



SENERINE // MAKE-UP MADE EASY

BACKGROUND

A startup company in South Korea was looking to launch Senerine, a new line of “smart cosmetics” that promoted clear skin, in department stores throughout Asia. The premise was that each item would have its own applicator to help in portability and ease of use.

With only the name and premise to begin with, Soulsight Asia was asked to create the brand identity, design system and structures for the complete line.

SOLUTION

Soulsight Asia began by first developing a strong landmark and icon for the new cosmetic line. The commanding sans-serif, all caps typeface was sleek, feminine and approachable. The icon mnemonic was inspired by the simplified shape of a crown and represented the brand ethos that every woman should feel like a queen. Soulsight developed structures based on convenience, and the sultry red and black color palette created a strong brand block on-shelf.

RESULTS

Upon its launch, Senerine was instantly distributed to high end department stores throughout Asia and is now one of the highest selling brands on Korean’s Home Shopping Network.