

FMP Brief

WHAT? Title, Question

My project is called **NEW FACE**.

It is about the changing beauty norms **after the new normal** and how young people should face that.

WHY? Intro/Context/Rotational

The Pandemic's lockdown had relaxed beauty standards because daily things went online from offline. Many people no longer shave their legs, stop wearing make-up or even wash their hair less often because online conferences and classes give them a shield. However, after the new normal, when things go offline from online, some young people start to make up again like they used to do, even though some of them still will face masks.

In reality, beauty norms have been changing throughout history, but it is hard for people in the midst of it to be aware of these ongoing small changes. Major events like the epidemic are often the drivers of history, making the changes seem slightly more significant. So, when the lockdown ends and online classes and work return offline, should people go back to the previous rules? I don't think so. In my opinion, those rules that have been relaxed suggest that some of the previous rules were unnecessary. It is important to get rid of the anxiety made by those old rules and realise that beauty standards have changed.

WHO? Axis/Focus/Target

The target group is mainly young students. According to the survey, this is often the case with young students after resuming their offline classes: they need make-up but don't have the time, so they choose to sleep an hour or two less or skip breakfast, or they are late for class. It is mainly this group that has a greater need for beauty and is vulnerable to anxiety because of their appearance. In the current situation, the target group is mainly students aged between 18 and 26. They do not live with their parents and have to take care of their own breakfast. They are very attentive to beauty trends and care a lot about their appearance. Most of them are international students from China, and due to cultural influences, they often wear masks. Even though they often wear masks, they choose to wear make-up but focus on eye make-up and make-up that is suitable for wearing masks. They are very concerned about how to fix their make-up so that the mask doesn't ruin the perfect look, but rarely realise that with a mask they can relax their make-up requirements.

HOW? Approach

First of all the characteristics and pain points of the target group are identified through online surveys, interviews and observations, thus defining the aim of the project.

The design goal is to make the user group aware that beauty norms are always changing and that they do not need to stick to one particular aesthetic rule. In addition to this, it is important to encourage them to appreciate themselves and create a look that they personally find beautiful, rather than conforming to popular aesthetics. Design a product to achieve these goals. This product needs to be something that will generate interest in the target audience, enhance their perceptions and allow them to create their own secondary creations.

Extend reach through marketing tools, including social media campaigns, experiential marketing, etc. Create posters to engage the audience. Produce videos to explain the project. Distribute cards and postcards of the work, interact with users and get feedback so that the project can continue to be improved.