

# Pillow design brief

## **Brand introduction--BekaertDeslee**

BekaertDeslee, a Belgian expert in healthy sleep, is a globally renowned and leading fabric manufacturer that specializes in producing high-quality bedding and home textiles. We are committed to leading the revolution in sleep technology, aiming to provide users with the best quality healthy sleep products.

### **Brand concepts:**

Everlasting

Love

Luxurious

**Brand slogan:** With love by your side, poetic dreams await.

**Brand users group:** Female users aged 30+ in first- and second-tier cities in China

# Brand palette--BekaertDeslee

## PRIMARY COLOR

PANTONE 541 C  
NIGHT BLUE

C 100	R 0
M 58	G 60
Y 9	B 113
K 46	

## SECONDARY COLORS

PANTONE 416 C  
WARM GREY

C 28	R 126
M 18	G 127
Y 29	B 116
K 51	

PANTONE COOL GREY 10 C  
COOL GREY #1

C 40	R 99
M 30	G 102
Y 20	B 106
K 66	

PANTONE 2727 C  
PASTEL BLUE #1

C 70	R 48
M 47	G 127
Y 0	B 226
K 0	

PANTONE COOL GREY 4 C  
COOL GREY #2

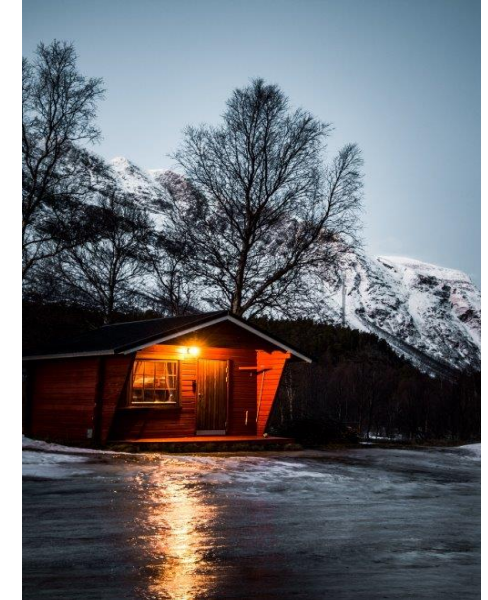
C 12	R 187
M 8	G 188
Y 9	B 188
K 23	

PANTONE 2717 C  
PASTEL BLUE #2

C 34	R 167
M 15	G 198
Y 0	B 237
K 0	

PANTONE WARM GREY 4 C  
WARM GREY

C 11	R 182
M 13	G 173
Y 15	B 165
K 27	



The colors mentioned above are references for our brand's theme colors. When designing the product, it is fine to have some embellishments that echo the theme, but you do not need to strictly adhere to this color palette for color selection. We hope that you can use your wild imagination and bold yet brand-appropriate color schemes to bring us innovative designs that catch our eyes.

We hope our products can provide users a warm and comfortable feeling, not too dull, while maintaining our high-end brand tone.

# Product introduction — Butterfly-shaped memory foam pillow

Pillow shape as follows:



Pillowcase technology :



Process: Integrated moulding,  
ultrasound seamless,  
Materials : 84%N16%S  
(skin-friendly fabric for underwear)



Side craftsmanship: 3D printing  
, Three-dimensional flocking  
(please zoom in to see the  
details)

# Design requirements - Product exterior design (pillowcase design)

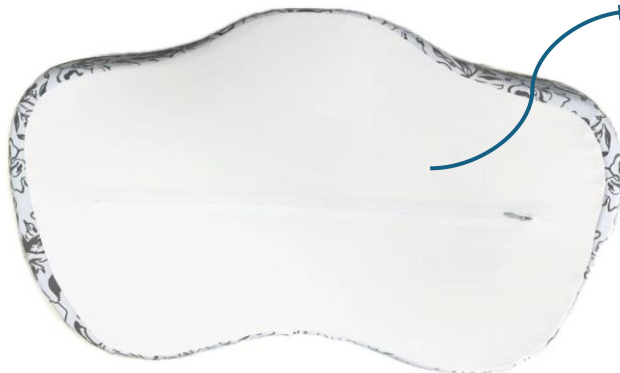
Drawing on the brand's VI and brand philosophy, incorporating fabric production techniques, and adding some creative elements, we hope you can provide a new design that differs from the initial product.

Pillowcase panel design + border flocking pattern design + overall color scheme (top, side, bottom)

It is necessary to change the pattern design, color scheme, and other elements.



It is necessary to modify the design, color scheme, and other aspects.



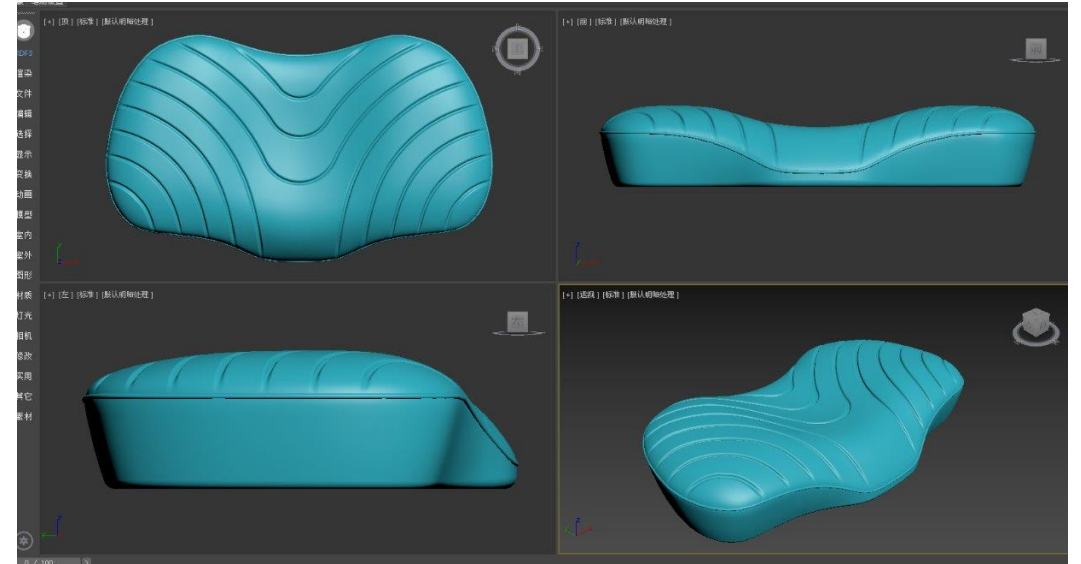
The pillowcase zipper is at the bottom, and the color scheme of the bottom can be changed.



Please note that the side is made up of four pieces of fabric sewn together, and the seams are as shown in the image.

Files provided by us:

- 1、die line for the panel and border (.ai format)
- 2、pillow model



Files to be provided by the designer:

- 1、panel and border design (.ai format)
- 2、Product overall effect picture
- 3、Explanation of the design concept