SWAYSET

FIND YOUR EVERYDAY RHYTHM.

IDENTITY BY MHDESIGNS



PERSONALITY WITH A CLEAR ROUTINE.

Create a distinctive haircare identity for waves and loose curls.
The challenge: expressive enough to stand out, clear enough to choose.

A LITTLE ROUTINE. ROOM FOR YOU.

SWAYSET

FIND YOUR EVERYDAY RHYTHM.

01
WASH
SHAMPOO
For waves & loose curls

02
SOFTEN
CONDITIONER
For waves & loose curls

03
SHAPE
STYLING CREAM
For waves & loose curls

Movement in the mark.
Clarity in the routine.
Character across the range.

A PARTING INSIDE THE Y.

SWAYSET



The curved split gives the wordmark a gesture of hair in motion.
A repeated S and controlled stems keep the expressive lettering coherent.
The letter carries an idea that survives without color or photography.

A LITTLE ROUTINE. A LOT OF YOU.



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A LITTLE ROUTINE. A LOT OF YOU.

Wash. Soften. Shape.
For waves & loose curls.

FIND YOUR EVERYDAY RHYTHM.





THE STRAND BECOMES THE SYMBOL, PATTERN CROP AND COMPOSITIONAL RHYTHM

WASH. SOFTEN. SHAPE.







NUMBER + NAME + PRODUCT TYPE / THREE FRONT LABELS WITH SHARED HIERARCHY

GOOD RHYTHM, ON THE SHELF.



SHELF HEADER + PRODUCT-CODED EDGE / GENERATED RETAIL VISUALIZATION

FROM THE SHELF TO THE SCREEN.

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The routine Our approach Bag (0)



FOR WAVES & LOOSE CURLS

YOUR EVERYDAY RHYTHM.

The three-step set $72

Wash, Soften and Shape.
Three product types, clearly numbered.

Add the set to bag

Shampoo + conditioner + styling cream

MEET YOUR ROUTINE.

Choose the whole set, or explore a step.



Wash $24
Shampoo / 250 mL

Explore Wash



Soften $26
Conditioner / 250 mL

Explore Soften

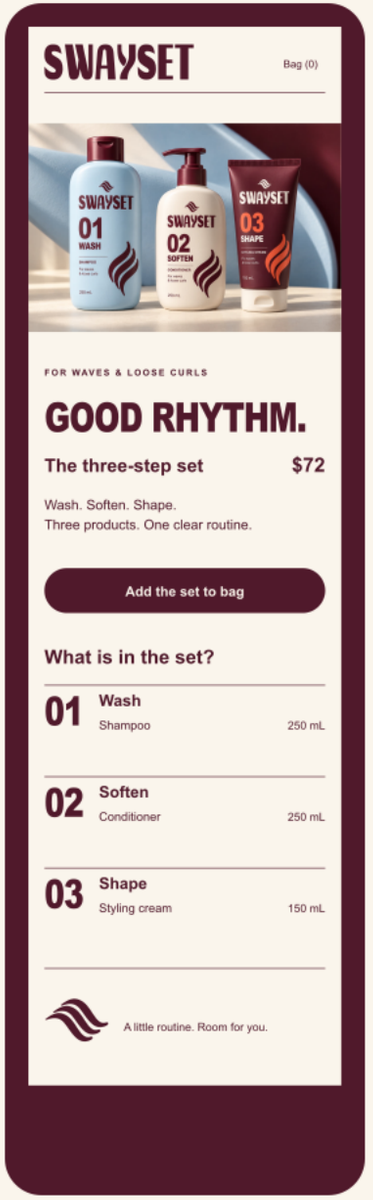


Shape $22
Styling cream / 150 mL

Explore Shape

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Find your everyday rhythm.



A full routine at a glance.
A clear product breakdown.
One straightforward purchase step.

The same numbered system carries into an ecommerce set page and its mobile detail view.

STATIC ECOMMERCE DESIGN / ILLUSTRATIVE USD PRICES / NOT A LIVE STORE

SWAYSET

SWAYSET

GOOD RHYTHM.



THE THREE-STEP SET

01 WASH / SHAMPOO / 250 mL
02 SOFTEN / CONDITIONER / 250 mL
03 SHAPE / STYLING CREAM / 150 mL

For waves & loose curls

LOGO + LETTERING + PACKAGING + RETAIL + DIGITAL