

Nudeskin

Be Bold. Be You.

Shop X Final Project

By: Selena Menez Nielsen

A1 *SHOPX*

Retail Research

Primary Markets

- Fashion
- Intimates
- Womenswear

Research

- Minimalist
- Neutral
- Essential
- Inclusive
- Comfort
- Sustainability

Customer Clientele

- Young adults ranging from 18 to 25
- Middle class to upper class
- Average lifestyle: Busy, balancing school and work. On their free time, they like to go to cafes, workout and spend time with family and friends





A2 *SHOPX*
MOODBOARD



Confidence is one of the greatest gift one can give to oneself



Be Bold. Be you.

A₃ *SHOPX* VISUAL
IDENTITY

Shopping Bag

Business Card

Nudeskin
Be Bold. Be You.

The perfect size doesn't exist...

At Nudeskin, we offer a variety of sustainable lingerie pieces and sleepwear in a variety of different sizes and colors that complements your skin tone. Your body deserves to be in comfort and in good care. Treat it with the upmost softness of our pieces.

We are combatting societal norms of what is viewed as the "ideal figure", because in reality, your ideal figure is whatever you say it is and what YOU want it to be. Be bold. Be you.

All of our intimates are made from 100% organic cotton

Organic cotton is grown in an environment whereby there are no pesticides or fertilizers used.

Dont worry, we got your size covered

Size should never be an issue when shopping for your essentials. Our sizes ranges from xxs to 3xl for all lingerie and sleepwear.

Our pieces come in 8 different colors based on your skin color

Your skin color is beautiful, so why not show more of it? All of our pieces, including sleepwear, will come in 8 different shades to complement your skin tone. Embrace what your momma gave you.

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Landscape

Nudeskin

Be Bold. Be You.



www.nudeskin.com
Phone number: (34) 888-8888
nudeskinofficial@yahoo.com

Front

Back

Profile

Nudeskin

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Front

Back

B4 *SHOPX* DIGITAL
STORE LAYOUT

+

B5 BUDGET INFO



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Be bold. Be you.



Sign up to our newsletter

Email Address



Sign up/Log in



Nudeskin

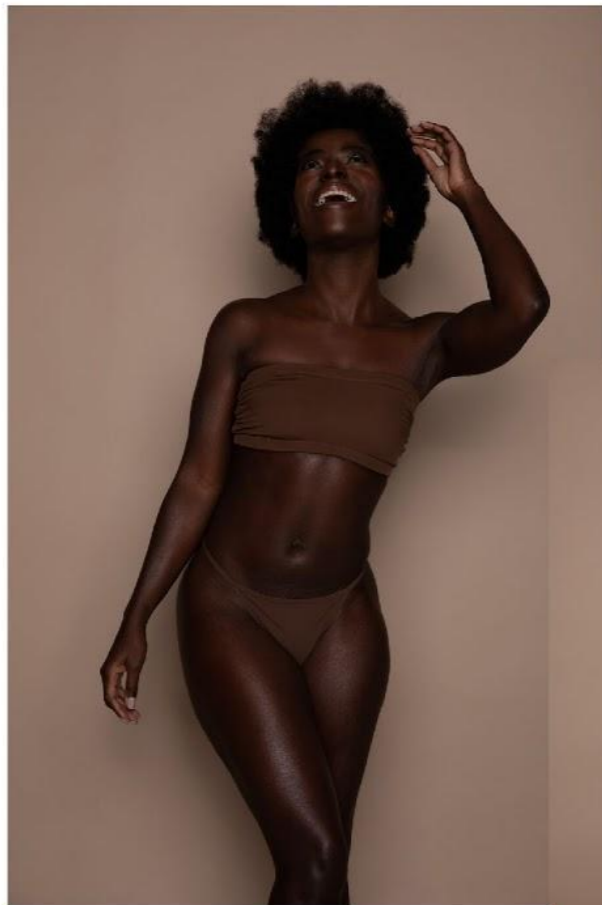
Be Bold. Be You.

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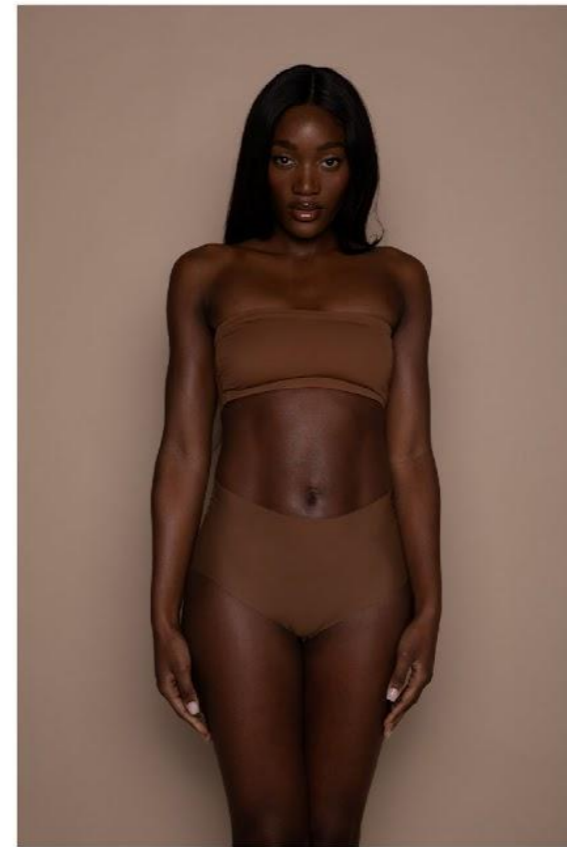
CART (0)

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Our new collections



The Mocha Sets



Eco Friendly

Sign up/Log in



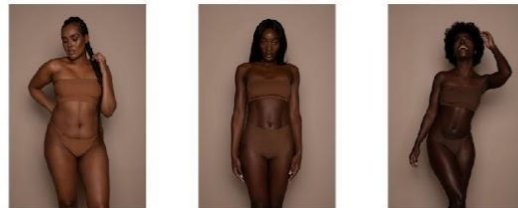
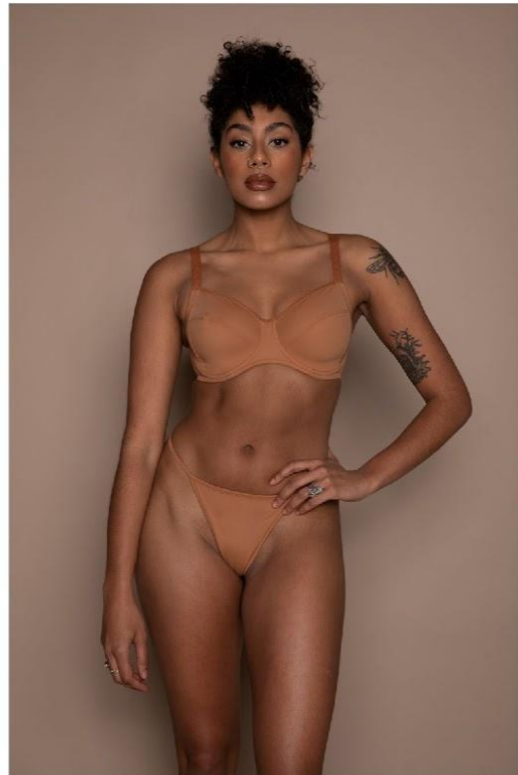
Nudeskin

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Search

CART (0)

NEW COLLECTION BEST SELLERS BRAS PANTIES SLEEPWEAR ABOUT US GIFTS SIZE CHECK SIGN IN CHAT



G-String

\$20.00 CAD

Colour options:

Size:

Quantity:

Add to cart

Description

The G-String is finished with a pretty gold ring at the back & 100% cotton gusset for comfort.

- Gold ring hardware
- 100% cotton gusset

Composition: 62% Polyamide, 38% Elastane

Made in Europe

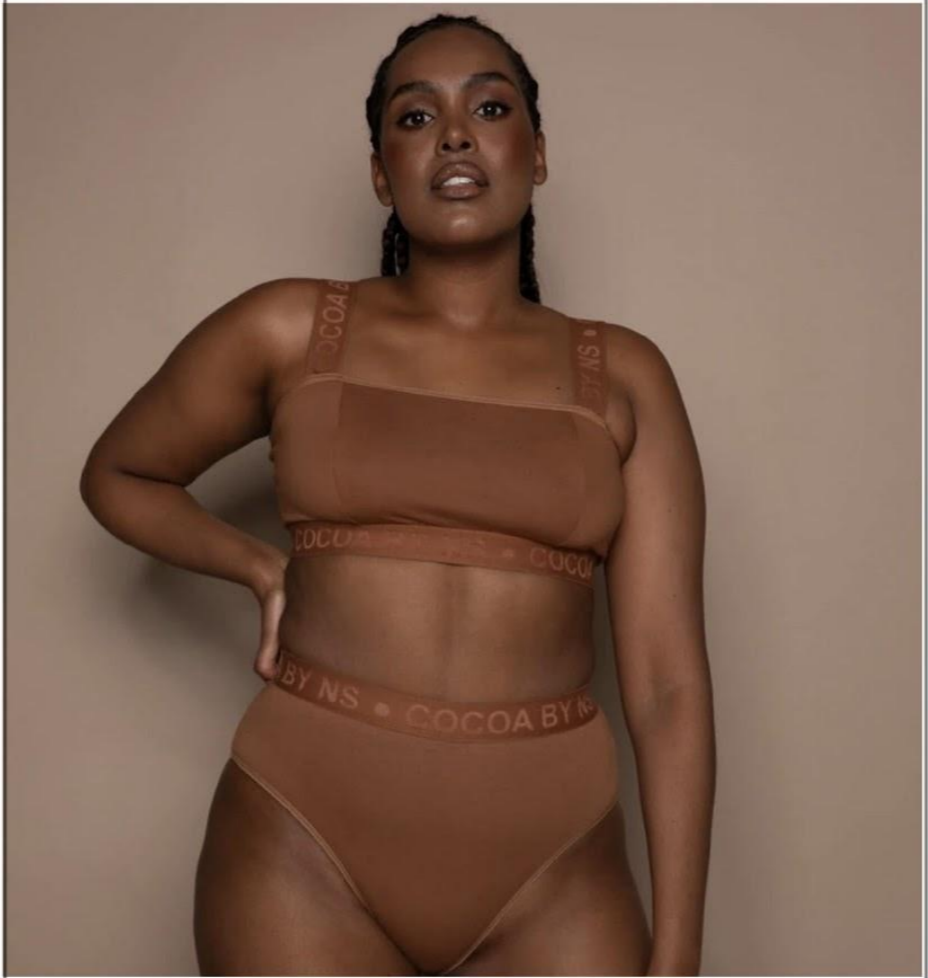
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Dolce Briefs

\$20.00

Colour options: Cafe au Lait

Size: M/L

Quantity: 1

Add to cart

In store



Column Console table

\$9,000



Julep Sofa

\$6,830



Grey Marbled Flooring

N/A

Online



21.5 inch iMac

\$5,596



Canon EOS Camera

\$750



Godox MS300 Monolight

\$109

CONCLUSION

Value Proposition

-The brand aims to provide an array of comfortable and high quality innerwear and sleepwear, whereby consumers can choose from a variety of styles.

-We want to make women feel their best and attain a level of confidence that inspires them to love and accept how they perceive themselves. It is quite common in today's society that women are conditioned by external factors, such as social media, to look a certain way in order to be defined as “beautiful” or “worthy”.

-By investing in this brand, one is showing their support in normalizing the size of women's body's. It is encouraging society to realize that a woman's body is not only subjected to a size small, medium or a large. We are combatting societal norms of what is viewed as the “ideal figure”, because in reality, your ideal figure is whatever you say it is and want it to be.

**Be Bold,
Be You.**



THANK YOU!