Work-Integrated Education (WIE)
BA(Hons) in Interactive Media
Co-operative Project (10 weeks, Semester 1, Year 2)

Spark Fragments

Collaborator: Harvey Nichols (Hong Kong) Ltd
Project Tutor: Newman LAU, Ted Li
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Project Description
The project partner - Harvey Nichols - is an upscale luxury fashion destination, and its concept of leading trends and offering an exclusive selection of international brands has made it a leader in its field. This project emphasized the core value of the 'personal shopping' experience. The associated tagline, 'one-on-one luxury', referred to a belief in one's preferences and being able to obtain the most suitable service.

The project's design concept included qualities of expression, collection, creativity and surprise. Using hashtags, students helped customers to determine their own personal uniqueness and take it to Harvey Nichols, which could provide them with one-on-one luxury. Each section of an app was designed to streamline the aforementioned qualities and make the user prominent.

Demo video stills

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