

A NEW BODY BRAND

billie

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**billie** is a subscription-based razor and body care brand for women.

As an inclusive, body-positive brand that supports female empowerment, the identity takes a stand with bold character, inspired by the spirit and confidence of 90's feminism.

Basically: body positivity, but make it fun.

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# Target Audience & Brand Personality

A brand aimed mainly toward young women (Gen Z/Millennials) from teens to early 30s, Billie projects a genuine, natural vibe that still pops.

Interestingly, Billie was the first women's razor brand to ever show actual body hair in an advert. As a beauty and skin care brand geared more towards body positivity than glam, a Billie morning routine should be both fun and colorful, but also no big thing.

# Concept

Focusing on the idea of inclusivity and being comfortable with oneself, this ident will utilize bubbly, energetic shape language and motion—both 2D and 3D—while also incorporating some of Billie’s own product packaging. It will also include positive messaging via dynamic typography.

## Phrasing:

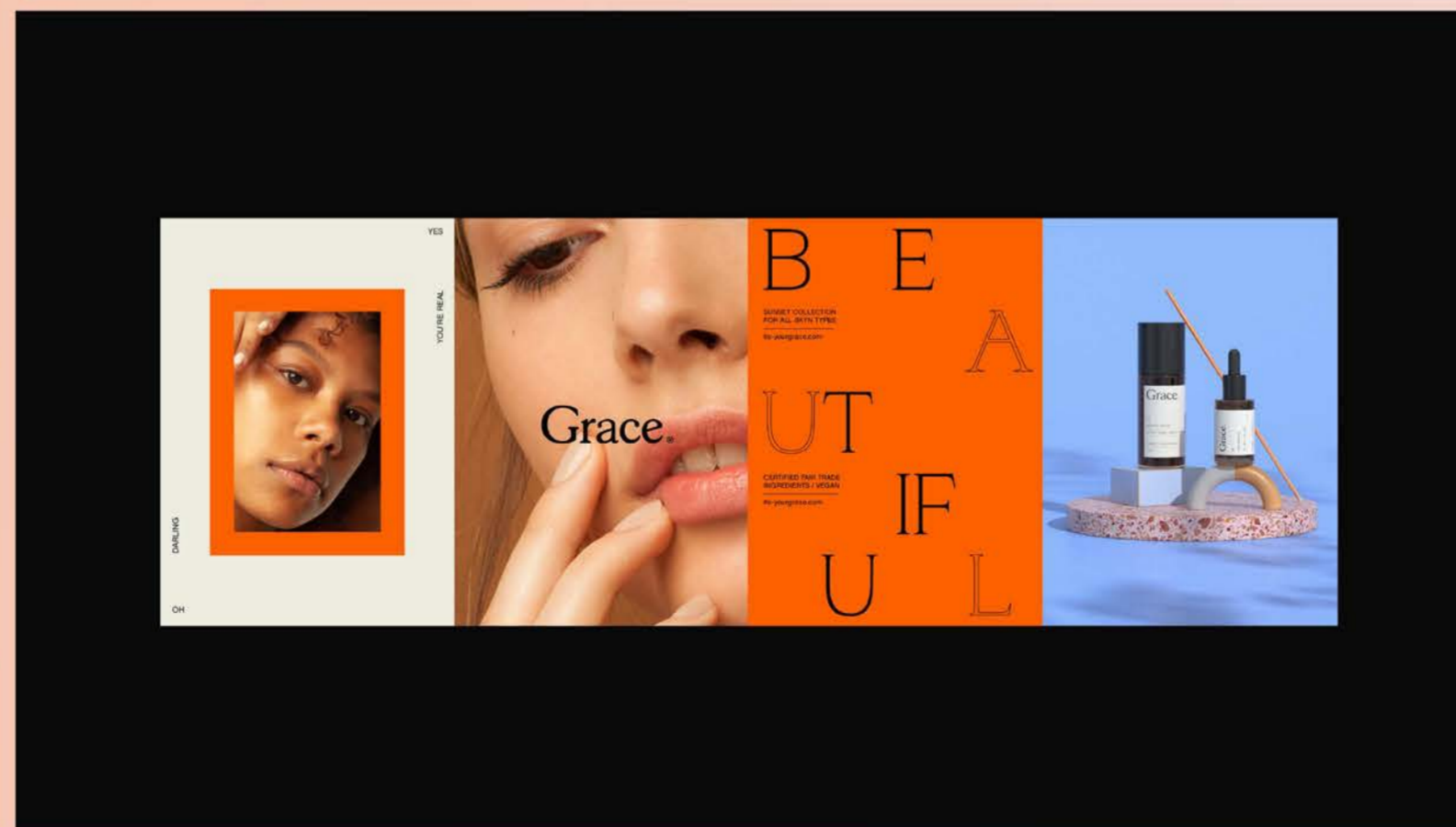
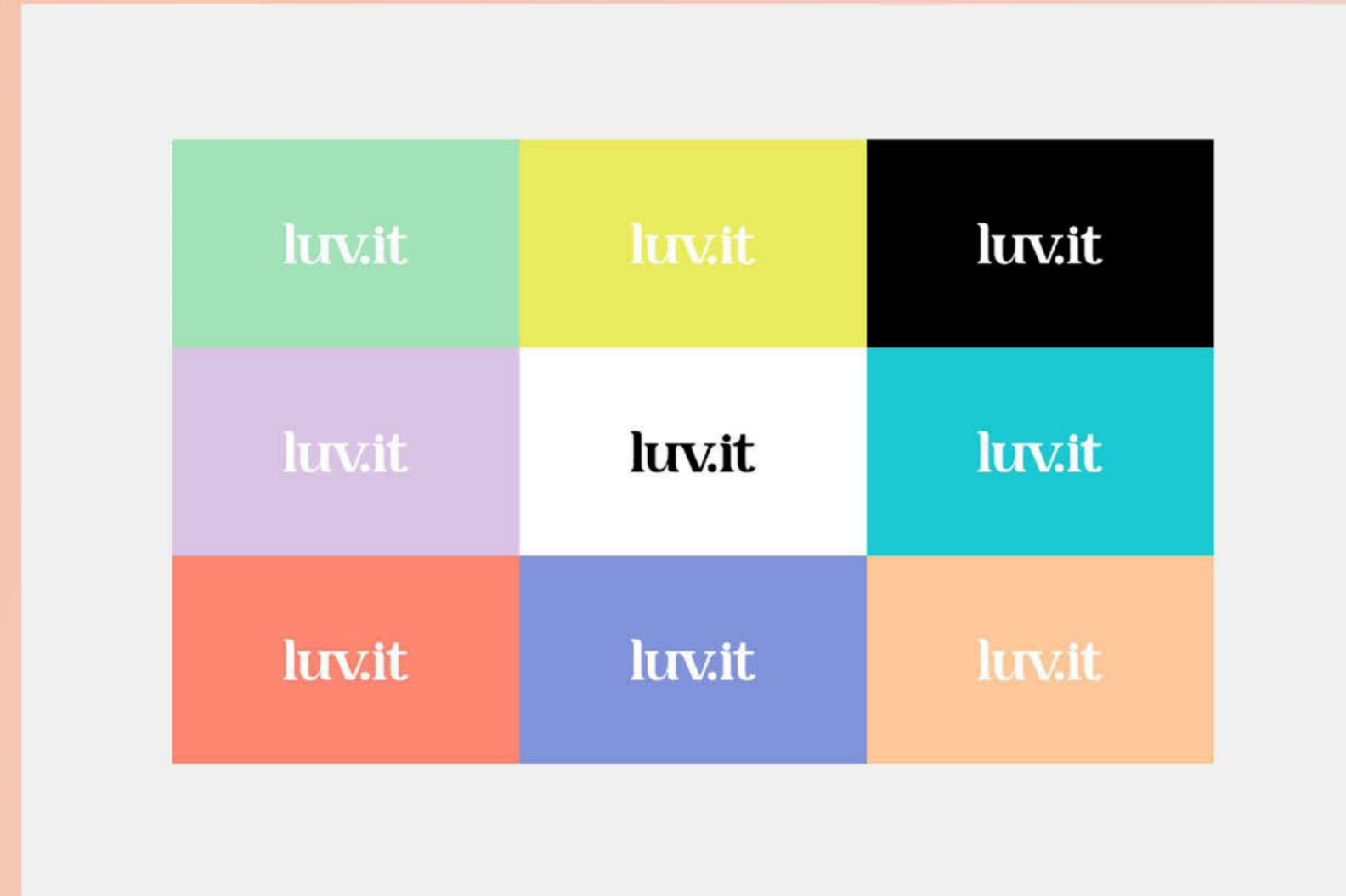
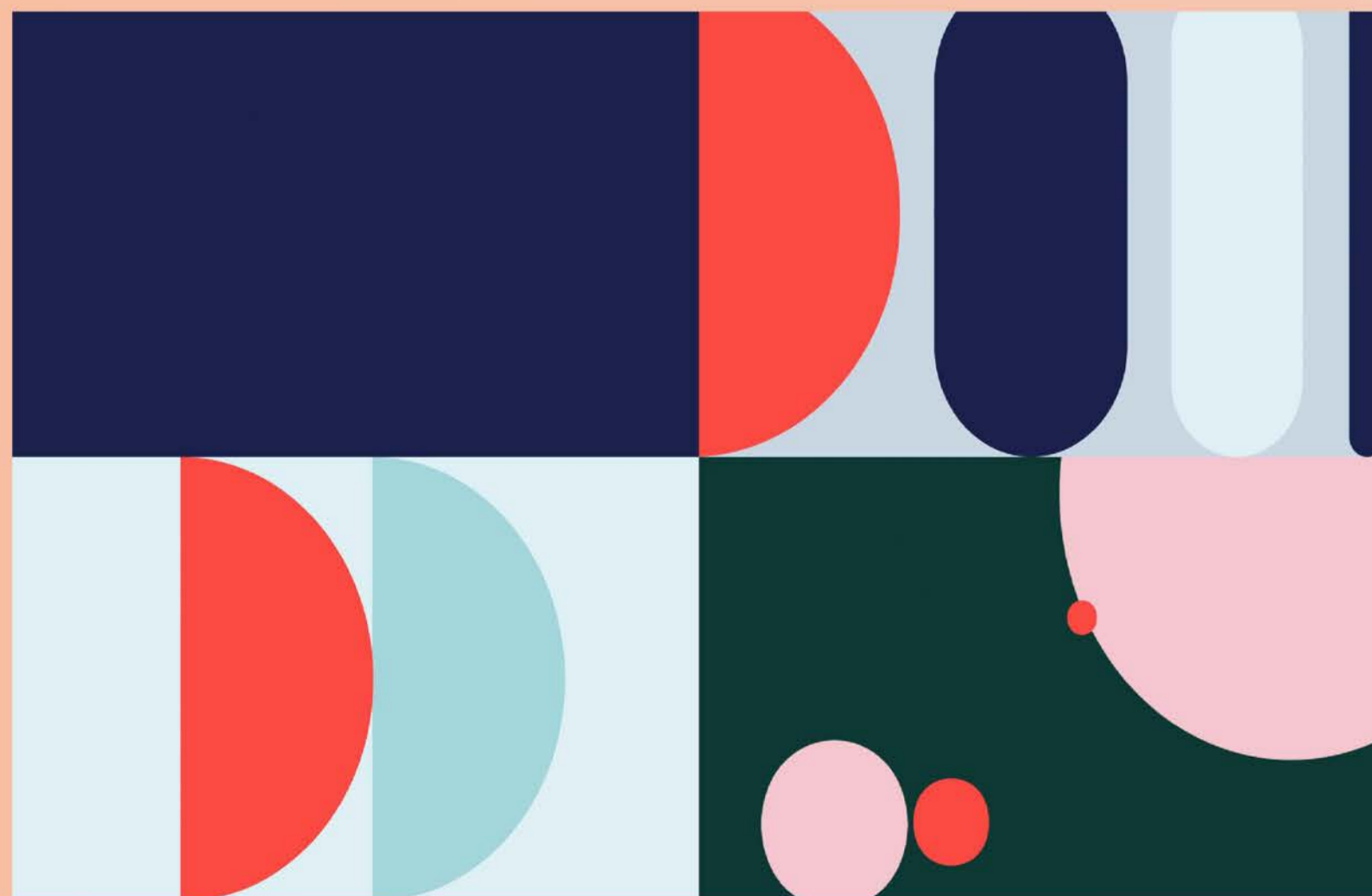
“Happy skin all day”

“Magic in the Mundane”

“Give your Lady Bod some love”

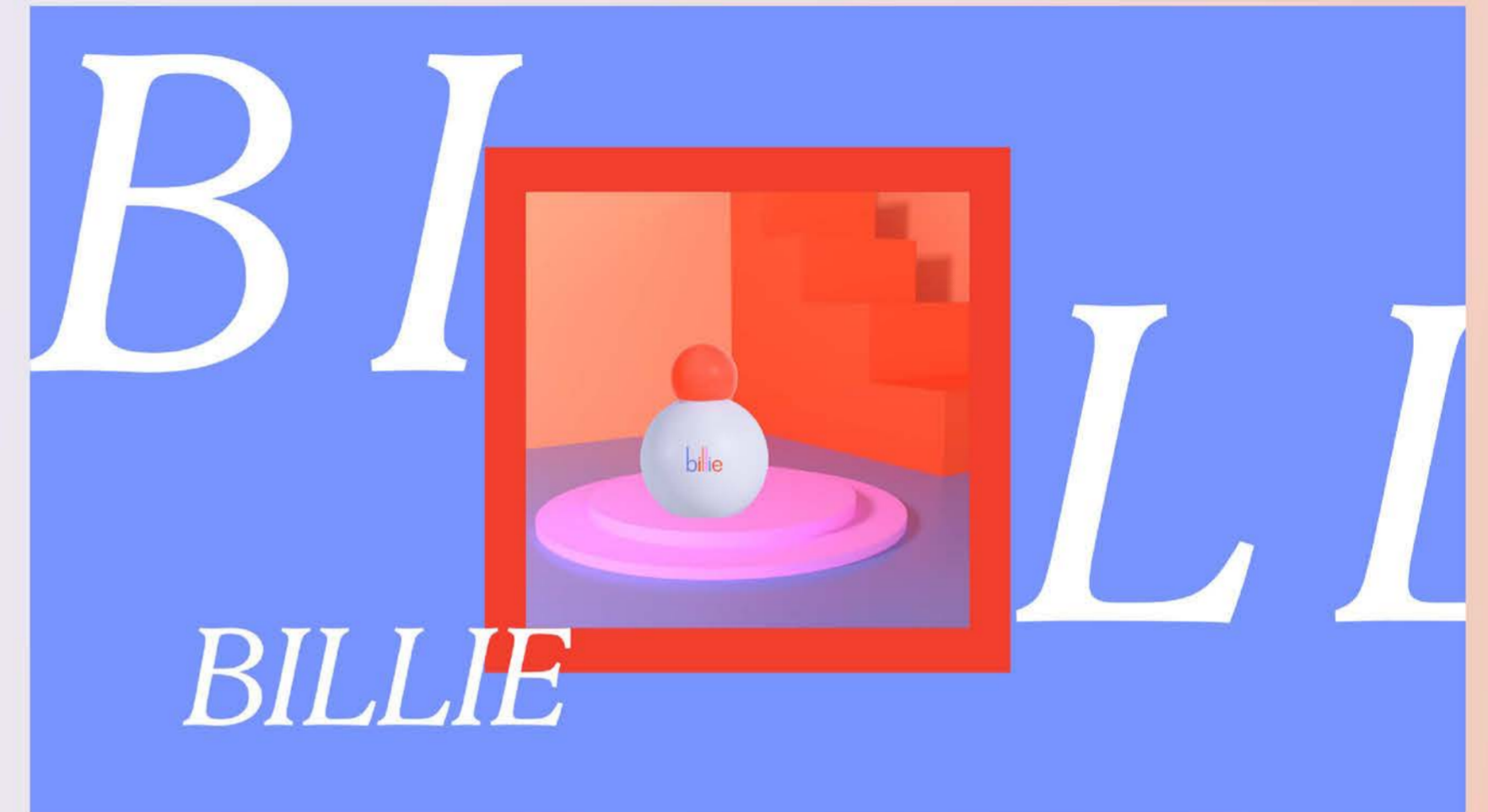
“A New Body Brand”

# Style Reference



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# Style Exploration



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# Style Frames



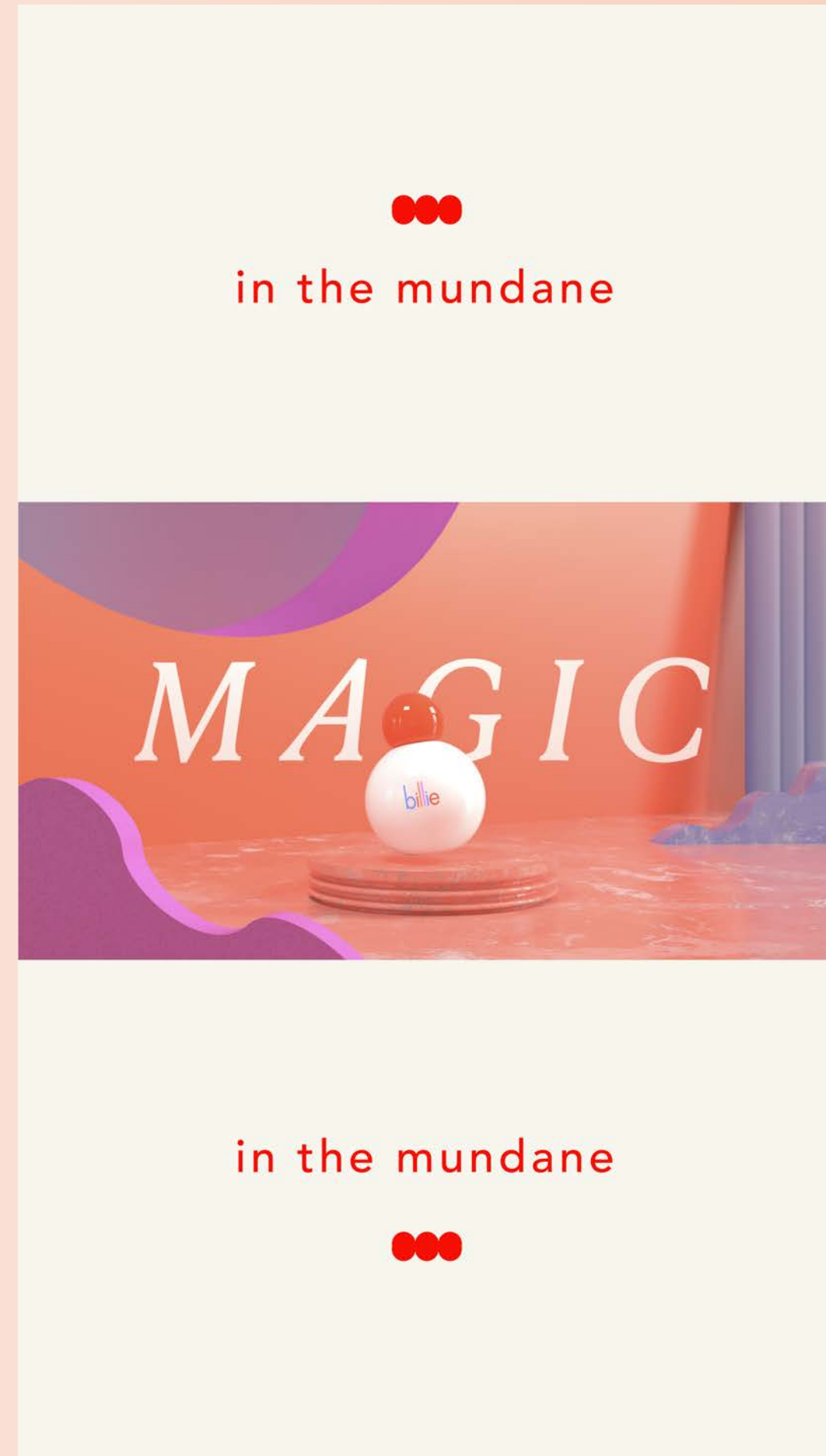
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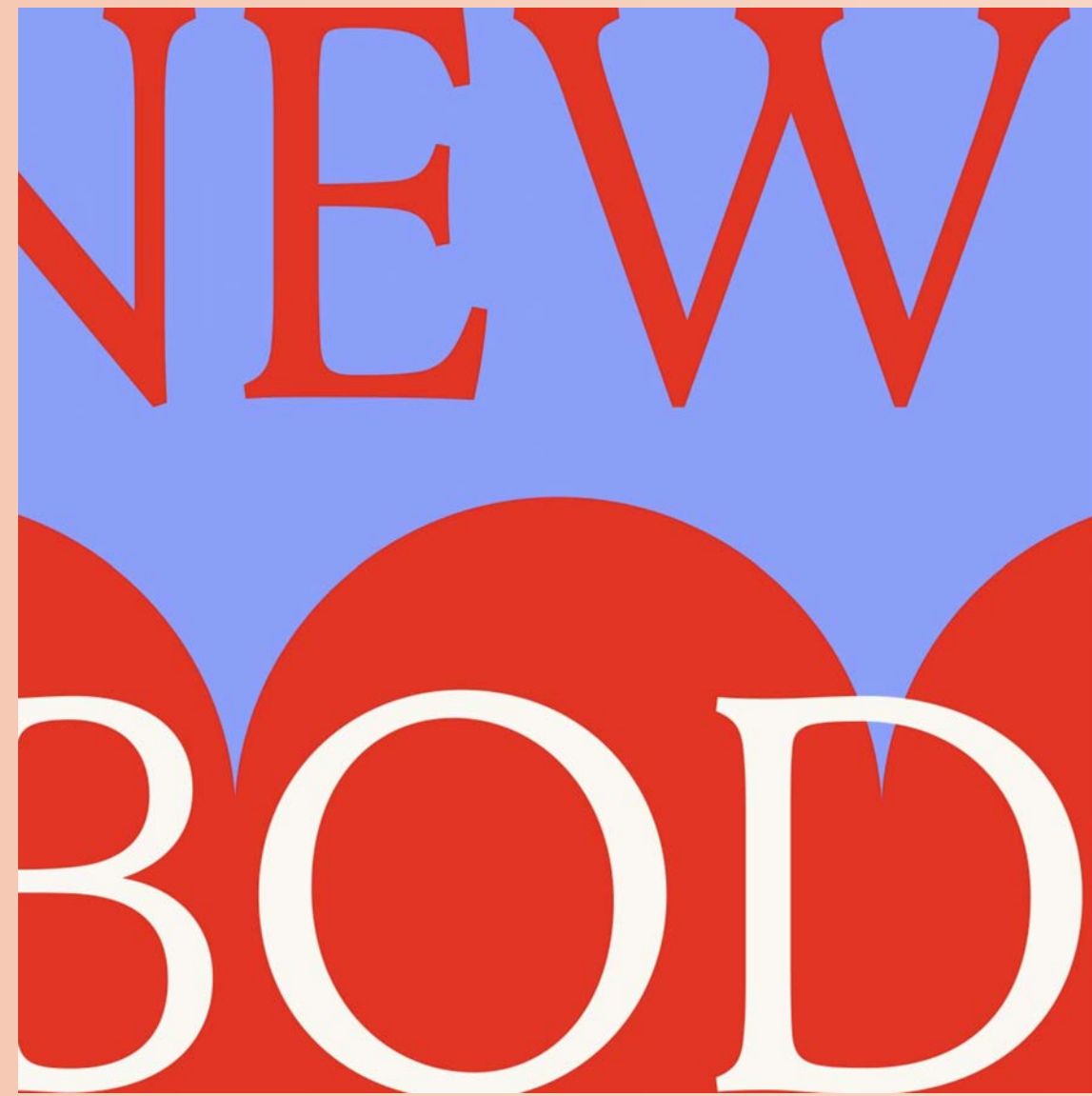
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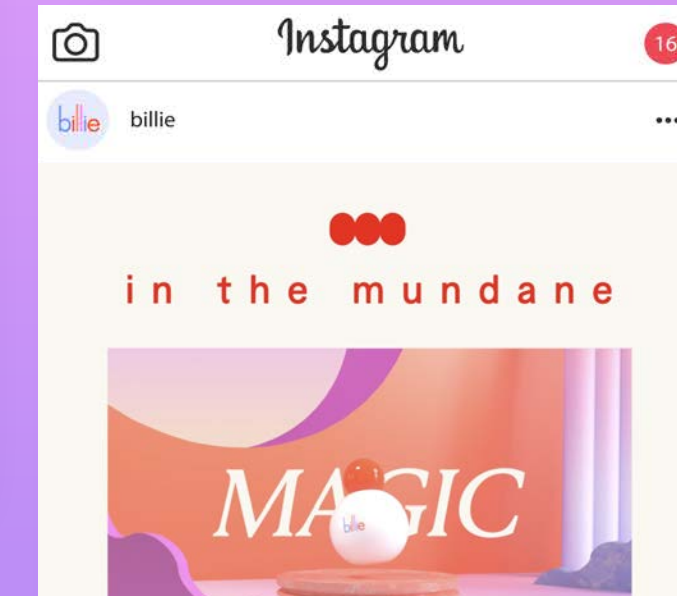
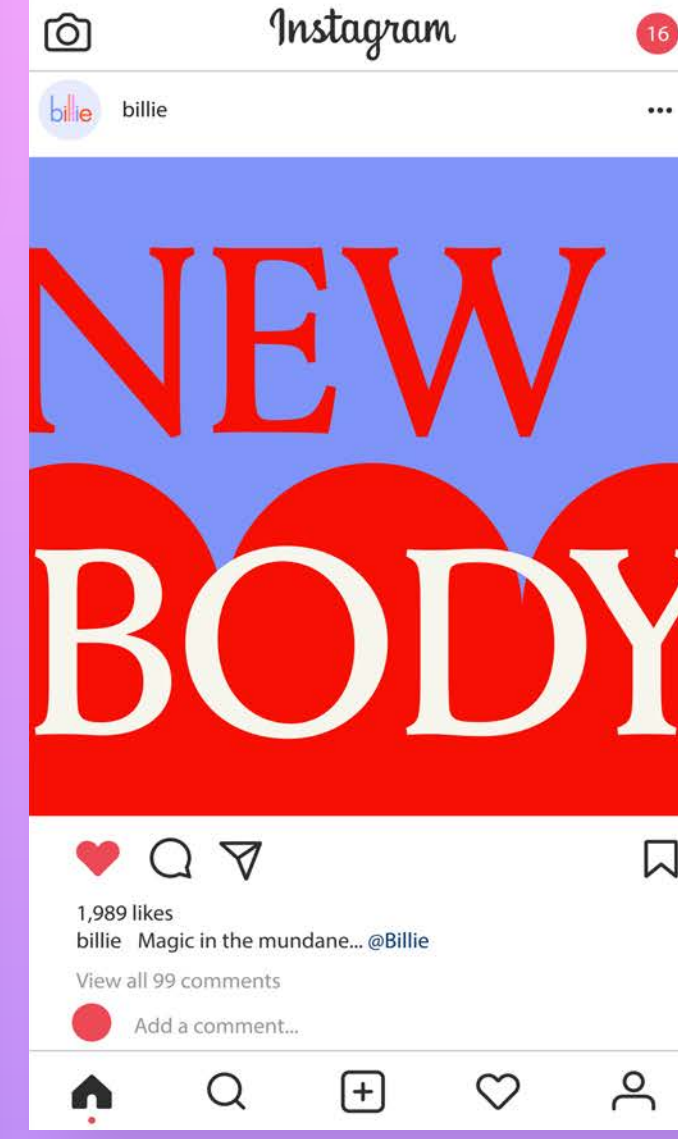
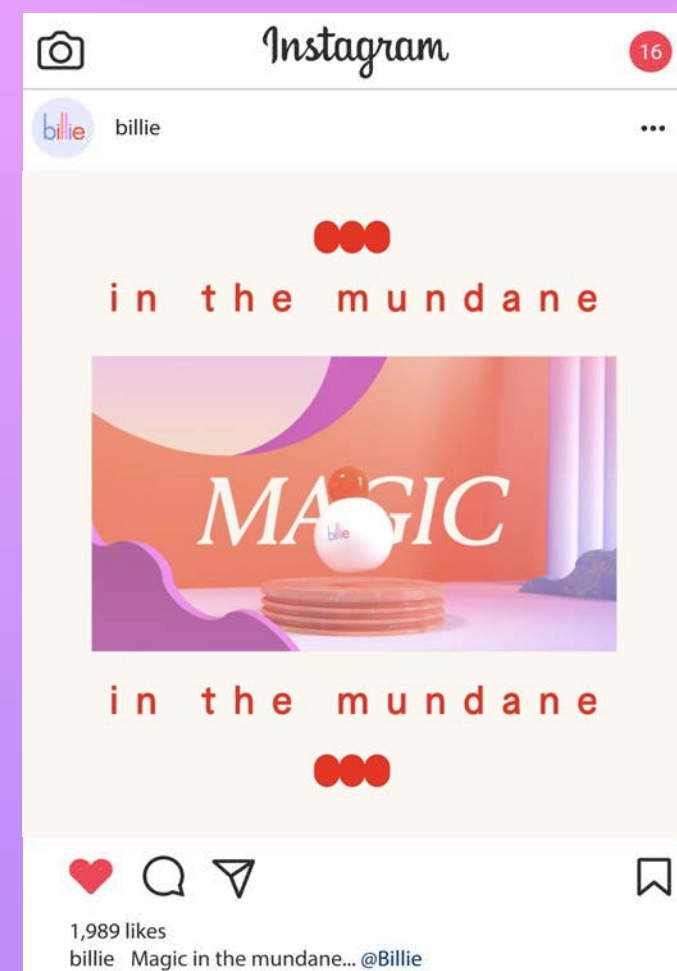
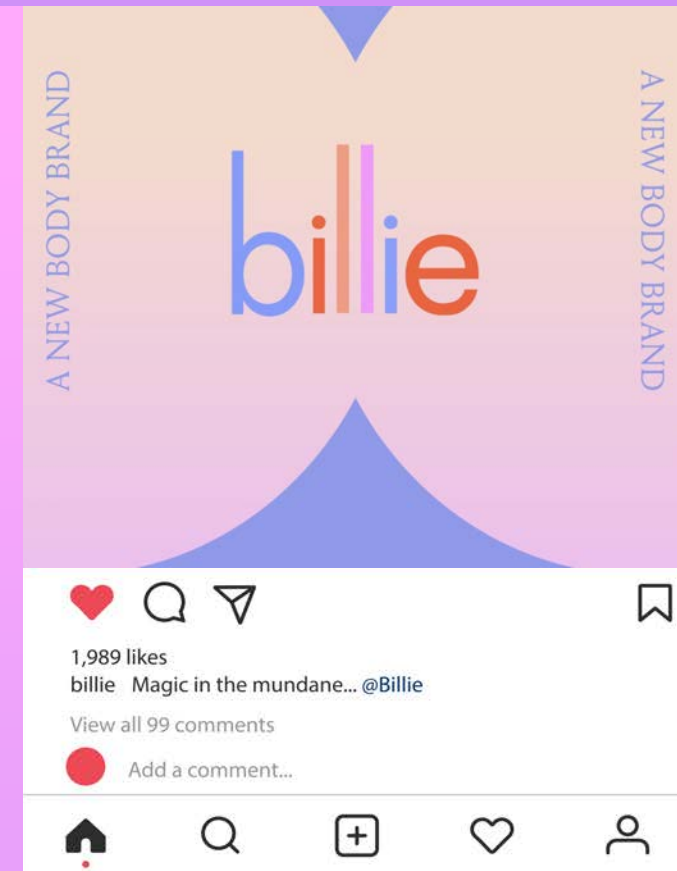
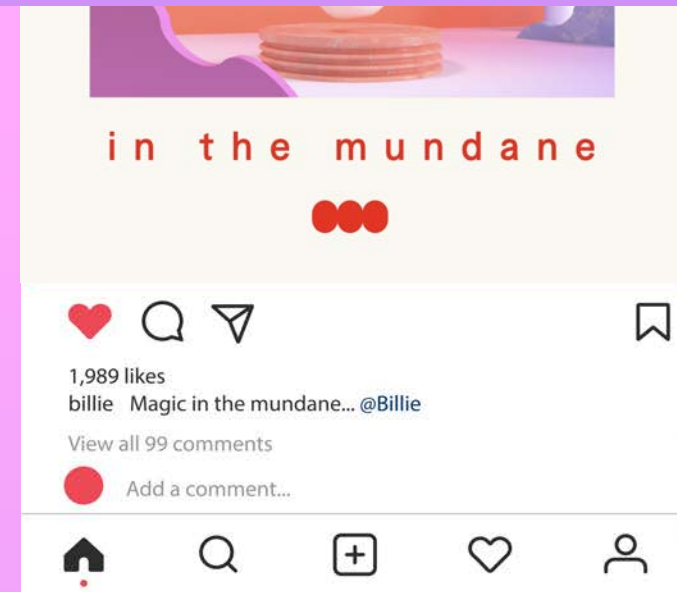
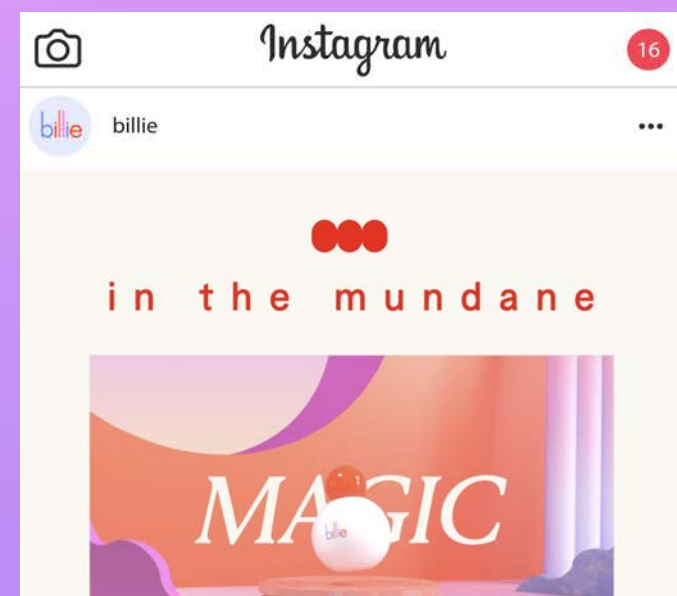


# Vertical Format for Digital Platform



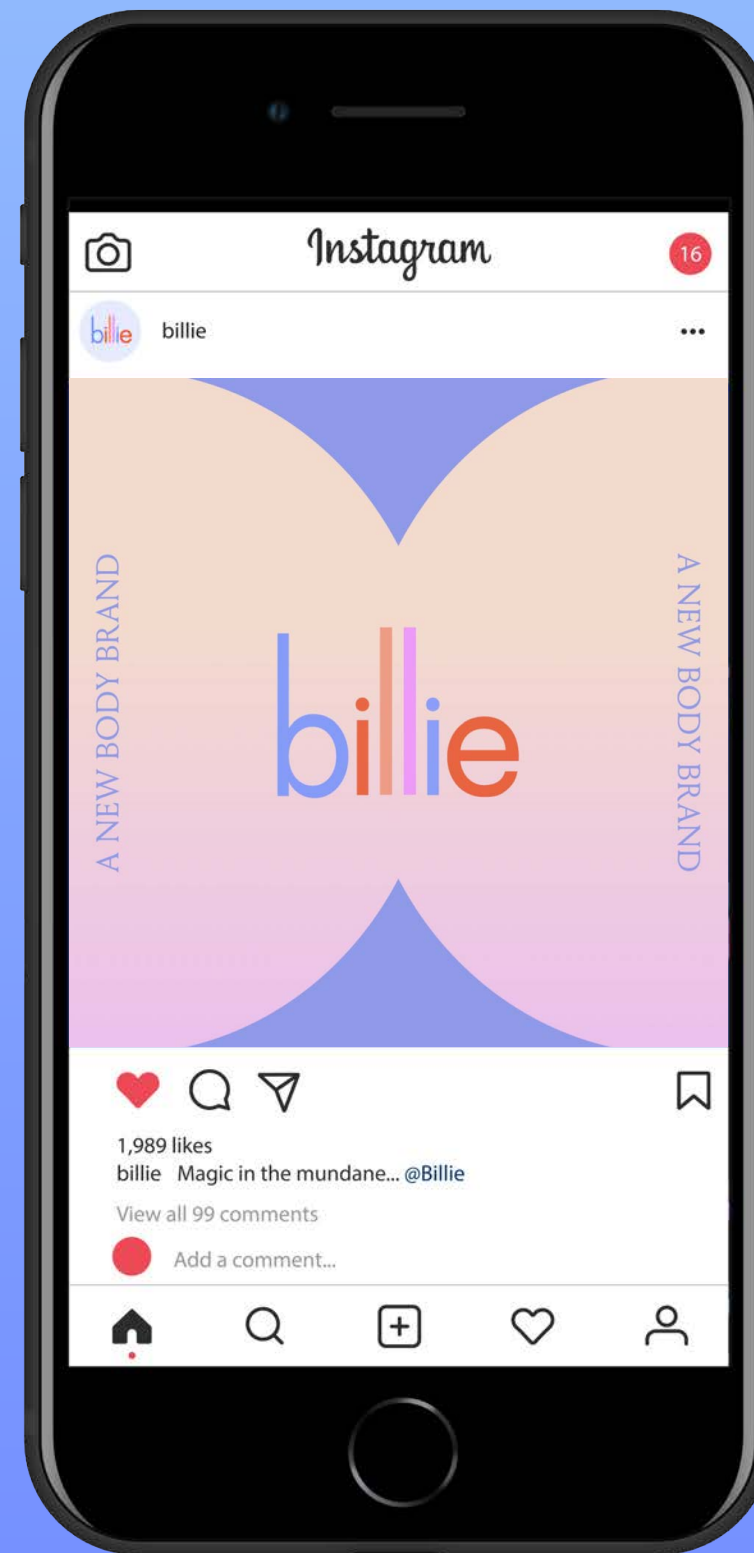
# Square Format for Digital Platform





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# Digital Platform Mock ups



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# Outdoor Mock ups



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