

VENUMENT

COSMETICS 2026 BRAND PLAN

ROUND 2

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THIS PRESENTATION OUTLINES THE NEXT PHASE OF VENUMENT’S 2026 PRODUCT LINE, FOCUSING ON THE REFINEMENT OF PACKAGING DESIGN AND THE EXPANSION OF THE BRAND’S VISUAL AND CONSUMER EXPERIENCE.

本プレゼンテーションは、VENUMENTの2026年新製品ラインの次のフェーズを示し、パッケージデザインの精緻化とブランドのビジュアルおよび顧客体験の拡張に焦点を当てています。

50ML香水、10ML香水、10MLセットに関するアップデートされたパッケージ提案と、個別ボックスパッケージの再検討案を提示します。

また、プロダクトパッケージにとどまらず、ギフトパッケージの提案を通じて、購入から受け取りまでの体験を拡張します。

同時に、VENUMENT専用グッズの提案やイメージ・写真のリサーチを通じて、コレクションの情緒的な世界観の定義を始めます。

IT INTRODUCES UPDATED PACKAGING PROPOSALS FOR THE 50ML PERFUME, 10ML PERFUME, AND 10ML SET, ALONG WITH REVISED STUDIES FOR INDIVIDUAL BOX PACKAGING.

BEYOND PRIMARY PACKAGING, THIS PHASE ALSO PROPOSES IDEAS FOR GIFT PACKAGING, EXTENDING THE EXPERIENCE FROM PURCHASE TO RECEPTION.

IN PARALLEL, IT BEGINS TO DEFINE THE EMOTIONAL WORLD OF THE COLLECTION THROUGH VENUMENT-EXCLUSIVE GOODS AND RESEARCH INTO IMAGERY AND PHOTOGRAPHY.

1.0 OVERVIEW

1.1

BRAND CONTEXT

A BRAND JOURNEY INSPIRED BY THE PSYCHOLOGICAL MEANING OF HOME. VENUMENT CONTEMPLATES THE PHILOSOPHY OF LIVING SPACES AND DISCOVERS NEW SENSATIONS WITHIN EVERYDAY FAMILIARITY.

BY ADDING PLEASANT SCENTS AND TACTILE COMFORT TO DAILY ROUTINES, WE PROPOSE A NATURAL BEAUTY COMPLETED THROUGH RITUALS OF SELF-CARE.

SIMPLE YET PROFOUND AESTHETICS, AND COMFORT BORN FROM A BALANCED, HEALTHY LIFE — VENUMENT EXPLORES THE BEAUTY THAT EXISTS BETWEEN FAMILIARITY AND NEWNESS, WITHIN THE MOST PERSONAL SPACES OF ALL.

「家」が与える心理的な意味に着目して始まったブランドの旅。VENUMENT (ベニユメント) は、家を持つ哲学的な意味を考え、日常の中にある慣れ親しんだ感覚の中から、新しい気づきを見出します。

一日のルーティンに心地よい香りと触感を添え、自分自身を丁寧にいたわるリチュアルから生まれる、自然な美しさを提案します。

シンプルでありながら奥深い美学。健やかな暮らしから生まれる穏やかな心地よさ。ベニユメントは、馴染みあるものと新しさのあいだ、最もプライベートな空間に宿る美しさを探求しています。

FRAGRANCES INSPIRED BY EVERYDAY GESTURES.

— POUR, DRY, FOLD, READ, SLEEP —

POURING WATER, LETTING THE AIR DRY, FOLDING CLOTHES, READ-
ING, AND DRIFTING INTO PEACEFUL SLEEP — SIMPLE GESTURES THAT
BUILD THE QUIET RHYTHM OF EVERYDAY LIFE. EACH FRAGRANCE
TRANSLATES THESE MOMENTS INTO SCENT, TOUCH, AND AIR.

LIGHT, FABRIC, WARMTH, AND THE STILLNESS OF HOME BECOME
SUBTLE VARIATIONS OF SCENT — AN EXPRESSION OF VENUMENT’S
QUIET BEAUTY THAT LINGERS SOFTLY IN TIME.

日常のしぐさから生まれた香り。

— POUR, DRY, FOLD, READ, SLEEP —

水を注ぎ、洗濯物を干し、服をたたみ、本を読み、穏やかに眠りに
つく。
そんな日々の動作が積み重なり、静かなリズムをつくれます。
そのリズムをもとに生まれた五つの香りをご紹介します。

光、布、指先の温度、そして家の中に漂う静けさ。
それらを香りのバリエーションとして表現しました。
穏やかな余韻が長く続く、ベニユメント パフュームの美学を感じて
ください。

1.3

PRODUCTS KEYWORD

COMFORT & BALANCE

コンフォート&バランス

BRAND KEYWORD LAYER 1

QUIET

静けさ

FAMILIAR

親しみ

INTIMATE

親密さ

BRAND KEYWORD LAYER 2

MINIMAL

ミニマル

TACTILE

触感的

TIMELESS

タイムレス

BRAND KEYWORD LAYER 3

EVERYDAY RITUAL

日常の儀式

SUSTAINABLE CALM

持続可能な安らぎ

CULTURAL BALANCE

文化的バランス

WHO WE ARE

EXPLORING BEAUTY THAT LIVES WITHIN THE SENSES OF SPACE.
PURSUING BALANCE BETWEEN FAMILIARITY AND NEWNESS.

WHO WE ARE
空間がもたらす五感の中にある美しさを探求します。
親しみと新しさ、その均衡を大切にしています。

WHAT WE OFFER
日常のあたたかさを香りとして表現します。
触感と光、そして家の空気を映すフレグランスを創り出します。
シンプルでありながら奥行きを持ち、心地よさに意図を添えて提案
します。

WHAT WE OFFER

TRANSLATING THE WARMTH OF EVERYDAY LIFE INTO SCENT.
CREATING FRAGRANCES THAT HOLD TOUCH, LIGHT, AND THE AIR OF HOME.
PROPOSING SIMPLICITY WITH DEPTH, AND COMFORT WITH INTENTION.

HOW WE ACT
日々の小さなしぐさを丁寧に観察します。
バランスと忍耐、そして目的を持ってデザインを行います。

HOW WE SPEAK
あたたかく、そして明瞭に語ります。
穏やかな余白を残し、誠実な心でつながります。

HOW WE ACT

OBSERVING THE QUIET GESTURES OF DAILY LIFE WITH CARE.
DESIGNING THROUGH BALANCE, PATIENCE, AND PURPOSE.

HOW WE SPEAK

SPEAKING WITH WARMTH AND CLARITY.
LEAVING GENTLE SPACE FOR SINCERITY AND CALM CONNECTION.

1.5

PRODUCTS VISUAL QUALITIES



- QUIET BALANCE
静かな安らぎの中に感じる、生活の調和とゆとり。
- FAMILIAR FORM
馴染みある空間や物のかたちから生まれる、新しいインスピレーション。
- TACTILE MINIMALISM
簡潔で安定した日常の美しさ。
- TIMELESS CALM
積み重なる日々のルーティンがつくり出す静けさ。
- NATURAL LIGHT & TEXTURE
空間を満たす光と質感が描く、日常のぬくもり。

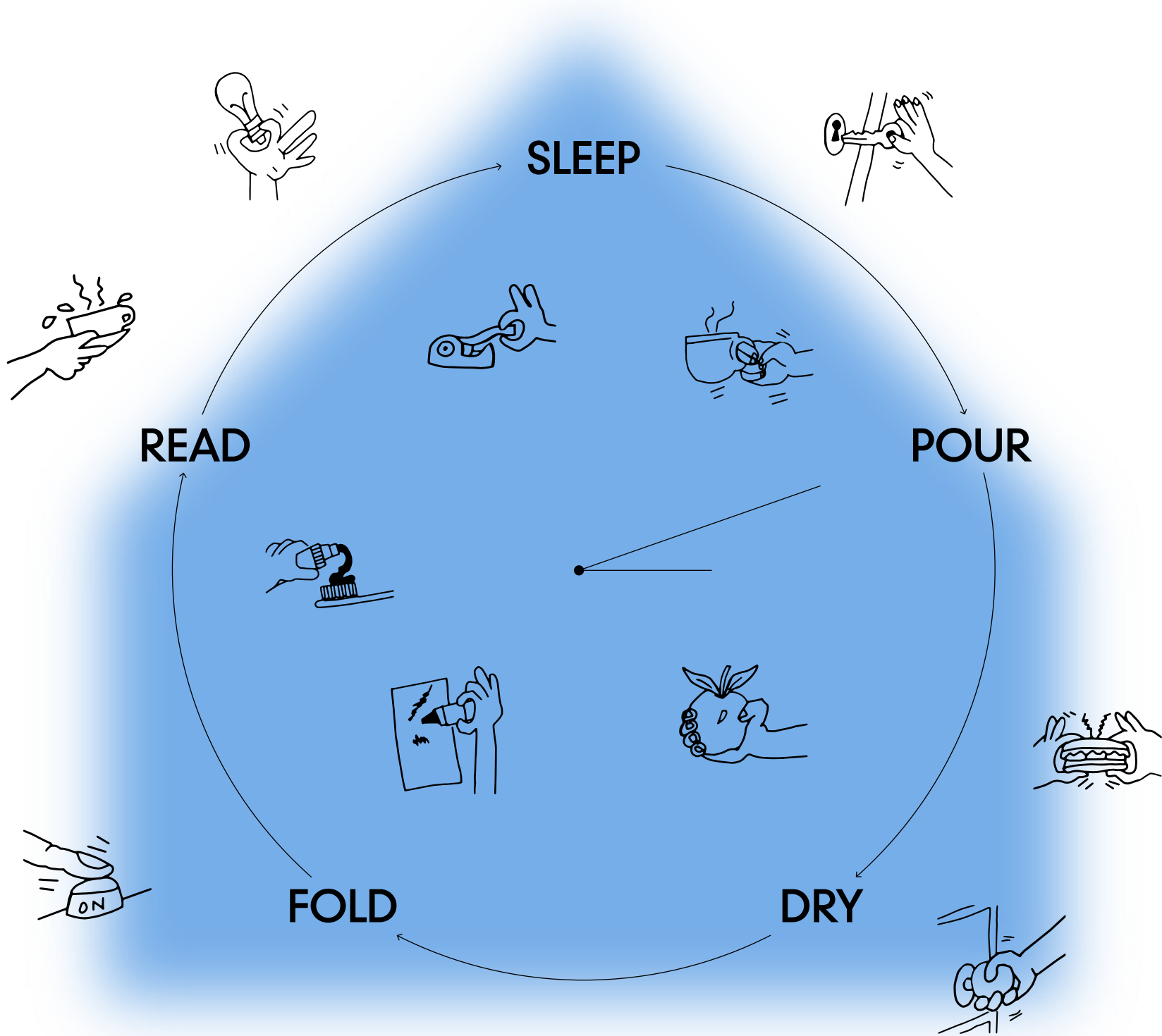
2.0

FRAGRANCES LINE UP & PLAN

2.1
FRAGRANCES LINE UP OVERVIEW

DISCOVERING QUIET GESTURES WITHIN THE HOME.

家庭の中に潜む静かなしぐさを見出す。



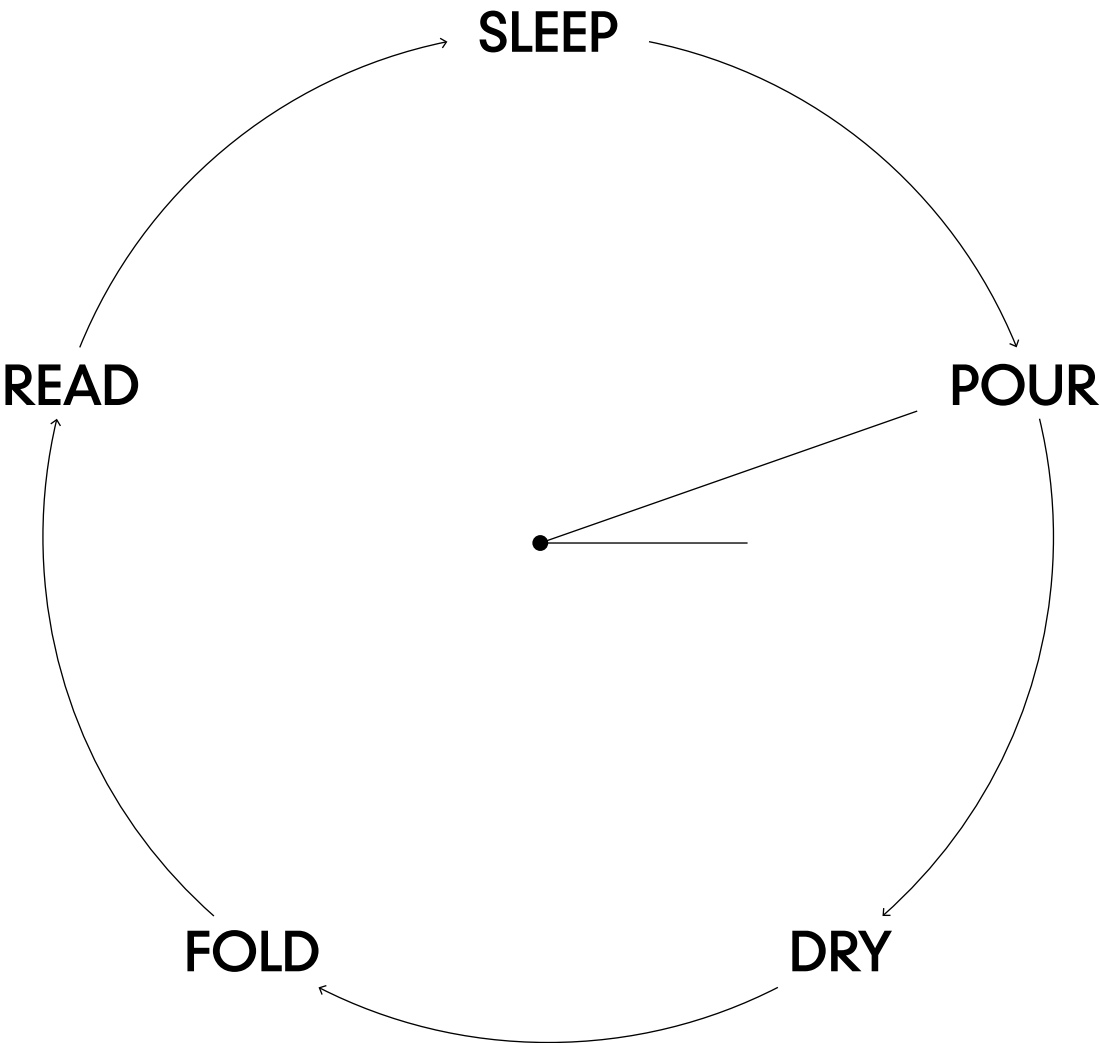
2.1

FRAGRANCES LINE UP OVERVIEW

FRAGRANCES INSPIRED BY EVERYDAY GESTURES.

— POUR, DRY, FOLD, READ, SLEEP —

日常のしぐさから生まれた香り。
— POUR, DRY, FOLD, READ, SLEEP —



2.1

FRAGRANCES LINE UP OVERVIEW

POUR	DRY	FOLD	READ	SLEEP
				
NAME POUR CONCEPT TBD MOOD KEYWORDS TBD SCENT DIRECTION TBD NOTE STRUCTURE <u>TOP</u> TBD <u>MIDDLE</u> TBD <u>BASE</u> TBD	NAME DRY CONCEPT TBD MOOD KEYWORDS TBD SCENT DIRECTION TBD NOTE STRUCTURE <u>TOP</u> TBD <u>MIDDLE</u> TBD <u>BASE</u> TBD	NAME FOLD CONCEPT TBD MOOD KEYWORDS TBD SCENT DIRECTION TBD NOTE STRUCTURE <u>TOP</u> TBD <u>MIDDLE</u> TBD <u>BASE</u> TBD	NAME READ CONCEPT TBD MOOD KEYWORDS TBD SCENT DIRECTION TBD NOTE STRUCTURE <u>TOP</u> TBD <u>MIDDLE</u> TBD <u>BASE</u> TBD	NAME SLEEP CONCEPT TBD MOOD KEYWORDS TBD SCENT DIRECTION TBD NOTE STRUCTURE <u>TOP</u> TBD <u>MIDDLE</u> TBD <u>BASE</u> TBD

3.0

PRODUCT - PERFUME 50ML

3.1
PRODUCT CONTAINER

PERFUME 50ML



3.1

PRODUCT CONTAINER

REFERENCE

PERFUME 50ML

CONCEPT & IDEA

Venument’s perfume bottle is designed with an outer plastic cover that shields the fragrance from light exposure, preserving the purity of its natural composition over time.

This structure minimizes oxidation without relying on synthetic stabilizers, allowing the scent to maintain its delicate balance and natural clarity.

The design embodies Venument’s quiet philosophy — combining sensory purity with subtle scientific intent.

SCIENTIFIC NOTE

- Natural fragrance materials such as essential oils, citrus, and floral notes are highly sensitive to light and air.
- Ultraviolet exposure accelerates oxidation, leading to discoloration, scent degradation, and rancidity.
- The opaque plastic cover blocks up to 90% of UV rays, significantly reducing photo-oxidation.
- As a result, Venument can maintain a higher ratio of natural ingredients with less dependence on synthetic stabilizers, ensuring longer-lasting scent integrity and color stability.



Prada Reviving Concentrate/body

Jil Sander Vintage Fragrance

Jil Sander OLFATORY SERIES

3.1
PRODUCT CONTAINER

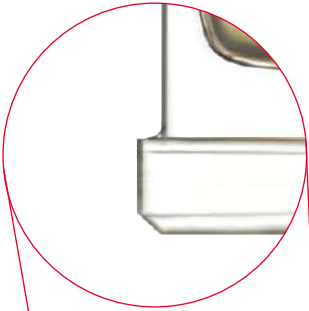
DESIGN

PERFUME 50ML

STRUCTURE



II

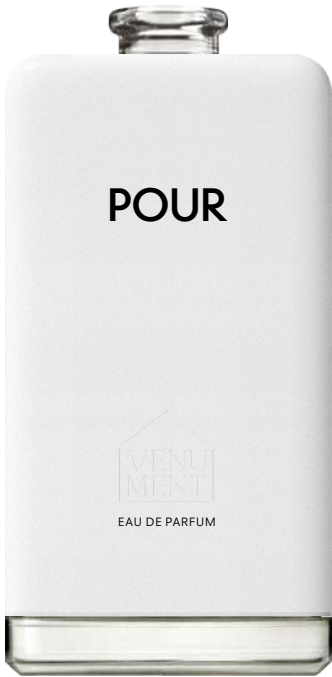


Glass Bottle

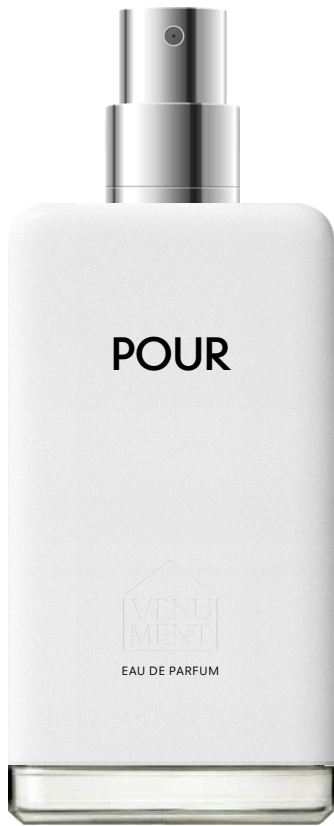
STEP 1



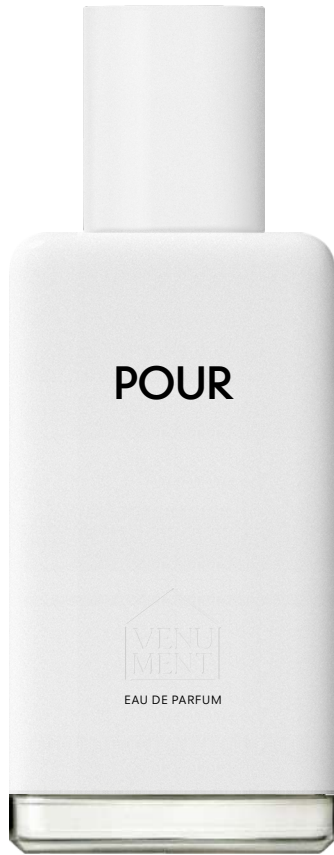
STEP 2



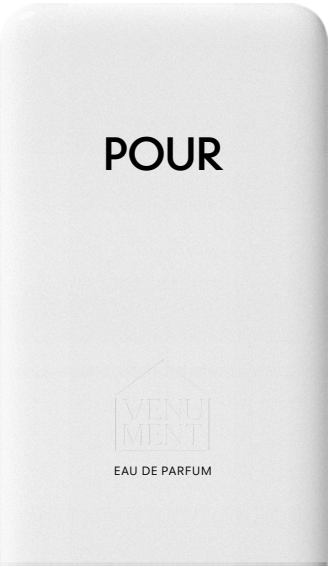
STEP 3



STEP 4



STEP 5



Plastic Cover



Pump



Cap

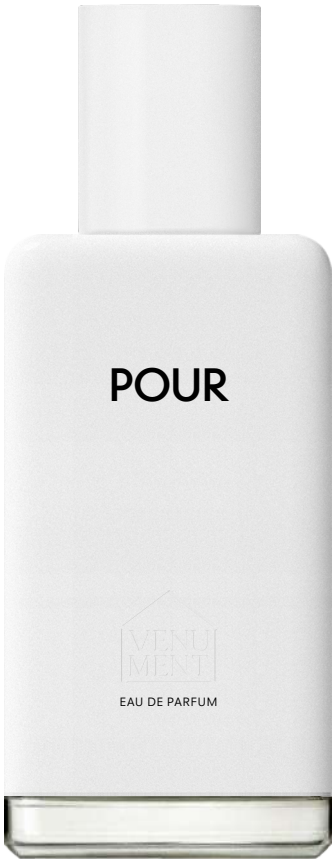
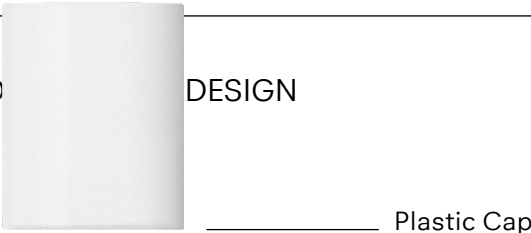


3.1
PRODUCT CO

DESIGN

PERFUME 50ML

STRUCTURE



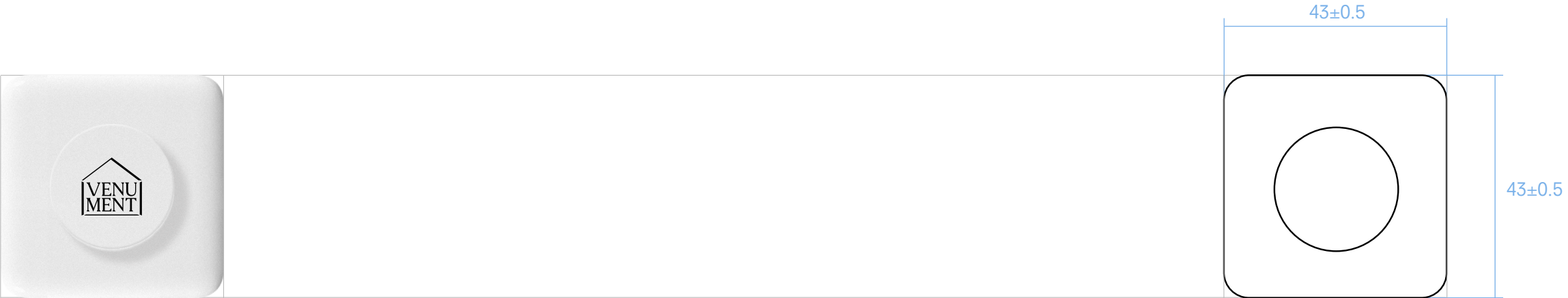
3.1
PRODUCT CONTAINER

DESIGN

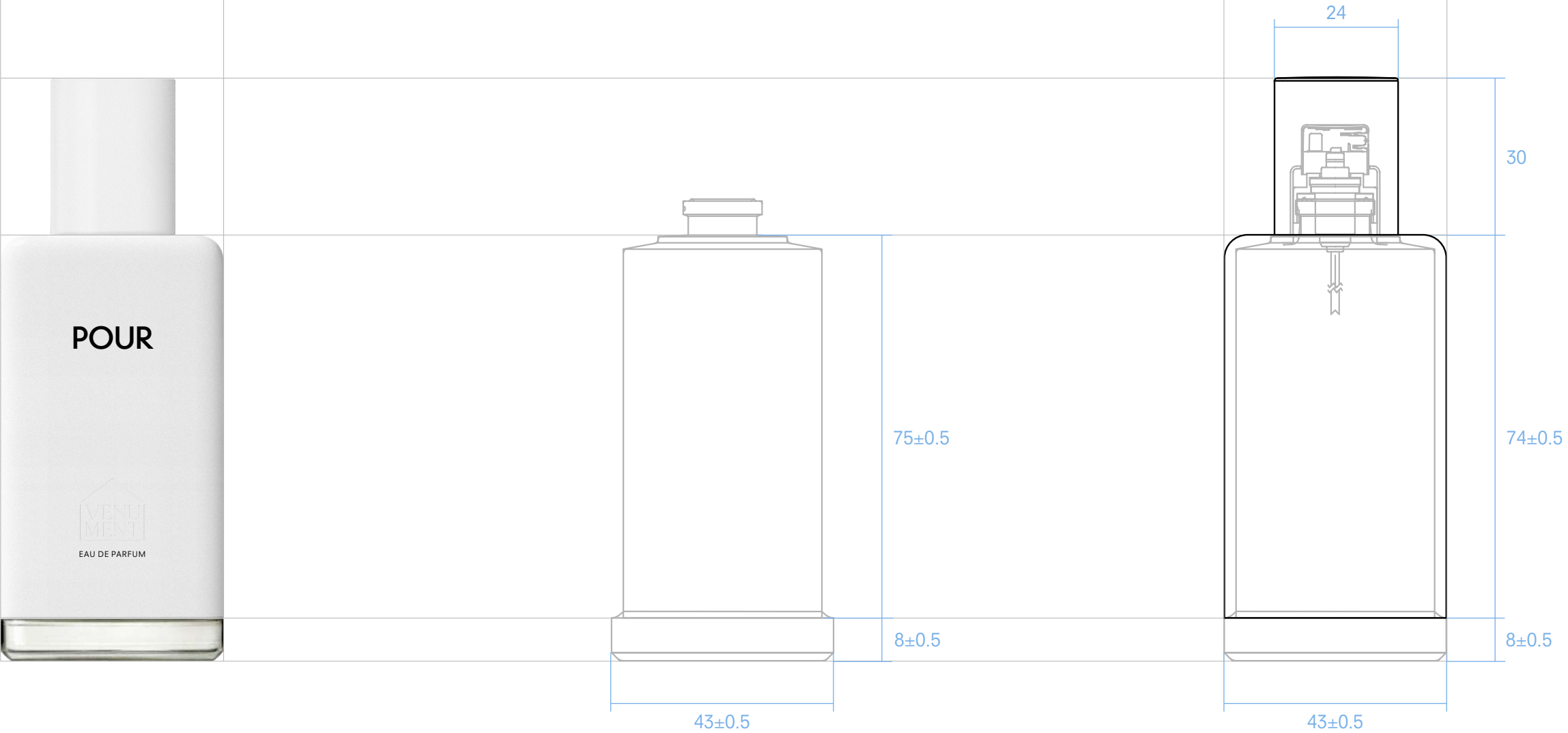
PERFUME 50ML

DEMENSION

Top View



Front View



Simulation

Glass Bottle

Plastic Cover & Cap

3.1
PRODUCT CONTAINER

DESIGN

PERFUME 50ML

VARIATION



3.1
PRODUCT CONTAINER

DESIGN

PERFUME 50ML

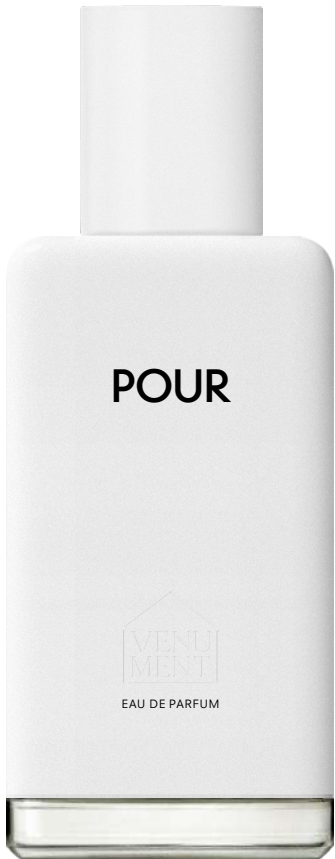
COMPARISON



Kiehl's



Aesop



Venument



Loewe



Perfumer H

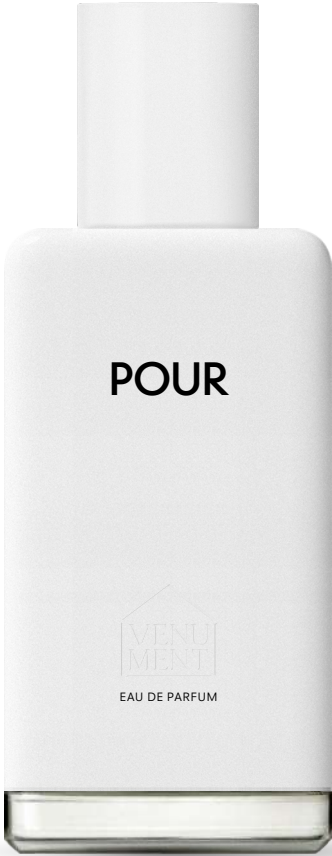


3.2
PRODUCT PACKAGING

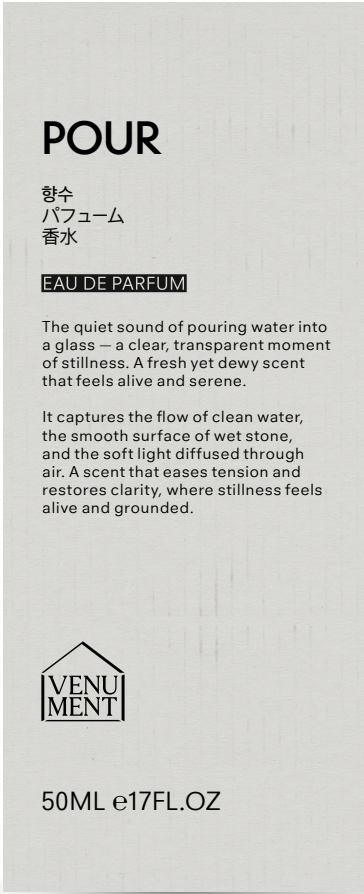
DESIGN

PERFUME 50ML

DESIGN



Product - Perfume 50ml



Packaging



3.2
PRODUCT PACKAGING

DESIGN

PERFUME 50ML

VARIATION



3.1
PRODUCT CONTAINER

PERFUME 50ML

SIMULATION



4.0

PRODUCT - PERFUME 10ML

4.1
PRODUCT CONTAINER

PERFUME 10ML



4.1
PRODUCT CONTAINER

DESIGN

PERFUME 10ML

VARIATION



Product - Perfume 50ml



Product - Perfume 10ml



4.2
PRODUCT PACKAGING

DESIGN

PERFUME 10ML SET / 3 PIECES

DESIGN



10ml Perfume Set / 3 Pieces

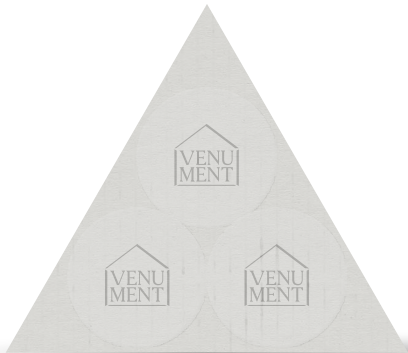
4.2
PRODUCT PACKAGING

DESIGN

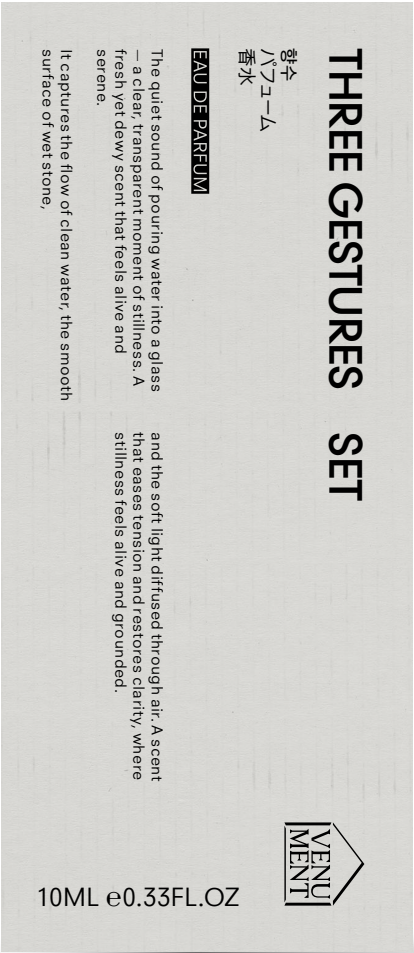
PERFUME 10ML SET / 3 PIECES

DESIGN

Top View



Front View



Isometric View



4.2
PRODUCT PACKAGING

DESIGN

PERFUME 10ML SET / 3 PIECES

DESIGN



Product - Perfume 10ml Set / 3 Pieces

Packaging

4.2
PRODUCT PACKAGING

DESIGN

PERFUME 10ML SET / 3 PIECES

DESIGN



Packaging - Isometric View

5.0

PRODUCT - HAND/BODY WASH 200ML

5.2
PRODUCT CONTAINER

HAND/BODY WASH 200ML



5.1

PRODUCT CONTAINER

REFERENCE

HAND/BODY WASH 200ML

CONCEPT & IDEA

Venument’s hand and body wash bottle draws inspiration from the familiar silhouette of glass bottles commonly found in the home, reinterpreted with refined proportion and quiet balance.

The design preserves the warmth and familiarity of everyday objects while enhancing usability through subtle adjustments in volume, weight, and curvature. Its simple, domestic form naturally integrates into interior spaces, evoking the calm, tactile beauty of daily routines.

The graphic system follows that of Venument’s existing body wash and lotion products, maintaining a consistent visual identity across the line.



Vernacular Design - Glass Bottle



Vernacular Design - Glass Cup



Venument - Body Wash & Lotion - Cocos layer Hand Wash & Lotion

5.1

WASH FRAGRANCES LINE UP OVERVIEW

POUR

DRY

PAUSE



NAME
POUR

CONCEPT
TBD

MOOD KEYWORDS
TBD

SCENT DIRECTION
TBD

NOTE STRUCTURE
TOP
TBD
MIDDLE
TBD
BASE
TBD



NAME
DRY

CONCEPT
TBD

MOOD KEYWORDS
TBD

SCENT DIRECTION
TBD

NOTE STRUCTURE
TOP
TBD
MIDDLE
TBD
BASE
TBD



NAME
PAUSE

CONCEPT
TBD

MOOD KEYWORDS
TBD

SCENT DIRECTION
TBD

NOTE STRUCTURE
TOP
TBD
MIDDLE
TBD
BASE
TBD

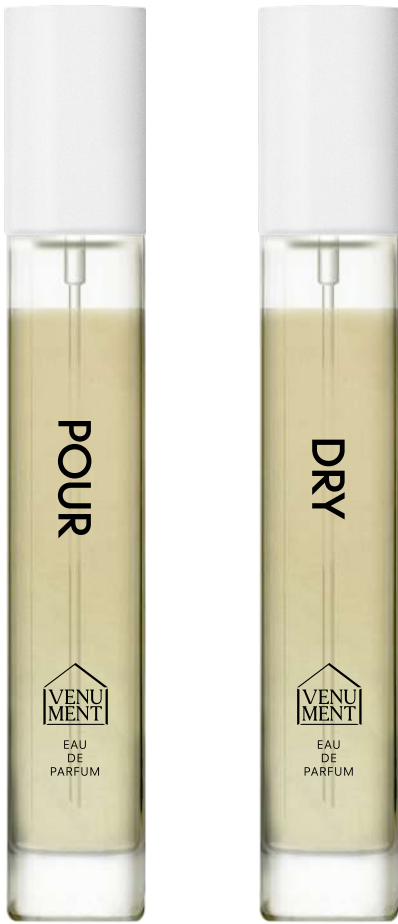
5.1
PRODUCT CONTAINER

DESIGN

HAND/BODY WASH 200ML



Product - Perfume 50ml



Product - Perfume 10ml



Product - Hand/Body Wash 200ml

5.1
PRODUCT CONTAINER

DESIGN

HAND/BODY WASH 200ML

VARIATION



5.1
PRODUCT CONTAINER

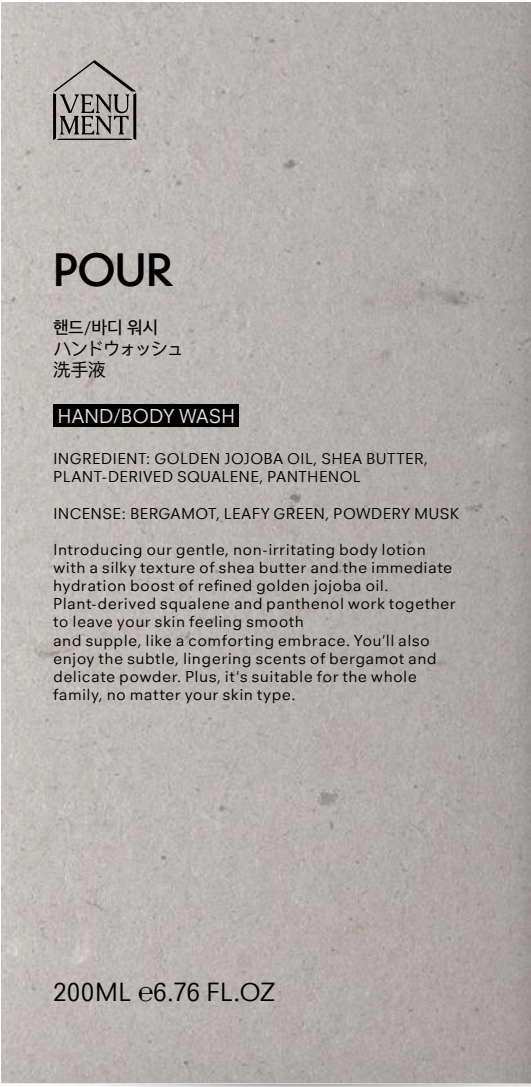
DESIGN

HAND/BODY WASH 200ML

DESIGN



Product - Perfume 50ml



Packaging

6.0

IDEA - GOODS & OBJECTS

6.1

IDEA - GOODS & OBJECTS

PERFUME GOODS

6.1

PERFUME GOODS

REFERENCE

CONCEPT & IDEA
Each fragrance can be extended into a carefully considered object connected to its name and gesture. Rather than functioning as promotional merchandise, these goods are conceived as quiet domestic tools that translate scent into use, material, and everyday habit.

For example, READ may be developed into a scented pencil, FOLD into a towel, and SLEEP into a pair of sleep socks. Through this approach, each fragrance is able to expand beyond scent into a more tangible and intimate experience within daily life.

それぞれのフレグランスは、その名前が示す動作や所作と結びついた、丁寧に考えられたオブジェクトへと展開することができます。これらのグッズは、単なるプロモーションアイテムではなく、香りを使い方、素材感、そして日々の習慣へと翻訳する、静かな日用品として構想されています。

たとえば、READ は香り付きの鉛筆、FOLD はタオル、SLEEP はスリープソックスとして展開することができます。このようなアプローチによって、それぞれのフレグランスは香りそのものを超え、日常の中でより具体的に親密な体験へと広がっていきます。



Goods & Object for POUR: Water Glass *Concept Image



Goods & Object for READ: Scented Pencil



Goods & Object for FOLD: Folded Towel

6.1
PERFUME GOODS

FRAGRANCE-LINKED GOODS IDEA PLAN

POUR	DRY	FOLD	READ	SLEEP
				
NAME POUR KEYWORD Pouring, water, glass, liquid, clarity, flow, transparent stillness GOODS IDEAS · Water Glass · Carafe / Small Water Bottle · Glass Coaster · Stainless Mini Tray	NAME DRY KEYWORD Dryness, breeze, sunlight, linen, order, lightness, dry texture GOODS IDEAS · Linen Towel · Laundry Bag · Wooden Hanger · Fabric Cloth	NAME FOLD KEYWORD Folding, fabric, arranging, stacking, rhythm of the hands, textile surface GOODS IDEAS · Folding Leather Wallet · Hand Towel / Face Towel · Fabric Napkin · Small Laundry Bag / Fabric Pouch	NAME READ KEYWORD Reading, paper, pencil, bookshelf, quiet concentration, dry paper texture GOODS IDEAS · Scented Pencil Set · Bookmark · Reading Card Set · Notepad	NAME SLEEP KEYWORD Sleep, body warmth, relaxation, night, stillness, soft comforting texture GOODS IDEAS · Warmer Bag · Sleep Socks · Eye Mask · Mini Pillow Cover · Fabric Sachet Object

POUR



NAME
POUR

KEYWORD
Pouring, water, glass, liquid, clarity, flow, transparent stillness

GOODS IDEAS

- Water Glass
- Carafe / Small Water Bottle
- Glass Coaster
- Stainless Mini Tray



*Concept Image - Goods & Object for POUR: Water Glass

6.1
PERFUME GOODS

FRAGRANCE-LINKED GOODS IDEA PLAN

DRY



NAME
DRY

KEYWORD
Dryness, breeze, sunlight, linen, order, lightness, dry texture

GOODS IDEAS

- Linen Curtain
- Laundry Bag
- Wooden Hanger
- Fabric Cloth



*Concept Image - Goods & Object for DRY: Linen Curtain



FOLD



NAME
FOLD

KEYWORD
Folding, fabric, arranging, stacking, rhythm of the hands, textile surface

GOODS IDEAS

- Folding Leather Wallet
- Hand Towel / Face Towel
- Fabric Napkin
- Small Laundry Bag / Fabric Pouch



*Concept Image - Goods & Object for FOLD: Folding Tower



READ



NAME
READ

KEYWORD
Reading, paper, pencil, bookshelf,
quiet concentration, dry paper
texture

- GOODS IDEAS
- Scented Pencil Set
 - Bookmark
 - Reading Card Set
 - Notepad



*Concept Image - Goods & Object for READ: Scented Pencil Set



6.1
PERFUME GOODS

FRAGRANCE-LINKED GOODS IDEA PLAN

SLEEP



NAME
SLEEP

KEYWORD
Sleep, body warmth, relaxation, night, stillness, soft comforting texture

GOODS IDEAS

- Warmer Bag
- Sleep Socks
- Eye Mask
- Mini Pillow Cover
- Fabric Sachet Object



*Concept Image - Goods & Object for SLEEP: Sleep Socks

7.0

IDEA - GIFT PACKAGING

7.1

IDEA - GIFT PACKAGING

‘NUBI’ GIFT POUCH

7.1

'NUBI' GIFT POUCH

REFERENCE

CONCEPT & IDEA

Nubi is a traditional Korean quilting method in which two or more layers of fabric are stitched together with fine, parallel lines. This technique was originally used to create padded garments and bedding that provided warmth while remaining lightweight and flexible.

Unlike Western quilting, which often emphasizes decorative patchwork, Nubi focuses on rhythm, precision, and tactile simplicity — the repeated stitching creates subtle relief and texture, resulting in a calm, structured surface.

Today, Nubi is celebrated not only as a craft of function but also as an expression of Korean minimal aesthetics, combining practicality, softness, and quiet elegance.



Nubi(Quilting) Korean Traditional Quilting

ヌビ (NUBI) は、二枚以上の布を細かく平行なステッチで縫い合わせる韓国の伝統的なキルティング技法です。この技術はもともと、軽さと柔軟性を保ちながら保温性を備えた衣服や寝具を作るために用いられてきました。

装飾的なパッチワークを重視する西洋のキルティングとは異なり、ヌビはリズム、精密さ、そして触覚的なミニマリズムに焦点を当てています。繰り返されるステッチは繊細な凹凸とテクスチャを生み出し、静かで構造的な表面を形成します。

今日ではヌビは単なる機能的な工芸にとどまらず、実用性・柔らかさ・静かな優雅さを兼ね備えた韓国的ミニマル美学を体現する表現として評価されています。



Nubi(Quilting) Korean Traditional Quilting

7.1
'NUBI' GIFT POUCH

DESIGN

SIMULATION *CONCEPT IMAGE



7.1
'NUBI' GIFT POUCH

DESIGN

SIMULATION *CONCEPT IMAGE



VENUMENT

THANK YOU