

**CHROMOSPHERE
CHROMOSPHERE**

**RESEARCH
BY
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CHROMOSPHERE
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HARVEY
NICHOLS

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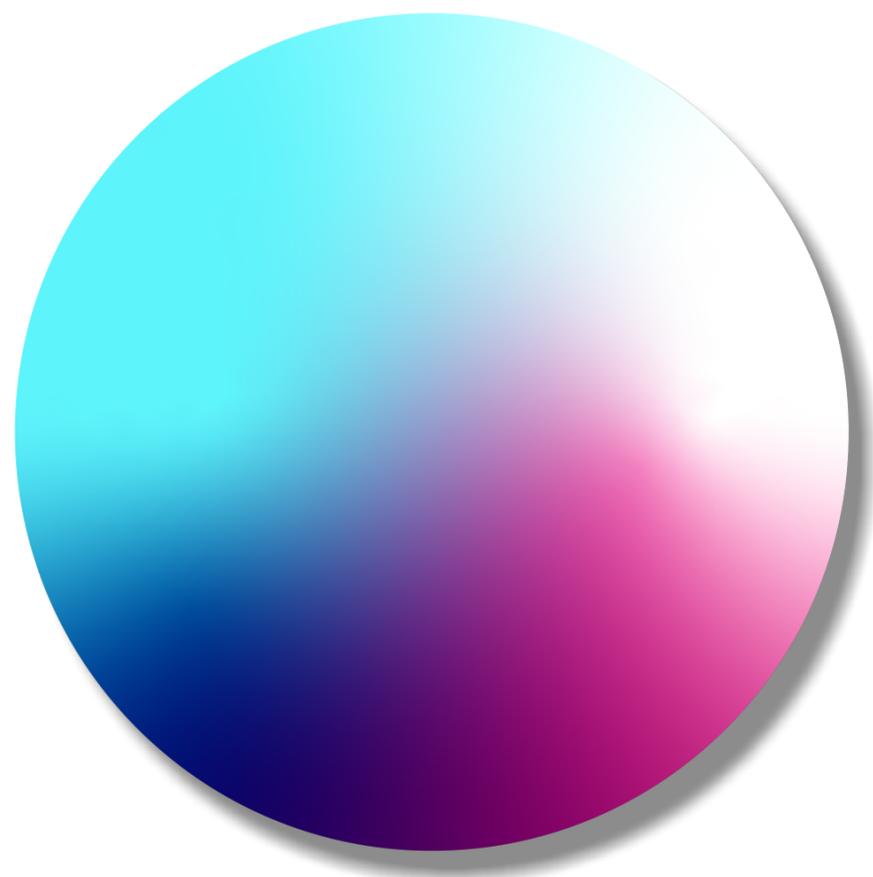
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HISTORY

1831 - Harvey Nichols began as a linen shop in Knightsbridge.

1889 - It expanded consistently throughout the years and in 1889, established itself as a department store selling a wide variety of luxury goods.

1975 - The store opened a restaurant on the 5th floor that initiated the novel concept of fashionable fine dining and a Champagne lifestyle. It garnered celebrity attention with Princess Diana being one of their many famed clients.

1996 - Continuing the expansion of fine dining, Harvey Nichols launched the OXO Tower Restaurant, Bar and Brasserie.

Present - The department store has multiple branches throughout the United Kingdom, and can also now be discovered in Riyadh, Dubai, Hong Kong and Kuwait.



FIRST OBSERVATIONS

This is the first stage of approaching the brief. The unit began with a visit to Harvey Nichols' bricks-and-mortar store in Knightsbridge where we were given an in-depth briefing and introduction to the company. As part of the opportunity to familiarise ourselves with their retail structure, we were also given a tour on all 6 of their shop floors with a guide who generously answered all of our questions.

FIRST OBSERVATIONS ALIPAY



I first noticed the many Chinese signs and plaques around the store. The impression was clear: Harvey Nichols sees their Chinese shoppers. One example, is the poster on the door that rewards customers with a discount if they use Alipay. Another example is a QR code on the till that allows for immediate payment transactions. It is an integral part of contemporary Chinese culture to pay using this particular app. Harvey Nichols evidently makes efforts to cater and make the store experience welcoming for Chinese consumers, especially the more tech savvy millennials/Generation Z.



Alipay is the most commonly used third-party online payment service provider in China.

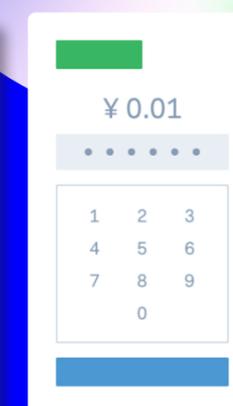
This payment method oversees 100 million daily transactions and over 520 million active users. Alipay Wallet, its digital wallet as a mobile app, provides customers an efficient method to pay for goods and services directly from their phones.



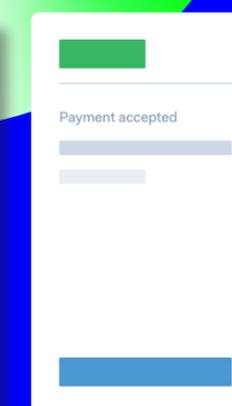
1. QR is presented to the shopper



2. Shopper opens the Alipay app and scans the QR code. The transaction details appear on screen



3. To confirm payment, shopper inputs PIN number or touch ID

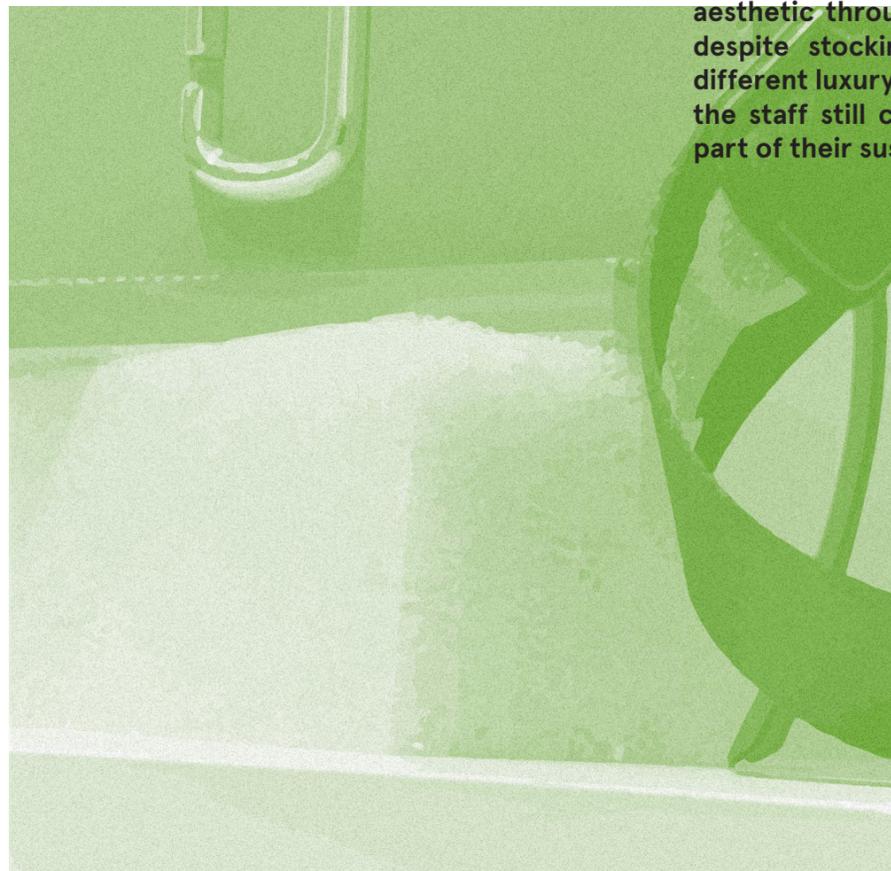


4. Payment is complete and the shopper is directed to the payment success page

FIRST OBSERVATIONS

RECYCLABLE MATERIAL

When walking around the concessions, I noticed that the luxury goods were curated alongside decorative props of interesting textures. The use of styrofoam is unique as it contrasts greatly to the refined, luxury feel of the bag it is supporting. In the image opposite, the marble and concrete textures give a unique combination of industrial and luxury. It made me think about the Harvey Nichols' visual aesthetic throughout the store, that despite stocking a wide variety of different luxury designers and brands, the staff still consider the visuals as part of their sustainable ethos.



This is an example of how Harvey Nichols enforces the need to carry the sustainability ethos "from product to display fixtures" to formulate a "powerful message and cohesive narrative" (Dickinson, 2019: 2). WGSN researcher Claire Dickinson encapsulates the importance of aesthetics in conveying a deep-rooted ethos. It is a subtle and subconscious method of projecting a value; it relies purely on association and connotation. By doing this, Harvey Nichols speaks to every consumer in a universal language.

Dickinson, C. (2019). *Designing Sustainable Retail Spaces*.





INDUSTRY INSIGHTS

For market research, I compiled several findings from trend forecasters such as Mintel and WGSN who have amassed a wide variety of examples that employ trending concepts to prove (or disprove) specific forecasts. To look ahead means to look in the past first, which is why I looked at earlier examples of 'innovation' and how they have been implemented into current business practices - or where their potential lies. I also looked at competitors to gauge the nature of the market competition, as well as looked into a segment of Harvey Nichols' target market; Chinese millennials and Generation Z.

INDUSTRY INSIGHTS

EARLY INNOVATIONS

Upon looking at early examples of captivating and innovative store window displays, the most memorable and visually impactful appear to have a common feature: motion sensing.

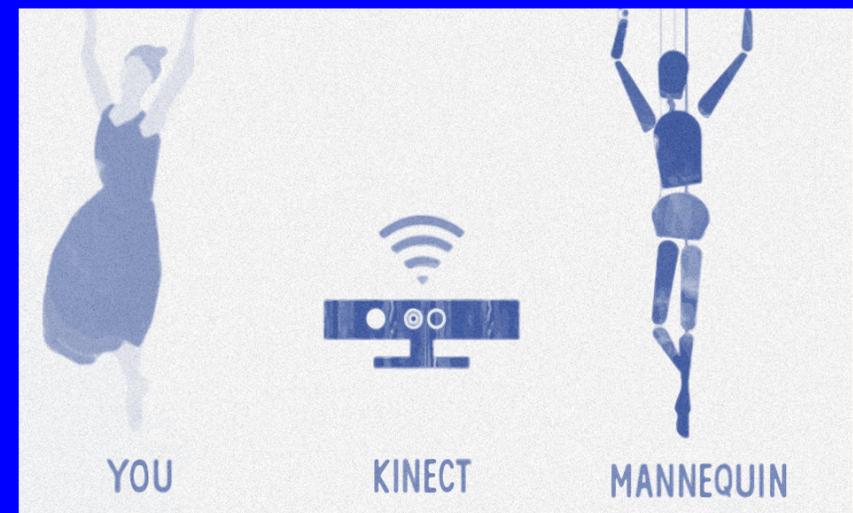
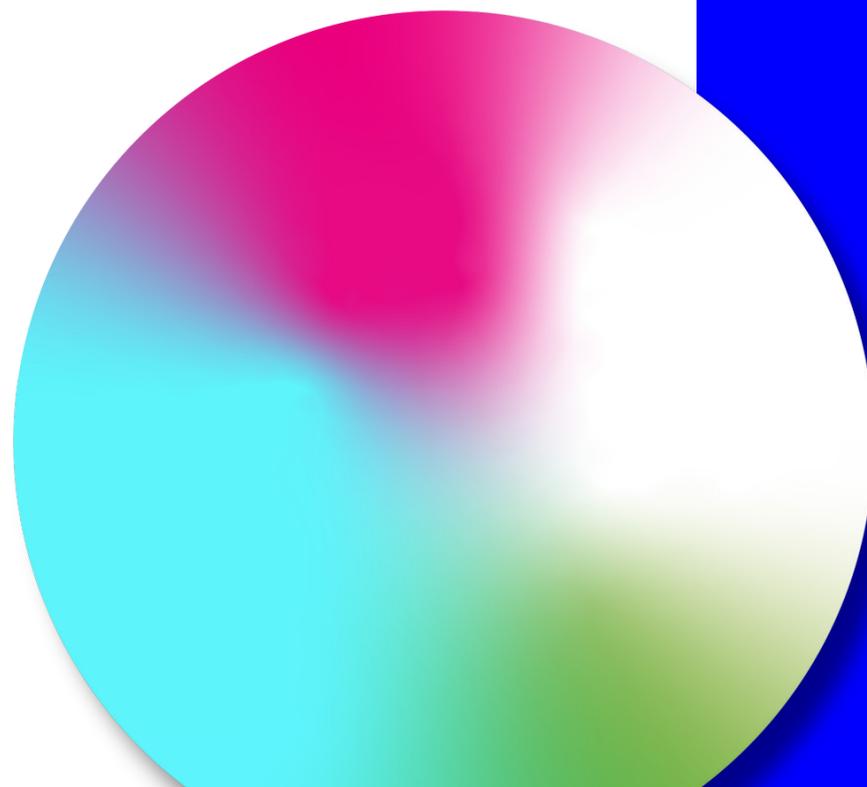
Because window displays are designed to capture the attention of fast-paced shoppers, to play with the motion of the people is a method to engage with them. This intangible connection creates another dimension that sparks curiosity and excitement. It gives a sense of power and authority to the viewer, making them participants of the store's message and thus, incentive for them to learn more about the concerns of the greater message.

Human motion can be creative from its unpredictability. When viewers notice that they are being copied or 'followed,' it appears instinctual to test the boundaries of how far these displays will go to mimicry. Can it keep up with my really quick move? Can it copy my strange pose? This could ultimately bring the bystander to pay attention to the product or service being advertised, and if used creatively and effectively, interactive window displays could also illustrate the greater meaning of the product/store.

The use of motion sensor technology capitalises on the wide, multi-dimensional space of the window displays. Harvey Nichols is not exempt from applying this human fascination to their own displays, especially with their 13 street-level windows.



If used creatively and effectively, interactive window displays could also illustrate the greater meaning of the product/store



INDUSTRY INSIGHTS

INTEGRATED TECHNOLOGIES



Current technological innovations have created new immersive experiences for consumers. For example, augmented reality is engaging and intriguing because the novelty derives from such a great technological advancement that it demands to be experienced to be believed. Although appearing gimmicky at first glance, it is a revolutionary way to interact with consumers and gives businesses a more developed understanding of their audience.

Mintel describes it as a method to “enhance consumer experience” that may “impact their overall satisfaction and give them a reason to return” (Mintel, 2017). It is essentially a key tool in transforming the way a consumer engages with the commercial front of businesses.

The use of phones has established itself as an integral part of our daily habits. As a result of this, phones have become a way to enrich the retail experience, but by doing so, they also create new opportunities to elevate retail as a less wasteful experience. From packaging, signage, electricity usage -- retail can be environmentally damaging in the subtlest of methods. Creatively capitalising on the multifunctional utilities of a phone could conceive a sustainable and engaging solution to this retail problem.

A primary example of how developments in phone software has elevated retail experience is Lush’s Naked store. Its concept is founded upon being plastic-free, which not only applies to their packaging but it includes the absence of physical information signage. Instead, Lush has employed the utility of Lush Lens, an app that uses AI to reveal product information as well as practical information on the zero-waste lifestyle. There is evidently an immense effort in making sustainability the crux of their retail strategies. The use of phones allows the consumer to “get to know your products without all the packaging and labels” (Shepherd, 2019). Highlighting the excessiveness of these retail props leaves an impression with the consumer that attempts at reducing waste applies to the most mundane and infinitesimal elements of life, and that they too can appropriate this mentality into their everyday habits.

Shepherd, A. (2019). The evolution continues: The Lush Labs App. [online] Lush Fresh Handmade Cosmetics UK. Available at: <https://uk.lush.com/article/evolution-continues-lush-labs-app> [Accessed 31 Oct. 2019].



INDUSTRY INSIGHTS

LUXURY COMPETITORS

HARRODS

Harrods collaborated with StudioXAG to produce a window installation promoting Vaara. They incorporated materials such as dusty chalk and marble plinths, creating an organic and earthy feel to their display. Not only does it emphasise a return to the raw aesthetic, but StudioXAG's Gemma Ruse states:

"Unfortunately we aren't always in control of the full life-cycle of an installation, but where possible we transport old displays back to our studios, and dismantle and recycle the elements. We're happy to say that 0% of our projects go to landfill – our industry is wasteful and we want to change that."

By collaborating with a company that is vocal and transparent about their creative processes and their impacts on the environment, Harrods conveys a similar concern for sustainability in their visual merchandising.

Harvey Nichols can take inspiration from this and apply a similar strategy to their visual merchandising tendencies. What is important to note is that, the display itself does not need to emphasise an earthiness or rawness in order to make an impactful statement about the environment. However, the best case scenario would be if both the visual component of the display AND the creative process of its formulation both reflected a concern for environmental impact.

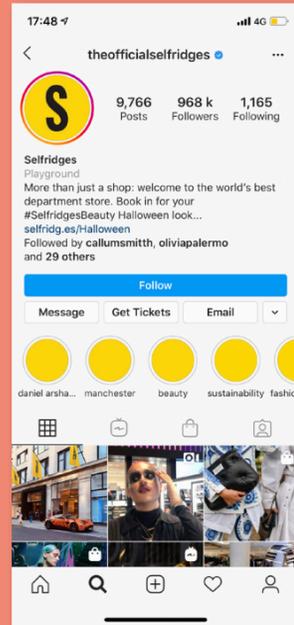


1. <https://studioxag.com/projects/marble-chalk/>

2. https://www-wgsn-com.ucreative.idm.oclc.org/content/board_viewer/#/84493/page/8

INDUSTRY INSIGHTS

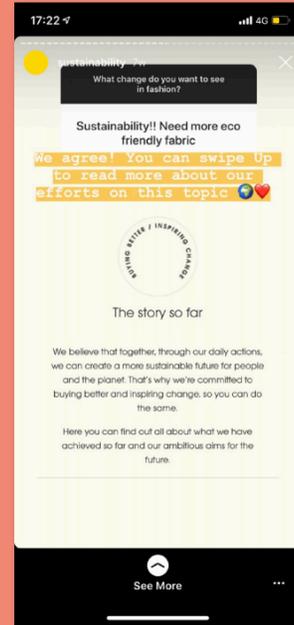
LUXURY COMPETITORS



Instagram Story Highlight



The Selfridges x @ depop collaboration with an emoji slider to convey your subjective opinion according to the semantics of the 'hands' emoji



Selfridges asks their followers/consumers about the changes they want to see, and use it as a means to acquire direct feedback

SELFRIDGES

Selfridges has undeniably displayed a visible effort to vocalise their endeavours into sustainability. Although rather discreetly incorporated into their 'About Us' category at the bottom of their main page, Selfridges prides themselves with their campaigns Project Ocean and 'Buying Better'. The fact that it is not one of the most prominent features of their webpage indicates that it is not yet a feature that they would want to closely associate themselves with; they do not intend for first time customers to be immediately aware of this ethos. Perhaps this is because it may appear disruptive, or off-brand for a luxury department store.

Project Ocean is their partnership with the Zoological Society of London (ZSL) to inform their customers about ocean pollution & overfishing, and to address these concerns in their retail strategy. According to their website, these strategies include banning single-use plastic bottles and the selling of endangered fish in stores.

When I looked at their Instagram, I noticed that they have dedicated an Instagram Story Highlight to collating all their publicised endeavours into sustainability. The fact that it showcases all their actions suggests that, despite not being a prominent feature on their website, it is indeed a feature on their social media, particularly on Instagram. It is something they intend to spread and organically engage with their consumers on this topic. Fully exploiting Instagram's utilities allows them to directly ask the customer their honest opinion on what they are doing, and publishing their answers to champion transparency.

Their 'Bright New Things' campaign introduces new designers that allows current consumers to "keep up with current trends while keeping your conscience clean." The language in which this is written implicates the method in which Selfridges wants to revolutionise our spending habits. They have clearly understood the market's need for constant consumption, but recognise the consumer guilt that has become the norm for those who have been enlightened.



INDUSTRY INSIGHTS

GENERATION Z

According to Tracy Francis and Fernanda Hoefel under McKinsey & Company, Generation Z's are "true digital natives" because the majority of their lives have been equipped with digital technology. As a generation group, Generation Z have cultivated habits of cross-referencing various sources of information and "integrating virtual and offline experiences" (2018). As the newest generation with economic power, their consumption habits have recently been recognised and implemented within the business structure of retailers.

McKinsey & Company have identified that the crux of Generation Z consumption is their search for truth. They have 4 pillars that determine the foundation of this disposition.

1. Undefined ID - expressing individual truth
2. Communaholic - connecting through different truths
3. Dialoguer - understanding different truths
4. Realistic - unveiling the truth behind all things

Synonymous with truth is honesty, authenticity, intimacy. Gen Zers make decisions based on fully understanding one's values, causes and visions.

McKinsey & Company states:

"Companies should be attuned to three implications for this generation: consumption as access rather than possession, consumption as an expression of individual identity, and consumption as a matter of ethical concern" (Francis, Hoefel: 2018).

Summary

I believe that appropriating the consumer behaviour of the Generation Z cohort will effectively inform my Creative Outcome. Their ethical concern is at the heart of this brief, but Harvey Nichols have yet to make an impression to the public that they express great concern for access and expression of individuality.

When I was taken around the shop floor by a guide, and being thoroughly informed on all the sustainable/ethical goods that were on sale, I felt very privileged to have had the opportunity of being explicitly told about their wonderful collection. When I was alone, however, I had completely forgotten where each sustainable product was and a majority of the staff were not trained on this knowledge either. To the average customer, Harvey Nichols' inventory of wonderfully sustainable products were sadly hidden. Customers were uninformed or unaware of Harvey Nichols' efforts to revolutionise the current habits of consumption on the shop floor.

I aim to publicise and feature HN's efforts in an engaging and accessible Creative Outcome.

Will my Creative Outcome, and ultimately, my solution for Harvey Nichols reflect and/or possess the following values?

- ACCESS
- EXPRESSION OF INDIVIDUALITY
- ETHICAL CONCERN

I believe that if my Creative Outcome illustrates these values, my solutions would effectively convince current consumers to buy responsibly, and persuade a generation to reconsider its fashion habits (handbook).

It is important to target Generation Z because they are facing real repercussions of the older generations' neglect of the environment. They are pioneering the demands for climate change action, with the likes of Greta Thunberg as the mouthpiece for this generational concern.

INDUSTRY INSIGHTS

CHINESE MILLENNIALS +GENERATION Z

Chinese millennials and Generation Z have multiple overlapping qualities, and because millennials have had a presence in the global market for a longer time than Generation Z, they are perhaps better understood.

The millennials of China are already a market segment that Harvey Nichols pays close attention to. It was first disclosed to us during the initial presentation, which later became very evident as I journeyed around the store and carried out further research. The Alipay QR codes and the Chinese writing on the signs are key indicators of their attempts to cater to this market segment.

They outlined that the reason why they are a particularly lucrative market segment is because of the one-child policy, and how children born from that policy are now sole inheritors of their parents' earnings. China's economy is the second greatest after the USA as of 2019, which therefore indicates that a great majority of the country lives comfortable lives.

Sandy Chu from WGSN states that Chinese millennials utilise their digital experiences as 'infotainment;' the art of learning new information through entertainment. Their mobile phones are their "primary access points" that expose them to English-speaking programs and Western media (2015).



HARVEY NICHOLS

STRATEGIC OUTLOOK / CHINA

DIGITAL FIRST, FOCUSED & MODERNISED PLAN MAXIMISING OUTREACH TO INCREASE BRAND DESIRABILITY AND COMMERCIALITY
KEY MARKET: CHINA

EXPANDED HNWI TRAFFIC		BRAND BUILDING & ENGAGEMENT	
ACQUISITION	RETENTION	EXPANDED DESIRABILITY	TARGETED AWARENESS & RENEWED CONTENT
Brand amplification to attract influential networks of HNWI, Millennials & Gen Z	Enhanced shopping experience and store empowerment	Stronger brand desirability amongst influential Chinese audience	Enhanced brand image and credibility through in store experience and content

1 DIGITAL

Drive traffic from online to offline through Social Media – Digital Media (incl. Baidu) – KOL Activations – Shoppable Edits on HN.com

2 IN-STORE EXPERIENCE

Drive acquisition and awareness through Events – Beauty Masterclass – 'One-Off Experiences' e.g. The Fragrance Exhibition

3 COMMERCIAL PARTNERSHIPS

Drive strategic footfall & revenue (across all 8 doors) through commercial partnerships incl. Airlines – Payment Providers - Hotels



DIGITAL SAVANTS

- 139 million are female
- The product of China's one-child policy
- Average age: 28

Sociable and adventurous, seeks moments that can be shared digitally, is a style leader in her peer group



CURIOUS TRAVELLERS

- 74 million Chinese people live in tier 1 cities
- Regions: Beijing, Shanghai, Guangzhou and Shenzhen
- Average age: 32

Highly educated and well-travelled, favour international brands and demonstrate their success through spending habits



GAMING IN RETAIL

From my research leading up to this point, I have made the executive decision to look into gaming in retail as a means towards a Creative Outcome. Gaming is revolutionary; it is fun, memorable, educational, inclusive, lucrative and drives the contemporary thirst for a more digital retail experience. Because it is so memorable and engaging, I fully intend to use this opportunity to convince and persuade the Harvey Nichols consumer to shop responsibly and informed.

GAMING IN RETAIL

REALITY CHECK



Nike created a physical space where consumers could test out their Epic React line. With a treadmill positioned in front of a curved screen, Nike created a game which elevated the methods of testing into a more immersive and memorable experience. Consumers try on their products to test their comfort and bounciness in a fun and engaging manner, giving them more incentive to purchase. Also, by doing this Nike boasts their confidence in the success of their products, which enables consumers to trust them and manifest brand loyalty.

The novelty of the game is enforced by the avatar that the consumer customises to be used throughout the game. It offers a sense of autonomy, engaging the consumer in a very immersive experience where they can feel like they were as part of the campaign as the game.

To have a dedicated space within the store is costly, but because this concept can be used with almost any of their shoe lines, it is therefore a worthy investment. Despite this, if it were to be a limited time only experience, there would be a greater urgency for consumers to drive footfall to the store.



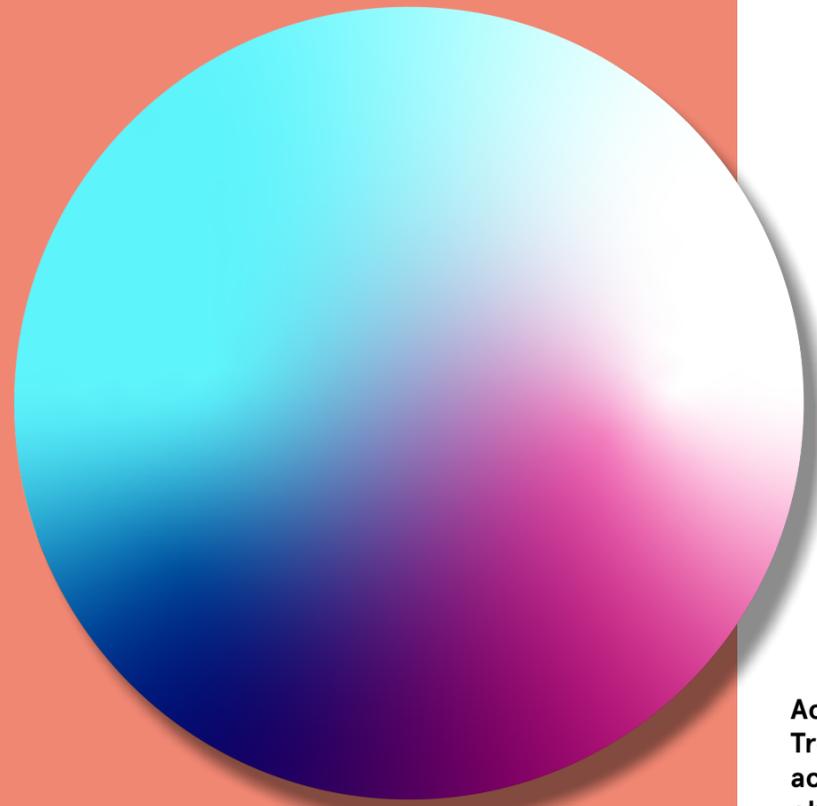
GAMING IN RETAIL AUGMENTED REALITY

One example of gaming employed in the industry is Lancome's AR game. It was a product of a partnership with Alibaba Clouds (a company that offers cloud computing services to online businesses), which sought to advertise their Genifique product. By doing so, their consumers were able to redeem gifts in store, which increased footfall as a result. Its launch came as a celebration of the Chinese Spring Festival, with imagery of 'flying pigs' in anticipation of the Year of the Pig.

This strategy was launched in Hong Kong, but I fully intend to apply their acute awareness and observations of the Chinese market to my Harvey Nichols' project.

Other notes from Mintel:

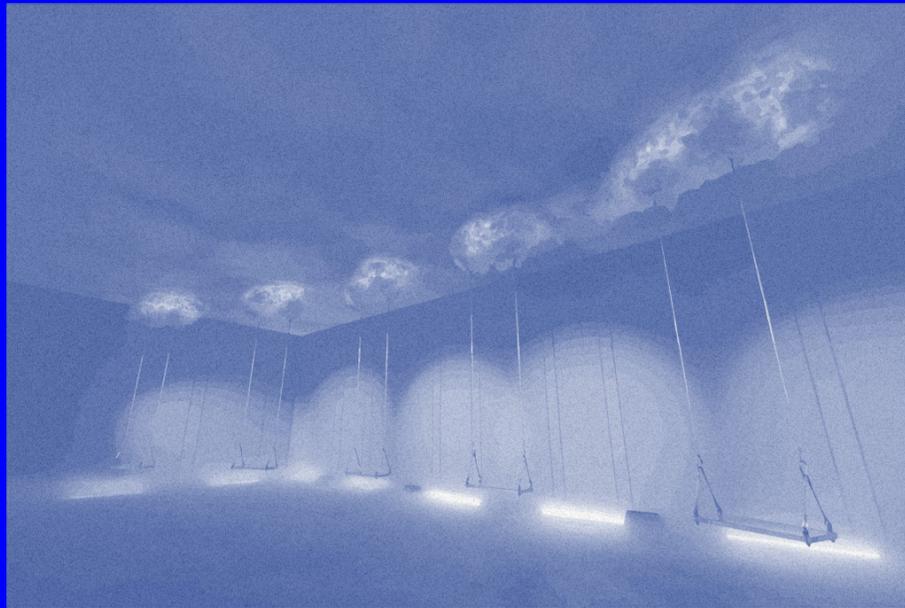
- 55% of Chinese travellers shop abroad because it is cheaper than domestic prices
- "As all brands are fighting for the attention of Chinese overseas shoppers, companies are experimenting with novel retail concepts, like pop-ups and virtual and augmented reality technologies, to get the attention of consumers."



Academic.mintel.com. (2019). Mintel Trends. [online] Available at: <https://academic.mintel.com/trends/#/observation/947176> [Accessed 16 Nov. 2019].

GAMING IN RETAIL

SENSORIAL

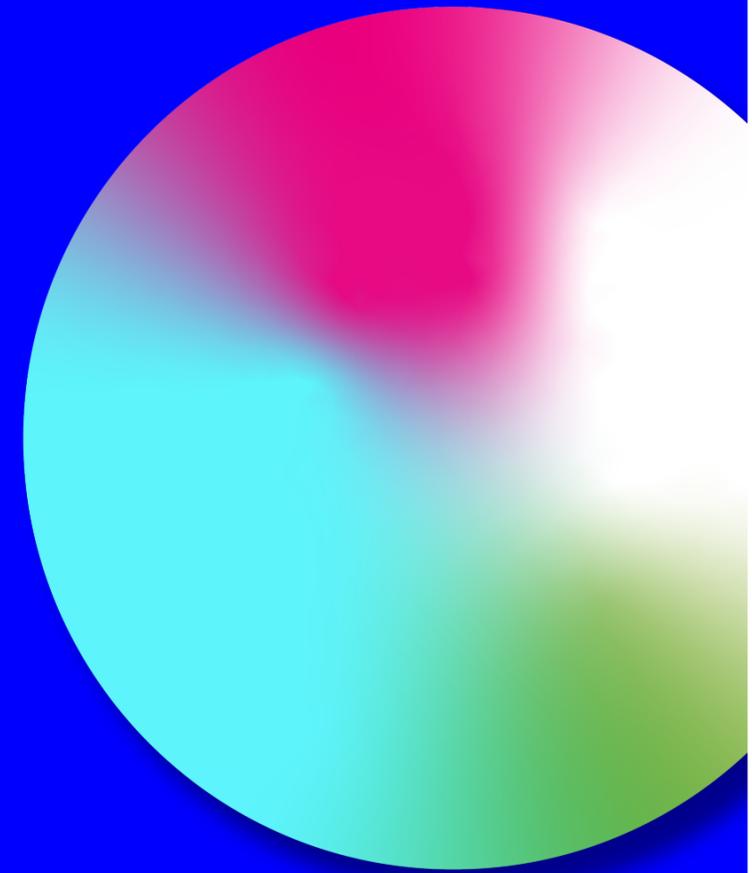


In celebration of Nars' iconic 'Orgasm' success for the past 20 years, they launched a sensory pop-up at Brick Lane. It consists of five separate rooms where consumers can engage in a sensory experience that appeals to one of the five senses; sense, sight, smell, touch, taste.

The name 'Orgasm' in itself is a very explicit and intimate name, which emphasises the nature of the product and its intended target market. For this reason, an immersive experience that directly appeals to the human senses enforces this idea.

I admire the creative brains behind the concept of the store, because 'Orgasm' is very lewd vocabulary, and to use it as a grounds for a commercial experience would be very difficult to execute.

Although this exhibition was not a game, it elicits excitement and an alluring mystery that drives consumers to want to engage with the brand. It physically directs consumers in a fun and immersive experience, which I intend to consider in my own idea for Harvey Nichols.



GAMING IN RETAIL

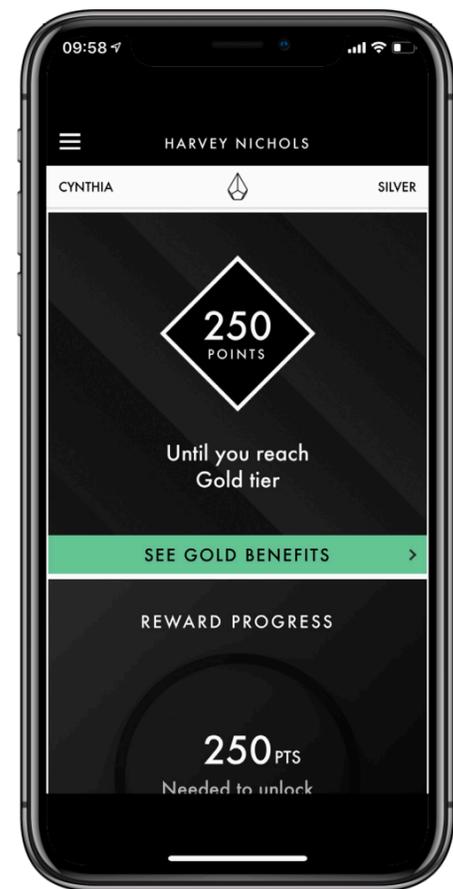
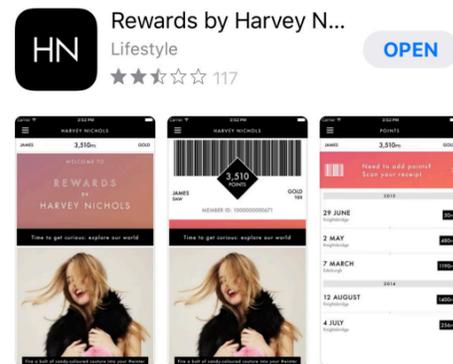
MY CREATIVE OUTCOME

After looking at what innovative solutions retailers have already employed, I felt that I was most drawn to anything that involved augmented reality. Augmented reality supported by a mobile app is something I would like to experiment with for Harvey Nichols.

The Harvey Nichols' pre-existing app functions mainly as a points app to encourage shoppers to spend more. The language ("gold tier"), aesthetic (diamond motifs) and the user interface (sleek menu bar) all evoke a sense of glamour and luxury, providing a greater incentive for consumers to participate in their rewards system. This app is very much adapted for the general Harvey Nichols consumer, and it appears to be solely utilitarian; there is no other reason to use it other than to accumulate points for rewards.

The app is also very two-dimensional, meaning that it does not use a lot of moving images or animated graphics to make it appear more interesting and entertaining, as most apps are. For the average consumer, this app may appear dull and unexciting. This is further proven by the extremely low rating of 2.5 stars on the App store. Harvey Nichols should harness the impact of augmented reality to improve their digital channels.

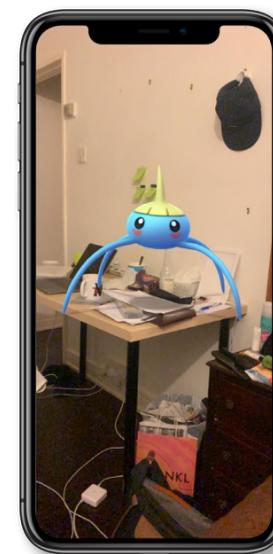
I came to this conclusion because I felt that augmented reality is both a pragmatic and unorthodox solution to revolutionise the Harvey Nichols retail experience so that consumers are left impacted and moved.



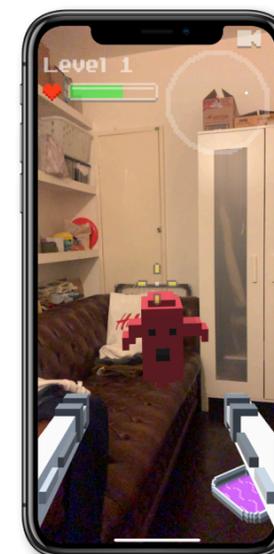
Augmented Reality

noun, Digital Technology

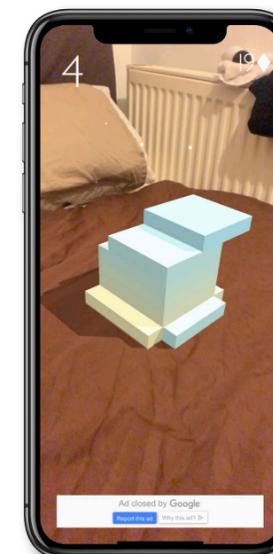
1. an enhanced image or environment as viewed on a screen or other display, produced by overlaying computer-generated images, sounds, or other data on a real-world environment. Abbreviation: AR



Pokemon GO



Ghosts AR



Stack AR

Personal Aim

I aim to cultivate an augmented reality game for the mobile phone, with the intention of bringing a greater awareness of the sustainable luxury goods that Harvey Nichols stock. It will be done in such a way that convinces the consumer to buy the products thoughtfully, having been informed of its sustainable qualities.

Although the ultimate solution to the increasingly wasteful fashion industry is to stop buying, that will inevitably cripple the economy. The compromise is found in encouraging shoppers to buy goods that are less harmful to the environment, or support a charitable cause. Augmented reality will enrich the retail experience for the consumers while educating them fervently, too.

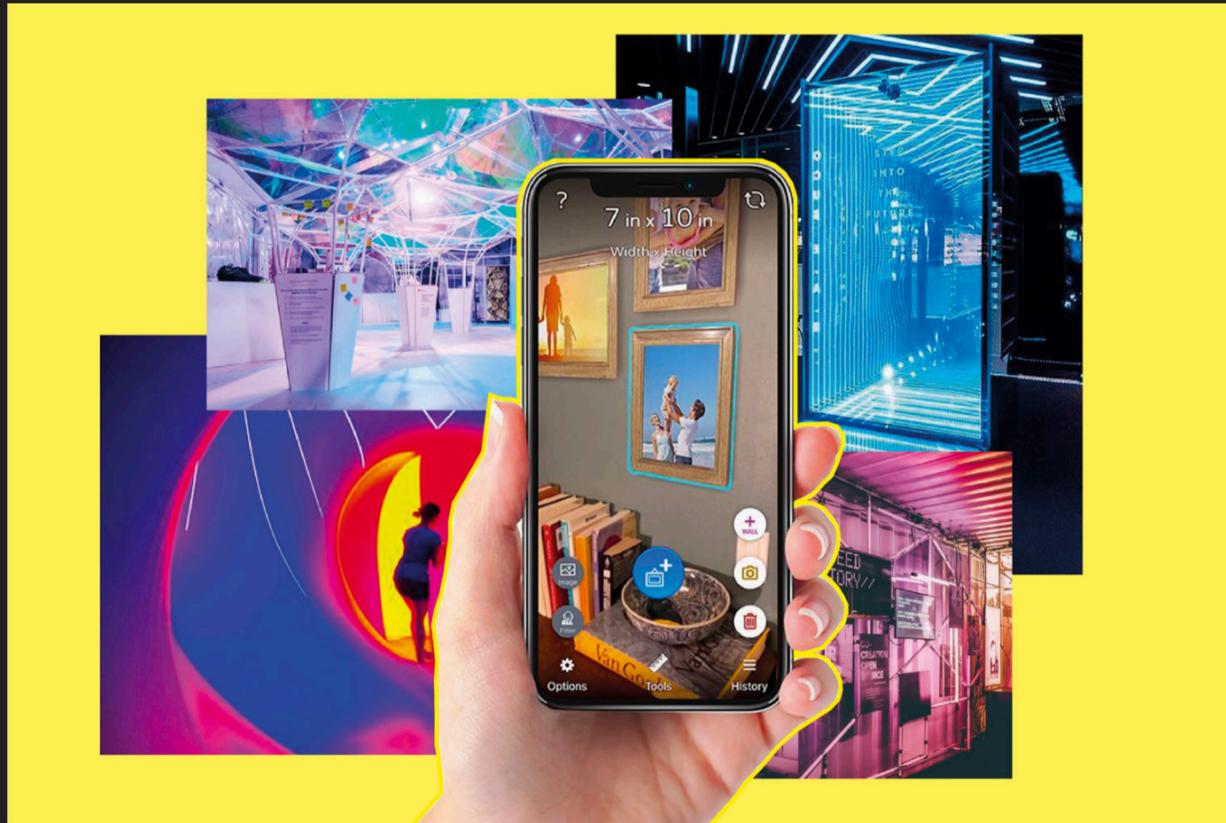
LEVEL FOUR.



APP DEVELOPMENT

On this level, I will aim to start brainstorming what my final creative outcome should look like. Designing an app is a rigorous process; I want to use my skills in graphic design, my knowledge of app navigation, and my determination to showcase to the public all the wonderful efforts Harvey Nichols has made in combating water pollution, use of toxic chemicals and textile waste.

Summer Project



Summer Project Notes

Over the summer, I had already looked into augmented reality on an app, and what kind of striking imagery would cultivate a fun, adventurous and playful experience.

For the first stage, I was drawn to bright, neon colours. It was exciting because the neon colours could portray an other-worldly realm, offering a sense of escapism.

I did not further this aesthetic and design because it was too infantile for Harvey Nichols' standards - and my own, for that matter.

First Presentation



First Presentation Notes

To combat the childishness of my first brainstorm, I played with more muted colours. The game concept remained the same, but I refined the aesthetics by playing with different colours, shapes, and typefaces.

I had several concerns about my work: I was concerned that the green made it too obvious that this is a tactic to make consumers aware of the eco-sustainable movement, and that because of the muted colours and my choice of typeface, the excitement and vibrancy are also muted.

Also, at this point, my game was called Eco-Feature, which nobody - including myself - liked. This was because it was too direct and straight forward; people could already expect what the game had to offer, but not with excitement.

Despite this, I did receive some positive feedback:

- This is a great solution to get customers to explore all the departments, and spend longer time in the store
- It engages the customers with Harvey Nichols' ethical and social values, while making them feel important and critical to these values.

The Game

CHROMOSPHERE CHROMOSPHERE

HOW TO PLAY

1.

**SEARCH THE SHOP FLOOR FOR
CHROMOBIT TARGETS**

2.

**COLLECT THE CHROMOBIT BY SCANNING TO
REVEAL THE HIDDEN FEATURE**

3.

**COLLECT ALL THE CHROMOBITS TO UNLOCK
THE NEXT FLOOR**

4.

**UNLOCK ALL THE FLOORS TO WIN A THREE
COURSE VEGAN MEAL FOR 2**

START

LOWER GROUND FLOOR 1 MENSWEAR

BURBERRY

The recycled polyester in their reversible jacket is made up of plastic bottles that would have otherwise gone to landfill. After they have been collected, the bottles are broken down into smaller chips. These chips are heated then made into yarn by passing through a spinneret. This particular jacket is also reversible, so you can wear it with more outfits and give it a longer product lifespan.

HACKETT

One way of committing to an eco-friendly wardrobe is by looking after the products you have with expert advice. Hackett offers great shoe-care wisdom that will prolong the life of your favourite pair. One great tip is to leave wet shoes on their sides when you're drying them for the rain, to avoid water collecting in a welted sole, which will also speed up the drying process.

MONCLER

The Down Integrity System and Traceability (DIST) protocol ensures that animal welfare is the core concern of their material production. Moncler does not purchase any down that is not DIST-certified. This means that the down must come exclusively from farmed geese and as a by-product of the food chain. In the treatment of the protected geese, no form of live-plucking or force-feeding is permitted.

VEJA

Veja has taken up-cycling as a core method of production for their shoes. They incorporate a lot of waste recycling in the construction of their leather, from plastic bottles to fish leather. As a leather alternative, Veja's R&D team found C.W.L., which is a leather-like fabric that is made up of 50% corn waste. This material was sent to a laboratory to determine what percentage of its CO2 emission is bio-based carbon and fossil carbon.



LEVEL 2

GROUND FLOOR

BEAUTY
& ACCESSORIES

HOURGLASS

Hourglass participates in the Cruelty Free Luxury Beauty community. Their formulas aim to be transformative and cutting-edge with active ingredients without finding the necessity to test on animals. They also offer a collection of vegan brushes and pledge to be completely vegan by 2020. 1% of all profits from hourglasscosmetics.com is donated to the Nonhuman Rights Project, an organisation with a goal to protect and secure animal rights.

STELLA MCCARTNEY

One of the core business concerns of Stella McCartney is its environmental impact of their material acquisition. The metal chains they use in their bags have no copper, which means they have a lower environmental footprint. Copper is typically acquired by mining. Copper-rich locations are often found near water, so metal extraction increases the chances of water pollution that damages ecosystems and affects the health of the mining workers.

ANNOUSHKA

In her quest for exquisite precious stones, Annoushka personally handpicks the pearls she uses in her craft from a single artisan farm in the Philippines. This direct sourcing is imperative to the livelihoods of the local businesses, especially due to the destructive aftermath of typhoon Haiyan (2013). Annoushka also publicises their refusal to source conflict diamonds for their products, ensuring that her business operates on fair, ethical and transparent trading.

BYBI

Bybi contributes to sustainability in a very holistic approach. Everything from their ingredients to their packaging take large strides to make minimal environmental impact. The packaging to their skincare products intend to be "recycled into something new, but if it's not, won't damage our environment." 70% of their packaging is made of glass, which is infinitely recyclable, and their bioplastic tubes are made from sugarcane.



LEVEL 3

FIRST FLOOR

WOMENSWEAR

CITIZENS OF HUMANITY

To cut down on fabric waste, Citizens of Humanity employ the operations of automated machines. Their unique method in their jeans production takes into consideration water consumption and environmental footprint: laser technology, their own ozone process, and high-efficiency washers.

CARE BY ME

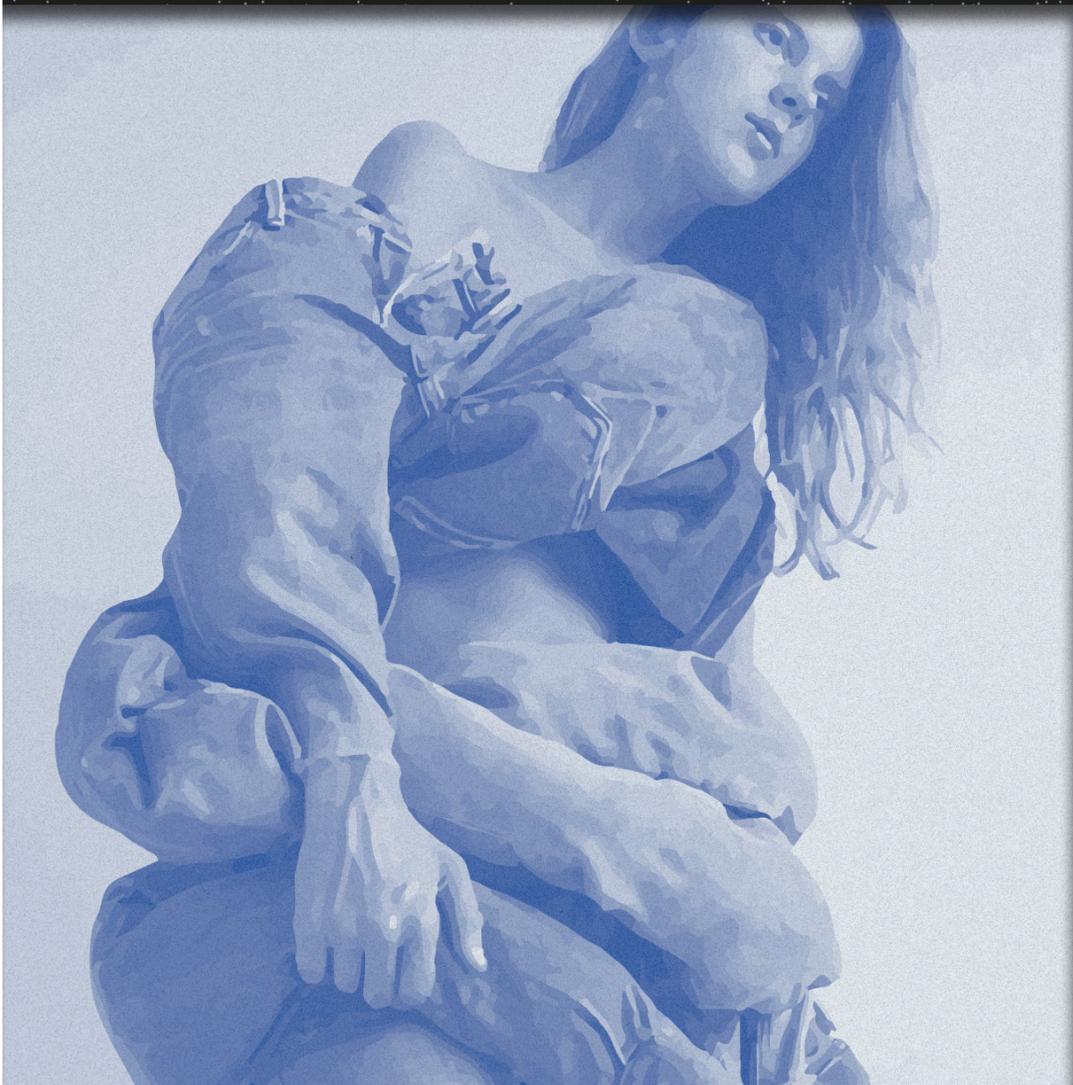
Care By Me boasts their use of organic cotton in their products. Organic cotton is their prized material because of its beneficial qualities for the environment. Their organic characteristic implies that they were grown in soil without synthetic fertilisers or toxic pesticides. This helps protect and strengthen soil fertility, which helps lock CO2 in the soil, which mitigates climate change.

FLORENCE BRIDGE

All of aspects of the production of these garments are designed and handcrafted in London, minimising the carbon footprint by ensuring that all their production takes place locally. They also take great care in reducing their leather waste by using as much of each skin as possible and keeping hold of all their leather scraps. Not only is this a sustainable method of production and manufacturing, it also makes each garment unique.

IVY & OAK

Ivy & Oak have incorporated a sustainable Cupro in their garments. Their Cupro is created from cotton linter, which is a by-product from cotton production that otherwise would end up as waste. Their suppliers enforce a zero-waste and closed-loop production process, in which water and solvents are reused.



LEVEL 4

SECOND FLOOR

WOMENSWEAR + KIDSWEAR

GEOX

In the manufacturing of shoes, a lot of scrap material goes to waste. To combat this, Geox gives their scraps to companies that specialise in recycling the sole components to make full use of them. This only happens in the event when they are unable to reuse their own waste products.

MATT&NAT

Matt & Nat stands for Material and Nature. They believe that being vegan is the best lifestyle, and implement this philosophy in their brand by committing to design and manufacture without any animal-based materials required. All their bags are lined with material made from 100% recycled water bottles.

FIFI & FRIENDS

New parents face the burden of using a lot of single-use product in the early days of their parenthood. Baby wipes are an essential to keep a baby clean and happy, but they can only be used once. Fifi & Friends have created baby wipes that are made of 100% organic biodegradable cotton, so parents can be assured that their baby's hygiene isn't damaging the environment.

TIBA + MARL

Baby bags are Tiba + Marl's speciality. Their packaging is oxobiodegradable, meaning that not only can it be reused and recycled in the ordinary household setting, but if it were to somehow end up in the open environment, it would harmlessly biodegrade. This company also donates from their profit to Carbon Footprint Ltd., an organisation dedicated to protecting the environment by UK Tree Planting and Amazon Rainforest Protection, and a landfill project.



LEVEL 5

THIRD FLOOR

WOMENSWEAR

TRETORN

Since their Eco Essentials Initiative in 2016, Tretorn have incorporated organic, recyclable, recycled or degradable designs for 85% of their outerwear. This, however, applies to 100% of their bags and shoes. Their boots consist of 60% natural rubber and 40% recycled rubber to reduce waste.

MAGGIE MARILYN

Maggie Marilyn is a New Zealand-based brand with a prospective strategy towards greater sustainable and responsible business practices. By 2020, Maggie Marilyn aim to source 100% of their synthetic fibres from post-consumer waste. As a company, they have acknowledged that plastic is a major perpetrator of global pollution and do not want to contribute to the crisis of its abundance. A way to combat it from getting into the environment is to prolong its product life in their products.

VERONICA BEARD

At the heart of this company run by two sister-in-laws, Veronica Beard has launched a campaign empowering women and raising awareness of a cause most dear to their hearts. This campaign encapsulates the brand's ethos for female empowerment and charitable giving into one.



LEVEL 6

FIFTH FLOOR*

FOOD
WINE
DINING

STOJO

"Every year, 1 Stojos saves 281 gallons of water, 16lbs of solid waste and 23lbs of greenhouse gas emissions." One of the more simpler yet effective ways of living environmentally consciously is with a Stojos cup. Hot beverages from store chains produce a lot of waste, so by utilising a reusable cup, that waste is reduced. The only struggle is that a cup can occupy a lot of space among one's day-to-day essentials, so Stojos' solution is to create one that is collapsible!

BREW TEA CO

Brew Tea Co. produce tea-based blends that are honest about the ingredients and from where they source them. They are certified by Rainforest Alliance, indicating to the consumer that their products derive from farms that control water pollution and waste. Their tea bags are also completely plastic-free and compostable.

BUTLERS CHOCOLATES

When it comes to responsible agricultural practices, Butlers Chocolates have achieved 100% sustainably sourced cocoa beans in their production. Not only do they start their production sustainably, but they also have successfully ensured that 0% of their waste ends up in landfill. This is because they have managed to implement recycling and reusing in their later stages of production within their Chocolate Factory.

*BEAUTY SERVICES (THE FOURTH FLOOR) ARE NOT INCLUDED IN THE JOURNEY OF THE GAME

LANGUAGE ADJUSTMENT

The language in my research book does not reflect the language that will be used on the app. In understanding the uniqueness and efficiency of millennial/Generation Z language, I used the 280 maximum word count of Twitter to help curate my vocabulary in a way that resonates with my target market. I also ensured that my language evokes excitement in a sophisticated manner, as opposed to childish.

BURBERRY

TIBA + MARL

INITIAL RESEARCH LANGUAGE

INITIAL RESEARCH LANGUAGE

The recycled polyester in their jacket is made up of plastic bottles that would have otherwise gone to landfill. After they have been collected, the bottles are broken down into smaller chips. These chips are heated then made into yarn by passing through a spinneret. This particular jacket is also reversible, so you can wear it with more outfits and give it a longer product lifespan.

Baby bags are Tiba + Marl's speciality. Their packaging is oxobiodegradable, meaning that not only can it be reused and recycled in the ordinary household setting, but if it were to somehow end up in the open environment, it would harmlessly biodegrade. This company also donates from their profit to Carbon Footprint Ltd., an organisation dedicated to protecting the environment by UK Tree Planting and Amazon Rainforest Protection, and a landfill project.



RETAIL-FRIENDLY LANGUAGE

RETAIL-FRIENDLY LANGUAGE

Recycled polyester is one way of wearing sustainability, but its reversibility makes this jacket a two in one - keep the jacket fresh by wearing it twice!

Tiba + Marl are partners with Carbon Footprint Ltd., so the funds from your purchases support tree planting in the UK and the Amazon, distributing clean cooking stoves to families in India, and maintaining the use of landfill gases as an energy resource.



TARGET MARKET LANGUAGE

TARGET MARKET LANGUAGE

再生聚酯是可持续发展的一种方式，但是其可逆性使这款夹克成为二合一的外套-穿两次就可以使夹克保持新鲜！

Tiba + Marl是Carbon Footprint Ltd.的合作伙伴，因此，您购买的资金将支持在英国和亚马逊地区植树，向印度的家庭分发清洁的炊具，并维持将垃圾填埋气用作能源。



I used Slide AR - an app that allows people to create their own augmented reality art work - to create the Chromobit. It took several attempts at refining, but I eventually managed to sort out the technical difficulties.

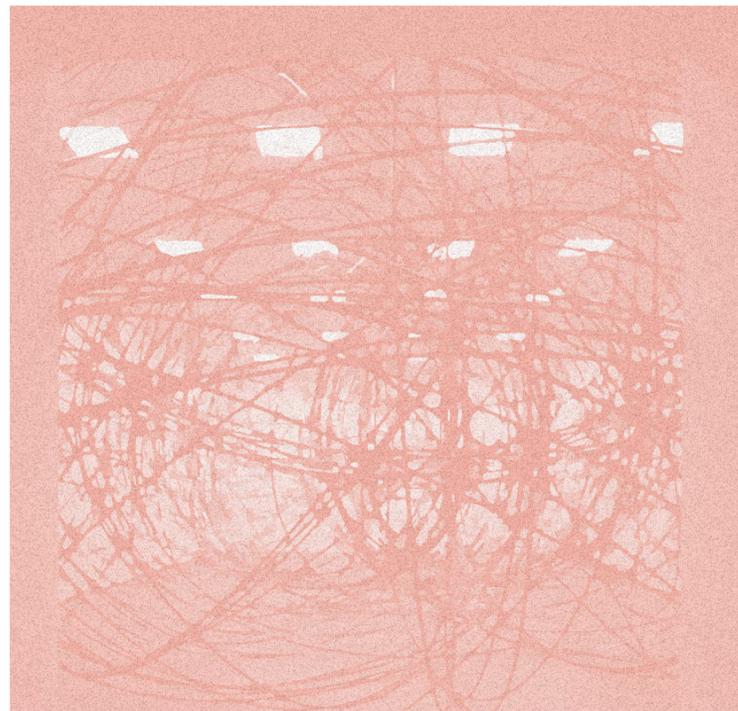
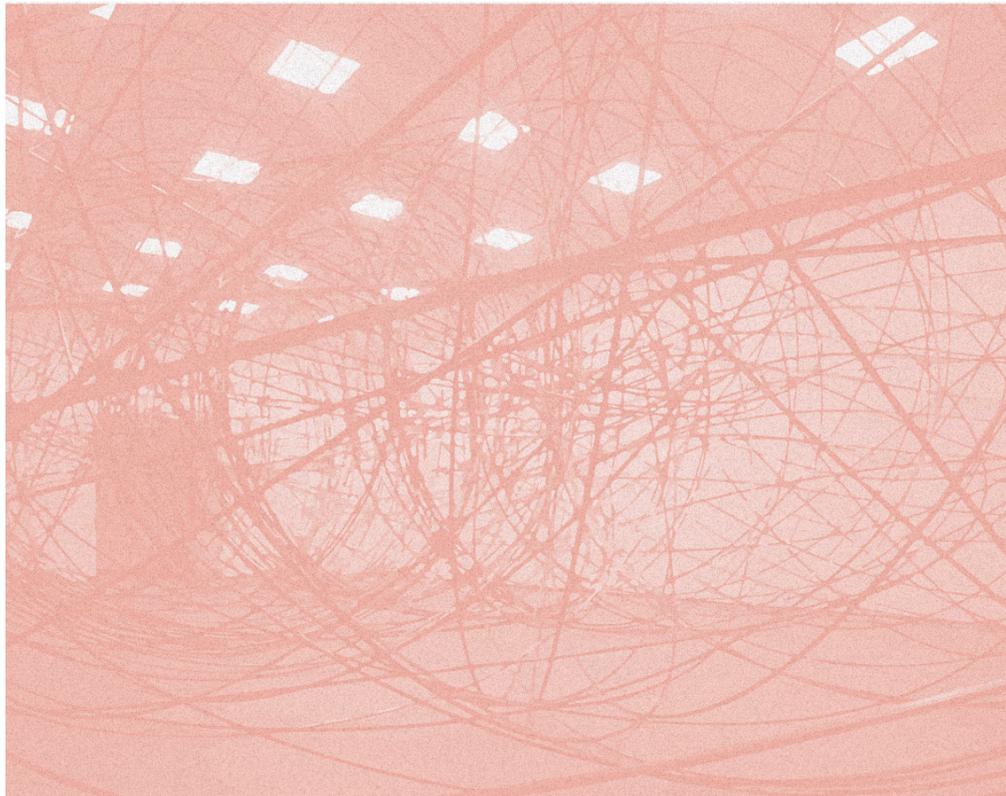
I also tried using Adobe Aero - which is essentially a software that serves the same purpose - but found that due to its beta quality, it was not the best option to work with.

What I did was first design the overall look of what I wanted the Chromobit to look like on Adobe Illustrator. Then I split up the artwork into different layers. On the AR software, I uploaded the images as separate layers, which could then be spread apart to appear 3D.

It was a very challenging experience that demanded me to think outside the box, but I am certainly more confident in using creative software.

THE CURATORS

The Chromosphere event will be curated by 3 different artists who will speak to the Harvey Nichols consumer through sensory experiences. They will design the software graphics (UI), menu and their individually allocated store window according to their individual tastes, talents and their interpretation of the Chromosphere journey. The launch event is an isolated visual identity, however, the aesthetic of the first month of Chromosphere will be injected by Antony Gormley, followed by Yayoi Kusama in the second, and Olafur Eliasson in the third. These artists were chosen because their works identified with spatial awareness and challenged the orthodox perception of art. They use the circle as a motif throughout their artworks, which remains consistent with the motif of Chromosphere.

Clearing. 2014-2019

1ST
MONTH

ANTONY GORMLEY

Antony Gormley is a British sculptor famously known for the Angel of the North. His reputation derives from his plaster casts of the human form, however, he has worked with a varying collection of different materials and subject matters.

His work *Clearing* is one of his most extraordinary sculptures that provokes an acute awareness of the space it occupies.

"I was trying to destroy the fixed co-ordinates of a room and make a space/ time continuum (a line without end) that was both a thing and a drawing." (Gormley)

"This installation acts as a kind of vector field, encouraging the viewer to move through its structure, and in so doing, disrupts the authority of a single-point perspective, necessitating, instead, a constant renegotiation of the visual field." (Gormley)

Gormley invites the viewer to engage with his sculpture in a way that disturbs their conventional approach to consuming artwork by regarding it as a multi-dimensional and invasive object.

A "constant renegotiation of the visual field" is a perfectly transferable description of the climate crisis. Climate change and the accumulation of pollution demands urgent renegotiation of regulations intended to protect the environment. It is a multi-faceted discussion that "destroys the fixed co-ordinates" of the retail industry, the second biggest perpetrator of the earth's waste and pollution, and so it "disrupts the authority of a single-point perspective."

This is a provocative and sensory experience fit for the Chromosphere message, fortified by Harvey Nichols.

2ND
MONTH

YAYOI KUSAMA

Yayoi Kusama is a Japanese artist globally renown for her iconic polka-dot installations and sculptures, heavily informed by pop art. One of her notable installations is her 'infinity installations,' often described as a mirrored room with multiple glowing lights that appear to stretch infinitely.

The immersive quality of this particular installation places the viewer in a position of complete insignificance, observing the state of a universe-like subject that is expansive and galactic. Enveloped by the 360° perspective, the viewer is confronted by the vast distance of the unknown. This surreal experience draws their attention to how the serenity of the universe is completely independent of their input, almost shamefully so. However, this escapism cultivates a greater appreciation for the tangibility of our planet.

The main intention is to let the Harvey Nichols consumer be entranced by the infiniteness of the universe, and that the only place that their actions can create meaningful impact is on their home, the planet Earth. But Earth itself has lost its certainty and tangibility; in facing a climate crisis, our planet's promising future is increasingly diminishing, and the only agents of change are those who live on it.

This a spectacular and 'Instagram-worthy' art piece, so it will undoubtedly be made viral over the social media channels. For Harvey Nichols to host such an installation in their Knightsbridge bricks-and-mortar, their consumers will be invited to witness this installation among their retail services.

Infinity Mirrored Room - The Souls of Millions of Light Years Away. 2013



Your uncertain shadow (colour). 2010



The unspeakable openness of things. 2018



3RD MONTH OLAFUR ELIASSON

Born in Denmark, Olafur Eliasson is an artist that uses elemental media to illustrate concerns for the climate. His quest to inform and provoke a tangible realisation on the public of the impacts of climate change is fulfilled through his sensory exhibits. His demonstrations are always immersive experiences that sharpen our senses, confronting the reality of our crippled planet through photography, sculpture, or the ability to touch the elements.

His interactive work *Your uncertain shadow (colour)* is playful and captivates the viewer by being acutely aware of their motion in relation to those around them. Their silhouette projected onto the white wall is entirely controlled by them, and is viewed by others in the same position. The intensity and size of the shadows also depend on their movement in relations to the coloured lights situated on the ground.

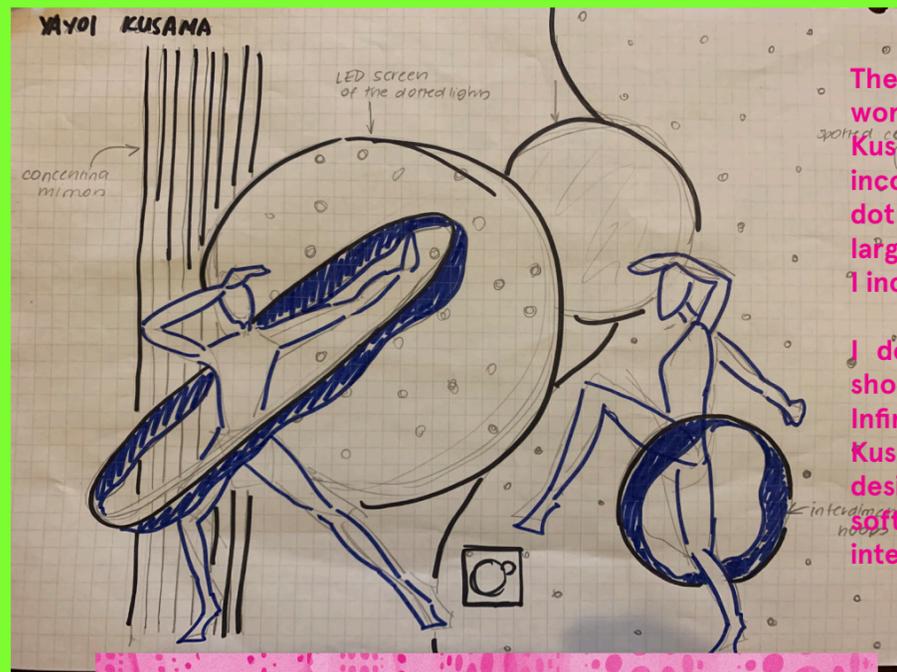
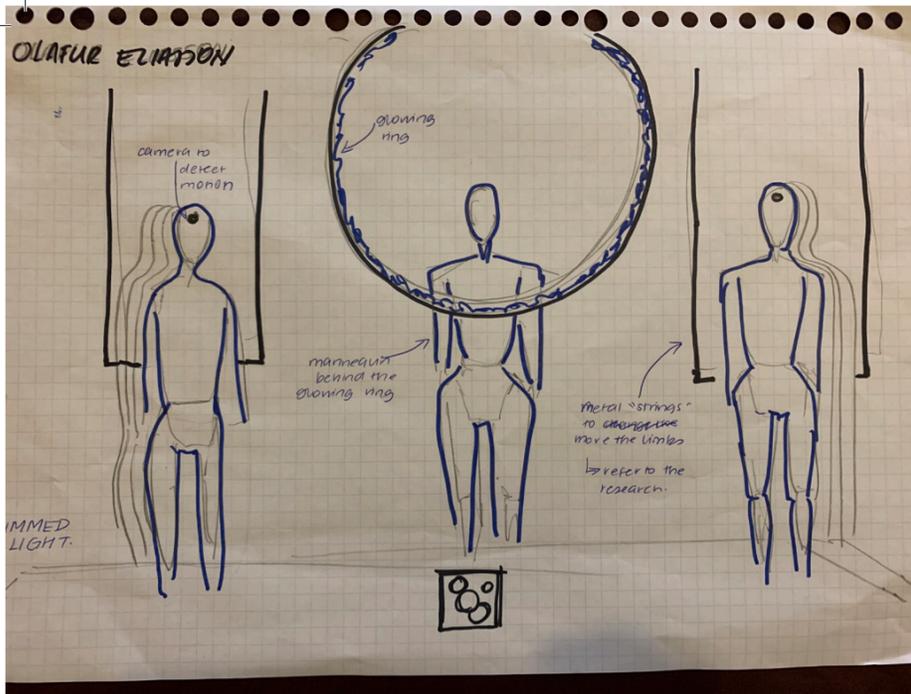
This impactful exhibit is used to enrich the retail experience in a unique and visual manner.

The unspeakable openness of things is a large-scale glowing ring in an empty room. The glow illuminates the room, evoking a familiar warmth and mystery. The meaning behind it, however, is less benevolent. According to Kieron Marchese from Designboom, the creation of the orange light came after an 'orange alert' had been issued to several major cities in China as a warning against their declining air quality.

It is messages like this that reveal the saddening truth of our current condition of humanity. The scale of the structure and its ability to completely invade our vision leaves the viewer with an unforgettable experience, and hopefully, an unforgettable message.

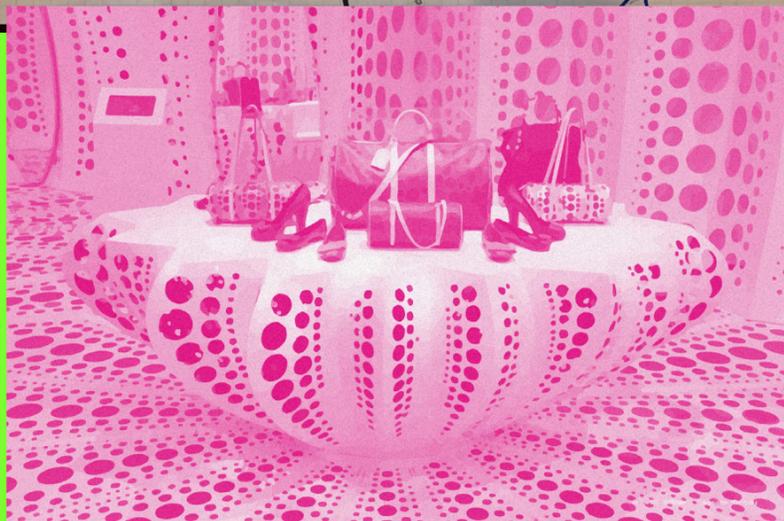
DRAFT SKETCHES

Designing the window displays



The only artist who has previously worked with a fashion brand is Yayoi Kusama for Louis Vuitton. She majorly incorporated her signature polka-dot motif. I also liked how she used large shapes as display plinths, which I incorporated into my own design.

I do need to be reminded that I should only be focusing on the Infinity Mirrored Room elements for Kusama's window, so I felt that my design was a bit too ambitious and softened the impact of the designer's intention.



I started illustrating rough ideas for the visual merchandising on paper - the medium I am most comfortable with. Admittedly, I should have used a digital software, but I feared that I would not have had been able to demonstrate my ideas clearly and cohesively.

Tony's notes

Because I tried to combine more than one sculptural element per artist into the window display, Tony stated that it might be more impactful and less chaotic if I dedicate only one sculptural element to the window space.

I will take this feedback on board for my final creative outcome.

LEVEL SIX.
FINAL
PHASE

73



The Chromosphere event will be curated by 3 different artists who will speak to the Harvey Nichols consumer through sensory experiences. They will design the software graphics (UI), menu and their individually allocated store window according to their individual tastes, talents and their interpretation of the Chromosphere journey. The launch event is an isolated visual identity, however, the aesthetic of the first month of Chromosphere will be injected by Antony Gormley, followed by Yayoi Kusama in the second, and Olafur Eliasson in the third. These artists were chosen because their works identified with spatial awareness and challenged the orthodox perception of art. They use the circle as a motif throughout their artworks, which remains consistent with the motif of Chromosphere.

CHINESE MID-AUTUMN FESTIVAL

Mid-Autumn Festival Dates of 2020: October 1-8

- The day of celebration itself is 15th of the 8th month of the year, but the holiday dates vary year to year
- Also known as the Moon Festival
- Following the Chinese lunar calendar
- To be celebrated in the middle of the autumn season
- Named the Moon Festival because it occurs at the time when the moon is the fullest and 'brightest'
- Celebrate by eating mooncake - they symbolise family reunion, completeness, togetherness, prosperity
- Deep-rooted cultural traditions, linked to spirituality

My suggested launch date is October 1st of 2020. This is because, as my proposal targets Chinese millennials and Gen Z, Harvey Nichols can anticipate a wave of Chinese customers on the week of their Mid-Autumn holiday. October 1st marks the start of the holiday, and is also known as Moon Cake day. It is the holiday that celebrates the moon with traditions involving worshipping the moon and participating in moon-related activities.

As a holiday, it is intended to be time for family reunion. As East Asian culture is centered around prosperity and ambition and success, rarely are people able to spend time with their loved ones. This reunion time is often spent at a dinner together, which is where the significance of the moon cake is brought forward.

The mooncake is eaten at dinners with friends and family, is sent as a gift to their relatives and colleagues, and often come with different patterns and different fillings.

Another custom of the Moon Festival is making and hanging lanterns, where the whole family is involved. It is also a generally Chinese tradition that upholds the cultural preservation for the arts.

Dinner will be served from 18.00



What?

CHROMOCUISINE

As the players reach the final level, they arrive at the 5th floor of the department store. This floor is globally renown for providing luxury dining experiences. As part of the movement towards responsible consumption, Harvey Nichols intends to provide a holistic approach in conveying this message to their customers.

The reward for completing all of the levels of Chromosphere by collecting all the Chromobits, is Chromocuisine. They will be offered a complimentary three-course dining menu for two that was curated by Bompas & Parr.

Bompas & Parr is a studio founded by Sam Bompas and Harry Parr that specialises in multi-sensory experience design. They began with creating jelly, but then expanded to experimenting with food and drink design.

They are renown for making the most innovative, spectacular food-centered events in London. With a multi-disciplinary team, the studio asserts their ambition and desire to "experiment, develop, produce and install projects, artworks and exhibitions."

This company evidently seeks to push the boundaries of experience, especially when it comes to food. They have worked with an impressive range of cultural institutions such as the Barbican, Royal Botanical Kew Gardens, and the V&A - establishing themselves as cultural pioneers in the realm of arts - and fashion institutions such as LVMH, Selfridges and Nike. These fashion institutions are not unlike Harvey Nichols, which affirms the fact that a collaboration between the two companies would bode well. They challenge the boundaries of gastronomy that corresponds to the ethos of Chromosphere.

Harvey Nichols Commission

- Space-themed food
- Novelty/gimmicky foods - food that is more Instagram-able
- Vegan - as part of the sustainability program
- 3 course meal; to uphold the luxury dining experience of Harvey Nichols

Proposed menu

STARTER

- Chinese glutinous rice
- Vegan siu mai dumplings

MAIN

- Glowing hotpot (mala recipe for numbing experience)

DESSERT

- Futuristic version of Chinese moon cake (for the Mid-Autumn festival)

BOMPAS & PARR



On the night of the launch, the first menu will be inspired by Bompas & Parr's space-themed culinary experiences, which corroborate the mood and atmosphere of Chromosphere. It is unique, and very much Instagram-worthy, thus gaining traction on their social media channels.



SPACE-THEMED

'A CULINARY ODYSSEY' March 2012

In partnership with Kitchen Aid, B&P discussed the concept of future food in this event. Their main method was prototyping science-fiction foods, which included "genetic modification, in-vitro meat, entomophagy, and nano technology."

The concept of futurism dissected through food and drink can also be applied to CHROMOSPHERE. Intrigue, inspiration and curiosity is what I particularly admire about how B&P executed this event, especially with fine attention to detail to their menu and set design.



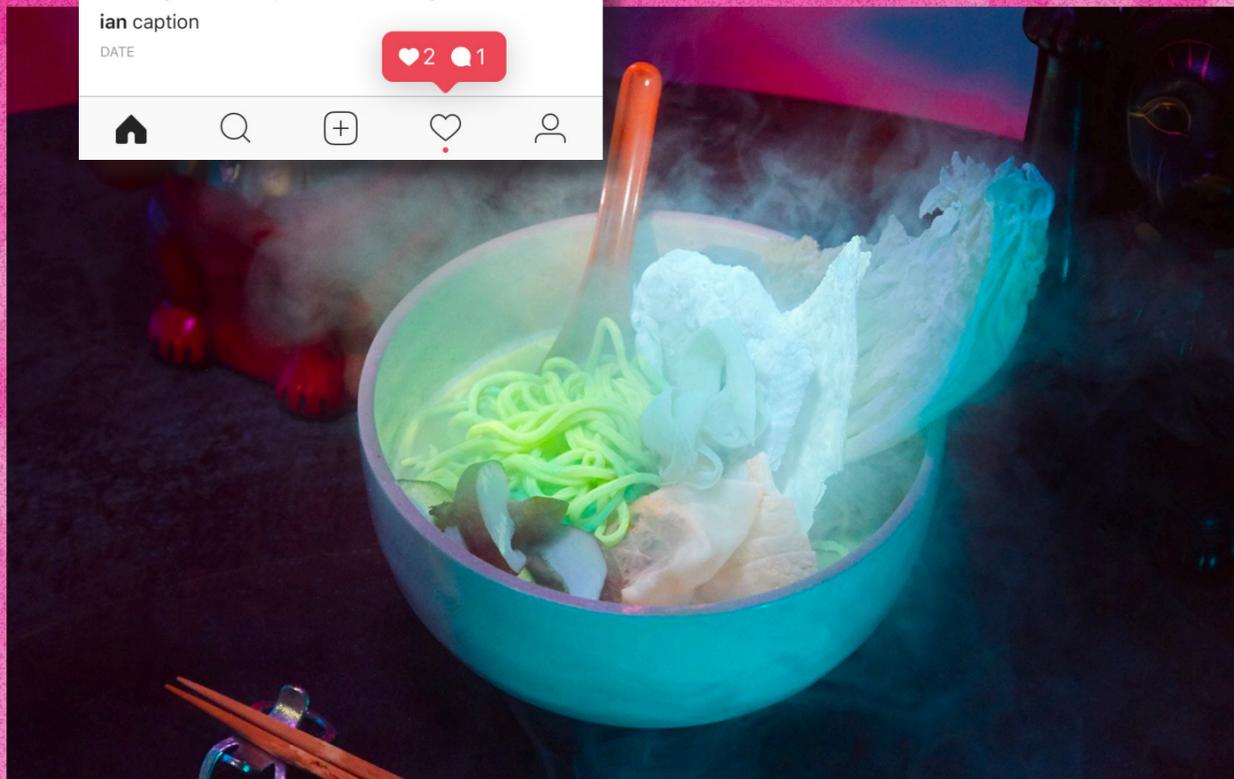
GLOWING

'World's First Glowing Ramen Bar'
January-August 2019

Launched in the United States first, and then France, B&P's development chef experimented with "balancing Vitamin B12 and quinine with fat and water." They state the sole purpose of this innovative food experience is so that "people are exposed to something uniquely novel, that captivates and challenges each of the senses – creating a distinctive memory, both in their mind and on their camera phone."

What is extremely fascinating about this event is B&P's acute awareness of how social media and phone usage is essential to the modern mode of experience. Novelty succeeds and innately creates a desire in us to record and document.

Glowing ramen is also a very space-themed food that would seamlessly work into the overall experience of CHROMOSPHERE.



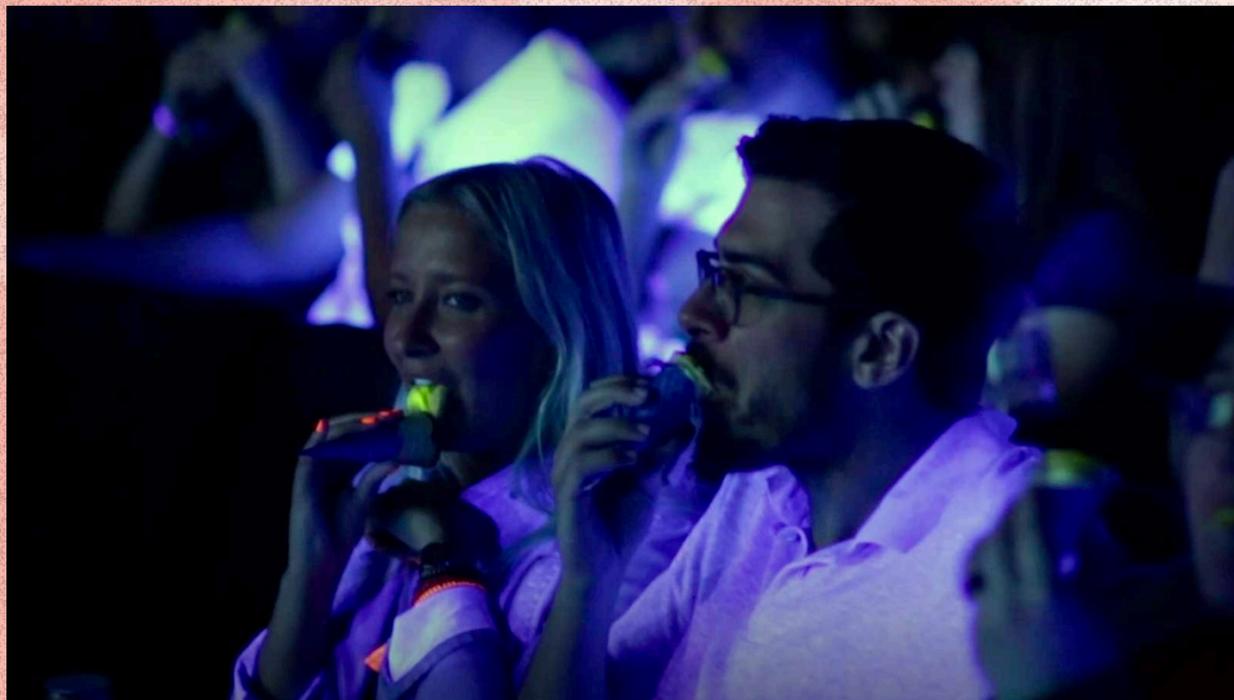


GLOWING

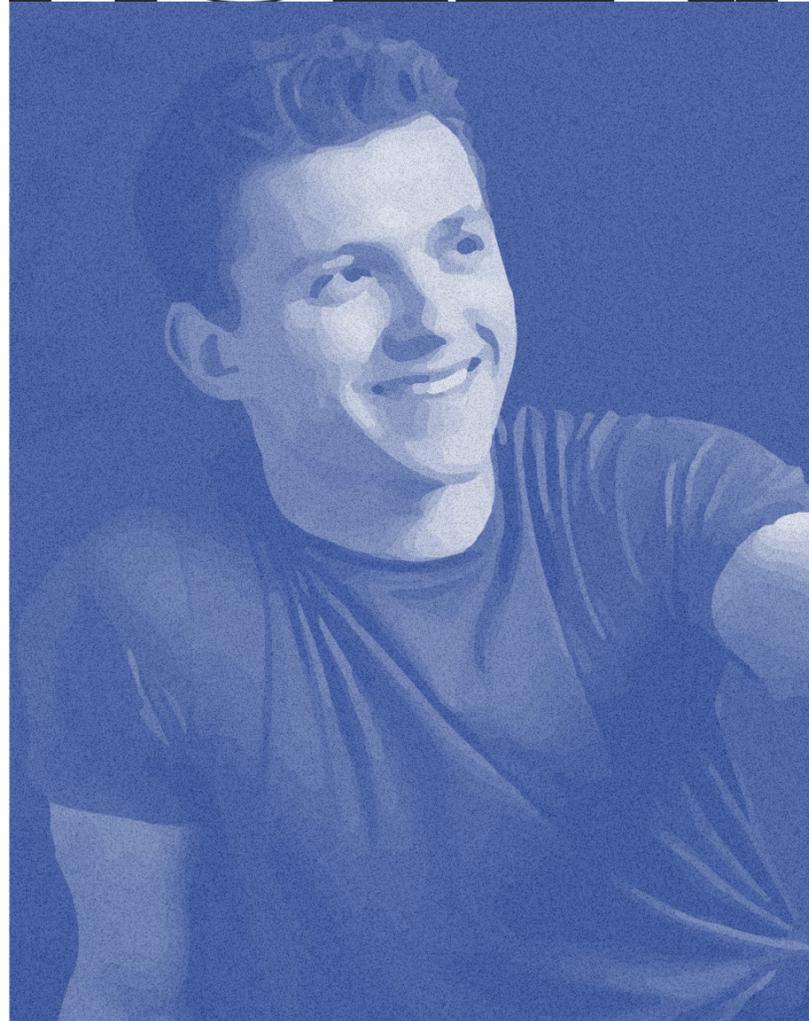
'Glow-In-The-Dark Cornetto' July 2013

This project manifested from Bompas & Parr's fascination with electroluminescence, luminescence and fluorescence. In collaboration with Wall's Ice Cream, B&P mixed in a UV-responsive vitamin into the recipe of the cream, which makes it glow in the dark. It was created as part of the première for the movie *The World's End*, and was offered for all movie-goers.

I think this is an excellent example of how novelty food enhances an experience as becomes a constituent of a social atmosphere. It was particularly memorable for those who had the privilege of experiencing it, and for those who indirectly witnessed it through media channels.



TOM HOLLAND



For the launch event, I intend to increase publicity by inviting celebrities to be the first people to try out the game. Their journey throughout the store, collecting the Chromobits, responding to the facts and eventually showcasing the Chromocuisine on the top floor would be recorded on Harvey Nichols' own Instastory. Ideally, because it is a game, I thought of celebrities that are renown for their fun and playful enthusiasm who would create entertaining content for HN's Instastory. The following two celebrities are individuals I thought would fulfil the entertainment requirements to publicise the Chromosphere event.

British actor, known for playing the most recent reboot of Spider-man



- London-based actor who is renown on a global scale

- Fun, playful, engaging personality with an enthusiastic and optimistic attitude to trying out different activities

- 32.3 million followers on Instagram (as of November 2019) - wide reach

- He is closely linked to the millennial/Gen Z cohort because of his internationally renown role as Spider-man and voice acting roles in animated movies

- A very public figure that resonates with the British public - preserves the British charm of Harvey Nichols



JACKSON WANG



Hong Kong rapper, known for being a member of K-Pop group GOT7

- K-Pop superstar who speaks English regularly in international interviews - engages with his international fans directly
- Comedic, charismatic, cool personality, known for his humour and his engaging behaviour
- 15.6 million followers on Instagram (as of November 2019) - wide reach
- He is closely linked to the millennial/Gen Z cohort because of his internationally renown role as Spider-man and voice acting roles in animated movies
- A very public figure that resonates with the Chinese demographic for his charm, charisma and talent



From the information that I have gathered about Tom Holland and Jackson Wang, it would almost guarantee very entertaining and exciting content for the Harvey Nichols' social media channel. Both of these gentlemen have worldwide recognition for their playful and upbeat personalities under the camera, allowing people to almost immediately associate FUN with these two gentlemen. It would encourage their followers to flock to Knightsbridge to possibly meet them and go through the same Chromosphere experience as them. Of course, they should not reveal all of the locations of the Chromobits - that would defeat the purpose of their publicity - but would spend more time at the Chromocuisine part to fully showcase the novelty of the prize, increasing the incentive for their followers from around the world (specifically China and the UK) to travel to Harvey Nichols and learn about responsible shopping.

GROUND FLOOR WINDOW DISPLAYS



The revealing of the outside window displays will launch the event, as people will start the game on the ground floor. They will then work their way up accordingly with the game journey, subsequently redeeming their prize at the final destination: Fifth Floor Restaurant & Bar floor plan.

The artist responsible for the designs will be present to unveil the Chromosphere window display, which will also present the QR code that takes shoppers straight to the App store to download the Chromosphere app.

Where?

FIFTH FLOOR RESTAURANT & BAR



This is a fraction of the current Fifth Floor Restaurant & Bar floor plan. Evidently, it holds a substantial place designed for fine dining. Everything from the carpet to the chairs will be refitted to fit the Chromosphere aesthetic.

The restaurant will predominantly be dimmed to enhance the blue and pink neon lights on the walls and ceiling. The intended mood is one of futuristic mystery, something that reminisces the 80s space-age fascination. To uphold the core message of the event, there will be multiple plants in fogged up glass boxes, lit up with a neon green light to emphasise the theme of preservation and sustainability. The customers will begin to question if this is the earth of the future.



The Conclusion

WHY



Chromosphere is an app that allows the Harvey Nichols customer to discover the sustainable/eco-friendly goods they offer in store. It is an immersive, augmented reality game that leads the player around all six floors of the Knightsbridge store with a memorable shopping experience. After having discovered all the sustainable goods that Harvey Nichols has to offer, the shopper becomes an educated, well-informed and well-equipped consumer who has then been enabled to make responsible decisions when making purchases.

The aim of the game is to reach the sixth floor having unlocked all the sustainable/eco-friendly goods within the Chromosphere inventory. Throughout the journey, the gamer will gain a greater appreciation for sustainable luxury and that they wield power the environment in their spending.

Fashion is the second largest contributor to the planet's degrading condition. Chemical pollutant from dyes, wasted fabric, non-recyclable plastics occupying landfill - these are simply a few of the crimes committed by the industry. Constant reckless consumption feeds into its notorious reputation, consequently creating a demand for solutions to combat its negative impacts.

Chromosphere is one step forward towards a flourishing future.

