

We aimed to create a clear, professional and informative display poster which would be eye-catching for passing customers.

The limited colour palette of blue and white tones create a professional look without overloading the customer, whilst also reflecting the 'self-care' ethos of our brand. This is also reflected through the repeated cloud motif.

ABOUT US

Our team is special because it is composed of people from a wide range of backgrounds. For us, it was so important to highlight this in our brand and product. In a time marked by divisions and global polarisation, we wanted to unite people through our unique vision. Our products feature items to help people relax or sleep peacefully, which is especially important during these stressful times. This is a composite package formed of varying cultural touchstones, and material inspirations. Through our self-care platform we seek to engage people with the beauty of cultural diversity, as our products are inspired by different cultural motifs. We care about people-buying from sustainable small businesses, and ensuring the ethics of our values is reflected in our end product.

HIBERNATION

OUR PRODUCTS

- SLEEPING MASKS £2
- OCTOPUS PLUSHIE £3
- FLUFFY SOCKS £2
- HEALING CRYSTALS £2
- SHEA BUTTER £3
- FULL PACKAGE £10**

OUR TEAM

MANAGING DIRECTORS: YASMEEN, FOPE

AVA, DWORA, JANEESA, RIA, POPPY

KATE, KAREZ, TITTY, SARMBAVI, SHIVANI, HANNAH

ESHA, SANIYA, FREYA, GARY, UMEEXA, FATIMAH

OUR ETHOS

SELF-CARE

Our attention to emotional and physical wellbeing is at the forefront of our brand, with products which encourage relaxation and happiness that aim to reduce the stress of everyday life.

CULTURAL DIVERSITY

As a diverse team encompassing a wide range of ethnic backgrounds, we wanted to celebrate and unite cultures from around the world through elements of our products as well as our online platforms.

SUPPORTING SMALL BUSINESSES

During these times, we are aware of the huge negative impact the pandemic has had on the survival of small and local businesses. In order to support our community, we have sourced the majority of our products from small business holders.

SUSTAINABILITY

Our business is committed to being as eco-friendly as possible. We have reduced our ecological footprint by supplying products from sustainable brands as well as selecting reusable and eco-friendly packaging such as cardboard boxes and glass jars.

Our products are clearly presented with their prices, and are at the centre of our display to ensure the best possible clarity for the customer.

We have outlined our ethos in four main points on our display, in order to inform the customer of the key values of our brand and why they should buy from us.