

# EVERSHARP



**Product Design** – Fusion Pet Shear

**Concept Proposal** – December Birthstone Collection

**Trend observation** – Healing earth tones  
– Exciting colors

This publication is a design type quarterly published by the Product Planning Division of Eversharp Pro Company.

Each topic will focus on the Beauty Shear or Pet market, providing design ideas for the season

The quarterly content includes three categories: product design, concept proposal and trend observation, etc.

Through design and development, potential new products and current fashion trends are developed, as a reference for business promotion.



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## **Product Design**

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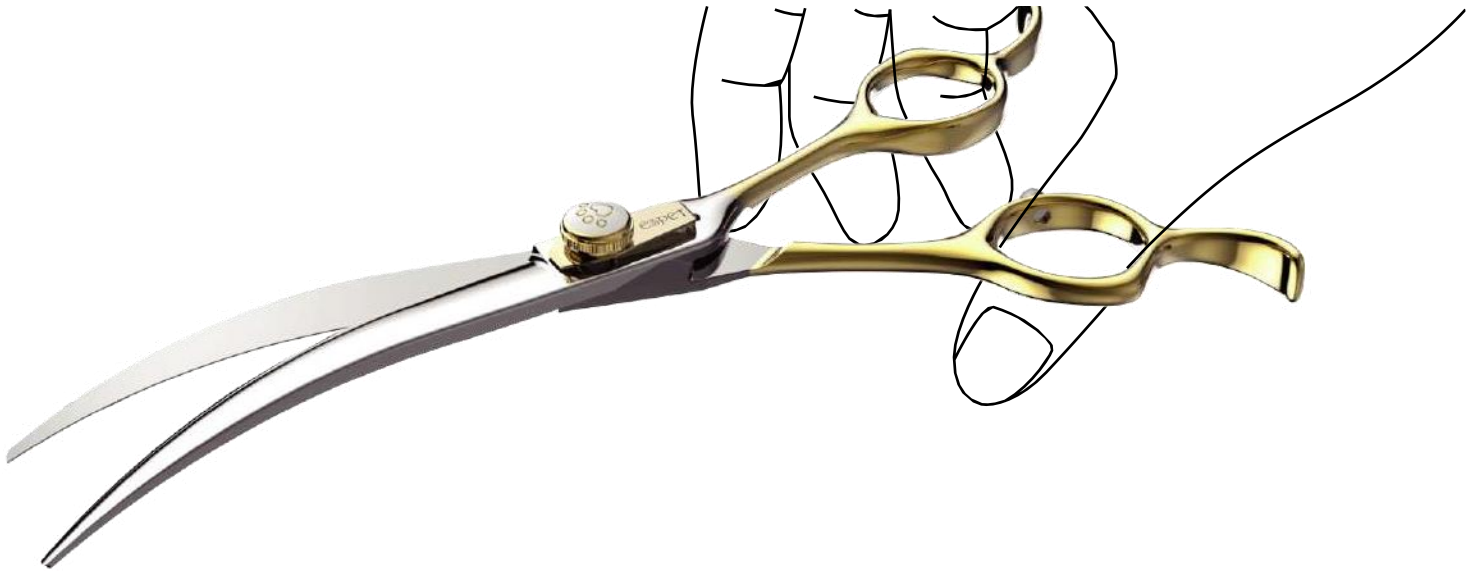
## **Trend Observation**

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## Product Design - Fusion Pet Shear

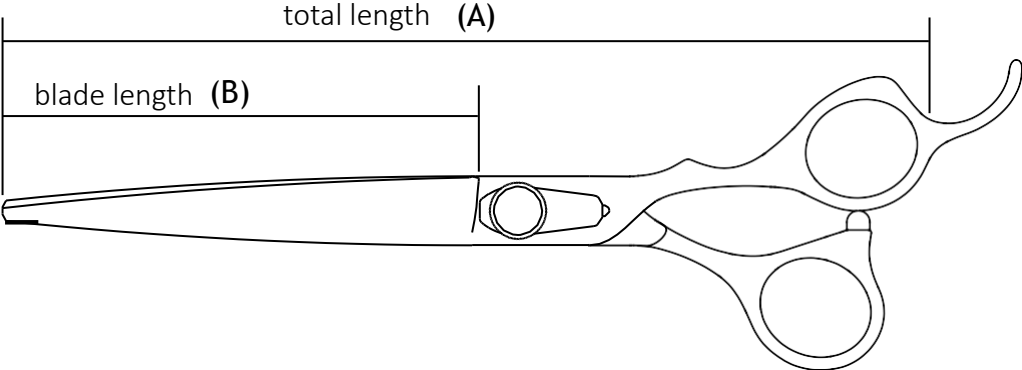
This design is Fusion pet grooming scissors specially designed for pet grooming. Currently, this series offers 7-inch straight scissors, curved scissors, and 6-inch (40 teeth) thinning scissors. In the setting of the scissors, the straight and thinning scissors are all classic semi-biased handle designs, while in the setting of the curved scissors, the direction and angle of the trimming are considered, and a symmetrical handle design is chosen to increase the number of pets. The flexibility of the beautician in the operation.



Fusion series products are expected to present consumers with a luxurious but not overwhelming texture taste. The shape of the handle is simple but functional. The ergonomic curved handle, the curved ring, and the wide scissor tail are all designed to enhance the grip. comfort. In the screw area, the screw group that can be adjusted manually is selected, which is flexible and easy to operate. Finally, the blade and handle are mixed and matched with different metal elements through surface treatment to create a high-level layering.



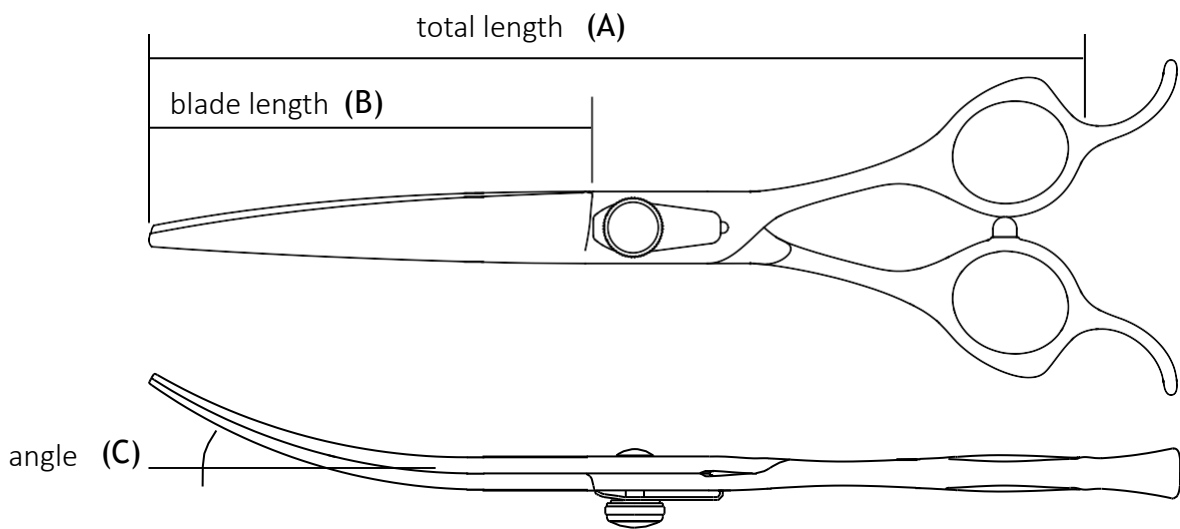
# 7 inches Pet Shears



**Model: FS-70S**

Size: 7 inches, total length (A): 181mm, blade length (B): 92mm

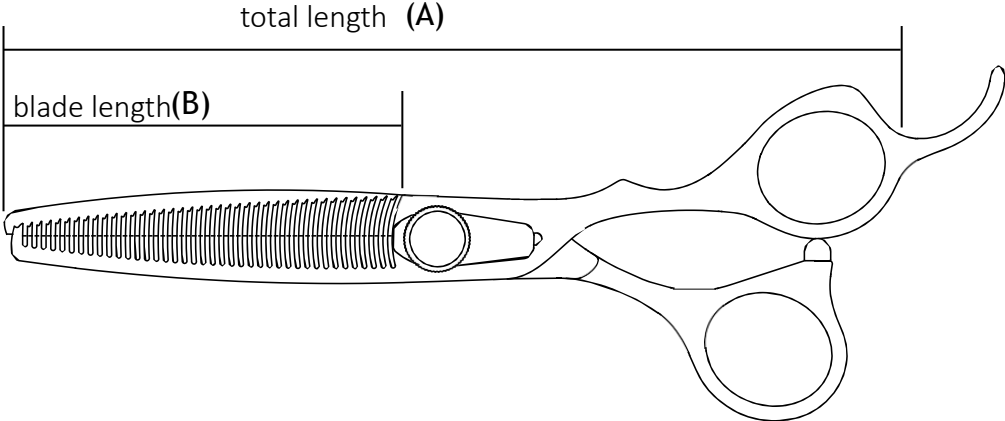
# 7 inches Pet Curved



## Model: FS-70

Size: 7 inches, total length (A): 178mm, blade length (B): 85mm, angle (C): 15 degrees

# 6 inches (40 Teeth) Pet Thinning



## Model: FS-40T

Size: 6 inches, total length (A): 152mm, blade length (B): 68mm, cut ratio: 30% (40 Teeth)

# Concept Proposal - December Birthstone Collection

Since the Middle Ages, people have believed that minerals and gemstones have super-natural and mysterious powers. So far, in addition to constellations and blood type analysis, the "birthstones" distinguished by the month of birth are also called birthstones, which are used as gifts to people born in each month of the Gregorian calendar. It is often used as a gift for birthdays or anniversaries, and many people will also buy their own birthstone jewelry and carry them around to hope for good luck.

This concept is a new design created by combining birthstones and screw products. Through special processes and construction methods, the characteristic texture of the birthstone of each month is presented on the surface of the screw. Through the meaning of the story given by the birthstone, it provides consumers with the same experience when purchasing scissors. Find Your Own Tools That Bring Good Luck



## January Birthstone: Red Garnet

Meaning: friendship, loyalty, chastity



## July Birthstone: Ruby

Meaning: passion, power, wealth



## February Birthstone: Amethyst

Meaning: wisdom, cleverness, popularity



## August Birthstone: Peridot

Meaning: self-confidence, happiness, contentment



## March Birthstone: Aquamarine

Meaning: courage, peace, composure



## September Birthstone: Sapphire

Meaning: quiet, steadfast, truthful



## April Birthstone: Diamond

Meaning: eternal, clean, strong



## October Birthstone: Opal

Meaning: health, hope, cure



## May Birthstone: Emerald

Meaning: luck, beauty, strength



## November Birthstone: Topaz

Meaning: Unity, Friendship, Loyalty



## June Birthstone: Pearl

Meaning: Elegance, Longevity, Abundance



## December Birthstone: Turquoise

Meaning: luck, success, victory



## Screw Matching Instructions



The pictures are all conceptual proposals and are for reference only. The products should be based on practice.

## Trend Observation - Healing earth tones

With the spread of the COVID-19 global pandemic, people's lives and physical and mental health have been affected in some way or another. Therefore, the earth color with hope and warmth has become a popular choice in the fashion trend. Jenny Clark, head of color at the trend forecasting authority WGSN, said: More and more studies show that we have a deep-rooted connection with the environment.

In a broad sense, Earth Tone refers to all the colors generated from nature. The low-chroma tones are not overly bright and exciting, such as warm and natural earth browns, sunny and vibrant earthy yellows, intellectual and stable stones. Grey, etc., we also constantly reflect the current atmosphere trend of the world by trying new colors combined with products, and provide future aesthetic design references on product color matching.



# Color matching hints



# Transfer Design Schematic



The pictures are all conceptual proposals and are for reference only. Please refer to the actual product for the product.

## Trend Observation - Exciting colors

During a COVID-19 epidemic prevention press conference in 2020, a reporter mentioned that under the real-name mask policy, some males were ashamed to wear pink masks because they were afraid that their classmates would be scorned or ridiculed by their peers. The issue of gendered color resurfaces for discussion

Pink has been the most controversial color in the past, giving people a weak, rebellious gender stereotype, until the past decade with the rise of global gender awareness, the fashion industry, trend circle celebrities and hip-hop culture began to embrace pink in different forms, Make pink a color that can be mastered by all genders and all identifications equally. Pink has become a fashionable color so far, its romance makes people happy, and it is more often the theme of pop culture. We believe that pink is still one of the popular options this spring and summer, and we also hope that through the power of design, we can create A product that will appeal to all genders.



# Color Matching Hints



# Transfer Design Schematic



The pictures are all conceptual proposals and are for reference only. Please refer to the actual product for the product.

Thank you

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