

brand case study :
lush cosmetics

brand your biz
LIKE A BOSS-LADY

the business

The international handmade cosmetics company, Lush, believes in "making effective products from fresh organic fruits and vegetables," and in "happy people making happy soap."

their target audience

young vibrant environmentally conscious women aged between 17-30



voice

Handmade, ethical, charitable, green, lush, young, thoughtful

their voice made visual

Their commitment to natural, organic ingredients is totally aligned with how they display their products (bottom left); Lush's soaps, powders, and shampoos sit in their raw form in-store until the cashier wraps the product up once it's purchased. Foregoing packaging oozes a natural vibe.



Products that require packaging, like their face masks, don't hide the ingredients listing and encourage customers to recycle after use. All packaging also has a sticker on it with the face and name of the employee who packed it. Every piece of marketing collateral at Lush has a personal, no-frills approach.

