



sensory pillows

by Lily Loo

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The course 2684CA Design and Entrepreneurship is designed to embrace sustainable design practice but now begins to go beyond them. It is the objective that students will further analyse design problems and develop and apply sustainability principles and solutions to communication design projects. It was proposed that students develop, produce and promote a product that solves a problem using recycling or upcycling as a sustainable design method.

The product I created was a sensory pillow. A comfortable pillow infused with lavender to give a relaxing aroma. The product is to be created during art therapy sessions at a local mental health hospital and is aimed at women aged 10 - 60 who embrace mindfulness practice due to mental health concerns.

The product engages two social causes. The first being recycling of clothing waste in the creation of the pillows, preventing it ending in landfill. The fabric to make the pillows is sourced from second hand shops. The fashion industry has a high negative environmental impact due to the waste it generates going straight into landfill, taking 40 years to decompose (ABC, 2018; Jacometti, 2019; Upparel, 2022).

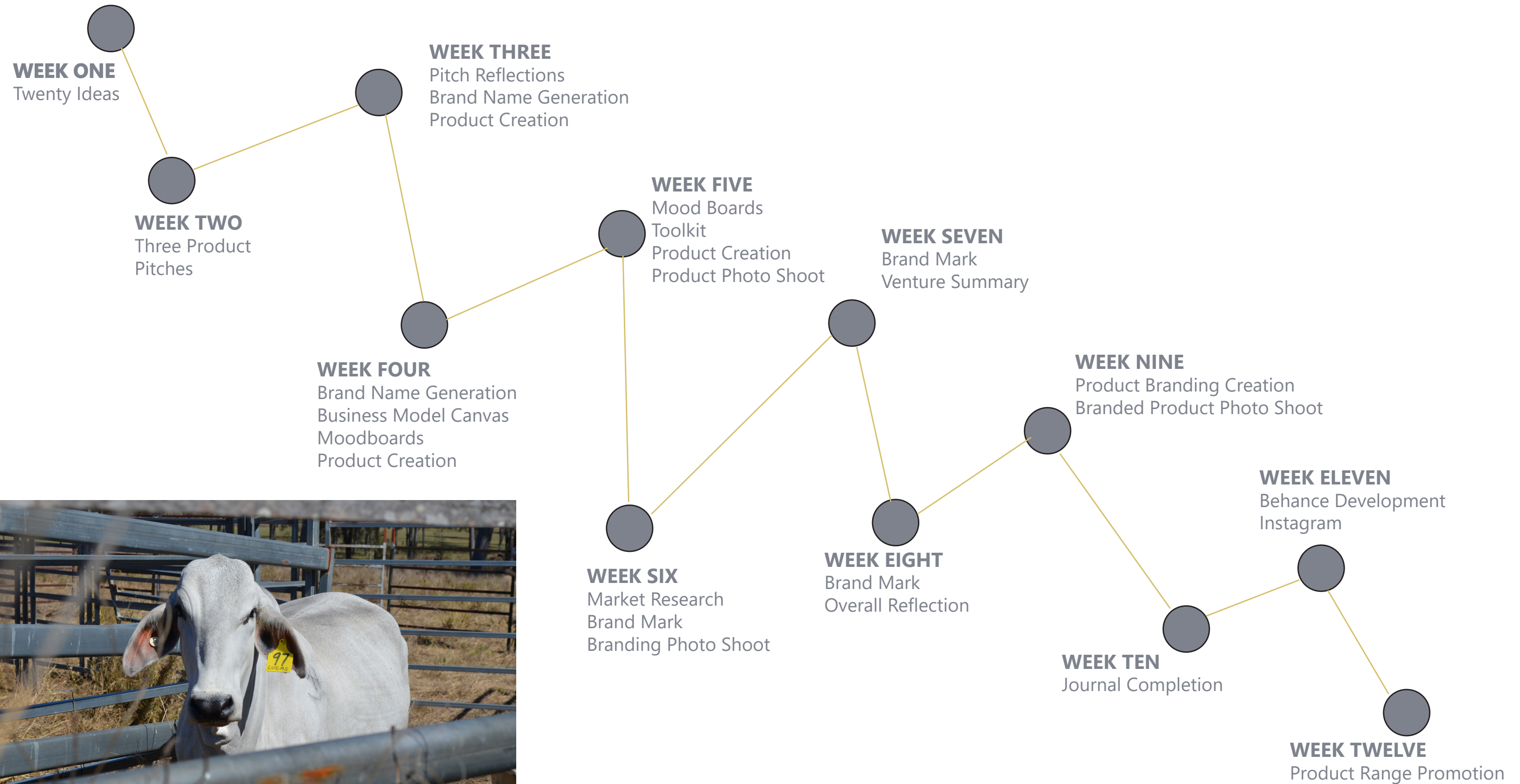
Additionally, the use of the pillows encourages and enhances mindfulness practices for people suffering with mental health concerns. Over two in five Australians aged 16-85 years have experienced a mental disorder at some time in their life (ABS, 2022).

The brand of the pillow is Lily Loo a take on my dogs name. It is meant to reflect style, comfort and a touch of country luxury.

This journal is my journey to create the sensory pillows. It details the initial ideas and concepts. It outlines final product decisions and naming. The journal follows the creation process from conception, sewing the pillow and creating a brand for them, which includes a logo. The journal includes a business model and venture summary and is supported by my commentary reflections along the way.



Introduction

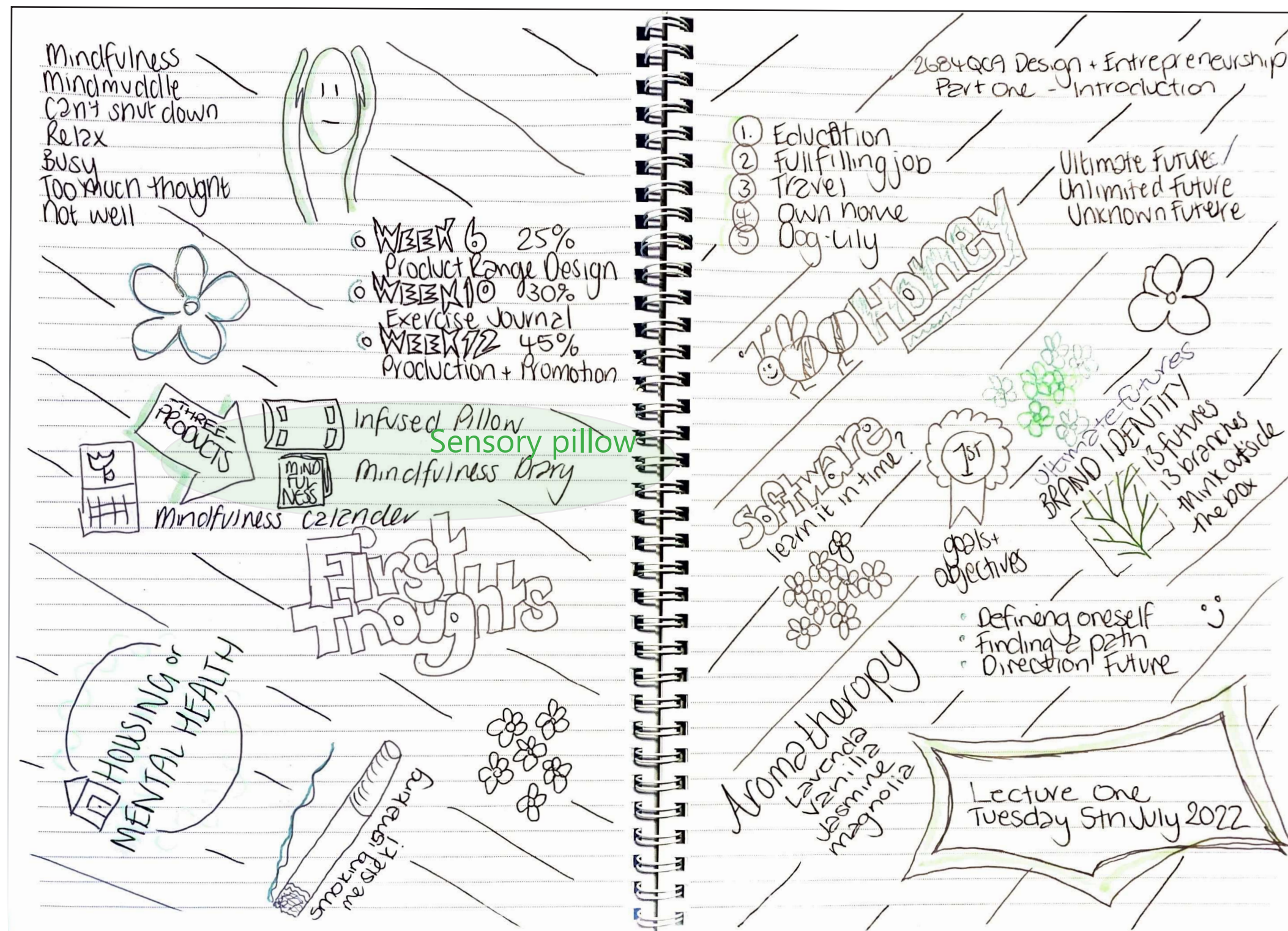


Production Schedule

Week One

Week One Lecture
Twenty Ideas

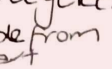
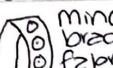
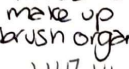
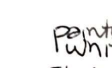
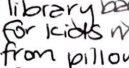
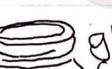
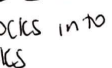
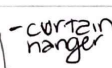




Reflection 13 August 2022

My initial thoughts on the project were theme inspired. Either mental health or housing. I have a lot of interest in both. I was also considering brand identity but at this stage was thinking more of a brand for myself then for an entrepreneurial project. I was having a rough day mentally during this lecture and the illustrative note taking was a great distraction.

Week One Lecture

 plain bow recycled dress  denim bow recycled jeans  double bow recycled dress Aimed at 5-7 year old girls.	 camera strap 1) Denim 2) Dress fabric 3) Belt 'klik' camera enthusiasts	 petter tug toy, old clothing  stuffed dog bone  soft ball, old clothing for dog lovers	 Denim jeans recycled clutch bag made from toilet paper  hand bag made from toilet paper Purse with top from pocket section
 recycled dress lavender inserted favourite t-shirt lavender underwear lavender under flower cushions mindfulness aromatherapy	 mindfulness bracelet fabric recycled + buttons recycled beads pocket filler recycled buttons	 glued + painted tin cans make up brush organiser  painted white rope & stationary organiser  fabric covered tins organisation	 tactile calendar recycled paper + cardboard pocket book recycled journal
 upcycled chair with cushion cheap share house paint white	 chalk paint board glass white board cork board recycled photo frames	 draw string library bag for kids made from pillow cases  swimming or beach bag made from shower curtain	 glass jar candle holder clear patterned solid colour reuse jam jars
 recycled jeans + necklaces fabric + buttons patchwork fabric	 ladies shirt into child's dress	 marble keyrings	 adults socks into dog socks  adults jumper into dog jumper
 dress fabric wool t-shirt dress fabric wool t-shirt dog shirt toys	 corrugated iron water tank for elderly in high garden	 curtain hanger with a bit of stick pot and pan holder over sink	 covered box with separation. Place inside bags for different recycling waste fabric cover

Advised to do this one by a student

First pillow concept

Initially high contender

Tutor comment: Too big a project to take on

Popular concept



The purpose of this assessment was to generate 20 ideas to hopefully come up with an idea for this semester.

Twenty Ideas

Week Two

Week Two Lecture
Three Pitches

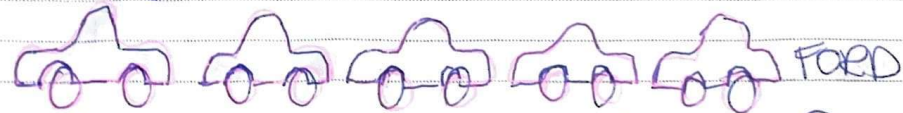


LECTURE TWO

Mass production, bespoke + craft/
production materials + processes

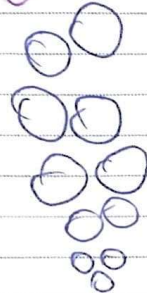
Monopoly - not exclusive control of supply
or trade

Oligopoly - a market of limited competition

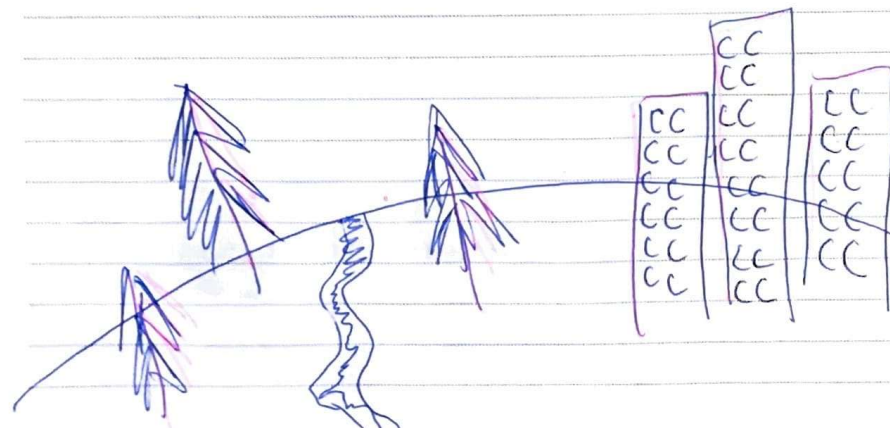


↑ MASS PRODUCTION ↓

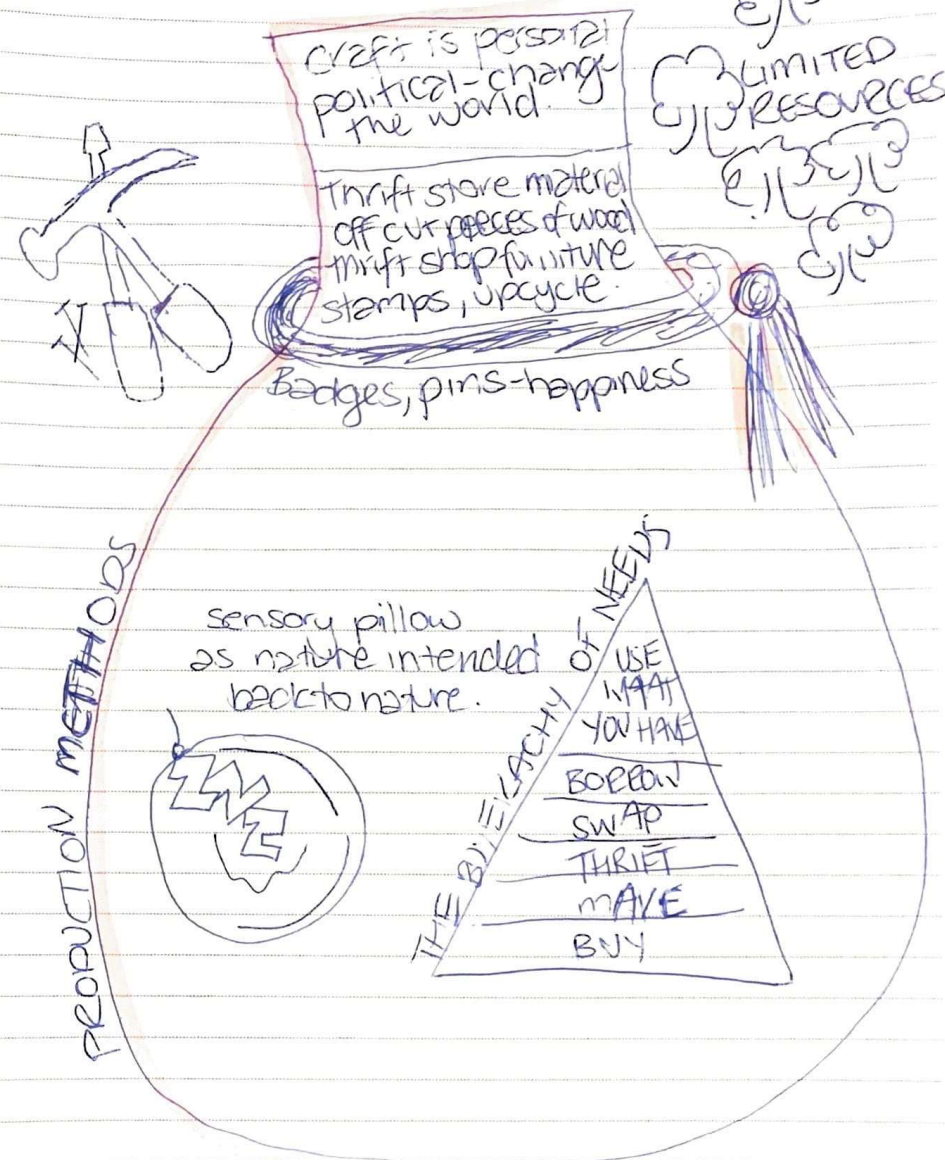
Obsolescence - mobile phones
x box
playstation
clothes



manufactured demand - bottled water



Handcrafted → the story behind the scenes



Reflection 13 August 2022

Our idea needs to be up-cycled or recycled. I was thinking of going to a second hand store for inspiration.

Week Two Lecture

SENSORY DOLLS

Sketches



Products

Recycled thrift store articles to make a children's doll. The body is created from a t-shirt. The clothes from a shirt or dress and the hair from wool.

Target Audience

Kids aged 3-5

Materials and Costs

- T-shirt \$2
- Shirt/Dress \$2
- Wool \$5
- Thread \$2
- Lavender \$10
- Stuffing \$10

Partnerships

Royal Brisbane Childrens Hospital

Icons



Mood Board



SENSORY CUSHIONS

Sketches



Products

Recycled curtains and clothing to make comfortable mindfulness cushions. Cut up into squares the clothing or curtains is recreated into a different product.

Target Audience

People suffering with anxiety or mental health problems

Materials and Costs

- Curtains \$6
- Shirt/Dress \$2
- Lavender \$10
- Thread \$2

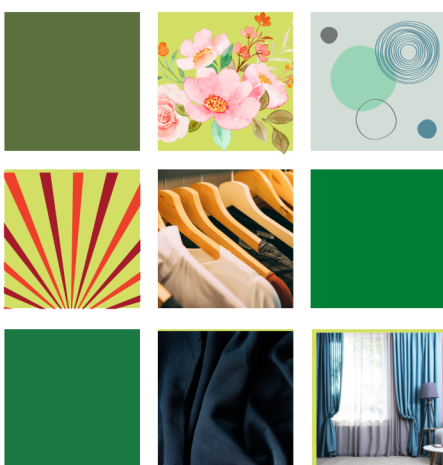
Partnerships

- Mind Australia
- Headspace

Icons

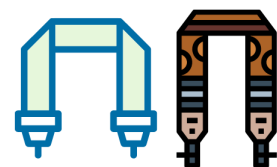


Mood Board



CAMERA STRAPS

Sketches



Products

Recycled thrift store belts and fabrics sewn into camera straps to give your valuable item secure. Clips sewn onto the ends.

Target Audience

Photographers

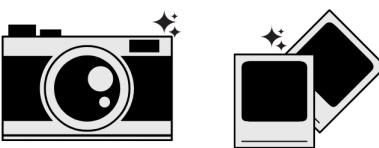
Materials and Costs

- Belt \$5
- Shirt \$2
- Camera clips \$10
- Thread \$2

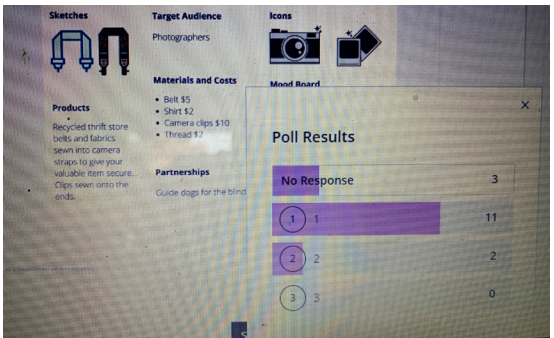
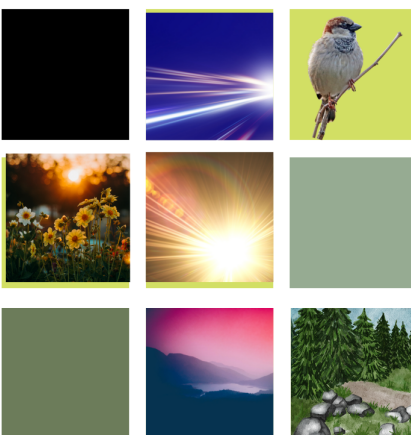
Partnerships

Guide dogs for the blind

Icons



Mood Board



I LOVE the sensory dolls - my autistic granddaughter would love one of those.

Isabella Mather-Glauser 4:26 PM

You can also wash the pillow if you can take fillings out

Say something

B I U ↺ Send

The three pitches project lead me to the conclusion I would do sensory pillows for the assessments.

Three Pitches

Week Three

Pitch Reflection
Week Three Lecture
Brand Name Generation



My three pitches comprised of sensory cushions, sensory dolls and camera straps.

Sensory cushions – upcycled from clothing and curtains from a charity shop, these cushions appeal to the senses. They use two different fabrics that you can touch and feel and are infused inside with the aroma of lavender. They are aimed at females as they are quite feminine and those seeking to relax or participate in mindfulness exercises.

Sensory dolls – clothing and curtains are recycled from a charity shop to produce male and female rag dolls. T-shirts form the soft texture body and clothing, and curtains make the rag doll clothes. With lots of textures and fabrics used, the dolls should appeal to a younger baby to toddler audience. The doll is infused with lavender to aid the relaxation of the child.

Camera straps – these camera straps are created from tough materials sourced at charity shops. The upcycled material includes strong curtains, denim, and leather belts. The product would appeal to photographers who want to add a touch of personality to their equipment.

The general feedback was they were all suitable ideas that could move forward. The cushions were the most popular followed by the rag dolls. My personal favourite was the rag dolls, but I have limitations on sewing ability and the concept might be too time intensive to pull off as a project and an ongoing business.

I chose to go with the sensory cushion as that was something achievable within sewing capabilities. There were suggestions from the group to use velcro, buttons or zippers along one edge so that the pillowcase could be washed and the lavender replaced. Unfortunately, this is a bit beyond my ability, and I have chosen to use a sewing machine to patchwork the front of the pillow and sew three edges. I will then put in a pillow insert with some lavender and hand sew the fourth side shut.

I'm picking green styles and shades of fabric to make the pillows as I plan to do an outdoor bush setting photo shoot of the product for marketing. I think the green of the cushions, the lavender, mindfulness and outdoors all fall together sympathetically.



Pitch Reflections

Week Three
Social Enterprises, Name Generation, Brand Strategy



Social Enterprise
Charity + Business

Branding

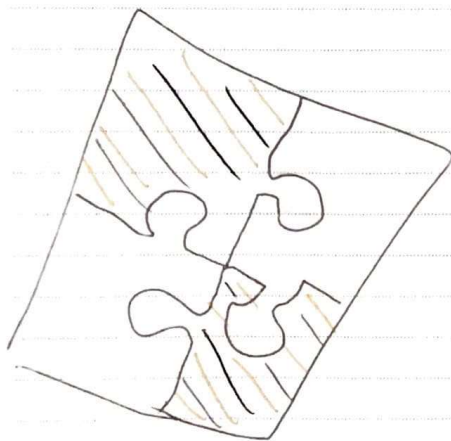


MORE
BETTER

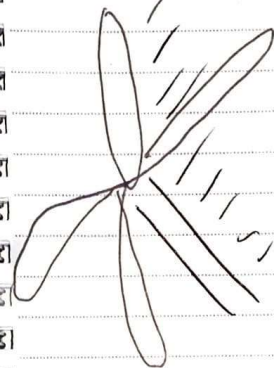
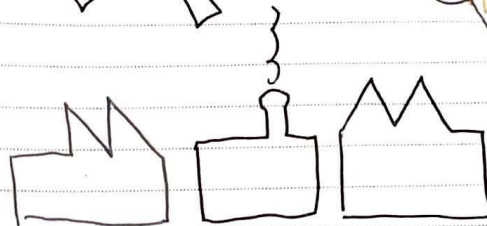
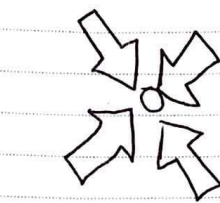
Insert pocket
for lavender
replacement

Zip or velcro to
wash cover.

Week 3 Journal.



Value not just \$ profit.
Social Need



SP
pillow

rest easy
sensory pillow
slumber

Brand Name
Generation

sleep
Rest
Calm
Chill Pillaw
Softly
Sleepy
Slumberland
Senses
Evergreen
Blues
Sophie
Rural Rose
Lilly Woo



Reflection 13 August 2022

Upon choosing the sensory cushion for my product, I'm starting to think about brand names and images for a logo. I'd like to incorporate green as that the colour I want to make the cushions. I want to do the bush and nature settings for my behance work images. I'm not sure how to incorporate the mauve of the lavender sprig.

Week Three Lecture



I came up with a lot of names for the products company. Ultimately I settled on by Lily Loo. Upon completion of week 9, my tutor suggested by use of the phrase 'country luxury' may have been a good name choice.

Playful Lily Loo Patchwork Hearts Patches Lavender Heart Tapestry	Origin Recycled Thrift Lavender Nimble Fingers Upcycled	Invented Evergreen Willow Zzzzzzzzz
Descriptive Sleep Rest Calm Relax Mindful	Technical Mindfulness Sensory Pillow All Sewn Up Comforter	Conjoined Chill Pillow Slumberland Chillax Recycled Fabric
Acronym Lily Loo Lavender S.L.E.E.P R.E.L.A.X Patchwork Pillow	Metaphoric Rest Easy Senses Aromatic Scents Softy	Random Elisha By Jody The Cushion Clarity Molly

Brand Name Generation

	'Lily Loo'	'Lily Loo Lavender'	'Patchwork Hearts'
What is your first impression?	9/10	9/10	7/10
Does it sound good when spoken?	9/10	9/10	9/10
Do letterforms look good together?	9/10	10/10	7/10
Is it easy to read?	9/10	10/10	8/10
Is it easy to say/pronounce?	9/10	10/10	9/10
Will it stay 'current' and not date?	9/10	9/10	9/10
Does it sound credible?	8/10	8/10	8/10
Is it memorable?	8/10	9/10	8/10
Does it sound right spoken in a sentence?	9/10	7/10	9/10
Do I like it?	9/10	9/10	8/10
FINAL SCORE	88/100	90/100	82/100

Winner:
Lily Loo Lavender



Lily Loo Lavender won the name analysis but this was soon changed to by Lily Loo as the previous didn't sit right in logo's.

Brand Name Generation

Week Four

Business Model Canvas
Mood Boards





Business Model Canvas

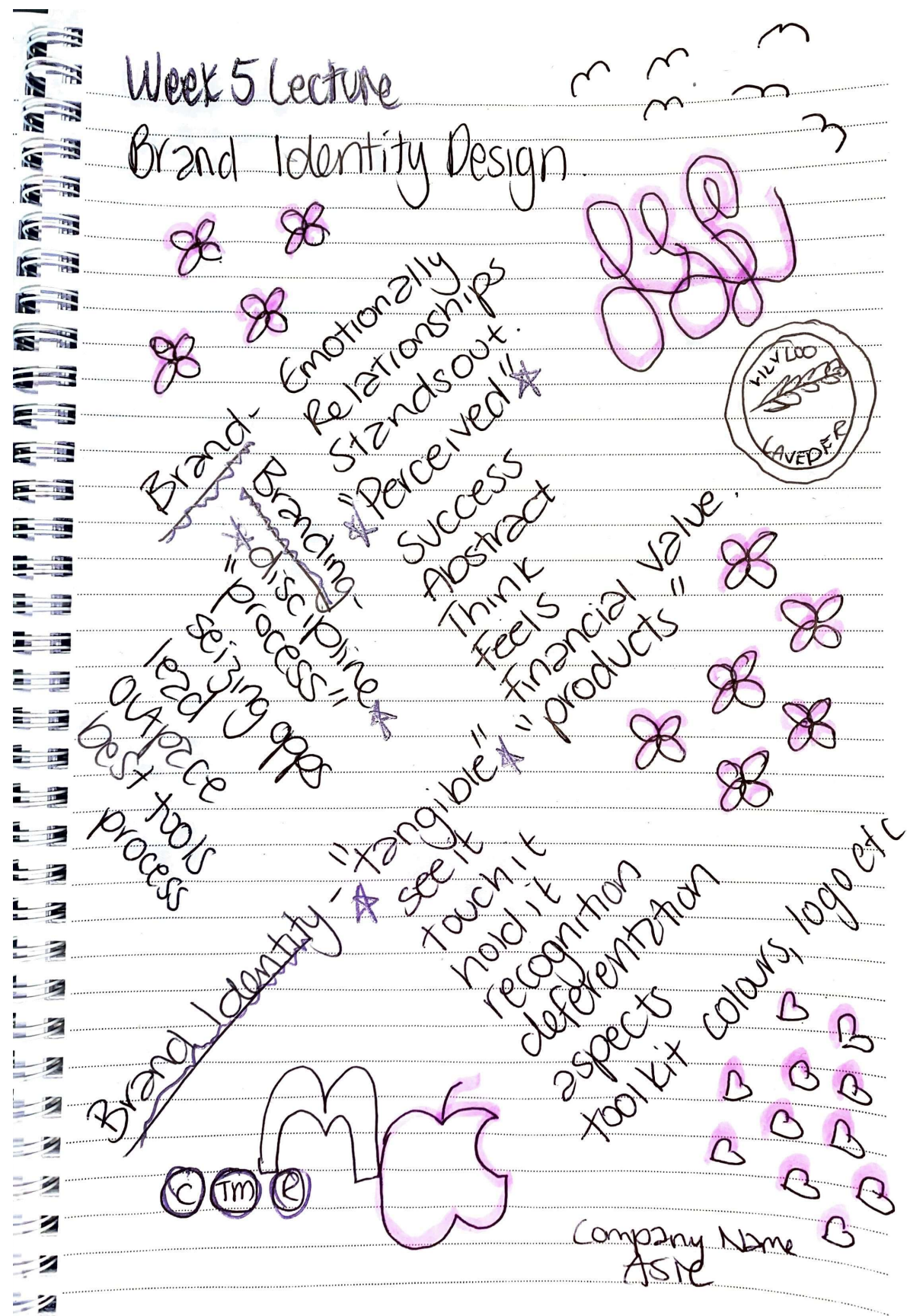


Mood Boards

Week Five

Week Five Lecture Toolkit Development





This weeks lecture aided me in determining the brand outcomes.

Week Five Lecture

Font One: Mistral

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Two: Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Icon:

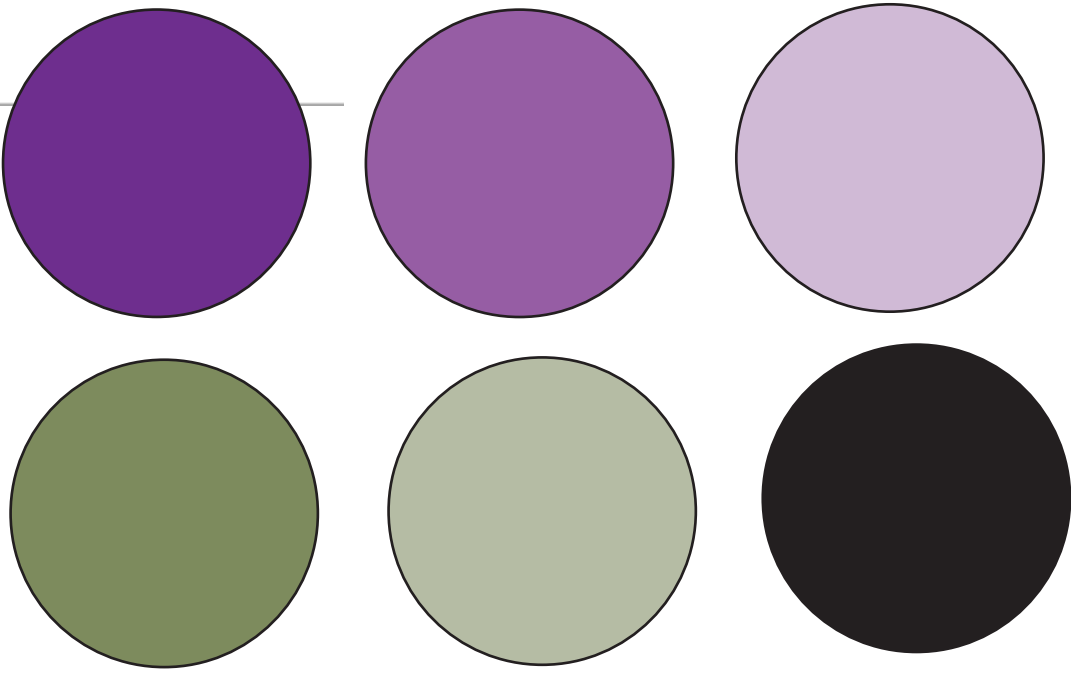


Colour Palette:

-  C: 75 M:5 Y:100 K:0
-  C:95 M:0 Y:100 K:53
-  C: 67 M: 0 Y: 100 K:86
-  Black
-  C:74 M:74 Y:0 K:0

Tutor comment:
Eye drop
colours from
lavender image
to be colour
palette.

This initial toolkit was
later scraped completely.



Toolkit Development

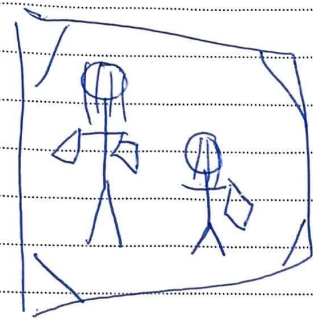
Week Six

Week Six Lecture
Making the Products
Brandmark Market Research
Brandmark Idealation
Brandmark Varitions
Final Brandmark



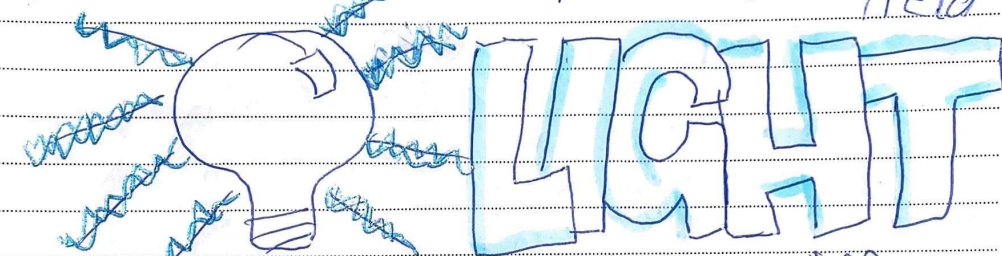
LECTURE SIX

Intro to Photography, Lighting and
market Research



• Digital SLR better
- Interchangeable
- lens + focal lengths

• larger aperture blurry background
• smaller aperture larger depth of field

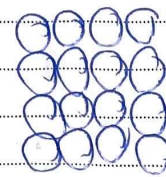


direct light + diffused light
reflectors
fill flash
Balance
Rule of thirds
Use raw files
innovative
minerals
DIRECTION

"Lightroom" - lighting • MARKETING RESEARCH •
MARKETING ANALYSIS •

Social Arts Practice
Creative + Cultural
more open with
each other

focus groups
interviews
surveys
questionnaires
ethnography

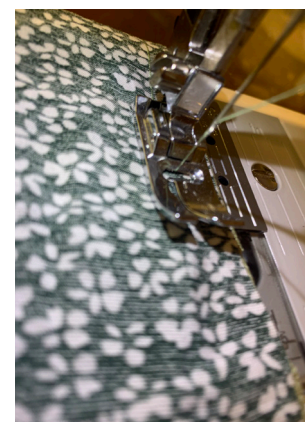
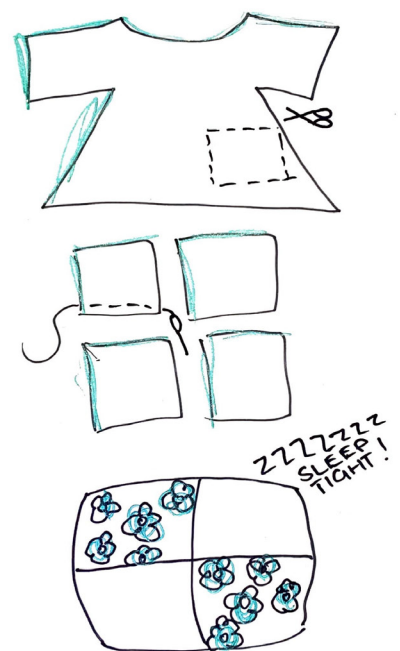


SME Small to
medium enterprises

MARKETING



Week Six Lecture



Making the Products

silk&snow

adairs



Emma.

KOO

Kas

ecosa

ELI & ELM

simplycushions

COZY EARTH

canningvale
— LOVE YOUR HOME —

zanui

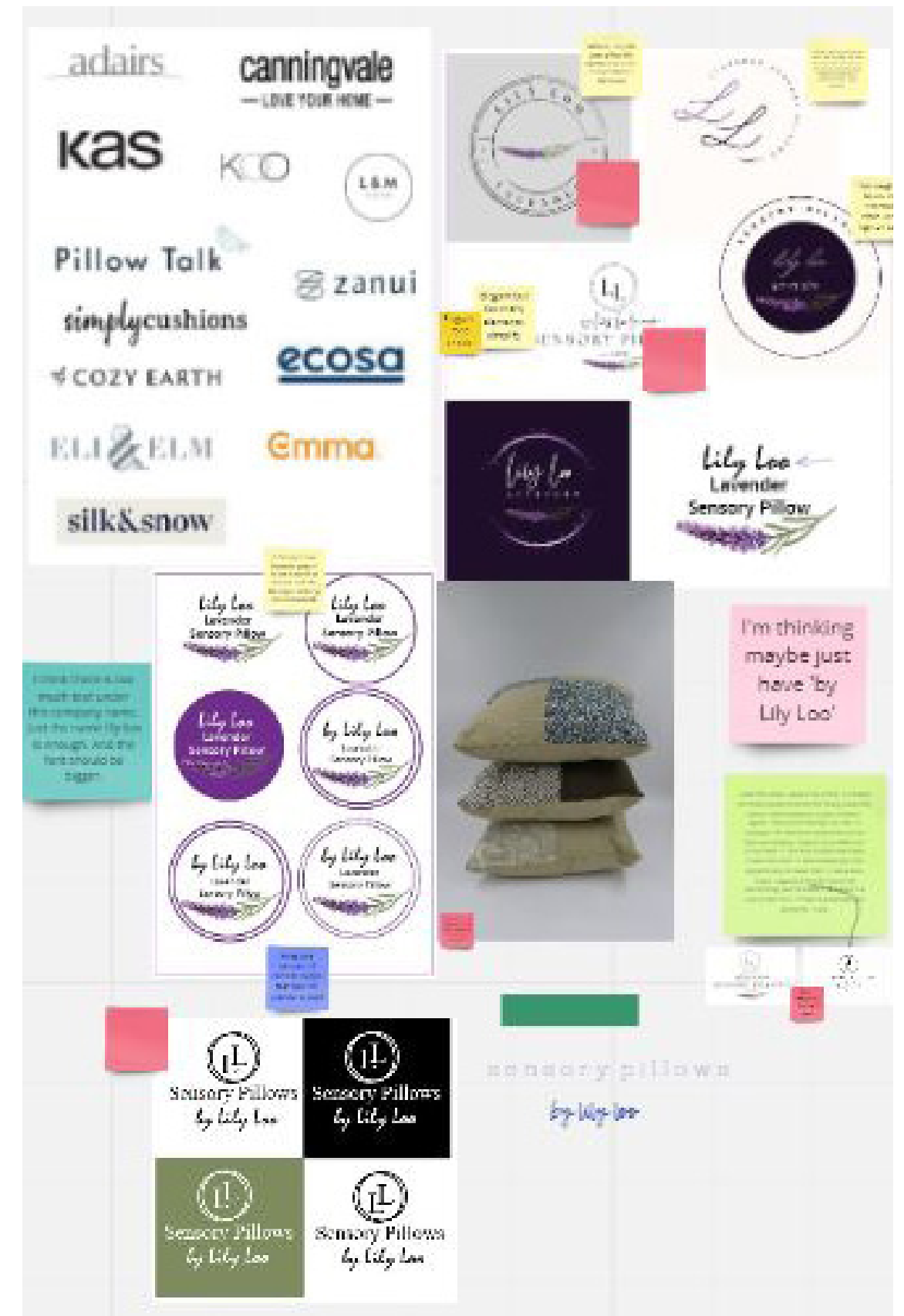
Week

Pillow Talk 

Brandmark Market Research



Brandmark Idealation



Brandmark Idealation



Sensory Pillows
by Lily Loo



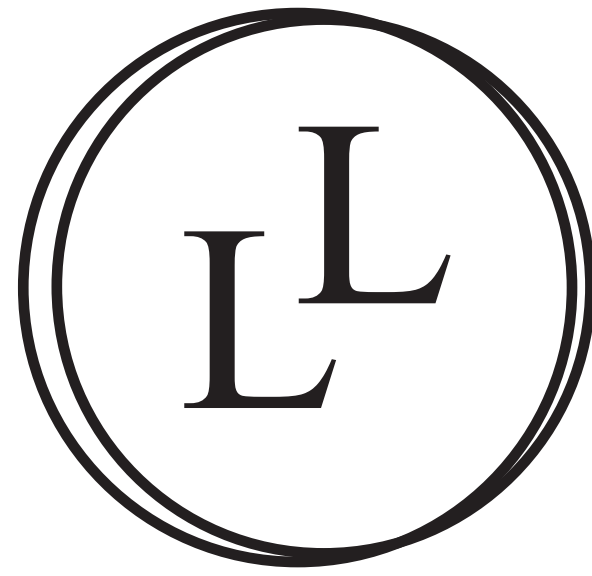
Sensory Pillows
by Lily Loo



Sensory Pillows
by Lily Loo

sensory pillows
by Lily Loo

Brandmark Variations



sensory pillows

by Lily Loo

Final Brandmark

Week Seven

Interviews

Toolkit

Product Shots

Brand Shots

Brandmarking Shots

Week Seven Lecture





Karen, aged 37

I love the concept around mindfulness as I suffer from anxiety and could really benefit by sitting and relaxing against the pillows. I would probably use them in an indoor setting on my bed or decorating the settee.

I think its great that you've thought of a productive way to create them, using the art therapy classes at a mental rehabilitation hospital.



Lexie, aged 9

Lexie suffers from anxiety, particularly in unknown social settings. She visited a psychologist in younger primary school years because she wouldn't communicate with her fellow classmates or teacher.

Lexie loves the 'smelliness of the pillows because they make her relax', she said she'd like one on her bed.



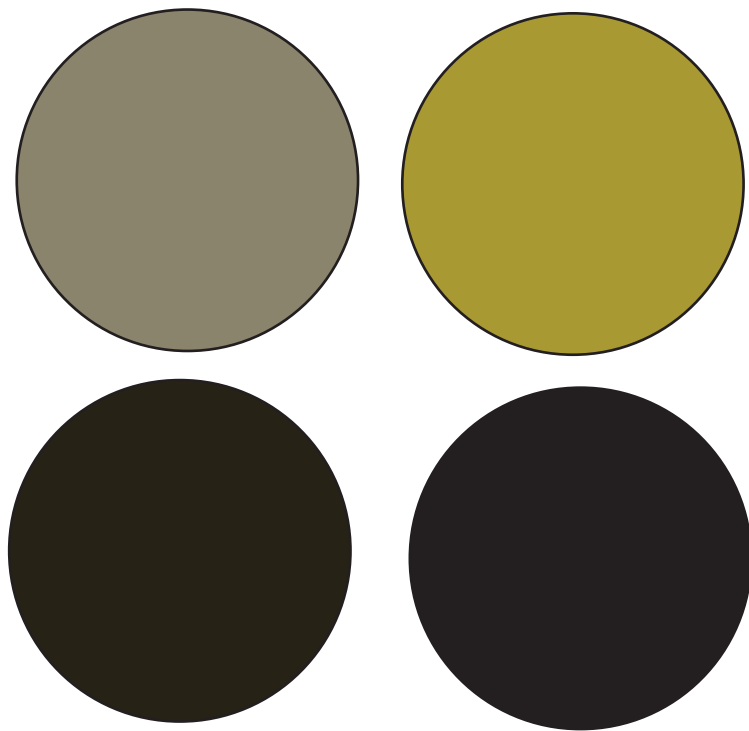
Carol, aged 62

Slightly outside the age group of the target audience, Carol says 'I suffer from depression at times and smells cheer me up. The aroma of the lavender is subtle and not overwhelming, it's nice'.

Carol also appreciates the causes behind the product. She works at lifeline and sees clothing wastage all the time that contributes to land fill.



Colour Palette



Fonts

Gistlesy

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Mongolian Baiti

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Product Shots



Brand Shots



Brandmarking Shots

Week Seven

Networking + Events
Venture Summaries

What's your story?

Venture Summary

Pitch
Document.

tons of clothing
waste going to landfill
215 suffer from
mental health
issues

human
financial
physical.

(Arts therapy
at mental health
hospital) +

New farm clinic
Belmont Hospital
Arts Therapy
Programs.

1. Public Disclosure summary ^{describe your venture 50 words.}
2. Venture overview.
3. Target Audience / market
4. Resources development

product/service
problems address + clothing waste
opportunities + link with patients
unique special + sensory pillow

target audience
how big is market
why will they buy
how do you know.

what asking
investors for + Belmont hospital
investment will go purchase raw
materials.
returns.

Patients carry out work
to create pillows. Proceeds
recycled back into hospital
arts therapy programs.



Week Seven Lecture

Week Eight

Product Disclosure Document
Photographs
Final Reflection
References



Venture Name

By Lily Loo.

Public Disclosure Summary

The product is a sensory pillow, a comfortable pillow infused with lavender to give a relaxing aroma. Created during art therapy sessions at a local hospital, the product engages two social causes. The first being recycling of clothing waste in the creation of the pillows, preventing it ending in landfill and secondly the use of the pillows encourages and enhances mindfulness practices for people suffering with mental health concerns.

Venture Overview

The product I am trying to sell is a lavender infused aromatherapy sensory cushion. It addresses the issue of clothing waste by recycling clothing from second hand stores to produce the product. The fashion industry has a high negative environmental impact due to the waste it generates going straight into landfill, taking 40 years to decompose. It also enhances mindfulness practice which is known to benefit some people experiencing negative mental health. Over two in five Australians aged 16-85 years have experienced a mental disorder at some time in their life.

Target Audience and Market

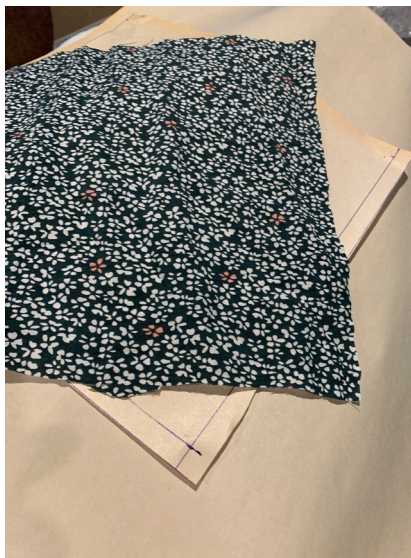
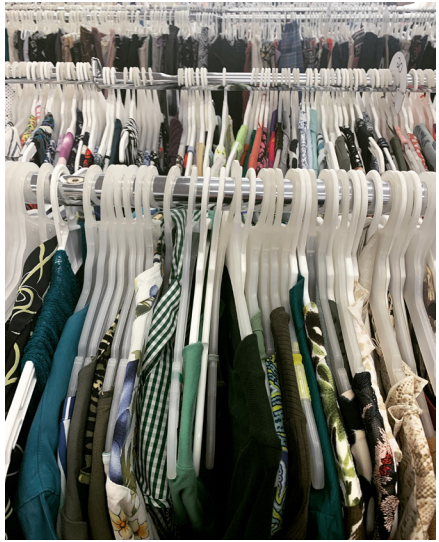
The target audience is females aged 10 to 70 due to the look and feel of the product. That market en captures millions of people. They are likely to buy because it’s created by people experiencing the same problems as them and it addresses a cause. This is evident in recent research that says populations are thinking about sustainable useful product purchases during the current times of climate change.

Resources

The human resources to create and sell the product are patients at New Farm Clinic and Belmont Hospital, Brisbane. It is anticipated that the mental health hospitals will buy and fund the product resources as part of their in house art theory sessions.

Development

The product creation and sale could expand to other hospitals and then commercially at retail outlets.



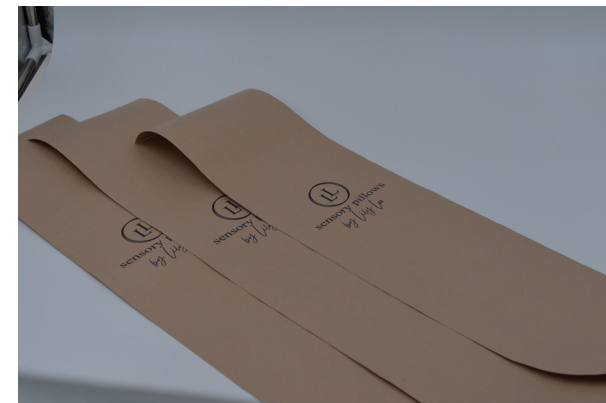
Photographs



Photographs



Photographs



Photographs



Photographs

The lavender sensory pillow is a lavender filled pillow where the aroma is intended to aid mindfulness practices for those suffering mental health ailments.

The thorough process to develop this product includes a business model. The product costs about \$20 to make but this is from off the shelf purchases. It could be anticipated that the cost to develop the product by purchasing bulk could be as little at \$10. The pillows could potentially be sold for \$30.

It is proposed to partner with a mental health hospital that runs art therapy classes. The would manage the purchase of the raw materials. There would e no distribution costs as the pillows would be sold there on site to patients and visitors.

The raw materially is ethically sourced as the materials are sought from second hand stores. The pillows are made from discarded clothes and sewn together.

The product has a social impact in it's aim it's aim to aid mindfulness practice. It also aids a circular economy because clothes are prodominately thrown out and not recycled and end up in landfill.



Final Reflection

ABC, (2018) Statistics from ABC's war on waste, Episode three: coffee cup and clothing waste statistics. Retrieved from <https://www.samedayrubbishremoval.com.au/War-On-Waste-Statistics.php>

Jacometti, V. (2019) Circular Economy and Waste in the Fashion Industry. DOAJ Open Global Trusted, 8(4) 27. <https://doi.org/10.3390/laws8040027>

Upparel, (2022) Upparel is the leader in textile up cycling: Clothing recycle and collection. Retrieved from <https://upparel.com.au/clothing-recycling/>

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References