

Nude8



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# About

The Nude8 brand was created as a solution to frustrating personal experiences when trying to shop for the perfect shade of foundation.. With each of us as founders of this company being non-Caucasian, it made us realize that the portrayal of our races was narrowed to very generalized skin tones which- although may range- still may not always match. While trying to solve our own problem, we took other's circumstances like vitiligo and albinism into consideration and together we constructed a concept with the potential to satisfy a plethora of cosmetic-related desires. We are excited to introduce a technologically innovative retail concept that uses a mixing bar to fulfil multiple needs; as body positivity ambassadors, we can't wait to inspire others to be empowered and embrace their beauty.



# Brand Statement

At Nude8, we believe makeup is a tool for beauty as well as empowerment. Our makeup doesn't just provide women expressive privilege, it empowers women to embrace their beauty no matter their skin tone, skin type, or skin condition. Here at Nude8, we are dedicated to matching our customers with their perfect shade of makeup so they can create looks they absolutely adore and own their beauty!



# Core Values

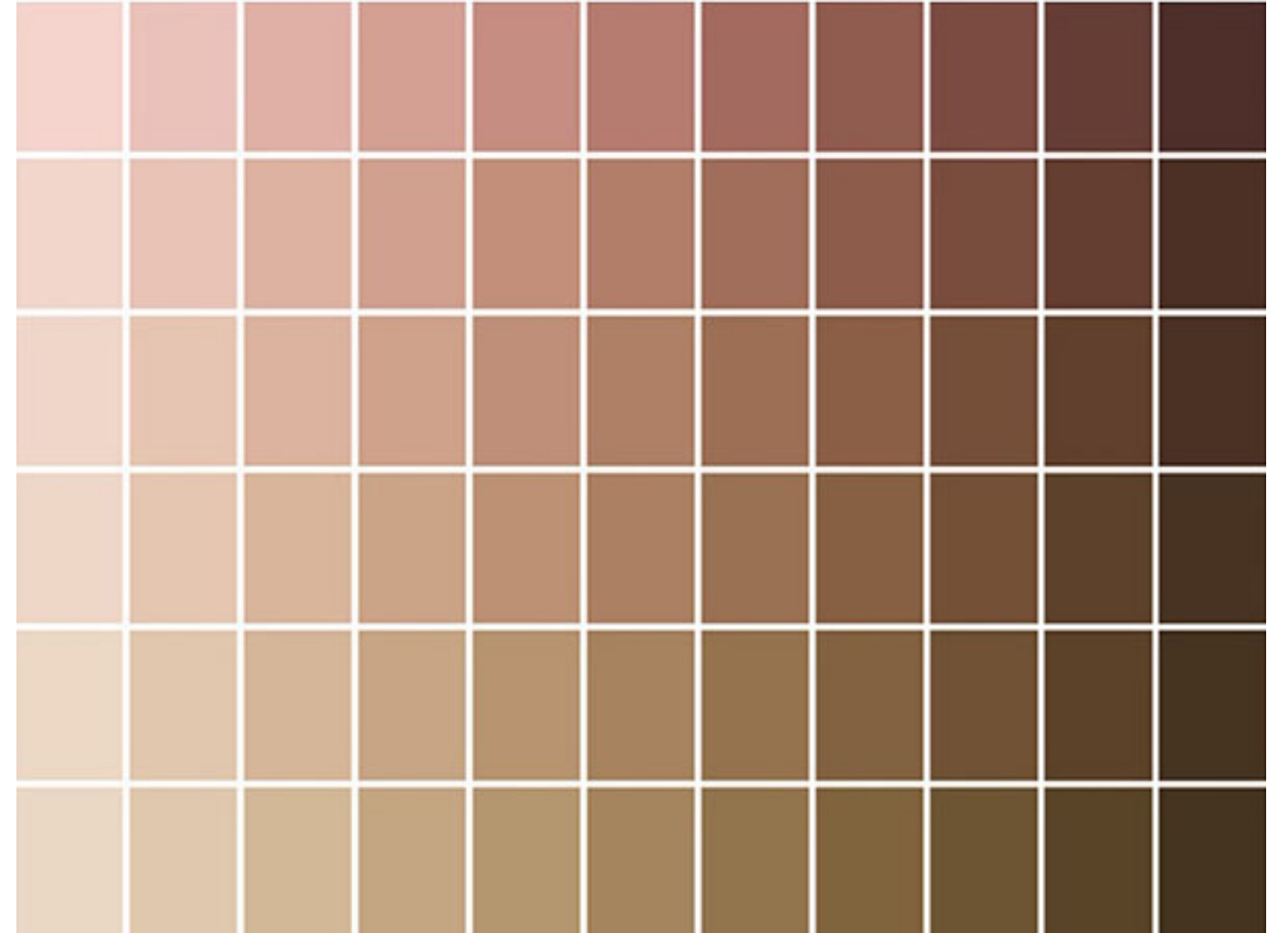
**Inclusivity:** Our focus is to offer nude shades for all skin colors. Not only a variety for races but also varying skin conditions.

**Commitment:** We want to offer a specialized service that makes everyone feel comfortable in their skin while simplifying their everyday routine and making the most out of our resources.

**Open-Mindedness:** Being able to incorporate technology with ecology, popping trends, and ethics in an effort to uphold a sustainably efficient business plan that benefits the consumer as well as the environment.

**Passion:** To create a shade for everyone making their life easier and more efficient.

**Innovation:** Technology is a big part of the Nude8 experience; without it we would be unable to feature the specialized services we offer in-store.



# Our Ethical Vision

Our brand is entitled to create all natural makeup with the purpose of eliminating the need for animal testing and to give safer, healthier offerings to the customer. We pride ourselves for offering glass bottles as well as plastics from 100% recyclable sources that will be able to have an afterlife with the in-store refill stations.



# Competition



*Too Faced*  
COSMETICS



**B**  
FENTY BEAUTY  
BY RIHANNA



HUDA BEAUTY



bareMinerals®



**BITE**



**G**  
Glossier.

# SWOT

## STRENGTHS

- Foundation Mixing Bar
- Trying to end Blood Diamonds use
- Niche Market
- Products Pair well
- Technologically savvy
- Cohesive Labeling
- All Natural Brand- no chemically engineered products

## WEAKNESSES

- Expensive Business Plan
- Time consuming
- Possible long Lines
- Limited Location/Initially there will be a Limited Supply
- Limited Online Stock

## OPPORTUNITIES

- Collaborations w/ other brands
- The ability to advocate for those with vitiligo and albinism
- Broader Target Market
- Broader Mindset on Color Inclusion
- Encouragement for customers to go organic

## THREATS

- There are other makeup brands that have already jumped onto the color inclusion bandwagon
- Customers may be likely to settle for cheaper products

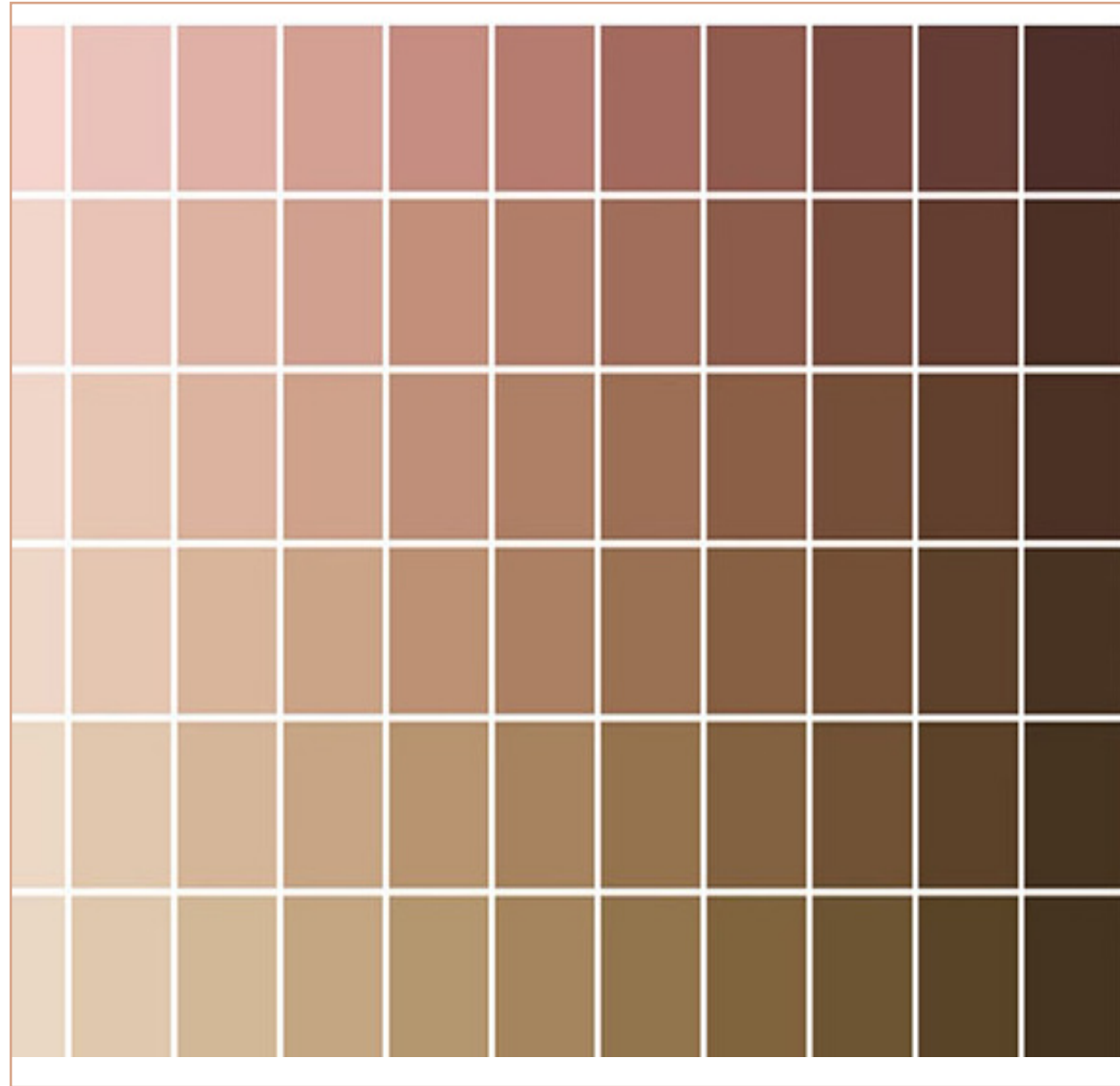
# Product

FOUNDATION : F1 - F100

CONCEALER : C1 - C100

LIPSTICK : L1 - L100

LIPGLOSS : LG1 - LG100



# Packaging Components

PRODUCT BOTTLE :

- 8 shaped
- 50 ML
- made of glass

PRODUCT TOP :

- diamond shape

INFORMATION CARD :

- what are blood diamonds ?
- how you can help
- 10% of sales are donated to stop blood diamonds



8 = New Beginnings  
Emerge into a new you

Do you know where your diamonds  
come from ? #8diamonds

*for more info on Blood Diamonds go to [nude8.com](http://nude8.com)*

10% of our proceeds are donated to help victims of blood diamonds



# Price

## FOUNDATION

Org. - \$55.00 USD  
Refill. - \$30.00 USD

## CONCEALER

- \$22.00 USD

## LIP GLOSS

- \$18.00 USD

## LIPSTICK

- \$15.00 USD

The main focus of our brand is inclusivity and customization of foundation, therefore we have established a set price that is reflective of that. Compared to our competitors, our price is slightly higher due to the fact that we have professional mixologists in-store who will customize the foundation to match customers' skin tones. Additionally, while most competitor foundations are only 30ml, our foundation bottle holds the capacity of 50ml meaning it will last longer which justifies the price point. Lastly, all of our product bottles at Nude8 are made out 100% recyclable glass. The rest of our products are priced parallel to those of our competitors to remain relevant in the market.

# People



## DEMOGRAPHIC

- Millennials ages 16-36

## GEOGRAPHIC

- Suburban/Urban Areas

## Religion/Race/Gender/ Marital Status:

- Inclusive

## EDUCATION

- High School → College Education

# Place

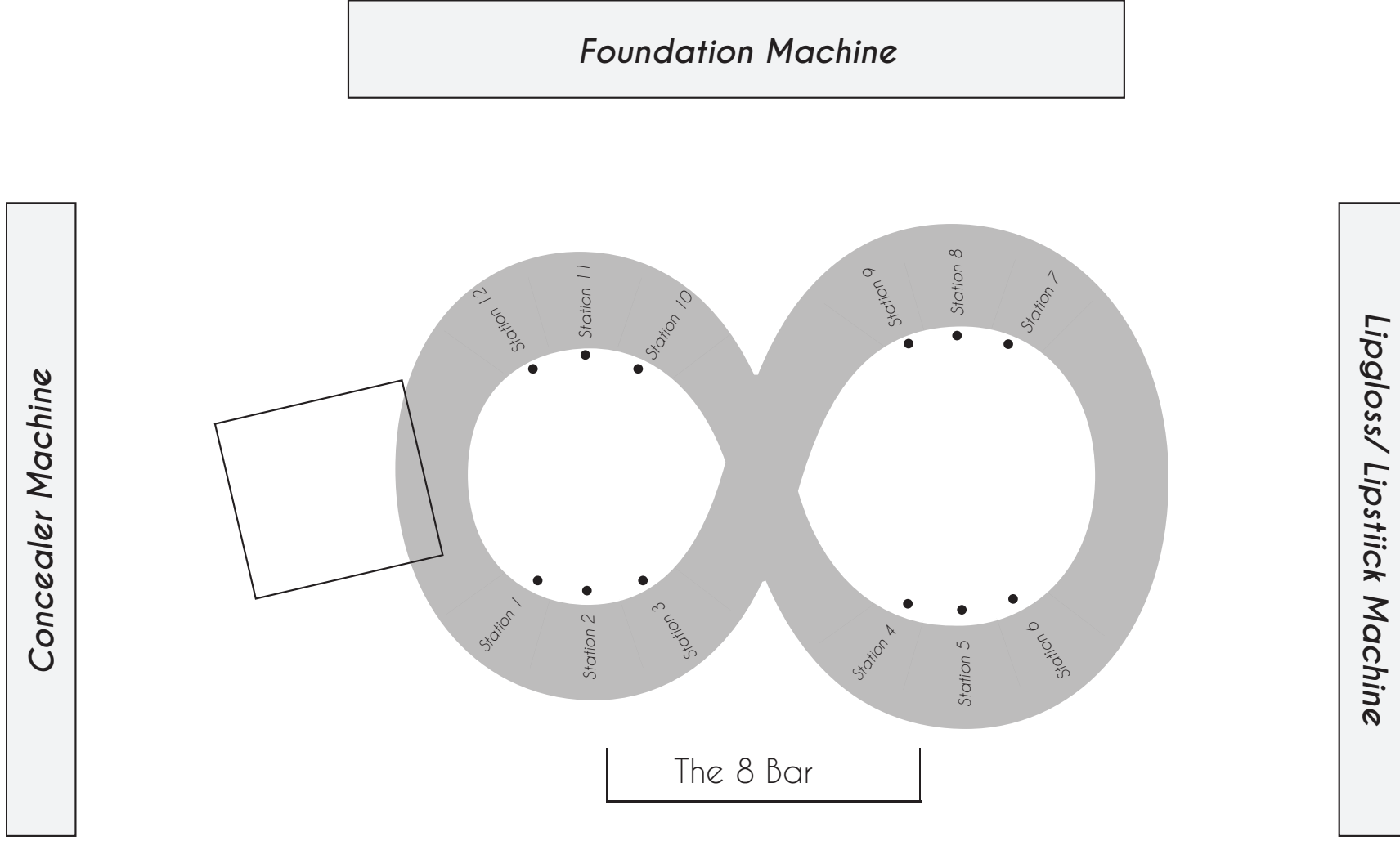


Manhattan, New York



Los Angeles, California

# Floor Plan

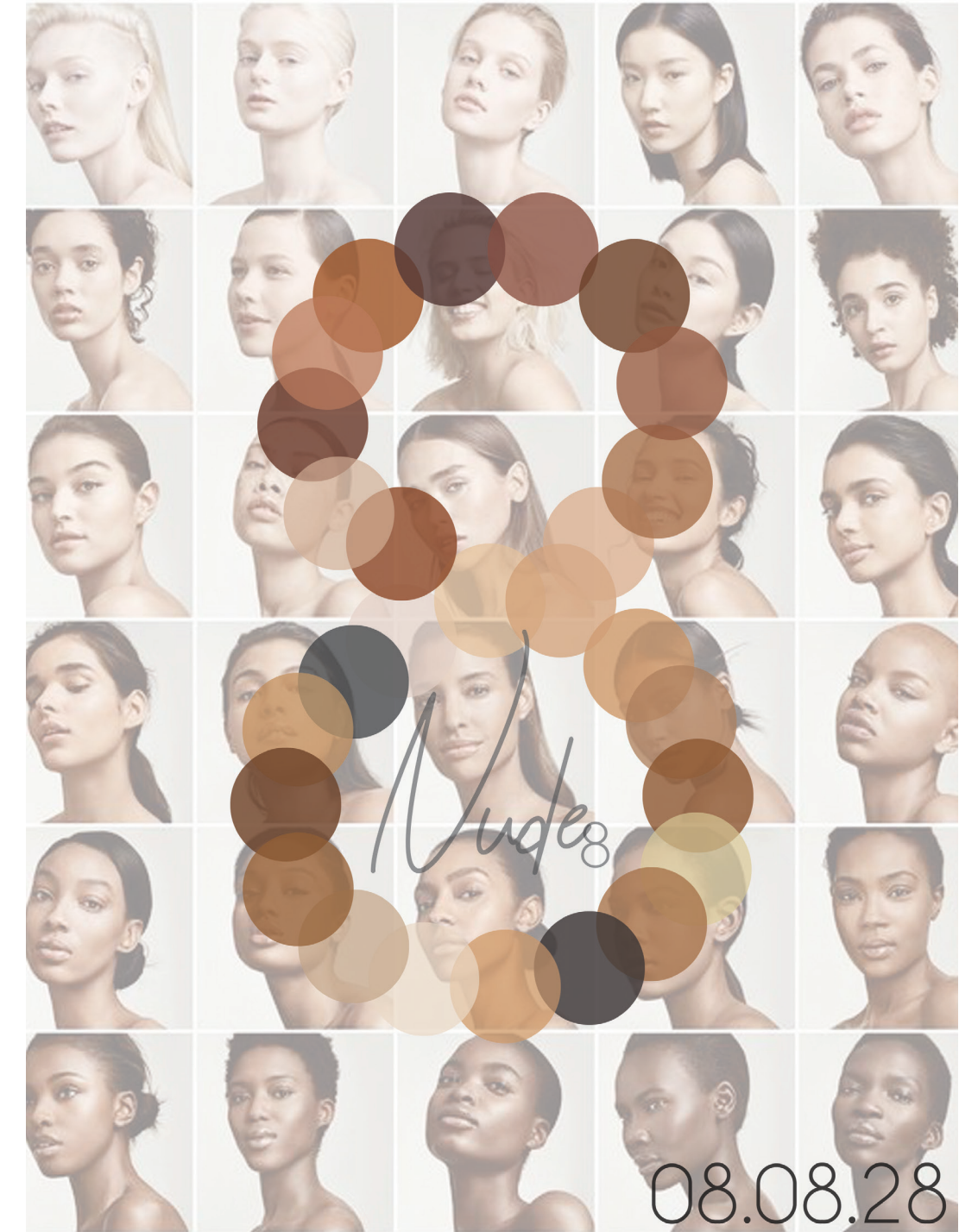
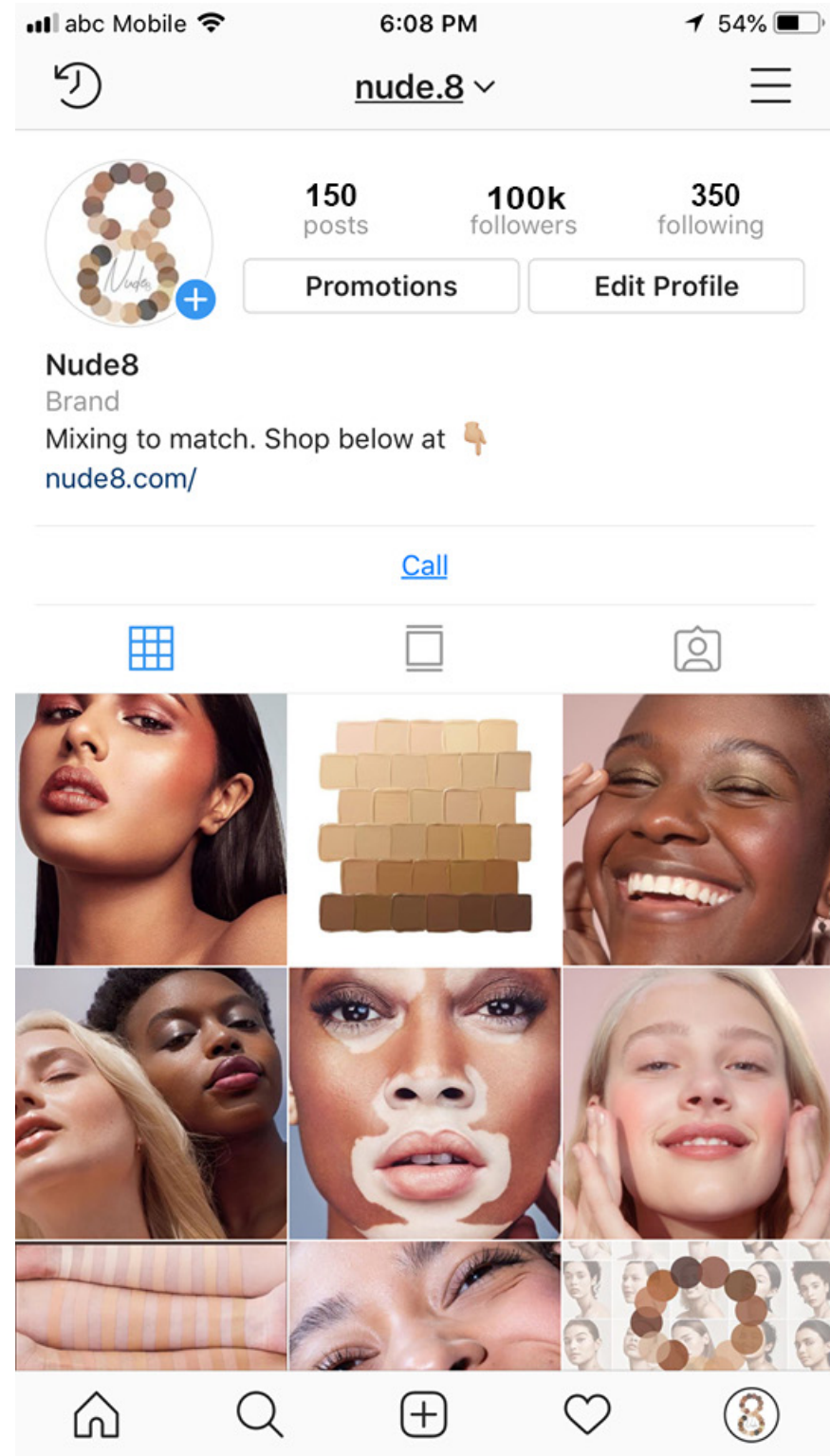


◇ : The Serving Screen  
 ● : Brand Rep  
 Stations 1-6 : Refill Station  
 Stations 7-12: Mixing Bar



# Promotion:

Nude8 focuses on the natural side of women, not only in their makeup but in their personalities. That is why our promotional activities reflect women and men in their most natural attitudes whether serious or exuberant. The idea is to generate the two main feelings a woman feels: playfulness and sexiness.. Instagram will have content showing product in creative ways via swatches and on various skin tones. Furthermore, we will include pictures of our diverse models and feature our celebrity spokesperson, Winnie Harlow. The promotional poster seen on the right symbolizes the penetration of the brand into the beauty industry with the official logo and launch date.



# The Innovation of Beauty



Taylor Key, Gaby Marquez, Tanya Villafuerte, Miczhane Clay,  
Contemporary Issues in Fashion Merchandising



# ABSTRACT

What does makeup mean to those who wear it? Many people only think of makeup as a tool for attracting the opposite sex. Although this may be true in some cases- more times than not- makeup is used as an empowerment tool. It is an art form that allows a person to express their creativity on their own body and it gives one free reign to be as bold or as bright as they want to be. However, there is one common problem that is often encountered .when it comes to the makeup purchasing process: skin tone color-matching.



## The Innovation of Beauty : Nude8

In the recent years, brands have begun making the effort to incorporate more shades of makeup into their lines as they realize that not all skin tones fit in the society created ideal of “nude”. The official definition of nude is “a color of clothing or make-up resembling that of the wearer’s skin”. However it is especially difficult for those with darker skin or those with very fair skin to find the perfect shade of makeup. Ultimately, this leads to exclusion due to unavailability, not only for people with varying skin tones, but also for those with varying skin types and conditions. By creating a bonding experience between the customers and the crew members in the mixing labs and the refill stations that are to be implemented, cosmetic company, Nude8 has been created in an effort to resolve this issue and make the makeup purchasing process easier and more convenient.



“At Nude8, we believe makeup is a tool for beauty as well as empowerment. Our makeup doesn’t just give our consumers expressive privilege, it empowers them to embrace their beauty no matter their skin tone, skin type, or skin condition. Here at Nude8, we are dedicated to matching our customers with their perfect shade of makeup so they can create looks they absolutely adore and own their beauty!”

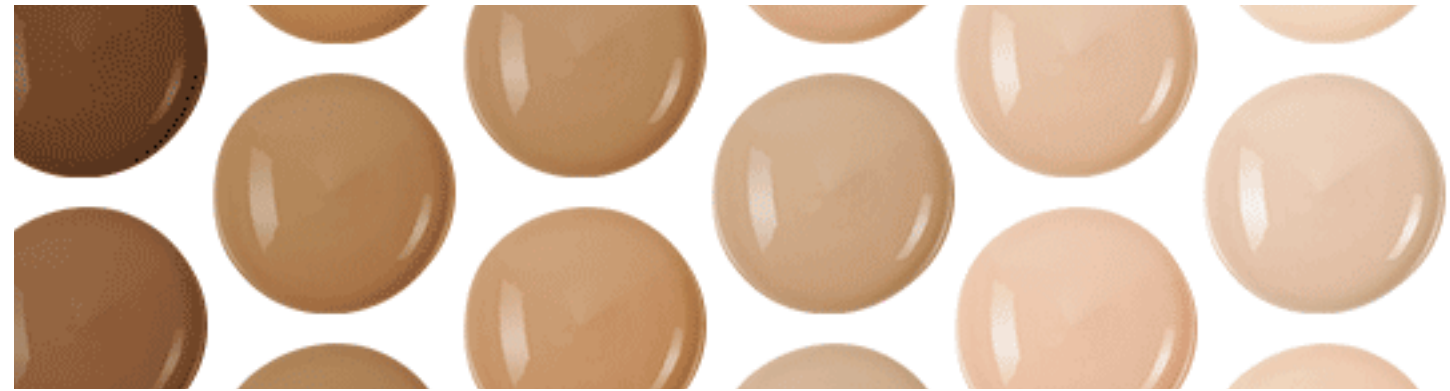
Having gained some attention in the past years as a result of the empowering body positivity movements that have been going on, the barrier of negative body image is being broken by Nude8 as we mindfully work to make all consumers feel beautiful regardless of their circumstance. However, as much as we strive to be ethically attentive outwardly, we also strive to maintain good ethics in our internal processes as well. Our brand is entitled to create all natural makeup with the purpose of eliminating the need for animal testing and to give safer, healthier offerings to the customer. We pride ourselves for offering glass bottles as well as plastics from 100% recyclable sources that will be able to have an afterlife with the in-store refill stations. This leads us into our core values of Inclusivity, Commitment, Open-Mindedness Passion and Innovation.



As a company that is looking to embark on the concept of inclusivity for all, it is necessary that we integrate technology; making it a part of the Nude8 experience. Without it we would be unable to offer our unique in-store service. We are looking to offer nude shades for all skin colors; not only focusing on varying races but also differing conditions. To do this, we are looking to take advantage of mixing stations which would allow our mixologists to curate a specific shade for each customer if necessary. This allows us to sustain our commitment and passion for making everyone feel comfortable with their skin all while simplifying their everyday routine and making the most of our resources. Ultimately it is our objective to incorporate technology with ecology, popping trends, and ethics in an effort to uphold a sustainably efficient business plan that benefits the consumer as well as the environment.

Notwithstanding the anticipated strength of this business plan, there will always be weaknesses, opportunities, and threats that make the company what it is and that will be exhibited via a SWOT analysis which can be viewed below.

<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>● Foundation Mixing Bar</li> <li>● Trying to end the use of blood diamonds</li> <li>● Niche Market</li> <li>● Products Pair well</li> <li>● Technologically savvy</li> <li>● Cohesive Labeling</li> <li>● All Natural Brand- no chemically engineered products</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>● Expensive Business Plan</li> <li>● Time consuming</li> <li>● Long Lines</li> <li>● Limited Location/Limited Supply at first</li> <li>● Limited Online Stock</li> <li>● Giving away Profit</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>● Collaborations w/ other brands -The ability to advocate for those with vitiligo and albinism</li> <li>● Broader Target Market</li> <li>● Broader Mindset on Color Inclusion</li> <li>● Encouragement for customers to go organic</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>● Other makeup brands that have already jumped onto the color inclusion bandwagon</li> <li>● Customers may be likely to settle for cheaper products</li> </ul>



One of the major strengths that will advance us ahead of the competition will be the labeling that we will use to designate each product. Many times in cosmetic retail spaces, the labeling can be confusing: you may have two similarly colored products with completely different names and numeration. Nude8 will eliminate this issue by having all of the standard product matches labeled with the same name; furthermore, customers will know the labeling consists of the first letter of the product plus the number they are looking for: [C]oncealer, [F]oundation, [L]ipstick and [L]ip [C]loss. For instance, if a customer is looking for a foundation, they will look for “F32” or whichever number fits their skin tone best. To find a matching concealer, it is as simple as finding “C32” which simplifies the shopping process. In addition, another strength that Nude8 possesses is that we will feature ethically sourced diamonds in the interior of the store. As an ethical company, it is imperative that we bring attention not just to body image, but to another issue pertaining to how we are decorating our store: blood diamonds.

Although we desire to have a store that encompasses all of the glamour that someone feels when they get their makeup done, we still must ensure that our design abides by our core values as well. We will feature a trim of ethically sourced diamonds around a figure eight mirror that will reside on the wall, but we will also bring attention to the cause by having a plaque in the center of the eight informing customers that 10% of their purchased dollar amount will be donated to end the use of blood diamonds. Moreover, we will be utilizing a faux diamond figure as the bottle cap for any products bought. Included in the packaging will be a small note card that will inform consumers of what blood diamonds are as well as how they can donate to the cause on the website. Unfortunately, this process will be expensive as it will require us to purchase genuine diamonds and because we are giving away profit which are both communicated as weaknesses of our plan. However, we believe that if it will assist in attention being brought to the cause that often times seems forgotten or overlooked, then it holds much value.



Focusing on the topic of color inclusion, we at Nude8 feel that the position that we are taking in the body image movement provides us the opportunity to do more. With this platform, we have chosen to advocate for those with vitiligo, a condition in which the pigment is lost from areas of the skin, causing whitish patches, often with no clear cause. We feel that as ambassadors of body positivity, it is our responsibility to take the next step and support and represent those that may not look like other people because of their skin. We would like to make it known that they are beautiful as well which is why we have chosen Winnie Harlow as our brand model which will be discussed later on. Although Nude8's sole purpose is to focus on the beauty of everyone being beautiful, it cannot be mistaken that we are the only company to make this move. We do have other threats in the makeup industry that have jumped on the color-inclusion bandwagon, however we are very different from them. Our business plan is built upon the foundation of "mixing to match" which also constitutes a higher priced product. This could be a threat as well considering that a customer might find it cheaper to settle for a product that is not their match with the intent of saving money. Fortunately, not only are we offering an in-store experience, but we are also a brand with a story which may be the determining factor between who remains loyal to our brand and who does not.

As mentioned throughout, the issue we are trying to solve is simultaneously specific and inclusive: "We all have skin, but we all have different tones making it relevant to all ages and cultures over time period. We as humans have been wearing makeup since the 10th century and are likely to continue to wear it in the future. Therefore, we choose now to make a change easier, more approachable solution to a generational demand."

To offer our products worldwide we need measurable outcomes from our limited locations. The success of our first location will showcase the opening of more stores and the expansion of the product line. Since the storefront is what represents our visual brand and the experience we are trying to provide, we will be restricted to only selling in a brick and mortar location. In the age of technology, this may be a downside, however we will attain more spaces in the following years as demand increases. To incur this growth, we will need to find the right people: our team members not only have to be engaged with the industry, but they also must be willing and able to assist customers in solving their problems. As noted in our inclusive core values, we look to assemble a team from all races that portray who we are and the solution we want to provide for everyday activities. This will not only showcase who we are as a community, but a diverse team will allow customers the opportunity to feel more related to the brand by meeting the right staff in the store.

As an emerging brand, it is imperative to have clear roles to maintain a focused staff which constitutes our newly developed positions having purposive responsibilities. Following are the role names with a brief description of their duties.





- Marketing Manager: This position is in charge of the visual merchandising of the stores along with the marketing plan and promotion activities such as events or future product launches.
- Communication and Human Resources Manager: The role of the manager holding this position is to oversee the public relations of the company along with the management of the team members and their activities with the purpose of growth and development.
- Product development Manager. This position has the responsibility of sourcing, trying and producing new products with the purpose of launching them in-store.
- Merchandising and Planning Manager. This role is responsible for the budgeting brand expenses and planning for merchandise availability by locations.



In an effort to portray the brand with only one face to keep it relatable and consistent, we have chosen Winnie Harlow as the face of Nude8. We believe that by featuring a model with vitiligo, we are ensuring the representation of minorities in the brand concept, not just those who people would consider to have “normal skin”. We want everyone to understand and appreciate that when shopping with Nude8, they belong to something bigger than a makeup brand; they are partnering with a movement that expresses the beauty of all people. With Harlow as a Nude8 spokesperson, we create a more meaningful bond with customers and consumers allowing them to fully perceive our standing point.

As discussed previously, our brand is focusing on solving the problem of exclusion by focusing on inclusion: this is addressed in every small detail regarding our business, but our most powerful representation is in the logo which is a beautiful and simple number eight. Biblically the number eight is a symbol of resurrection or regeneration. One instance is a bible story including the Prophet Jesse and his 8 sons. In this story, God is looking for a new king and the prophet thinks all of his sons would be the “perfect candidate” except one- the one that God took to be king. One of the reasons that the eighth son was chosen was due to the fact that he was overlooked. Like the eighth son, society overlooks issues such as color inclusion in everyday life but this problem is especially remarkable in the beauty industry. Furthermore, the eight also represents a body figure which is symbolic because it refers to the positive body image that we are seeking to encourage.



Pursuing the millennial market, we are looking to target consumers between the ages of 16 and 36. This group may still be in high school, college or have a college degree or may have parents that are willing to supply them with our product. Our target market lives in suburban or urban areas with no specific race, gender, religion or marital status. Narrowing our demographics because of the launch of only two locations, we are mainly focusing on the consumer qualities in areas near New York and Los Angeles. Which point out our main direct competitors being Fenty Beauty and TooFaced. TooFaced offers an array of vegan foundations that range from very fair skin tones to much darker skin tones; while on their website, they have a link that provides the customer assistance in finding their perfect foundation color. Fenty Beauty, on the other hand, has 40 different shades of foundation which is quite encompassing of a varying range of skin tones. However, this is where Nude8 has the upper hand: not only do we have stations within our stores that allow the customer to mix, match, and test foundations, but we also offer other products that would complement the customer's new customized makeup so they walk out with a full makeup look.

We will proudly offer foundation ranging from F1- F100 which will have an original price of \$55 per bottle which are available for refill for only \$33. With your original purchase of foundation, the bottle will have printed the tone that was requested or the percentages of different shades that were used to obtain the mix if a new tone was created. This accommodates the most efficiency when customers return to the store. Our concealers will range from C1- C100 and will be priced at \$22. Lip Gloss ranging from G1- G100 will be available for purchase at \$18 while Lipstick will have one hundred variations from L1 to L100 priced at \$15. These codes were created to simplify the process of acquiring makeup and remembering when the customer needs to re-stock.

Our marketing efforts will begin before our grand opening with a Launch video that will obtain momentum by showing our product release date and interior views of the store. To create a specialized experience, product will not be available first hand for the customer. All merchandise will be displayed in vending machines that have been installed in the wall for the purpose of efficiency and efficacy with transactions but also as a security measure to reduce shrinkage. The vending machines will feature two options when initially asking the customer for input: It will request whether you would like to test shades to find your perfect match or buy your makeup directly. If you choose to buy, you will type in the code for the shade and product you are looking for and it will ask you for your payment method. After completing the transaction you will receive the product and would be able to leave the location. Likewise, if you choose the testing option you will be asked for three shades that are the closest to your skin color and undertones and these would be directly sent to the mixing bar; you will only receive a ticket with a time slot from the vending machine if testing. If this is your first time purchasing a curated color, you will have a 30-minute appointment to be able to mix and try the foundation until our experts match your shade. If this is a refill, you will be allotted 15 minutes at the bar so that the mixologist can generate the same tone in your pre-existing bottle with the percentages specified on the bottle label. To reiterate, our commitment to being an all-embracing brand can only currently be attained in-stores which differentiates us from other brands that only have existing colors to offer the customer. since we are not that the inclusivity and endeavor of the brand needs to be maintained to in-store luxury.





## Conclusion

The Nude8 brand was birthed as a solution to frustrating personal experiences when trying to shop for the perfect shade of foundation to match our skin. With each of us as founders of this company being non-Caucasian, it made us realize that the portrayal of our races was narrowed to very generalized skin tones which- although may range- still may not always match. While trying to solve our own problem, we took other's circumstances like vitiligo and albinism into consideration and together we constructed a concept with the potential to satisfy a plethora of cosmetic-related desires. We are excited to introduce a technologically innovative retail concept that uses a mixing bar to fulfil multiple needs; as body positivity ambassadors, we can't wait to inspire others to be empowered and embrace their beauty.

