



 **BEAUTYCON FESTIVAL**

**NEW YORK**

**Special Guest Invitation**

*Giselle Hogg*

*GRDS 358-A01*

*Prof. Peter Wong*

# BEAUTYCON **FESTIVAL**

## *Creative Brief*

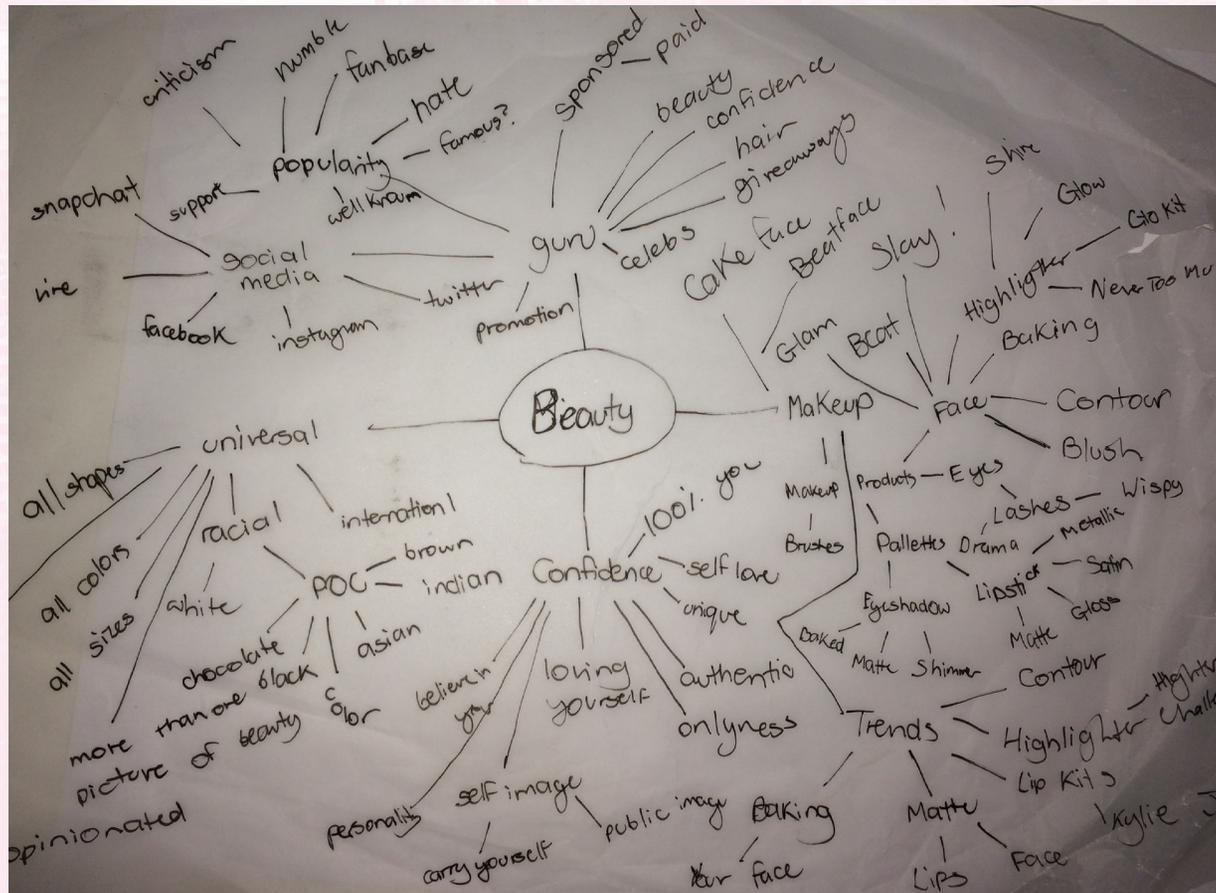
*For this project, we had been challenged to design an invitation for an event solely up to our choosing. We were to explore techniques, such as unique dies, a corresponding envelope and rsvp as well as foiling and embossing powder to add to the user experience.*

The event chosen was BeautyCon, a convention centered around creating meaningful connections for all communities through our Beautycon Festivals, Beautycon Box and editorial and social platforms, with the goal of redefining beauty and challenging the status quo, while creating a “style” destination for all. The location for this particular festival was to be New York.

The concept explored was that the invite would be like either a clutch or a compact, both things any beauty enthusiast is familiar with. The initial envelope was to be simple and elegant, with a scalloped edge to add to the regal feel. There would also be the Beautycon logo done in holographic embossing powder, for branding purposes. Upon pulling out the invitation, one would meet imagery of New York, with a light baby pink wash on it, BeautyCon’s specific pink to be exact, with New York foiled in Silver. As the invite is opened, what would be seen is reflective paper mimicking a mirror finish, then the recipient would be greeted with a pop up of the iconic “Big Apple” skyline, with a few beauty tweaks, covered in baby pink embossing powder to add to the texture. Initially, there was to be powder splattered on the invitation, but that idea was scrapped as it gave the wrong feel to the event. Inside, each specially invited celebrity would find their name and portrait, and all the need to know details for the event. Inside a hidden flap, there would be found the RSVP envelope and the matching RSVP envelope.

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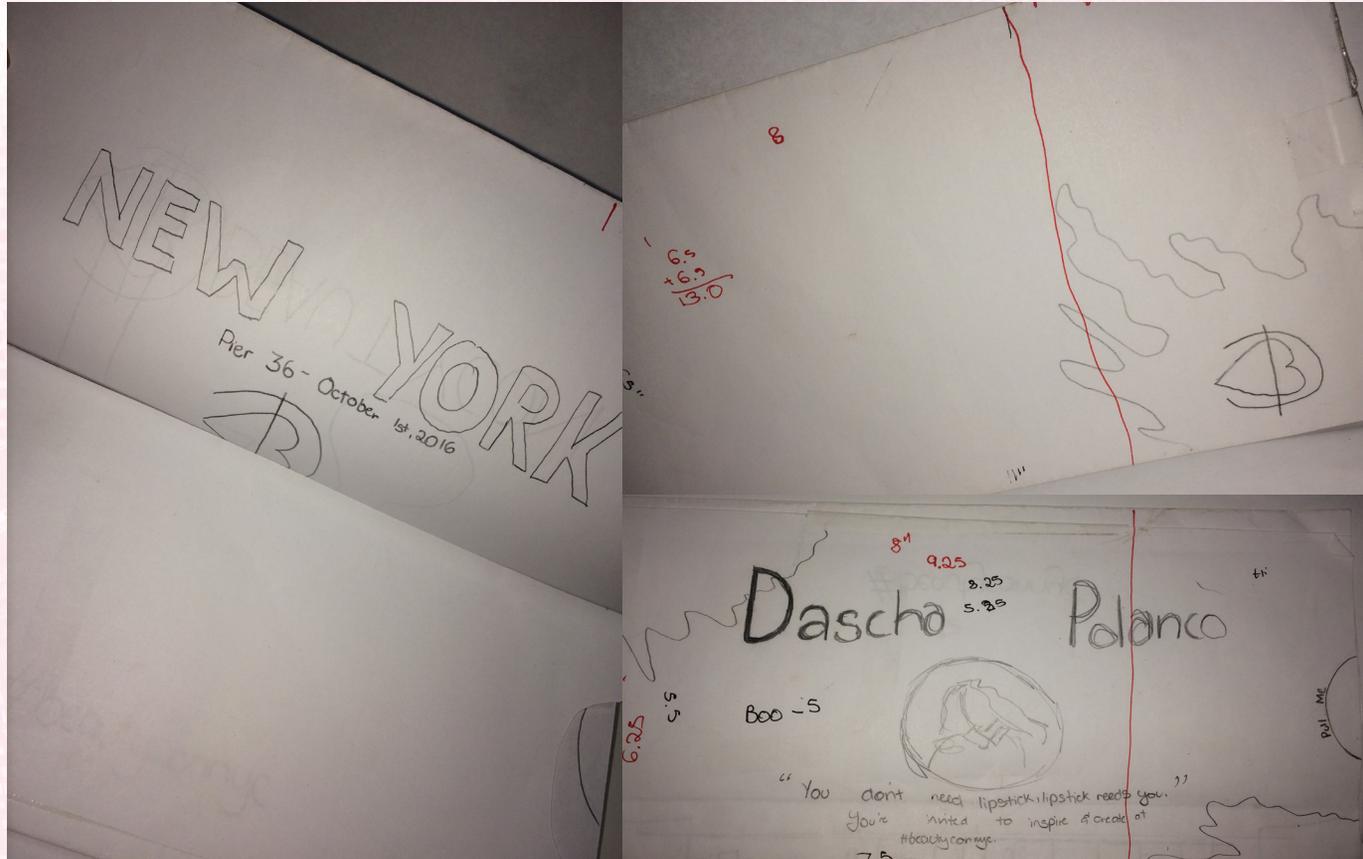
## Mind Map





# BEAUTYCON FESTIVAL

## Hand Drawn Mock Up



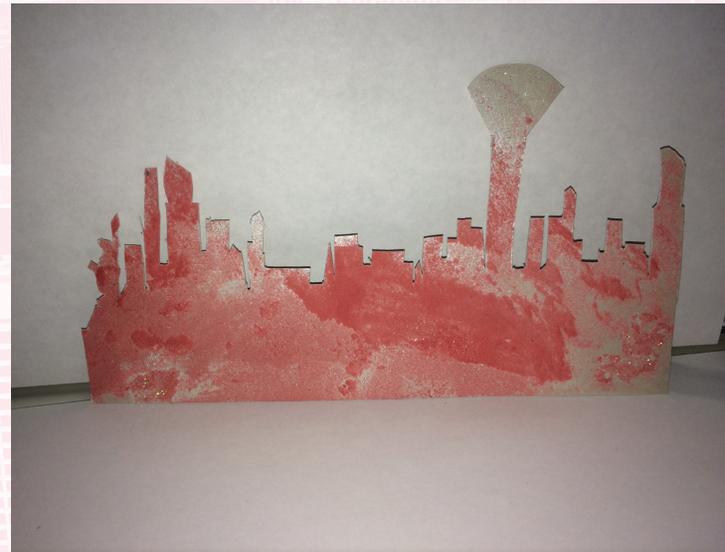
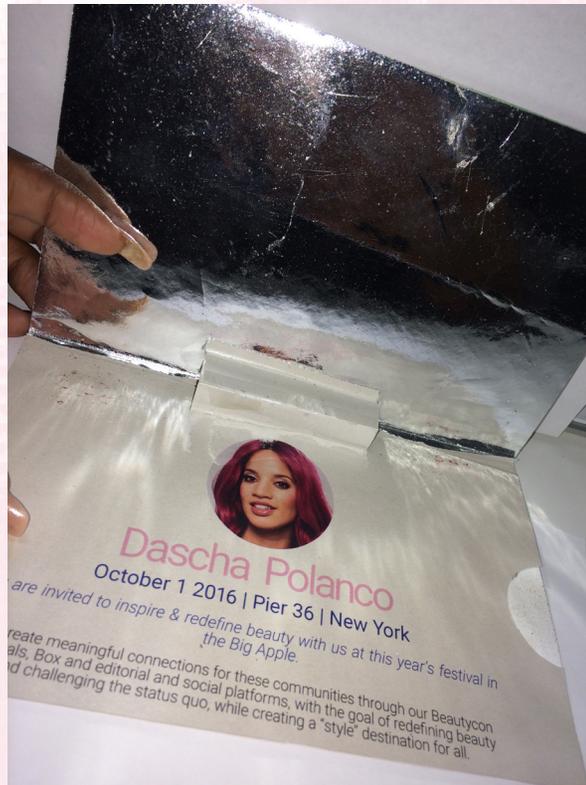
# BEAUTYCON FESTIVAL

## Color Mock Up #1



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## Color Mock Up #2



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## Final Piece

