



Perfectly
Imperfect Co.

Our team

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Perfectly Imperfectly Co.

Promotes body positivity and self-acceptance by offering preset options and custom makeup bags that celebrate individuality and diversity. Customers can design their own bags using various designs to reflect their unique style.



Our Challenge

Meet Leslie!

- 17 years old
- High school student
- Melbourne, Victoria
- Loves fashion and makeup
- Goal: To find personalized cosmetic bags that reflect her unique style.

Our Social Utility:

That is why the aim of our project is to provide our customers a way to express their individuality and personality through a functional and practical item.

Research show that Revenue in the Beauty & Personal Care market amounts to US\$6.72bn in 2023. The market is expected to grow annually by 2.76% (CAGR 2023–2027). (Statista, 2022)



Our Project



Local economic growth



Ethical consumerism



Individuality & self-expression

Perfectly Imperfect Co aims to address this challenge through our line of makeup bags with inspirational messages and designs that promote self-love and acceptance.

These bags aim to promote body positivity and a healthy mindset for young women by turning an item they look at every day, into a positive message so they are reminded that they are beautiful and thus allow them to feel a sense of happiness and pride when they look in the mirror.



Project development

ChatGPT, Midjourney and sublimation printer

Once we knew we could not adequately use the embroidery machine. We came up with the idea of using a sublimation printer to create our make-up bags, we designed our first samples on Canva and the AI images turned out really well. ChatGPT was used to generate positivity quotes, which then perfectly went with the images. However, we came across some struggles with the printers' settings while using the machine, which meant we had to conduct a lot of research on how to get it to work and it was a key learning moment during our project development.



Designing first samples by Andrea



Manually cutting the images



**Heat dyeing with
sublimation printer**



Our final products

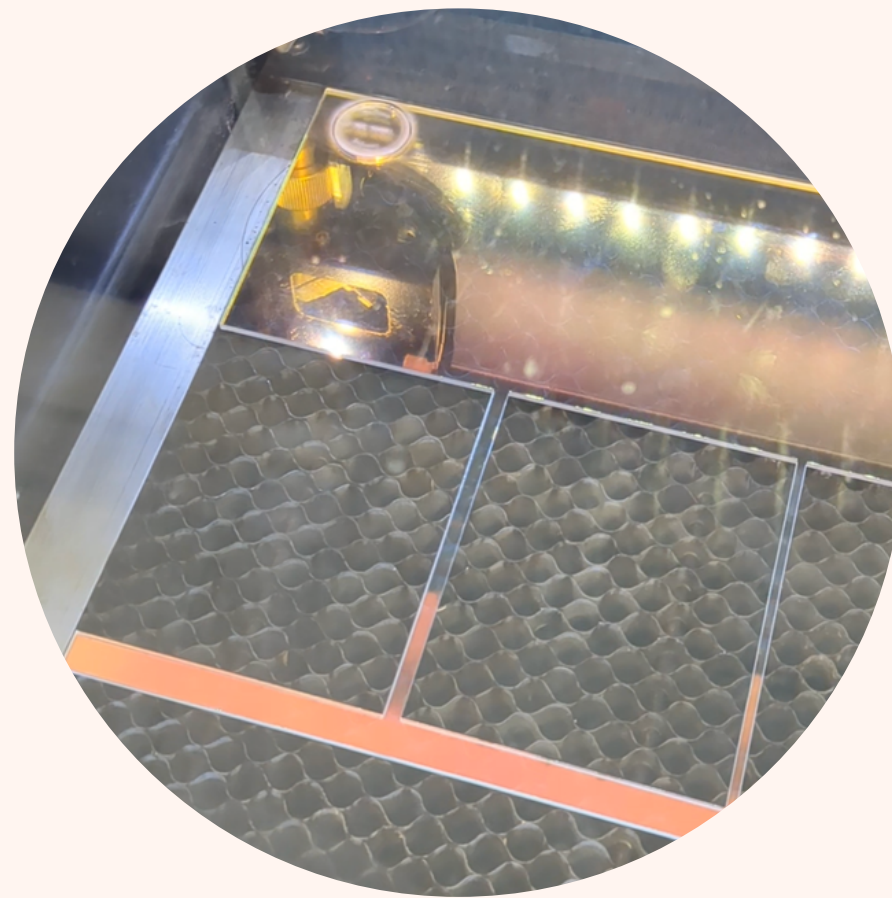
Project development

Laser Cutter

After figuring out the sublimation printer and heat press, we then had to figure out the laser cutter as we wanted to add cute tags to the bags in order to differentiate them. Our first trial was too big and the second trial was too small. We successfully produced our first keychains in our third attempt. However, we then ran out of time in the maker studio so we ordered more material, which is where we ran into our next problem as the material has not arrived and we could not continue to make more tags.



Designing

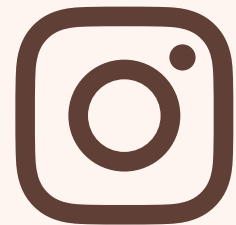


Laser cutter

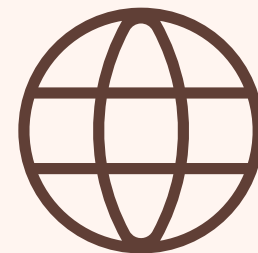


**First testing keychains:
still having errors**

Our Online Presence



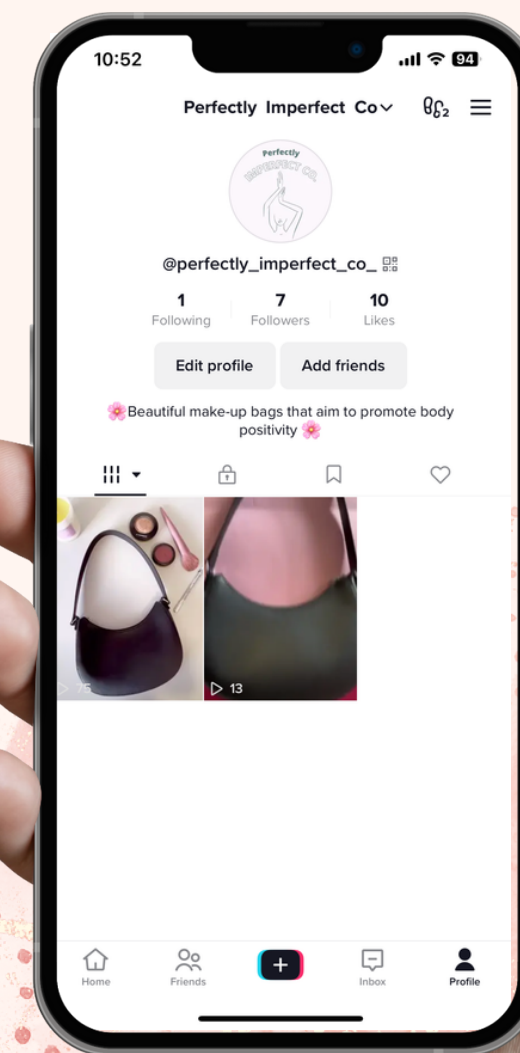
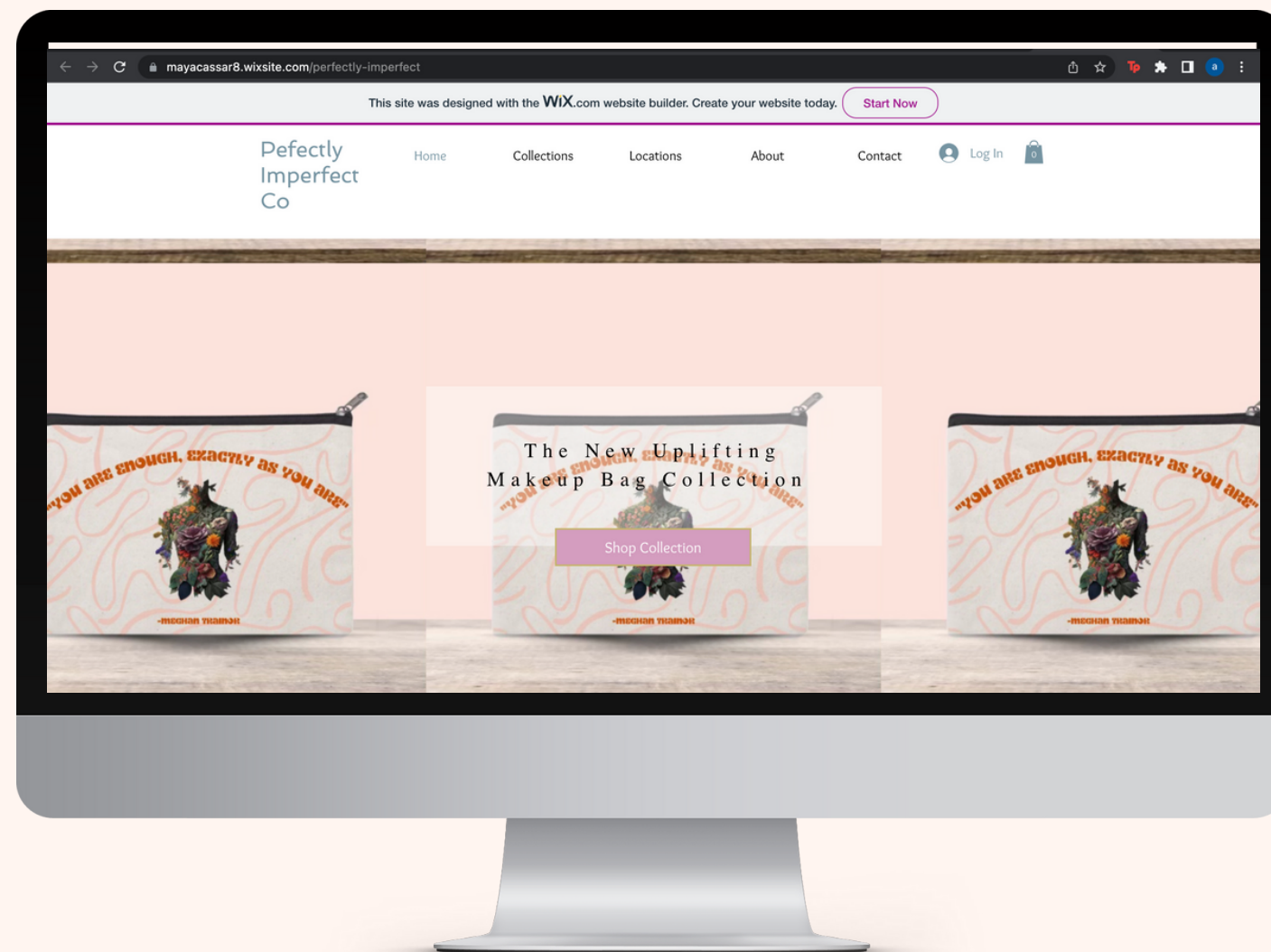
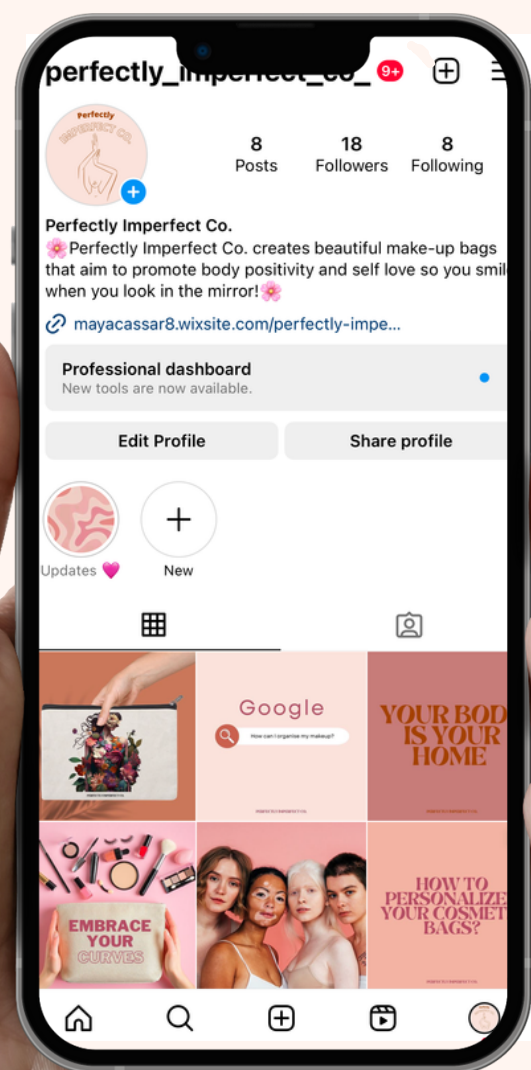
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Results and Impacts so far

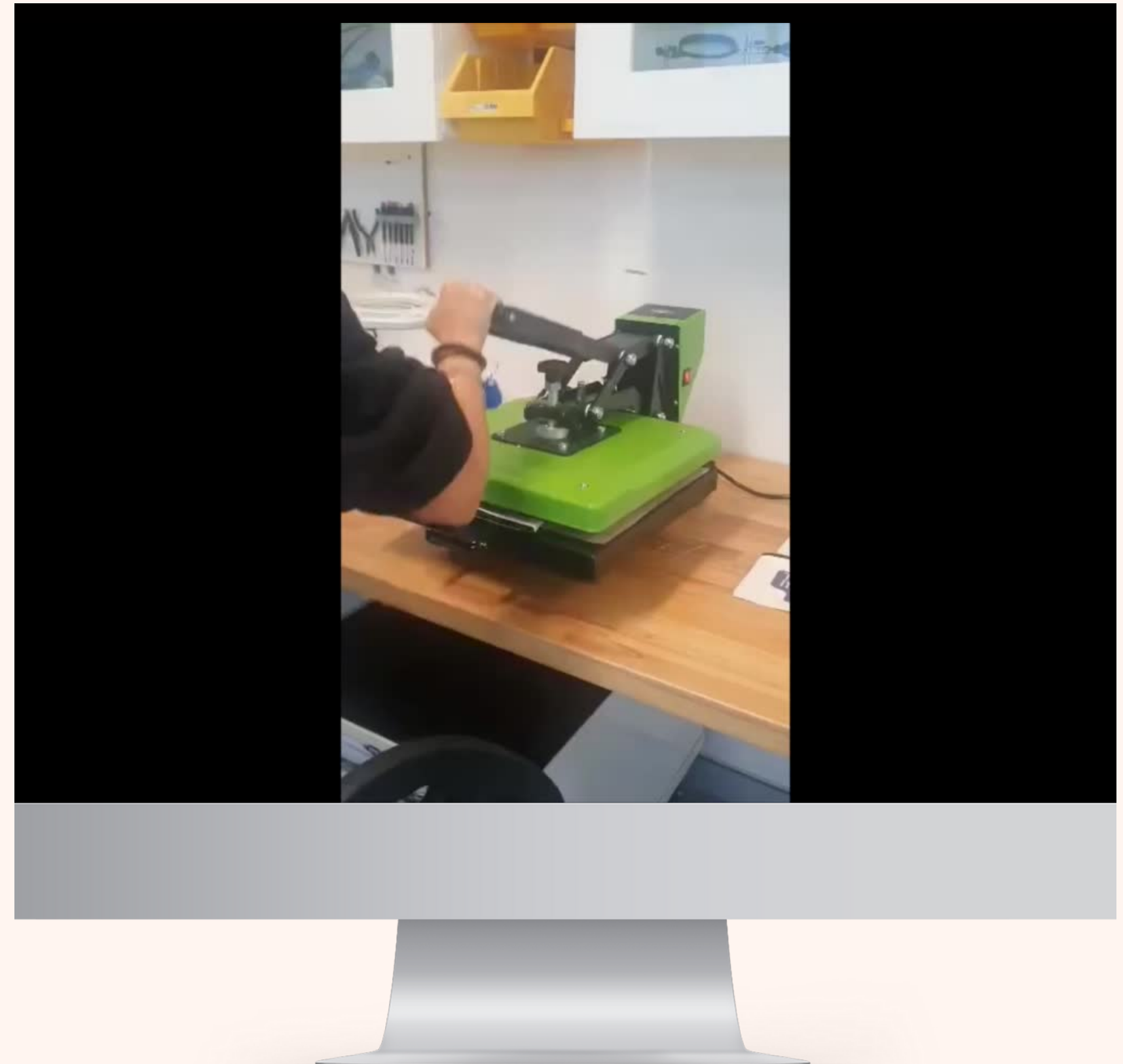
Success:

- Creating our designs
- The colour, size and quality of our prints

Problems:

- Using the sublimation printer software
- Getting the size right of our tags in the laser cutter
- Our material not arriving in time

Despite these problems, we felt we were still able to get our message across and create a product that uplifts our audience



Next steps

1



2



3



4

Social utility

- Focusing on raising body positivity awareness for **all ages and genders**
- Exploring how we can make our product more **environmentally friendly**
- Evaluate other ways we can **differentiate our product**

Preparation

- Creating our logo keychains as soon as we have the materials.

Changes

- Changing the audience to a wider demographic
- Become more sustainable
- Improve our product quality and design

Project evolvment

- Creating an active online presence to engage more customers
- Considering producing a product - line: make-up brush holders, etc...
- Quotes in other languages

THANKS

for your attention

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References

Beauty & Personal Care – Australia. (n.d.). Retrieved April 28, 2023, from <https://o-www-statista-com.biblioteca-ils.tec.mx/outlook/cmo/beauty-personal-care/australia>