

Target

Transforming a line of products from average to innovative



Target has long been lauded for its ambitious and visionary efforts to bring design to “Main” Street. Offering distinctive, fashion-forward merchandise at a savings has been the key to differentiating the brand from other discount retail giants. To find inspiration and identify the material trends that will transform their products from average to innovative, Target’s design team makes frequent use of the company’s Corporate Membership to Material ConneXion’s Library.

During one such visit to our material archives, the team discovered ChromaFlair, a coating of interference pigments that shifts colors when viewed from different angles. ChromaFlair is widely used as a finish for automobiles, bicycles and sports equipment, and Target’s designers quickly recognized the material’s potential to add value and allure to virtually any product.

Target’s encounter with ChromaFlair ultimately led to Iridescent Evolution, a new line of electronics the company produced with Philips Electronics and Motorola Corporation. By utilizing the sparkling pigments to reinvent phones, boom boxes and MP3 players, Target gave these common consumer items a futuristic aura and an irresistible appeal. ■

Looking to take your next project from average to innovative? Our Materials Library has over 4,500 solutions to get you inspired. [Find them here >](#)

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