

PORTFOLIO XAVIER LEFOL

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PRODUCT DESIGN



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INNOVATION SHAVERS RESEARCH

Create the new generation of BIC's women shavers

# ATH - LEISURE

## ESTHETICS

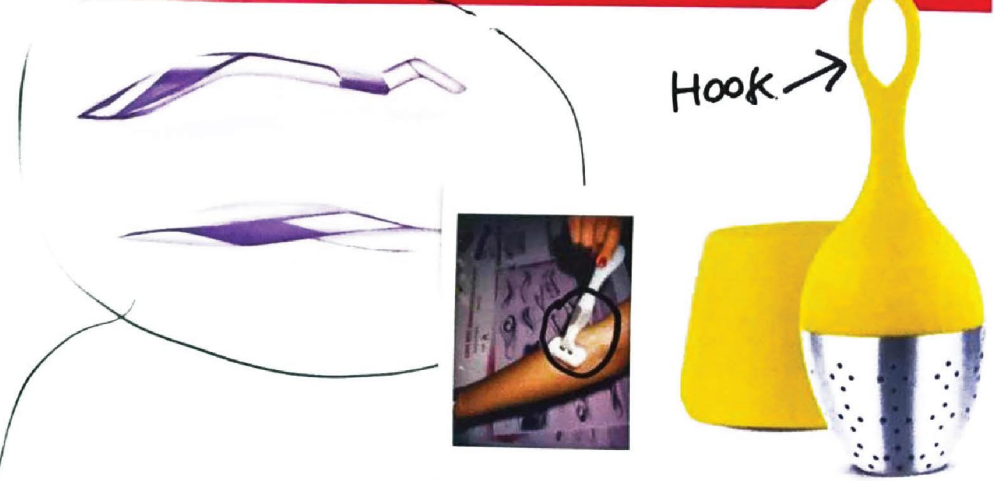


## FORMS



STRIP  
VIVID COLORS  
DYNAMIC

## ERGONOMICS



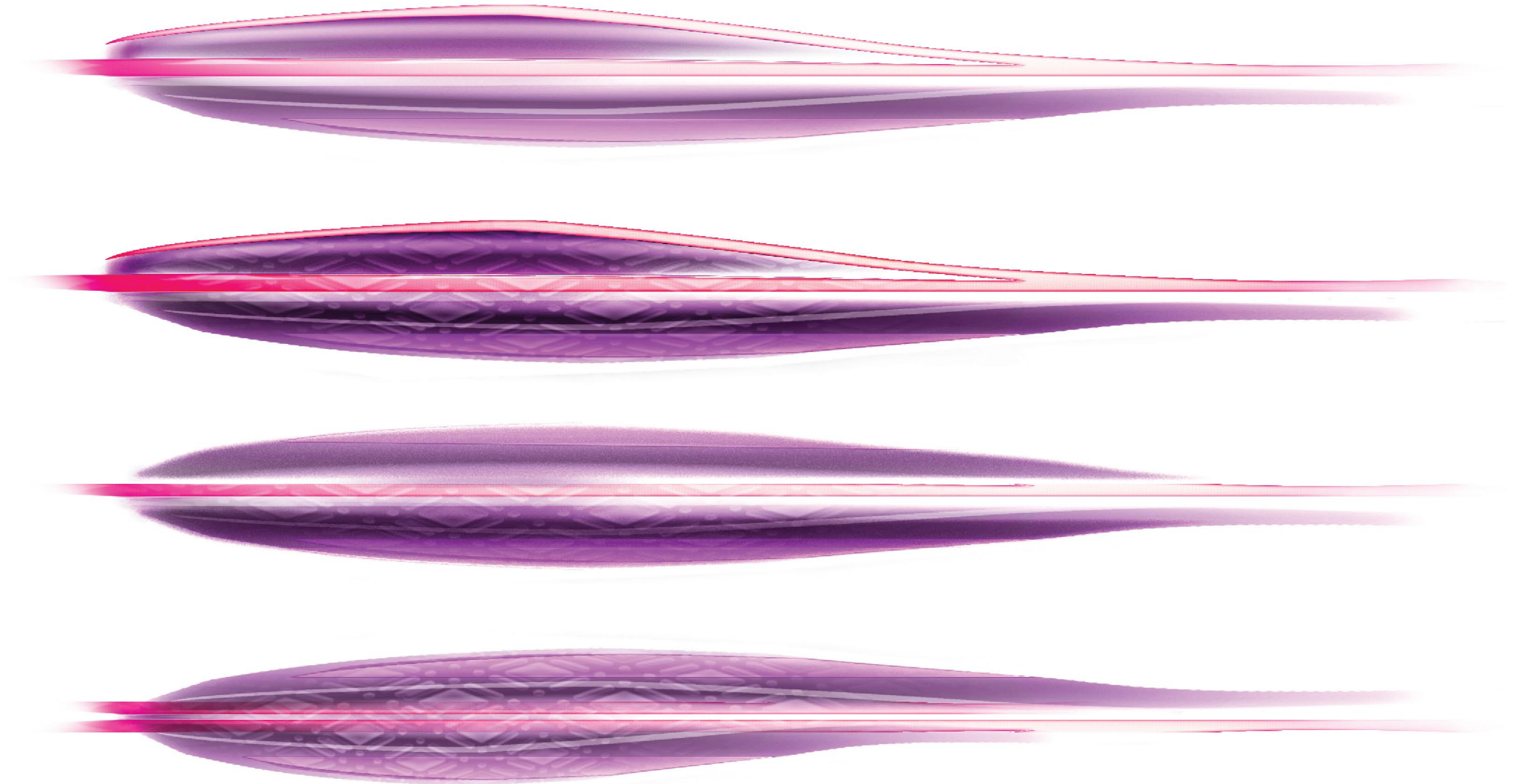
## MATERIALS | TEXTURES | PATTERNS







FLASHY COLORS      FITNESS      STRETCH  
ENERGETIC      STRONG

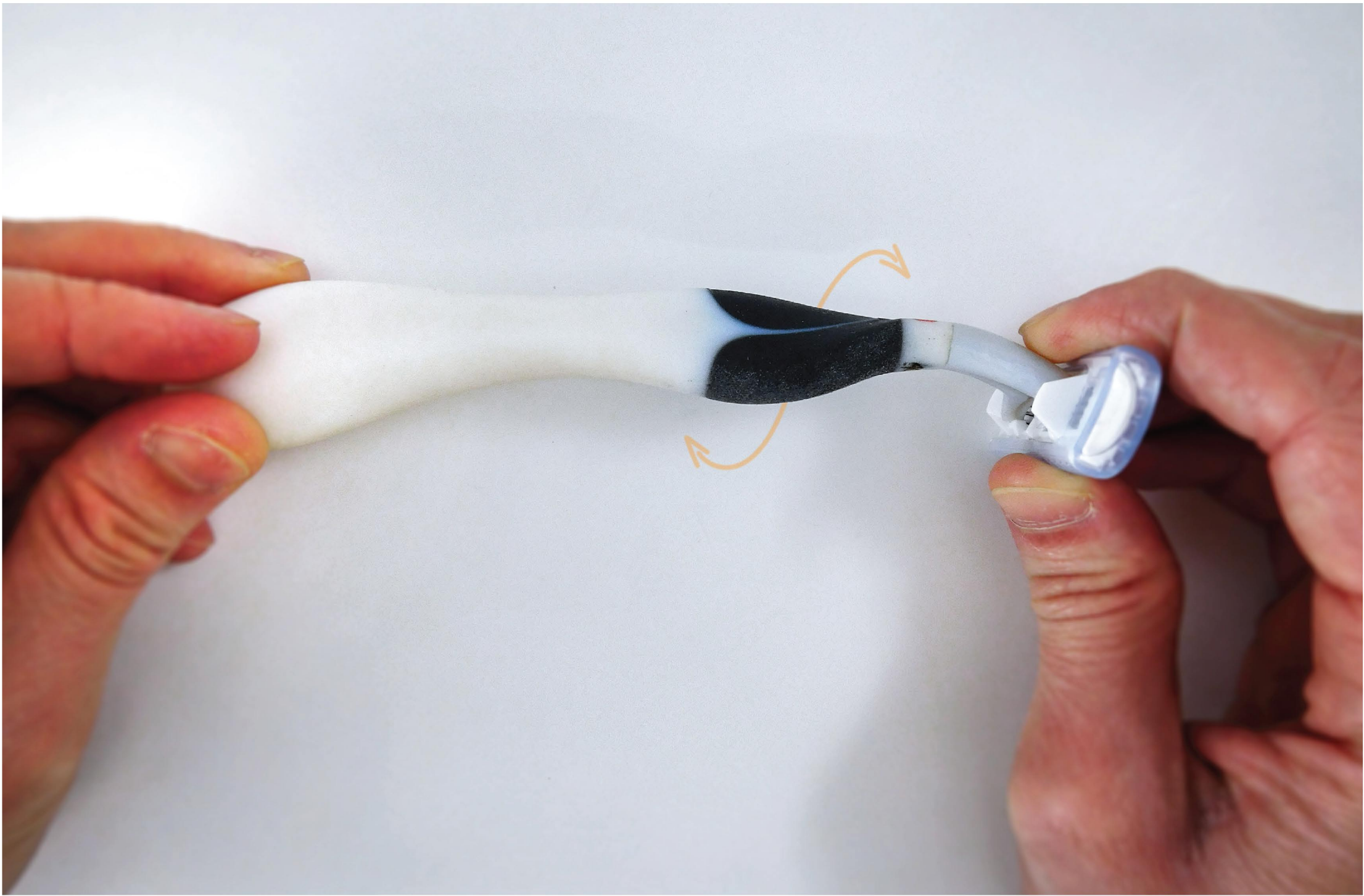


CONCEPTS RESEARCHES

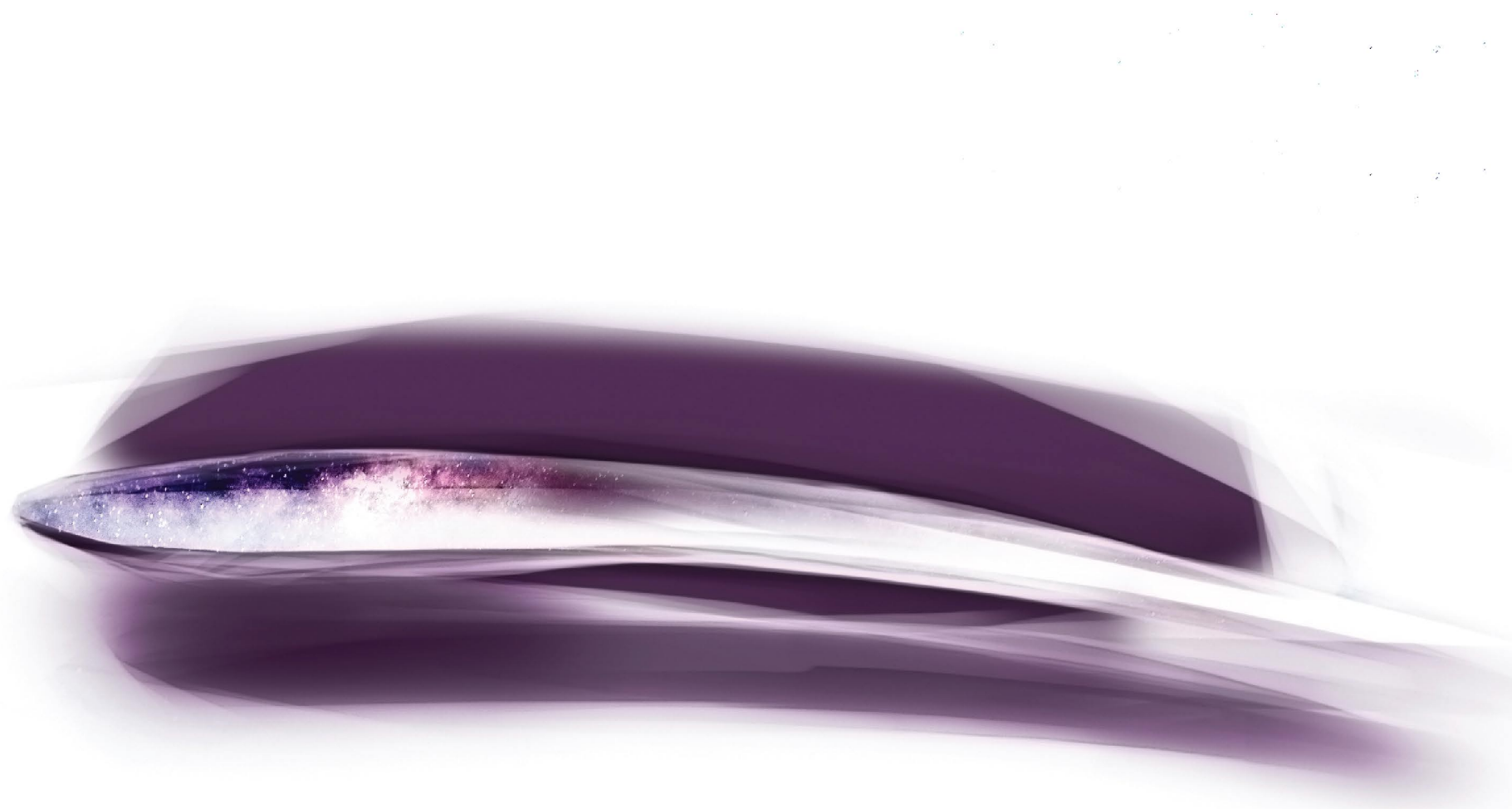




MECHANICAL RESEARCHES THROUGH 3D PRINTING



THE FINAL RESULTS ARE CONFIDENTIAL !







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WOMEN SHAVING HABITS

Analysis of women shaving habits & trends in the bikini area



**Study from the International Society for Sexual Medicine:**  
Women's total removal of their pubic hair was associated with younger age, sexual orientation, sexual relationship status and with higher scores on the Self Image Scale (FGSIS).



## RESEARCHES MADE ACCORDING TO SOCIAL EVOLUTION

The fashion originated from the pornography industry, where pubic hair has become enemy No. 1.

The girl panel from the study is adamant regarding its innocence.  
“And it is just hair, which will grow back”

“Sadly, most boys today watch pornography – starting long before sexual activity with actual girls – and what they see becomes imprinted as their standard for sexual attractiveness.”





2007

**BREEZE**

Built-in Shave Gel Bars simplify shaving

2008

**EMBRACE**

5 blades leave legs touchably smooth

2009

**SPA BREEZE**

Shave Gel Bars infused with the fresh scent of white tea

2010

**BIKINI TRIMMER**

Safely & easily trims bikini hair

2011

**PROSKIN**

Built-in body butter-enriched MoistureRich Shave Gel Bars

2012

**VENUS & OLAY**

5 Venus blades, plus Olay Moisture Bars

AFTER MORE THAN 100 PAGES OF RESEARCHES THE IDEATION PROCESS CAN START TO CREATE THE FUTUR OF SHAVING !

