



**OBJECTIVE
OCEAN** By DESIGN
Reveal the wonder

HOW CAN LUXURY BRANDS TAKE ACTION FOR OCEAN PROTECTION ?

Objective

Develop a **creative** concept in the **beauty** or **fashion** sector, in **teams**, to be selected for a **professional exhibition** at **LuxePack**.



Vanille Royer Hérault
M1

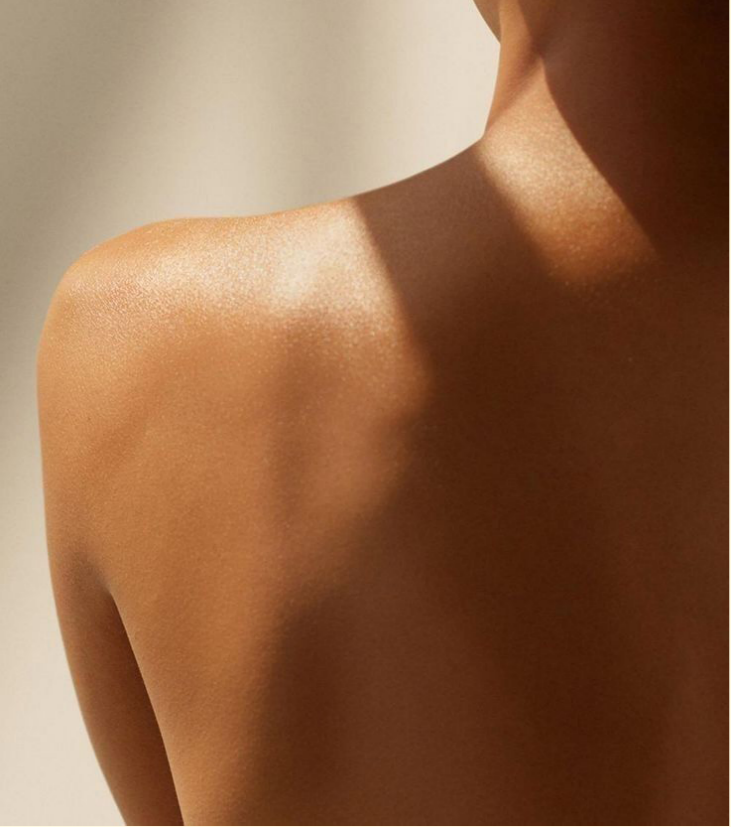


Penelope Diaz
Y3



Zoé Goffart
Y3





Neræ

PROJECT

The Cost of Beauty & Packaging



Global beauty industry produces **over 120 billions** units of packaging every year.

(Zero Waste Europe, 2023).

Over **70%** of it is not recycled often due to mixed materials or small formats.

(Greenpeace, 2022).

Microplastics from cosmetics (scrubs, glitter, or packaging breakdown) contribute to marine pollution, harming plankton and fish.

(UNEP, 2022)

Much of this waste ends up in oceans or coastal ecosystems, particularly through microplastics, caps, pouches, and travel-size items.

A Focus on Beauty, Health & Oceans

Among all beauty products, one stands at the intersection of beauty, health, and environmental urgency, specially ocean :
SUNSCREEN

A fast-growing market

From **\$14B** in 2024 to a projected **\$20.5B** by 2033

→ CAGR of **3.8%** to **5.6%**
Compound Annual Growth Rate

Driven by the influence of K-beauty routines

SPF is no longer just for holidays :
it's now a **daily essential**

Dermatologists recommend **reapplying** every two hours, especially after swimming or sweating



The Environmental Cost

Up to **14,000** tonnes
of UV-filter chemicals enter
global waterways annually
(Times Luxury, Apr 2025)

Filters like **Oxybenzone & Octinoxate**
cause **bleaching, DNA damage, deformities,**
even at parts-per-trillion concentrations.
(Frontiers in Marine Science, 2024)


HAWAI'I : ban on sunscreens containing
oxybenzone & octinoxate since 2021.
(Hawaii State Law SB2571).

4,000–6,000 tonnes
are released into coral reef zones
every year
(Frontiers in Marine Science, 2024)

These chemicals act as pseudo-persistent
pollutants, constantly introduced and
poorly removed by wastewater.
(Frontiers in Marine Science, 2024)

PALAU: first nation to implement a full ban
on reef-toxic sunscreens, effective 2020,
as part of its **marine sanctuary law**
(One Coral Reef Institute, 2025).





In a world where sun care is daily, the challenge is no longer just about protection, it's about portability, sustainability, and elegance.

How can we create a sun care product that is truly practical for everyday use, while protecting both the skin and the ocean?

Luxury Packaging Trends 2025



Eco-Conscious Luxury

Minimalism

Sensory & Experience

Craftsmanship & Exclusivity

Target the Gen-Z

Values-Driven Consumption

For Gen Z, **buying** is a form of **activism**. They **support brands** that are **ethical, transparent, and aligned** with their **lifestyle**.

(Deloitte Global Gen Z Report, 2023)

Preference for Practical Beauty

They choose **smart, portable, and functional** formats. Design must be **aesthetic, efficient, and emotionally resonant**.

(WGSN Future Consumer 2025)

Influence of Social Media

55% of Gen Z **discover** new brands through **TikTok** or **Instagram**. **Aesthetic, shareable products** drive **desirability** and **loyalty**.

(Statista, 2023)

Eco-Conscious but Demanding

Gen Z expects **sustainability without compromise**, no trade-off on **style, texture, or experience**. Packaging must **feel luxurious yet responsible**.

(McKinsey, 2023)



The Clean Girl Trend



More than a beauty look : a lifestyle. Minimal, natural, and health-focused, this Gen Z-driven trend blends wellness, skincare, and conscious living.

- **Beauty** : glowing skin > makeup (SPF, lip balm, brow gel).
- **Lifestyle** : clean eating, journaling, hydration, movement.
- **Style** : neutral tones, slick buns, gold jewelry.
- **Values** : minimalism, sustainability, mental well-being.

*Between **eco-consciousness**, **minimalist** aesthetics, and a thirst for **freedom**, a new generation is **reshaping** beauty. Our project imagines a future where **self-care** and **planet care** become **one**.*

Personas

Nerae targets **active**, style-conscious coastal women who demand **beauty** and **practicality**, **without compromise**.

They live life **fast**, **fluid**, and **free**, moving effortlessly from workouts to beach hangs, from sea dips to sunset dinners.

What they **wear**, **use**, and carry **reflects** who they are : **elegant**, **versatile**, and deeply **connected** to their **own rhythm**.



The Runner

Always on the go, morning jogs, beach workouts... She hates carrying bags and needs a compact, refillable SPF that stays close while she moves. Fast-paced and efficient, her skincare must perform instantly and disappear when not needed.



The Sailor

She lives for speed, thriving in regattas and wind-driven escapes. She needs a sleek, resilient SPF that fits into her harness bag. Something built for friction, salt, and sun, blending into her routine with quiet elegance and technical precision.



The Sun Lounger

She's here for glow and pleasure, from chic loungers to terrace cocktails. She wants essentials that feel precious, discreetly luxurious, and always photogenic. She wants a beauty jewel, always on-brand, always ready, from beach to bar.



The Vlogger

Nomadic and adventurous, she turns vanlife into a stage where freedom meets responsibility. She inspires her community with sustainable choices and relies on compact, travel-proof essentials. A refillable design is sustainable and a practical solution slipping easily into her backpack, adapting to every journey.

Daily Struggle at the Beach



For **active, spontaneous** women, the beach should be simple, just a towel over the shoulder and go.

But the reality? Sunscreen, phone, keys, lip balm... all in your hands. **No bag**, no pockets, no solution.

For **sporty coastal girls** like runners, surfers, and explorers, carrying a **bag** is often a **no-go**. They want to move **freely**, without **worrying** about **leaving things** behind or juggling essentials.

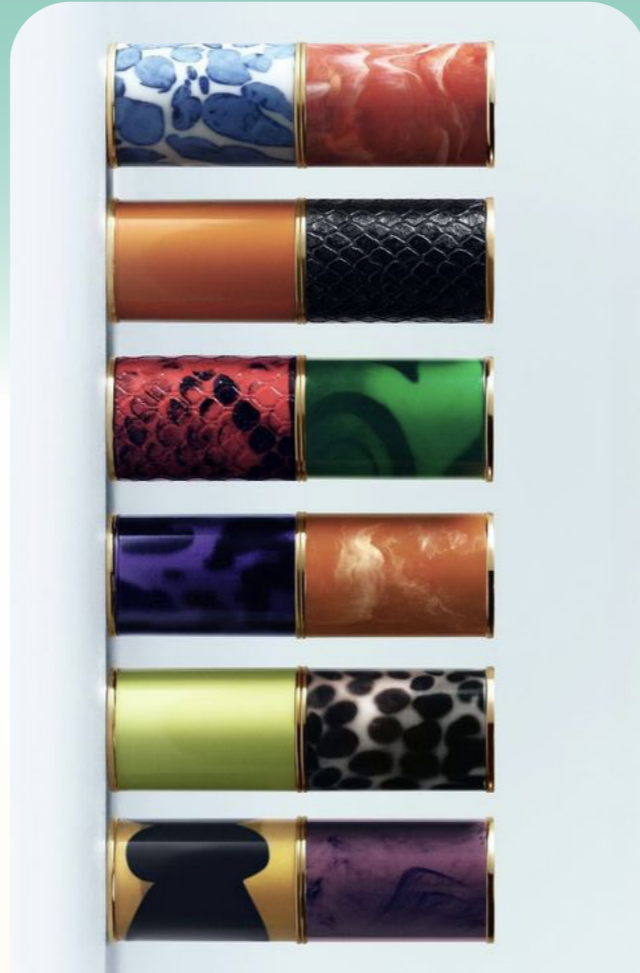
65% of beachgoers avoid bringing bags because of theft risk.

There's a real need for a compact, wearable, and stylish solution designed for freedom and protection in every movement.

Drivers



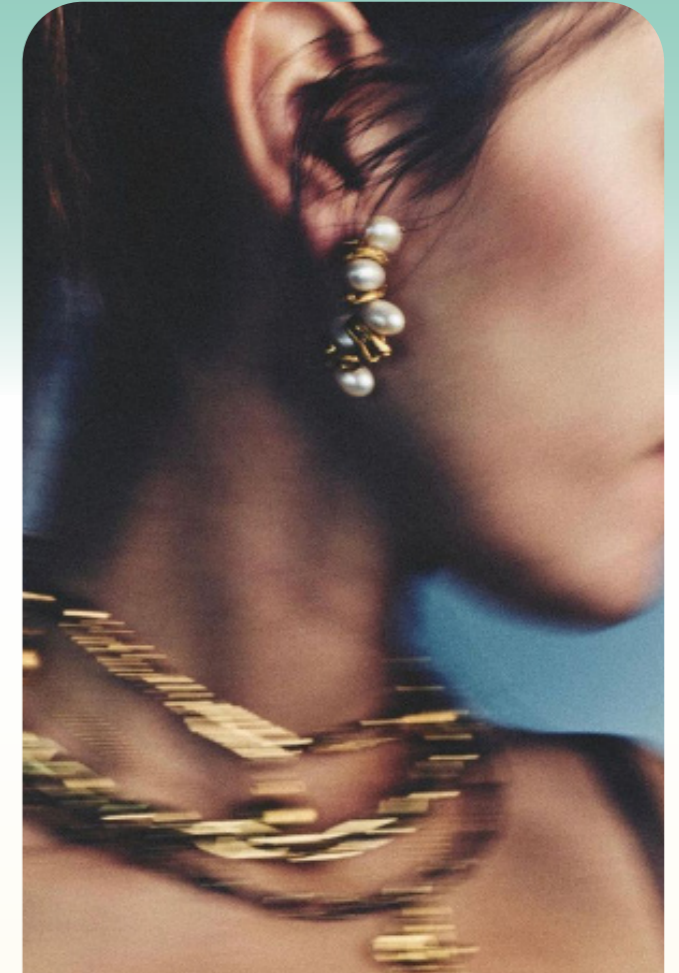
Ocean Friendly



Customizable



Nomadic



Discreet Luxury

Moodbard

This moodboard reflects a luxury beauty brand inspired by the ocean and rooted in sustainability.

Soft seafoam greens, warm neutrals, and shimmering golds evoke calm and elegance.

Textures like rippling water, satin, and natural soap suggest purity and sensory pleasure.

Shells, pearls, and handcrafted jewelry add an artisanal, maximalist touch.

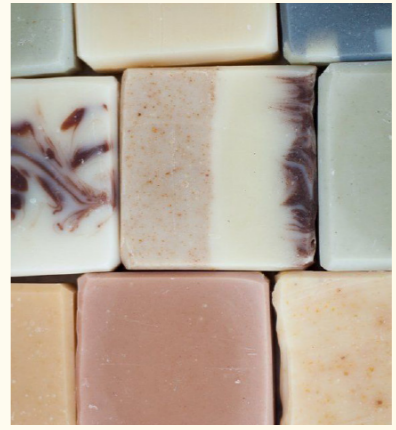
The mix of solid, refillable packaging with fluid, organic visuals represents timeless, sustainable luxury.



Biodegradable



Ocean

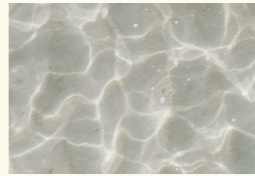


Ornamental

Solid



Durable



The Nerae Concept

Nerae is a modular, refillable suncare jewel, designed to be worn like an accessory. **Waterproof, compact,** and **customizable,** it transforms daily sun protection into a ritual of beauty and freedom.

With your essential SPF stick, it is **light** to carry and attached to its chain, always **ready** to protect your skin. Choose your colors, engrave it, and **wear it your way.**

Nerae is not just sunscreen, it's beauty-on-the-go, reimagined as wearable luxury:

Sustainable, Personal & Timeless



Built to Stay. Designed for Life.

One timeless accessory, instead of a million plastics in the ocean.

Nerae challenges the throwaway mindset. Designed to be kept, refilled, and treasured, it follows you everywhere, for years.



Marine-grade anodized aluminum brushed
→ Water, UV & corrosion-resistant : made to last

Personalized engravings and collectible charms
→ Make it uniquely yours

Modular & timeless design
→ Always refillable, never outdated

A luxury that doesn't disappear but evolves with you.

Refill. Glow. Repeat.

Compact and designed for 15 days of daily use, each **refill** keeps Nerae **light**, portable, and endlessly **adaptable**. Easy to change, it invites you to **explore** new fragrances and keep your **ritual alive**.

Magnetized with a **satisfying** click, the refill **slides perfectly** into place thanks to a **discreet metallic insert**. **Recovered** at the end of each use and **placed into the next**, it is the hidden detail that makes the system **infinitely reusable**, while turning a **simple gesture** into a **ritual of pleasure and precision**.



Wrapped in seaweed-based paper, the refill packaging is fully **compostable** on land and **dissolving** harmlessly at sea, it can **return** to the **ocean's** natural cycle **without leaving a trace**.

A light ritual, endlessly renewed and always personal.

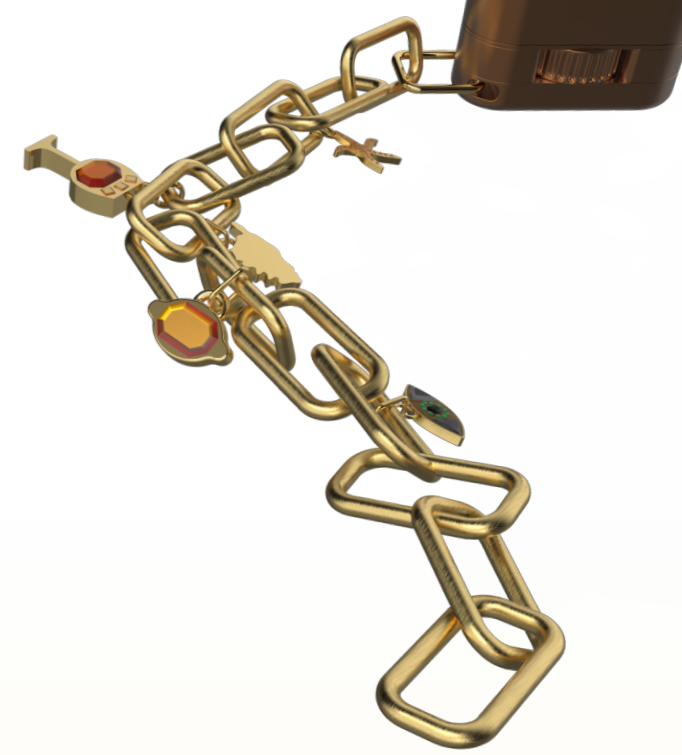
Tell your Story

With Nerae, every **jewel** becomes a **memory**.
Our charms are made to let you **personalize** your **chain**, carrying fragments of your **story**, shaped by emotions, travels, and encounters.



The timeless charms, embodies the **essence** of Nerae : **sea**, **sand**, and **sun** distilled into **pure** forms, crafted with **sustainable materials**, sometimes even from **treasures** like **sea-polished glass**.

Others belong to **limited local editions**, available only in the boutiques along the coasts near they were created. Designed in **collaboration** with **artisans**, they **capture** the **spirit** of **each region**, its **culture**, its **landscapes**, its **fauna** and **flora** and **transform** it into a **meaningful «souvenirs»**.



Together, they become a living collection,
a chain of memories that tells your story.

Corsica Edition

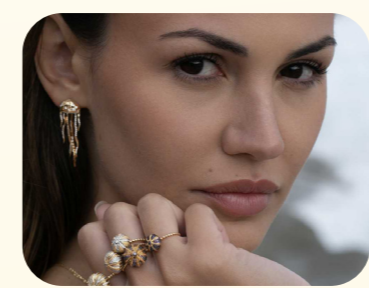
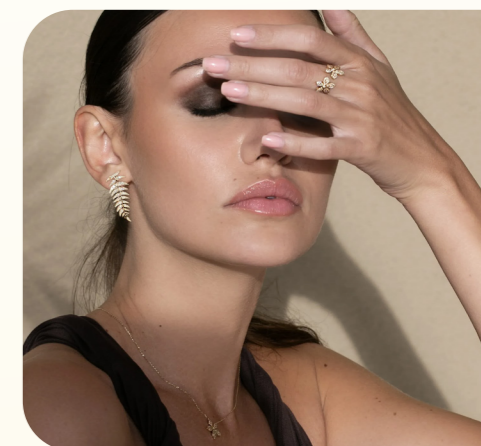
At the heart of the Mediterranean, Corsica embodies raw beauty **wild landscapes**, **turquoise waters**, and a culture deeply rooted in **tradition**.

A **collaboration** with **Maria Battaglia**, Corsican jewelry designer, illustrates the kind of **partnerships** Nerae aspires to. Her **creations**, **inspired** by the **island** and the **surrounding sea**, echo the **values** that guide Nerae: **authenticity**, **sustainability**, and a **deep connection** to **place**.

Available only along **Corsica's shores**, these **exclusive charms** are more than **souvenirs**, they are **fragments** of the **island** itself, crafted by **local hands** and carrying its spirit. By choosing them, you also **support small communities** and **foster** a more **conscious** form of **tourism**.



MARIA BATTAGLIA
Giulleria Fine



Wear It Your Way

Your Nerae is more than sunscreen, it's a wearable sunscreen you make your own.

Modular chains let you adapt it to your lifestyle : wear it as a necklace, bracelet, body chain, bag charm or cross-body, swimwear jewelry...



Nerae is not just sunscreen.
It's beauty-on-the-go, create
for active women who live
light but shine loud.

Sun Tattoo

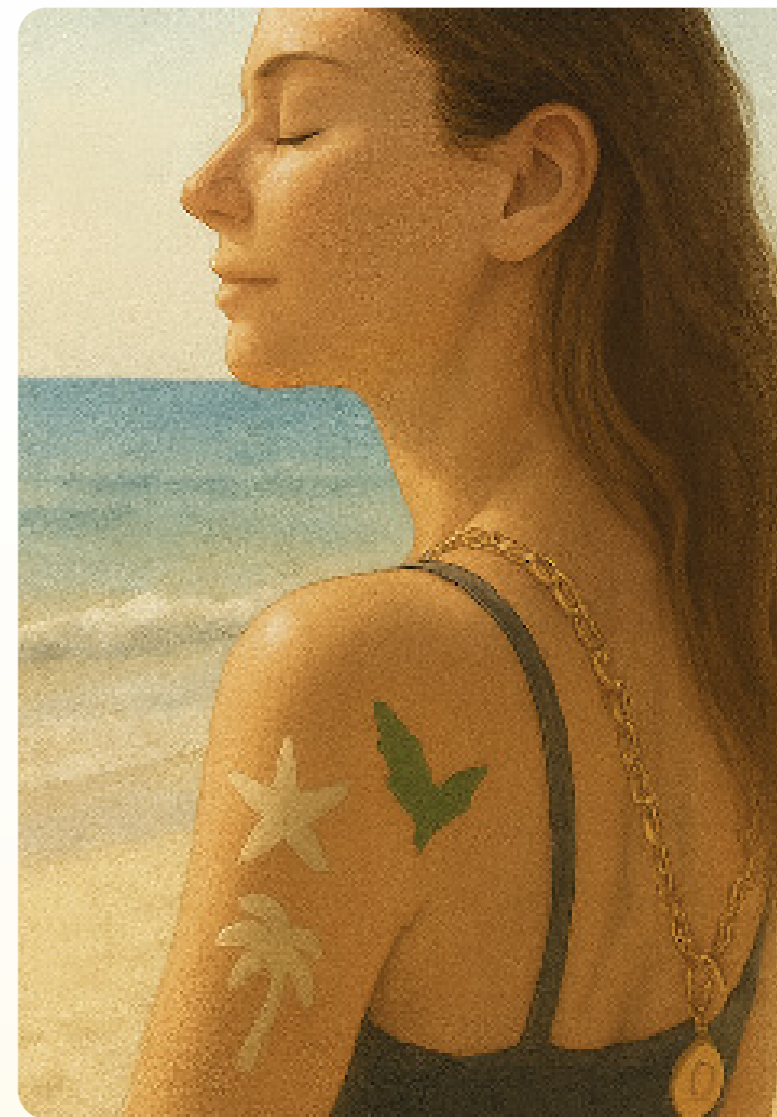
More than protection, a playful ritual.

Made from **compressed seaweed** and **natural binders** such as alginate and hemp, sun tattoos **first protect** your product during **transport**, then **transform** into **delicate cut-out tattoos**.



Choose your **shape like a charm**, cut it out, store it in your **charm reservoir** and when the **moment** comes, simply **peel, apply with water, and tan**. Each tattoo **dissolves completely** in seawater; **rub gently** and it will **reveal an ephemeral sun tattoo** that lasts until your next swim.

Reveal sun care as playful beauty, precise, creative, and ocean-friendly.



Gamme Nerae

Designed for **life** on the **move**: **portable**, elegant, endlessly **refillable**.

Mini formats that **clip anywhere**, ready to **protect**, **refresh**, or **glow**, so you're always prepared for adventure.

A modular kit for women who carry both elegance and freedom.

A modular kit, endlessly refillable, designed for women who carry both adventure and elegance.

Ocean-Polished Glass

Our turquoise bottles are inspired by sea-polished glass. Refillable and returnable, they connect the permanence of home care with the fluidity of travel.



Oil to use as an highlighter or not

Mist for refreshing, hydrating for body, face and hair with a delicate perfume.

Collect your charms

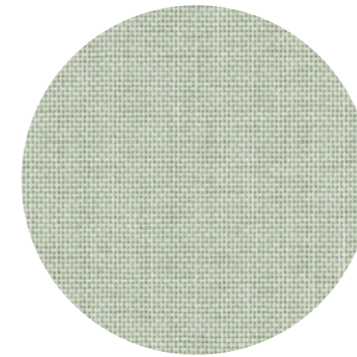
Balm tinted or not, for lips and cheek



The Seaweed Revolution



More than packaging, the Nerae box is a **manifesto**. Crafted with **pioneering algae-based** materials, it embodies a new **vision of luxury: refined, sustainable, and regenerative**.



Winter & Company - Toile Ocean

The first cloth made with yarns derived from **ocean-bound plastic**. It combines a **luxurious touch** with a **commitment to reducing ocean waste**.

FAVINI - Alga Carta

Since 1990, Favini has pioneered the use of **algae** collected from the **Venice lagoon**, transforming **marine waste** into fine **ecological paper**. Bringing **depth, texture, and history** to the Nerae experience.



WHY SEAWEED ?

At Nerae, we are convinced that seaweed is more than a material, it is a model for change.

With the strength of the luxury sector, we can support the growth of ethical seaweed farms in small coastal communities, where sustainable aquaculture and conscious tourism flourish together.

We also collaborate with associations that collect and transform excess or “waste” algae, giving it new life as paper, textiles, and innovative packaging.

Seaweed thus becomes not just a resource, but a revolution, where beauty sustains both people and the planet.

Fast-Growing & Low-Impact

Seaweed grows up to **30x** faster than land plants, needing no freshwater or fertilizers.

(FAO, 2020)

Carbon Capture Champion

Absorbs up to **5x** more CO₂ per hectare than tropical forests.

Contributing to approximately **70%** of the oxygen in the Earth’s atmosphere.

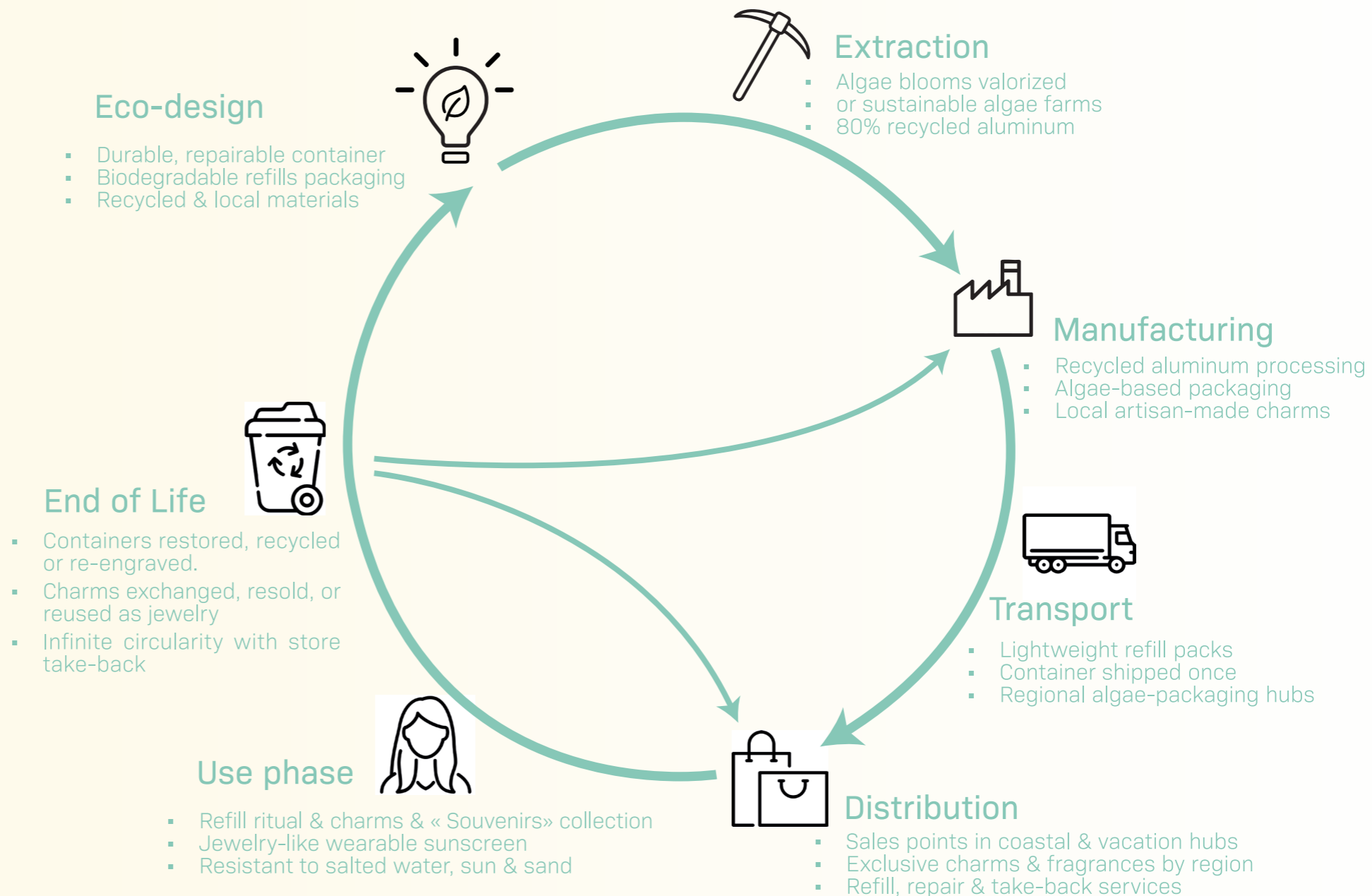
(World Resources Institute, 2020)



Life cycle

The essence of Nerae is **infinity**: chain, charms, and containers designed to be **used, refilled, and repaired** without end.

What is not meant to last is made to **give back from growth to afterlife**, like seaweed.



Impact



Nerae is built to last a **lifetime**, no **plastic**, embracing **biodegradable algae-based** materials. Every choice protects the ocean, **regenerates** ecosystems, and proves **beauty** can truly leave **no trace**.



A clean, **refillable** SPF that promotes **safe sun exposure** and turns care into a **wellness ritual**.



Luxury redefined : a **reusable** core and **eco refills**, built to **last** and **evolve** with you.

Branding

Nerae

Heritage of Nereus, the wise of the sea. Father of the Nereids, he embodies gentleness, sincerity, and respect for the oceans. His name carries the echo of an ancestral ritual, passed on with kindness: a precious care, designed to enhance and protect, while honoring the sea that surrounds us.



Turquoise

88c6b6

Inspired by sea-polished glass, it reflects the gentle strength of the ocean, its power of regeneration, and the beauty shaped by time and the elements.

White sand

fefaea

Evokes the soft light of the shore, the essential simplicity of a solar ritual, and the purity of returning to what matters most.

Gold

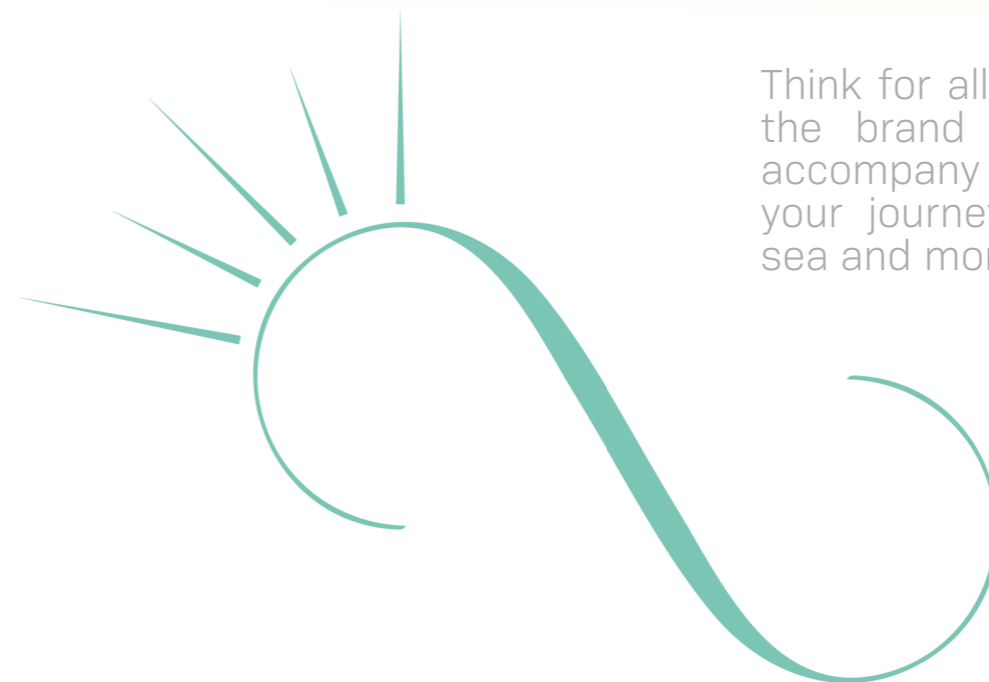
Anchors Nerae in timeless luxury: a precious yet subtle touch that elevates the experience and affirms the value of objects designed as jewels, made to last.

Branding



Sun

Because its first purpose to protect from the sun is why the light brand is birth



Wave

Think for all the time, the brand product will accompany you in all of your journeys, from the sea and more...

Infinity

Simply because is the essence of the product to exist, and be use for life, infinitely reusable and adaptable to you, perfectly timeless and perfectly adaptable to the moment trend

Thank You

Sun care should protect more than your skin.
It should also protect the ocean.



PERSONA

Naïae target especially active, stylish women living by the coast, seeking for beauty and practicality, without compromise.

They live life at full speed, always on the move.

They want to crush their workout, then seamlessly switch to brunch with friends, a beach hangout, or an evening out.

Effortless, versatile, and ready for anything — their day never stops, and neither should their essentials.



The Runneuse

Always on the go, early-morning jogs, airport runs, beach workouts. She wants a compact, refillable sun care kit, always in her carry-on.

All three embody the values of freedom, movement, elegance and a deep connection to nature.



Sailor

Loves the ocean, from sunrise surfing to yacht weekends. Needs a product that's robust, chic, and resistant, with a premium edge.



The Surfeuse

A beach minimalist who lives between her van, the coast, and sunset dinners. She wants her sunscreen to be a statement object — both luxurious and eco-responsible.

Partner artisans

Nanarella
Corsica



- Thematic and limited edition shapes : turtles, coral, location...
- Material: compressed algae + natural binders (agar or alginate).
- No glue, no residue, no microplastics.
- More precise and easy to use than do it by himself with sunscreen



Gri-Gri
Charms Les Cornes en
Corail
55,00 €



Vive l'été
Charms La Branche de
Corail
48,00 €



Vive l'été
Charms L'Oursin
70,00 €



Délice
Charms L'Arbouse
84,00 €



Gri-Gri
Charms L'Oeil de
Sainte Lucie
38,00 €



Délice
Charms La Figue
Violette
68,00 €

Sophisticated, Nomadic Luxury

Nerae is not just sunscreen. It's beauty-on-the-go, reimagined, for active, nomadic women who live light but shine loud.

Where skincare meets jewelry.

Can blends seamlessly with swimwear and summer outfits. From beach to city, a statement accessory, always visible.

Build your kit, your way.

Add or remove chain links to make it longer or shorter, add modular charms, **personalize** with your engraved name or quote, **mix and match** chains and links to wear Naïa(e) as a **bracelet**, **necklace**, **body chain**, or **bag charm**.

Naïa(e) is not just sun care, it's **wearable beauty** that adapt to you.



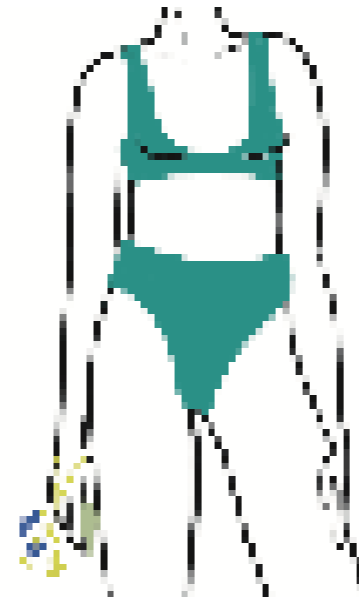
Swimsuit jewelry



Swimsuit jewelry



Necklace



Hand phone chains



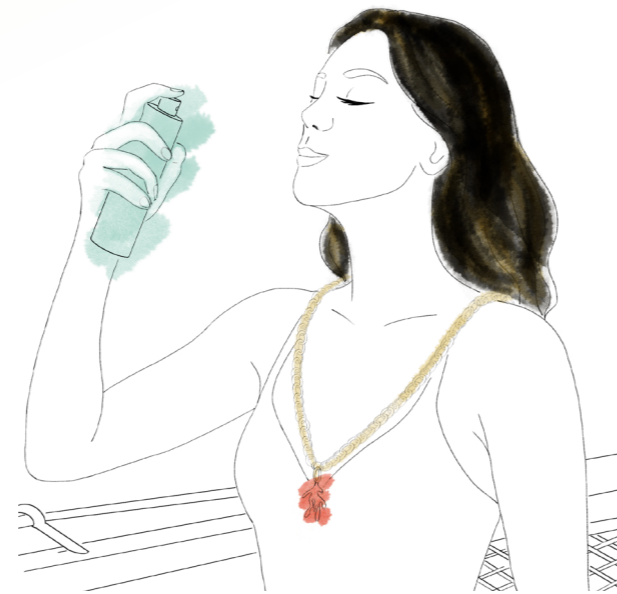
Bag chains



Cross chains

Storyboard 02

Achat vacance et experience nerae toujours sur soit



Impact



Beyond being sea-safe, Nerae avoids plastic entirely and uses dissolvable components that leave no trace in seawater. By working with algae-based materials, it also supports ocean regeneration, making respect for marine ecosystems its core mission.



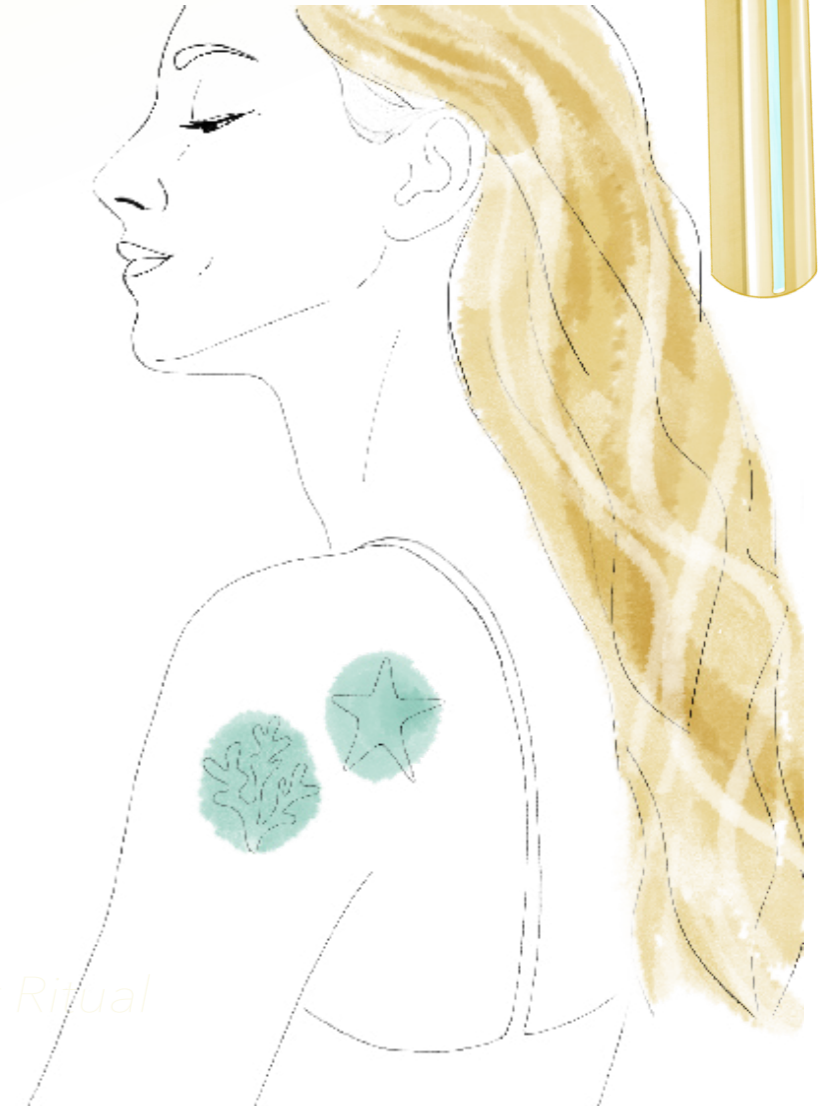
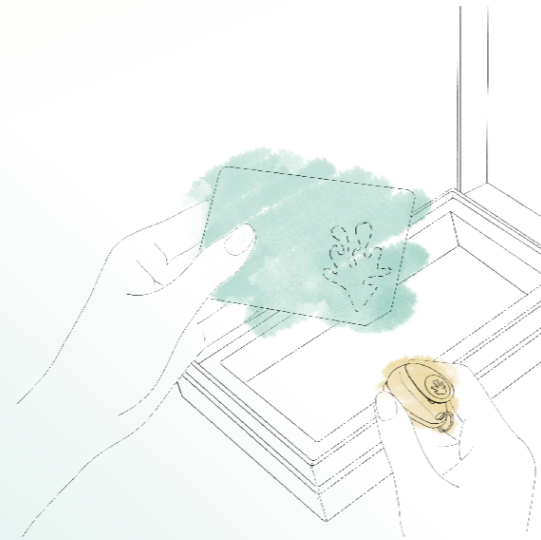
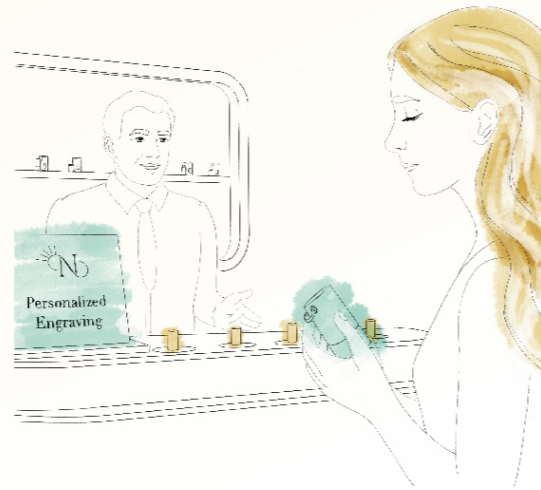
By offering a clean, refillable SPF ritual always at hand, the product promotes safe sun exposure and elevates daily care into a sensory wellness moment practical.



Nerae redefines luxury with a reusable core and eco-designed refills, built to last, adapt, and evolve with the user, making durability both practical and emotional.

Storyboard 01

Premier achat



Inspired and from the sea

To align with our ocean-friendly mission, we explore next-gen materials that combine environmental responsibility and premium aesthetics :

Compressed Algae Board

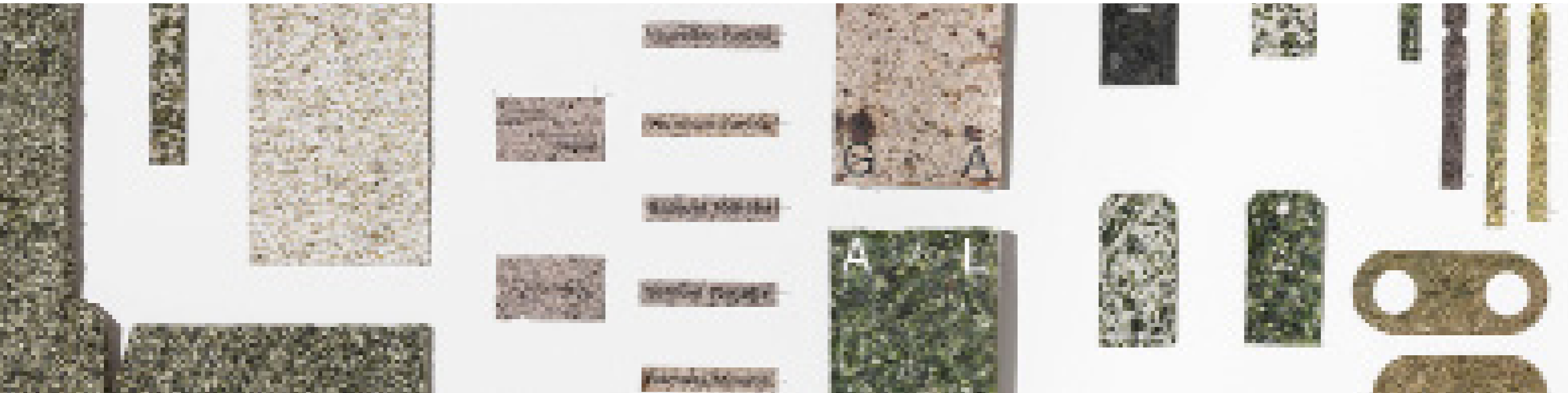
A **biodegradable**, rigid material made from dried **seaweed** fibers, used for both outer and protective packaging components. Naturally textured, marine-sourced, and compostable.

Algae-Based Pulp

For **structural inserts** or boxes: **dense** yet **dissolvable** in seawater, leaving **no trace behind**.

Recycled Paper & Seaweed Tissue

Delicate inner **wrapping papers** using seaweed **cellulose blends**; breathable, **soft-touch**, and **plastic-free**.



MATERIAL EXPLORATION

Concept Directions (R&D needed)

- **Algae-Based Dissolvable Sheet**

Compressed algae-based material designed to fully dissolve in seawater after use.

→ Leaves **no residue** and can release **nutrients beneficial** to marine ecosystems.

- **Micro-spore Encapsulation**

Embedding living spores of algae within the packaging material to be released in seawater.

→ Could support marine biodiversity once dissolved.

- **Mineral-Based Inks & Coatings**

Using inks or biodegradable films rich in marine minerals (Ca, Mg, etc.) to potentially assist coral growth.

→ Inspired by coral “feeding” techniques.

These innovations are not only sustainable, they are regenerative. Designed not just to reduce harm, but to actively benefit the ocean.



Experience & Loyalty

Nerae is more than a product, it's a lifestyle. A collectible journey.

Refill anywhere in the world — in select beach shops, concept stores, and airport boutiques. Each seaside destination offers exclusive charms & scents inspired by its local identity :

Corsica – Immortelle blossom, Genoese tower charm
Sicily – Limoncello splash, volcanic rock charm
Hawaii – Pikake flower mist, sea turtle charm
Spain – Orange & sea salt, lizard charm

Collect charms symbols of local culture, shaped like endemic flowers, sea-shells, marine species, or iconic coastal landmarks.

Join the « Sun Points » program to unlock limited refills, seasonal tattoos, and exclusive jewelry accessories.

Collect them. Wear them. Tell your travel story through your Naïa(e).

Your Naïa(e) becomes a travel journal, wearable and ever-evolving.

Skincare becomes your travel diary. Stylish, sustainable, and uniquely you.



Sdg's

3 GOOD HEALTH AND WELL-BEING



By offering a clean, refillable SPF ritual always at hand, the product promotes safe sun exposure and elevates everyday care into a sensory wellness moment.

8 DECENT WORK AND ECONOMIC GROWTH



Naïae fosters fair, inclusive economies by partnering with local artisans and seaweed cultivators to grow regenerative micro-industries.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



By exploring dissolvable, seaweed-based biomaterials, the project reimagines packaging not as waste, but as a lasting, wearable object, elevating it into a lifetime jewel.

11 SUSTAINABLE CITIES AND COMMUNITIES



Created for coastal and mobile lifestyles, the product is compact, durable and meant to follow active lives. It aims to inspire a real community around shared rituals and values.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Naïae redefines luxury with a reusable core and dissolvable refills, designed to last, adapt, and evolve with the user, making emotional durability central to consumption.

13 CLIMATE ACTION



Using fast-growing seaweed and fostering local supply chains, the project reduces CO₂ emissions while supporting low-impact, regenerative practices.

14 LIFE BELOW WATER



Its dissolvable components vanish in seawater without harm, and may even nourish marine life, ensuring full respect for ocean ecosystems

15 LIFE ON LAND



Made from seaweed, not land-based crops, the material requires no irrigation, fertilizers or soil use, and leaves behind no harmful residues.

17 PARTNERSHIPS FOR THE GOALS



The project encourages bold collaboration between global brands and local actors to co-develop sustainable, regionally adapted solutions