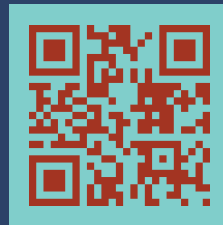




RESTREPO®
BRAND & DESIGN EXPERTS
创意总监—品牌专家

SHORT INTRODUCTION TO THE INTERNATIONAL METHODOLOGY OF BRANDING and DESIGN PROCESS



www.restrepodesign.com



1962年在哥伦比亚首都波哥大 (Bogota) 出生
1986年哲学硕士毕业于巴黎索邦大学 (Sorbonnes)
1986-1987年在巴黎 Desgrippes-Gob é . 公司担任设计师
1988-1993年 Raison Pure 国际公司创始人之一, 并出任首席
执行官及艺术总监
Mythologies Public relations
近乎神话的公共关系
Orient Extreme Promotional Gifts
东方极致促销礼品
Raison Pure Industrie(Industrial design)
Raison Pure 工业设计
Raison Pure 英国 (和麦克·雪尔顿), Raison Pure美国 (和
卡伦·史通)
1993-2007 出任l' Atelier Federico Restrepo公司首席执行官和
艺术总监
其他我有参股合作过的公司:
ROSAE 审计 市场和销售调查
“智囊团”: 品牌和投资顾问公司
W.W 香氛: 香水及生产
Federico Restrepo 纽约、汉城工作室



设计师，艺术指导，品牌顾问与艺术家

费德里科于1962年出生在哥伦比亚的波哥大。

他的父亲是哥伦比亚的杰出建筑师，而他的母亲是巴黎德斯格里普斯品牌设计公司(Desgrippe)的艺术总监。

他具有法国血统，同时继承了家族中的艺术基因：他的祖父Herve Baille是法国海军的画家，他的曾祖父Henri-Paul Nenot则获得过罗马大奖的建筑学院奖。

费德里科在哥伦比亚，西班牙和法国都居住过。他总是受到不同文化的吸引，欣赏不同艺术形式中所表达的多元化。

他16岁时开始学习作画，不到3年的时间之后，也就是1981年，他在罗德兹举办了自己的第一次画展。

他在巴黎索邦大学学习逻辑与哲学，但同时并没有放弃作画和设计。1987年，他参与了国际灯饰展，第一次展出了他的灯饰设计。他获得了由飞利浦·斯塔克颁发的金色之灯大奖。这是费德里科第一次获得来自世界上最著名的设计师之一的认可，决定了设计将是他毕生的职业。

费德里科的职业生涯始于与Joel Desgrippes的合作。

由于他所用于的丰富经验，在1988年，他参与创立了国际设计公司‘Raison Pure’并成为该公司的首席执行官。

1994年，费德里科建立了自己的公司Atelier Federico Restrepo（费德里科创作室。Atelier的意



思是创作室，因为费德里科有自己的折中的工作哲学，他强调和团队工作的氛围，分享知识，创造力，艺术设计，哲学和逻辑。

设计过程并不是孤独的活动；是互动使设计变成了一项丰富的经历、

在过去超过20年的时间里，作为设计师和艺术总监，费德里科总是为顶级的品牌工作。

费德里科不仅仅被看作是美容品领域的专家，同时不同领域的奢侈品牌（香槟和饮料，时装和皮革配饰，手表和珠宝品牌等等）还邀请他为自己的公司做顾问。他涉及到的主要的领域还有设计包装，商标，品牌标识设计。

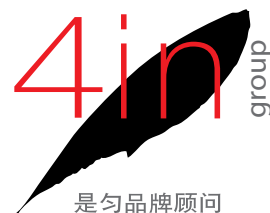
法国格拉斯的国际香水博物馆展出了很多由他设计的香水瓶。2008年，作为全世界最好的10位香水设计师之一，他获邀为这家博物馆设计原创的香水瓶。

除了他在职业领域所展示出来的技能，费德里科从来没有停止用其他方式来表达他对多文化的灵敏性和创造性，比如通过设计，油画，写作，摄影

过去的几年中，费德里科将他的创作延伸到出版不同的书上。其中一本有关哲学的书是以他的生活经历为背景写的，书名叫《幻像，通往沉思之地的小径》。另外一本叫《时光录》的书是对他不同灵感来源的颂歌。诗歌一直是费德里科倾注热情的表达方式，而且他现在也在进行诗歌创作。

费德里科是一位有多重天赋的设计师，他不仅仅为不同的产品作设计如为鉴赏家设计的奢华手表，男士珠宝系列，笔，同时也设计室内装饰品如水晶花瓶，玻璃容器，灯饰等等。

摄影也是费德里科的其中一个爱好，因为这是一种能够让他的作品永生的方式，同时也因为摄影记录了女性之美，花朵之美，风景之美以及生活中的每一刻。



SHANGHAI
YACHT CLUB

MYVERIFIEDID

BORDEAUX



WAYSHERB

伏机来束

LA BAGAGERIE





AZZARO



L'ARTISAN PARFUMEUR



LANVIN



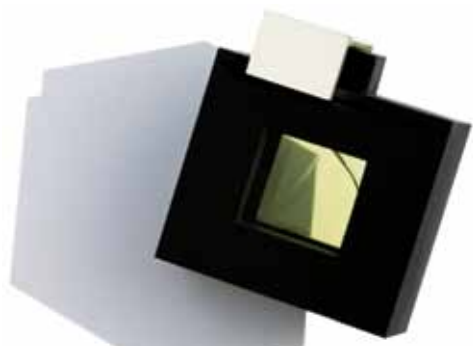
S.T.DUPONT



CHRISTIAN LACROIX



AZZARO



CHAUMET



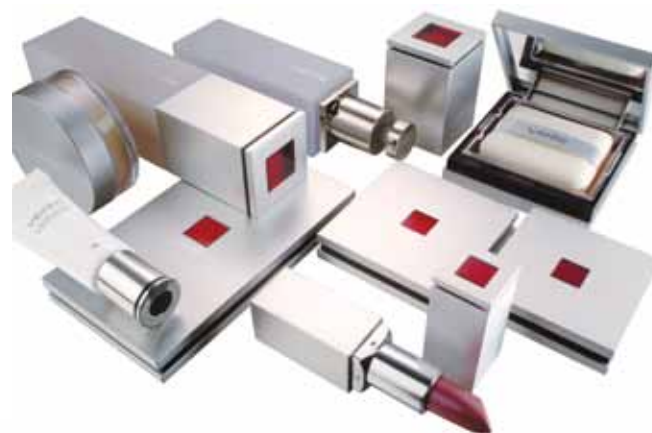
S.T.DUPONT



CHRISTIAN LACROIX



IOPE PACIFIC KOREA



VERITE PACIFIC KOREA



EMPRANI KOREA



CLARINS





CLARISONIC



LUCIA IRRACI PARIS



KYOTIS



YVES ROCHER



NUXE



BY TERRY







WHAT IS THE BRANDING DESIGN? :

STRANGELY THIS WORD “DESIGN” IS VERY WELL KNOWN BUT NOT UNDERSTABLE SO EASILY. TOO MANY USES.
SOME DESIGNERS ARE CONFUSING ART AND DESIGN. DESIGN IS MOSTLY DONE FOR COMERCIAL MATERS.

ON MY SIDE THE BRANDING DESIGN IS ALL WHAT CONCERNS THE BRAND/ PRODUC FROM THE FIRST START > THE CONCEPT /BRAND/NAMING TO PRODUCTION/ POINT OF SALE MATERIAL/PR.
THE BRANDING DESIGN IS DONE TO PROVIDE YOU A GENUINE IDENTITY, PRESENTATION PACKAGING AND REAL DIFFERENCE FROM YOUR COMPETITORS.

FOR THAT YOU JUST FOLLOW **SOME SIMPLE RULES** TO BE STRONG AND GROW YOUR BUSINESS WITH A LONG TERM VIEW.



WHAT IS THE BRANDING DESIGN? :

什么是品牌设计？

“设计”这个词是被我们广泛应用，但并没有被很好地理解。

有些设计者把设计与艺术混为一谈。设计主要是用于商业用途的。

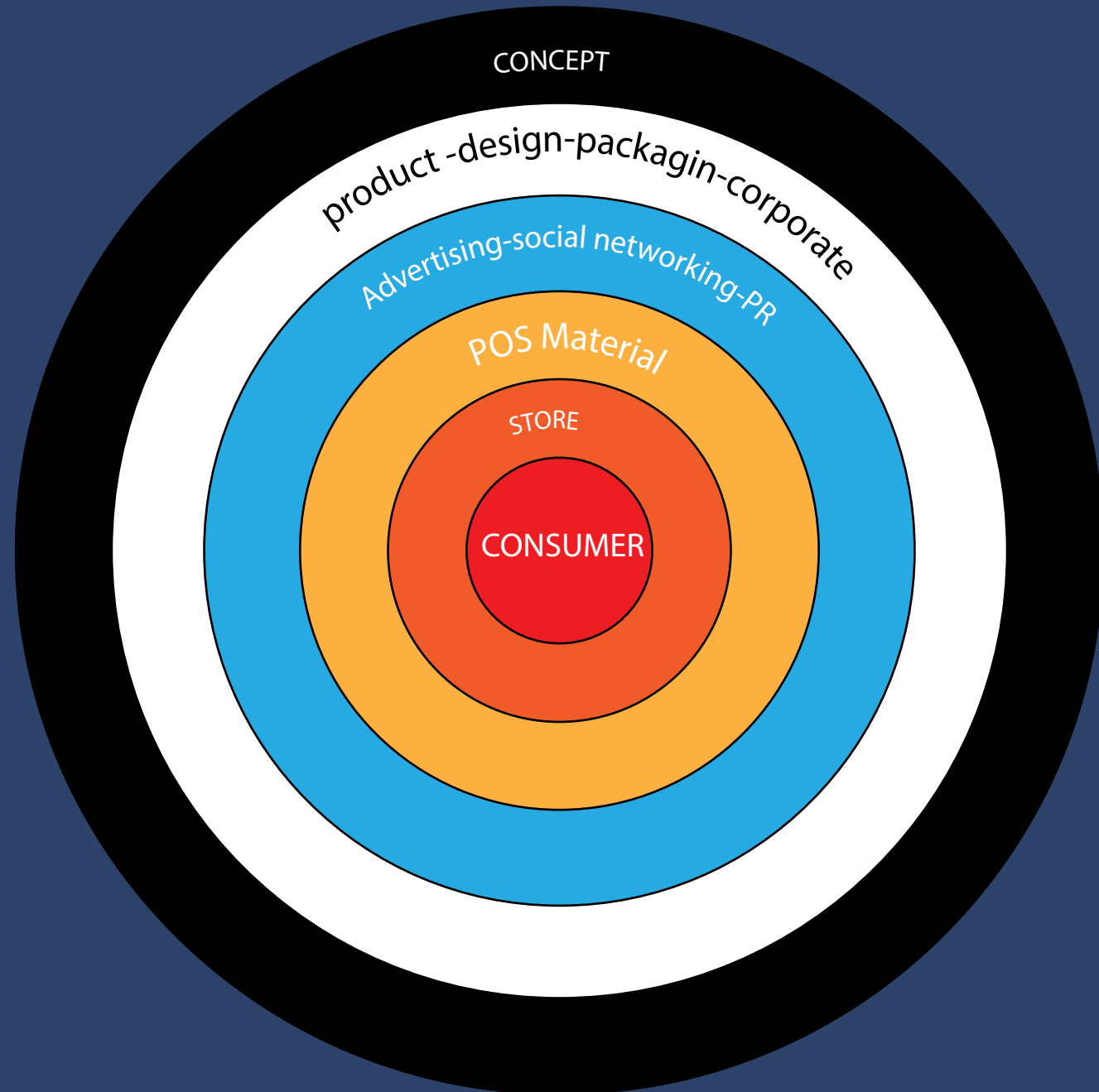
在我看来，品牌设计是定位品牌和产品的第一步。理念/品牌/产品命名到生产/POS
销售点宣传品制作/公共关系

品牌设计给您的产品在市场上一个独一无二的身份，易于辨识的包装，使你的产品从竞争中脱颖而出。

之后，你只需坚决贯彻执行一些简单的规则并以长远的眼光来使企业壮大。



THE CIRCLE THEORY





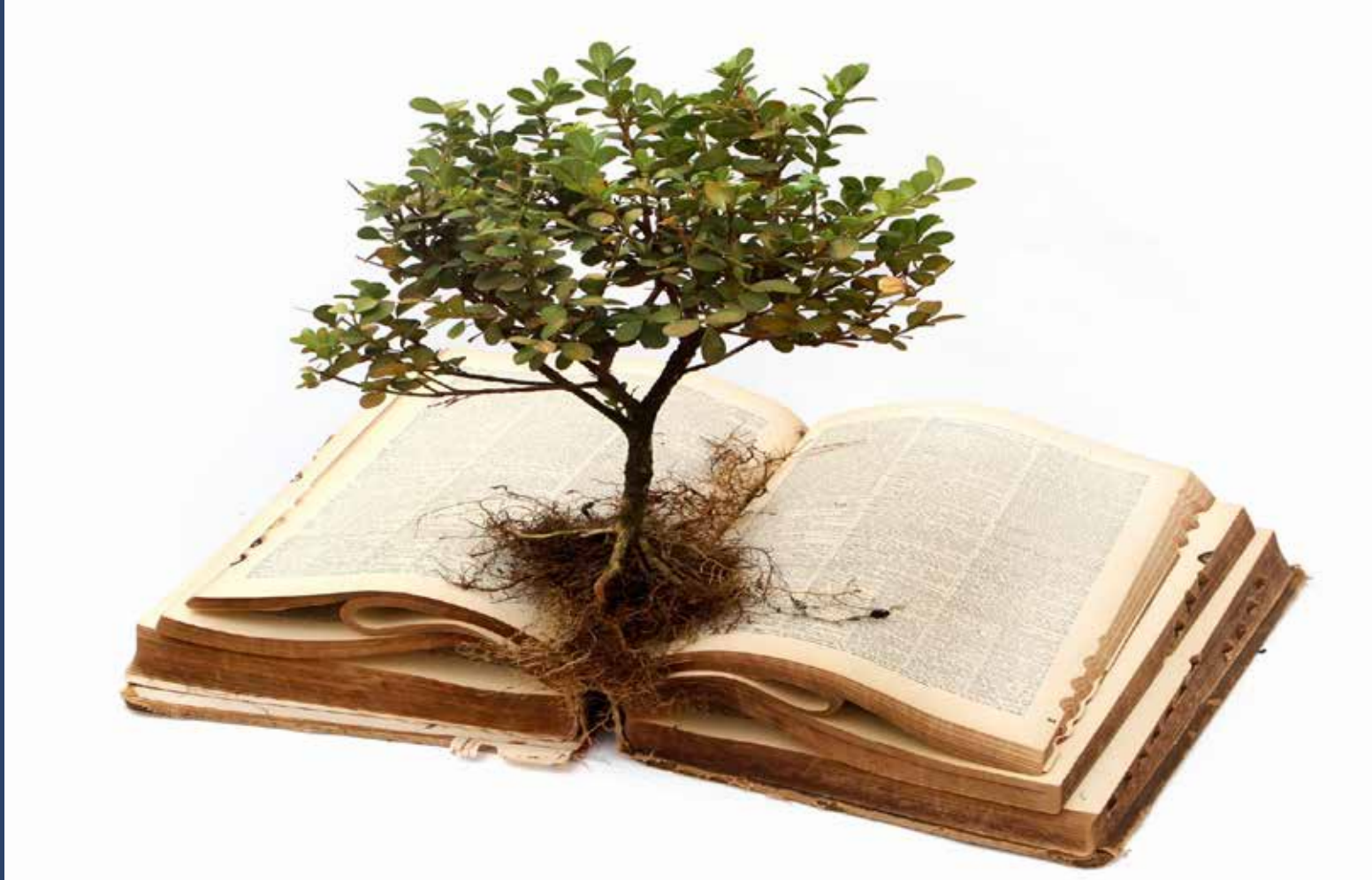
BUILD YOUR REPUTATION
信誉



FOCUS ON YOUR MARKET AND CONSUMERS WISHES
专注于你的市场需求和消费者意愿



IMAGINE YOUR FUTURE AS FAR AS YOU CAN
尽可能长远地想象你的将来



IDENTIFY YOUR ROOTS AND STRATEGY

识别你的根基和战略



BE RECOGNIZABLE
要易于识别



BE UNIQUE AND DIFFERENT
要独一无二标新立异



WHAT IS BRANDING DESIGN AND WHY IT IS SO IMPORTANT:

什么是品牌设计以及它为什么如此重要

PACKAGING AND CORPORATE

包装和整体设计

产品外观设计是非常重要和关键的，因为它是你的产品留给消费者的第一个印象。包装和整体设计是人们与您的品牌及产品接触的第一载体。众所周知，一个顾客只有极短的时间被说服。正因为如此，包装和整体设计方面需要被企业高度重视，并且以严谨和专业的方式去操作。

现时，中国市场仍存在很大的发展空间。有一部分品牌和公司只是遵循市场上现有产品的设计或是市场表现形式。

销售情况看起来很理想，可是在未来几年的时间里会有什么变化呢？

在西方市场，消费者非常注重品牌，可以说没有市场策划，品牌设计，产品是无法在市场竞争中存活的。因此，设定原创的，本质的战略是最为基础的。

现有市场的供应充足，市场看似饱和。时下的中国，我认为化妆品企业需要思考企业的未来，如何巩固他们在本土的实力以及如何进军国际市场。



WHAT IS BRANDING DESIGN AND WHY IT IS SO IMPORTANT: PACKAGING AND CORPORATE

THE LOOKING OF YOUR PRODUCTS IS REALLY IMPORTANT AND CRITICAL BECAUSE IT IS YOUR FIRST MEDIA VS CONSUMERS.

THE PACKAGING AND CORPORATE IS ONE OF THE FIRST CONTACTS WITH YOUR BRAND AND PRODUCTS, AND A CONSUMER HAVE AS YOU KNOW SHORT TIME TO BE SEDUCED. FOR THIS MAIN REASON THIS ASPECT NEED TO BE WORKED SERIOUSLY AND PROFESSIONALLY FOLLOWING A STRICT METHODOLOGY.

FOR THE MOMENT THE CHINESE MARKET HAS ENOUGH SPACE RIGHT NOW TO GROW MORE AND SOMETIMES BRANDS AND COMPANIES JUST FOLLOW SOME EXISTING DESIGNS OR MARKETING PRESENTATIONS.

THE SELLS SEEMS GOOD BUT WHAT WILL BE HAPPENING IN FEW YEARS?

ON THE WESTERN SIDE, MARKET WHERE CONSUMERS ARE VERY AWARE ABOUT BRANDS, WE CAN SAY THAT WITHOUT MARKETING, BRANDING DESIGN THERE IS NO CHANCE TO SURVIVE. SO ORIGINALITY, GENUINE STRATEGY ARE THE BASICS.



THE MARKET SEEMS SATURATE WITH SO MANY OFFERS. IN CHINA RIGHT NOW I THINK THE COSMETIC GROUPS NEED TO THINK ABOUT THEIR FUTURE TO CONSOLIDATE THEIR NATIONAL STRENGTH AND TO THINK ABOUT GOING ON THE INTERNATIONAL MARKET.



OUR DESIGN COMMITMENT 我们的设计承诺.

一个设计团队是你的合作伙伴，如果没有很好的沟通和交流，合作市会受到影响的。

和你分享我们对有关国际趋势的认知，行业程序，竞争对手，并与你的真正需求结合在一起。

每一个项目都有所不同。没有标准答案。我们没有普遍适用的方案，而是根据实际情况，给到一个个性化的解决方案。

THE BRANDING DESIGN PROCESS: 品牌设计程序

ANALYSIS AND OVERVIEW 分析和概括

1-KEY VALUES:

1-主要价值

IDENTIFY YOUR KEY VALUES

确认你的主要价值



BE UNIQUE AND DIFFERENT

要独一无二标新立异

BE RECOGNIZABLE

要易于识别

IDENTIFY YOUR ROOTS AND STRATEGY

识别你的根基和战略

IMAGINE YOUR FUTURE AS FAR AS YOU CAN

尽可能长远地想象你的将来

FOCUS ON YOUR MARKET AND CONSUMERS WISHES

专注于你的市场需求和消费者意愿



THOSE YOU WANT TO FOLLOW AND BE LIKE YOUR ROOTS.
那些你想要遵循并保留的价值。

2-STRATEGY:

2-战略

IDENTIFY YOUR GOALS AND THAT FOR YOUR BRAND, PRODUCTS.
确认你的在品牌和产品方面的目标。

IDENTIFY YOUR BENCHMARKS AND FIELDS.
设定你的基准和涉及领域

IMAGINE AS I HAVE SAID BEFORE YOUR FUTURE AS CLEAR AS YOU CAN.
就像我之前所说的，尽可能清晰地去想象你的未来。

DIVIDE THIS WISH IN SEVERAL TIMINGS: SHORT TERM GOAL, LONG TERM GOAL.
将这个愿景分成短期目标和长期目标。



THE BRANDING DESIGN PROCESS:

ANALYSIS AND OVERVIEW

1-KEY VALUES:

IDENTIFY YOUR KEY VALUES
THOSE YOU WANT TO FOLLOW AND BE LIKE YOUR ROOTS.

2-STRATEGY:

IDENTIFY YOUR GOALS AND THAT FOR YOUR BRAND, PRODUCTS.
IDENTIFY YOUR BENCHMARKS AND FIELDS.
IMAGINE AS I HAVE SAID BEFORE YOUR FUTURE AS CLEAR AS YOU CAN.
DIVIDE THIS WISH IN SEVERAL TIMINGS: SHORT TERM GOAL, LONG TERM GOAL.

3-THE DESIGN PROCESS IS ORGANISED IN SEVERAL STEPS.



CASES STUDIES
案例研究

CLARINS
DECLEOR
ENPRANI
NUXE



CASES STUDIES

CLARINS
DECLEOR
ENPRANI
NUXE



CLARINS: EVOLUTION NOT REVOLUTION . 娇韵诗：演变而非革命

在我们与娇韵诗Clarins合作之初，我们的任务是对娇韵诗品牌的视觉效果进行评估、重组和构架。大致的概念是对它的logo进行重组，提高它的品牌曝光率。接下来，我们利用它的一个全球系统，来组织信息的位置，从而发展和实施一个可令消费者很容易识别的不同产品线。当然我们也清楚地知道，这些新的设计不应打乱现有系列，也不应阻碍产品周转。最后，我们被邀请提交产品包装整体协调的计划书。这是一个品牌提升同时尊重品牌的根本和视觉等基本要素的例子。





CLARINS: EVOLUTION NOT REVOLUTION CASE.

At the very beginning of our collaboration with CLARINS, our mission consisted in a review, a reorganization and structuring of its visual identity. The general idea was to re-group the logo and to suggest ways of increasing its exploitability, as it was difficult to use because of its encirclement. In a next phase, together we were able to organize, according to a global system, the placements of texts and information, thus developing and implementing in the process a system by which the consumer is able to appropriate very easily the different product lines. It was clearly understood however that these new designs were not to disturb the existing line of facings in order to prevent returns from pos' all over the world.

Finally, we were invited to submit proposals for rendering the primary packaging more coherent. This is an example of a lifting of a brand whilst respecting the fundamental elements that constitute a brand's roots and visual capital.





DECLEOR: COMPLETE REVOLUTION

思妍丽：彻底的革

另一个例子可以说明品牌可以邀请我们去协助重新考虑品牌形象。思妍丽认为它们的品牌形象设计已经过时。另外很明显，那些并不熟悉该品牌的消费者无法把品牌以及广告上的黄色背景，与它的芳香精油疗法联系起来。这种要从根本上改变的做法在一开始并不明显，但是一步一步这个黄色色调成为越来越不可忽视的问题。虽然这个阴影颜色会让人联想到美黑霜产品，Hervé Lesieur 仍然决定使用它作为品牌的新形象标志。这种做法的效果大大超出预期：它重新突出了品牌的起源，提高其知名度以及增加品牌诠释愉悦和乐趣的水平。



DECLEOR

— PARIS —





DECLÉOR
PARIS

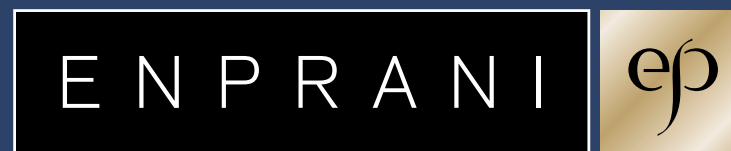
DECLÉOR: COMPLETE REVOLUTION

as another example shows how a brand can invite us to assist in reconsidering its representation. DECLÉOR had come to the conclusion that its visual identity had become dated. Added to this, it became clear that consumers who were not that familiar with the brand did not always liaise it with the aroma therapeutic essential oils with their characteristic intense shade of yellow in the ads. Such a radical change was not apparent in the beginning, but step-by-step this particular shade of yellow became more and more inevitable. Although this shade is one of the obvious color codes of tanning products, Hervé Lesieur nevertheless decided to use it on the new visual identity of the brand. This approach has definitely surpassed its objective: it has re-sealed the brand with its origins, increased its visibility as well as its perceived level of pleasure and fun.





EMPRANI : BUILDING A BRAND FROM 0 打造品牌从零开始



如何从头打造一个品牌？

Enprani韩国品牌是运用我们的方法被打造的。

这个公司的背景并不在化妆品产业。

所以他们决定起用我们在韩国市场打造一个新的竞争者。

所以第一步是分析市场地位

得到的答案是成为一个全球性研发皮肤护理和化妆品的专业品牌，一个真正的美容品牌。

我们提供了品牌名字：ENPRANI并设计了商标。一个看似继承法国经典美容品牌的标志。

颜色选择的是黑色，金色，银色。它们的意图是赋予这个新品牌一个非常经典的形象。

我们的挑战是去打造一个全新的品牌并令它在市场上立足。这个目标现在已经达到了。



ENPRANI : BUILDING A BRAND FROM 0



How to build a brand from scratch?

Enprani Korean Brand has been built with our methodology.

The company Background was not in the cosmetic Industry. So they decide to hire us to build a new competitor for the Korean market.

So the first stage was to analyze which positioning to adopt for this market:

The answer has been to be a global multi specialist Brand developed for the Skin care and Cosmetics.

So a real Beauty Brand.

We have provide the naming. ENPRANI. With a logo who seems following the traditional bases of classical French Beauty Brands.

The colors codes Black Gold Silver intent to give to this New brand a very classical existing code.





The challenge was to build a new Brand and make it existing for a while. The goal is reached now.
Of course all is not only about design but the part of design is like the first stage of a rocket. And this one has made this brand existing among the others.





NUXE : ADAPTATION TO THE INTERNATIONAL MARKET 适应国际市场

Aliza Jabes, 这个品牌的拥有者, 是一个越来越被关注的皮肤护理和化妆品的市场导向者, Aliza要求我们重新设计产品包装, 以便符合最新的出口规则。我们倾向于接受把商标放在包装正面的上部, 并在设计过程中简化它。这个简化过程使商标在技术上便于使用, 并且去除了树木周围的边框, 标识也就更能明确地传递品牌关注自然, 自由开放的信息。

此外, 我们在产品的正面包装上使用双语, 使其符合国际规则。这样设计, 我们有足够的空间可以添加其它的信息。例如原创的非常醒目的产品名称, 配以成分说明。就如同之前提到的娇韵诗案例, 我们的愿景是通过提升品牌的优雅度和结构水平, 来巩固品牌现有的品牌资本。

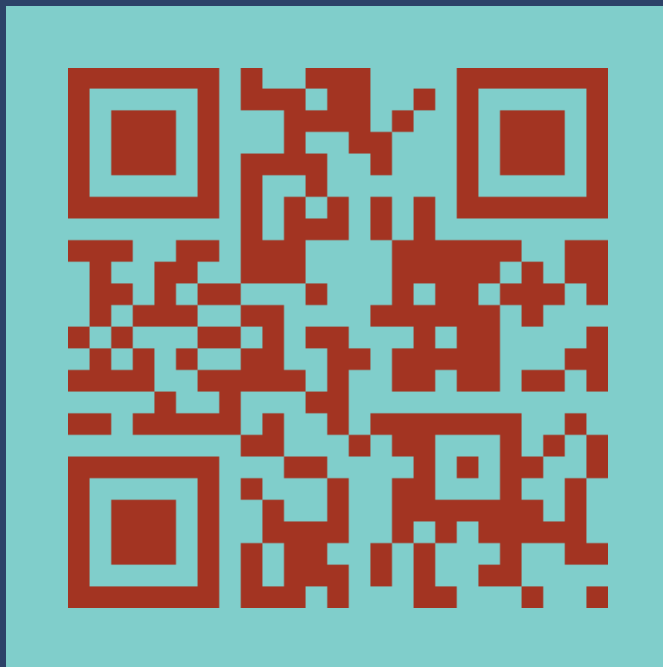




NUXE : ADAPTATION TO THE INTERNATIONAL MARKET

Aliza Jabes, the owner of this brand that is an increasingly relevant player on the market for skincare and cosmetics, asked us to review its packaging in order to comply with the latest rules that apply to exported goods. We were inclined to adapt the general structure in pushing the logotype itself to the upper part of the facing and simplifying it in the process. This simplification made the logotype technically easier to use but, in eliminating the closed frame around the tree, the logotype also communicated more clearly the concepts of nature, freedom and blossoming the brand stands for. We have re-edited the info on the facing in two languages and adapted it to the international regulations. In doing so, we were able to add other information such as highly original and eye catching names for the different lines of products a part from the obvious references, product names, active ingredients and segmentation. As was the case with Clarins, our mission was to reinforce the existing brand capital by increasing its elegance and level of structure.





谢 谢

