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VISION

EXTRAORDINARY SERVICE MAKES FOR AN EASY LIFE.
MISSION

WE TAKE THE STRESS OUT OF SHOPPING FOR YOUR NEW FAVOURITE PAIR OF JEANS.
BIG IDEA

SHOPPING FOR JEANS SHOULD BE SIMPLE.
02 VALUES

Central  
service, fun, value for money, innovation

Functional  
good fit, democracy (in sizes), quality

Expressive  
positivity, lightness, consumer-friendliness, fun
SERVICE

expert shop assistants • anticipation of customers’ needs • personalisation • spacious fitting rooms • democracy • extra information and inspiration
‘MAKE SURE PEOPLE ARE HAVING FUN. FUN IS NOT ABOUT ACTING STUPID. IT’S THE FEELING YOU GET WHEN YOU’RE ON TOP OF THINGS.’

Richard Branson, founder of Virgin
VALUE FOR MONEY

‘OUR PEOPLE DO IT WITH STYLE AND PANACHE. THEY HAVE FUN. THEY TRY TO BRING GOOD VALUE FOR MONEY, THEY TRY TO MAKE SURE THAT THE QUALITY IS BETTER THAN ANY OTHER COMPANY AROUND, AND THEY TRY TO DO IT ETHICALLY.’

Richard Branson, founder of Virgin
INNOVATION

retail and service innovation • doing things differently from small to large • surprise factor • consumer-oriented • latest technology
• women aged between 25 and 55
• from the Netherlands
• professional
• lives in the city or the suburbs
• positive attitude, humorous
• active and spontaneous
• down-to-earth
• sociable, values friends and family
• appreciates small gestures and the happy little moments in life
• part of the fashion mainstream
• combines basics with some special/favourite pieces
• not very brand loyal when it comes to fashion
• often rates price and fit over quality
INSIGHTS

**Insight 1**
For these women, shopping for jeans is associated with stress.

**Insight 2**
Their biggest frustration is finding an affordable, contemporary pair of jeans with a good fit.
THIS IS LAURA

• 35 years old
• lives in the centre of Rotterdam
• shares a small apartment with her boyfriend
• language teacher, average income
• her friends describe her as ‘sunshine’
• open-minded, enthusiastic
• spends most of her time with friends and family
• enjoys city trips, relaxing in the park, cooking, shopping and watching the sunrise in the morning
• dresses up basic outfits with jewellery
• stays informed about the current fashion through magazines, Internet and her friends
• wide hips relative to shoulders
• likes wearing jeans because they fit her active lifestyle
• finds it hard to settle on one favourite fashion brand
• limited shopping budget

‘IT IS HARD TO FIND JEANS THAT FIT.’
USP: SIMPLIFYING SHOPPING FOR JEANS THROUGH A WIDE RANGE OF FITS AND SIZES COMBINED WITH HYPER-PERSONALISED SERVICE.
‘ONLINESS’ STATEMENT

Virgin Denim is the only mid-market denim brand with a democratic approach that simplifies the experience of buying jeans through their extraordinary service.

VIRGIN DENIM IS

WHAT  the only democratic jeans brand on the mid-market
HOW  that simplifies the experience of buying jeans through their extraordinary and personal service
WHO  for women between 25-55 years with different body shapes who are part of the fashion mainstream
WHERE  living in the Netherlands
WHY  and desperately looking for an affordable pair with the (almost) perfect fit
WHEN  in an era of standard sizes and a lack of good service.
05 CORE IDEA

ESSENCE
IDEA

Virgin Denim stands for a democratic, service-oriented brand with the aim to turn the act of buying jeans into something effortless. No matter the body shape, shopping for jeans should be simple and enjoyable. Through merging offline and online as well as through real interest in our customers we provide the best service on several levels. In short, it is the old school feeling of being helped in a store enhanced by today’s technological possibilities. Virgin Denim brings ease, joy and your new favourite pair of jeans through their extraordinary service.

The brand is based on the belief that the biggest issue with finding well-fitting jeans is not the products available but rather the lack of good, dedicated service and clear navigation. As a consequence, women often try the wrong styles and sizes and then get the impression there are no good jeans for them.
FOUR BODY TYPES

Based on the insight that many women consider shopping for jeans as stress, Virgin Denim decided to divide their customers into four body types and to divide the assortment accordingly. This concept makes it simpler for women to find the right pair, flattering the respective body, and prevents them from having to fit countless styles. The shapes Virgin Denim uses derive from the different body types of Western European women. One is defined through a relatively small waist with shoulders and hips having approximately the same width (Ruth). Another shape refers to women with broad shoulders relative to waist and hips (Tamar). The next one is characterised by an equal visual balance between shoulders and hips and a waist that is only slightly indented (Leah). Women with a wide hip area relative to waist and shoulders form the last category (Delilah).

Virgin Denim works with four denim characters, relating back to these common body types, and has given each a recognisable colour and pattern as well as a name which derive from major women from the Old Testament. The characters not only function as navigation tools in the stores or online, conveniently and smoothly guiding the women to the most flattering fits, but also come back in details like the lining of the pockets.
IF IT WAS A HUMAN

bubbly • approachable • feminine • smart • humorous
• sympathetic • easy-going • like an active, optimistic
and affectionate friend one admires
MOOD

light-hearted • fun • positive • fresh • clean •
organic • feminine • engaging • active
GRAPHIC COLOURS

PRIMARY COLOURS
- Gentle rose: 5 / 20 / 0 / 0
- De Nîmes: 100 / 85 / 40 / 40
- Radiant orchid: 40 / 50 / 0 / 0
- Innocent blue: 15 / 2 / 0 / 0
- Blooming pink: 0 / 90 / 20 / 0
- Wispy white: 0 / 5 / 5 / 0
- Enticing purple: 25 / 100 / 30 / 20
- Smooth leather: 0 / 26 / 46 / 0

SECONDARY COLOURS
07 LOOK & FEEL

FONTS

HEADER
GOTHAM ROUNDED LIGHT
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789

COPY
GILL SANS LIGHT
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789
‘Ruth’ refers to women with an hourglass shape. The width of shoulders and hips is approximately the same, with a relatively small waist. Every woman can be proud of coming within this classic, beguiling body shape, next to icons like Elizabeth Taylor and Marilyn Monroe.

TAMAR

Shoulders and upper body of ‘Tamar’ women are in general wider than the hips with little waist indentation. This shape with broad shoulders relative to waist and hips belongs to strong women that know exactly what they want and how they will get there.

IN WORDS

engaging • light • frank •
humorous • positive • personal •
approachable
VISUALS

- www.thefancy.com
- www.retaildesignblog.net
  - www.scheschy.at
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- www.emmastine.com
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