

The Narrative

The young, American male DTL vape consumer isn't rich, but he is accumulating wealth or wants to give the appearance of it. While chipping away at the American dream, he collects as many well-crafted personal effects as he can afford. And he plans to buy more.

In a DTL device, he wants one that performs well, is an industry leader, and gives him the most value for his hard-earned money. So in many ways, the device reminds him of himself—where he came from and where he's headed.

The device he prefers isn't flashy. It is innovative and bold and a brand others will recognize as premium. For him, it is as much about buying quality as acquiring a status symbol. Yes, it needs to perform exceptionally well, but he also wants something with premium aesthetics worthy of his collection.

When he uses his DTL, he feels a sense of confidence, like he has overcome something bigger than himself. He feels he is the rags to riches story every American believes is theirs. That he has graduated from MTL vape pens and into a better life. Therefore he's earned the privilege and the means to smoke a high-end device.

Our stylescapes represent four expressions of uniquely American concepts that epitomize the achievement, luxury, performance, and innovation desired by the premium U.S. male DTL vape aficionado.

PURE

Concept 1

Concept 1: PURE

Inspired by bold landscapes like glaciers, there is strength on top with hints of something more below the surface.

The pure concept represents American luxury that comes from balance and strength in detail. The unnecessary elements are excluded so that the user can focus on the performance of a well-made device from an industry-leading brand. It allows for a high-end appearance of innovation without undermining the function or quality of the product.

Each quality detail elevates the others, building into a final iconic, solid, durable vaping device that mature users seek. This device convinces users of brand superiority at first glance.

Research insight: The social stigma in the U.S. vape market means mature users are less likely to use their vaping devices conspicuously in public places where they may draw attention. Instead, they will favor a high-quality device they enjoy the look of for themselves and will consistently perform well. .

Core user persona: The Go-Getter

Confident
Iconic
Solid
Durable
Intentional

Premium
Minimal
Clean
True



CORE

Concept 2

Concept 2: CORE

An American luxury style that is defined by powerful design elements and a user that is confident of the functional superiority of their vape device.

High-end luxury that highlights craftsmanship by alluding to the finer things in life. It speaks of intention and attention to detail using powerful core elements and clearly defined innovation.

The Silhouettes feel high-tech, and the buttons and interfaces look like something users can only get in performance devices. This style scape defines high-end in the market by offering comfort, luxury, and innovation. It is a device that stands apart, layered, rich in form, and impossible to overlook.

Research insight: The trend in the U.S. premium/high-end tech vaping landscape is to design for simplicity with extra attention given to core details.

Core user persona: The Game Changer

Confident
Curated
Edited

Refined
Intentional
Timeless

Premium
Focused



HONEST



Concept 3

Concept 3: HONEST

The Honest concept is a vaping device that fulfills a purpose, like a tool. It has a look that speaks to its utility and a solid appearance of something expensive but worth the cost because it is useful. It is remarkable but not flamboyant.

Simple and straightforward, the profile, buttons, and interface will highlight the device's functionality. The design theme will be neutral, restrained, and not overdone. This understated appearance will leave room for the user's self-expression.

The materials will be rich but not luxe to reinforce the honest, straightforward aesthetics. What you see is what you get, and what you get is the quality of a high-performance device.

Research insight: To gain market share through better vaping user experiences, prominent players in the US market are making their products higher-functioning and better quality.

Core user persona: The Regular Guy

Precision

Durability

Personalized

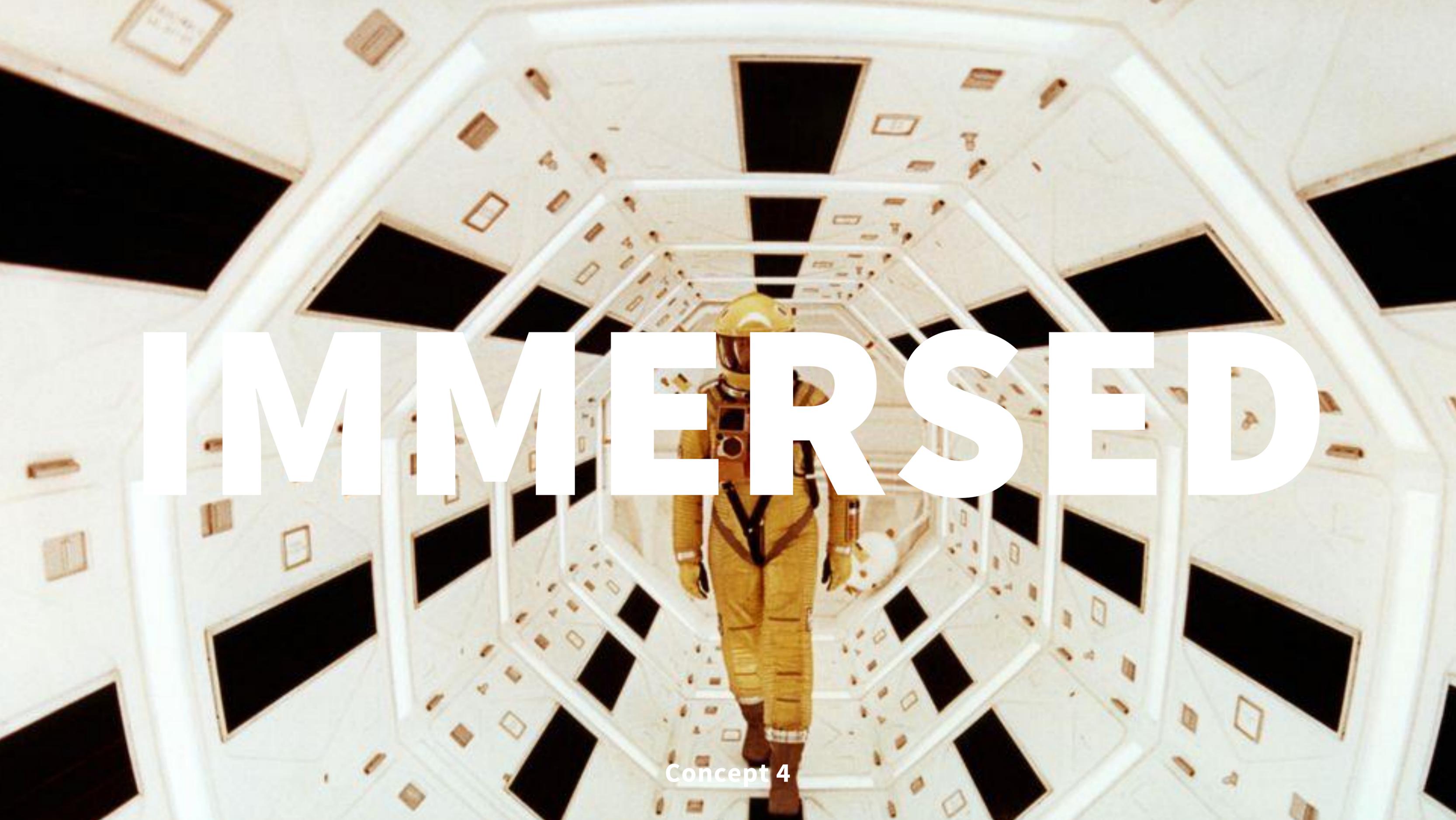
Authentic

Honesty

Trustworthy

Down-to-earth





IMMERSED

Concept 4

Concept 4: Immersed

Immersive luxury for Americans centers around being the antithesis of the fast-paced and busy; it is relaxed and luxurious and strives to bring users fully into a vaping experience.

Time to relax, in the modern world, is a commodity. Getting lost in an experience—a luxury most cannot afford. Immersive luxury uses futuristic materials, repeatable patterns, and textures that entice users to touch and hold the device even when not taking a hit. It blurs the lines between physical and sensory experiences. It is mesmerizing, innovative, and cool.

This device stands out from the rest; it is a collector's piece users want to own and show off. It is experience driven and that experience is driven by interactive materials, finishes and details.

Research insight: Finishes and attention to detail will be critical key differentiators from competitive products

Core user persona: The Day Dreamer

Transportive
Intangible
Sensory

Seductive
Continuity
Escape

