

Kiss the Future – Rhode Lipstick Launch Website

Concept / Theme:

The launch site introduces Rhode's first lipstick collection with a **clean, glossy, and interactive experience** that reflects the brand's minimal but trendy vibe. The focus is on *texture, shades, and personalization*.

Target Audience:

- Gen Z and Millennials (16–35)
- Trend-conscious beauty lovers and Rhode fans
- Social media-driven audience

Interactive Features:

1. Lipstick Reveal (Landing Page)

- A large lipstick bullet appears blurred with gloss streaks.
- As users swipe/drag across the screen, the gloss "clears" and reveals the lipstick.

2. Shade Selector Wheel

- Users rotate a circular shade wheel.
- Each stop shows a new lipstick shade on a model (skin-tone inclusive).
- Clicking saves their favorite shade.

3. Virtual Try-On (Optional, Easy Version)

- Instead of AR, users hover over lips illustrations → color fills in with the chosen shade.

4. Texture Slider (Before/After)

- Drag a slider across lips: one side shows "bare lips," the other shows Rhode lipstick finish.

Unique Selling Point:

- Minimalist, chic design → easy to match Rhode's aesthetic.
- Interactive shade selector + try-on gives a playful, personalized shopping journey.



References:

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https://www.meritbeauty.com/?srsltid=AfmBOophB05d5XWfNtCZcZ5LN3-Uv4uAuH_w3FbOq43DZuL1vc6eV6py

https://juicebeauty.com/?srsltid=AfmBOoodOMotiCPJNdgdSNTf1ToOT8ixf5VBWws2UKsdu7RKLF_9ltzV

<https://www.chanel.com/my/makeup/p/171208/rouge-allure-liquid-velvet-ultrawear-intense-matte-liquid-lip-colour/>

Title: In the Mood for Love – Immersive Interactive Website

Theme / Concept:

The website recreates the atmosphere of In the Mood for Love through visual and interactive design—nostalgia, ambiguity, and Eastern aesthetics. It promotes the classic film to young audiences via an interactive webpage, combining imagery, sound, text, and motion design to deliver an immersive experience.

Target Audience:

Young film enthusiasts (18–35 years old), particularly those interested in art cinema and aesthetics.

Film festival attendees, artsy youth, design/film students.

International audiences seeking to explore Eastern aesthetics and Wong Kar-wai's work through interactive experiences.

Key Interactive Features:

Opening Atmosphere

Slow-motion animation of Maggie Cheung's qipao silhouette (with vintage filter) plays upon landing.

Background music: Shigeru Umebayashi's "Yumeji's Theme," fading in/out with user scrolling.

Interactive Timeline

Users scroll through street imagery of 1960s Hong Kong.

Unlock classic film clips, behind-the-scenes footage, and director interviews at key points.

Cheongsam Interactive Gallery

Click different cheongsams → Display Maggie Cheung's stills + corresponding scenes in the center.

Each cheongsam includes a "story snippet" to enhance narrative immersion.

Famous Quotes Interaction

Users click on floating text bubbles (e.g., “That June, we all had encounters”) to unlock corresponding scenes.

Quotes generate “postcard-style cards” for sharing on social media.

Immersive Promotion Campaign

“Enter the Re-release Countdown” → Provides re-release/film festival showtimes.

Users can reserve e-tickets or download digital collectibles (e.g., posters, desktop wallpapers).

Unique Selling Points:

Blends nostalgic Eastern aesthetics with modern interactive design.

Transcends mere film promotion to deliver an immersive artistic experience.

Aligns with Wong Kar-wai's signature “fragmented memory” narrative style.



References:

<https://inthemoodforlove25.film/>

<https://www.janusfilms.com/films/102>

Interactive Website Proposal: BIBI Album Experience

1. Concept & Theme

The website will serve as a **digital storytelling space** for BIBI's album, blending music, visuals, and interactivity into a cohesive journey. Instead of being a static site, it invites fans to **explore the album's themes**—love, vulnerability, rebellion, and empowerment—through immersive experiences.

Theme Keywords: dark romance, surreal pop-art, cinematic storytelling, intimacy, rebellion.

2. Target Audience

- BIBI fans (global K-pop listeners, Gen Z / Millennials).
 - Music & visual arts enthusiasts interested in unique digital storytelling.
 - Casual visitors curious about the artist and her creative narrative.
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3. Core Features

a. Immersive Album Journey

- **Intro Animation:** The site opens with a cinematic sequence (like flipping open a diary or entering a neon-lit world).
- **Track-by-Track Exploration:** Each song has its own themed interactive page (hover animations, scrolling effects, or AR-like layers).
 - Example: A heartbreak ballad shows a **shattering glass effect** as users scroll.
 - An upbeat rebellious track could use **motion-driven graffiti animations**.

b. Interactive Visual Storytelling

- **Lyrics Unlocked:** Hover or click to reveal hidden lyrics, handwritten notes, or doodles by BIBI.
- **Fan Connection:** Users can leave anonymous "confessions" or short notes that appear as part of a floating visual constellation.

c. Music & Multimedia Integration

- Seamless **Spotify/Apple Music embed** for instant listening.
- Behind-the-scenes **video loops** auto-play in the background of each track page.
- **3D audio snippets** triggered when hovering over specific visuals.

d. Gamified Interaction

- A **"Choose Your Emotion"** quiz based on the album's themes (e.g., *heartbroken*, *fearless*, *chaotic*, *hopeful*).
 - Generates a **personalized playlist recommendation** or a visual card fans can share.
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4. Design Style & Interaction

- **Visual Aesthetic:**
 - Neon meets noir: deep blacks with bursts of hot pink, blood red, and electric blue.
 - Hand-drawn elements inspired by BIBI's raw and intimate creative style.
 - Surreal mixed media: photography + illustration overlays.
- **UX & Microinteractions:**
 - Smooth scroll-triggered transitions.
 - Hover animations that reveal hidden layers.
 - Parallax effects for depth and mood.

5. Additional Features

- **Merch Integration:** Fans can purchase album merch via interactive “unlockable” Easter eggs.
- **Live Updates:** Integration of BIBI’s social feed (Instagram/Twitter/X).
- **Fan Art Gallery:** A curated rotating display of fan-submitted artworks.



References:

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<https://www.squirreflower.net/home/#tour>

<https://www.pinksweats.com/>

<https://www.her-official.com/>

<https://www.mahaliamusic.co.uk/>

<https://www.adele.com/>