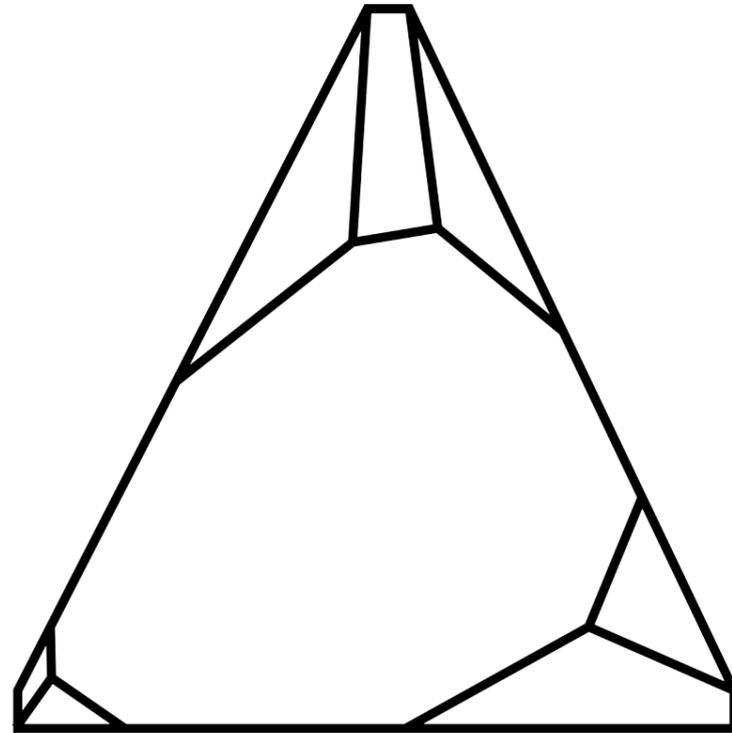




PHACETS



Samantha Gaia Anahata-Hanson
Anca Ecaterina Vladioiu
Charlotte Marie Culik
Lene Rahbech
Ida Møller

PHACETS

Table of Contents

Introduction

4

Inspiration

5

Lookbook

7

Research

11

Design Thinking

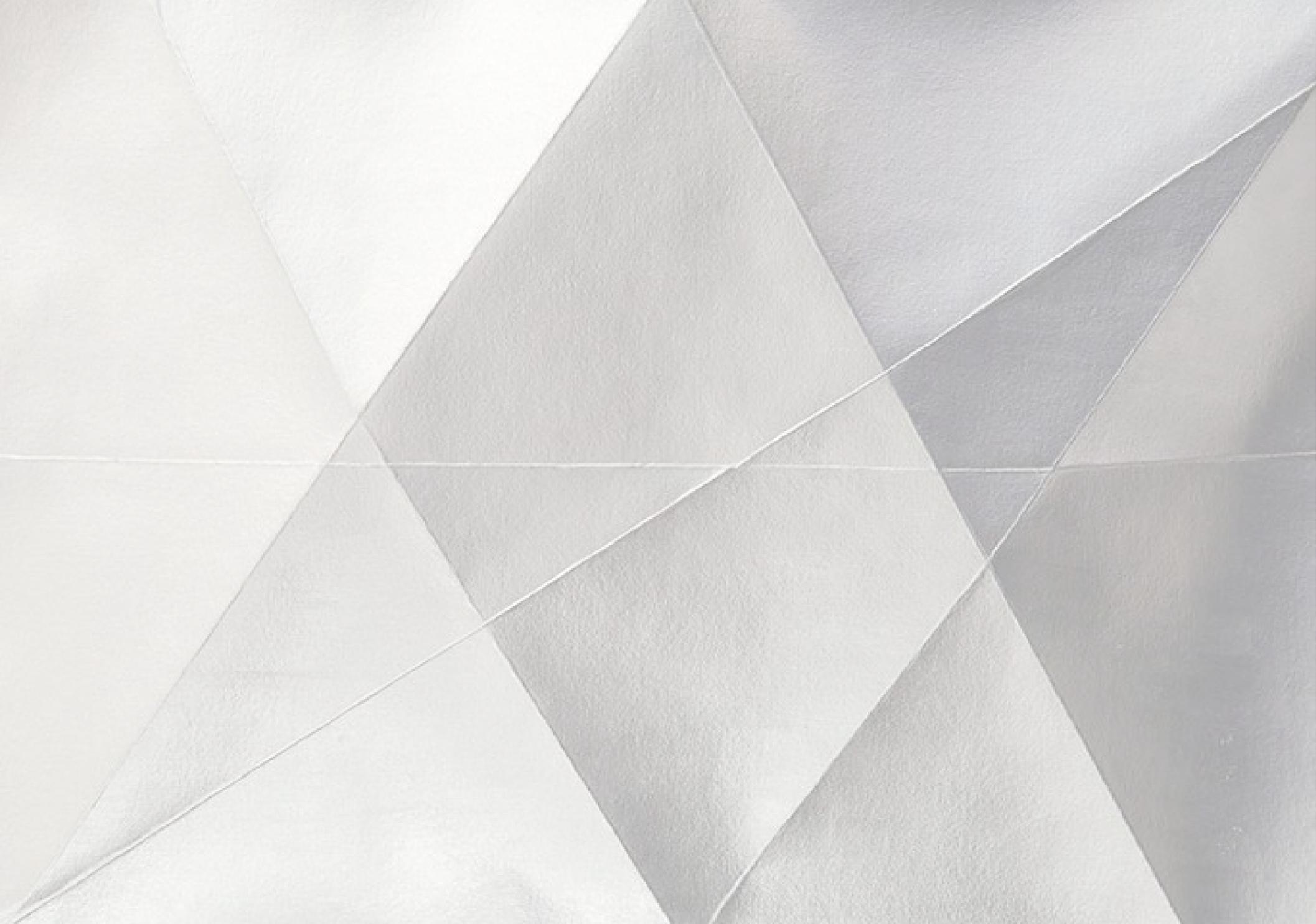
13

Business Strategy

15

Branding

19



Introduction

We want to create more awareness of the consequences of our modern throwaway culture and show people that quality, sustainable products can be affordable for everybody. We achieve this by using leftover wood, leather and silver from local designers. The name PHACETS reflects our design and all the phases our materials have gone through. Every piece in our collection is locally handcrafted and one of a kind.

We wanted to find out how we could transform leftover materials into a valuable item that evokes surprise, helping to raise awareness of the consequences of our modern throwaway culture.

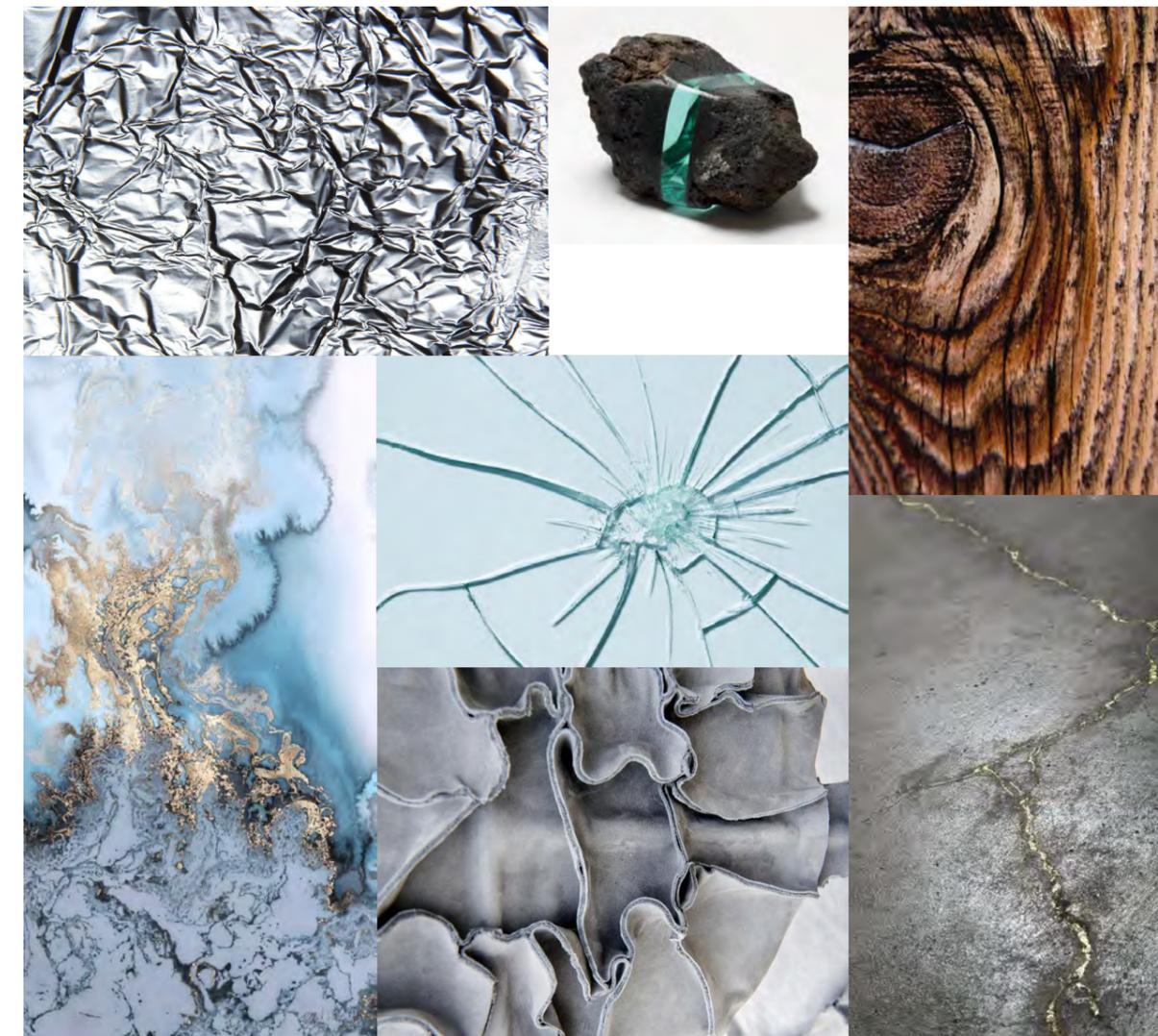
Our mission is to provide affordable, high quality jewellery that is produced in a sustainable way using leftover materials.

INSPIRATION

Before we started to design, we had a look at different trend forecast books from Trend Union, Peclers Paris and Nelly Rodi. We were searching for some inspiration for sustainable designs incorporating natural materials. The trend "Wonder Wild" from Nelly Rodi's "Decor & Atmosphere" book for fall/winter 2015/2016 matched our concept really well and inspired us in terms of design and branding.

Key words for this trend are:

- Harmony + serenity
- Natural nordic woods
- Shapes explore the many facets of nature
- Imperfections + little accidents create the charm
- Organic forms are inspired by plants and minerals
- Luxurious simplicity
- Quality natural materials
- Sophisticated minimalism
- Essential
- Authentic
- Fine craftsmen
- Crystallized elements
- Nordic forests
- Natural treasures



Material mood board



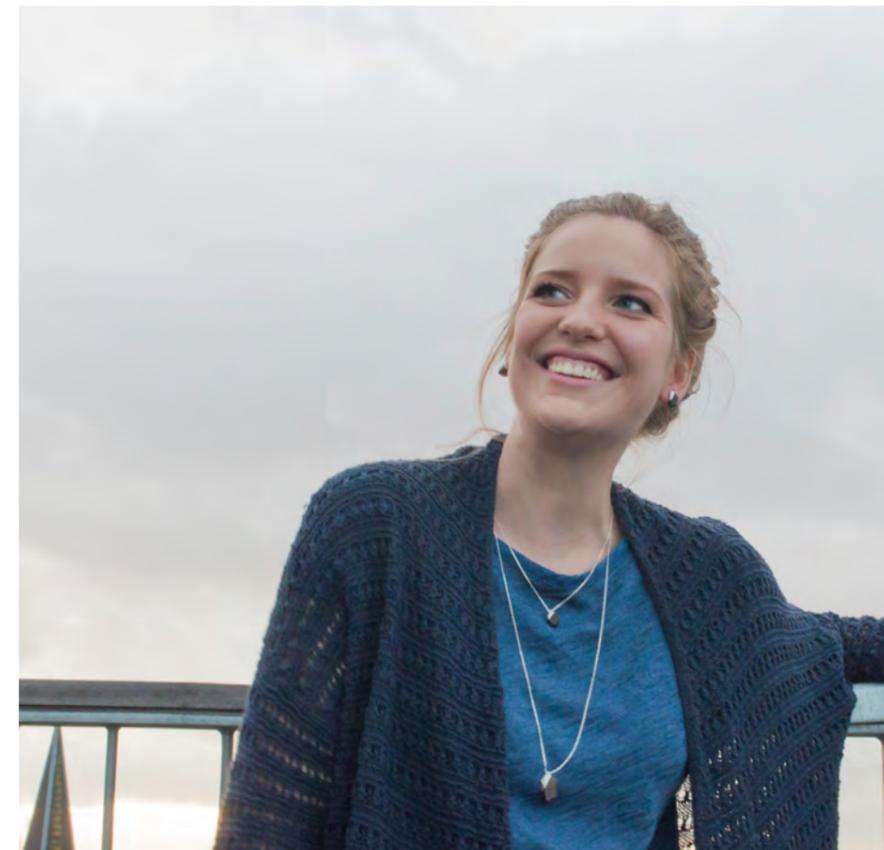
Ring

Made of recycled 925 silver jewellery

Style no. R-01

Wholesale: 198 DKK

Retail: 495 DKK



Necklace

Made of recycled silver and smoked oak.

Short chain 45cm, long chain 78cm

Small pendant

Style no. N-01

Wholesale: 140 DKK

Retail: 350 DKK

Large pendant

Style no. N-02

Wholesale: 180 DKK

Retail: 450 DKK





Earrings

Made of recycled silver and smoked oak.

Style no. E-01

Wholesale: 118 DKK

Retail: 295 DKK



RESEARCH

We asked people around Saxogade, Vesterbro and friends who would fit into our target group to get a better understanding about what they think about sustainable products. In general the responses were that some sustainable products are too expensive and that people do not want to be taught about what is right or wrong. Some of them had the opinion that sustainable products should be the only ones we should be purchasing, some had the opinion if the products are well made, they are sustainable because they will have a long life cycle.

When asking them if they feel it is important to buy sustainable products, the majority answered it is important because we need to think about the next generation and take care of our planet. The students we asked would like to buy more sustainable products, but it can be hard on a student budget. Some also thought that to buying sustainable makes you feel good. We asked if they could think of a small change in their daily life to reduce the ecological footprint. One or two days without eating meat, using less packaging, saving the daily use of water, less food waste, biking. Products they could relate to as sustainable were paper, glass bottles, aluminium, trash, wood (bamboo), metals, fabric, everything that comes from nature and goes back into it, biodegradable plastic. They did not relate to cheap wood (IKEA), isolation, flamingo, chemicals, plastic, lead, batteries, concrete. As a last thing we asked them if they could choose a piece of sustainable jewellery, what material would they like it to be made of. The answers we got were; wood porcelain, glass, stones that have been mined with minimal impact. Precious metals, recycled materials, innovative materials, leftovers from other and the production are also important.

We made an online survey at [surveymonkey.com](https://www.surveymonkey.com). The majority of the participants were between 20-29 years old. They feel positive, interested and curious about sustainability. They rarely but do sometimes see sustainable designs. The majority thinks that the price range is either too high or justified. When shopping they do consider sustainable options, at least sometimes. They do not think the range of products is wide enough.



Persona mood board

DESIGN THINKING

We used the method of Design Thinking throughout our working process.

Step 1: "Understand"

The first thing we did was brainstorming about the word "change". We ended up with a list of small changes in daily life every person can make to reduce their ecological footprint and to achieve a more sustainable lifestyle.

Step 2: "Observe"

The next thing we did was going out to interview people in Vesterbro and ask them what change they would like to make in order to have a more sustainable lifestyle. Everyone we asked seemed to be really interested in sustainable design in general and many people said they would like to produce less waste in their daily life. This is the change we decided to work with. We further found out that there are several common problems people have with sustainable products such as their availability and high prices and the trustworthiness of the providing brands. Those factors make it difficult for many people to make more sustainable choices in their daily lives. Besides, we noticed that people do not want to be taught about environmental problem or be confronted with problems.

Therefore we decided to remind people in a discrete manner without branding the designs being sustainable too much.

Step 3: "Point of View"

How can we make appealing and affordable jewellery by upcycling local waste, helping to raise awareness of our modern throw away culture?

Step 4: "Ideate"

In the beginning of our ideation phase we were obsessed with the idea of transforming trash into jewellery. But we soon noticed that it is very difficult to create something beautiful with high quality out of trash.

This was when we came across the term "Frugal Innovation", a concept that captured our interest. Frugal Innovation is about reducing the use of the earth's scarce resources and doing "more with less".

Before we even started to sketch we had decided to work with leftover materials from local design companies. The smoked oak we use comes from "Barlby+Carlsson", a furniture and interior design company based in Christianshavn, Copenhagen.

DESIGN THINKING

The leather we use for our packaging is supplied by "RÅ", a Copenhagen based brand for leather accessories. The founder is actually a KEA student and only uses leather leftovers from furniture production - so we are using the leftovers of the leftovers! The silver we use for our rings comes from old jewellery we collected, for the other pieces we use "new" silver because of our common casting system which demands fine silver.

Our first sketches were all 2-dimensional and incorporating leather, wood and silver in the same piece of jewellery. At some point we had the idea of making 3-dimensional pieces using only wood and silver and saving the leather for our packaging.

Step 5: "Prototype"

We faceted different kinds of wood and placed aluminium to imitate the silver. Then we tried out different placements on the body.

Step 6: "Test"

After having made the prototypes, we went out to ask people about their opinions. The most common responses were that people liked the faceted wood's similarity with a cut gemstone.

They liked the idea of creating one faceted "stone" made of two very different materials - wood and silver. Almost everybody preferred a matte finish and imagined the collection consisting of earrings, a necklace with a pendant and a ring.

We also asked people what they thought about our concept of converting leftover materials from local brands into jewellery. The responses were generally very positive and people were interested in the fact that we are recycling high quality materials.



BUSINESS STRATEGY

We found out that people generally do not want to be taught about sustainability. This is why we chose to brand our collection in a more discrete manner without emphasizing the recycling part too much. We wanted to achieve sales because of the design and not primarily because of the sustainable aspect.

Our concept of local production and the use of local materials is something we decided to focus on so the collection would appeal especially to Copenhagen citizens.

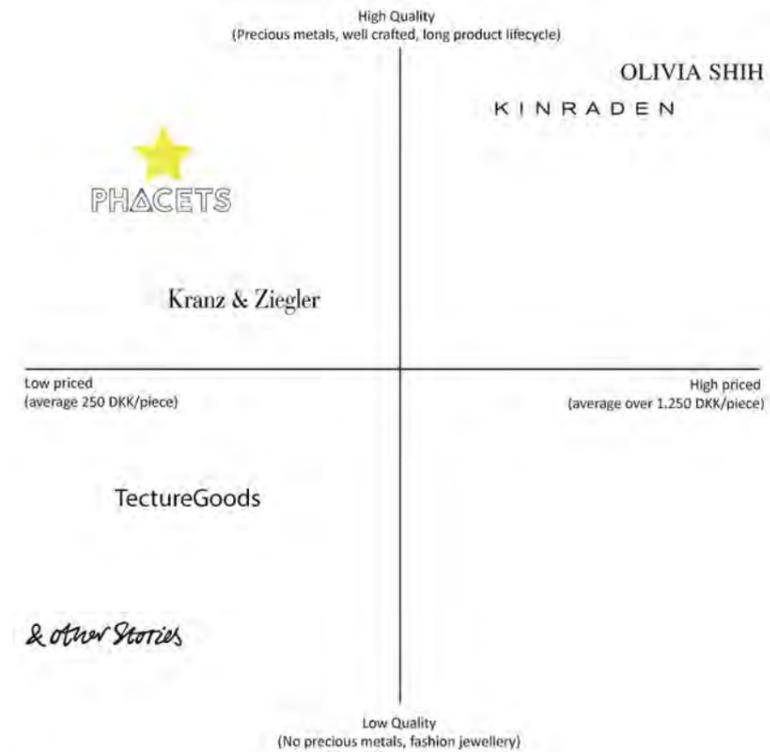
Besides, we explained the collection as consisting of jewellery that is handcrafted and one of a kind (each piece has different facets).

When writing Facebook and Instagram updates, we always used a personal, casual tone.

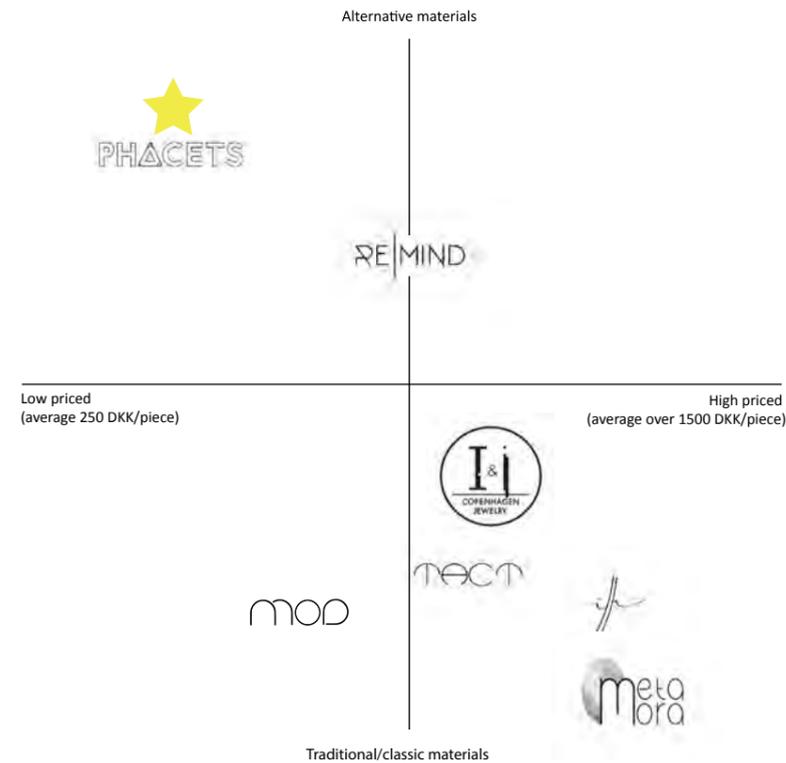
Business Model Canvas: PHACETS

<u>Key Partners</u>	<u>Key Activities</u>	<u>Value Proposition</u>	<u>Customer Relationships</u>	<u>Customer Segments</u>
<ul style="list-style-type: none"> - Lars (casting) - Kai (supplier of smoked oak) - K.A. Rasmussen and Frits (findings in silver) - Maria (supplier of leather) - Display Design Collective (sale) - Designerspace Christmas Market 	<ul style="list-style-type: none"> - Presence in social media (Facebook, Instagram) - Branding - Production (packaging) - Delivery of goods - Shifts at Display and the market 	<ul style="list-style-type: none"> - High quality - Sustainability - Creating awareness of modern throw away culture - Long product lifecycle, even of the packaging 	<ul style="list-style-type: none"> - Personal relationship - Faceted chocolates at the opening - Suggesting a change in their lives - Little note in the packaging about how to treat the jewellery 	<ul style="list-style-type: none"> - 25-35 years old - Mainly women (young mothers) - Sustainable and healthy lifestyle, want to reduce their ecological footprint - Also people from other segments buying gifts - Style: simple, Scandinavian, high quality, easy to wear
<u>Key Ressources</u>			<u>Channels</u>	
<ul style="list-style-type: none"> - Silver for casting (from old jewellery/ bought from Lars) - Silver findings - Smoked Oak (material leftovers) - Leather (material leftovers) 			<ul style="list-style-type: none"> - Display (free) - Designerspace Christmas Market (free) - Online: Facebook and Tictail (free) 	
<u>Cost Structure</u>			<u>Revenue Streams</u>	
<ul style="list-style-type: none"> - Wood and leather: free - Costs: silver, findings, branding materials, sowing equipment - Affordable prices are part of our Point of View - 10% discount for KEA students and family 			<ul style="list-style-type: none"> - 2.000 DKK loan from KEA - Sales 	

POSITIONING MAPS



In this Positioning Map we compare PHACETS to brands that have similar jewellery designs.



The second Positioning Map shows PHACETS in comparison to the other brands of the project "Jewellery for Change".

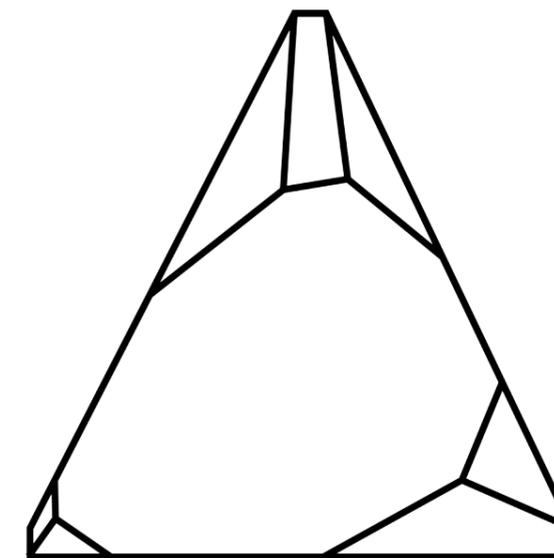
SWOT ANALYSIS

	Strengths	Weaknesses
Internal	<ol style="list-style-type: none"> 1) Strong storytelling 2) Local materials → Copenhageners feel connected 3) Every detail is Frugal Design (Packaging, Display...) 4) Every used piece of wood is unique 5) Many variations of the designs available 6) Casting the silver saves time 7) Innovative packaging, can be reused → people will remember the brand 	<ol style="list-style-type: none"> 1) Limitation in design because of brand name „Phacets“ 2) It might not always be possible to be as frugal as we would like to 3) Faceting the wood manually is time consuming 4) Production depends on KEA's workshop and tools 5) Limited durability of the wood
External	<ol style="list-style-type: none"> 1) Working on a general problem in society → almost everybody can relate to it 2) Being part of the trend of purchasing local products (all our materials come from CPH/DK) 3) Niche in the market: low-medium priced yet high quality 4) No costs for wood and leather 5) Selling during christmas time 	<ol style="list-style-type: none"> 1) Negative reactions from customers → they don't want to be taught about the right way of living 2) Not everybody's style with the wood → not enough variation? 3) We might have supply problems with the wood and leather later → maybe then it won't be as local / another type of wood

We made a SWOT analysis to get an overview of over our brand's strengths and opportunities in comparison with our weaknesses and threats to our brand.

Our logo reflects the clear lines and facets in our designs. We further designed a triangle with facets as a separate logo. It resembles both the A in our full logo and the shape of the little leather wallets we give away as packaging. Throughout the design of our visual identity we made use of the concept of Frugal Innovation. This is why our photoshoot took place on KEA's rooftop with a member of our group as the model. We wanted to achieve a natural, casual look so people could identify easily with our model. In the background of the photos you can see the city of Copenhagen which underlines our concept of local production and materials.

PHACETS





phacetsjewellery@gmail.com

facebook.com/phacets

instagram.com/phacets

phacets.tictail.com