

SOLAVIS

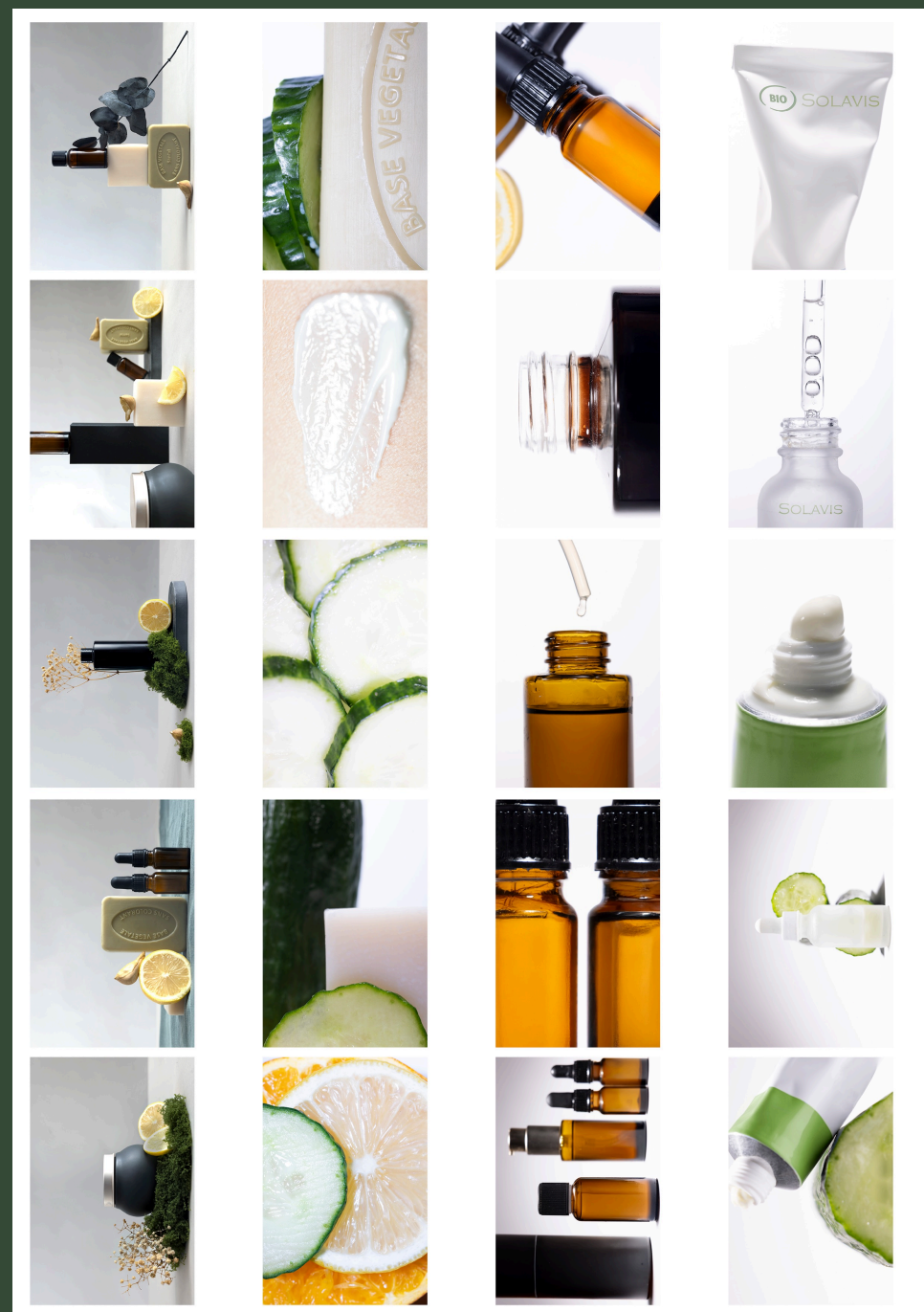
Solavis, A Brand Born from My Memoir

Solavis is a premium skincare brand for men that integrates nature, ethics, and simplicity. Solavis helps men who appreciate high quality products and natural self-care to foster confidence, self-love, and to connect with nature. We strive to design effortless, impactful, environmentally friendly personal care solutions without compromising our values.

Brand Identity

Website

Artistic Direction





What is the Definition of a Brand?

The word “brand” comes from a very ancient means of marking cattle with signs. With time boundless this idea developed, because along with the sign-or brand, the consumers’ emotions and psychology to the product or service started to be included. Today, a brand is understood to be a commitment in terms of worth and capabilities which is used in the marketplace to set apart the firm or its products. It is a way of developing a business that makes a business more relevant, more attractive, and finally makes money.

While explaining branding, an article from The Branding Journal states that, “There’s a product that you sell, there’s a brand which has been created in the mind of consumers about the product that you sell, and then there’s branding which is a set of strategies to create that image of the product.”

When considering how to approach the brand, it’s important to pay attention to how the brand is built. Donald Miller, in his book, Building a StoryBrand, mentions the importance of being clear when telling the story of its products, and he says: “The most successful brands are those that tell a clear, compelling story about who they are and what they stand for. What this explains is not just the storytelling in advertising, but the story behind the values that make people behave as consumers. For Tennis shoes or a Apple phone, the emotion that any consumer gets from Nike is the feeling of believing, being simple, or being able. Apple is more like a belief combined with simplicity or total empowerment. The story within a brand helps to give each brand its character and makes it important to people.”

When we eventually understand that a brand cannot just be a name or a mark and a product, the only thing that remains is to ask how to make that creative vision work in practice. The root cause of great branding must begin from the core layer of the branding process – emotion and message. This also entails developing a brand’s identity, image and personality.

In the article Brand is Experience, Experience is brand, Hector Pottie of Method London begins by saying: “Many of us live in a world where we are bombarded with information, and therefore a brand has to own one thing. The best brands of our times do not sell products or services. They offer more than that. For instance, Apple hawks simplicity; freedom is the commodity that Harley Davidson sells; belief is what consumers buy from Nike; innovation, Dyson; fun, Gym Box, fun and fun. These are all human emotional ideas that we feel and buy into”

What do we mean when we talk of storytelling?

The writing activity encompasses retelling of events, emotions, and experiences in the form of a narrative which includes characters, setting, plot, conflict, and the corresponding resolution. It is an age-old practice that is cross cultural and has been employed for purposes of entertaining, educating ensuring continuity of values and even cultural identity. Fundamentally speaking, all society and every time the humanity was engaged into storytelling as a mechanism to comprehend the reality surrounding them, the society built a vision of themselves and of the world. Regardless of the fact that whether a story is spoken or written down, it takes different forms through different media: novels and films, advertisements and brand stories.

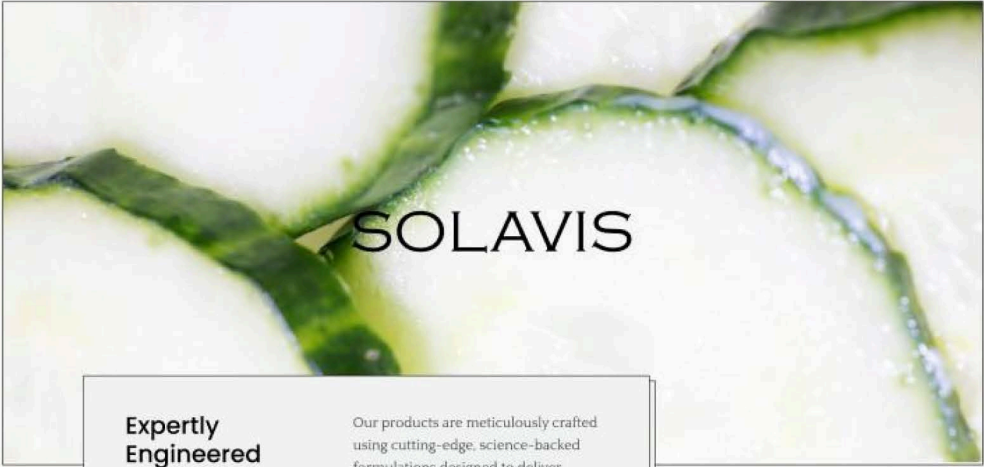
It is worth noting that storytelling was a key approach towards the maintenance of history and culture. In the early societies, whenever there was the need to instill the values, beliefs, customs and even the historical events, the oral form of storytelling was mainly utilized. For instance, Ancient Greek epics, such as The Iliad and The Odyssey, the Norse sagas, were hand down orally before the poems began to be penned down. These narratives assisted the progression of social, moral, and even national identity. Religion, politics, and other spheres of governance have also relied on storytelling in the course of history. Holy scriptures such as the Bible or the Quran depend so much on storytelling in attempting to share some faith and some aspects of life with people. Political campaigns and insurrections have also employed stories to attract followers, foster allegiance and foster cohesion within the people.

In the contemporary world, storytelling is different due to different media and tools, but the underlying aspects have not changed. Now, telling stories is in everything, beginning with books and films to marketing and brand development. Advertising campaigns, for instance, are beginning to use storytelling in order to relay the message of the brand rather than solely focusing on the product that is being offered for sale. With competition growing in the digital market, the need to tell a great story to promote one's brand will be essential in setting one apart from competition.

Storytelling is now more engaging and participatory due to the emergence of technology driven platforms. Today, a story is not simply told, it is told with its audience, or rather, the audience is called upon to tell it through social media, podcasts and web series. The sheer amount of data and tools at hand, allows brands to incorporate storytelling into an array of audience segments, thus customizing experiences based on different audience characteristics and behaviours.



Dermatologist tested men's care



**Expertly
Engineered**

Our products are meticulously crafted using cutting-edge, science-backed formulations designed to deliver exceptional performance, ensuring optimal results for every user

SHOP ALL

Shop all our products

Frame 1



Body Wash

Industrial warehouses covered in graffiti, any type of cuisine your heart desires and people covered in glitter eating tacos at 4 in the morning. It's amazing.



Face Cream

The place to look like a fitness model while walking your dog, shop at trendy thrift stores, and enjoy nightlife as you take in beautiful sunset views of the Skyline.



Hair Care

Where people go when they want to start a family but still be hip. Here you'll find tree-lined streets with farm-to-table restaurants all next to Prospect Park.

About Us



INGREDIENTS MATTER

Each Product Is Crafted With The Finest
Ingredients, Free From Harmful Additives.

Shop now

● Target Audience

The modern man who appreciates quality skin care products and at the same time supports ethical values as a way of enhancing his self-esteem.

● Consumer Expectations

A feeling of revival, empowerment, and connection to nature through simple and genuine means.

● Points of Difference

Solavis takes a masculine approach to skincare without unnecessary complexity. We use only the highest quality, natural ingredients, tried and tested by men. Our brand is:

✓ Clean

✓ Practical

✓ Ethically responsible – never compromising the welfare of people, the planet, or the product itself.

● What Feelings or Practical Aspects Do We Address?

Emotional: Self-confidence, energy, and personal artistic expression.

Practical: Lightweight, effective skincare solutions that are free from harmful ingredients and add real value to the skin.

● Brand Narrative

Solavis embodies the power of the sun and the freedom of a bird, liberating men from self-doubt with progressive skincare methods. We blend ancient wisdom with modern techniques, incorporating moral practices that inspire men to take care of their skin today.

● Our Mission

To provide men with skincare solutions that boost confidence, promote self-love, and connect them with nature's powerful energy.

● Our Message

"Feel the Sun, Fly with Confidence."

This slogan reflects our commitment to rejuvenation, strength, and authentic self-expression, inspiring men to embrace their best selves.

My goal for this work was to create simple images with neutral colours that are natural rather than bright and correlate to the earthiness of the palette I'd chosen for the pictures of the skincare line I had invented taking inspiration from brands like PAPATULI. This design strategy was meant to formulate visual appeal that the target audience can relate to and therefore be lured into the natural minimalist aspect of the brand.

While selecting the products to be captured I picked them in consideration to their forms and the textures and how they fit the general characters of the other more beautifully focused ones. But to ensure these pictures portrayed the brand I created in writing, I proposed the products too with altered logos. This is a fictional project, hence there is no intention of using it or selling it in the real world and so altering logos was easy to do as part of planning and conceiving this idea.

Another important aspect of my design was the selection of colours for the bottles and creams. The intended colours were carefully chosen as they are neutral yet sophisticated with the intention of portraying purity and a bond with nature. Also, the position of the logo and its color on each product was intentionally done to improve attractiveness and consistency within the various products.

Regarding the inclusion of an *égérie* or models, I decided against using faces or specific individuals to represent the brand. This decision was made as I wanted to present the products in the most convenient and straightforward way possible that everyone understands. By not associating the brand with a single person, group, or culture, it was my intention to promote a spirit of inclusivity and global belonging. It removes the model or *égérie* and therefore lifestyle claims associated with the product and allows the products to exist in their own right as functional day to day objects designed for multiple purposes and contexts. This strategy expands the demographic base and shifts the focus of the consumer away from the identity associated story and to his or her own person.

In the end, this choice encourages creativity and promotes the products as beautiful and functional. The brand does this by stripping them of a designed face or narrative to leave the product open for interpretation, therefore assuring that the audience who buys feels the products are meant for them.