



Code Shaver

REMINGTON

When faced with the challenge of growing your share in a highly competitive segment, why not just make your own?

The Remington Code is the first electric shaver designed specifically for teens. In a world where 75% of electric shavers are sold to users over

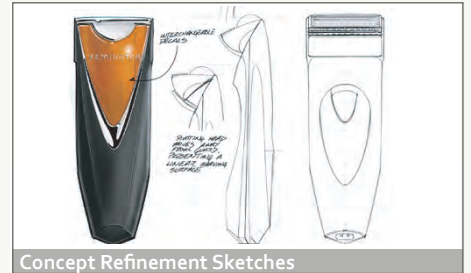
age 45, Code sought to create market share and brand loyalty amongst a younger audience that will be shaving for years to come.

Remington addressed teen-specific concerns in several ways. Retail cost was kept at \$20 through the implementation of a single cutting head appropriate for sparse teen facial hair. With only a few long thin hairs to shave every few days, a lead trimmer was integrated to ensure those hairs can enter that single cutting head. The painful memory that razor blades don't mix well with acne was not lost on the development team either.

Remington partnered with Brooks Stevens, Inc. to ensure this new product distinguished itself from the horde of adult shavers while reinforcing existing Remington brand language. Inspired by the game consoles, stealth aircraft and personal computer case mods that command many teenage boys'



Initial Concept Sketches



Concept Refinement Sketches

attentions, Brooks Stevens, Inc. developed a language of converging shapes, crisp edges and subtly asymmetrical details. To provide additional visual interest, an LED-lit tinted window exposes the internal workings of the shaver, visible in the mirror's reflection while shaving.

In its first year of availability, sales more than doubled projections. Initially intended to sell only in the US, demand for this uniquely targeted product has created sales in Europe, South America and Australia. ■



Form Study Model

