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SPECIAL FEATURE



Plastics Futures

THE MAGAZINE | MAY 2007

Designing the first haircare products for Shu Uemura

Wednesday, 04 July 2007, 15:46 GMT

Bergman Associates has designed two new product lines for the Shu Uemura brand—comprising the brand's first haircare products—until now, known only for its cosmetics and skincare products.

The project consisted of the design of 20 new luxury haircare and styling products, the creation and direction of the launch advertising campaign, photoshoots, and the design of all collateral and promotional material. The new lines will be available at Shu Uemura boutiques, and salons and spas worldwide, beginning this fall.

The creative vision and design of all elements of the lines, created by Bergman Associates, was based on the combination of beauty and fine art, and well as traditional Japanese design principals. "We created the Shu Uemura lines to be as close to fine art as a consumer product can be—from the seamlessly-perfect way the typography wraps around the bottles—to the morphing, reflecting and refracting of the typography as you turn the translucent bottles—to the art of the "geisha-modern" we created for the advertising," says Bergman. "It was important to stay connected to Shu Uemura's history of minimalist design—we worked to find a fresh and modern approach to that minimalism—to make it now."

More info:

www.bergmanassociates.com



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SPECIAL FEATURE



New design for L'Oréal

Wednesday, 11 July 2007, 11:21 GMT

Robert Bergman was personally commissioned by L'Oréal's CEO Jean-Paul Agon to design L'Oréal's Vive Pro brand. The project included the design of all packaging, branding and graphic standards. The line contains 35 products including shampoos, conditioners, and leave-in treatments and is sold in retail outlets where L'Oréal products are sold. The full line can be seen at www.vivepro.com

Bergman Associates has also designed a new line for the L'Oréal Professionnel brand—the line launches in September 2007 and will become the worldwide styling range for the L'Oréal Professionnel brand. The line will be merchandised beside the existing Série Expert line of shampoos, conditioners and treatments. The new line consisting of 15 new products will replace the existing Textureline products in the U.S. and Tecni.art products outside the U.S.

More info:

www.bergassociates.com

