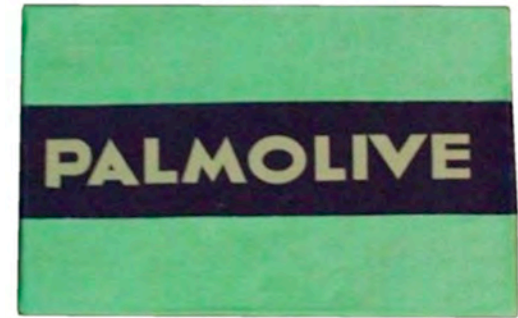


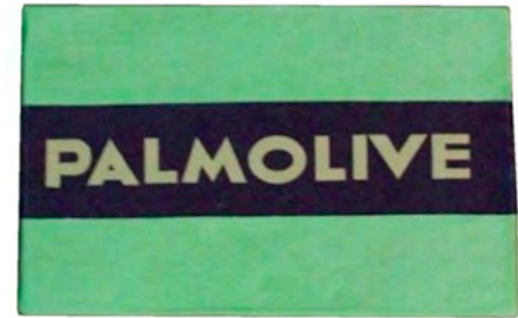
Bar Soap of the Future.
Traditional Product Finds a Modern Form.



The Evolution of Soap



The Evolution of Soap



The Evolution of Soap



A New Product Deserves a New Personality.



A New Product Deserves a New Personality.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Arbitrary Form.



Form Follows Form



Form Follows Form



Product Differentiation.

Shampoo



Product Differentiation.



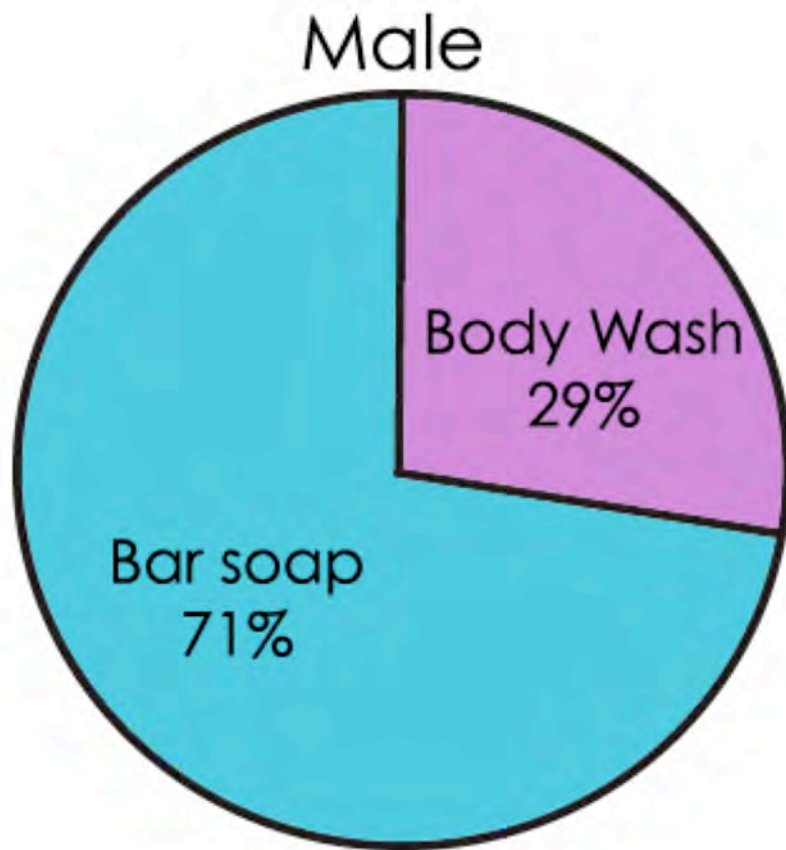
Product Differentiation.



Product Differentiation.

Project Statement:

Develop a modern and innovative form for a body wash vessel that is more closely related to the bar of soap it was derived from.



Bar Soap vs. Body Wash



Bar Soap: Simplicity and Tradition.

Bad Side of Bar Soap:
Awkward last bit.
Perceived ineffectiveness.
Gets hairy and scummy.
Multiple users?
Harsh on skin.
Lacks indulgence.



Bar Soap: Simplicity and Tradition.

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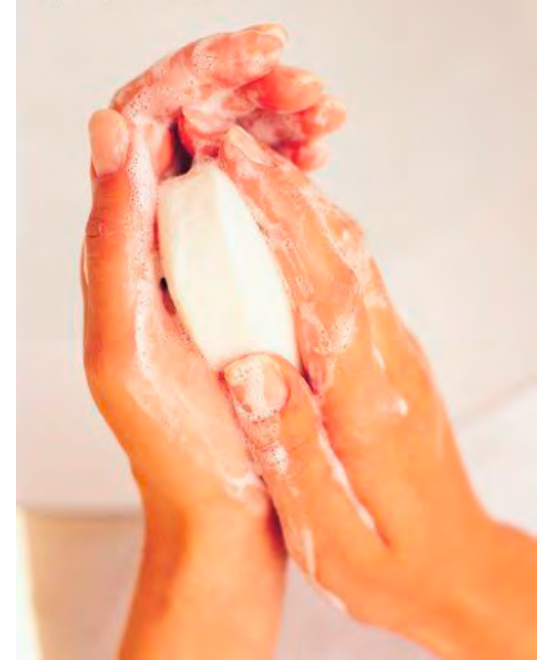
Bar Soap: Simplicity and Tradition.



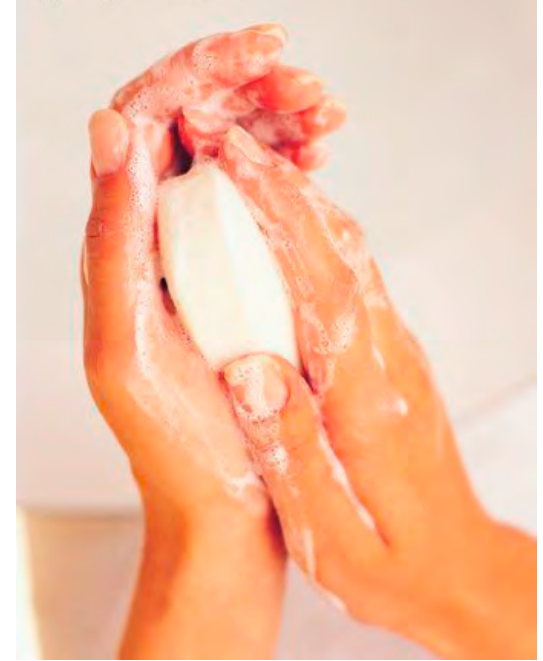
Formal Influence.



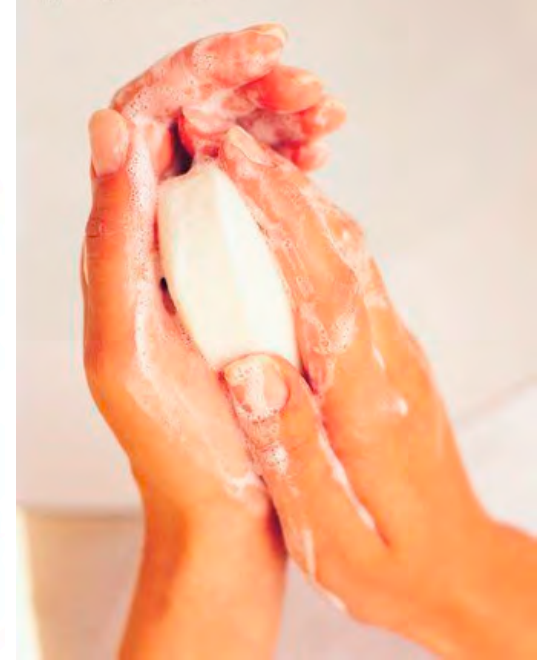
Formal Influence.



Formal Influence.



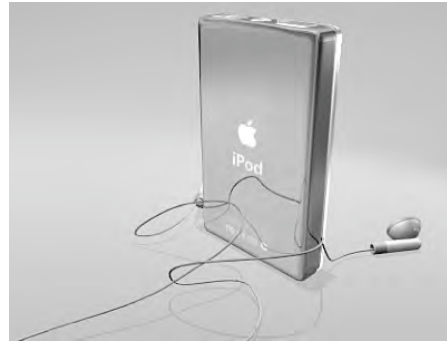
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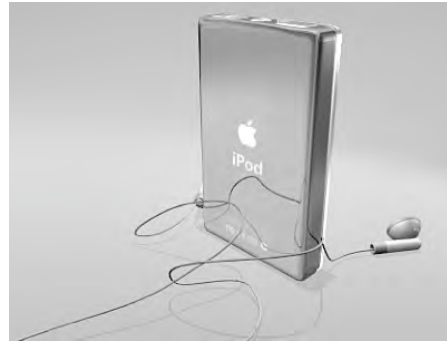
Formal Influence.



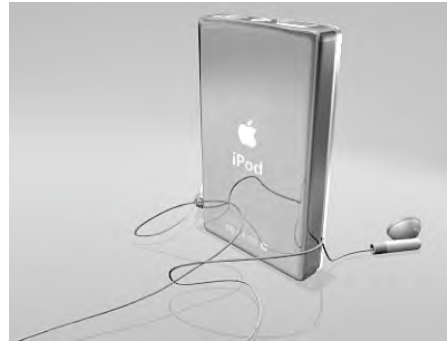
Simplified, Modern Geometry.



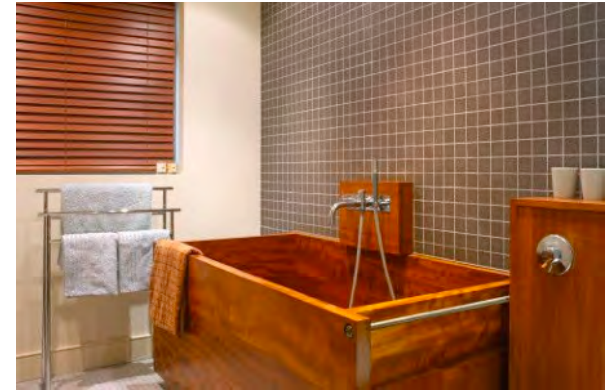
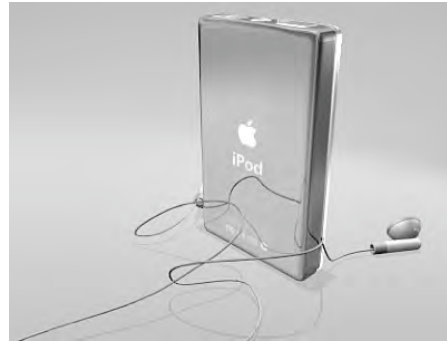
Simplified, Modern Geometry.



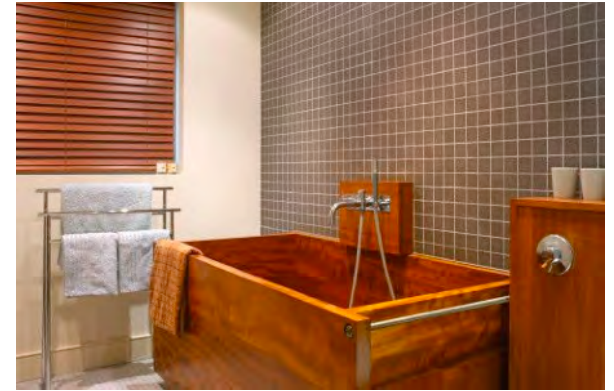
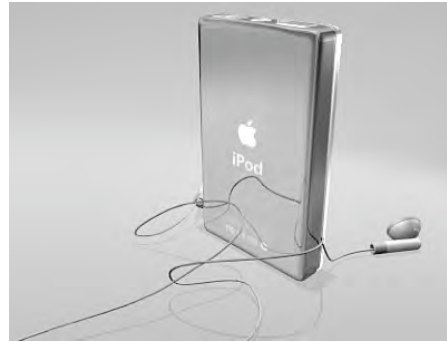
Simplified, Modern Geometry.



Simplified, Modern Geometry.



Simplified, Modern Geometry.



Simplified, Modern Geometry.













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Naked
Naturals
Awapuhi &
Lavender



White Lotus
Body & Bath

Hydrating
Body Wash

95% Natural
Ingredients

FREE
Plus

VITAMIN

VITAMIN

shea
butter
SALMON

shea
butter
SALMON

shea
butter
SALMON

shea
butter
SALMON

shea
butter
SALMON

6.99

6.99

6.99

6.99

6.99

6.99

6.99



Anna, 26, Buyer for Filene's Basement. Body wash user.

"So cute!"

"I would totally buy it if it smelled really good."

"It would fit well in my bag when I go to the gym from work."

Thank You.

