

LCF Fashion Business School KAO Live Collaborative Project:

* Artstemp Job Description:

This is an exciting opportunity to join a dynamic 'live' Industry Sponsored Collaborative Project between LCF Fashion Business school and the global Japanese Cosmetics Brand KAO. Taking on the role of '2D-3D Product Designer,' the successful Artstemp will be required to support the LCF student teams in the translation of the team's innovative response to the KAO project brief into workable prototype 2D-3D solutions.

The appointed Artstemp will also be required to support LCF Teams in presenting their solutions/prototypes to the KAO client team.

Working Safely During Corona_Virus [COVID-19]

This project was launched during the COVID19 pandemic and has been set up in accordance with [GOV.UK](https://www.gov.uk) and UAL COVID19 response for safe working

The appointed Artstemp will be required to work remotely liaising regularly with LCF student teams, LCF project mentors and KAO client team via Microsoft teams as required

As a key member of the LCF KAO Collaborative project, you will be required to prototype agreed elements of a '**self-build visual merchandising concept**' ensuring that the team's final 'KAO proposals are workable and will appropriately engage both KAO Salon staff and customers.

Your primary focus will be to work with the LCF student teams in the development of workable 2D to 3D solutions in response to the agreed team direction. You will be required to advise on style, format, production and to build and test a variety of prototype ideas using cardboard [supplied] in order to find the best possible solutions for both LCF Teams and ultimately the client brief.

As the appointed KAO 3D Product Designer, you will help develop workable 3D outcomes and supporting graphics. [All materials will be provided by the client]

Collaboration and Mentoring

The appointed KAO 3D Product Designer will be required to actively collaborate with the LCF student teams and project mentors so you can collectively assess which ideas are to be developed through the next iteration of the 2D – 3D process. Successful Artstemp working with the LCF student teams will have access to the appointed LCF project mentors, and KAO Client team for the duration of the role.

Who are KAO?

Founded in Japan in 1887 with a mission to enrich people's lives, KAO's commitment to deliver high quality products that make life beautiful has continued for over 130 years. That is what drives our employees globally as well as in the region Europe, Middle East, Africa [EMEA]. KAO Brands:

KAO is passionate about beauty and the brands that reflect that. Whether cutting edge, innovative products for salons, transformative skin and haircare solutions, or luxury bath and shower gels, KAO brands are committed to quality, safety and high performance. **KAO Brands: GOLDWELL_ KMS_ ORIBE_ VARIS**

Excerpt from LCF KAO Collaborative Project Brief:

'All We Want for Christmas Is...' An innovative Christmas 'Salon' Visual Merchandising and Promotional Strategy for Christmas 2020 + beyond...

KAO Project Concept:

'Wonderland'

'Design is the thread that connects ideas and discovery to people and markets'

Design Council

LCF Fashion Business School participating postgraduate and undergraduate teams selected from a dynamic combination of specialist courses are invited to work in **creative interdisciplinary teams** in the creation of an innovative future forward 'live' 2D-3D visual merchandising strategy for KAO salons Christmas 2020 promotional activity.

In preparation for KAO Christmas **'Wonderland'** 2020, LCF student teams will re imagine KAO product packaging 'Shipper Boxes' [Shipper Boxes *'A variety of cardboard boxes in different sizes with internal product spacers/dividers'*] that will be used to send KAO branded salon haircare/treatment products to the Salons ahead of KAO Christmas promotional activity.

[Paper/cardboard is the single most virtuous of materials for creating visual merchandising displays. The ultimate renewable resource, paper is incredibly versatile and available in myriad different textures, patterns and finishes. You can paint it. You can punch holes in it. From the simplest bunting to complex origami to pop up displays, the possibilities for design with cardboard are literally endless.]

Having removed the KAO branded products from the 'shipper boxes', salon staff are invited upcycle and re imagine the boxes and packaging into a variety of exciting 3D Christmas visual merchandising 'self-build' concepts that can be used to visually merchandise/display + promote KAO products within a salon context.

Working in interdisciplinary creative teams as established by the LCF FBS Project Mentors, students will take up the challenge to develop an appropriate KAO Christmas narrative in response to the **'Wonderland'** concept that should underpin the teams entire visual merchandising salon strategy.

FBS student teams will be responsible for the imaginative translation of a wonderland narrative into an appropriate design, development + workable prototypes including salon instructions that will enable KAO Salon staff to transform the 'shipper boxes' into innovative 3D visual merchandising concepts.

KAO Salon staff will be encouraged to then proudly display their self-build creations within their salons and to share the results with other KAO Salons, their consumers + public via the KAO PR Campaign, Social Media and Comms Channels; promoting **KAO Wonderland; 'Covetability'** , **'Talkability'** + **'Exclusivity'**

Forecasting: Trends to Inspire.

What's mainstreaming on the beauty shelf of the future?

Integrate the Internet of Things:

Advances in software, hardware, apps, and augmented reality herald the Fourth Industrial Revolution and significantly change the way consumers choose, purchase, and interact with products. The ability to measure, monitor, and integrate data will change behaviour as these products fit seamlessly into consumers' lives.

Feature Waste Free Claims:

This will come about as waste streams enter the product development pipeline in response to sustainability.

Build Trust with Smart Tech, Experts, + Instinct:

Use emotion-driven tech as a new way to measure potential success of a product and navigate pricing before it launches.

Follow the Early Adopters: Identity Traders

Technology can detect changes in emotional states and how this influences decision making.

While toggling between connection and disconnection, consumers will seek out their tribe, with beauty and personal care brands serving as a facilitator.

Artstemp Personal Specification:

This is a great opportunity for the successful appointed Artstemp to contribute to live industry commercial project collaborating with LCF Fashion Business School interdisciplinary teams, whilst gaining valuable industry experience that will enable you to develop a range of key transferable skills that will enhance your professional profile and CV. Appointed Artstemp will be fully credited for their contribution to the KAO Project.

It's important that the successful [2x Artstemp] candidates have the following skill set:

- A great eye for detail.
- Well-developed technical and creative skills.
- Able to creatively contribute to the entire 2D – 3D Process supporting the LCF student teams.
- The ability to translate 2D concepts into 3D prototypes
- A strong graphic and visual communication ability
- Commercial awareness and the ability to work to a professional client brief.
- Strong IT skills, including CAD specifically Adobe Creative Suite - Adobe illustrator
- Great communication, interpersonal and collaborative skills_ A dynamic team player
- Ability to work accurately within a given time frame and able to meet deadlines.
- Ability to work independently and to follow a commercial brief
- Strong time management skills and to ensure all work is completed within the time available.
- Appointed Artstemp must have their own basic equipment so they can work remotely. [Client will provide required prototyping materials]

- Willing to creatively contribute to the entire 2D – 3D collaborative process in response to the brief.

Regards Rob Lakin
FBS Creative Director

C/o Tony Glenville + Deborah Britz [LCF KAO Project Mentors]