



Waves

Concept Development Final Assignment

Type: Conceptbook 1 - New concept

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VIA University  
College

A close-up, abstract photograph of a marbled surface. The pattern is composed of swirling, organic shapes in various shades of blue, from light turquoise to deep navy, set against a white background. The texture appears slightly grainy and uneven.

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# \* Bloomingville®

• EVER CHANGING HOMES

Bloomingville is founded by Betina Stampe, and the brand makes sure to annually release 4 main collections, 2 mini collections, and multiple in-season collections, as well as a christmas collection.

Bloomingville is built on the focus of nordic designs and living, specifically rooted in Danish aesthetics and traditions. The values that the brand presents to potential customers are generally warm, informal, and cozy even though they aim to provide new atmospheres into modern homes.

One of the main focus of the brand is to create a way for customers to keep an everchanging home for people across the globe. The mission is to deliver happy changes to everyday designers. Bloomingville aims to achieve this by creating wide range of good quality home decoration products at affordable prices.





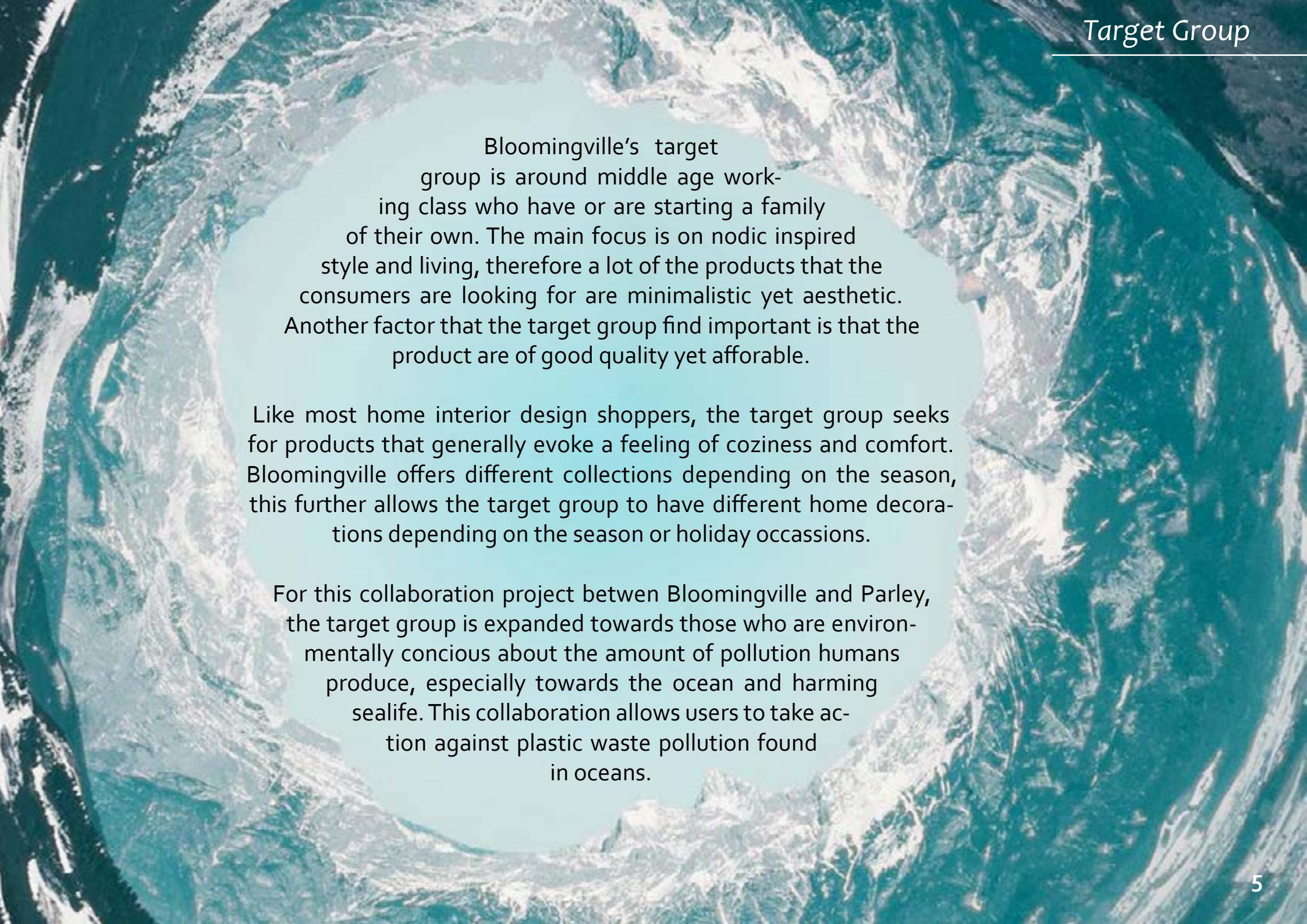
Parley is an organization focused on doing collaborative projects to help raise awareness on plastic waste in oceans. They have developed a method of turning plastic waste into filaments and fiber that are wearable and safe. Through using different influencers and brands, it effectively promotes the message of helping to save ocean life.

The main purpose of Parley is to find ways to create an atmosphere where different companies come together and synchronize the economic system with environmental protection, and provide an outlet for customers to take action on the process of change.

Parley's mission is to be able to increase the process to turn around the impact of harm done to the ocean ecosystem before it's too late.

For Bloomgingville's new summer collection, it will be a collaboration with Parely. This collection focuses on being eco-conscious, since it will be based on the method of turning ocean plastic waste into functional fibers created by Parley to create textile based products. These products are the ideal needs for spending a day out on the beach. The overall concept of this collection would be able to promote Bloomingville to be seen as environmentally friendly and at the same time help achieve Parley's organization goal, which is to raise awareness for plastic waste found in oceans.



A high-angle aerial photograph showing a deep, winding valley. The valley floor is a light blue-green color, likely a lake or a slow-moving river. The sides of the valley are steep, rocky mountains covered in dense green forests. The lighting creates strong shadows and highlights on the mountain surfaces, emphasizing their rugged texture.

Bloomingville's target group is around middle age working class who have or are starting a family of their own. The main focus is on nordic inspired style and living, therefore a lot of the products that the consumers are looking for are minimalistic yet aesthetic. Another factor that the target group find important is that the products are of good quality yet affordable.

Like most home interior design shoppers, the target group seeks for products that generally evoke a feeling of coziness and comfort. Bloomingville offers different collections depending on the season, this further allows the target group to have different home decorations depending on the season or holiday occasions.

For this collaboration project between Bloomingville and Parley, the target group is expanded towards those who are environmentally conscious about the amount of pollution humans produce, especially towards the ocean and harming sealife. This collaboration allows users to take action against plastic waste pollution found in oceans.

### ***Customer Jobs***

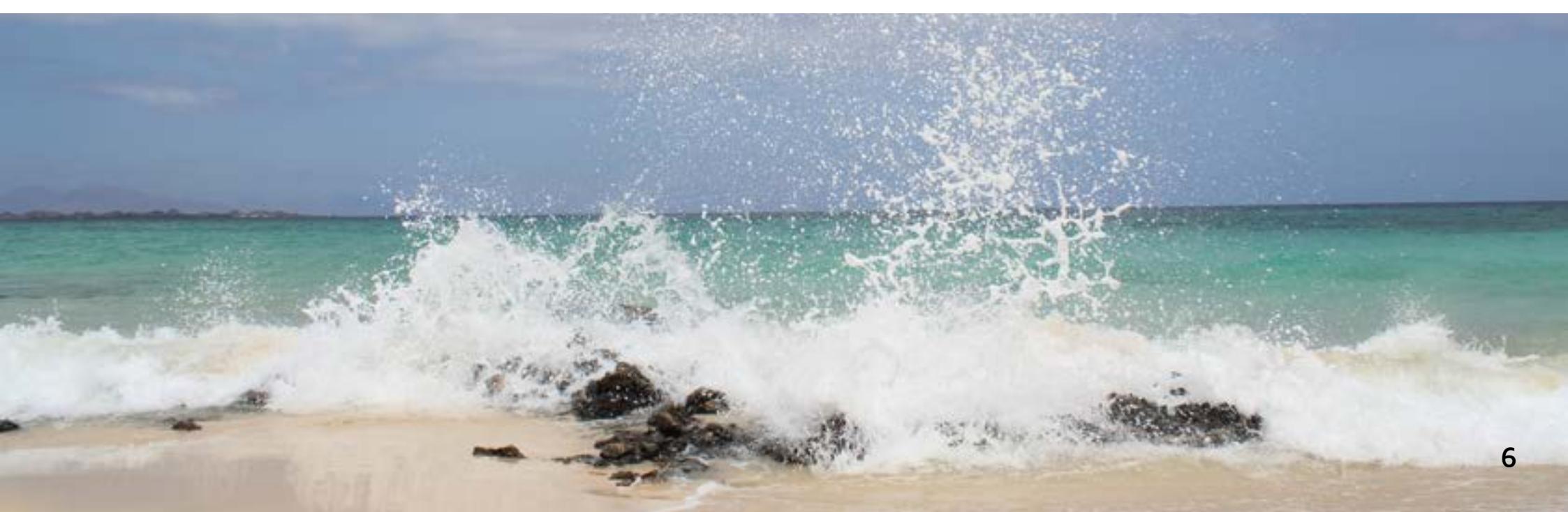
- Minimalistic home decorations
- Inspired by nordic designs/ life style
- Fashionable interior designs

### ***Pains***

- Inexperience
- Too many choices
- Unsure of usefulness of products
- Time consuming

### ***Gains***

- Purposeful/ functional products
- Good/high quality
- Provide satisfaction
- Affordable

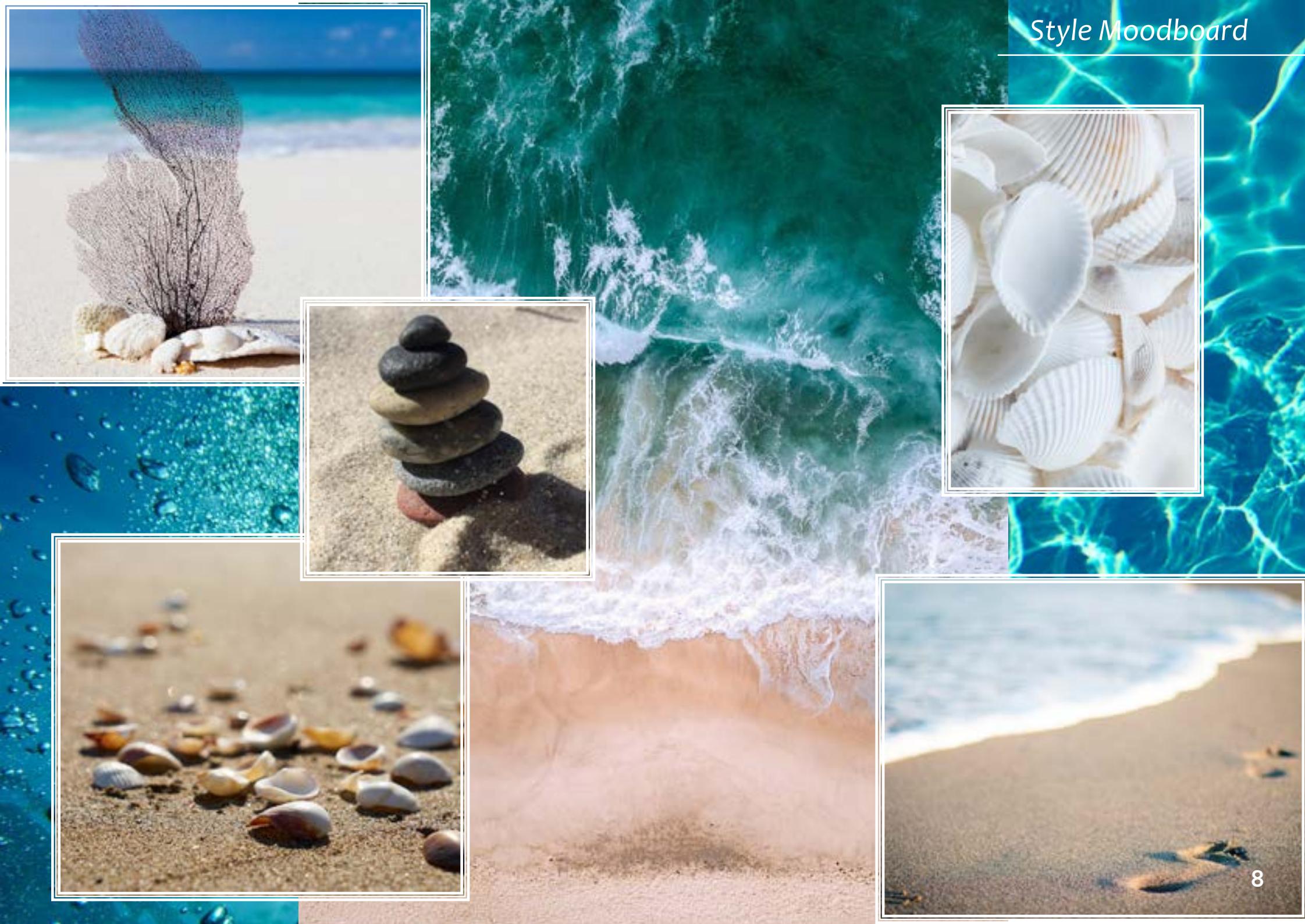




Help save oceanlife while having a fun day at the beach.

Bloomingville ensures to keep offering good quality, nordic-inspired home interior design items. While Parley focuses on continue to raise awareness to save oceanlife.

Waves, the new collaborative project between Bloomingville and Parley offers minimalistic style products inspired by the ocean. Not only will the products be purposeful for use at the beach, but the products would also help raise awareness and decrease plastic waste found in oceans.



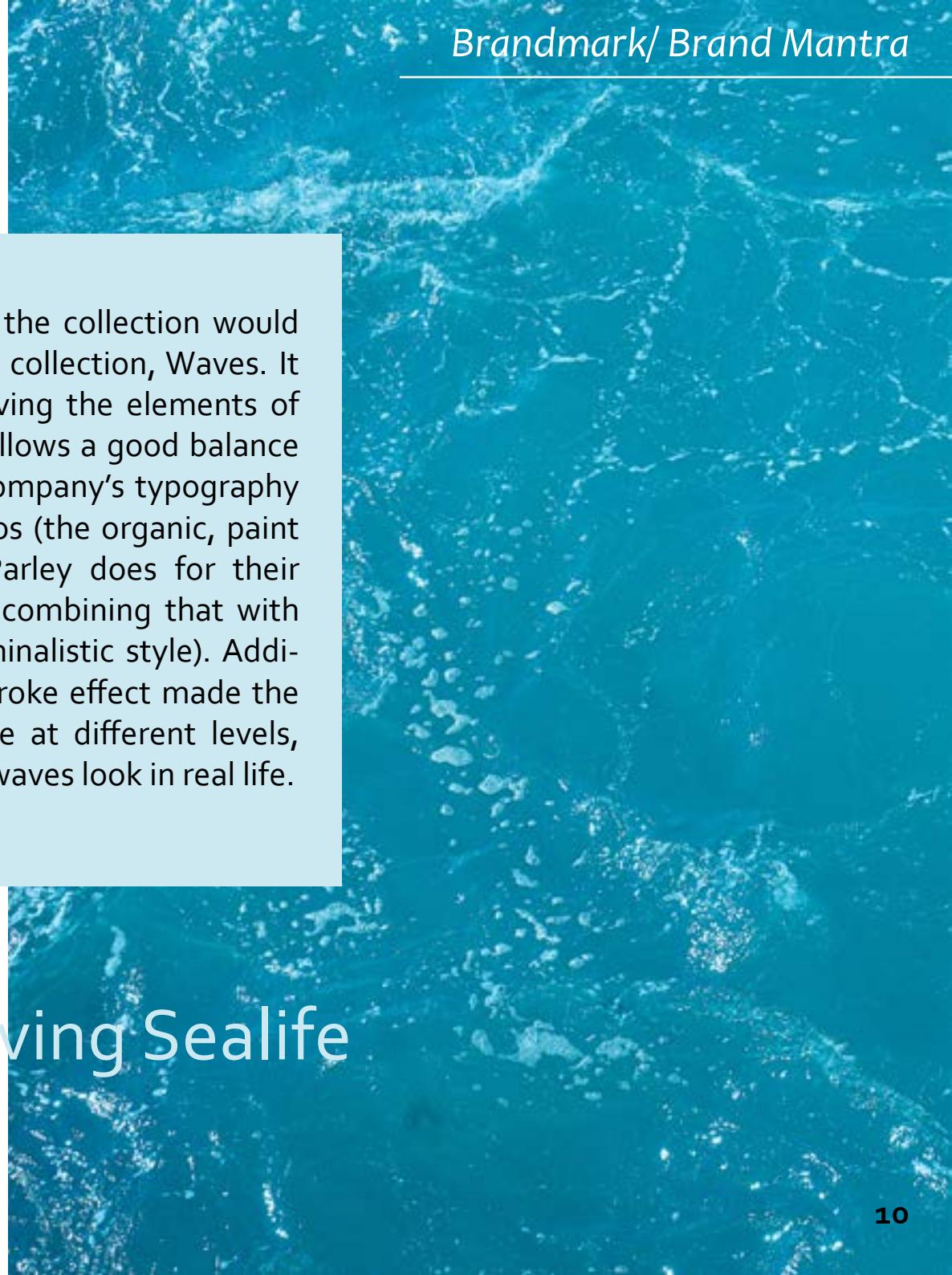
## Product Moodboard



# Waves

The brandmark for the collection would be the name of the collection, Waves. It is clean yet still having the elements of paint strokes, this allows a good balance between the two company's typography choice for their logos (the organic, paint stroke style that Parley does for their brand identity and combining that with Bloomingville's miminalistic style). Additionally, the paintstroke effect made the letters appear to be at different levels, which reflects how waves look in real life.

Aesthetically Saving Sealife





The logo for this collection showcases both Bloomingville's and Parley's logo to illustrate that this is a collaboration project. This allows potential consumers to become aware of both brands.

Additionally, to illustrate the name of the collection, the symbol drawn in the center is a minimalistic design of ocean waves. It is kept simple as that is one of the main features of brand identity for Bloomingville. The style of the symbol gives off an organic look which matches with Parley's logo. This is made to mimic a hand-drawn line made with color pencil.



Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll  
Mm Nn Oo  
Pp Qq Rr  
Ss Tt Uu Vv  
Ww Xx Yy Zz

The main font that is used to capture the collection name is Gloss and Bloom. This script font was created by Sean Delloro to appear rough yet effortless. This captures the essence of what waves are, which perfectly matches the name of the collection. Additionally, this font looks hand-written which gives off an organic feel to it.

Aa Bb Cc Dd

Ee Ff Gg Hh

Ii Jj Kk Ll

Mm Nn Oo

Pp Qq Rr Ss

Tt Uu Vv Ww

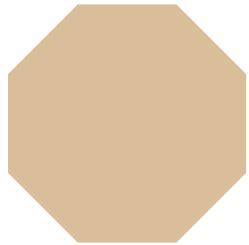
Xx Yy Zz

For basic information delivery, the font would be a sans font type as that's what both Bloomingville and Parley uses. The one chosen for this collection is Corbel, which was designed by Jeremy Tankard in 2004 originally for Microsoft. It aims to portray an unclutter and clean appearance, which highlights the brand identity of both brands. Additionally, it highlights the idea of the collection for being cleaning up oceans.

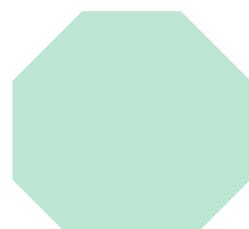




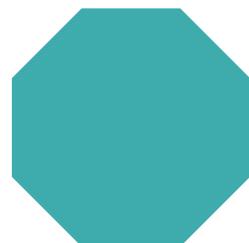
*Janna\**  
Pantone: P 7-9 C



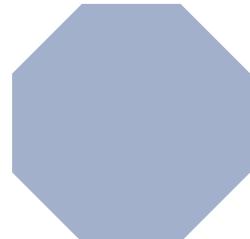
*Marzipan*  
Pantone: 14-1113 TCX



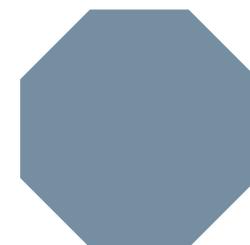
*Honeydew*  
Pantone: 12-5808 TPG



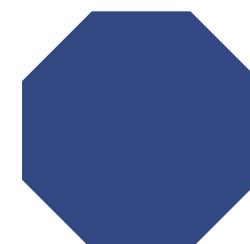
*Keppel\**  
Pantone: P 121-13 C



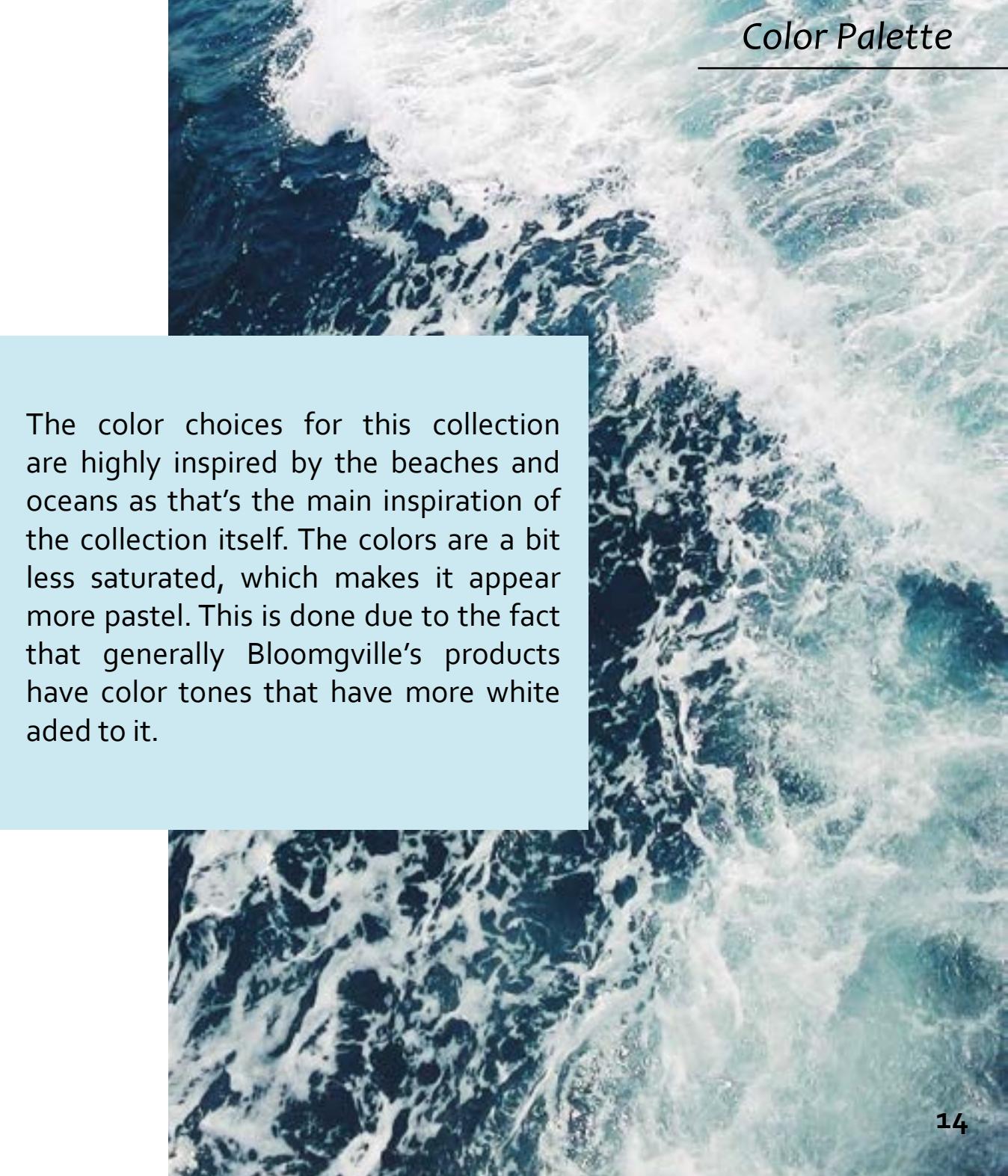
*Rock Blue\**  
Pantone: 536 CP



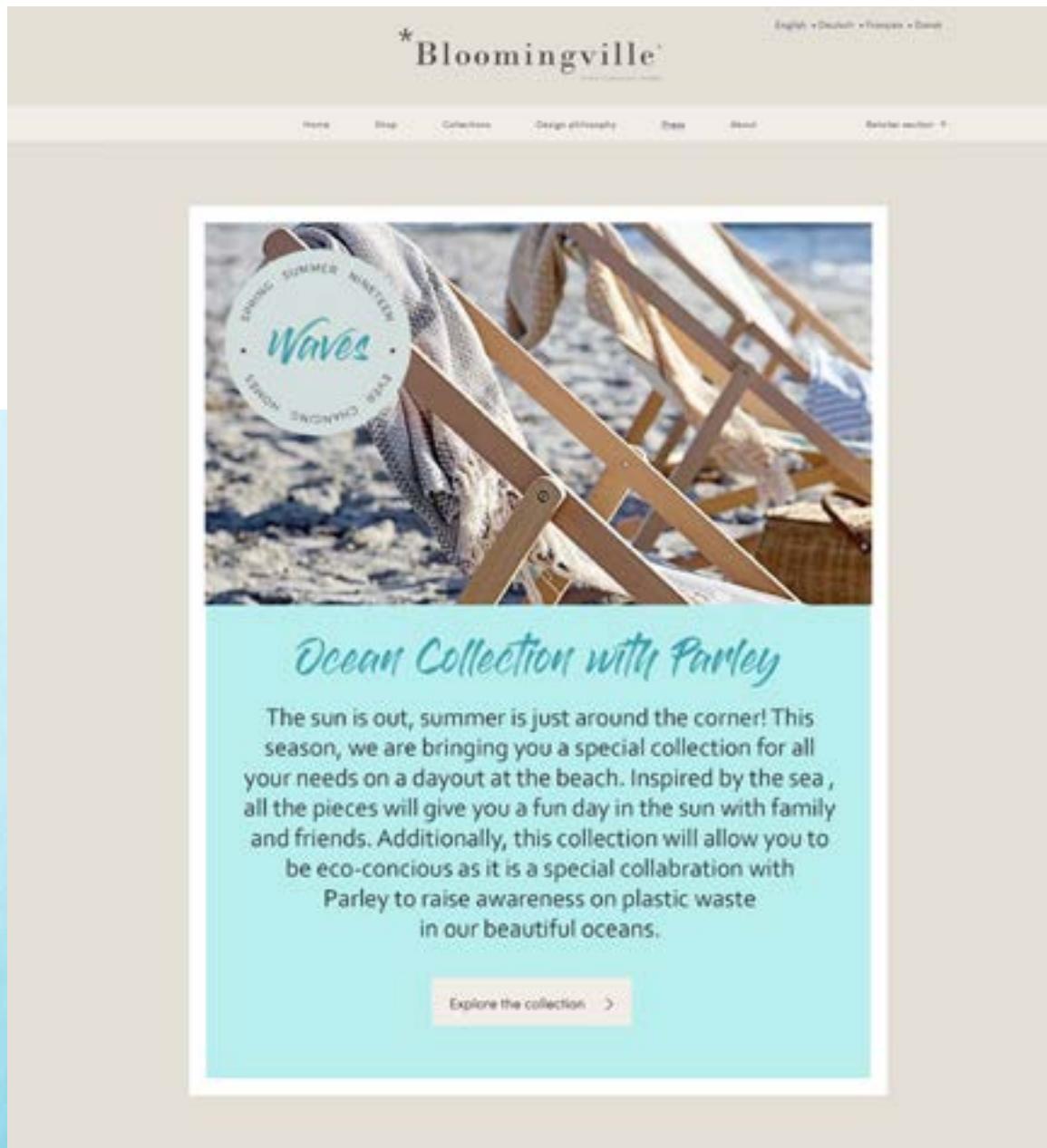
*Faded Denim*  
Pantone: 17-4021 TCX



*Midnight Sapphire*  
Pantone: 19-3941 TSX

A large, high-resolution photograph of ocean waves crashing, showing various shades of blue, green, and white foam. A light blue rectangular box is overlaid on the upper left portion of the image, containing text.

The color choices for this collection are highly inspired by the beaches and oceans as that's the main inspiration of the collection itself. The colors are a bit less saturated, which makes it appear more pastel. This is done due to the fact that generally Bloomgville's products have color tones that have more white added to it.



The wireframe shows a screenshot of the Bloomingville website. At the top, the Bloomingville logo is visible, along with language options (English, Deutsch, Français, Dansk) and a search bar. The main navigation menu includes Home, Shop, Collections, Design philosophy, Press, About, and Selected sections. A large image of a beach chair with a circular tag labeled 'Waves' is the central visual. Below the image, the text 'Ocean Collection with Parley' is displayed in a green, flowing font. A detailed description follows: 'The sun is out, summer is just around the corner! This season, we are bringing you a special collection for all your needs on a dayout at the beach. Inspired by the sea, all the pieces will give you a fun day in the sun with family and friends. Additionally, this collection will allow you to be eco-conscious as it is a special collaboration with Parley to raise awareness on plastic waste in our beautiful oceans.' A 'Explore the collection' button is located at the bottom of this section.

One way Bloomingville will advertise the launch of this new collection would be through their website. There is already a 'press' section on Bloomingville's website that is aimed for anything news related, specifically for announcements of new collections.

This section provides a quick description of what the collection is about, along with letting potential customers know that it is a collaboration project with the company Parley. Addition to this, there is a button for the users to access and view the pieces in the collection individually. This is a standard way of how Bloomingville showcases their collection pieces and provide information on their retailers' stores where consumers can buy the products from.

## PRESS RELEASE

### Waves



The sun is out, summer is just around the corner! This season, we are bringing you a special collection for all your needs on a dayout at the beach. Inspired by the sea, all the pieces will give you a fun day in the sun with family and friends. Additionally, this collection will allow you to be eco-conscious as it is a special collaboration with Parley. Parley is an organization focused on doing collaborative projects to help raise awareness on plastic waste in our beautiful oceans. They have developed a method of turning plastic waste into filaments and fiber that is wearable and safe. All the textile based products found in this collection is based on the invention provided by Parley.



Bloomingville is an international home interior company founded in 2010. Designed exclusively in Denmark, Bloomingville's unique products offer high design at accessible price points, delivering happy changes to everyday designers worldwide. For this collection, Bloomingville partnered with Parley to work on a project to raise awareness for ocean plastic waste.



Another way Bloomingville will advertise this new project is through their press releases that they regularly do when new collections are created. This is a way which has been working well for Bloomingville to inform loyal customers about the annual activities and products produced.

However, to further promote this collection it would be helpful to place signs in Bloomingville's showrooms with QR codes that links directly to the press release. This would help reach new potential customers, and at the same time give data for Bloomingville to track how successful this project is in raising awareness for plastic waste in oceans.



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### ***Images:***

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