THE NEXT ISSUE
CONCEPTUAL STARTING POINTS

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

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

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

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.

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.
INTERVIEWS

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

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.

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.

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.
THE WINTER ISSUE