

Chastain & Co and the Release of the Golden East

Teresa Nguyen

In the final product, I have helped design a makeup line for a called company Chastain & Co with the following brief detailing the style they are looking for while also emulating the 20s and 30s of East Asian culture and time period. In the process of making the product for the brand, I was very keen on continuing the theme of the chestnuts because in translation to the French name of Chastain is chestnut. This could be seen in some on the graphic page, idea generation and lino printing. This would later become significant in creating the final design.

In order for the product to be similar to those in the 20s or 30s and at the same time has elements of East Asian culture, I took inspiration from vintage makeup and Japanese art which I was compelled by the repetition, patterns and simple shapes or lines. Japanese art became important when creating patterns for the inside of the package. Like a lot of Western makeup surrounding that time period followed the Art Deco style. These old brands used a lot of repeating lines, most of the time they were straight. As for the directions, mentioned in the brief, I wanted to show it where it would be easily seen. Something that is different from modern package designs. Directions on old makeup products tend to emphasise the directions compared to modern cosmetics. So, I decided to do this by making it on the side flaps of the package to make it more noticeable. Making sure that the side flaps is going to be revealed to the person when opened.

Ikko Tanaka, Louise Fili, Imai Hisamaro and Annie Atkins were graphic designers I researched and looked up to for layout and creating a personal style. All of the designers I chose were attached to a particular period and era, but also has their own kind of style that makes them stand out. Ogata Korin (Rinpa School) and Kiyoshi Saito (Sosaku Hanga) are my favourite artists for the I was inspired for creating patterns and the graphics.

I think for the final design, I could have created a further approach of making it more colourful like the brief has directed but I thought it would make the design far from looking high class and too similar to the art movement, Art Nouveau. However, I think the overall design is successfully designed for a high-class product that would appeal to people today but also people in the 20s or 30s.