
FINAL MAJOR PROJECT: CREATING A JEWELLERY BRAND



*INNOVATIVE E-COMMERCE PROVIDING
SUSTAINABLY SOURCED JEWELLERY*



IMOGEN MORGAN

INTRODUCING THE BRAND

CECE
DESIGNS

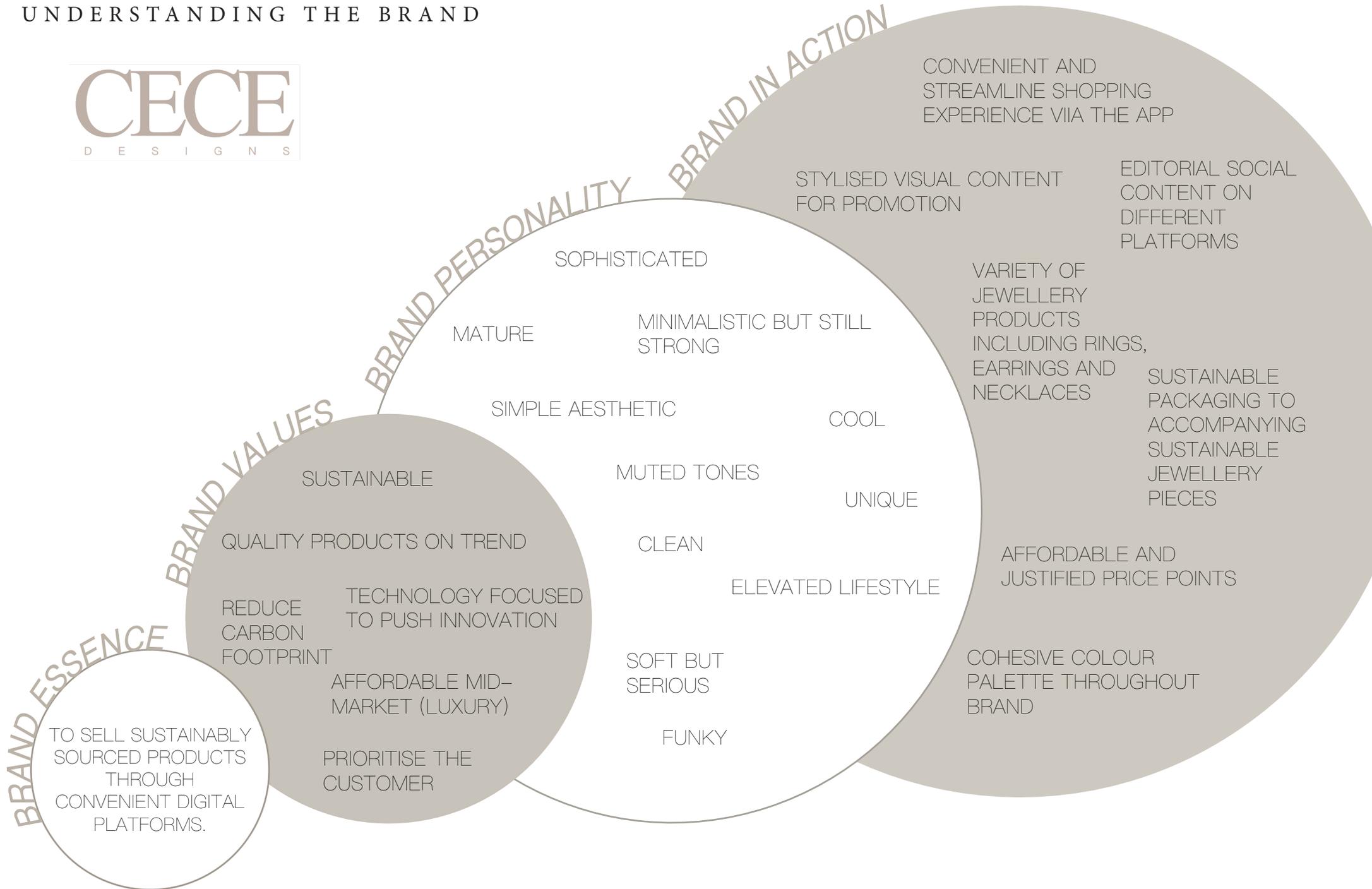
CECE Designs is a sustainably sourced jewellery brand which provides convenience to customers through streamlined shopping experiences and problem solving AR technology which assists in gaining sizing accuracy when purchasing, and furthermore pushes sustainability through means from product to packaging. CECE Designs provides a range of gold and silver pieces such as rings, necklaces, earrings and bracelets, with unique designs that are on trend but have a timeless edge to them.

At CECE Designs, we value convenient and streamline e-commerce experiences which is at the heart of our business, along with understanding the importance of accurate product viewing through aspects such as website descriptions and product photography. Most importantly we value informed sizing via our own app, to increase customer satisfaction and further reinforce a streamline shopping experience, whilst minimising our impact on the planet via carbon footprint. Sustainability is a priority for CECE Designs, which is further represented through our sustainably sourced, good quality and long-lasting products that are stylish and cool.

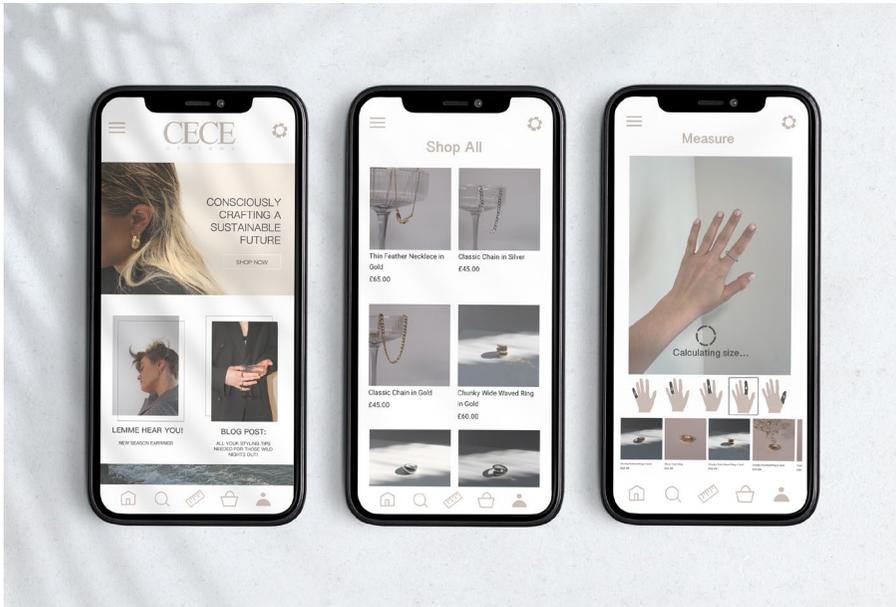
The brands app feature has the ability to accurately measure ring sizes through AR technology, as well as allowing the customer to view rings, necklaces and earrings on themselves. Bringing this convenient and clever technology to the shopping experience at CECE's is a main vision for the brand, and is also our main unique selling point. We aim for convenience, along with style and sustainability. The overall vision is to create and communicate a vibe for the consumer, to ensure the understanding of the reinforced nature of the calm and cool, yet elegant style of the brand. CECE Designs understands the importance of consumer connections and how the messages behind brands are increasingly more important in 2022, therefore their vision is to execute this.



UNDERSTANDING THE BRAND



THE UNIQUE SELLING POINT

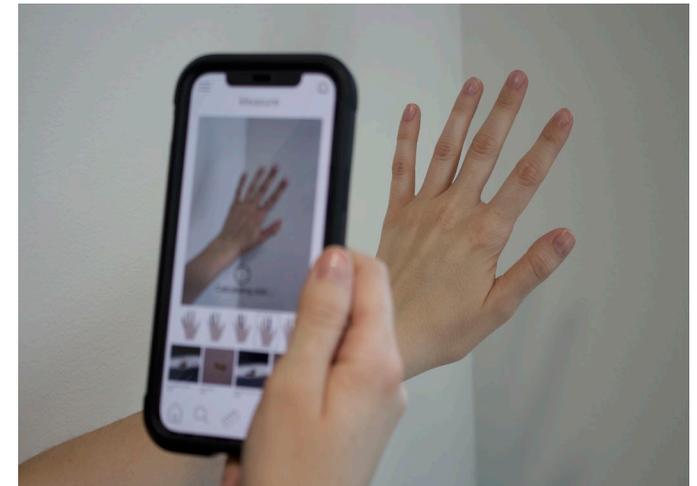
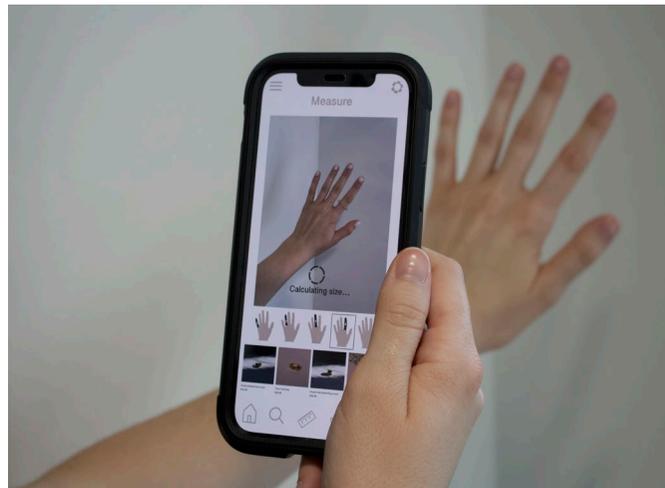


APP: DIGITAL SIZING FEATURE

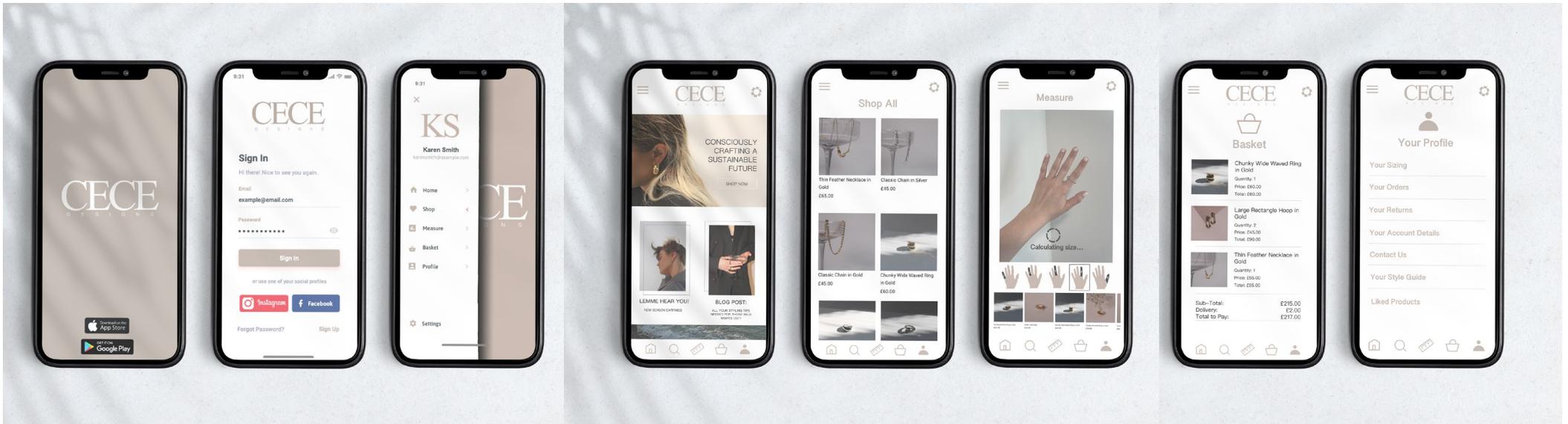
CECE Designs already sits in a very saturated market so it's vital our USP can stand out from the crowd yet still be familiar for consumers to be confident in engaging and using this, therefore creating an app for CECE Designs is perfect for what we are aiming to achieve. Our brand values aim to provide accurate product understanding, streamline shopping experiences and minimisation of carbon footprint, for which these are all achieved through the use of our very own app that uses AR technology to accurately measure ring sizes from the click of a button. The app will be able to show what the product will look like on customers own hand, along with visuals for necklaces, bracelets and earrings too on their body, reinforcing a true buy-before-you-buy feature through digital means. The app allows for further streamline e-commerce experiences with automated log in capabilities, that allows for continued understanding of the users preferences in products, further allowing for features such as the 'Styled for You' section to be more accurate for each individual. Blog posts, 'Your Profile' page which accesses Profiles, Orders, Returns, Measurements and Settings too, which are practical for users when shopping with a brand.

The app is a focal point of the whole brand, and champions sustainability through its aim to reduce return rates as a result of accurate sizing. This further minimises CECE Designs carbon footprint output, contributing to a more sustainable world. The USP is one that stands out against other jewellery brands within the market, providing a unique experience through innovative design.

CECE
DESIGNS



APP USABILITY



When first downloading the app, account creation is required for each user allowing for CDP data to begin shaping preferences. The home page will allow immediate access to latest collections with click-through links, along with access to the blog. The 'Measure' feature is accessible through the centre icon at the bottom navigation bar which opens up the page where the user can choose which finger they wish to be measured, and then wait for the calculation to be made. Once measured, the app will store the data for the specific hand and finger, ready for selections to be made on the shopping page. This provides immediate convenience for the user, especially when heading to the basket page, with products listed that match sizes perfectly.

CONSUMER PROFILE

FEMALE

21-27

CITY GIRL



SOCIAL MEDIA LOVER WHO
POSTS FREQUENTLY

JOB: PUBLIC RELATIONS
EXECUTIVE IN LONDON

GENERALLY SHOPS
ONLINE DUE TO HER 9-5
OFFICE HOURS

PLAYS TENNIS EVERY
SUNDAY MORNING TO
INCREASE A HEALTHIER
LIFESTYLE

WALKS TO WORK TO
LIVE A CLEANER LIFE



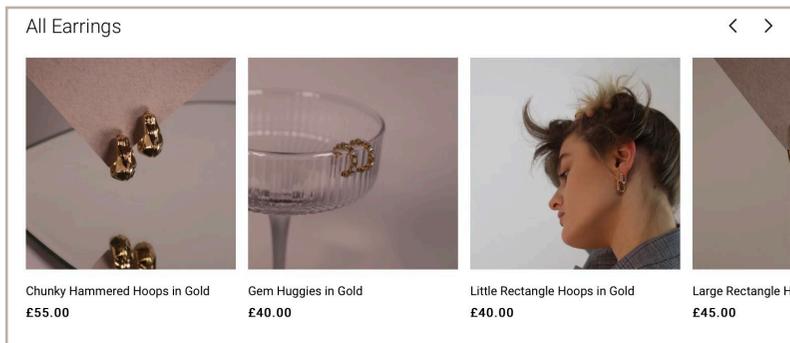
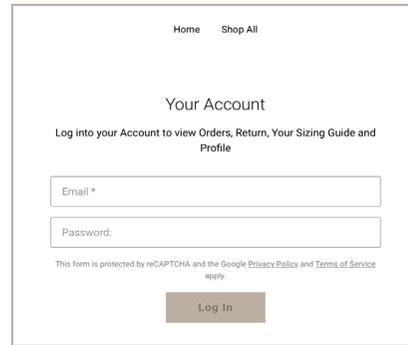
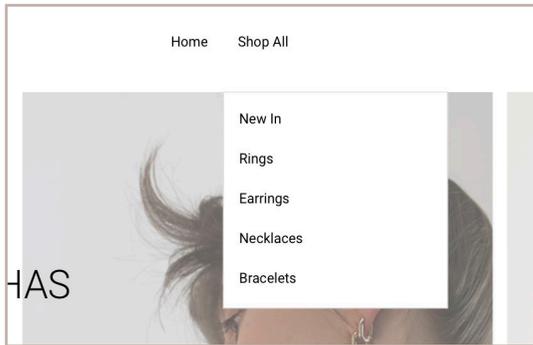
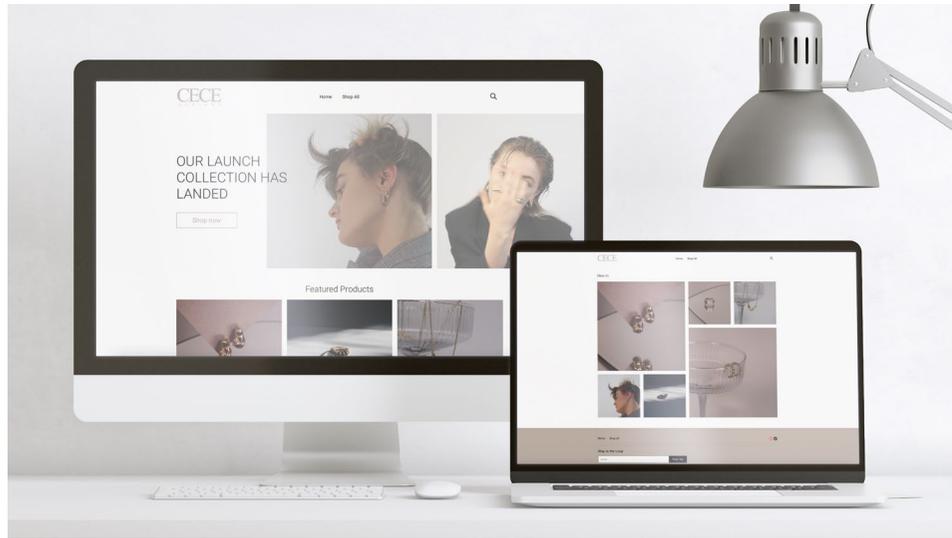
LOVES ATTENDING
EVENING EVENTS WITH
FRIENDS

ENJOYS COFFEE DATES
BY HERSELF TO READ
HER CURRENT BOOK

CONSCIOUS ABOUT
BEING MORE
SUSTAINABLE

CHAMPIONS
MINIMALISTIC STYLES
WITHIN HER FASHION
AND IS VERY TREND LED

CECE DESIGNS WEBSITE

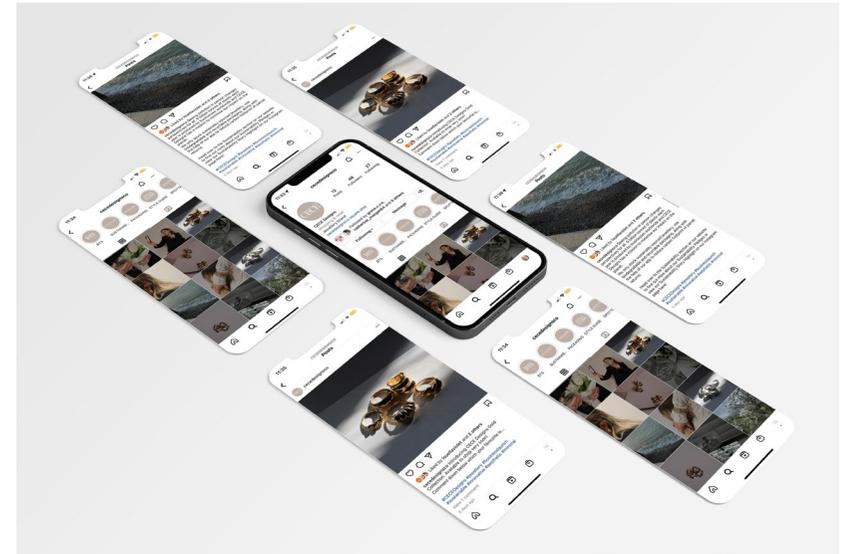
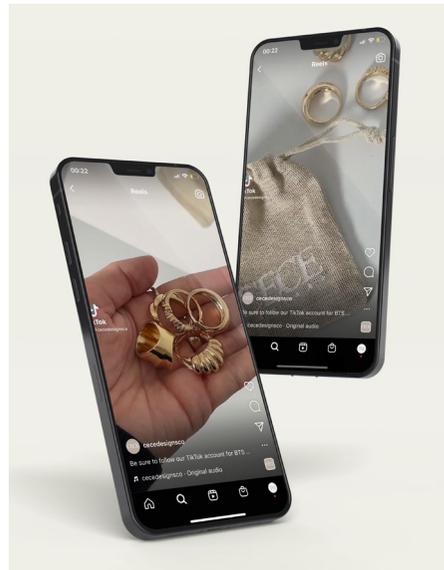
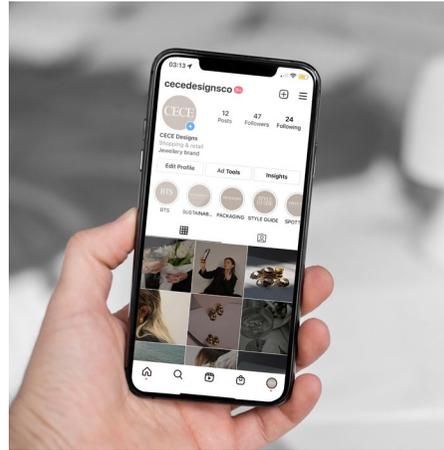


WEBSITE

CECE Designs website is designed to accentuate white space for a calming online shopping experience, give full descriptions to communicate precise information regarding the product and imagery to give more context to the consumer. Features on the website include easy access to customer accounts, stored information in the form of consumer sizing and personalised style guides to assist the consumer in finding products perfect for them. The Instagram account is featured on the home page of the website, and this allows the customer to easily see the social content being produced by the brand, which further reinforces the lifestyle element that is translated. The website provides clear navigational features such as breakdown of product categories through drop-down bars, more informative sections such as 'About Us' features and a search bar to optimise a more streamline approach to finding products.

SOCIAL MEDIA MARKETING

Social media is utilised to the core of CECE Designs as a promotional tool, but equally to consolidate the messaging and understanding behind the basics of the brand. Social media content communicates information about CECE's such as their sustainability values, promotes upcoming collections through 'sneak-peak' imagery and uses less targetted images to create a more organic feed to the brand for the consumer to enjoy and not feel too marketed towards in every post. Captions and hashtags are vital in engaging the audience and reaching a target market that will invest time into exploring CECE Design as a brand, which could potentially then lead to sales. The use of video content through TikTok and Instagram Reels is a form of social content produced by CECE's in order to fully utilise our presence in the digital world and continue to reach our demographic well. Our imagery aims to fit the brands personality and vibe, but we equally feel it's important to create an overall aesthetic feed, fit for the target market in order to entice them in and therefore use filler images unrelated to our products to avoid overwhelming the consumer.



STORE DESIGN

VISUAL MERCHANDISING AND COMMUNICATIONS

Campaign imagery which is aesthetic and reinforces brand identity

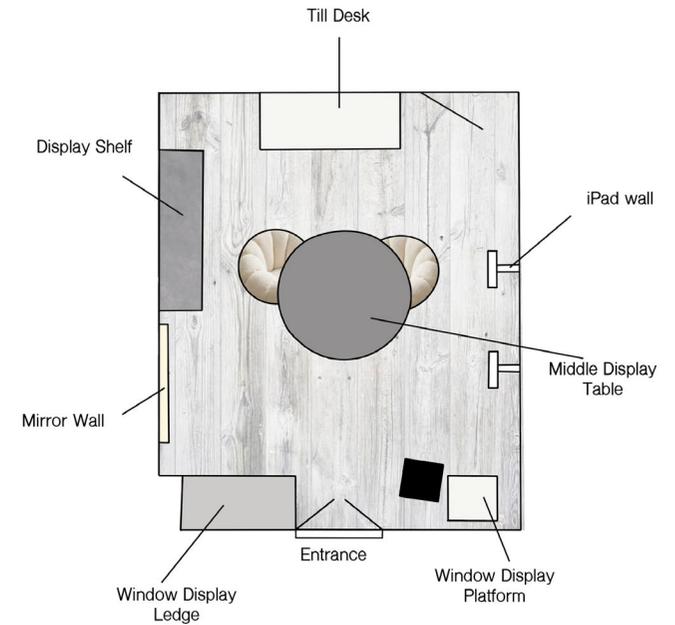
Interactive iPads for customers to trial out the app in store



Neat layout of jewellery presented in the window to entice people in

Accessible products for consumers to try on at their leisure

Features to create a relaxed retail environment such as seating areas



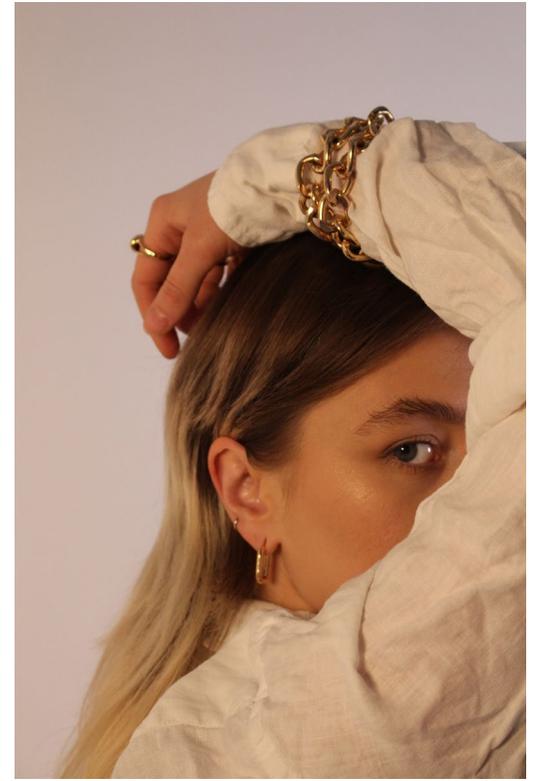
All features labelled aim for further intended marketing through iPad installation to encourage customer participation and trial, increase app awareness, along with mirrors located around the shop and within the window display, enticing consumers to visualise themselves within the products on and to take photo/video content in store in order to be featured on CECE Designs. This is a promotional benefit for CECE Designs and a fun interaction for customers to participate in, that's memorable for each individual reinforcing brand association with positive experiences. Commercial imagery is featured to reinforce the brand visually and communicate the brands messaging throughout too. The round table and sofa-like seating allows for a relaxed environment to be created for leisurely shopping experiences and a positive consumer experience.

BRANDED ASSETS



CECE Designs packaging, stickers and business cards are all displayed here and play key parts in further promoting the brand in different circumstances. The biodegradable and recycled packaging reinforce brand values, with the bag having seeds sewn within the lining which customers can then plant in their gardens, holding brand presence and longevity. The branded stickers are used for external packaging and the business cards are handed out at trade shows and networking events.

CAMPAIGN IMAGERY



CAMPAIGN IMAGERY

