

FEMME-HOOD

DESIGN IDEAS – TEAM 8

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THREE DESIGN IDEAS



**Jewelry
collection**



**Clothing
line**



**Self-care
products**

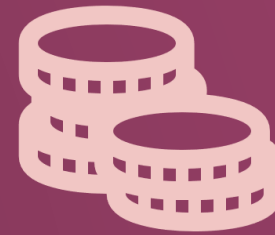
JEWELRY COLLECTION

A line of jewelry that has symbols of feminine empowerment and it is interactive, like color changing, when another woman, who has the same object, is near and available to do some activities together.

It is connected to a digital planner app that is made up of a community of women, who can do activities together, like discovering new hobbies, expand their relationships, create a group of women that support each other.

These jewels change color for different activities, that can be planned through the app.

The launch would be on International Women's day, but the objects can become part of the routine of women, allowing them to change their habits.



JEWELRY COLLECTION



Necklaces with color-changing crystals



Color-changing rings



Bracelet with color-changing Evil Eye



CLOTHING LINE



A clothing line made up of colors and symbols that are significant and vivid, to say something about their personality, their goals.

This collection takes the traditional colors or symbols and creates pieces that are modern and meaningful.

The collection should be launched on International Women's day and would be made up of natural fibers.

Also the process of design and production of this collection should be all made by women and people who buy it should be aware of all these characteristics.

CLOTHING LINE



From the traditional red dress, to a revised version of the Evil Eye on t-shirts.



SELF-CARE PRODUCTS

A line of self-care products made up of candles, bath salts, bath bombs, body creams, essential oils, incenses.

All the scents of the products are related to the meaning of the flower, like gladiolus meaning strenght.

The candles and the logo are inspired by Tombili, a cat symbol of chill and relax.

The products will be vegan and the packaging recycled.

This will be launched on International Women's day, with different sets made up of products with the same scents and colours.



SELF-CARE PRODUCTS



Tombili, the chill cat.



Gladiolus,
meaning
strenght.

Self-care products



Which are your two favourite designs?

Do you have any questions?