

loved&found by John Lewis

the concept

Loved & Found is a curated lifestyle space within the John Lewis department store that was recently launched in September 2015. The intentions of the new store format was to gain a new consumer demographic that was younger than the usual older consumer demographic. The products within Loved & Found include, womenswear, accessories, beauty and homeware.

The purpose of the brand style guide is to communicate the look and feel of the brand. The motive of the development of the Loved & Found store is to raise brand awareness and target the correct consumer. Therefore, a stand-alone website, social media and marketing will accompany the retail space.

values

Loved & found aims to be a curated lifestyle concept that is owned/ an extension of the John Lewis Partnership. Operating as stand-alone store with its own social media platforms and stand-alone website, it offers a diverse range of brands that have been carefully sourced all under one roof. As represented in the concept name it is a retail environment that offers products to be 'loved & found' by the consumer. The values of Loved & Found is to offer a retail environment fuelled by creativity, originality and discovery.

mission

Loved & founds brand mission is to create an effortless and boutique shopping experience through supplying its customers with unique and curated brands. Ultimately, to give the consumer a sense of discovery when shopping with the lifestyle concept.



loved&found

photography



The Imagery sourced for the Loved & Found brand is shot on location. The reasoning for choosing this style of photography is to move away from studio based photoshoots that John Lewis typically use and to create a story. These images have been selected for the store and marketing material to promote the back to nature trend, and emphasise the idea of discovery and exploring.

logo treatment

1. Gill sans Nova (Light), Black. To be used as signage on front of store to identify the Loved & Found store. This font has been used to keep in guideline with the John Lewis Partnership.
2. Neon sign with red underline. To be used instore to create the sense of creativity within the store concept. This sign has been chosen to be used in store give its identity and set it aside from the original John Lewis brand.
3. Gill sans Nova (Light), White. To be used in marketing material for example in the quarterly look book and campaign posters. This font has been used to keep in guideline with the John Lewis Partnership.

trend

Inspired by the natural world, Back to Nature is about embracing the outdoor world, taking a step back from our digitally connected lives and immersing ourselves in the beauty of nature. Inspired by raw succulents and urban landscape it's about bringing nature back into our everyday lives.



consumer



THE
URBANITE

BRAND
LOVER

BRAND
LOYALIST