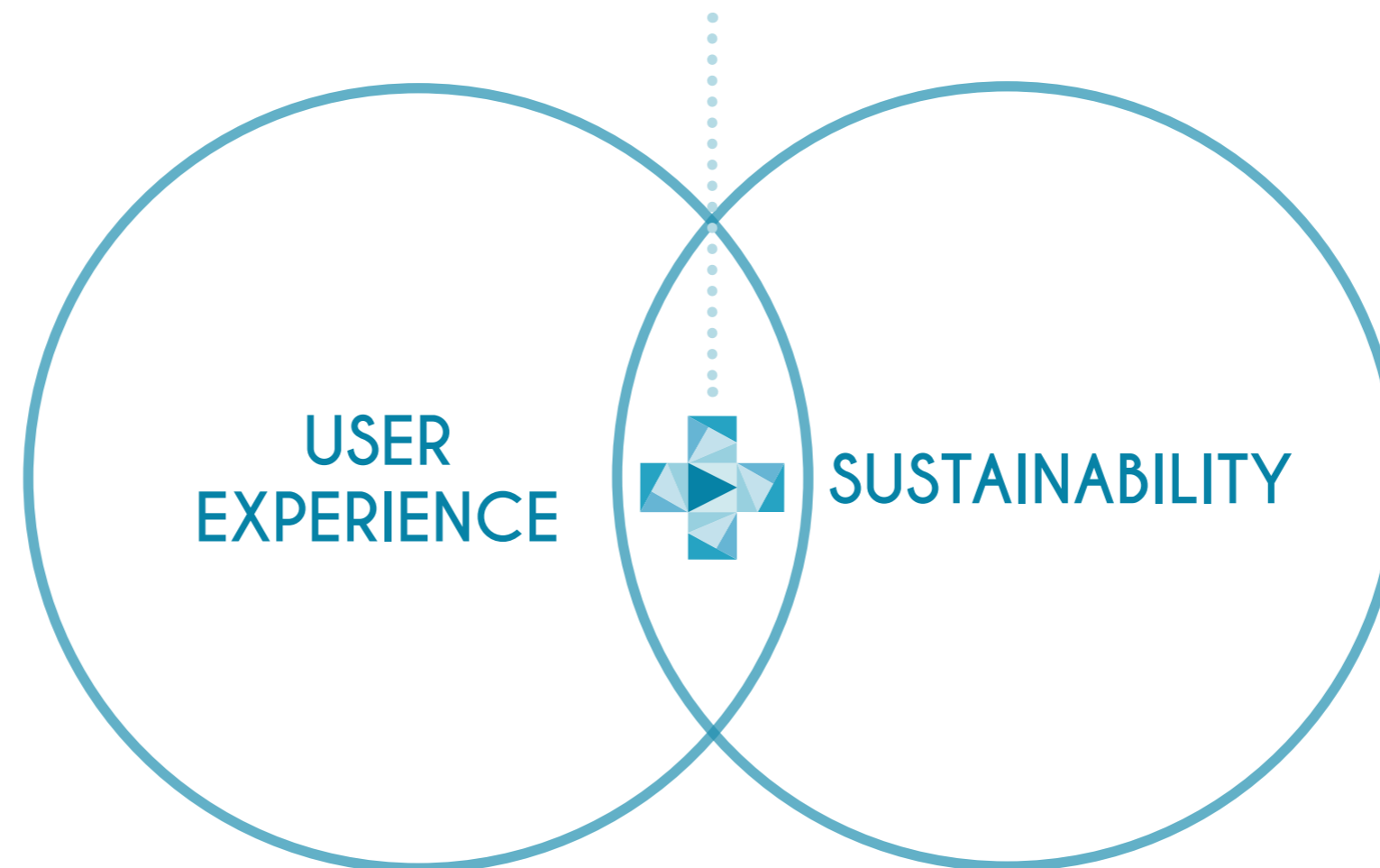


Medical
Professional



Instrumental
cosmetics

NEW DERMACENTER



Understand the **needs** and **expectations** of **chinese customers** regarding **skincare** treatments and services in order to improve the **user experience** of the **dermacenter**.

Understand the **sustainability values** and **trends** of the **chinese market** in order to develop **sustainable solutions** matching their **expectations**.

LA ROCHE POSAY



Become
«Skin Checker»

The Lipikar
family



Derm-Index

VICHY LAB



«Ideal Skin»
Diagnosis

Ideal skin
blog



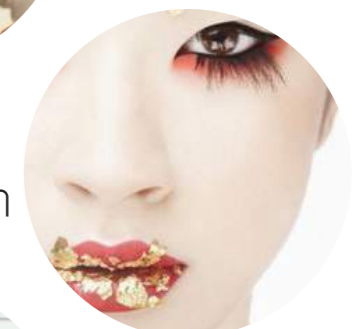
Solar
Diagnosis

SKINCEUTICALS



Anatomy of
the skin chart

Personalized
beauty program



Contact with skin
professionals

CHINESE EXPERIENCE

Physical & Digital

« Internet population: 668 million people, with 594 million of those going online with mobile devices. »

Source: China Internet Network Information Center



Wechat
Whatsapp
Twitter
Facebook
Paypal
Shazam
Viber and Uber



Xiaohongshu
Lifestyle
Shopping
Community
Sharing
Discounts



Sina Weibo
Social media
Platform
News
600M users

« Chinese women spend in average 9.30 hrs per week on shopping malls. They visit 4.6 boutiques per week »

Source: Shanghai Daily 2009

BENCHMARK

Sustainable services



M.A.C Cosmetics

Packaging
Recycling
Free products



LUSH

Reusing
Packaging
Self-sustainable
Plastic supply
Participatory / Interactive

Digital services



Sephora Flash

Digital Cart / Catalogs
NFC label for products
Selfies mirrors
Lockers to recharge phones
Sample dispenser



Estee Lauder

Skin specialists
Create a makeup look
Trying recent fragrances
digital wall / instagram
Favorites products Stars

Innovation services



June

Wearable device
Measure sun
exposure & UV Rays
App



Rebecca Minkoff

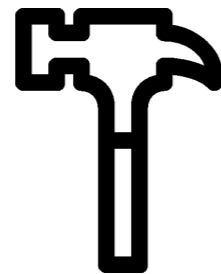
Connected Mirror
Instant Imaging
Time efficiency
Playful

ENVIRONMENTAL FOOTPRINT

Dermacenter



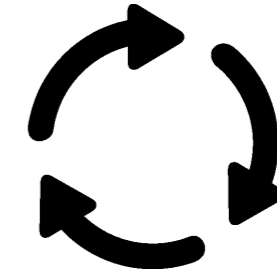
Construction



Usage



Deconstruction



Materials

- Innovation
- Regional Priorities
- Packaging/Logistics

Energy

- Sensorial Experience
- Waste Management
- Renewable Energies
- Monitoring

Reuse / Recycle

- Transport
- Pollution

PERSONAS



Li Mei

23 y.o

Student/Chang Ning

Hyper-connected - Friendly - Curious

« Usually, I go to the **shopping mall** with my **friends** and we **try different products**, but I always buy them **online** »



Acne



20\$-50\$



SKII



Meiyaapp

Behaviours: With groups

Attitude: Prefers Japanese cosmetics



Group of friends

20-30 y.o

« We love **sharing new experiences** together »



Tao Bao

Behaviours: Social media

Attitude: Look for group discounts



Shin Mu

32 y.o

Nurse/Pudong

Busy - Responsible - Looks for efficiency

« Before buying **creams**, I look for **advice online**, but I will buy them **in-store** »



Dry skin



No limit



Kiehl's

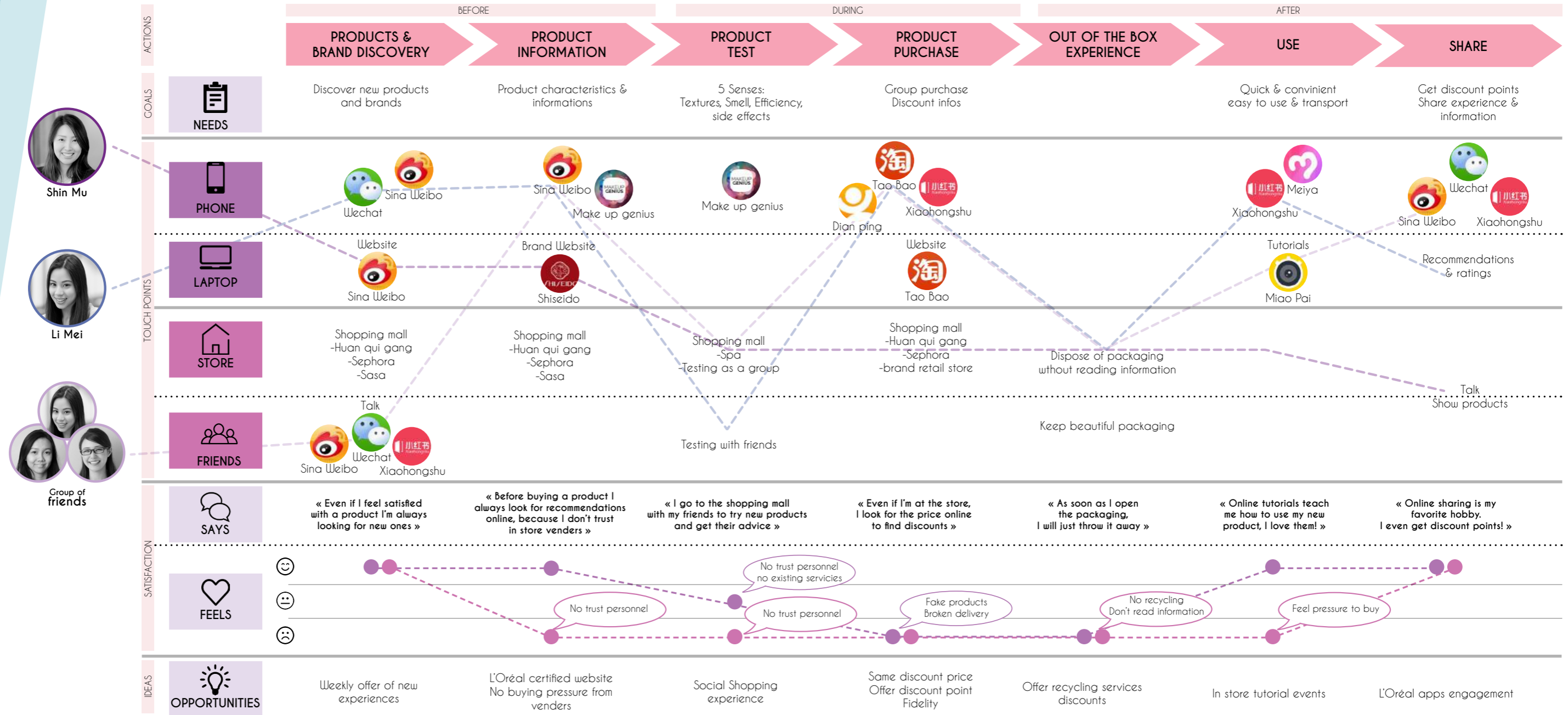


Xiaohongshu

Behaviours: Look for discounts on internet

Attitude: Doesn't trust venders

USER JOURNEY MAP



DESIGN DRIVERS



Sensorial
Experience



Seamless



Authenticity



Social
Experience



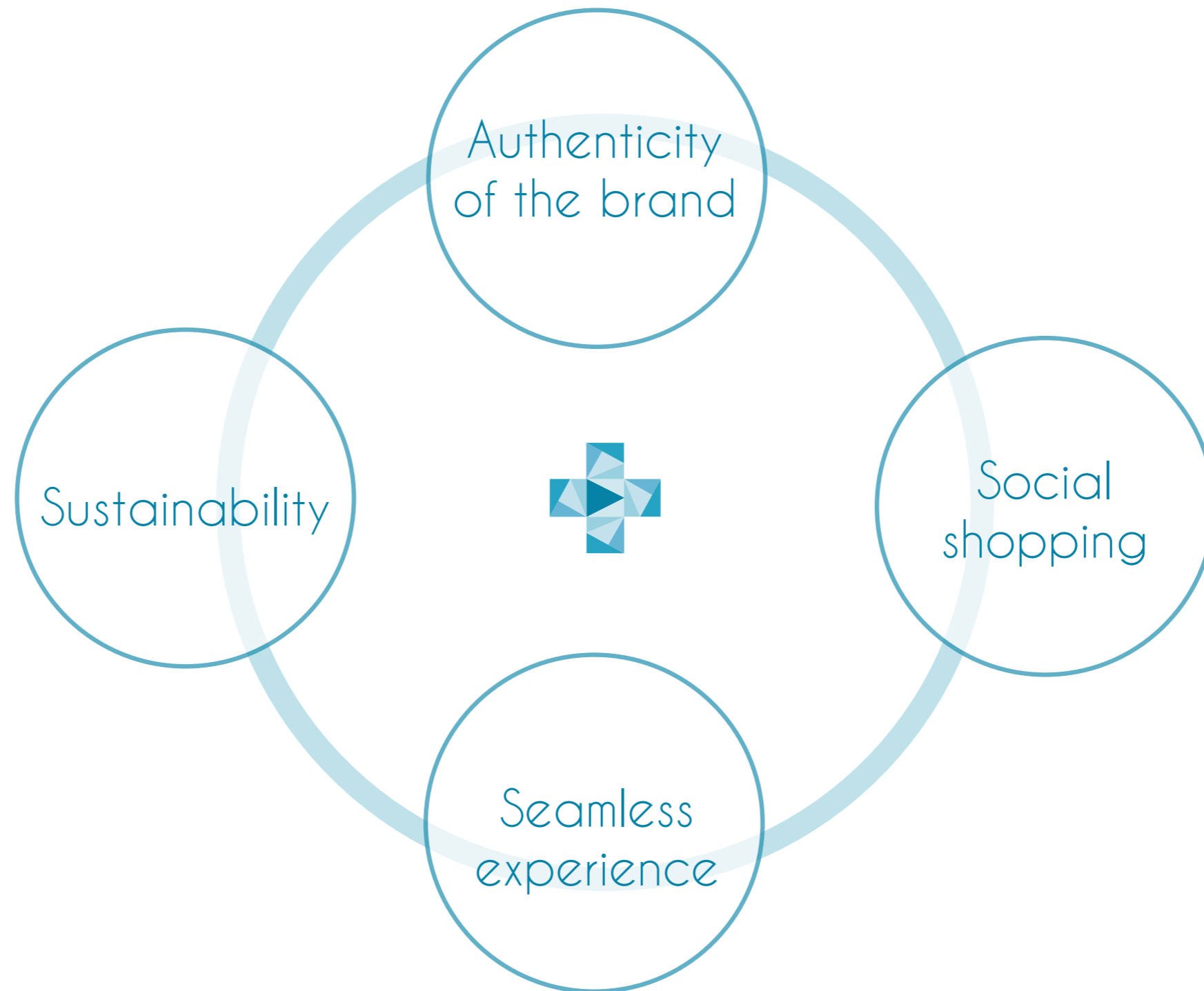
Luxurious



Energy
efficient

OPPORTUNITY SPACES

A sustainable space dedicated to skin health and beauty which represents L'Oréal's brand values



SECOND PHASE



Concepts

CONCEPTS

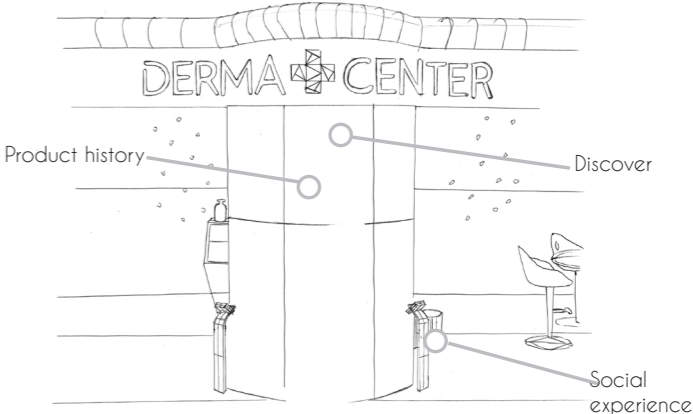
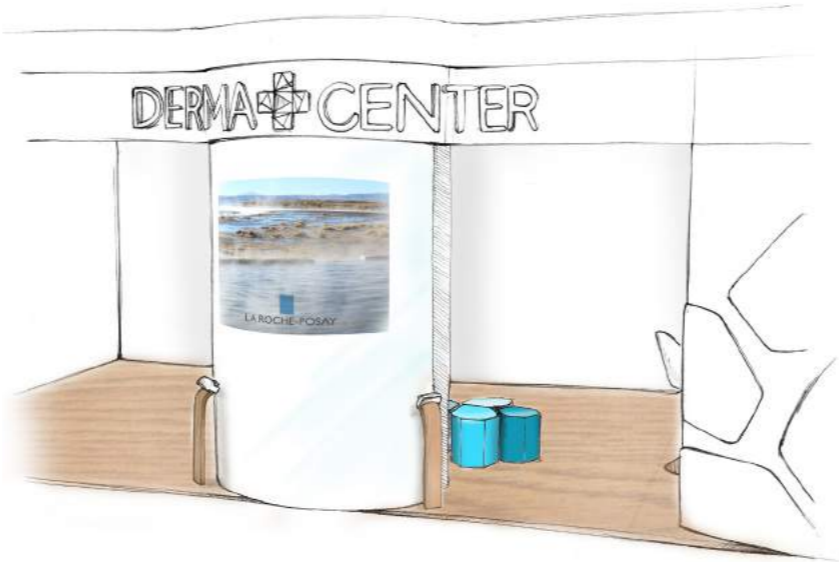


VIRTUAL REALITY

Entertainment

Digital service

Interactive brand immersion allowing the customer to better understand the brand values

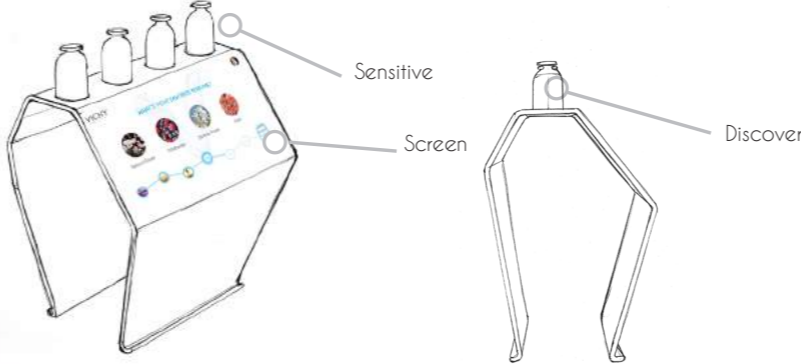
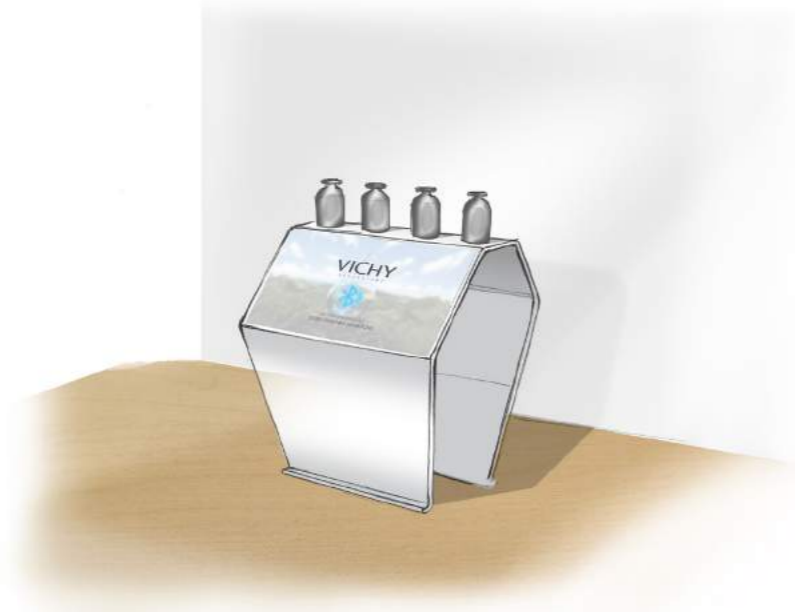


VICHY SENSATIONS

Entertainment

Natural service - Vichy

A new fun and sensorial experience to select a cream according to our desires



CONCEPTS

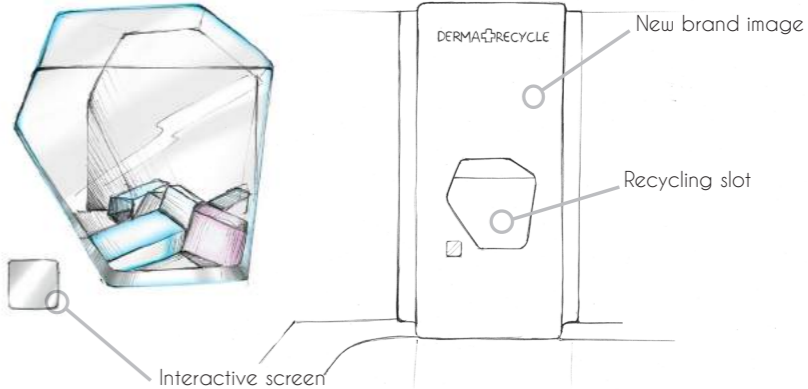


DERMA RECYCLE

Services

Physical service

An incentive for the customer to recycle l'Oréal products while receiving exclusive offers

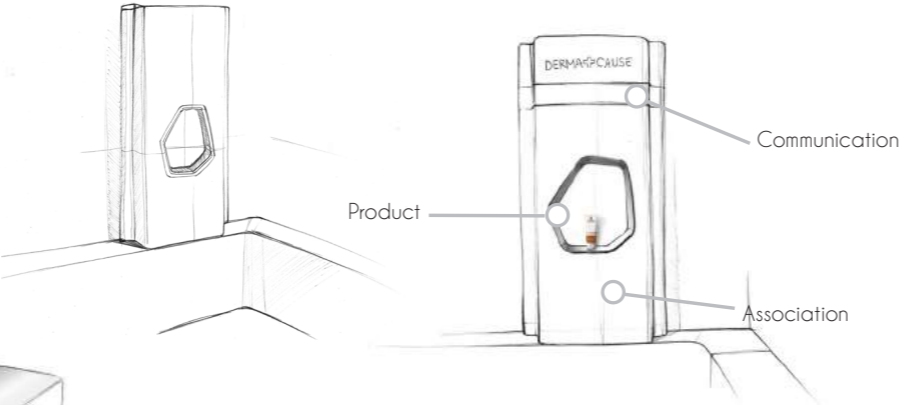
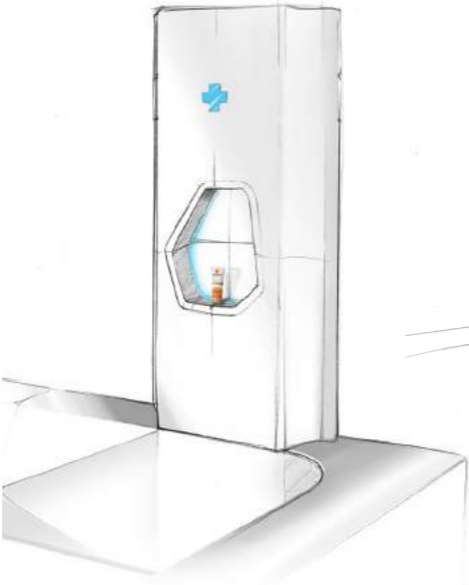


DERMA CAUSE

Services

Natural service-Product specific

A product representing a sustainable cause that attracts and engages the customer



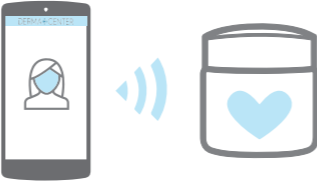
CONCEPTS



DERMAPP

Exclusive digital service

Exclusive application that integrates the customer into the dermacenter community and lifestyle



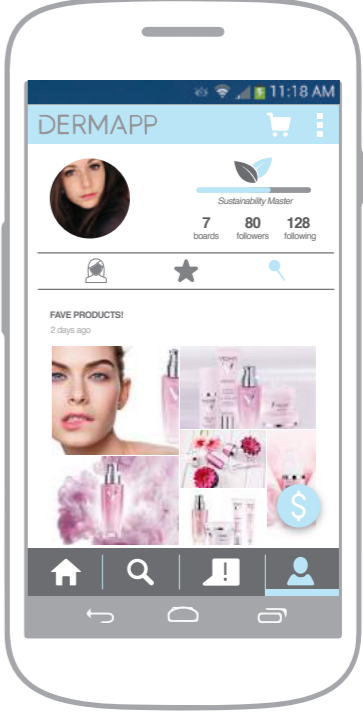
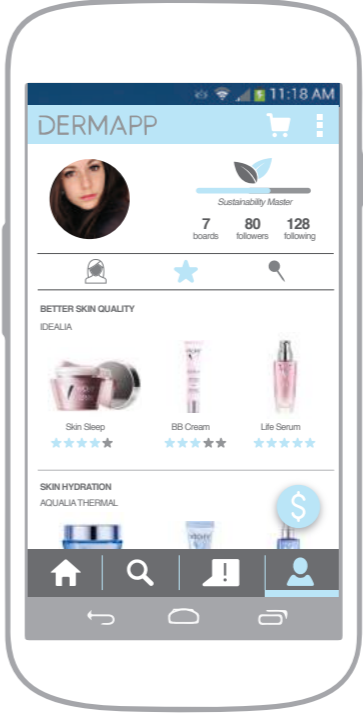
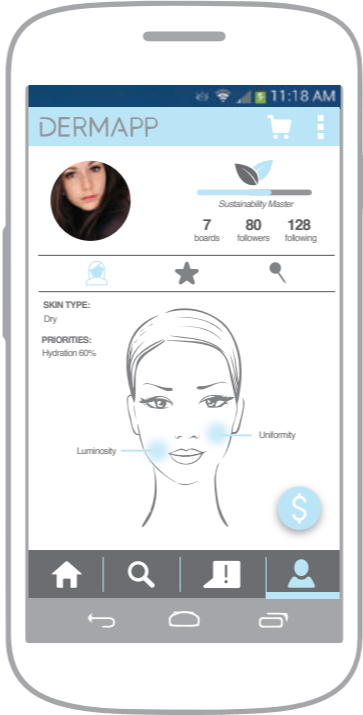
Vichy Sensations



Derma recycle

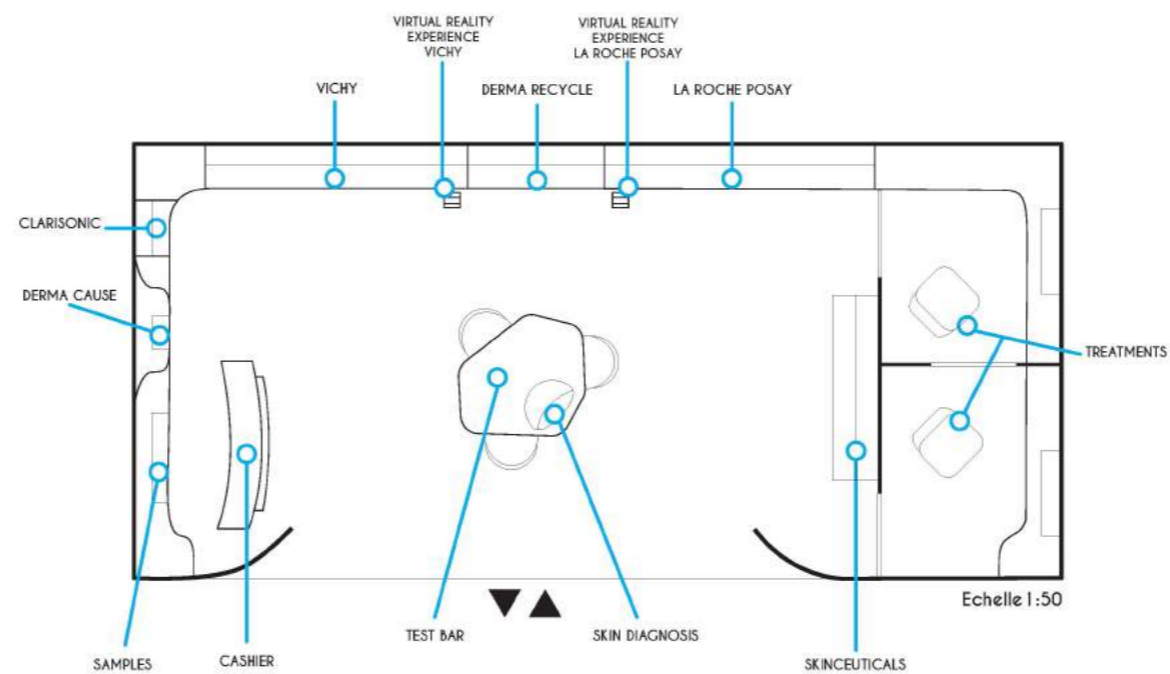
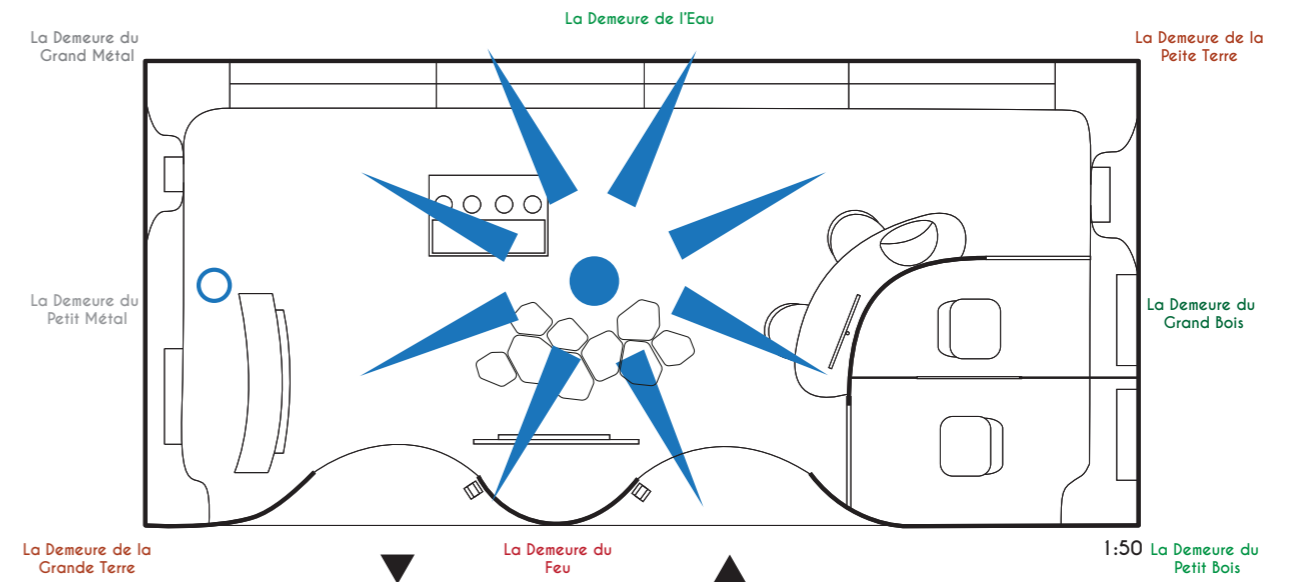
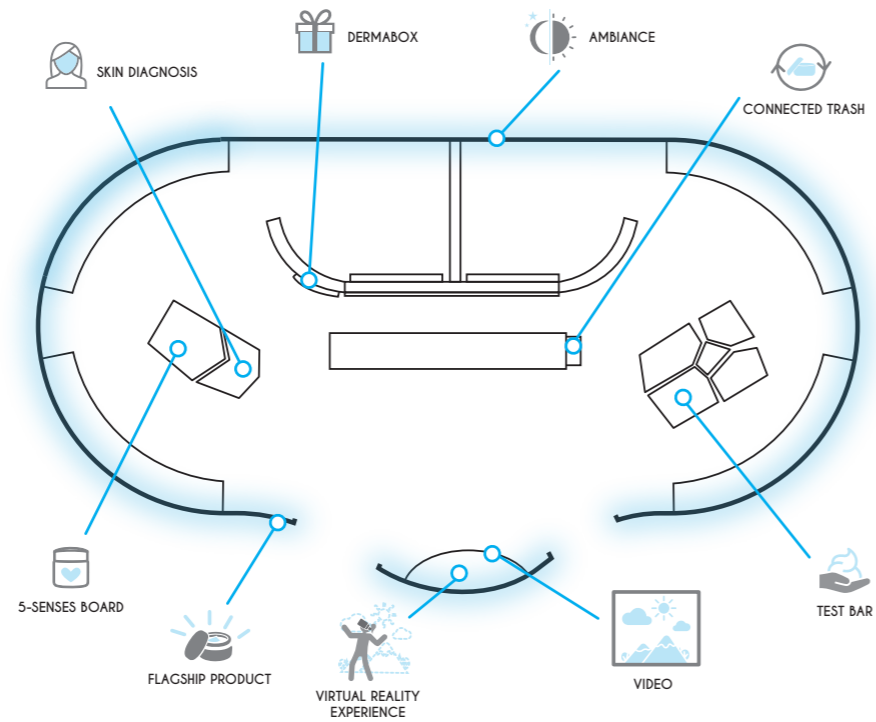


Derma cause

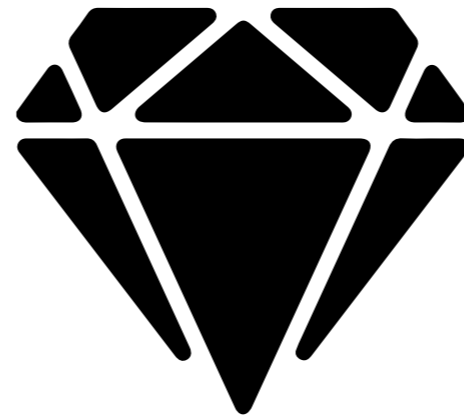


CONCEPTS

Space propositions



THIRD PHASE



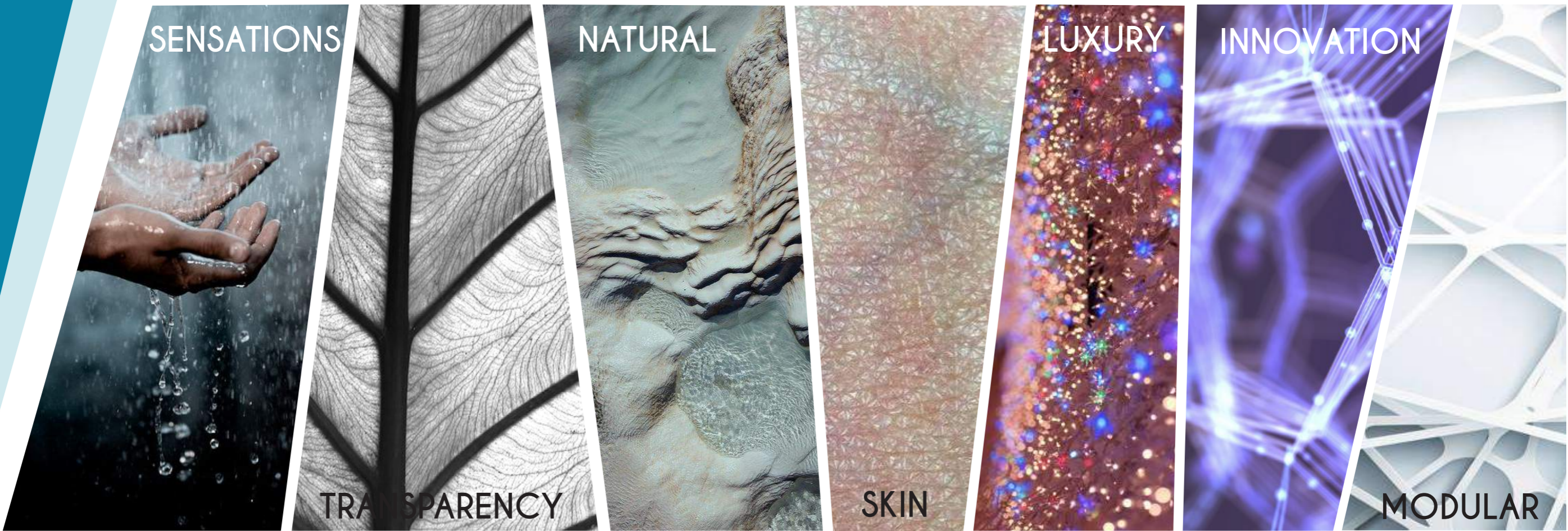
Implementation

FLOW

A sustainable and modular space enhancing social shopping experience

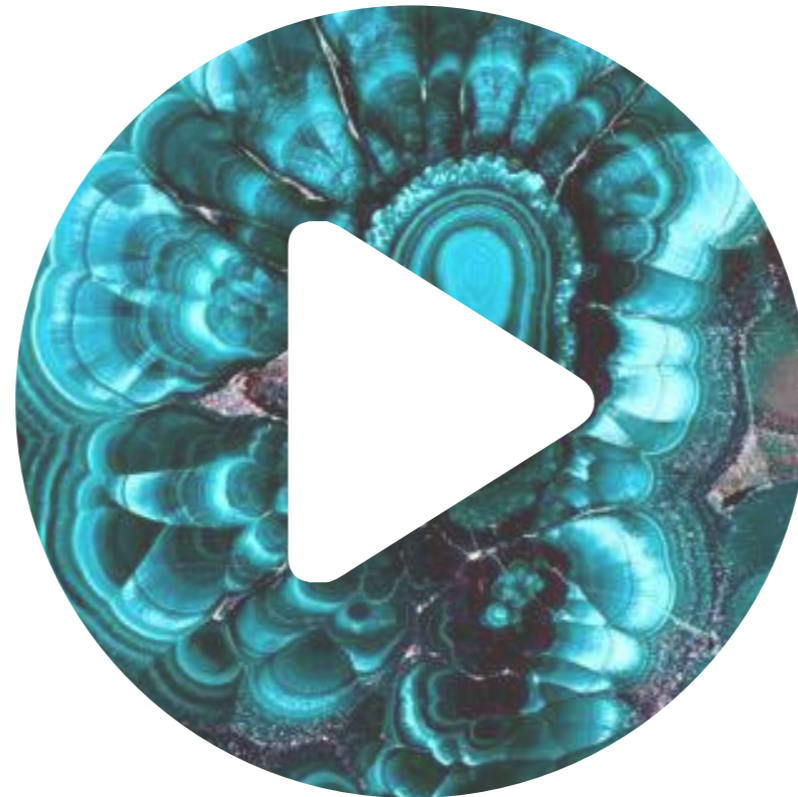
SOLUTION

INSPIRATIONS



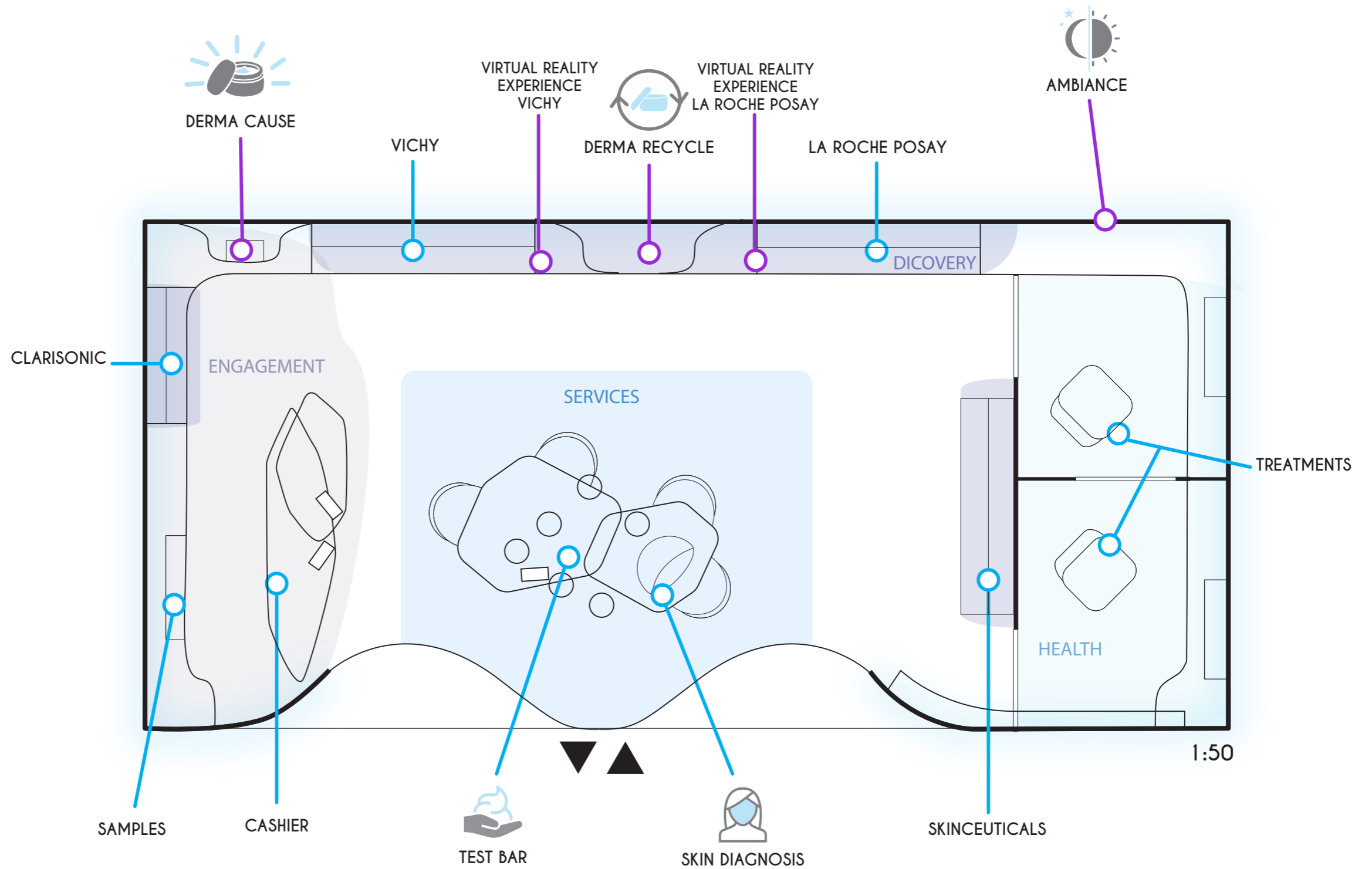
VIRTUAL REALITY

Video

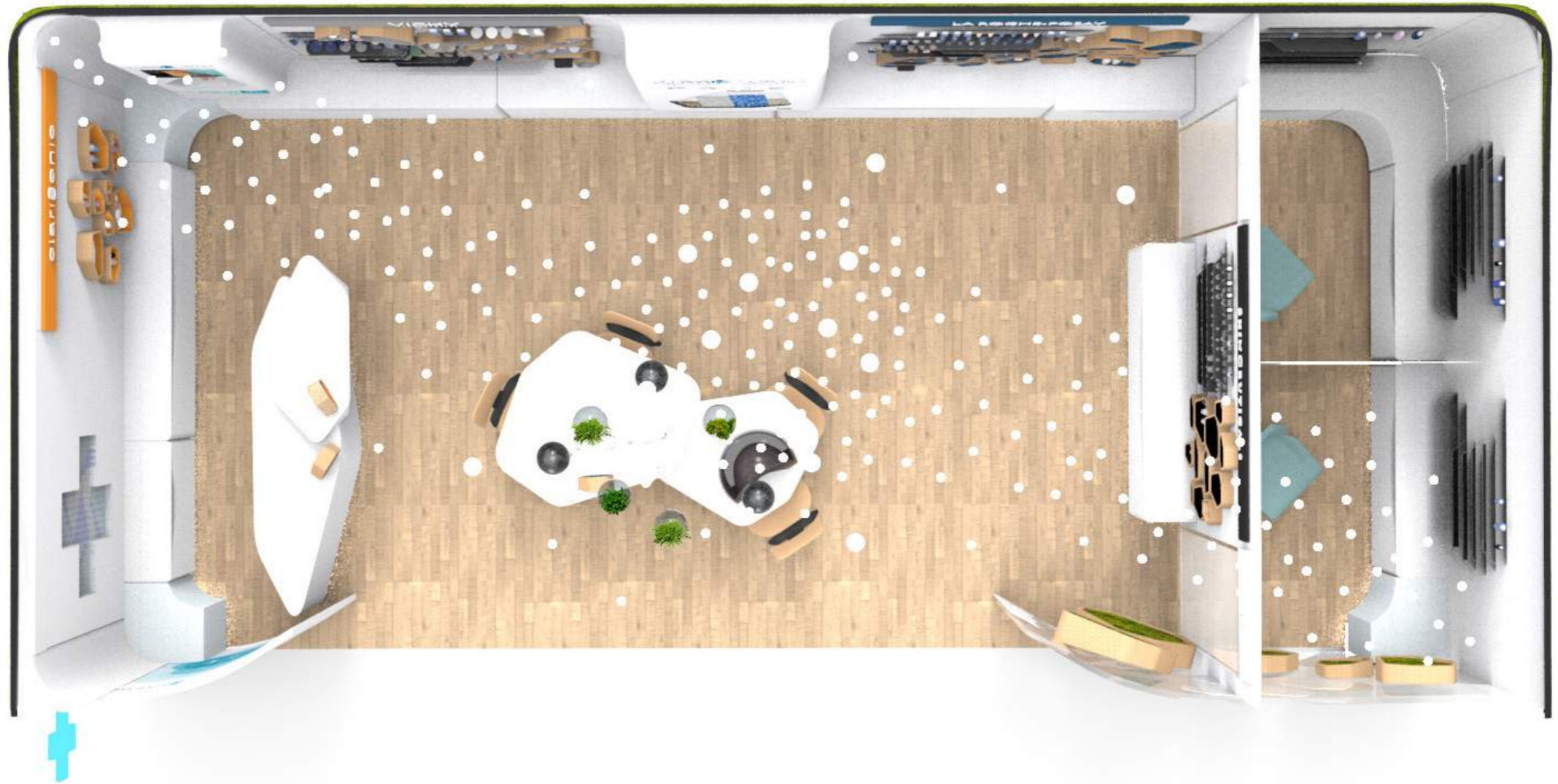


INTERIOR DESIGN

SERVICES



INTERIOR DESIGN



NEW DERMACENTER

Frontal view

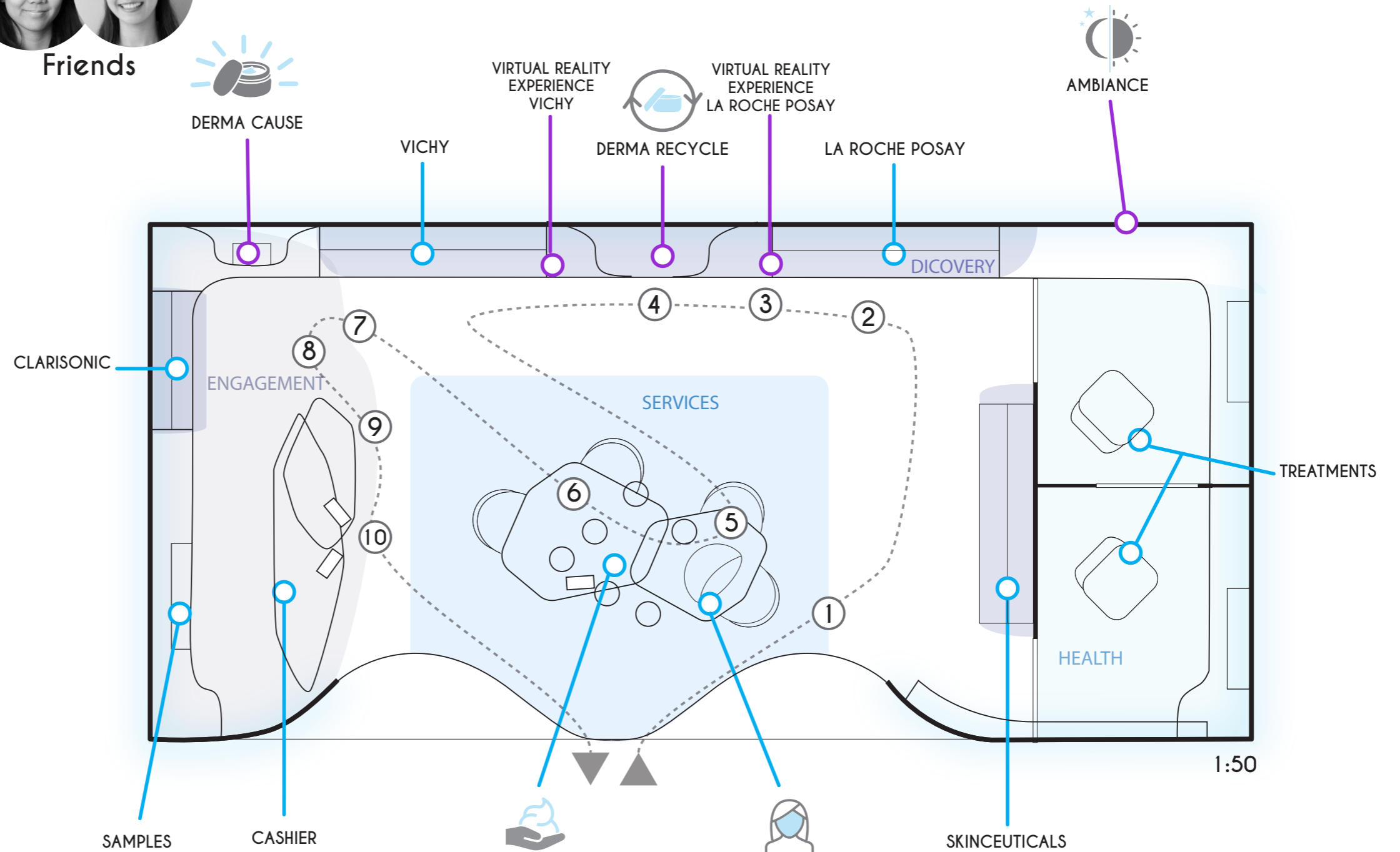


CUSTOMER JOURNEY

SPACE

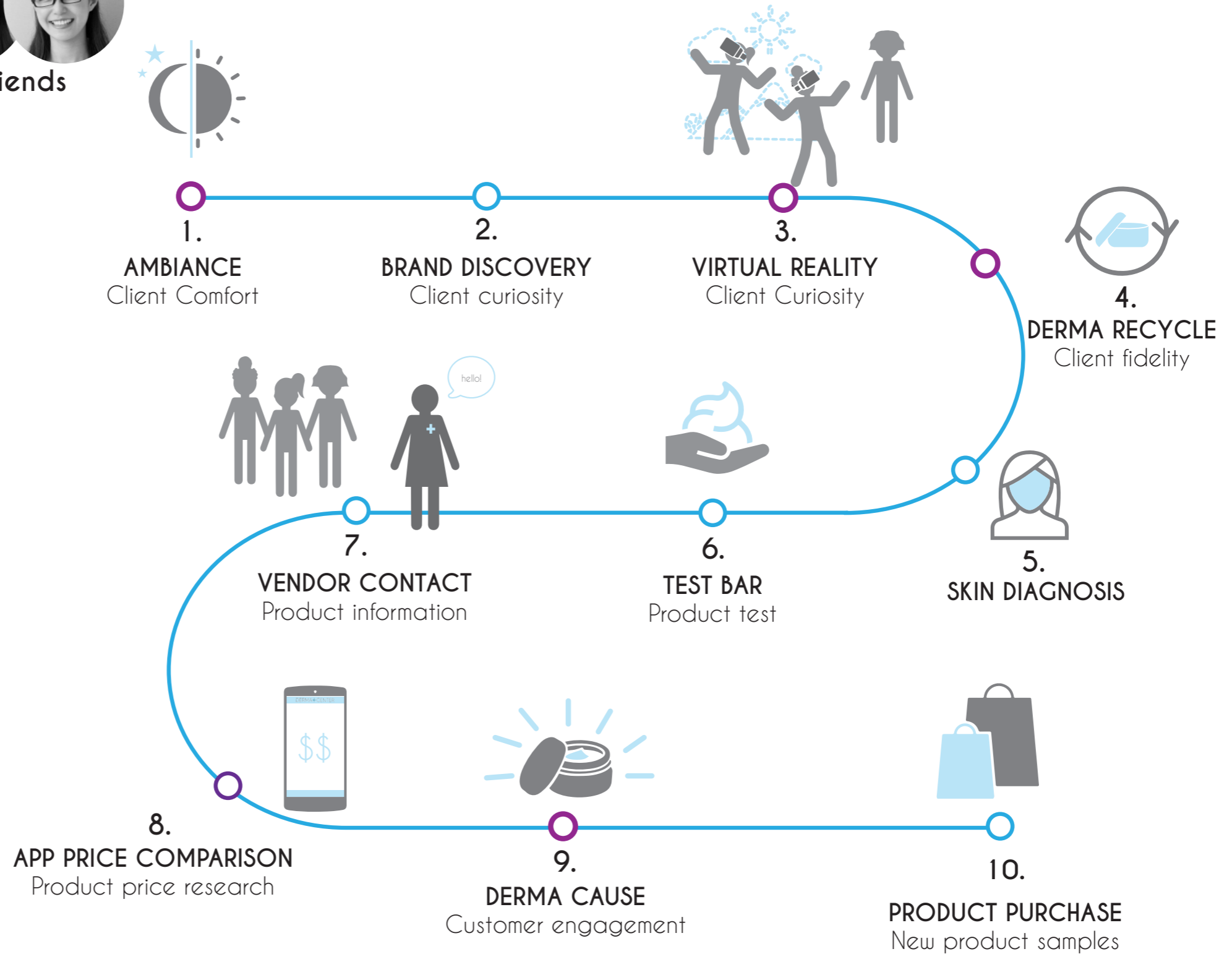


Friends



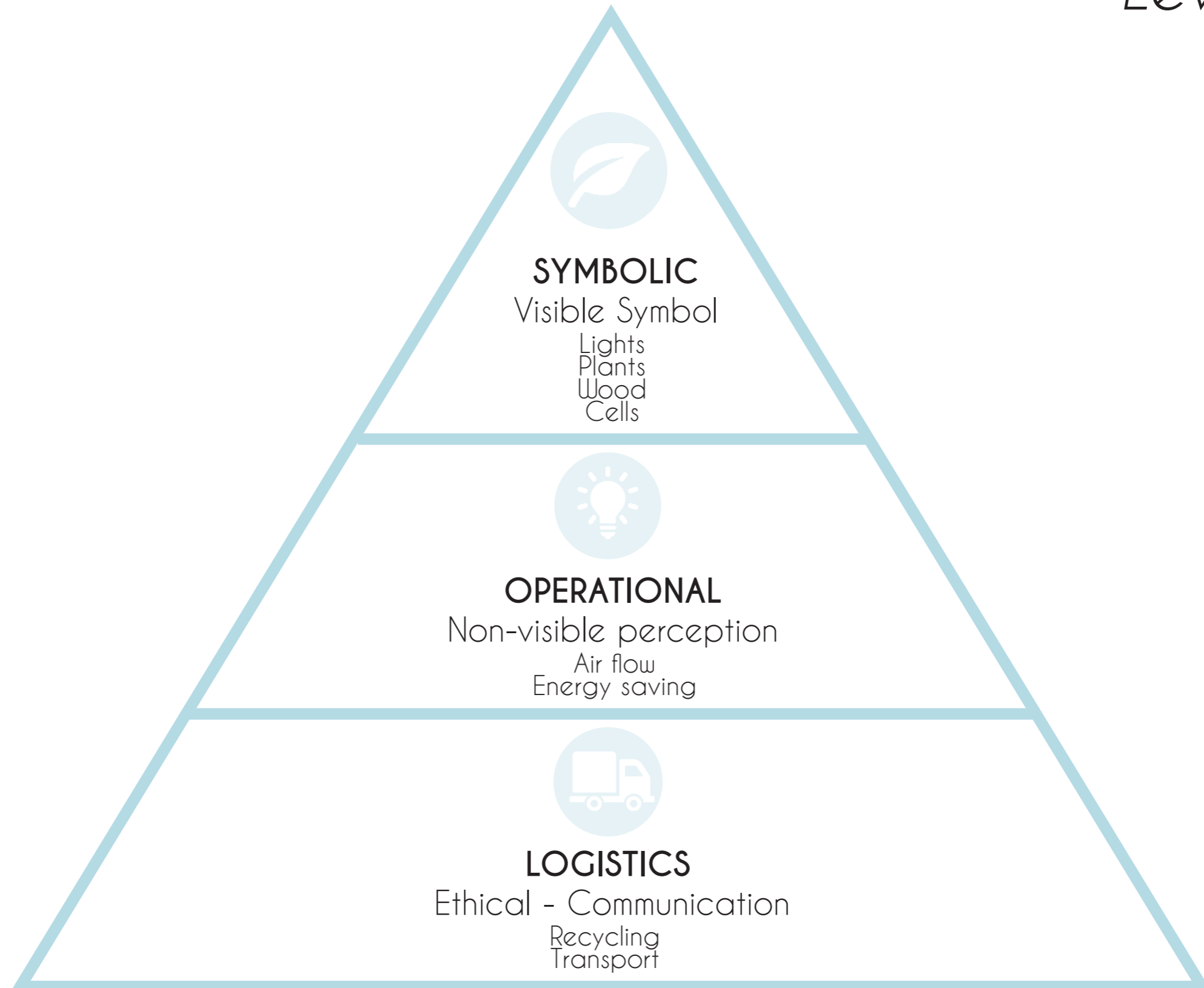
CUSTOMER JOURNEY

EXPERIENCE



SUSTAINABLE

Levels



SUSTAINABLE

Materials



Xuan
Bamboo paper



Moss
Air purifying
Optimal humidity
Dust collector



Led lights
Energy efficient
Natural forms
Flow



Flexible pannels
Curves
Energy efficient
Daylight saving



Polycarbonate
Lightweight
Resistant
Easy to transport



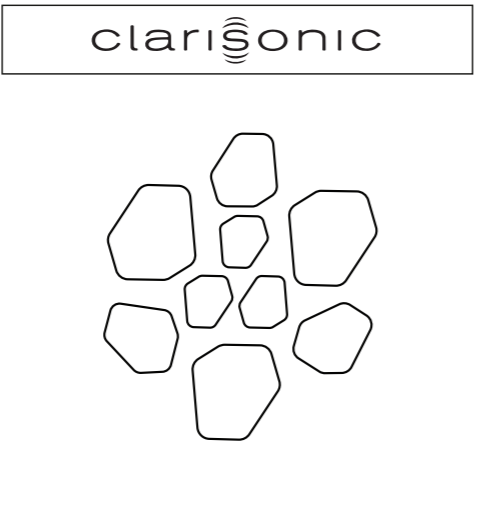
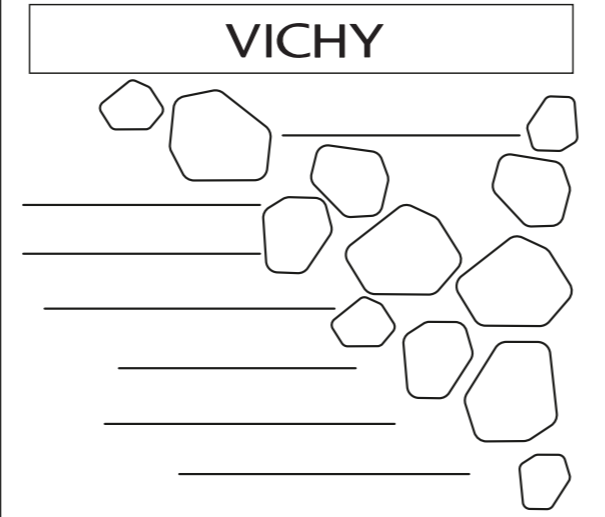
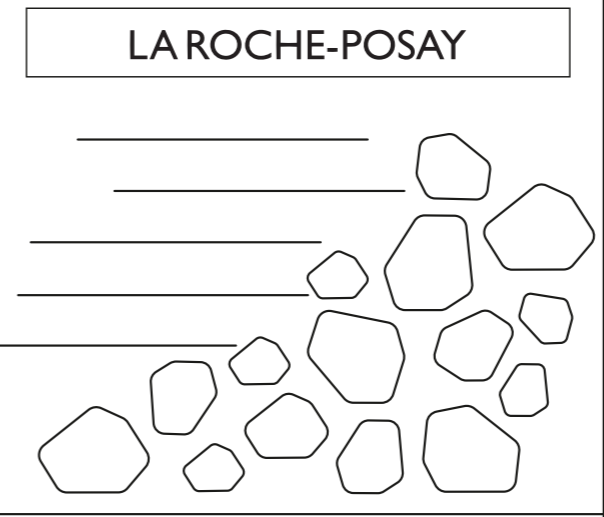
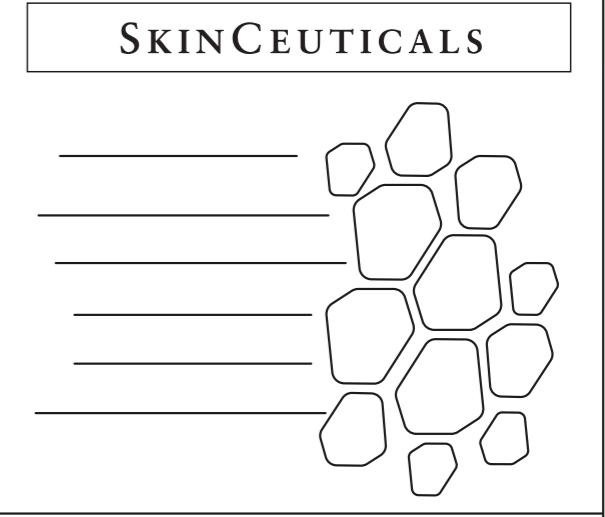
Bamboo
Comfort
Renewble material
Noise reduction



Piñatex
Sustainable

SUSTAINABLE

Brand identity

			
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Technology
Cleansing innovation

Evolution

Thermal water
Organic

Fluidity

Dermatologic
Skin health

Minerals

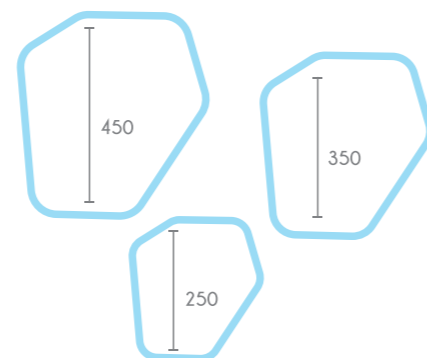
Scientific research
Skin health innovation

Structural

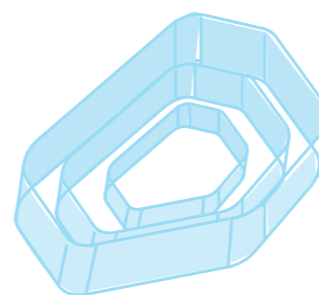
Inspiration



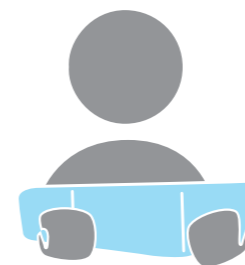
Skin cells



Size range



Space and material
Optimisation



Lightweight



Transport optimisation

NEW DERMACENTER

Exterior



NEW DERMACENTER

Exterior



NEW DERMACENTER

Entrance



NEW DERMACENTER

Skin Treatment

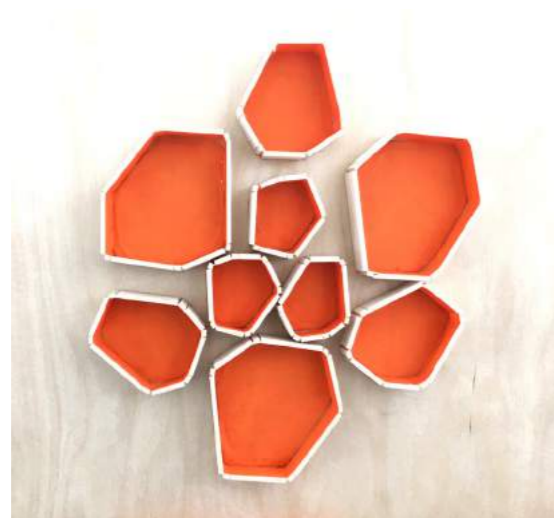
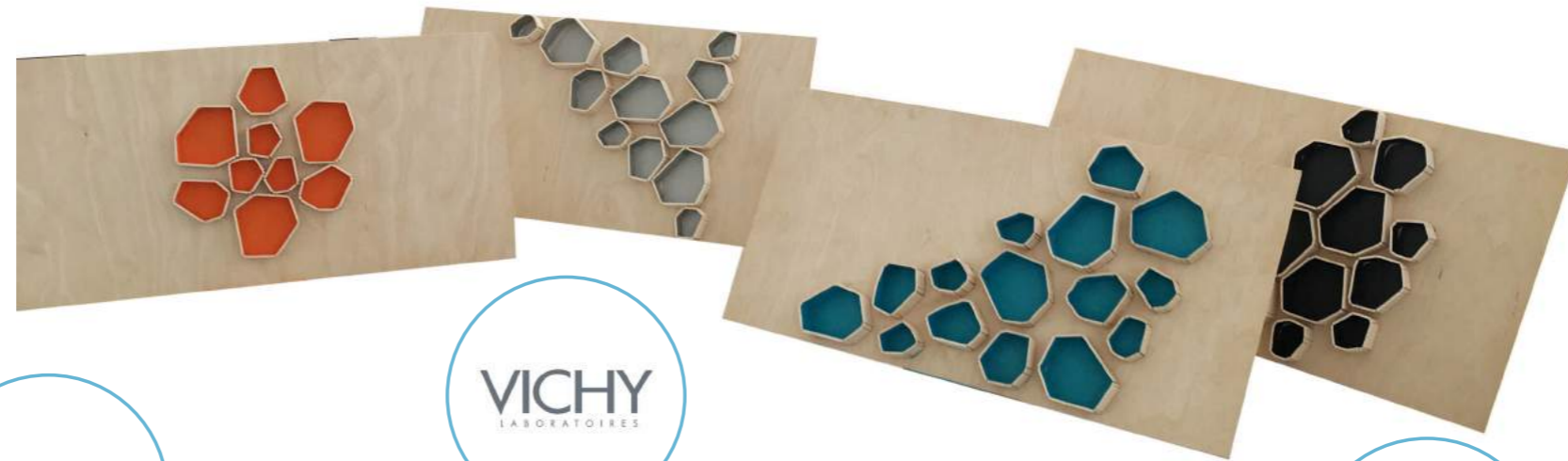


NEW DERMACENTER

Test bar



PROTOTYPES



L'ORÉAL
PARIS
欧莱雅



THANK YOU!