



CHARLES WORTHINGTON LONDON // BRINGING THE SALON EXPERIENCE HOME

BACKGROUND

The Charles Worthington London hair care line was initially successful during its launch in the US. However, after a few years with the same packaging graphics and very little ad support, the brand began to lose relevance with consumers. The dated graphics did not reinforce the salon positioning and diminished the brand's credibility. Additionally, the color-coded sub-lines lacked differentiation and were lost on-shelf. When the brand fell victim to sluggish sales and top retailers threatening to kick it off the shelves, Charles Worthington London came to Soulsight to help reinvigorate the brand.

SOLUTION

Soulsight first developed a distinctive brand identity that clearly communicated the company's unique value proposition: The Charles Worthington London Salon Story. We then established a cohesive design system that distinguished the two sub-lines, highlighted the product benefit and was easy to shop at-shelf. We further reinforced the brand's shine proposition through a metallic color

palette and substrate. Finally, we introduced a conversational yet "expert" brand voice in a contemporary design language to appeal to a younger demographic.

RESULTS

Due to the success of the packaging refresh and print campaign, Charles Worthington London launched a multimillion dollar television campaign for the first time in the brand's history to further bolster their salon message and expansion of their hair care product line. With products appearing in Vogue and Cosmopolitan and gaining international press and buzz, Charles Worthington reinvented itself as a viable salon expert, picking up multiple new retailers.