

BEST LAID PLANS

CREATIVE POTENTIAL



W O R K W H I C H R E F L E C T S Y O U

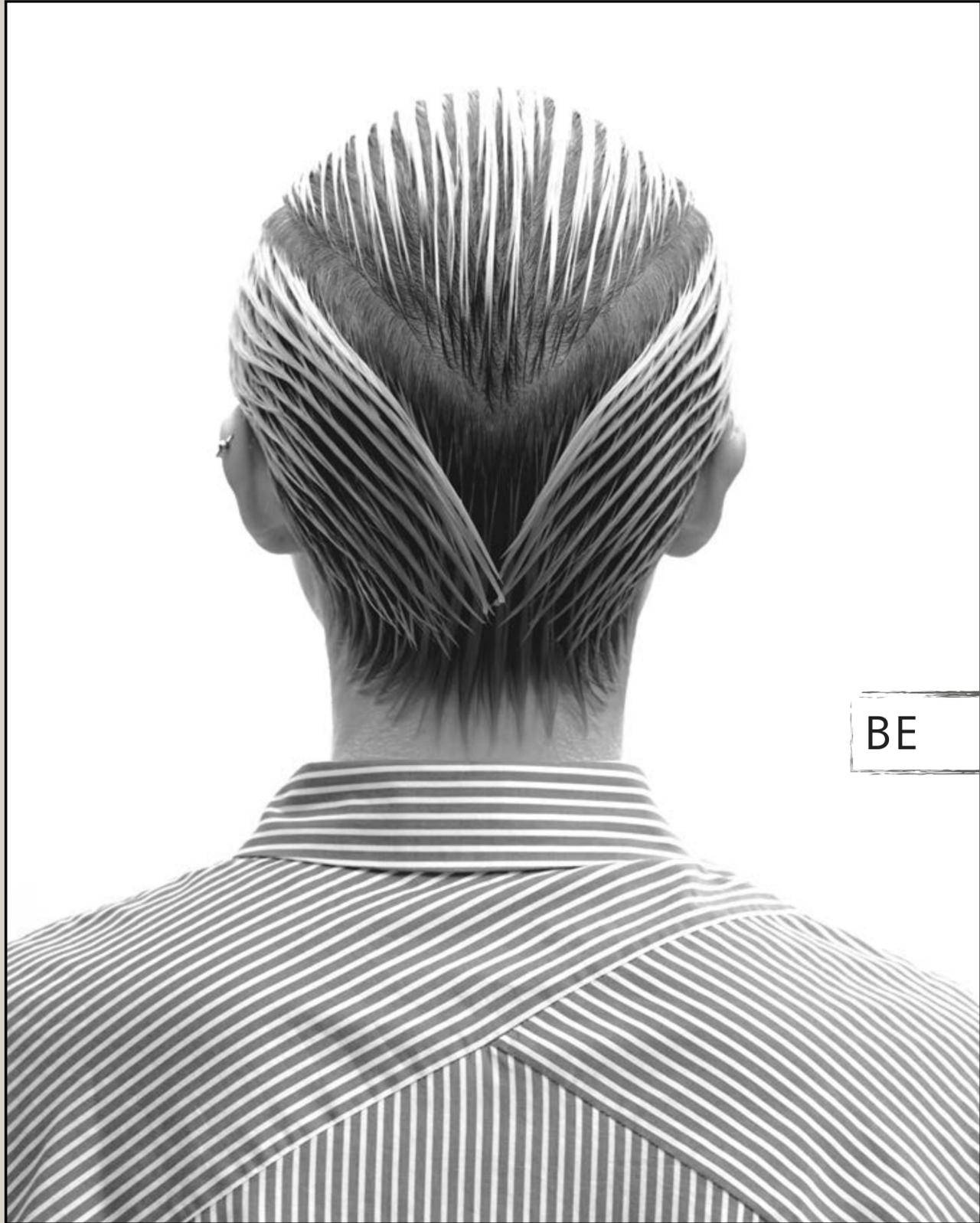


davines

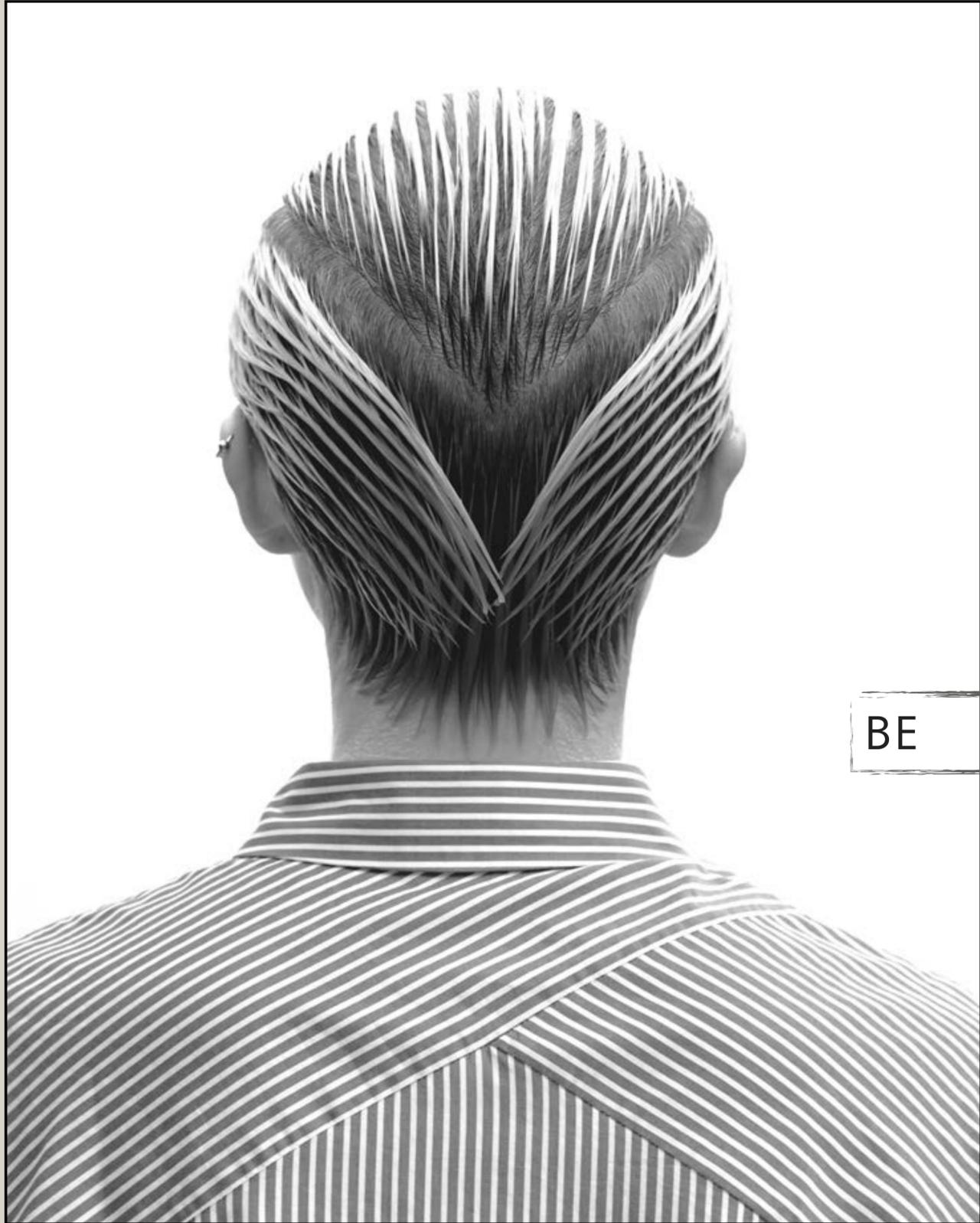
W O R K W H I C H R E F L E C T S Y O U



davines



BE PROCESS, NOT RESULT ORIENTATED

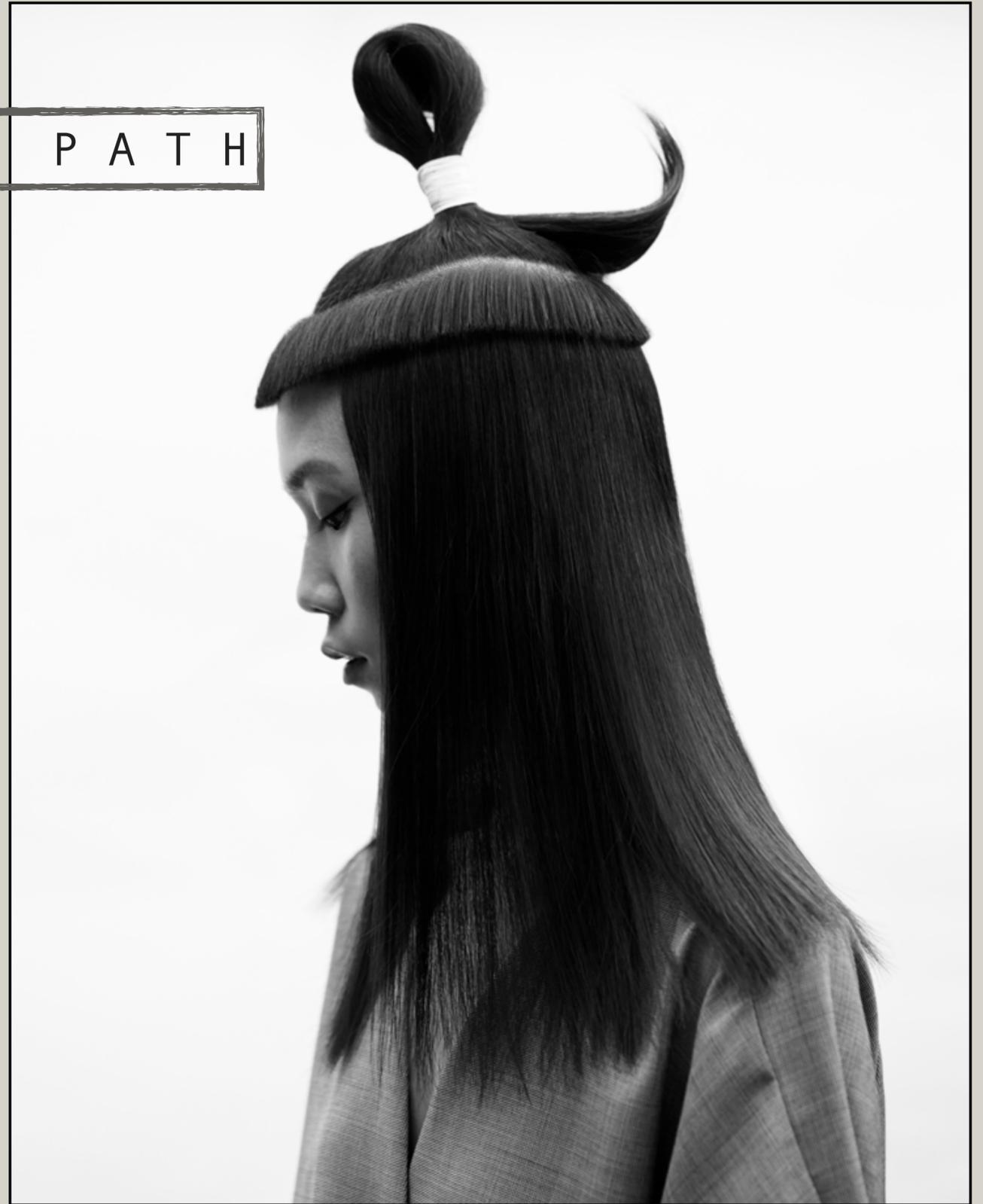


BE PROCESS, NOT RESULT ORIENTATED

DEFINE YOUR OWN PATH



DEFINE YOUR OWN PATH





P L A N T S E E D S

SPEND YOUR DAYS SOLVING DESIGN PROBLEMS



SPEND YOUR DAYS SOLVING DESIGN PROBLEMS



BEWARE of ART

Break Through the Blocks
and Win Your
Inner Creative Battles



STEVEN PRESSFIELD
"A vital gem...a kick in the ass." —Esquire

O V E R C O M I N G

R E S I S T A N C E

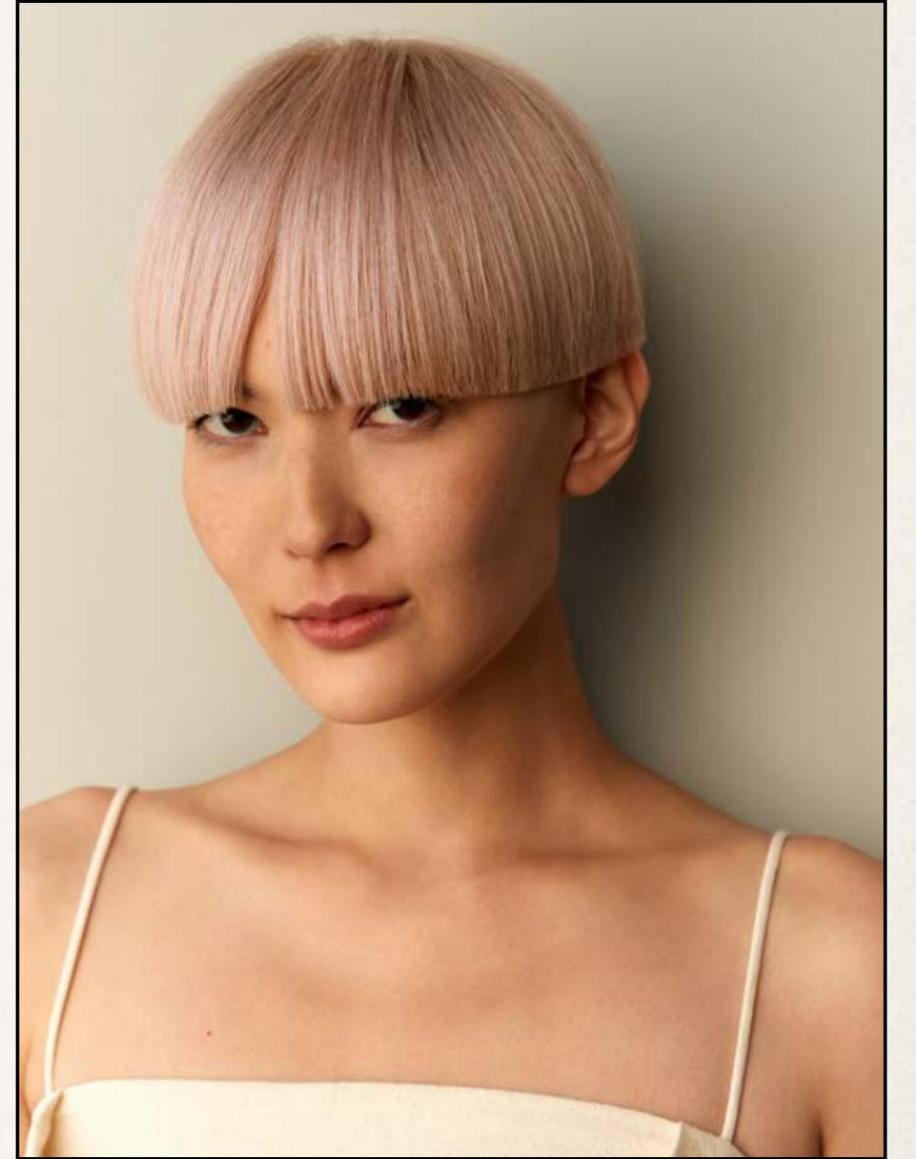
davines

IF YOU FIND YOURSELF ASKING
YOURSELF (AND YOUR FRIENDS),
"AM I REALLY A CREATIVE? AM I
REALLY AN ARTIST?"

CHANCES ARE YOU ARE. THE
COUNTERFEIT INNOVATOR IS WILDLY
SELF-CONFIDENT.
THE REAL ONE IS SCARED TO DEATH.

ART IS EVERYTHING YOU DON'T HAVE TO DO.







COLLECTION
davines

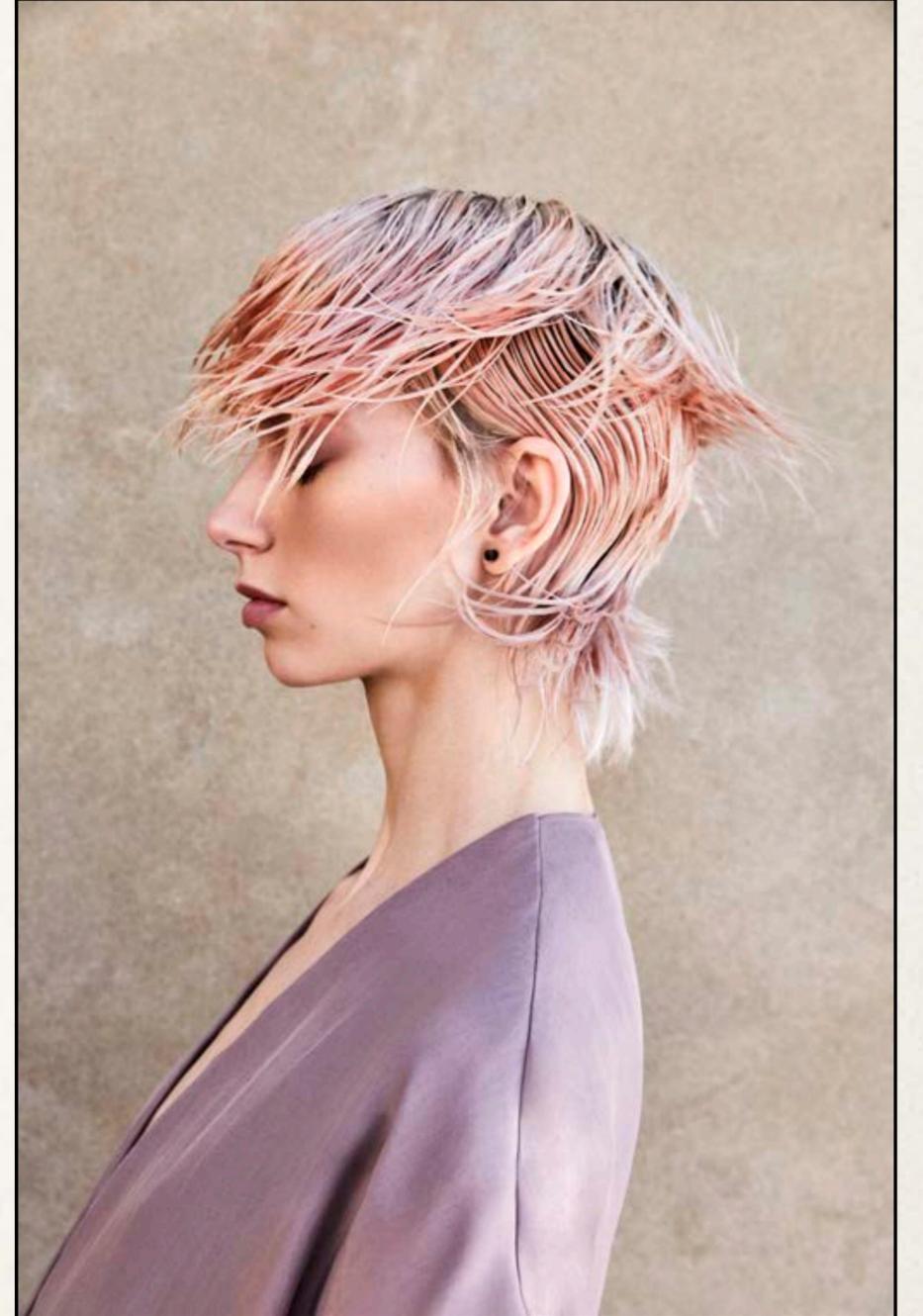
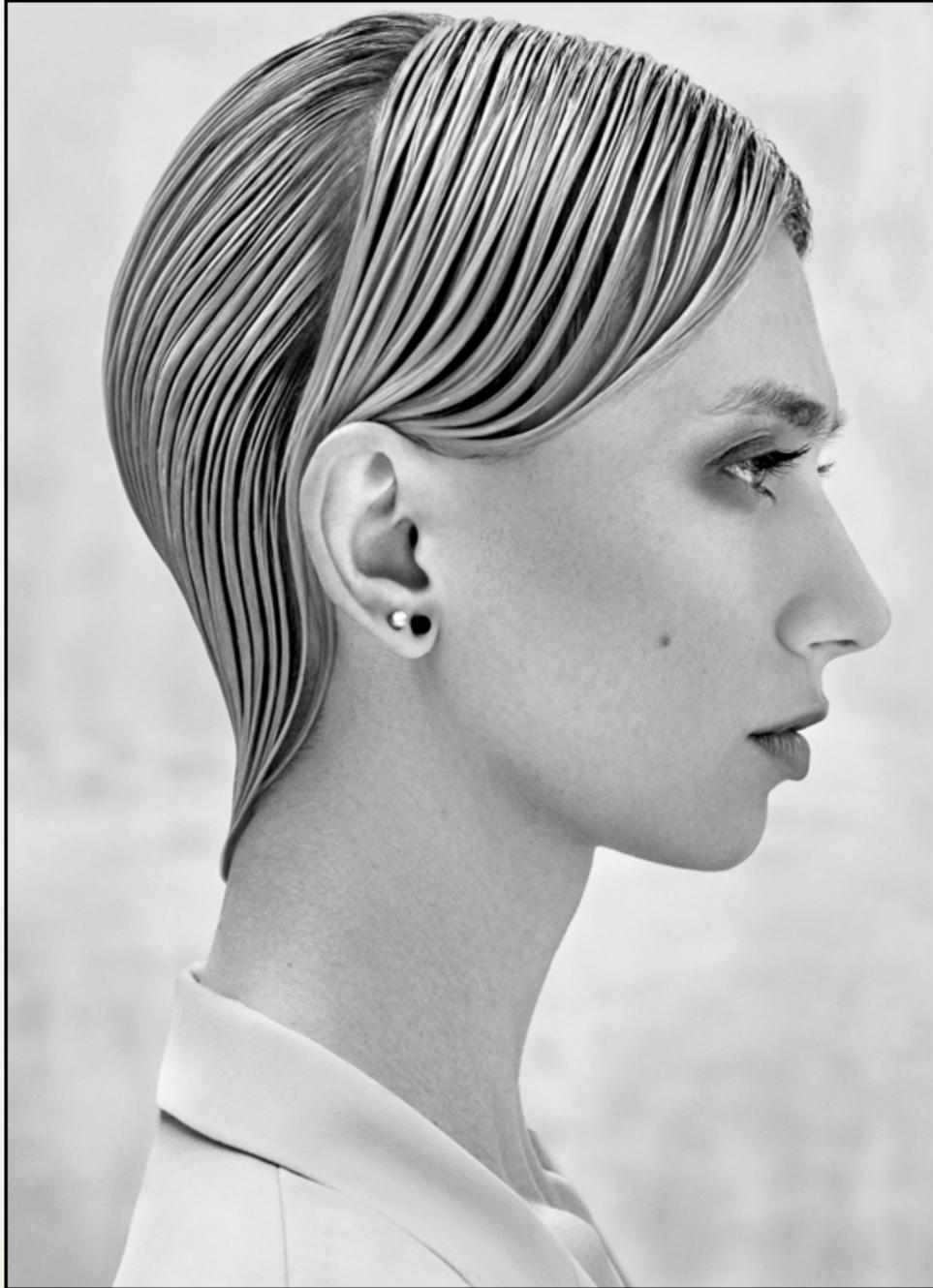
JEFF Koons

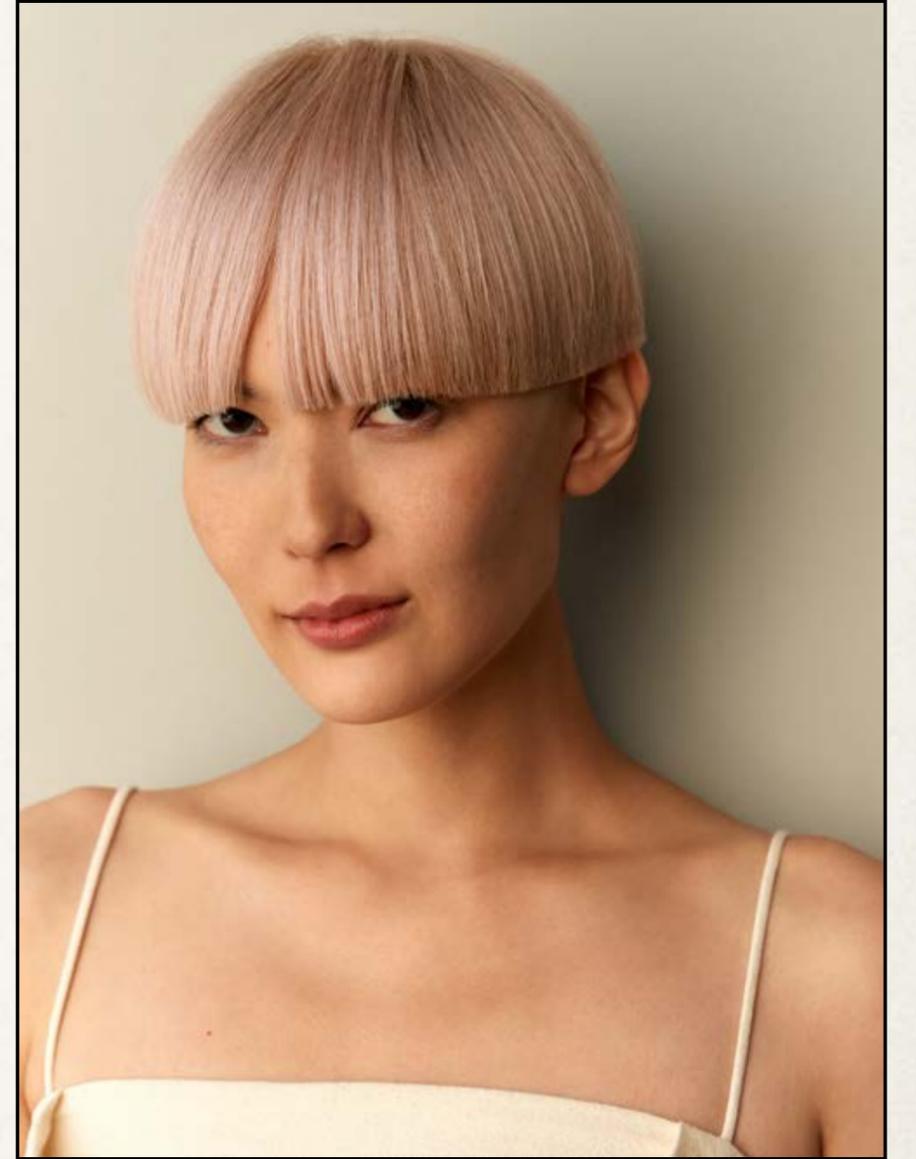


Strip it back to the basics.

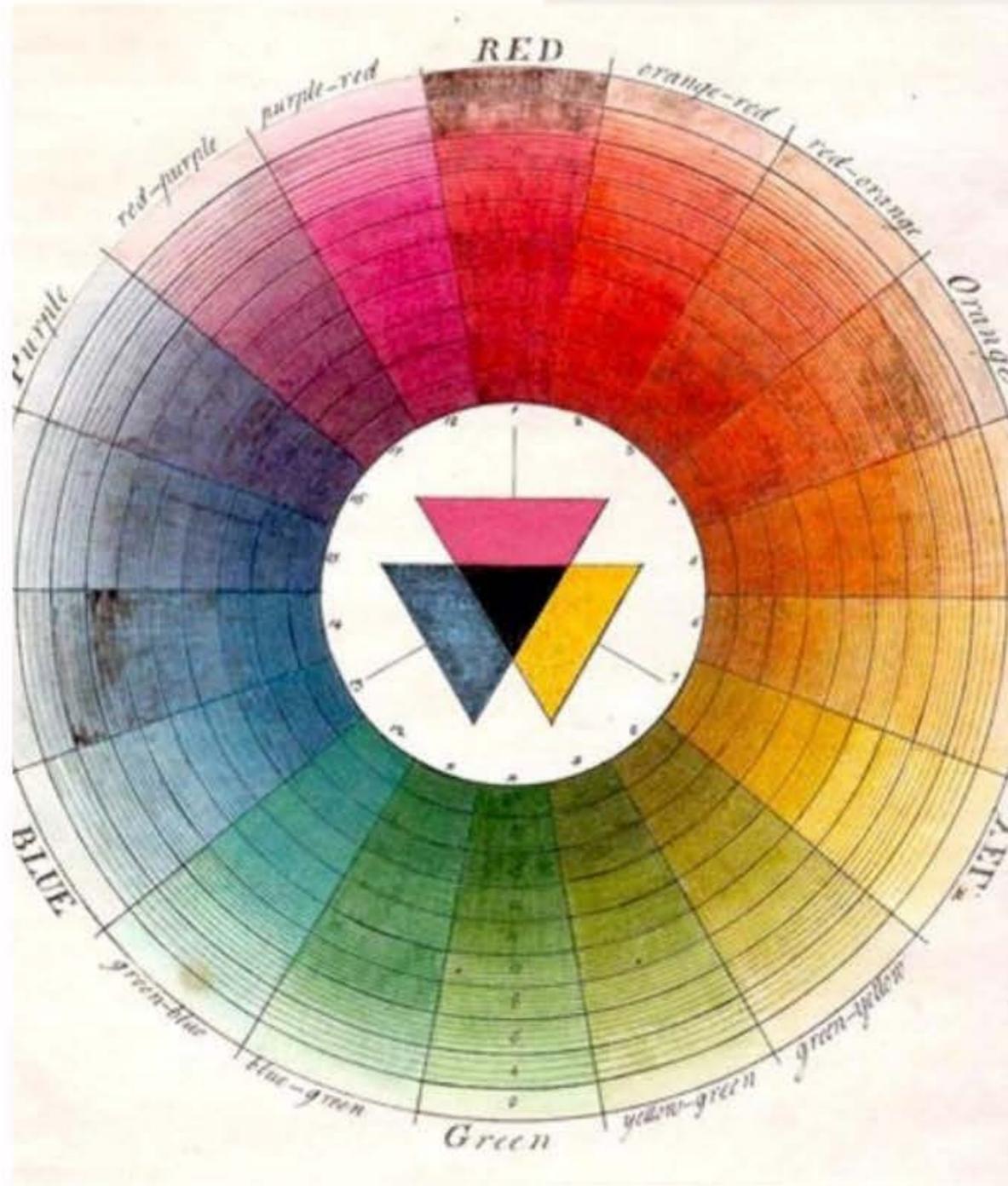
Elevate the familiar

What would happen if you only changed one element



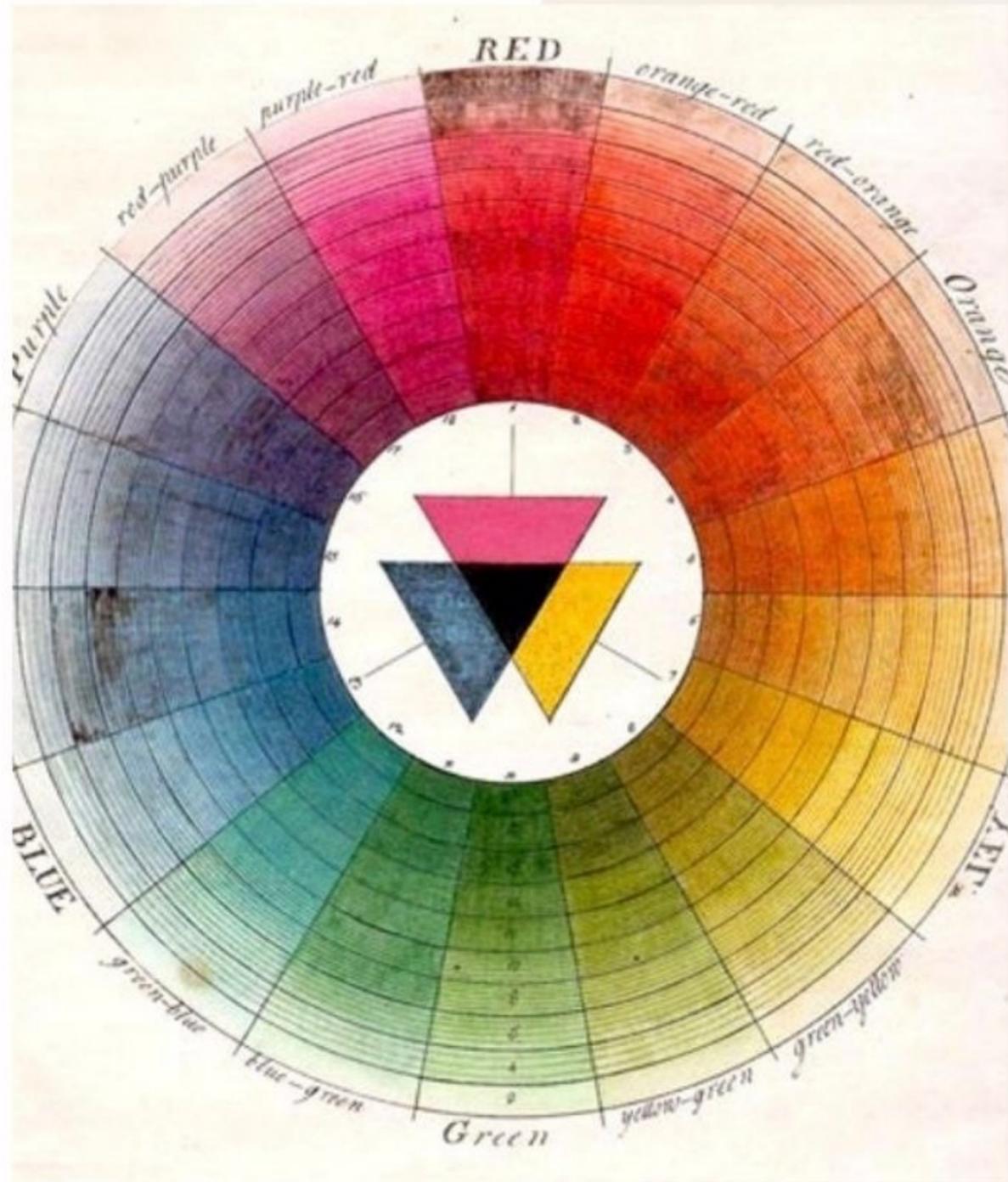


THE COLOUR WHEEL IS MAGIC



Everything we see around us, in nature, comes from our own colour wheel

We have the possibility to create endless colours, from 3 colours.



**HAIR COLOUR
IS A SCIENCE
EXPERIMENT
WITH
NATURE**

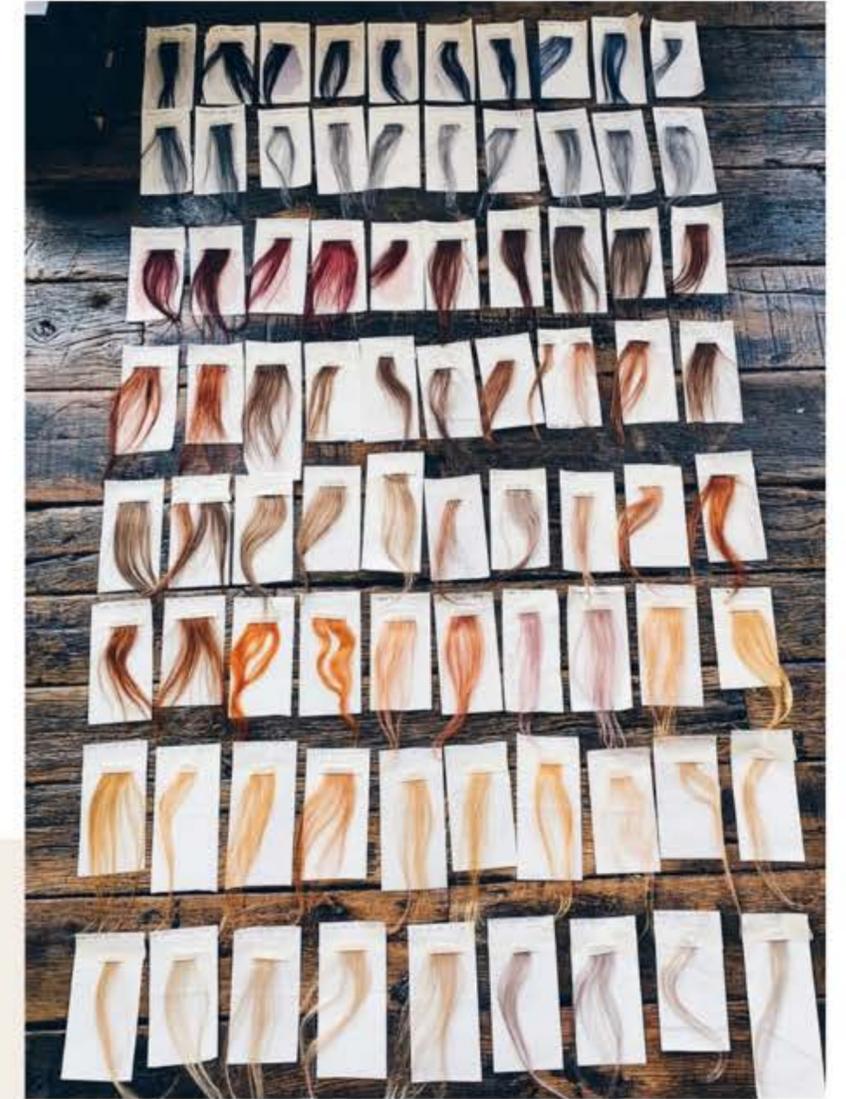
COCO CHANEL

THE
IMPORTANCE
OF MISTAKES

Chanel No.5 would never have existed if it wasn't for a formulation mistake

Allow yourself time to formulate

Allow yourself room to make creative mistakes



Formulating like a Perfumer/Nose



3 levels of toning:

Base: What you want to Neutralise

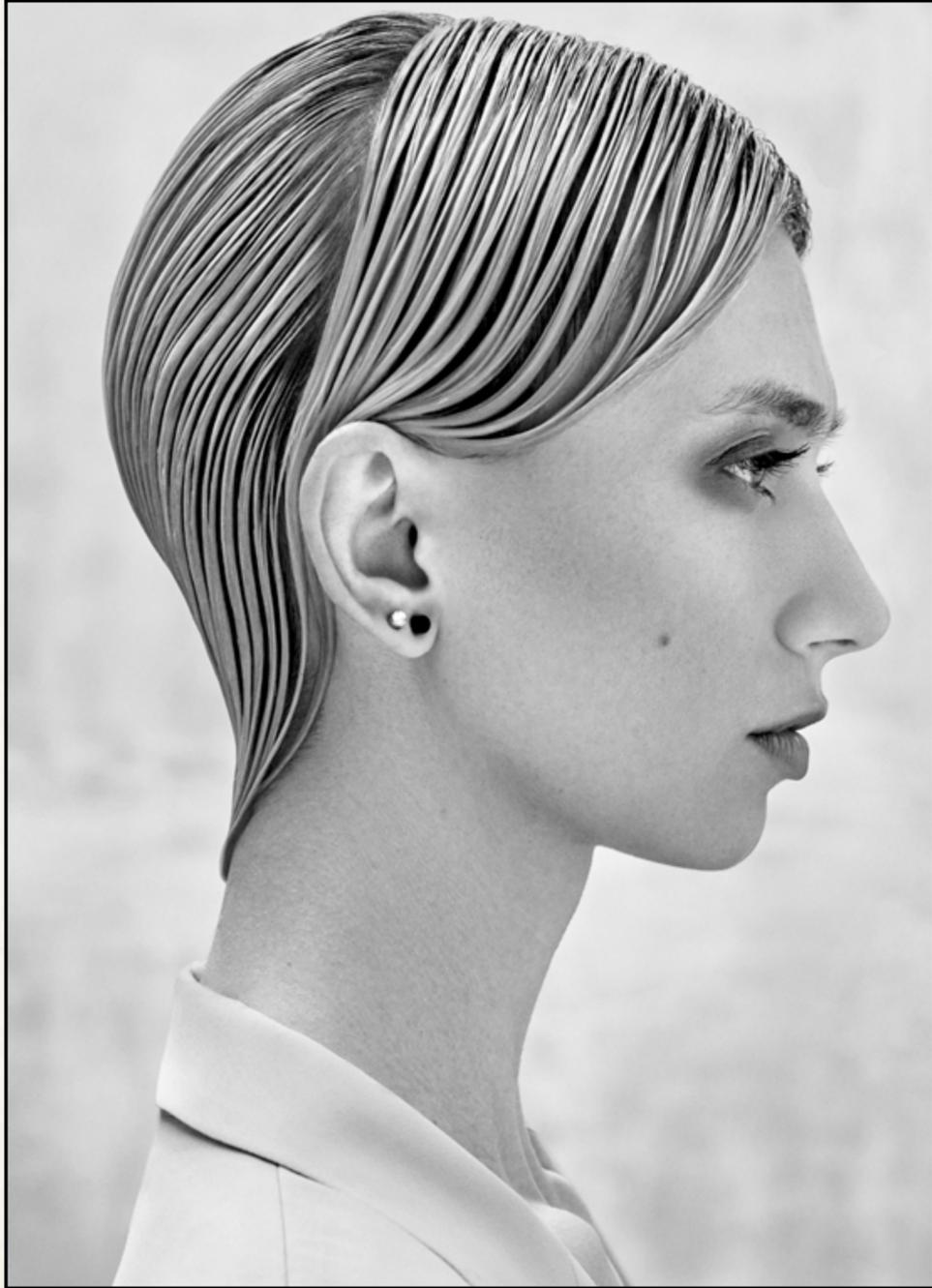
Heart: What you want to Enhance

Top: Your Finish
(Enhancing the base)



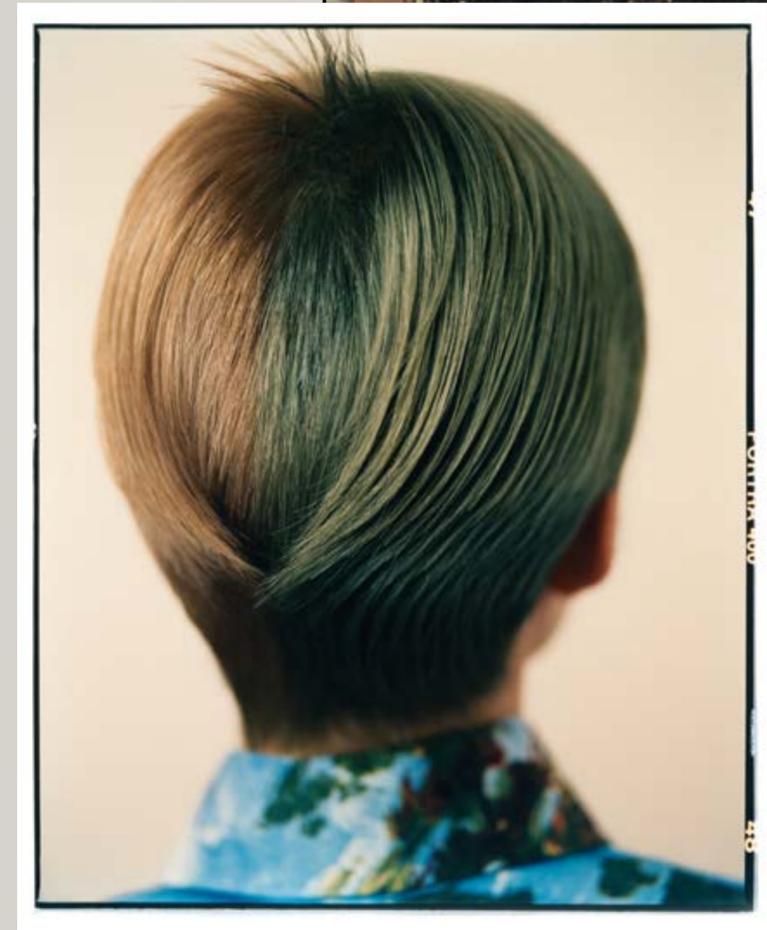


COLLECTION
davines





C O N C E P T B O A R D



davines

