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PHASE 1
WEEK 1-4
ORIENTATION & RESEARCH
BACKGROUND

WEEK 1
CONCEPT ORIENTATION

AMFI
BEST PROJECTS BASED ON INTEREST AND GRADES

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CONCLUSIONS

GRAPHIC DESIGN
started with print, than later in the 3rd and 4th year I specialised myself in digital (iPAD)

MORE A ‘DO’ER THAN A THINKER
My strongest competence within AMFI always has been actualisation. Orientation and research are always a struggle for me. Actualisation and presentation are definitely my strongest competences within AMFI.

I AM EXTREMELY ORGANISED AND GOOD IN WORKING IN A TEAM

FIRST PROJECT IDEA
BASED ON INTERESTS, FUTURE PLANS AND AMFI COMPETENCES

CREATING A DIGITAL LOOK BOOK / MAGAZINE SUITABLE FOR THE IPAD FOR A WELL KNOWN DUTCH FASHION BRAND

FIRST BRAND IDEAS:
G-STAR
SCOTCH & SODA
THE OPPORTUNITY

- More and more digital exposure - especially on tablets
- Less interest for print
- Print is more expensive and less sustainable
- People want fast information, whenever they want, wherever they want
- Social media is casual and superficial

So...

Brands can use this opportunity to create a ‘collectable’ on the iPad that will be fast but not superficial. A combination of the classic look book and a corporate magazine.

TOPIC

iPad look book / magazine for a well known dutch fashion brand like G-star or Scotch & Soda.

WHAT IS THE PROBLEM, QUESTION OR CHALLENGE?

- Is it relevant for those brands to go digital to approach their target audience?
- A look book is for retailers only, how do you make an interesting combination that is both suitable for retailers and customers?
- How to create an interesting platform that can be used as a look book and magazine at the same time?

WHAT IS THE GOAL

To create an innovative new channel/medium to add to the already existing digital brand experience of the brand (social media, website & webshop)

WHAT ARE YOU GOING TO DELIVER AND FOR WHO

An innovative new way of showing a collection on the iPad not only for retailers but also appealing to its target group

DELIVERABLE / GOAL

On the 19th of June 2014, there will be an iPad magazine for a well known dutch fashion brand that will be of added value to their digital brand experience.

FIRST RESEARCH QUESTION:

Aside from the collection, what should an iPad magazine for g-star contain to be of added value to their brand experience?

1. Why do brands prefer digital exposure over print?
2. Why do readers prefer digital exposure over print?
3. What do the readers expect or want to see and read in a magazine published by a brand?
4. What does Scotch & Soda want to accomplish with their own magazine?
5. What elements would be suitable for a branded magazine?
STARTING POINT

Started research and the concept from an ‘opportunity’.

PRELIMINARY RESEARCH CONCLUSIONS

- G-star is extremely enthusiastic about an iPad product and a brainstorm session will take place after March 6 with E-commerce Manager Jeffrey Duyvesteijn.
- Digital magazines are simply replicas of the print version, than the print version will always win.
- Companies often use the wrong approach when it comes to digital exposure: What can we do for readers, but it should be: what can we do with readers.
- A digital magazine is a container. It should be a connector that brings people together.
- Hearst’s deal with Apple in 2013: iPad magazines published days before printed version hits stand. Hearst is confident in tablet as a medium.
- iDEAL record number of payments in 2013 because of the tablet. People no longer use iDEAL at home but also on the go.
- Tablets good for over 50% of the PC market.
- Newspaper Telegraaf comes back with their Sunday edition, but only available on tablet.
- Computer market collapsed. Most people prefer tablets or mobile phones.
- Even companies like De belastingdienst (Government tax refunds), KLM and the Ziggo Dome are launching iPad apps or magazines.
- 2013 digital trends: The future is mobile, 24/7 connected
- De Bijenkorf stops immediately with all printed exposure (flyers, advertisement and their magazine). Their app will be expanded. They want to approach their customer faster, cheaper, more personal in a sustainable way.
- De Linda (magazine) created a new function within the company, Digital Editor in Chief.
- Karl Lagerfeld, Tommy Hilfiger, Burberry and M&S all use iPads in retail environment to communicate with customer. Example: You can take photo of yourself in fitting room on iPad.
- Online retailers like ASOS, MR Porter and Net-A-Porter have 2 tablet apps: 1 ‘normal’ web shop app and an inspirational magazine app.

RESEARCH QUESTION + SUB QUESTIONS

Aside from the collection, what else should an iPad product for G-star contain to be of added value to their digital brand experience?

- What does G-star’s digital brand experience contain?
- When will an iPad product for G-star be of added value to their digital brand experience?
- G-star wants to expand their digital exposure with the means of a new iPad product. What do they want to accomplish and how?
- Why does G-star’s target audience prefer digital exposure over print?
- What does G-star’s target audience expect or want to see in an iPad product published by G-star?
- What elements would be suitable for an iPad product for G-star to become appealing to their target audience?

METHODOLOGY

- Use the preliminary research as a basis.
- More competitor research. Online and on the field.
- First brainstorm session with G-star E-commerce Manager Jeffrey Duyvesteijn, scheduled after March 6. This to gain knowledge about their vision, future digital goals and what exactly they want to accomplish with a new iPad product.
- Interviews with G-star’s target audience to gain knowledge about their expectations.
- Second brainstorm session with G-star E-commerce Manager Jeffrey Duyvesteijn to present conclusions and actualisation ideas.

DELIVERABLE END PRODUCT

Goal: On June 19th, there will be an iPad product for G-star.
Ideally for the new line: RAW FOR THE OCEANS.
Plus a concept proposal for a real app if needed.
Preliminary Research: isn’t yet focused to your question + need is missing

- Preliminary research was too broad; I am going to do in-depth research in phase 2.
- Decision Making: Conclusions have no overview and do not give question context (an iPad look book / magazine – for a brand)
  - Research was too broad, so conclusions do not give research question context. This will happen in phase 2. After more in-depth research, interviews etc., I hope that this will be clear at check 2.
- Actualisation: Structure of presentation is unclear, but direction is realistic + feasible of the content
  - My presentation boards too focused on end product. → it looked like check 2 instead of check 1.
- Presentation: could be stronger – too descriptive
- Self-evaluation: okay – too descriptive

Remarks:
- Reword research question (cannot start with aside…)
- Make market relevance / opportunity clear (e.g. growth / interest in iPad look books). Why do brands need this?
- Sub questions too narrow. You must prove this is a commercial opportunity for fashion brands. → Look at good / bad practices and apply your learnings to the brand.
- Why G-star is unclear? Other than personal
  - After Check 1, Why G-star is unclear to me too. I have a lot of personal reasons and I can come up with some professional reasons, but I have decided to find another brand that fits better on a professional level.
PHASE 2

WEEK 5-8
ORIENTATION, RESEARCH AND DECISION-MAKING
SUITSUPPLY

WEEK 5
FROM G-STAR TO SUITSUPPLY, WHY?

• INTERNATIONAL WELL KNOWN FASHION BRAND
  Big international reach on tablet.

• VERY STRONG AND CLEAR CONCEPT
  Their strength lies in their formula: straight, to the point and still personal. Fast and effective.
  Combining craftsmanship with flair.

• TARGET GROUP: YOUNG PROFESSIONALS, MEN BETWEEN 25 – 35
  My preliminary research has shown that iPad magazines are most read by young professional men.

• OUTSPOKEN ADVERTISEMENTS.
  They approach their men in a very outspoken way by means of screaming advertising. They are not afraid to take risks.

• SUSTAINABLE
  Suitsupply is committed to doing business in a sustainable manner. They only work with workshops that meet the internationally recognised standards of the International Labour Organization.
  Suitsupply is also a member of the Fair Wear Foundation (FWF), which promotes good working conditions in clothing factories.

• SOCIAL MEDIA ACCOUNTS: MR. SUITSUPPLY.
  Naming your social media account is a great starting point for a tablet app. Transforming a fashion brand into a person (Suitsupply into Mr. Suitsupply) is a very interesting concept to start with.

NEW RESEARCH QUESTION

RESEARCH QUESTION

What should a tablet look book for Suitsupply contain to be of added value to their digital brand experience and appealing to their target audience?

SUB QUESTIONS

The brand
1. Where does Suitsupply stand for?
2. What does Suitsupply’s digital brand experience contain?
3. What does Suitsupply want to accomplish with a new tablet product?

The target audience
4. Who is Suitsupply’s target audience?
5. What does Suitsupply’s target audience expect or want to see in a tablet product?

The tablet product
6. What are other brands doing with tablets and tablet products?
7. Why a tablet look book - what is the opportunity?
8. When will a tablet look book be of added value to a fashion brand’s digital brand experience?
9. What elements would be suitable for a tablet look book for Suitsupply to become of added value?
MISSION
Suitsupply offers good quality suits for affordable prices, where the service towards the customer is central.

VISION
As vision, Suitsupply has created a philosophy.
‘Suitsupply is a market defining brand showing strong international growth.

We are pioneers at everything we do, and we work hard to keep it that way. Our pioneering spirit generates a contagious energy, which is what enables us to keep putting new ideas into practice.

Our strength lies in our formula: straight, to the point and still personal. Fast and effective. Combining craftsmanship with flair.

There are few things that distract us. This approach enables us to create an environment in which our customers feel that we only have eyes for them. We are there for people who want to be seen.’

FORMULA
1. Straight, to the point and still personal. Fast and effective. Combining craftsmanship with flair.
2. Conquer new markets with existing products.

STRATEGY & GOALS
Suitsupply is well known for their combination of affordable, easy availability and good quality clothing. Because Suitsupply is both a producer as a retailer, they have created a supply chain that ensures low prices. Their strategic development direction is growing by means of market-development, with a new formula: Conquer new markets with existing products.

ORGANISATIONAL GOAL:
‘To open 500 stores in the Netherlands and abroad within 10 years’

MARKETING GOAL:
‘To create a feeling or atmosphere so the target audience will think of Suitsupply as a strong and quirky brand’

What service offers Suitsupply?
1. Quality: When a suit isn’t of good quality, you can return the suit and choose a new one.
2. Complete service: They offer custom adjustments to suits in store, travelling tailors and corporate service.
3. Affordable prices
4. Professional staff: They have created the ‘suit school’ to train their employees.
5. A broad collection

TONE OF VOICE
Sophisticated
Direct
Fun

VISUAL LANGUAGE
Outspoken
Fun
Sexual
SUITSUPPLY PHOTOGRAPHY

WEEK 5

SUB QUESTION 1: WHERE DOES SUITSUPPLY STAND FOR?

SUITSUPPLY PHOTOGRAPHY

Spring/Summer '14

Look book photography

Product photography

Fall / Winter '13

Store illustrations

Spring / Summer '13

WEBSITE

SUITSUPPLY

WEBSITE

SOCIAL MEDIA

MR SUITSUPPLY ON INSTAGRAM

SUITSUPPLY, INSIDE - OUT ON TUMBLR

MR SUITSUPPLY ON TWITTER

MR SUITSUPPLY ON FACEBOOK

NO MR SUITSUPPLY ON TABLET OR SMARTPHONE YET!

The SUITSUPPLY website is mostly about their webshop. When you go to the ‘MAC’ section, there are some inspirational articles but mostly news and collection announcements.
SUB QUESTION 1: WHERE DOES SUITSUPPLY STAND FOR?

The perfect spring weekend wardrobe.

From loafers to shades to trunks and more.

A modern take on two traditional styles.

THE SUMMER ISSUE

"In the depth of winter," wrote novelist Albert Camus, "I finally learned that there was in me an invincible summer." Dude was definitely onto something there. After a long and brutal winter, we’re good and ready to have a little fun, to recapture that invincible spirit of the season, to make this a summer to remember. "After all this cold and snow, you could be forgiven for forgetting what summer even looks like," says Suitsupply CEO Fokke de Jong. "Our new collection should fix that — and get you excited for the warmer days ahead."

Virtually every spring/summer piece — from the smart, European-style tailoring Suitsupply is known for, to shirts, shoes, and accessories — exudes a spirit of irreverence and fun, with colors that range from electric blues to acid yellows to bright oranges and fabrics that are elegant, supple, and lightweight. And our lush spring/summer photography is "guaranteed to put a smile on your face," adds de Jong. "After the deep, rich hues of fall/winter, which were inspired by the Dutch Masters, we decided it was time to liven things up and have a party." And because a proper summer party requires proper summer party attire, we’ve pulled together everything you need to look sharp while you live it up.
WHAT DOES SUITSUPPLY’S DIGITAL BRAND EXPERIENCE CONTAIN?

* Digital brand experience: All digital exposure by the brand

Suitsupply is growing on an international level extremely fast and this is why their digital exposure is getting more important every day. Digital media they use are:

- Website: This contains a webshop, newest campaigns, inspirational blog, store locator, service and company information.
- Facebook: A faster version of the website. Here you can find campaign images, store openings, events, famous people wearing Suitsupply and newest products.
- Instagram MR. Suitsupply: As the name says it already, this account is a fictive person. Here you find inspiring outfit combinations and store openings.

WHAT DOES SUITSUPPLY WANT TO ACCOMPLISH WITH A TABLET LOOK BOOK/MAGAZINE?

*Based on meeting at Suitsupply with Roos Fleuren

Suitsupply is looking at possibilities to expand their digital exposure so it will become a better experience for their customers. They would love to have a tablet app as they are growing so fast on an international level that they have to act like they are market leaders.

What do they want to accomplish if they would have own a tablet app:

- Bigger reach so more brand awareness
- Better sales
- A better digital brand experience for their customer
- An extension to the website
- A better way to communicate with their target audience → more information, more entertainment and more humour.
- Showing that they are market leaders instead of followers by embracing new technology
- A digital version of their ‘newspaper’ would show that they are sustainable not only with their products but also with their exposure.
TARGET AUDIENCE

WEEK 5
SUB QUESTION 4: WHO IS SUITSUPPLY’S TARGET AUDIENCE?

SUITSUPPLY IS TARGETING 4 DIFFERENT MEN:

THEIR MAIN TARGET GROUP: YOUNG PROFESSIONALS
Here you also find a group of students. As during their studies they start orientating, which makes them young professionals already.
• They are men between the age of 20 and 35.
• They mainly shop in the evening or during the weekend.
• They are higher educated (HBO / University)

THE MORE EXPERIENCED BUSINESSMAN
• Men between the age of 36 and 50
• They are higher educated (HBO / University)
• For work, he wears a suit on a daily basis

THE PRICE-FOCUSED MEN
• Indistinguishable by age
• Most important reason to purchase a suit is the price
• Doesn’t wear a suit on a regular basis

THE TREND-SENSITIVE MEN
• This man follows the latest trends and that is their main reason to purchase
• Indistinguishable by age
• No price limitations

PRELIMINARY RESEARCH
• Young professional men are the people who own tablets and read most digital magazines

INDEPTH RESEARCH (INTERVIEWS)
• These men orientate themselves Online before purchasing
• These men have little time and are looking for a tool that both informs and entertains them
• They like to read Algemeen Dagblad, Financieel Dagblad, Elsevier and Voetbal international
• They like to watch Suits, Madmen, Entourage and House of Cards
• They like to drink a cold beer in the park, a nice wine during dinner and a good whiskey with friends
• These men are looking for an app with easy usability, the right combination of serious and funny with not too much interactivity.
• An app is easily accessible. They can download it whenever they want, wherever they want instead of going to the store for the printed version
INTERVIEWS

WEEK 5-6

SUB QUESTION 5: WHAT DOES SUITSUPPLY’S TARGET AUDIENCE EXPECT OR WANT TO SEE/READ IN A TABLET LOOK BOOK?

CONCLUSIONS INTERVIEWS

SUITSUPPLY
100 % own several Suitsupply items ¬– 50 % own a full Suitsupply suit.

ONLINE OR OFFLINE SHOPPING
Online: 50 %
Offline: 40 %
Both: 50 % They all like to orientate online before purchasing products especially when they buy at actual stores. Going to a store without knowing what to buy takes too much time and effort.

THEIR OWN TABLET
50 % has a tablet from work. They all use it for social media and to get inspired (this can be on social media, but also on websites and blogs)

INFORMATION ABOUT SUITSUPPLY
70 % would like to read more about the company
The people who don’t want this are the people who know Suitsupply very well so know the background information already.

INFORMATION ABOUT PRODUCTS
70 % would like to gain more knowledge about the Suitsupply products. A couple of examples are:
- How is a product made?
- Background information fabrics
- Information on the quality (washing, smelling, do you have to iron it? Etc.)

MOVIES
100% YES → always short (no around 1 minute)
90% No to behind the scenes of a photoshoot video
Interviews, the Suitsupply office, looking into the closet of a person, inspiration trips, creation of a product, inspirational outfit on location

GAMES
100 % NO GAMES. Main reasons: it will become childish, they are too serious, the lack of time

INTERVIEWS
100 % YES ¬– but it depends on the person
70 % prefers a successful person over a famous actor
30 % would like a sportsman
100 % would like to read about a Suitsupply employee, but not the obvious designer, someone from an interesting other department they don’t know about (for example: graphic design, digital, PR etc.)

FUNNY QUOTES / ONELINERS / FAMOUS SAYINGS ABOUT THE SUIT
100 % would like to read short texts about the suit. For example: did you know that the tuxedo ..., or did you know that Brad Pitt is married in the ... suit

COMBINATION TIPS
100 % would like tips on how to create a original look by means of combining several different items. This could be the latest trends, a little movie or a model you can ‘swipe’ dress yourself.

DRESS CODE
90 % would like to have a better understanding of different kind of dress codes.
This target audience has to dress up for special occasions, but don’t know what to wear or what the rules for different kind of dress codes are.
GENERAL STATEMENTS

- They all like to orientate and think an app would be even better than the website as this would be the perfect combination of information and entertainment. Also, it saves time on the tablet as they use them for work anyway.
- They all want humour in an app
- They all say that they don’t follow fashion but just wear whatever they like to wear. But they all want styling advice.
- They all prefer simple apps. Not too much ‘nonsense’
- Nobody likes to see behind the scenes material
- They all prefer successful business or sportsmen over famous actors
- They all want to read that Suitsupply is sustainable if they really are

PERSONAL STATEMENTS

“I would like to have a personal account that remembers my sizes and previous bought products. I want a reminder when I need to buy a new white shirt as this gets dirty after a couple of months and I am a man, so I just keep on wearing it” – Mike Lelieveld

“When I see the Suitsupply campaigns, I feel the atmosphere. I want to have this feeling when I am buying products. I want to see a model walking in an amazing outfit on the beach with a nice song in the background” – Mark Denslagen

“I want to look into the closet of a successful or famous person. I want to see what his favourite outfits are, how he combines it and what he owns.” – Jordy Kok

“I want to have a look inside their office. So interview someone there, but not the obvious designer, I am interested in someone you never see; the graphic designer or Social media person for example.” – Jelmer Haanstra

“Women always have pages like; ‘do you have a pear figure? You should wear this …’, why don’t we have this?” – Joey Lelieveld

“They should involve their customers more. For example our new collection is inspired by ..New York.., do you have any ideas? Send us an e-mail!” – Telemachos Ravensbergen

MR PORTER: THE TUX, TABLET APP

100 % liked this app – but they all think it is too much. It looks really good, but they don’t have time to play games and to watch 100 long movies.

GARMENT MAGAZINE

100 % liked these apps
- Simple but still funny (suit yourself)
- Pop up information only if you want it
- swipe for more detailed images of products
COMPETITORS

WEEK 6/7

SUB QUESTION 6: WHAT ARE OTHER BRANDS DOING WITH TABLETS AND TABLET PRODUCTS?

NOT MANY FASHION BRANDS HAVE THEIR OWN TABLET APP YET. BUT THEY ARE INVESTING IN THEIR DIGITAL EXPOSURE MORE THAN EVER.

At the moment, luxury brands, department stores and retailers are starting using this tool. In the world of magazines, it is a more common product. But unfortunately, these apps are all replicas of their printed versions.

LOOKING AT THE ANALYSED TABLET APPS YOU SEE TWO CLEAR PRODUCTS:

• The ‘web shop/look book’ app: This is simply an app to purchase and it isn’t different to the website at all.
  Examples of these are: H&M, Zara, Mango, Forever 21, Urban Outfitters
• The entertainment app: These apps are meant as an entertainment tool. They often have a separate theme and can be extremely interactive. This by means of games, quizzes and movies.
  Examples: MR Porter: the TUX, Opening Ceremony, Paul Smith, Louis Vuitton

THE PERFECT TABLET APP
The perfect tablet app for a brand would be a combination of those two products. An app that would clearly show the collection, look book and campaign, but also have some extra content. Extra content can vary from interviews and movies to games and world maps etc.

• The look book and campaigns are tools to make the customer familiar with the newest collection, which will increases sales.
• The extra content is an entertainment tool to make sure the customer’s digital experience is great, which will create more brand awareness, the brand will stick into the customers mind which will eventually also increases sales.

ANALYSED TABLET APPS

• Absolut Vodka
• Adidas
• Asos
• Ben & Jerry’s
• Bijenkorf
• Bloomingdales
• Coca Cola
• Cool Guy
• DKNY
• Evian
• Forever 21
• Gucci
• Harrods Magazine
• Land Rover
• Louis Vuitton
• Lulu Guinness
• Mango / Mango he
• MR Porter
• Net-a-porter
• Opening Ceremony
• Paul Smith
• Saks 5th avenue
• Uniqlø
• Urban Outfitters
• Vans
• Zara
• Zigo
OPPORTUNITY & ADDED VALUE

WEEK 6/7

SUB QUESTION 7: WHAT WOULD BE THE OPPORTUNITY TO LAUNCH A TABLET LOOK BOOK?

EXPANDING THEIR DIGITAL EXPOSURE
Their website and social media are very simple and a little bit boring. They are too big of a brand to have this little digital exposure.

They are growing extremely fast internationally and so their printed newspaper isn’t enough anymore. 50% of the interviewed men didn’t even know they had a printer newspaper. The reach will be much bigger on a tablet.

PRELIMINARY RESEARCH
Preliminary research has shown that Suitsupply’s target audience are the ones that own tablets and actually using it for leisure.

INTERVIEWS
Interviews have shown me that these young professional men have money, but little time to go shopping. They are looking for a way to orientate themselves before going to the actual store. Because of the lack of time, they prefer to have an app that is both informative as entertainment at the same time. So a look book with extra content would be the perfect solution.

SUITSUPPLY IS EXTREMELY SUSTAINABLE
what better way of showing this by means of a digital newspaper instead of a printed one.

THEY ARE CONQUERING THE WORLD WITH EXCITING PRODUCTS.
After having a few good and bad examples of other brands having a tablet app, it is the perfect starting point to create their own.

WEEK 6/7

SUB QUESTION 8: WHEN WILL A TABLET PRODUCT BE OF ADDED VALUE TO A DIGITAL BRAND EXPERIENCE?

THE TABLET LOOK BOOK WILL BE OF ADDED VALUE WHEN:

• It has been downloaded an X amount of times
• It increases their sales (either online or offline)
• It increases their brand awareness

BUT ALSO WHEN:

• It is internationally recognized for the ultimate reach. So all Suitsupply stores should be informed and promote.
• It is an extension to the website → so both are valuable but not the same
• When the website and social media will promote the tablet look book and vice versa
• The target audience has found the perfect tool to orientate themselves
• The target audience is entertained and informed at the same time
• When it can replace the printed version to be extra sustainable
• When employees can use this tool too. For example to show examples of products in the stores
CONCEPTUAL STARTING POINTS

WEEK 6/7

SUB QUESTION 9: WHAT ELEMENTS WOULD BE SUITABLE FOR A TABLET LOOK BOOK FOR SUITSUPPLY TO BECOME OF ADDED VALUE?

CONCEPTUAL STARTING POINTS

1. COMPANY INFORMATION
   What is the Suitsupply story? Background information about Suitsupply as a company.
2. SUSTAINABILITY
   They are very sustainable and think fair trade products are extremely important, this must be visible.
3. THE SPRING / SUMMER 14 CAMPAIGN
4. SUITSUPPLY’S SPRING / SUMMER 14 LOOK BOOK IMAGES
5. SUITSUPPLY’S SPRING / SUMMER 14 PRODUCT SHOTS
6. SUITSUPPLY’S STORE ILLUSTRATIONS
   To announce new openings etc.
7. INTERVIEWS
   1 interview with a successful businessman or sportsman and 1 interview with a Suitsupply employee. Not the obvious designer but someone from a more surprising department like PR or Digital for example.
8. FUNNY FACTS / QUOTES / ONE LINERS / FAMOUS SAYINGS ABOUT THE SUIT
9. VIDEOS NO LONGER THAN 1.5 MIN
   Interviews, product information / promotion, how is a product created or inspirational videos of trips.
10. RULES
    Dress code rules, dos and don’ts etc.
11. COMBINATION TIPS
    How to combine products to look original and fashionable
**RESEARCH: GOOD NAVIGATION + CLEAR PROCESS BOOK**
I am definitely going to work with the same format in phase 3+4. My first process book worked really well for me too.

**DECISION MAKING: CLEAR, BUT CAN BE MORE INSPIRATIONAL.**
I agree. The conceptual starting points based on my research are a little bit ‘standard’ and almost boring.

**ACTUALISATION: CONVINCING**
Using the iPad for the conceptual starting points was for the coaches to get used to seeing and assessing something on a tablet.

**PRESENTATION: GOOD**
I am definitely using the boards of check 2 as a starting point for the boards at the red/green check.

**SELF-EVALUATION: TOO DESCRIPTIVE, MISS ANALYSING.**
On both checks my self-evaluation is too descriptive. I am planning on asking a fellow student to have a look at theirs.

**REMARKS:**
- **IT NEEDS MORE FREEDOM AND INSPIRING TARGET GROUP FOCUSED CONTENT**
- **MISSING THE ENTERTAINMENT APP PART**
- **I STAY TOO CLOSE TO THE BRAND SUITSUPPLY**
- **70% COMPULSORY – 30% INNOVATIVE / FUN / NEW ...**
- **END PRODUCT WILL HANG ON YOUR AMBITION**

I totally agree with these remarks. After completing research this were the logical starting points, but they are not inspiring for the target group. I will have a look into all content and try to make them more fun and inspiring.
PHASE 3

WEEK 9-14

ACTUALIZATION
STARTING POINTS

WEEK 9

IMPROVED CONCEPTUAL STARTING POINTS

1. SUITSUPPLY INFORMATION + SUSTAINABILITY
   Not sure if this is really needed. People who will download the tablet app will know Suit-supply already. Maybe somewhere small.

2. CAMPAIGN SUMMER 14
   Stays the same. I will use the official summer 14 campaign images. This because they will give the app the right Suitsupply atmosphere and it makes it look professional.

3. LOOK BOOK IMAGERY
   I will use the official look book imagery but only in 1 chapter as it still needs to contain looks, but this is not the main theme anymore.

4. PRODUCT IMAGERY
   Same as number 3.

5. STORE ILLUSTRATIONS
   I will not show store openings, but I will use the illustrations. For example in the printed version they have a chapter called: The pool party, with a drawing of a pool. I can use it to perk up a page/chapter as they are really beautiful.

6. INTERVIEWS
   Instead of an interview with an employee I will use the interview with Carli Hermes, the campaign photographer. He is more inspirational and cooler for the target group.
   For the interview with the businessman, I will create a ‘wolf of wall street’ kind of story based on true events/stories. This to make it more spectacular and funny. Every guy knows what they say about businessmen and sex and drugs.

7. FUNNY QUOTES/FACTS
   I will use funny quotes or interesting facts throughout the magazine app but not in a separate chapter.

8. VIDEOS
   In the printed version there is a chapter called: the rooftop. I will create a small promo video to make this chapter more inspiring.

9. RULES
   Not sure yet.

10. COMBINATION TIPS
    This will be in a chapter probably called: style, together with the look book and product images.

EXTRA:

1. Photo shoot
2. Chapter about the dress code. Maybe the tuxedo.
3. A funny/nonsense chapter. Maybe about the space suit.
The red thread of both the printed magazine and the iPad version is the same. They look similar lay out wise and both contain campaign, look book and product shots.

BUT WHAT'S THE DIFFERENCE?

- **THE IPAD VERSION IS MORE ACCESSIBLE.**
The printed version is only available in stores, the digital version you can download and then read whenever and wherever you want on you tablet. This is a good tool for international use.

- **THE IPAD VERSION IS MORE EFFECTIVE**
The target audience prefers to orientate online before buying products in the store. This because they have little time and the stores are often extremely crowded and there is simply too much choice.

- **THE IPAD VERSION IS AN EXTENSION TO THE PRINTED VERSION**
- **THE IPAD VERSION IS A TOOL TO ENTERTAIN**
Although the printed version also tries to entertain with some interviews, the main goal is the look book. The iPad version will have a better balance between look book and the entertainment of a magazine. In other words; there is extra content that is ‘independent’ but still connects to ‘suits’.

- **THE IPAD VERSION IS MORE MODERN**
I think it is really important to show the target group that Suitsupply is a young and modern brand. A good way of showing is embracing new technology and expand your digital exposure.

- **THE IPAD VERSION IS SUSTAINABLE**
Suitsupply values to be sustainable in their products. But a printed magazine is not sustainable at all.
PRODUCT
Suitsupply iPad magazine

OBJECTIVE
To get the Suitsupply audience familiar with the new products and to entertain them with extra content.

TARGET AUDIENCE
Young professional men between the age of 20 and 35. They are higher educated and mainly shop at night or during the weekend.

SUPPORT
Tablet version: This target audience is investing in their career and live a fast lifestyle. This means they don’t have much time to go shopping and therefore like to orientate themselves before purchasing products. The tablet version will be accessible whenever you want, wherever you want.
Extension to printed magazine: The iPad version will be an extension to the already existing printed magazine that Suitsupply offers in stores for free. Extension means extra content, more entertainment and fun using the same look book-format.

STRATEGY
By showing the combination of entertainment and product information in a new magazine available on the tablet. An effective and accessible way of reaching out to the Suitsupply audience.

PROPOSITION
The Suitsupply iPad magazine, an efficient way of spending your precious leisure time. Everything a young professional needs to become a sophisticated gentleman.

MANDATORY ELEMENTS
Suitsupply look book and product shots.
Suitsupply look and feel.

TONE OF VOICE
Direct, fun and sophisticated.

DESIRED CONSUMER RESPONSE
‘A fun way of shopping’
‘The perfect combination of information and amusement’

MEDIA REQUIREMENT
It must be available in the app store for free.
Download link on the website.
Advertisement in printed magazine.
Advertisement in the store
To create a coherent story, the layout of the iPad magazine is based on the printed magazine.

**THE LOGO:**

**SUITSUPPLY**

**THE FONTS:**

1. **PILL GOTHIC 300MG**
   - Used in Light version – All caps with extra spacing (tracking) – Used for headings
   - a b c d e f g h i j k l m n o p q r s t u v w x y z
   - A B C D E F G H I J K L M N O P K R S T U V W X Y Z 1 2 3 4 5 6 7

2. **MARTA**
   - Used in Regular version – All caps with extra spacing (tracking) – Used for headings
   - a b c d e f g h i j k l m n o p q r s t u v w x y z
   - A B C D E F G H I J K L M N O P K R S T U V W X Y Z 1 2 3 4 5 6 7

3. **Marta**
   - Used in Regular version – Used for Body text
   - a b c d e f g h i j k l m n o p q r s t u v w x y z
   - A B C D E F G H I J K L M N O P K R S T U V W X Y Z 1 2 3 4 5 6 7

**QUOTES**

Quotes are all caps Marta with big quotation marks

What first drew you to Suitsupply?
When I was a guest judge on Under the Gunn with Tim Gunn, I asked Gunn where his suit was from and he told me Suitsupply. That was all I needed.

**LOOK BOOK SHOTS**

Look book shots are always as big as possible.

**CAMPAIGN SHOTS:**

The campaign shots are always used full page. Often used to close a chapter.

**CHAPTER HEADING**

The start of a new chapter. Font & stroke use

**THE EVENT: POOL PARTY**

The look starts with a perfect-fitting pair of trunks, but it doesn’t end there.

**THE EVENT: ROOFTOP**

Always a fashionable and fun place to party, the rooftop bar is the perfect location to host an exclusive event.
A FEW OF THE FLATPLANS (PLANKEN)

FLAT PLAN

FLATPLAN

A FEW OF THE FLATPLANS (PLANKEN)
“After all this cold and snow, you could be forgiven for forgetting what summer even looks like,” says Suitsupply CEO Fokke de Jong. “Our new collection should fix that — and get you excited for the warmer days ahead.”

“After the deep, rich hues of our fall/winter campaign, which were inspired by the Dutch Masters, we decided it was time to liven things up and have a party,” adds de Jong. “Our new campaign is guaranteed to put a smile on your face.”

With our latest newspaper, we’re giving you a blueprint for the ultimate summer soiree, plus, everything you’ll need to look sharp while you live it up. Looking for a sharp pair of shades? Check. A slim-fitting pair of swim trunks, or a lightweight suit? Check. You’ll find all that and more at Suitsupply this season.

Keep reading for tons of tips, intel, and advice on how to put it all together, no matter whether you’re kicking back at a pool party, looking sharp at a rooftop party or you simply want to maintain your reputation as the best-dressed guy at the office.
“Suits: All In (#2.6)” (2012)
Harvey Specter: Get your tux on. We got a situation.
Mike Ross: Uh, a situation that requires a tux?
Where, where is this tuxedo situation?
Harvey Specter: Atlantic City. Can you get dressed now?
Mike Ross: Uh, yeah I could.
Harvey Specter: But?
Mike Ross: I don’t have a tux.
[Harvey makes a face]
Mike Ross: I’m not Bruce Wayne.
Harvey Specter: Don’t I know it.

Source: Suits Quote

This already existing Suitsupply movie about the tuxedo was the perfect match to add to this chapter.

Source: Suitsupply

Pierce Brosnan was contractually forbidden from wearing a full tuxedo in any non-James Bond movie from 1995-2002.

THE TUX
CHAPTER 2

THE DRESS CODE: BLACK TIE

HOW TO TIE YOUR BOW TIE
WE KNOW IT’S NOT EASY.
TAP IMAGES FOR MORE INFORMATION

1. PREPARE YOUR BOW TIE
2. CROSS OVER
3. FIRST LOOP
4. SECOND LOOP
5. THROUGH THE LOOP
6. KNOT AND TIGHTEN

SOURCE
INTERVIEW: SUITSUPPLY
This already existing Suitsupply interview
with Macklemore was a great match to add to
this chapter.

SOURCE FUNNY FACT

THE Q&A: MACKLEMORE


SOURCE

Macklemore funded the video for "Wings" through Kickstarter. He raised $18,289.
THE ROOFTOP PARTY
CHAPTER 3
OWN PRODUCTION: MOODBOARDS

THE ROOFTOP PARTY
SHORT FASHION VIDEO
CONCEPT

2 GUYS ARE THROWING A ROOFTOP PARTY IN AMSTERDAM
WHEN NOBODY SHOWS UP, THEY CALL THE ‘SUITSUPPLY-ER’
THE ‘SUITSUPPLY-ER’ DELIVERS 2 OUTFITS IN A GARMENTBAG ON A VESPA
WHEN THEY HAVE CHANGED INTO THE SUITSUPPLY SUITS,
THEY HAVE NEVER BEEN COOLER AND THE PARTY WAS A GREAT SUCCESS
INSPIRATIONAL - STYLE - ENTERTAINMENT

THE ROOFTOP PARTY
SHORT FASHION VIDEO
STYLING

2/3 YOUNG PROFESSIONAL MEN
DRESSED IN SUITSUPPLY
ON A ROOFTOP PARTY IN AMSTERDAM
INSPIRATIONAL - STYLE - ENTERTAINMENT

THE ROOFTOP PARTY
SHORT FASHION VIDEO
MODELS

2 GUYS THAT THROW THE PARTY
1. MARK DENSLAGEN, 27
2. DONOVAN PAARLBERG, 27
3. BRAM VAN BEEK, 25

THE ‘SUITSUPPLY-ER’

EXTRA PEOPLE (FIGURANTEN) THAT MAKE THE PARTY LOOK LIKE A PARTY
1. ARATWA GOOSEN
2. ALEXE JANSEN
3. LAURA SMETSERS
4. ANNA WESTERVELD
5. ME (ONLY FROM THE BACK)

THE ROOFTOP PARTY
SHORT FASHION VIDEO
LOCATION + PROPS

LOCATION ROOFTOP: ROKIN 78, AMSTERDAM
STYLE: ROOFTOP PARTY
PROPS: RED CUPS, PARTY FLAGS, LIGHTS ETC.
THE ROOFTOP PARTY

CHAPTER 3
BACKSTAGE IMAGES

FINAL STORY BOARD

THE ROOFTOP PARTY - FILM - STORY BOARD 2

OPENING SCENE: 2 MODELS IN ‘NORMAL’ CLOTHING
PREPARING THE PARTY: HANGING FLAGS

OPENING SCENE: 2 MODELS IN ‘NORMAL’ CLOTHING
LIGHTING THE CANDLES + TORCH

OPENING SCENE: 2 MODELS IN ‘NORMAL’ CLOTHING
WAITING WITH DRINK (RED CUP)

OPENING SCENE: 2 MODELS IN ‘NORMAL’ CLOTHING
WAITING WITH DRINK 2 (BLUE CUP)

PREPARING THE PARTY: HANGING FLAGS

2 MODELS IN ‘NORMAL’ CLOTHING
WAITING TO PLAY BEER PONG

2 MODELS IN ‘NORMAL’ CLOTHING
HANGING FLAGS

2 MODELS IN ‘NORMAL’ CLOTHING
CALLING THE ‘SUITSUPPLY-ER’

2 MODELS IN ‘NORMAL’ CLOTHING
ROUTE: STORE TO ROOFTOP ON SCOOTER

2 MODELS IN ‘NORMAL’ CLOTHING
SHOT IPHONE

THE SUITSUPPLY-ER ARRIVING AT ROOFTOP WITH CLOTHING FOR BOYS

2 MODELS IN ‘NORMAL’ CLOTHING
GETTING OFF SCOOTER

2 MODELS IN ‘NORMAL’ CLOTHING
CLOSE UP OF SHOES

2 MODELS IN SUITSUPPLY
2 GUYS HAVE CHANGED INTO SUITSUPPLY.
(SLOWMOTION SHOT OF OUTFITS + DETAILS)

2 MODELS IN SUITSUPPLY
CALLING THE ‘SUITSUPPLY-ER’

2 MODELS IN SUITSUPPLY
FIRST 2 GUEST ARRIVE WITH BOTTLE OF CHAMPAGNE

2 MODELS IN SUITSUPPLY
HUGGING, TALKING, HAPPY

2 MODELS IN SUITSUPPLY
BOYS DANCING WITH GIRLS

2 MODELS IN SUITSUPPLY
FROM ABOVE DANCING - DRINKING

2 MODELS IN SUITSUPPLY
CLOSE UPS OF DRINKS, TALKING, HAPPY

2 MODELS IN SUITSUPPLY
CLOSE UP CLOTHING
(SLOWMOTION SHOT OF OUTFITS + DETAILS)

2 MODELS IN SUITSUPPLY
FIRST 2 GUEST ARRIVE WITH BOTTLE OF CHAMPAGNE
HUGGING, TALKING, HAPPY

2 MODELS IN SUITSUPPLY
HUGGING, TALKING, HAPPY

2 MODELS IN SUITSUPPLY
FIRST 2 GUEST ARRIVE WITH BOTTLE OF CHAMPAGNE
HUGGING, TALKING, HAPPY

2 MODELS IN SUITSUPPLY
2 MORE GUEST ARRIVE HUGGING, TALKING, HAPPY

FINAL SCENE: 2 MODELS IN SUITSUPPLY

FINAL SCENE

FINAL SCENE

FINAL SCENE

TOTAL: 60 SECONDS
STORE LOCATOR

CHAPTER 3

THE EVENT: RAISE THE ROOFTOP

DON’T FORGET ABOUT OUR USA STORES
WHEN HAVING A ROOFTOP PARTY ABROAD AND STILL WANT TO LOOK COOL

From London to L.A. and all points in between, we’ve living in the golden age of the rooftop bar. And no matter what city you call home, an elevated altitude calls for elevated style.

STORE LOCATOR: UNITED STATES

As I couldn’t build in an actual working store locator, I ‘faked’ one looking the same as the real locator on the website.
WANT TO LOOK SHARP EVEN IN THE SUMMER HEAT? DON’T DRESS DOWN — LIGHTEN UP! TRADE HEAVIER WOOLS FOR COTTON, LINEN, AND ULTRA-FINE TROPICAL WOOLS THAT BREATHE WELL AND LOOK EVEN BETTER.

THE ULTIMATE SPRING LAYER

INTRODUCING OUR ALL-NEW, ALL-LINEN OVERCOAT.
THE PERFECT WAY TO WARD OFF THE SPRING CHILL IN STYLE.

Navigating the transition from winter freeze to summer heat is all about the right layers, and our new linen coat is tailor made for spring’s uncertain weather. Made from 100% Cerruti linen, with a three-quarter length and classic details like flap pockets and peak lapels, it dresses up and down with elegance and ease.

This chapter looks the same as the printed magazine but with extra interactivity.

- Tap + icon for product information
I hope that men will give my long cashmere socks a try on their own. If it works, then I’ve made the
they’re all wearing those sad, short, synthetic-fibre socks on their pale legs. It’s not a tasteful sight, so

Given free reign. For example, the JORT line only has one sock, and it’s cashmere. I’m a sock fanatic.

I’m a boss and I’ll go for it. And it worked. When the first samples came in, I got a lump in my throat. It was

be damn proud of it. And it worked. When the first samples came in, I got a lump in my throat. It was

attention, but it is different to see your name embroidered in the lining of a jacket. It certainly feeds the

Is it strange to see your own name in the stores?

The man behind the Suitsupply campaigns talks about photography and
the process, about pushing boundaries and the provocative campaigns:
premeditated or not?

because a photographer becomes a co-brand photographer when choosing my socks. I’ve always found it incredibly interesting images, drawings, telling a story-
things pictures, using photography and film so I get a degree in photography from

A Royal Academy of Art, The Hague.

DID YOU GET A HOLD OF SUITSUPPLY?

I read an article in a newspaper about a guy who’d been extremely creative in

inventing a location for his suit store. That was the first time I heard of Suitsupply. Then I saw these campaign images, and I didn’t like them very much, so I decided

to approach them, because I thought the concept was interesting the way Fidkie

le Jong, Suitsupply CEO was running his business. But they were one step

outside, and connected me first. And that’s how everything came together, about

twenty years ago, when I shot my first campaign for Suitsupply.

HE BEGINNING OF ‘HAPPY EVER AFTER’?

Actually, no. After that Fidkie was done with me. He thought I was too expensive,

or then I get a call from Brando to ask if I could do a re-shoot of the campaign

The man behind the Suitsupply campaigns talks about photography and
the process, about pushing boundaries and the provocative campaigns:
premeditated or not?

Yes, the campaign images, the set, the location, the characters and

onward. I’m not sure what the right term is, but it was a
time I was running my own streetwear brand, and I’d been using a

photographer for quite some time. I thought it was a natural step for me to

take on the role of creative director. I’ve always been passionate about

photography, and I think it’s a perfect fit for Suitsupply. When I was

doing the campaign images, I was working with a photographer, and we

started to work together more closely. I thought it was a good fit because

we had a similar creative vision. We both wanted to push the boundaries

of what was possible in the world of fashion photography. I thought it was

a great opportunity to collaborate with someone who was already

working at the highest level of the industry. It was a chance to learn from

someone else and to improve my own skills.

SUITSUPPLY?

It was a really interesting project. From the beginning, I wanted to

create something that was different and unique. I was working with

the creative team at Suitsupply, and we came up with the idea of

creating a collection that was inspired by a variety of different

sources, such as art, music, and fashion. The collection was

named “The Art of Streetwear,” and it was designed to

reflect the influence of street art on modern fashion. I

think the result was really special, and it was a lot of

fun to work on.

SUITSUPPLY?

The Suitsupply brand is all about

quality and luxury. They

wanted to create a collection

that would be both stylish

and practical, and I think we

achieved that. The people

I worked with at Suitsupply

were very professional and

easy to work with. They

were really passionate about

the project, and that made

it much easier to

collaborate. The end result

was a collection that

I’m really proud of.

The Q&A - Carli Hermes

The Q&A - Carli Hermes

carli hermes

The interviews with Jort Kelder, Murray Coetzee and Roos Fleuren are less interesting

for the target group.

The Q&A - Carli Hermes

The Q&A - Carli Hermes

The Q&A - Carli Hermes
THE SUITSUPPLY BOYS

CHAPTER 6
FINAL IMAGES

SHOOT: THE SUITSUPPLY BOYS

4 men that work in Suitsupply stores photographed in a mix of own clothes & suitsupply products on the street.

Not my original shoot idea, but will do.

SOURCE: SUITSUPPLY

MODELS
Davide Baroncini - Manager Suitsupply Italia
Jildar van der Galien - Sales Professional
Stef Linsen - Sales Professional
Reza Eslahy - Visual Merchandiser
2 old men dressed in young / hip Suitsupply

Cancelled why?
- It was impossible to find 2 ‘cool’ old men. Casting agencies offered normal men.
- Only able to borrow (suit) sample size 48 from Suitsupply, which a older men never fits.
According to many people, China is the country that will determine the future. The Chinese economy grows like hell and Chinese is the most spoken language in the world. When I thought of China, I pictured the language, the wall, the ‘forbidden city’ and tons of ancient traditions, but also crowded subways, big city nightlife, neon lights and not to mention cheap massages. When I got the opportunity to visit this exciting country for business, the decision was easily made.

During that time, I was working for a travel agency and China was the new destination on my list. An apartment arranged in Shanghai, a flight booked and my suitcase was packed. Time for a new adventure!

Life in Shanghai was hectic and totally different from my life in Amsterdam. During the day, I visited a variety of companies and at night I discovered the big city nightlife. Wow, they serve really strong liquor in China! Of course, I was also busy working and networking...

After a few weeks, I slowly got used to the many people on the streets, the honking taxis and the delicious Chinese cuisine, which was 10 times better than the Chinese in Amsterdam. But the Japanese cuisine was also a success. In the third week, Diederick, a really fun guy I had met in the first week, and I had dinner in a Teppanyaki restaurant downtown Shanghai. That place was so successful that we had to share a table with three Chinese men, if they didn’t mind. We got talking and soon it started to become a very interesting evening.

Apparently, the Chinese men were working in real estate and one of them was the owner of the restaurant, mister Teppanyaki himself. He insisted that we tried the best dishes of the menu. It is normal in China to toast nonstop (with liquor a la 70%) so it didn’t take long before we felt the effect. The owner of the restaurant asked us about our plans for the weekend, and if we would like to join him to visit his friends in Chengde. Just as friends, no business. Chengde appeared to be a city close to Russia. We were in! That guy was loaded and an opportunity like this doesn’t come by every weekend, right? We felt immortal.

Later that night we quickly texted our passport numbers. The only thing we had that belonged to this friendly man was his business card with his name and phone number on it. The next morning, we promised our colleagues that it was a very reliable man and that we wouldn’t do anything stupid. We quickly searched for a hotel on Google so that our colleagues knew where we were, more or less. Just to be safe.

In the taxi to the airport we started to become a little anxious. Particularly Diederick was worried. “What if they are going to torture us?” he squeaked. “That they are going to take us hostage and that tomorrow we will be featured on CNN with our throats being cut?” Slowly, I realised that we were going to do something that rationally wasn’t quite right. To board an airplane with strangers, to who knows where. But it was exciting, and how big was the chance that it would go wrong? The flights were already booked, so there was no way back...

In the minutes before we would meet the Chinese men at the airport, the most bizarre scenarios played out in our minds. Scenario 1 was that they would have a private jet, that we would sleep in the most luxurious hotel ever and that we would visit all sorts of fancy parties in Chengde all weekend long. Scenario 2 was the one we feared: As soon as we would arrive, they would blindfold us and we would be later found in a movie circulating the Internet in which they cut our throats. Eventually, we would end somewhere in North China, where no one will ever find us again. Ok, back to scenario 1.

The time had come, the phone rang, and the Chinese men had arrived. The reunion went well and we were all still suffering from the night before. On the plane, we sat separately. The gentlemen were flying first class and booked economy seats for us.

During the flight, I grabbed a map that was lying in front of me. With my ticket in one hand and the map in the other, it was time to have a look where Chengde exactly was located. With my finger, I checked all Chinese cities close to Russia. No Chengde. “Mark!”, Diederick yelled all of a sudden. “I found it, Chengdu is close to Tibet!” A little confused we looked at our tickets. He was right; we weren’t going to Chengde, we were going to Chengdu. On the other side of the country, the difference in distance was as big as Europe.

Arrived at the airport, we were driven by honking cars to our hotel. We had our own riding track, the emergency lane. When we arrived at the hotel, it all became clear: a typical scenario 1 situation! What a
luxury, a swimming pool on the 4th floor, enormous suites and “if there is anything you want, just ask us”. We had exactly 20 minutes to freshen up, as there was an important dinner planned with the ‘local representative of the PRC’, the mayor of Chengdu. It was a pleasant evening. The mayor asked us what we liked about China and if we still wanted to see something special while we were here. We didn’t have to think long; we wanted to see pandas and hike through the mountains of Tibet. Followed by a few polite nods we continued eating. The Chinese loved us and we loved them. During dinner, important people visited our tablet, like the head of the local police and the director of the Chengdu Municipal Bureau of Commerce. Taking photos during dinner was strictly prohibited. A little strange, but that’s how it was. The night ended in the VIP section of a club with other friends of the Chinese men. As you would suspect, there was a lot of strong liquor and now also a pile of white powder on the table.

Day 2 started with a small hangover and with a pair of fancy slippers from the hotel, I shuffled to Diederick’s room. Not long after, breakfast was served and one of the Chinese men came by and asked us: “you guys wanted to see pandas right?” Well, apparently there was a big panda park located in Chengdu. The mayor arranged a VIP-tour for us. While other visitors have to watch the pandas from far away behind fences, the gates were opened for us to have our photos taken with the pandas. Afterwards, we went out for dinner in several fancy restaurants, had tea in different teahouses and the icing on the cake, a visit to the China Club. This was one of the most luxurious clubs I have ever seen with beautiful girls in dresses behind pianos. There, in the China Club we got really drunk. Diederick had some secret in-between restroom breaks, so he could keep on drinking the 70% strong Chinese liquor. I just continued drinking and cheers. Later that night, we went to a place looking like an old kitchen in a weird bar far away from civilization. We met up with more friends from the Chinese men and more pretty women and again we drank a lot. Soon, we discovered those pretty women were a little too good to be true. Exactly, escorts. Extremely drunk, tired, and a little overwhelmed, I decided to go outside to look for a quiet bench to sit on. One of our drivers told me it was okay to lie in the car for a while. I fell asleep. When I woke up, I had to throw up, I tried to open the doors but it was too late. I threw up in the car. I still remember that one of the drivers was cleaning the puke off the bench seats, when Diederick showed up. “What, did you puke? In that white Hummer?!” I looked behind me, and unfortunately I had to confirm the bad news. I had puked in a white Hummer.

The next morning, Diederick and I were going to the mountains with our own driver. We had slept two hours and like two comedians we climbed the mountain, with huge hangovers, laughing. Where we ended up at one of the most beautiful temples we had ever seen. Back from the mountains, we went out for dinner (again), to end the weekend and return to Shanghai, were we arrived with incredible stories. Today, Diederick and I still laugh about this. Why did they take us? Why did we go with them? Was this the Chinese mafia? We have never spoken to those Chinese men again. Although left with a lot of questions, I have one conclusion: The best weekend ever!

SOURCE: PUBLISHED STORY FROM OWN OF THE YOUNG PROFESSIONALS I INTERVIEWED.

The real story is less spectacular, but still really fun. This is the reason I have chosen to use it. The main difference is that the actual story is about an exchange semester in Shanghai.
TRAVEL IN STYLE

HAVE A TRIP COMING UP? LEARN HOW TO BE THE MOST STYLISH GUY ON YOUR FLIGHT

WHAT TO PACK

A WEEKEND IN THE COUNTRY

When it comes to slipping town in style, there are a few simple rules. First, follow the three S’s — sweater, shades, and slip-ons — and you’ll be set no matter where you’re headed. Second, you’ll be layering up as the weather changes, so make sure everything complements well. And finally, bring a tie — a gentleman is always ready for a nice dinner out. Oh, and a nice bag doesn’t hurt either.

This chapter is copied from the printed magazine. For a better fit on the iPad, I have added some interactivity. On the first page, I have used a already existing Suitsupply video and on the second I have used the audio of another Suitsupply video.
SUIT JACKETS
When you’re not wearing your suit, hang it up on a wide hanger to air out the fabric and regain its shape. Avoid ironing as much as possible. Instead, try to steam it using steam that matches the fabric. Only dry-clean your suit if necessary, or when an expert advises it. Find a good drycleaner that knows how to handle your delicate garments. If dry-cleaning is needed for stain removal, it is advised to do both the jacket and pants together to prevent color disparities.

SWEATERS
Washing your delicate knit in the front-loader washer, they should be washed in cold water to prevent shrinking. A good way is to wash them in a pillowcase for extra protection. Never hang dry them. Hang wet items in the right way, always check the care label inside the garment.

SHIRTS
Some are best washed between 30°C and 40°C (86°F-104°F). Avoid washing in hot water as it can cause shrinking. To keep your shirt’s original shape longer, it’s best to air-dry it in a hanger with the top button closed and instead inside out. mommies don’t ever wear button-downs.

This is an article I found on the Suitsupply website. It is both interesting as useful and therefore, added value.
As the old saying goes, get dressed with great care, and then completely forget about what you’re wearing. It’s great advice in general, but particularly true for a stylish summer pool party. Put a little effort into your look and you won’t just look sharp — you’re far more likely to get invited back.

**THE LOOK STARTS WITH A PERFECT-FITTING PAIR OF TRUNKS, BUT IT DOESN’T END THERE**

This chapter is also copied from the printed magazine. For a better fit on the iPad, I have added some interactivity. In this chapter, I have used the pop-up photo widget. When you tap on an image, you will get more information.
SUITSUPPLY IS SHOWING ENORMOUS INTERNATIONAL GROWTH, BUT WHAT
ABOUT THE FUTURE? WELL, THEY CAN ALWAYS CONQUER OUTER SPACE TOO.
BUT UNTIL THEN, HERE SOME FUNNY FACTS ON WHAT WOULD HAPPEN IF
YOU FARTED IN A SPACE SUIT!

IT YOU JUST OPEN A FLAP OR SOMETHING AND LET IT OUT?

YOU OPEN THE SUIT? EHH . . . NO. YOU WOULDN'T WANT TO DO THAT.

WHAT IF YOU SUFFOCATE?

NOT NEEDED. IN MANY SPACE SUITS, THE OXYGEN SUPPLY IS SEALED OFF
INSTEAD, SO YOU'D STILL BE ABLE TO BREATHE EVEN IF YOU OPENED A FLAP
ELSE.

NOT JUST POP OPEN A HANDY BUM-FLAP, THEN?

BAD IDEA. TRUST ME ON THIS.

http://www.sciencemuseum.org.uk/onlinestuff/snot/what_would_happen_if_you_farted_in_a_space_suit.aspx

George Clooney on His Uncomfortable Gravity Space Suit:
“Not as Bad as the Batsuit, but Just About”

“Never spent one moment in zero-G,” Sandra Bullock says of playing an astronaut in Gravity. “We
were possibly going to go on what was called the ‘vomit comet,’ but that never happened, so we were
always in solid gravity when we did everything,” she explained at a Peggy Siegal Company luncheon
celebrating the movie.

Instead, Bullock and co-star George Clooney floated in space via
hanging wires or a light box, a device dreamed up specifically for
the film, directed by Alfonso Cuaron.

“We were in a machine that’s never been invented before,” Clooney
said before lunch, near the stuffed polar bear at the Explorer’s
Club in Manhattan, where the intimate event was held. “They were
the machines that they build cars on in Detroit, these old, giant
machines where they flip you around in a bunch of different
directions, and then the camera is on another machine like that,
and it would flip around, so that your body and the camera were
moving all at the same time.” Meaning the two actors were really
moving, not simulating motion. “It was really disorienting,”
Clooney said, laughing.

They got dizzy, and it was uncomfortably warm inside the space
suits they wore. “Not as bad as the Batsuit, but just about,”
Clooney said, laughing, referring to his 1997 Batman role.

y is a tense drama in which Bullock’s character spends quite a bit of time alone, in outer space. She
said doing scenes solo was challenging. “That was the most nerve wracking,” she said. “But in a weird
way, you realize that either you can do it or you can’t.” We used a lot of interesting new tools in order to
get to that place, and most of it was music.”

For one troublesome scene in which her character talks about her daughter, she got some help from an
unexpected source. “That scene was hard for us because we couldn’t get it written properly,” Bullock
told VF Daily. “And then George actually e-mailed Allen and heard we were struggling, and sent him
the scene. He wrote that for me. The scene with the daughter. George said, I think this is the way
Sandy might feel comfortable saying it. Throw it away if you want. Allen handed it to me, and he
went, There it is.”

Bullock has very short hair in Gravity. Was it a wig, or did she cut hers? “It was really short hair,
baby!” she said. “Maybe,” she teased, adding. “I love short hair. It’s just you look like a Q-tip, you
know.”

FUNNY FACT

THE FUTURE SUIT

This chapter is a final joke to make the app more ‘light’. A funny chapter which is also
about suits, but then the future of suits.

Source:
http://www.sciencemuseum.org.uk/onlinestuff/snot/what_would_happen_if_you_farted_in_a_space_suit.aspx
INTRODUCTION & BACKGROUND

A LITTLE INFORMATION ABOUT SUITSUPPLY

Suitsupply is a men’s fashion brand specialised in tailored suits founded in 2000 by Fokke de Jong in Amsterdam. Suitsupply’s headquarters are located in Amsterdam and they also have offices in New York and Shanghai. With over 50 stores in 11 different countries and a webshop servicing worldwide, they are showing enormous international growth.

Suitsupply is well known for their photography and campaigns. Carli Hermes has been shooting all the Suitsupply campaigns since 2004.

Apart from their website and different social media, Suitsupply also has a printed magazine that is available in stores for free. The magazine is published bi-annually and the content covers the look book and extra content such as interviews.

With the enormous international growth in mind, the time has come to launch a tablet version of the magazine. This tablet version will have a much bigger reach. Next to this it will be accessible, faster, technologic, sustainable and it will be a tool to inform and entertain the Suitsupply audience.

THE CONCEPT

The Suitsupply iPad magazine will be a new tool to create brand awareness, to inform and entertain the Suitsupply audience. It will be an extension to the already existing printed magazine, which is available in store for free. Therefore, it will be published bi-annually like the printed magazine. This iPad magazine is more accessible as you can simply download it whenever you want, wherever you want. This will result in a much bigger reach and more brand awareness. Next to the look book aspect, it will cover much more extra content. This so the Suitsupply audience can orientate themselves and get familiar with the new products, and can get entertained at the same time.

DESCRIPTION

THE BRAND

MISSION
Suitsupply offers good quality suits for affordable prices, where the service towards the customer is central.

VISION
As vision, Suitsupply has created a philosophy ‘Suitsupply is a market defining brand showing strong international growth. We are pioneers at everything we do, and we work hard to keep it that way. Our pioneering spirit generates a contagious energy, which is what enables us to keep putting new ideas into practice.

Our strength lies in our formula: straight, to the point and still personal. Fast and effective. Combining craftsmanship with flair.

There are few things that distract us. This approach enables us to create an environment in which our customers feel that we only have eyes for them. We are there for people who want to be seen.

TONE OF VOICE
Sophisticated
Direct
Fun

VISUAL LANGUAGE
Outspoken
Fun
Sexual
THE TARGET AUDIENCE

SUITSUPPLY IS TARGETING 4 DIFFERENT MEN:

THEIR MAIN TARGET GROUP: YOUNG PROFESSIONALS
Here you also find a group of students. As during their studies they start orientating, which makes them young professionals already.

- They are men between the age of 20 and 35
- They mainly shop in the evening or during the weekend
- They are higher educated (HBO / University)

THE MORE EXPERIENCED BUSINESSMAN

- Men between the age of 36 and 50
- They are higher educated (HBO / University)
- For work, he wears a suit on a daily basis

THE PRICE-FOCUSED MEN

- Indistinguishable by age
- Most important reason to purchase a suit is the price
- Doesn’t wear a suit on a regular basis

THE TREND-SENSITIVE MEN

- This man follows the latest trends and that is their main reason to purchase
- Indistinguishable by age
- No price limitations

INSIGHTS

PRELIMINARY RESEARCH

- Young professional men are the people who own tablets and read most digital magazines

INDEPTH RESEARCH (INTERVIEWS)

- These men orientate themselves Online before purchasing
- These men have little time and are looking for a tool that both informs and entertains them
- They like to read Algemeen Dagblad, Financieel Dagblad, Elsevier and Voetbal international
- They like to watch Suits, Madmen, Entourage and House of Cards
- They like to drink a cold beer in the park, a nice wine during dinner and a good whiskey with friends
- These men are looking for an app with easy usability, the right combination of serious and funny with not too much interactivity.
- An app is easily accessible. They can download it whenever they want, wherever they want instead of going to the store for the pratted version

THE MAINSTAYS

The main focus of the iPad magazine will be the look book. The most important aspect, is for the Suitsupply audience to get familiar with the products so that they can orientate themselves in what they prefer to buy in the actual store. This target audience is located online for orientation, but buy their clothes offline. Next to the look book, you will find extra content for entertainment.

A FEW EXAMPLES ARE:

- The new campaign
- Look book images
- Product images
- Styling tips / dress code tips / washing tips
- Interview with a Suitsupply employee
- Interview with a businessman / famous person
- For example Macklemore.
- The event: for example the pool party or the rooftop party
- Funny facts
- Audio & video for interactivity

THE RATIO WILL BE
70 % SUITSUPPLY – 30 % ENTERTAINMENT

Made from 100% Cerruti linen, with a three-quarter length and classic details like flap pockets and peak lapels, it dresses up and down with elegance and ease.
Suitsupply is quiet unique in the way they operate. They offer high quality clothing for an affordable price this in combination with excellent store service. They launched the ‘Suitschool’ to train their employees and you can adjust your suit with the travelling tailors.

Of course there are other brands that offer suits to this target audience, but never with the same quality / price combination.

A FEW COMPETITORS ARE
- Oger
- Hugo Boss
- Armani
- Corneliani
- WE
- Zara
- TOPMAN
- H&M

STRENGTHS
- Strong brand image. This because their strong marketing campaigns and the modern international name.
- The combination of high quality products for affordable prices.
- Higher educated staff – good service. This because of their ‘suitschool’

WEAKNESSES
- Most of Suitsupply’s audience isn’t familiar with their printed magazine.
- They only reach a small group of their target audience with their campaigns.
- They can get so much more out of the different social media.

OPPORTUNITIES
- Upcoming media tools will make all communication easier. This will create more brand awareness.
- Investing in digital area. This is where the Suitsupply audience is located.
- Using a new media tool like the tablet shows that they are modern and are willing to grow on an international level.

THREATS
- There are a lot of well-known brands that offer suits. A lot of competitors – they are not in the same price range but the brands are known by the Suitsupply audience.

MARKETING STRATEGY

STRATEGY & GOALS
Suitsupply is well known for their combination of affordable, easy availability and good quality clothing. Because Suitsupply is both a producer as a retailer, they have created a supply chain that ensures low prices. Their strategic development direction is growing by means of market-development, with a new formula: Conquer new markets with existing products.

ORGANISATIONAL GOAL:
‘To open 500 stores in the Netherlands and abroad within 10 years’

MARKETING GOAL:
‘To create a feeling or atmosphere so the target audience will think of Suitsupply as a strong and quirky brand’

What service offers Suitsupply?
1. Quality: When a suit isn’t of good quality, you can return the suit and chose a new one.
2. Complete service: They offer custom adjustments to suits in store, travelling tailors and corporate service.
3. Affordable prices
4. Professional staff: They have created the ‘suit school’ to train their employees.
5. A broad collection
MARKETING STRATEGY AND MARKETING MIX

MARKETING MIX

PRICE
Suitsupply is positioned in the low end market for dressed up products. They sell suits from €199,-.

PLACE
A Suitsupply store is never located in a busy shopping street but always somewhere ‘around the corner’. The first stores were located next to the highway (A4), but the stores are getting closer to the city centre these days. At these locations, they can reach the target group better, which will lead to more brand awareness and potential customers.

PRODUCTS
Suitsupply suits, tailor made suits, travelling tailors, shirts and accessories. Quality plays the most important role. Every year, they launch new shapes and products and use new fabrics. This is all based on the fashion trends.

PROMOTION
Promotion plays a really important role within Suisupply. They want to differentiate themselves from their competitors by means of outspoken campaigns.
Other examples of promotion:
- Social media: Facebook, Instagram, Pinterest & Twitter
- Their website
- Short Youtube films
- The Jort Kelder collection

PERSONNEL
Suitsupply believes in good service and therefore they started the ‘Suitschool’. Here all store employees get educated about sizes, fabrics, fittings, tailoring etc. Here they teach how to act professional and give the best service possible.

THE CORPORATE MAGAZINE

THE iPAD MAGAZINE IS AVAILABLE ONLINE FOR FREE AND IS PUBLISHED BI-ANNUALLY.

The total budget for the printed magazine is €200,000 per issue.

INCLUDED
- Look book photography
- Product photography
- Interviews
- Other content
- Printing costs
- Paper costs

EXCLUDED:
- Campaign photography
- Graphic design – designer in house

For the iPad version you will need an additional €50,000. Most content is covered as it is copied from the printed magazine, so is most of the photography. When it comes to extra content, you will need to create from scratch.

THE BUDGET

TABLET MAGAZINE BUDGET: €75,000

EDITORIAL DEPARTMENT

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
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</thead>
<tbody>
<tr>
<td>Interviews</td>
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<tr>
<td>Photoshoots</td>
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<td>Videos</td>
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CREATIVE DEPARTMENT

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<tr>
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<tr>
<td>Design Suitsupply Tablet magazine</td>
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PR TEAM

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<td>In store promotion</td>
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<tr>
<td>Free publicity monitoring</td>
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SOCIAL MEDIA

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<td>Tablet magazine promotion</td>
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OTHER EXPENSES

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<th>Budget</th>
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<tr>
<td>Uncalculated expenses</td>
<td>€1,000</td>
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</table>

TOTAL: €75,000
THE IPAD MAGAZINE

The iPad magazine will be an ‘app’ and therefore there is no printing or binding technique needed. Both the printed magazine as the iPad magazine will be fully designed in-house. The printed magazine has always been designed in-house by the graphic team. The iPad magazine will be a collaboration between the graphic and the digital team.

TECHNIQUE

PUBLISHING PLAN

All information in the publishing plan:

- Official Suitsupply information
- research phase 1 + 2
### RED/GREEN CHECK

**WEEK 14**

**ASSESSMENT FORM + FEEDBACK**

---

**PHASE 3 – RED LIGHT / GREEN LIGHT: Creating**


**Name of student:** Aniek Smetsers

**Coaches:** JWO/SFE/JMO/KWA

<table>
<thead>
<tr>
<th>competences</th>
<th>Phase 3 check criteria</th>
<th>score</th>
<th>remarks (optional)</th>
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</thead>
<tbody>
<tr>
<td>Research</td>
<td>- has demonstrably done research into end product (process book)</td>
<td>+1/−</td>
<td>clearly documented &amp; easy to follow in P.Book.</td>
</tr>
<tr>
<td></td>
<td>- has carried out design experiments (process book)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- has made use of desk and field research (process book)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- has researched into end product using recognized research methodologies (process book)</td>
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<tr>
<td>Decision-making</td>
<td>- has formulated ideas on the basis of research conclusions (process book)</td>
<td>+1/−</td>
<td>decisions backed by research/content choices easy to understand</td>
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<tr>
<td></td>
<td>- has formulated a personal vision (process book)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>- has made authentic and bold choices (process book)</td>
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<tr>
<td>Actualisation</td>
<td>- has made an inspiring transition from idea to end product</td>
<td>+1/−</td>
<td>iPad magazine looks quite professional &amp; bendy, that way as well</td>
</tr>
<tr>
<td></td>
<td>- the end product strikes a good balance between ambition and reality</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- the end product strikes a good balance between quality and feasibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td>- has attuned end product to target group and context</td>
<td>+1/−</td>
<td>relevant information presented on boards - overview is logical.</td>
</tr>
<tr>
<td></td>
<td>- has used media correctly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- is innovative in the use of media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-evaluation</td>
<td>- can reflect on own activities with regard to research and design process</td>
<td>+1/−</td>
<td>realistic/repeats weaknesses in process/product</td>
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<tr>
<td></td>
<td>- can indicate which activities need to happen in order to come to an end product and presentation</td>
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**Assessment:**

**Remarks:** Have you tested this out?

---

**CONCLUSIONS CHECK 3**

I am going to test my product with professionals in phase 4
PHASE 4
WEEK 15-18
PRESENTATION AND SELF-EVALUATION
INTRO MEDIA
CREATING A INTRO MEDIA FOR THE APP

INTRO MEDIA
FINAL CONCEPT

GIF CLIP/MOVIE USING THE SAME CAMPAIGN IMAGE AS COVER WITH TAGLINE OF THE JORT COLLECTION.

NEEDED: SUITSUPPLY LOGO
CAMPAIGN IMAGE (COVER)
JORT COLLECTION QUOTE: GENTLEMEN, LET’S MAKE LIFE A LITTLE MORE BEAUTIFUL

INTRO MEDIA
STORY BOARD - GIF

GIF CLIP/MOVIE USING THE SAME CAMPAIGN IMAGE AS COVER WITH TAGLINE OF THE JORT COLLECTION.

NEEDED: 1. SUITSUPPLY LOGO
2. CAMPAIGN IMAGE (COVER)
3. JORT COLLECTION QUOTE: GENTLEMEN, LET’S MAKE THE WORLD A LITTLE MORE BEAUTIFUL

INTRO MEDIA

I have decided not to use the intro media I’ve made:

- Has no added value
- Outcome was disappointing
- iBook doesn’t start at page 1 with intro media but at overview pages – this is confusing
MEETING SUITSUPPLY

Roos Fleuren, Head buying department
Jie Chen, Head visual design (print & digital)

Overall feedback iPad magazine
- “Looks fantastic and professional” – Roos & Jie
- “Layout looks really good and breaths Suitsupply” – Jie
- “We want to publish this tomorrow” – Roos & Jie
- “We definitely want to use this prototype to create the upcoming winter issue like this” – Roos

Design feedback (detailed)
- Harvey Spector quote: Align quote to the right
- Add an icon whenever you need to tap images – people don’t read
- Create new icon instead of old logo (funny facts) – old logo can no longer be used
- The best weekend article needs images – tends to be boring now
- What to pack chapter text maybe in 2 collums?

Other comments
- I am going to send the iPad magazine to Fleur so she can show it to Fokke de Jong.
- They are extremely enthusiastic and want to use my prototype.
- They are sad that it’s too late to still publish this summer issue, but want to publish the upcoming issue on the iPad.
- Roos Fleuren thinks I am a great fit within Suitsupply and asked me to think about working there.
- Jie Chen want me in his visual/digital team and asked me to send him my CV.
FEEDBACK SANOMA

13 June, ’14

Rolien van der Leeuw – Multi Media Designer, VT Wonen

Overall feedback iPad magazine
- “Looks really professional”
- “Good added value for Suitsupply”
- “Newest trend; Corporate digital magazines”

Design feedback (detailed)
- She agreed with my idea to add an icon whenever you need to tap instead of text
- Earlier link to webshop than on last page – Although, people leave the app, they need the possibility to buy
- Maybe icon at campaign images?
- Add social media share option at for example rooftop video, if people like it, they can share it
- Icon at look book and product images and maybe link to webshop
- Suitsupply boys – Mix & Match idea uitleggen (combination of Suitsupply and own clothing)
- Make smaller sentences at the travel chapter
- Delete ‘Watch movie here’ and ‘listen to audio here’ text – it’s obvious
- Put pool party chapter somewhere else, otherwise people think it’s odd that there is no audio/video as layout looks the same
- The best weekend chapter needs an image
- Recovery plan chapter needs a shorter sentence
- Add end page with website instead of the astronaut

Overall
- How many times a year will this be published? Is 2 too little or is it ok? It’s a brand not a commercial magazine, so you don’t need to publish a lot, it is stronger to wait until there is a new collection / campaign. Add update after 3 months for additional content.
- Suitsupply can really promote this on their social media and vice versa.
FEEDBACK VLNR
(Van Links Naar Rechts)

Louis Donders – Owner VLNR, design/advertisement agency

Overall feedback iPad magazine
- “Graphic design looks really good”
- “Looks really professional”

Design feedback (detailed)
- Table of contents missing – what if I don’t want to read everything
- Nice and clean pages, men like that
- Videos in white really suit the page – like he’s floating
- Some questions at interviews are too long for all caps letters
- Clothing in video could have been ironed
- The best weekend chapter looks boring
- Last astronaut page isn’t clear – website isn’t visible

Overall
- Normally I would ask what the difference between this and the website would be. But it’s quite clear that it is a addition with extra content. More entertainment.
THE WINTER ISSUE

HOW DOES THE SECOND ISSUE LOOK LIKE?

CONCEPTUAL STARTING POINTS
2ND ISSUE – THE WINTER ISSUE

1. CAMPAIGN WINTER 14-15
   The new winter issue will show the newest collection, in this case the winter 2014-2015 campaign

2. LOOK BOOK IMAGERY 14-15
   The new winter issue will show the newest collection, in this case the winter 2014-2015 campaign

3. ILLUSTRATIONS
   There will be illustrations again. This can be at several chapters throughout the magazine.

4. THE DRESS CODE
   In the summer issue we were talking about the TUX at a black tie event. In the winter issue this could be any other dress code; like the cocktail party for example.

5. THE EVENT
   In the summer issue, there were two event chapters: the rooftop party and the pool party. In the winter issue this can be ‘the holidays’, the dinner party, the house party. These are just ideas for events that can be featured.

6. INTERVIEWS

7. FUNNY FACTS
   New funny quotes/facts that you never knew before! Those will fit the new content.

8. VIDEOS
   New events and chapters will give the opportunity for new videos and audios. There should always be one promotional funny video like the rooftop video and several style videos throughout the magazine.

9. PHOTO SHOOT
   The Suitsupply boys is about mixing and matching Suitsupply products with own products. This is a very fun idea and can be taken to a next level and so used again with new models. The models should always be the target group instead of real models.

10. FUNNY CHAPTER
    The space suit was a last funny chapter to make the magazine more ‘light’, this works very well and so this can be used again. The subject can be decided on later.
By showing the combination of entertainment and product information in a new magazine available on the Young professional men between the age of 20 and 35. They are higher educated and mainly shop at night.

The iPad version will be an extension to the already existing printed magazine. The extension means extra content, more entertainment and fun. To get the Suitsupply audience familiar with the new products and to entertain them with extra content.

Suitsupply iPad magazine is easily accessible. They can download it whenever they want, wherever they want. The perfect way of shopping.

**TARGET AUDIENCE**

Young professional men are the people who own tablets and read most digital magazines.

**PROPOSITION**

Suitsupply look and feel.

**OBJECTIVE**

Download link on the website.

**SUPPORT**

Direct, fun and sophisticated.

**TONE OF VOICE**

Fun, Sophisticated

**STRATEGY**

Using the same look book-format.

**Mandatory Elements**

Everything a young professional needs to become a sophisticated gentleman.
TABLE PRESENTATION

CREATIVE BRIEF	MINI PROCESS BOOK	IPAD	PUBLISHING PLAN	WINTER ISSUE

brand +
target group

product

A3

A2

A4

A4

TABLE: 100 X 140CM
Good afternoon everyone, my name is Aniek Smetsers. I want to start my presentation by telling you about where I come from. I have always been interested in magazines and therefore I chose to do my internship at NYLON magazine. Which I think is the most awesome magazine in the world. During my time in New York, I got introduced to the digital department and therefore, back at amfi, I joined the Minor magazines where I became one of the art directors of the iPad magazine. Here my interest in the digital world developed even more and I was curious how I could apply my new digital skills at a fashion brand for a change. So, I chose the minor individuals, where I became the digital manager.

Then it was time to start graduation, with a strong affection for the digital world, coming up with a subject wasn’t hard at all. I had to make an ipad magazine. After the orientation phase I came to the conclusion that young men are the people who use tablets the most and so I came to Suitsupply. The perfect fit

During the entire process, I was putting the target group first. I chose to do in depth interviews with 15 young professionals to gain knowledge about their lives. This was a great starting point to create an ipad magazine for Suitsupply. During the process, I kept in touch with them until the end, for ideas and to test the app.

Of course, using the ipad as tool over a smartphone app or website, started out from personal reasons. But during the research period, it made more sense everyday. These guys don't have much time and therefore orientate themselves online. A smartphone app is limited as it is too small and the website is too simple. With the ipad app, they can shop and get entertained at the same time with limited time. This is why I chose for a combination of fast entertainment such as short funny facts and in depth entertainment such as stories and interviews.

After the red/green check, I decided that it was time to leave those precious young professionals behind for a new challenge. I was going to ask professionals for feedback now. I went to a design/advertising agency, I went to sanoma and eventually to Suitsupply. I asked my contact person there if she had time to meet, and she did. She invited Jie Chen, which is the head of the visual and digital department. The perfect person for feedback. The meeting was a success. After some design adjustments, they told me it was exactly what they want and if they could publish this tomorrow. Of course this is just a prototype and a little too late for summer; but they offered me a job in the visual / digital department to work on the upcoming winter issue…. On the iPad.

I want to finish my presentation by telling that I was quite anxious when I started graduation in February. But I really enjoyed this semester, and I think I completed my studies here at Amfi quite successfully.

Thank you for listening.
PROCESS BOOK