



defi™

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A CASE STUDY BY
MEDIA MOUSSE

ABOUT THE BRAND

Defi Beauty is a makeup brand exclusively designed for Desi Skin which emboldens individuals to express their true selves through the art of cosmetics. With its highly pigmented and long lasting formulas, Defi offers a captivating range of products that effortlessly amplify beauty. Designed to celebrate inclusivity, each shade provides a universally flattering match for Desi skin tones.

Defi's travel friendly & user friendly products ensure seamless application on the go, empowering individuals to express their unique identity anywhere, anytime! Committed to sustainability and ethics, Defi pioneers a cruelty-free and vegan approach, harmonizing conscience with quality. Unleash your inner creativity with Defi, where self-expression knows no bounds.

BRAND VALUES

Freedom

Self-Expression

Inclusivity

Acceptance

Individuality

Limitless

Defi beauty approached us with the need for logo & package design that could clearly convey their brand's mission & vision. Hearing the brand vision, we were thrilled to work with them & create something that truly captured the essence of their brand. After tons of brainstorming, changes, pivots & edits. This is what we created for them as the final design!



THE LOGO

YOUR FRIEND IN DEFIANCE

Imagine a friend you can rely on to help you navigate the most complex of societal norms and burdens. Now imagine that friend helping you stand out of the crowd and cut through the social fabric of an increasingly polarized yet inclusive global culture. That's what the DEFI logo is about.

defi

The Brand

+



The Defiance of
Social Status Quo

+

fi

Hand Holding You
in the Journey

A brand (our name) that cuts upwards through the social fabric (the cut on the name) & defies the status quo of true beauty (upward flow). All while being an integral part of the journey (the handshake of letters F & I). In order to complete the brand logo we chose to add an element that independently and together conveys what the brand stands for.



ARROWS OF DEFIANCE

While most of the arrows are moving in the same direction, the dark purple arrow is moving in the other direction that indicates Uniqueness (Standing out of the crowd and cutting through the social norms)



8C6A91

F4E3F7

306F7B

1C4B57

FFFFFF

THE BRAND COLORS

The brand's carefully curated color palette effectively captures its core values. The vibrant purple shade represents individuality, originality, and non-conformity, standing out and symbolizing uniqueness. The dark turquoise promotes self-expression, honesty, and openness, fostering transparent interactions. The darker green emphasizes the brand's connection with nature and its commitment to vegan and cruelty-free products, reflecting its dedication to sustainability. Together, these colors form a cohesive and visually appealing palette, encapsulating the brand's essence of individuality, self-expression, transparency, and a deep-rooted connection with nature.



COLLATERAL DESIGN

LIPSTICK PACKAGE



- defibeauty.in** ...
- defibeauty.in** Nothing says confidence and glamour like a lip shade designed for Desi Skin!
- Do you agree? Let us know in the comments below.
- #makeup #defi #defiproducts #beauty #beautyobsessed #beautyaddict #beautyhacks #beautyblog #makeuptutorial #makeuplooks #makeuptransformation #transformation #defy #redefine
- 3 w
- binita.chevli** Is COD availbl 
- 1 w Reply
- View replies (1)
- beauty anomaly** That packaging though! 
- 1 w 1 like Reply
- Hide replies
- defibeauty.in** @beauty anomaly Thank you!   
- 1 w Reply





PALETTE



BRUSHES

BRUSHES





PR BOXES

Staying true to our brand aesthetic, we kept the mailer box design clean and minimalistic. To ensure strong brand recall, we added the logo and a distinctive element on the front. The sides of the box feature the names of our products, adding a touch of familiarity. It's a straightforward yet effective way to create a lasting impression and make our brand stand out.



Hi!

Were you waiting for this box like Jaya Bachhan waited for SRK in K3G?

Cause that's the level of excitement we channelled into creating every Defi product.

Welcome to Defi - y(our) corner of the makeup world that's all about being in the comfort zone! We aren't here to preach or tell you that there's only one way to self-love & self-express or that you've to be rebellious to be YOU.

Defi is about enjoying what you like without buying into the next insta trend.

If you like your chai, we won't tell you to try a matcha latte, if your morning breakfast = aloo paratha, we won't get you to switch to a smoothie bowl.

We think Defi is like Maggi. Everyone finds comfort in a bowl of Maggi and everyone creates their own version. It could be a cheesy version - a spicy version, one with the ketchup, a healthy veggies version and just so many more variations. Everyone has their own favourite comfy take on it.

And that's the feeling that's also part of every product we've created. Liquid lipsticks, brushes and the face palette - all of them are about you doing you! Making your own version of Defi that's comfortable for you.

So, thank you so much for being part of our journey of making "being comfortable", a comfortable thing!

Loads of love,

Avni & Dyuti

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o would enjoy non-preachy makeup that does its
vite your friends to try our lipstick, face palette
eir purchase and you get ₹200 off on your next
t sharing with us! Well we can't have that!
ith our makeup on & tag us.

defi™

STICKERS & CARD





INNER PACKAGE





Designed for Desi Skin

defi

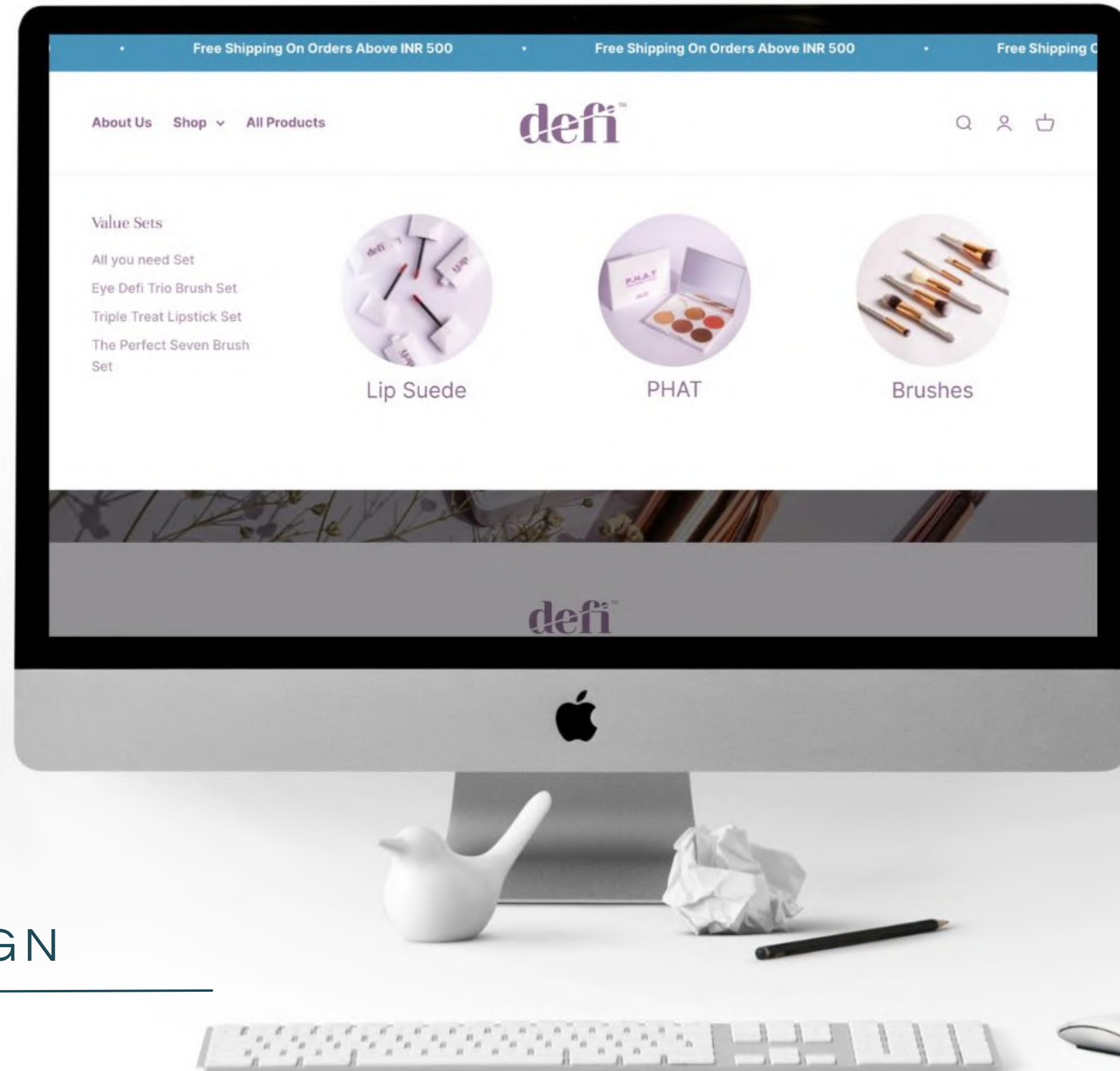


PHOTO GUIDE



Express your individuality

defi



WEBSITE DESIGN

WEBSITE DESIGN

After finalizing the brand design and packaging, our immediate focus was on creating a compelling Shopify website for Defi Beauty. Collaborating closely with the founder and utilizing their vision and reference materials, we successfully designed the site, leveraging the chosen theme to its fullest potential. To ensure a seamless user experience across all devices, we meticulously coded certain elements to enhance the website's UI/UX. Our goal was to create an engaging platform that showcases Defi Beauty's offerings in the most appealing way possible.



LOVE FROM WORLD OVER



+ Hundreds More...

YOUR PARTNER IN BRAND SUCCESS.

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