



SALOMÉ CONCEPT

Creating a Distinctive Retail
Experience for a Pioneer of
Personalized Skincare

Creating a Luxurious Retail Environment for a Personalized Skincare Brand

In commencing operations in Asia Pacific, luxury skincare brand Salomé Concept asked Base Creative to create a unique storefront experience as well as setting up its eCommerce website.

Business Strategy

Brand Strategy

- Brand DNA
- Brand Differentiation
- Brand Strategy Book

Design and Touchpoints

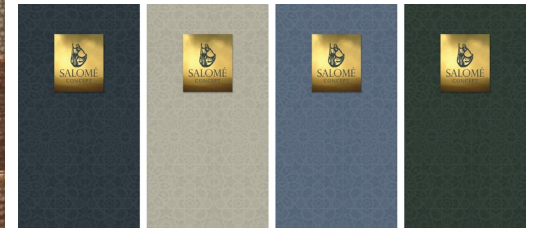
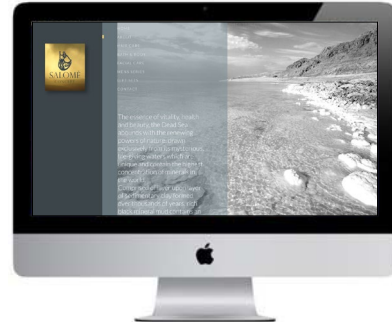
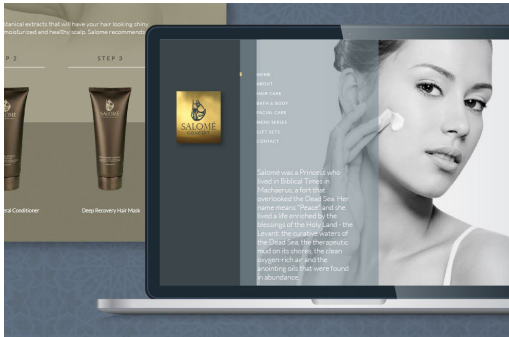
- Brand Identity
- Brand Guide
- Brand Grid
- Writing & Translation
- Packaging Design System
- Advertising Design
- Retail Environment

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

Salomé Concept Store Creation

Creating a Unique Skincare Retail Experience



As the brand hinges on high personalization and natural comfort, we helped Salomé Concept to create a unique personalized skin bar for creating daily regimes tailored to customers' individual needs.

Scope of Work

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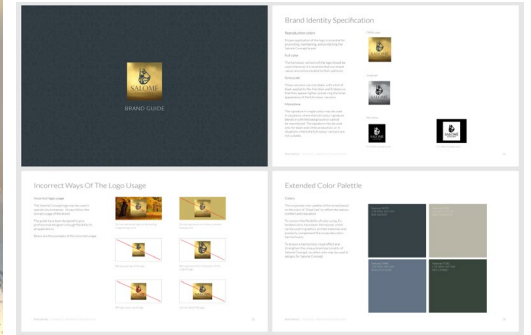
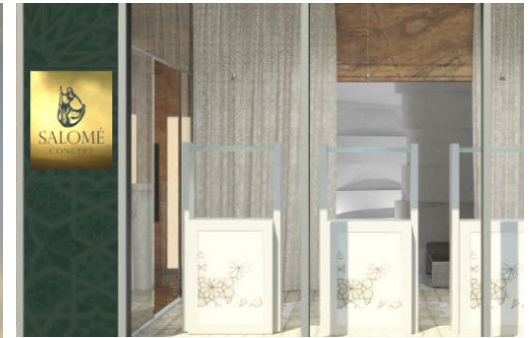
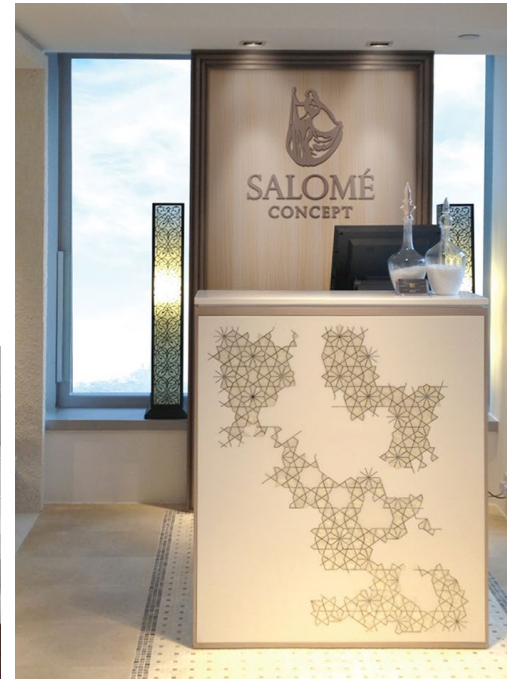
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Salomé Concept Store Creation

Creating a Unique Skincare Retail Experience



Positioned as a skincare brand that sells beauty products using the finest natural ingredients extracted from the Dead Sea, Salomé Concept asked us to create a signature experience that reflects this. The result is a palace within a salt cave, designed to transport customers into a soothing and pampering Dead Sea biome full of healing and tranquillity.

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