



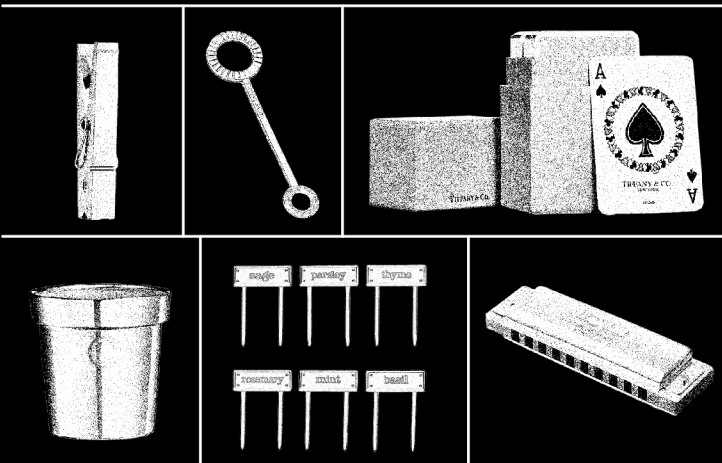
TIFUNI 蹄扶你

I saw a piece of clothing in the middle of shopping. It is not a very good material and has no complicated craftsmanship, but it is very expensive. I am very surprised. I don't understand why clothes with such a low cost cost so much price to buy. So I started researching this phenomenon.

Links to Websites:
<https://tifuni2.cargo.site>

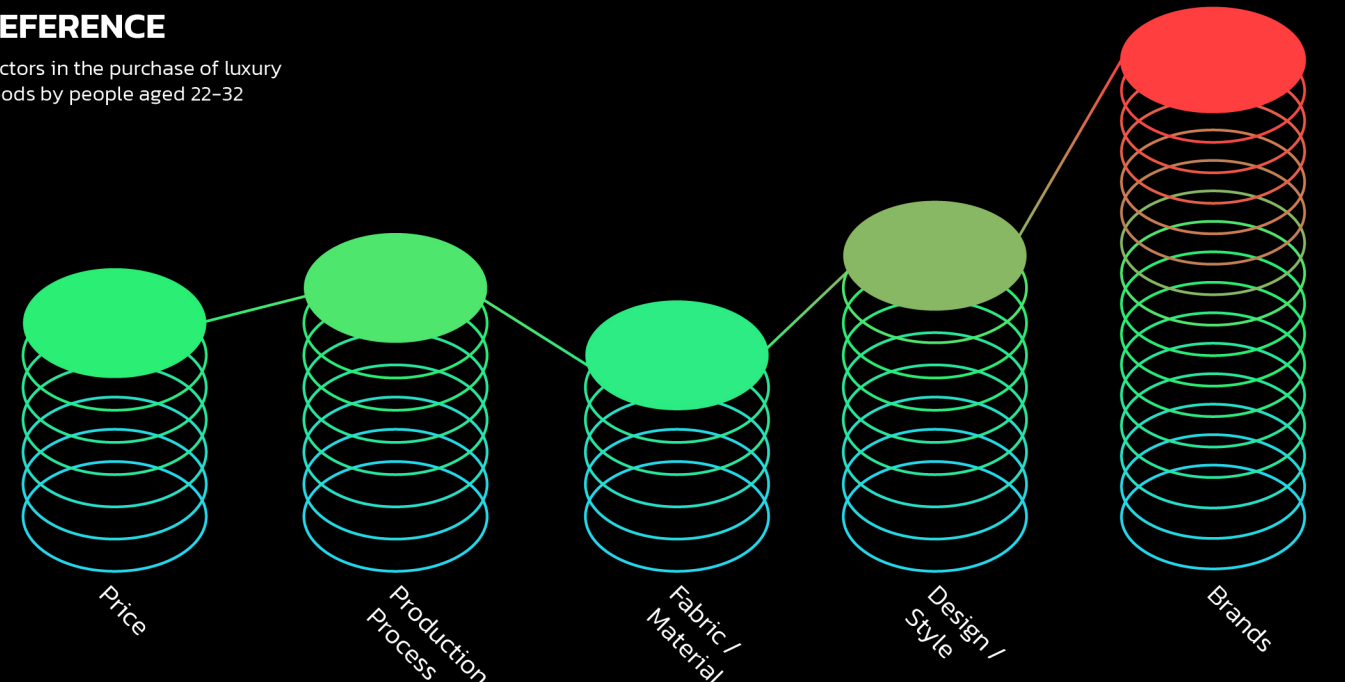
RESEARCH

In the survey, it was found that many well-known brands are producing other products beyond their main business. Their focus is usually on objects that are not luxury items, and they try to label everyday items as luxury items and raise their prices. For example, they try to make the materials of everyday items expensive, or simply put their brand name and logo on the normal items.



REFERENCE

Factors in the purchase of luxury goods by people aged 22-32



Among the young people, brand is still a major factor for many people to choose to buy luxury goods, and more than half of them will buy luxury goods with brand as the first consideration point. It means that only 13% of people have been nurtured by luxury goods since childhood, and most of the young people actually bought luxury goods without knowing much about them, and more of them started to buy them because of the social trend in recent years. (All the data are from McKinsey China Luxury Report 2019)

PERSONA

Aileen
♀ Female
20
Student
¥5000/month (From parents)

Shoes, hats, hairpins, T-shirts and other matching items
Average of 4-6 times a year, each time costing from 3000 RMB - 7000 RMB

Acne Studios, Vivienne Westwood, BALENCIAGA, COMME des GARÇONS, MIU MIU, ALEXANDER WANG

Lynn
♀ Female
26
Fashion Editorial Assistant (just started)
¥6000/month

Bags, sets, earrings, rings, watches, etc.
On average 2-3 times a year, each time costs from 7000 RMB - 30,000 RMB

IDT, J, PRADA, COACH, GIVENCHY

Jay
♂ Male
29
Internet bloggers
¥10000-20000/month

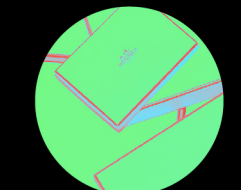
Jackets, T-shirts, belts, shoes, watches, etc.
Average of 5-10 times a year, each time costing from 5000 RMB - 50,000 RMB

IDT, GUCCI, LV, CHLOE, LIZARD, COACH

ELEMENTS OF BRAND PREMIUM



Brand awareness

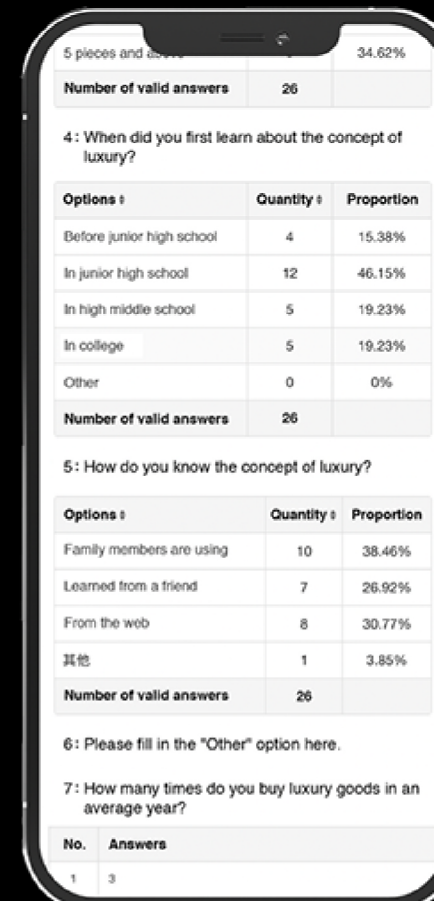


Added value of products

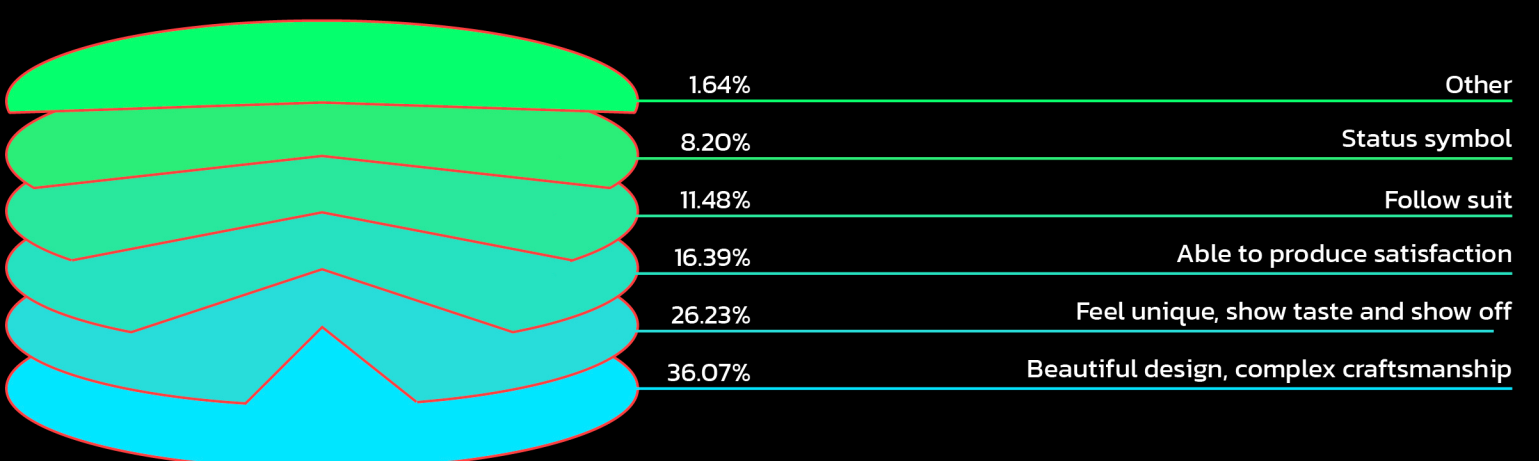


Number of similar products

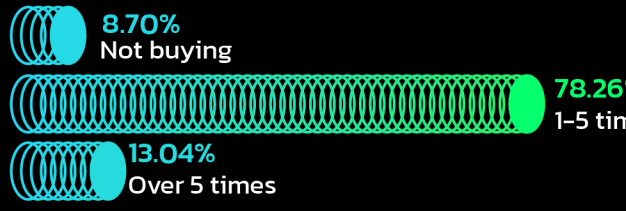
QUESTIONNAIRE



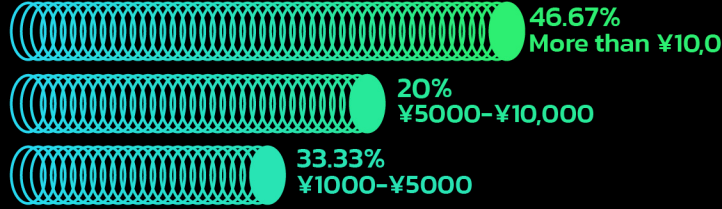
REASONS TO BUY LUXURY GOODS



How many luxury goods do you buy on average in a year?



How much is the average luxury purchase spent in a year?



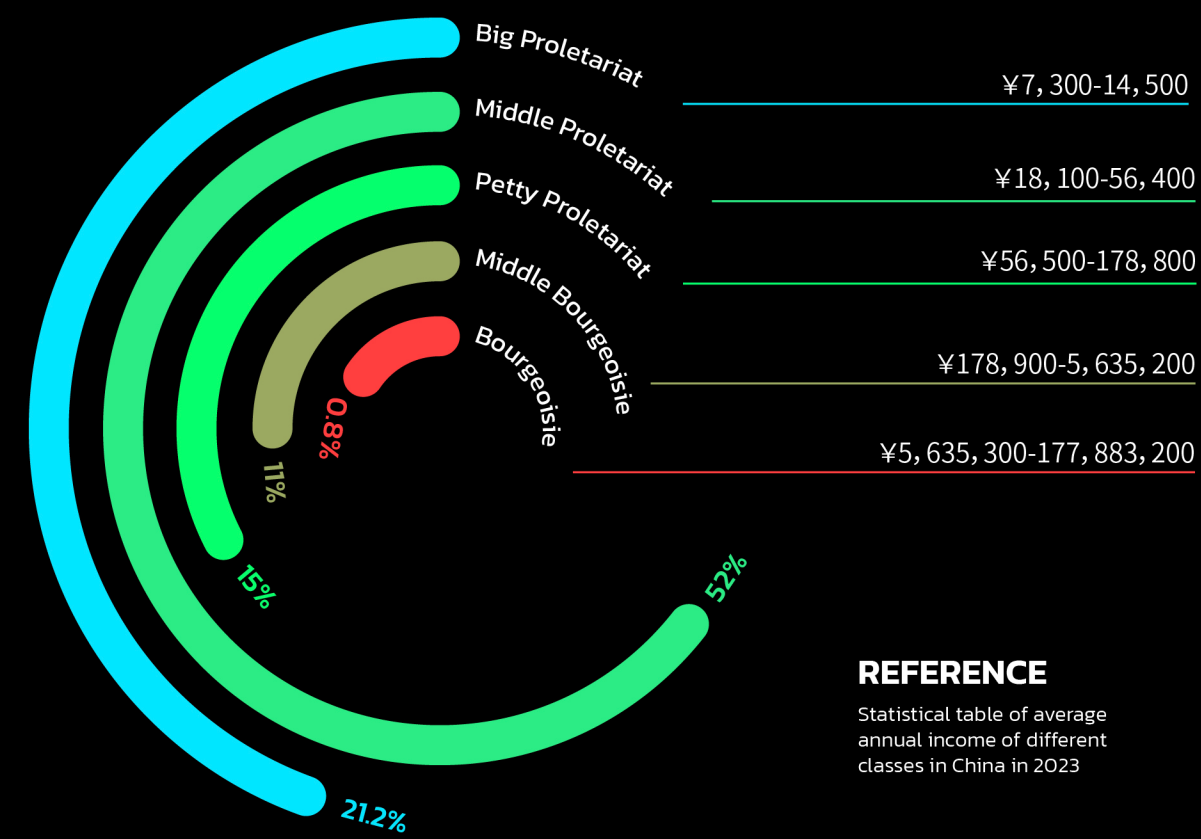
Brand's value ≈ item value

After I did my research, I learned that it's called brand premium, and it amazes me that people are now willing to fall into such a consumer trap. People use brands to enhance their value, care more about the brand name on the item than the item itself, and there are more and more young consumers of luxury brands.

Brand's value is extend but not the most important. As a designer, I'm thinking that how to change young generation's opinion that buying item just focus on the item's value itself.

VISUAL RESEARCH

I started to think about how to have a brand while having customers focus more on the product itself rather than the brand name, i.e. making the brand seem less distant.



REFERENCE

Statistical table of average annual income of different classes in China in 2023

The proportion of rich people in China is extremely low, only 0.8%, less than 1%, and even the proportion of the middle class is not high, only 11%. Ordinary people account for 88.2%, and the vast majority of us are ordinary people. In fact, a large number of people in China cannot afford luxury goods. A large number of people live in underdeveloped rural areas, consume cheap goods, and are exposed to low-level aesthetics on cheap goods.

AESTHETIC EDUCATION LEVEL IN CHINA

The level of aesthetic education in China is not very high. Judging from China's design environment, many people have been exposed to designs with very direct expression methods since childhood. Because of this, many designs in China express their purpose very directly, so I feel that when I abandon some advanced design skills, more people should be able to understand my purpose of designing this brand.



Adverts on the street



Cheap snack packaging



Rural shop front



These small advertisements, store fronts, and food packaging are very common in China, and these designs are also prevalent in the lives of most people in China. These patterns are a large part of people's perception of design, which is the design form closest to people's lives.

BRAND CONCEPT

I found that Tiffany often does some unnecessary price raising for some daily items, so I named my brand TIFUNI, the Chinese name is “蹄扶你”. Regardless of the species, the feet are the part that touches the ground the most and gets the most dust. The word hoof also has the meaning of tacky and low in Chinese, and is not usually used in elegant places or luxury titles.

TIFFANY & CO.

「剁手」

DESIGN ELEMENT

China has a very funny adjective – “chopping hands” to describe shopping, because every time you can not control the consumption, the only way to stop with chopping hands. The group is usually mixed workplace white-collar family, refers to online shopping, unknowingly spend a lot of money, look back at the bill chagrin, self-deprecating to chop hands.

INSPIRATION

I followed anti-consumerism guidelines and used some bright colors to make the logo look less professional and make it look tacky.



MEANING

This is how I understand the connotation of the brand:



Rustic



Youth



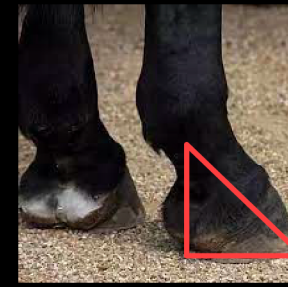
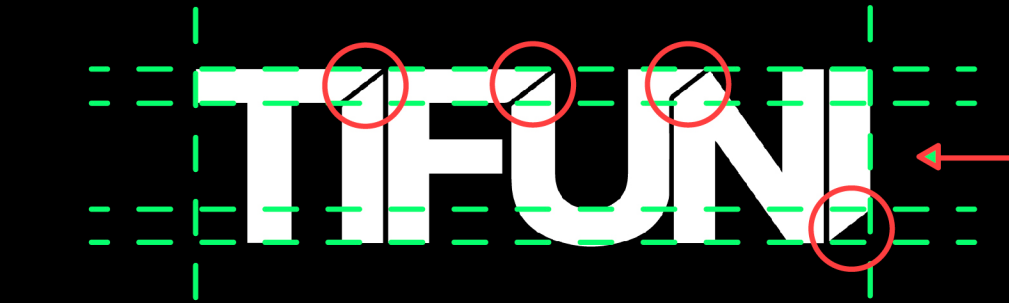
Anti-consumer



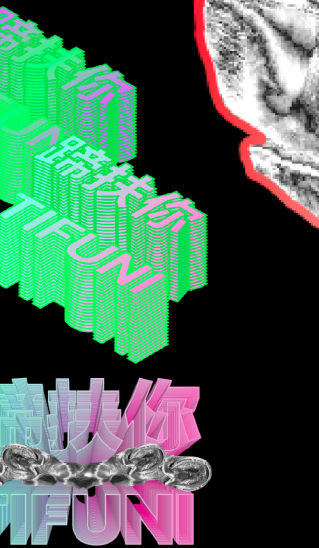
Mockery



Innate Character



“蹄” also means hand, so I chose horse hoof, pig's hoof and human hand to extend my project.



BRAND DISPLAY SPACE CONCEPT

I find these low-end brands popping up in places that are not very high-end. They don't have gorgeous decorations, they don't have a lot of space, and they don't pay attention to detail and design in product display. I've found that context also affects how people perceive a brand. So I want to reduce the environmental impact on the brand.

INSPIRATION

In order to satirize luxury brands that are not easily available and have a lot of premium prices, I focused on convenience stores that are easy to obtain and have low prices. They will put up posters and advertisements at will, and even display the prices and names of the products directly on the posters, so that all the products can be seen at a glance. So I designed TIFUNI's offline store based on some local convenience stores.



VISUAL ELEMENT



POSTER

The inspiration for the poster comes from the product flyers used in convenience store promotions.



OFFLINE SHOP



Accordingly made some posters that mimic print store ads to mock the current consumerism. I kept my brand name simple and clear on the ads without too much embellishment so that people could focus more on my products.



TIFUNI		Water in a swimming pool in summer	
Ingredient	Price(¥)	Price(£)	Total :
Water	¥0	£0	
Glass bottle	¥0.93	£0.13	¥1.77
Connection Ring	¥0.8	£0.1	≈ £0.25
Cardstock (logo)	¥0.04	£0.005	
Number : 003			

TIFUNI		Water in the faucet in the bathroom	
Ingredient	Price(¥)	Price(£)	Total :
Water	¥0	£0	
Glass bottle	¥0.93	£0.13	¥1.77
Connection Ring	¥0.8	£0.1	≈ £0.25
Cardstock (logo)	¥0.04	£0.005	
Number : 003			

TIFUNI		Thunderstorm rain during the rainy season	
Ingredient	Price(¥)	Price(£)	Total :
Rain	¥0	£0	¥1.77 ≈ £0.25
Glass bottle	¥0.93	£0.13	
Connection Ring	¥0.8	£0.1	
Cardstock (logo)	¥0.04	£0.005	
Number : 003			

PRODUCT LABEL
Return of commodity prices
to the true value of goods.

TIFUNI SHOPPING WEBSITES

