

# Beauty Masters

*Let's take aesthetics to the next level*

*Beauty Masters enables aesthetics professionals to increase their skill and know-how within a specific area of the aesthetics industry.*

*Beauty Masters provides access to offline training events as well as online trainings and courses in selected areas of expertise.*

# Overall Description – The target group

- *International audience*
- *Mainly doctors, MDs, surgeons, aesthetics professionals*
- *Highly educated and skilled*
- *Very successful, hard working, driven, wealthy*
- *Expect a lot of service, best quality*
- *Mainly men, with increasingly more female MDs*
- **Majority of Asian origin** (Chinese, Thai, Philippines, Indonesia, Vietnam, other) Arabic Origin, South American, Western and Eastern Europe, other

# Beauty Masters Design Briefing

- Title „Beauty Masters“
- Design/ CI:  
Asian design elements and asian target group oriented:  
(mysthic, animal world (possibly), symbolic, wise, sage)
- Highest standards like in brands  
(rather Hermes than Aigner)
- Confirm high aspiration and quality standards of target  
group (beauty professionals, MDs, surgeons)
- Exclusive, elegant, serious, more secretive than open  
platformstyle: (by invitation only, apply to be accepted on  
referral bases, power from behind, scarcity)
- Approach and standard: The „go to place“ for aesthetic  
training.

Sign for longevity/beauty



Sign for health

Sign for renewal



更新  
Renewal

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## Asian Signs

- In China commonly recognised there are five blessings: longevity, wealth, health, love of virtue, a peaceful death
- If we take longevity as the core blessing (long life looking/ being young) then apart from the Chinese sign there is a symbol.
- There are different symbols and interpretations for the symbol.
- On the right side is a selection of symbols one could use to create something like an icon, logo, crest.

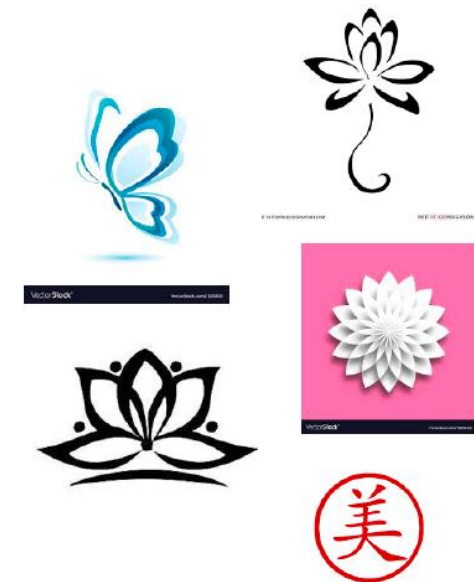


## Asian Animals

The different animals represent different meanings.

- For beauty there are different animals: Peacock, swan, dove, dolphin, horse, eagle, butterfly
- But not all those animals have the same meaning in chinese culture so we got to find an animal (in case we want to work with an animal symbol) that works for the Chinese.

Other symbols of beauty: Lotos blossom, Flowers



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## Colors:

*The color we would like to consider should be a color which resembles elegance and longevity. Which is very often associated with the color green or a greenish / green blue color:*

**Green:** renewal, health, prosperity, harmony

**Blue:** healing, immortality, heaven, water

**Green/blue:** renewal, vitality, vigor, spring

**Red:** beauty, fights of evil spirits, joy, luck

*Of course it would be possible to combine for example this green / blueish with a chinese red.*

*FYI Color Schemes based on asian values with western conformity (contemporary asian): green/blue, hint of chinese red,*

[https://en.wikipedia.org/wiki/Color\\_in\\_Chinese\\_culture](https://en.wikipedia.org/wiki/Color_in_Chinese_culture)



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**Main competitor in terms of online courses (based in Europe)**

<https://e-mastr.com>

