WELCOME!

This Process Book is designed to guide the reader through my graduation journey. It provides reflection on my research, decision making and how I applied these findings in my final project.
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1. PRELIMINARY RESEARCH FOR MAIN IDEA
   1.1 SUSTAINABILITY & ITS CURRENT STATUS
   1.2 SUSTAINABILITY & CONSUMERS
   1.3 SUSTAINABILITY & BRANDS
   1.4 SUSTAINABILITY & LAUNDRY

2. CUSTOMER AND BRAND
   1.5 TARGET GROUP - MILLENNIALS
   1.6 BRAND - URBAN OUTFITTERS
5.8 Million tons of textile waste is discarded in Europe every year.

Communication is the biggest problem for the slow fashion movement to not be stronger.

• Needs to be communicated as beautiful products with additional sustainable benefits.
• Sustainability messages should be more tailored and relevant to people’s day-to-day activities.

Sustainable fashion has to become cooler, and more easily accessible.

Buy less but better movement is brewing.

People are not buying just to buy anymore. There is evidence people are willing to pay more for clothes that last longer.

Survey results:
- 66% agree that as a society we need to consume less to improve the environment.
- 65% feel a sense of responsibility.

BUT: nobody actually does anything!

Suggested solutions:
- better communication
- consumer engagement
- community thinking

60% of people say that buying goods from socially responsible companies is important to them.

We are developing a new passion for clothing. The reflection of values, quality and character. => a new type of luxury!

How a product looks is most important. Sustainability comes later for consumers.

Overcoming negative perceptions is one of the biggest challenges for brands.

Challenges for brands:
- Consumers are used to extremely cheap prices.
- Sustainable fashion has to be more fashionable.

In order for something to really change, companies have to rethink their business model.

The best way to market sustainable living is not to lecture customers but to nudge them gently into changing behaviour.

We need messages that amuse or inspire us, not messages that make us feel the world is about to end and it’s our fault if we don’t go out and buy coarse, recycled toilet tissue right now.

Over and above making sustainability fun or easy, brands are uniquely positioned to infuse sustainable with an even more potent attribute: desirability.

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Considering the massive amount of textile waste, clothing care is a very relevant topic to work with.

Millennials have grown up with fast fashion and are used to an extreme consumerism, additionally they are missing out on important clothing care skills. Which means they buy a lot and don’t know how to care for all their clothes (problem!). They are still very young (18-28) and are known for wanting to make a difference in the world. (=> ideal target group).

Challenge: make clothing care fun, fashionable and attractive to Millennials.

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1.1 SUSTAINABILITY & ITS CURRENT STATUS

MAIN INSIGHTS

RESEARCH 1.1

REPORT: LESS IS MORE

- 5.8 Million tons of textile waste is discarded in Europe every year!

VIDEO: H&M CONSCIOUS TALK

- People have become more conscious about what they wear.
- The number of conscious fashion sold is rising, but it's still not enough.
- What do you have to do to get people to make more conscious choices?
  - Conscious fashion needs to be cool.
  - People don’t always do the right thing, but they always do the easiest.
- Conscious fashion has to become more easily accessible, many conscious fashion brands are only online and not in the main shopping streets.

DOCUMENTARY: THE NEXT BLACK
From: http://www.aeg.co.uk/Plan--Design/thenextblack/ (retrieved 5 October 2014).

- How did we end up with fast fashion?
  - The ability of companies to deliver faster.
  - Satisfies the desire and need of people (change for more sustainable practices has to come from people).

- "We have to buy less and care more"
  - Past generations would take better care of their clothes.
  - Repairing things creates a connection to the garment.

EXPERT Q&A: KATE FLETCHER
Source: Kate Fletcher (Professor of Sustainability, Design & Fashion at London College of Fashion), Fashion & Sustainability FAQs.

- Definition of Sustainability:
  - A more authentic, flexible and interconnected view of fashion, people and the world.
  - 'Sustainability is still a niche market.'
  - Sustainable clothes are made to appear culturally undesirable, impractical and expensive.
  - It’s important for sustainable fashion to be upscale.
  - Knowledge is important in enabling people to take responsibility.

THESIS: SLOW FASHION – TAILORING A STRATEGIC APPROACH TOWARDS SUSTAINABILITY!

- Survey amongst brands: Many believe communication is the biggest problem for the slow fashion movement to not be stronger.

BOOK: FASHION & SUSTAINABILITY – DESIGN FOR CHANGE!

- Garments are often bought in multiples and discarded quickly since they have little perceived value.
- Distinguishing between real needs and manufactured wants is far from easy.
- Women’s wear represents 65% of the global fashion industry.
- Sustainability messages should be more tailored and relevant to people’s day-to-day activities.
- Underlying models of the fashion industry need to change. But there is always a great resistance to changing existing way of doing things.
- Fashion’s potency as a personal and social satisfier makes it a magnet for manipulation.
- The notion of always needing more assumes a public that always wants more.

STRAWBERRY EARTH FAIR: TALKSHOW

- People need other hobbies than shopping.
- We are going into the right direction, the industrial revolution didn’t happen in one day either.
- Fashion shouldn't only be about buying but about combining and creativity.
- Eco fashion is not fashionable enough yet to become mainstream.
- Creative leaders are not sustainable enough.
- Sustainable brands need to be cooler.
- Fashion pretends to be so farward but is very much behind the food and car industry when it comes to eco-choices.
- How can you change sustainability's bad image problem?
  - Don’t tell it too loud (on beautiful products with additional sustainable benefits).

VIDEO: H&M CONSCIOUS TALK

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  - Conscious fashion needs to be cool.
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- Conscious fashion has to become more easily accessible, many conscious fashion brands are only online and not in the main shopping streets.

INTERVIEW: MARIEKE EYKOOT
Source: Eykoot, M., Sustainable fashion and lifestyle expert.

- Mainstream fashion brands will have to slow down. Consumers are changing so they have to adapt.
- Brands and consumers are both responsible to slow things down. It's not one or the other.
- People who constantly want everything cheaper have completely wrong expectations.
ARTICLE: Where is sustainability headed in 2014?

- The word sustainability is thrown around a lot, and really turns some people off.
- It’s about time we start building a fulfilling relationship again with our clothes.
- We are developing a new passion for clothing. The reflection of values, quality and character. => a new type of luxury!

EXPERT INTERVIEW: SARAH DITTY
Source: Schneider, L., 2014, In which way can high street retailers influence consumers perceptions of sustainable fashion through green communications?, Amsterdam Fashion Institute, The Netherlands.

- H&M conscious collection is busting your common consumer perception of what’s sustainability and how sustainable fashion can look like.
- How a product looks is most important. Sustainability comes later for consumers.
- Overcoming negative perceptions is one of the biggest challenges for brands.
- Everything should be made in an ethical and sustainable way. It just has to be easy for consumers to take part and at the moment it’s not.’
- Greenphobia: A general fear people have towards sustainability.

ARTICLE: FASHION BRANDS MESSAGE FOR FALL SHOPPERS: BUY LESS, SPEND MORE!

- Experts say, but less but better movements is brewing.
- Retailers are encouraging shoppers to build simpler, smaller and longer-lasting wardrobes.
- People are not buying out to buy anymore. There is evidence people are willing to pay more for clothes that last longer.
- Some bloggers jump on the bandwagon of buying less.
- Aha-moment for moving away from fast fashion: ‘I can wear this shirt twice in one week and noone is going to get hurt’.

ARTICLE: BLACK FRIDAY: BRIDGING THE GAP BETWEEN WHAT CONSUMERS SAY AND DO

- Survey results:
  - 66% agree that as a society we need to consume a lot less to improve the environment,
  - 65% feel a sense of responsibility.

But: nobody actually does anything!

- Suggested solutions:
  - better communication
  - consumer engagement
  - community thinking

ARTICLE: CONSUMERS CARE ABOUT BUYING FROM SOCIALLY RESPONSIBLE BRANDS NOW MORE THAN EVER.

- Shoppers care about how employees and the environment gets treated.
- 60% of people say that buying goods from socially responsible companies is important to them.
- In the future it will become even more difficult to be a successful company without attention to social responsibility.
ARTICLE: FIVE STEPS TO A WINNING SUSTAINABLE MARKETING STRATEGY

1. Refocus on your target audience.
   - Your target is not a separate group of ‘conscious consumers’.
2. Get real about your targets needs and motivations.
   - What they want is more value, which means better.
3. Remember what helps you deliver better than anyone else.
   - What is your existing source of differentiation or competitive advantage? That is the foundation upon which you need to build any sustainability activity.
4. Stick to initiatives that support your brand positioning.
   - Example: Ariel laundry detergent had always promised superior cleaning power. Its turn to 30 degree campaign promised that even at a low temperature.
5. Execute with gusto.
   - It’s not about greener, it’s about better.

ARTICLE: MAKING SUSTAINABILITY LIVING EASY, NORMAL - AND FUN

• The best way to market sustainable living is not to lecture customers but to nudge them gently into changing behaviour.
• We need messages that amuse or inspire us, not messages that make us feel the world is about to end and it’s our fault if we don’t go out and buy coarse, recycled toilet tissue right now.
• The huge challenge for sustainability is winning over the bulk in the middle, reckons Mike Barry, head of sustainable business at the UK retailer M&S: ‘This group will only change when they see that joining the (eco) 10% is easy, fun and exciting, not difficult, worthy and full of compromises and sacrifices.’
• ‘The biggest impacts are often after sale, whether that’s washing clothes or wasting leftover food,’ says Richard Hardymon, associate director at the London consultancy Corporate Citizenship.
• That means sustainability has to be a normal part of people’s everyday lives, not some niche. And making it easy and fun is the most effective way to making that happen.
• Over and above making sustainability fun or easy, brands are uniquely positioned to infuse sustainable with an even more potent attribute: desirability.

ARTICLE: LONDON FASHION WEEK: IS SUSTAINABILITY ON TREND?
Source: Kharpal, A., 2013, London Fashion Week: Is sustainability on trend?

• Sustainability in fashion is becoming bigger
   - 2000: Value in UK: 5 Mio Pound
   - 2011: Value in UK: 150 Mio Pound
   - => But it’s a niche market (Entire British fashion industry is worth 21 Billion Pound)

• Challenges:
   - Consumers are used to extremely cheap prices.
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ARTICLE: BUY FEWER CLOTHES, SAYS FASHION DESIGNER VIVIENNE WESTWOOD
Source: Dunne, J., 2013, Buy fewer clothes, says fashion designer Vivienne Westwood. Especially if you’re ‘poor’...

• Buy less, choose well. Make it last. Quality, not quantity.
• Instead of buying six things, buy one thing that you really like. Don’t keep buying just for the sake of it.
• I just think people should invest in the world. Don’t invest in fashion, but invest in the world.

ARTICLE: LET’S CHANGE THE BUSINESS PARADIGM – AND SAVE THE PLANET.

• In order for something to really change, companies have to rethink their business model.
• Challenging the system - changing not just the way you do business, but the reason you are in business.
• There’s a parallel with consumer behaviour. Green shopping and lifestyle choices make people feel better about their individual environmental impacts.
• Example for change:
   - Patagonia: Patagonia adopted a radical mission statement: to ‘use business to inspire and implement solutions to the environmental crisis’. Now the company asks customers to sign a pledge that they won’t buy something unless they really need it.
   - They set up a used-gear shop on eBay, from which they receive no revenue, and urged customers to drag their old gear out of the closet and put it back to use.

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EXAMPLE FOR POSITIVE, FUN AND SUCCESSFUL SUSTAINABILITY COMMUNICATION:

**REFORMATION**

Tagline: We make killer clothes that don't kill the environment.

The Brand: Reformation is an environmentally sustainable label that repurposes vintage clothing and surplus fabrics found by its in-house team.

COMMUNICATION:

Fashion communication:

- Focus clearly lies on fashionability first.
- Communication is on 90% on new styles and fashion. The remaining 10% is fun, short, snappy and relevant information about sustainability, fabrics and production processes.

Sustainability communication:

- FUN – SHORT – RELEVANT
1.4

SUSTAINABILITY & LAUNDRY

MAIN INSIGHTS

ARTICLE:
THE DIRT ON CLOTHES: WHY WASHING LESS IS MORE SUSTAINABLE

• It turns out that when you look at the whole life cycle of a piece of clothing, everyday washing and drying damages our natural environment the most.
• Our standards of cleanliness have only developed over the last 200 years.
• Our preoccupation with cleanliness is due partly to technological developments. But a bigger influence is a change in conventions. Marketeers peddling cleaning products like laundry powder sell us elevated cleanliness ideals to increase their business.
• 'I’ve started to wear a T-shirt for a couple of days in a row and noone’s noticed that'.
• 80% of energy consumtion happens during consumer use.

ARTICLE:
MILLENNIALS UNEDUCATED ON IMPORTANT CLOTHING CARE SKILLS, STUDY FINDS.

• 5.8 Million tons of textile waste are discarded every year in Europe.
• Much of this waste is due to clothes being discarded due to minor tears or stains - easily repairable damages if the owners have the skills and knowledge to fix them.
• Many high school students are left without basic skills.
• Gen Y (Millenials) does not possess clothing repair skills like sewing, hemming, button repair, nor do they possess general knowledge of laundry.

ARTICLE:
CLEVERCARE SYMBOLS HELPS CONSUMER REDUCE CLIMATE IMPACT OF GARMENTS

• How we wash, dry and iron our clothes has a big impact on the environment. More than 30% of the total climate impact of an average garments lifecycle happens in this last phase.
• Buy lowering the temperature from 60 to 30 degree, when machine washing, you reduce energy use by 50%.
• Hang drying saves 17% of the total climate impact.
• Ironing can be reduced if you steam your clothes in the bathroom while showering.

H&M INTRODUCES CLEVER CARE SYMBOL:
Featured on all H&M products’ wash care labels by the end of 2014.

THOUGHTS:
Clothing care is a very relevant topic in sustainability, which makes the introduction of the clever care symbol a very clever move from H&M. Even tough the idea is good, the execution is too much focused on lecturing and H&M did not manage to turn this topic into something entertaining and fun.
"The minute that you understand that you can poke life and actually something will, you know if you push in, something will pop out the other side, that you can change it, you can mould it. That's maybe the most important thing. It's to shake off this erroneous notion that life is there and you're just gonna live in it, versus embrace it, change it, improve it, make your mark upon it. I think that's very important and however you learn that, once you learn it, you'll want to change life and make it better, 'cause it's kind of messed up, in a lot of ways. Once you learn that, you'll never be the same again."

From Mr. Steve Jobs himself

A smart guy once said

"Millennials don't know shit about clothing care!"

Serious!

That's not just another one of those Millennials-are-useless-statements. They really don't know shit about clothing care, which is one reason for 5.8 million tons of fabric waste discarded in Europe every year. That's kind of a big deal. "Much of this waste is due to clothes being discarded because of minor tears or stains. These are easily repairable damages, if only anyone would have the skills and knowledge to fix them." (Norum, 2014)
1. Preliminary Research for Main Idea

1.1 Sustainability & Its Current Status
1.2 Sustainability & Consumers
1.3 Sustainability & Brands
1.4 Sustainability & Laundry

2. Customer and Brand

2.1 Target Group - Millennials
2.2 Brand - Urban Outfitters
1.5 TARGET GROUP: MILLENNIALS

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ARTICLE:
MILLENNIALS MOST SUSTAINABILITY-CONSCIOUS GENERATION YET
Source: Rayapura, A., 2014, Millennials most sustainability-conscious generation yet, but don’t call them ‘environmentalists’.

- Millennials are more supportive of stricter environmental laws, more likely to attribute global warming to human activity, and more likely to favor environmentally friendly policies such as green energy development and tax incentives for hybrid vehicles.
- They are also the most racially diverse generation (43% of adults are non-white), the best educated (1/3 has a college degree or more) and are the digital natives (81% has Facebook presence with a median of 250 friends).
- Sustainability communications from companies such as Coke, Unilever and Levi’s resonate strongly with social media-savvy Millennials.

ARTICLE:
WHY MILLENNIALS DO CARE ABOUT SUSTAINABLE FASHION

- Millennials are the ideal audience for sustainable fashion brands because most believe that a brand speaks about who they are, what they believe in and how they live their life (BCG study, 2014).
- Millennials have the determination and will power to change something and are willing to spend more at a retailer that is environmentally friendly (= choice for quality items).
- Millennials value experiences over ownership, => allows to revisit product/service system.
- Millennials are willing to put in work to create, maintain, alter and repair items => they are looking for connection, meaning and authenticity.
- Because Millennials wants to hold onto their investments for the long term, there are opportunities to create and profit from new brand touch points focused on maintenance, modification and repair.
- Best way to reach them is through mass media. (Urban Outfitters is extremely good in staying in close connection to their target group (Millenials) and are strongly interacting with them on social media portals => potential brand?)

CONCLUSION MILLENNIALS

“Millennials are the ideal audience for sustainable fashion brands because most believe that a brand speaks about who they are, what they believe in and how they live their life” (BCG study, 2014).

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Best way to reach them is through mass media. (Urban Outfitters is extremely good in staying in close connection to their target group (Millenials) and are strongly interacting with them on social media portals => potential brand?)
ARTICLE: Sustainable fashion should tap into power of millennials

• It's time for ethical fashion brands to decide on to whom they are speaking and why. The movement's current blind spot is young Millennials, who have largely been excluded from the ethical fashion conversation.
• Millennials, as a group often proven to be the most interested in brands dedicated to social change, are the ideal audience for ethical fashion.
• A recent study by the Boston Consulting Group (BCG) found that 50% of the 13 to 34 year olds believe brands 'say something about who I am, my values, and where I fit in', while 48% of US Millennials choose to buy from brands that are active in supporting social causes.
• Thanks to the internet, Millennials have access to a host of information to make informed purchasing decisions.
• The best way to reach Millennials en masse is through an active social media presence.
• Millennials expect a two way dialogue.
• First and foremost though, appealing to young Millennials and their aesthetic sensibilities is where sustainable fashion has fallen short.
• Sustainable fashion platforms, with the confidence of a growing young audience interested in the space should partner with global fashion giants like Urban Outfitters and H&M to tap into their huge captive audience, collaborate on ethical collections, and campaign for a more ethical fashion industry.
• If the sustainable fashion and fast fashion worlds could truly collaborate in an honest way, we'd be able to pass on the ethical fashion message to these Millennials immediately. It seems this is the next realistic step for the movement along with having celebrities, bloggers and youtubers on board. Sustainable fashion isn't the enemy of fast fashion, but it could be its saviour.

ARTICLE: 47% of Gen Y would pay more for green brands

• 46% of Millennials said they’d shop at a retailer more if they were environmentally friendly.
• 77% of those do it because they care about the environment, 21% because it’s the right thing to do.

ARTICLE: The unexpected sustainability of Gen Y

• Generation Y values experience over ownership => allows to reinv product service system.
• Why? Millennials have grown up in the age of social media => stories are the new status item.
• An often overlooked trait of Gen Y is their financial challenges, they are willing to pay more for certain items.

BREAK
Simultaneously to this research about Millennials, I've researched Urban Outfitters as a possible brand for the concept. Once the decision had been made I conducted some additional research on the Urban Outfitters target group.

This is the point where the general research about Millennials as a target group ends and the specific research about Urban Outfitters' Millennials begins.
TRANSCRIPT: URBAN OUTFITTERS – ANALYST/INVESTOR DAY

Sue Otto, executive director of Urban Outfitters (one of the first employees ever hired by UO, focuses since years on target group research):
• Urban Outfitters has a close emotional bond to their consumer
• They are intentionally contrary
• They have an urge to separate themselves from other generations, in particular their parents.
• Great confidence & unique persona
• In the process of experimenting with roles, behaviour and ideologies.
• Expert on everything, exposed to new independent cultures, ideas and environments.
• Independence leads to great confidence and conviction
• They have great optimism
• They feel they can change and do anything.
• They're involved in travel and exploration. => exposed to new cultures, food products => they actively seek that out
• They are extremely independent
• They believe the way they see things personally is the correct way and everyone feels exactly the same way.
• They have an attachment to the local
• They are highly involved in mating and dating behaviour (=> shapes their motivation and decision-making and is one of the primary drivers for their spending behaviour)
• Highest level of social interaction
• They work hard to postpone adulthood in their traditional roles.
• Technology, media and fashion shape all their experiences, but their goals are the same.
• They are the essence of an ephemeral nature of youth and experimentation, adventure, optimism and enthusiasm.

PRESENTATION: UO: A NEW WAY OF THINKING BRAND RETAIL?

• Young adults, 18-28
• Early adopters
• Men&women
• Metropolitan hipsters
• Creative
• Tech-savvy

ARTICLE: BRANDING URBAN DECLINE: STYLE AND THE IMAGINED CITY AT URBAN OUTFITTERS

• Appealing to hipster-chic
• UO customers is from traditional homes and advantage, but this offers them the benefit of rebellion.
• Community of young, creative people.

URBAN OUTFITTERS CONSUMER PROFILE

• College and younger consumer looking for trendy and inexpensive clothing and household decoration.
• Extensive use of social media
• Individual
• 15-30, men & women

VISUAL RESEARCH
Research Outcome in Concept Book: Target Group

Introduction of target group: Hint towards their uniqueness:

Around Here Normal is just a setting on the dryer

Dividing page: Hint towards their optimism and playful side:

Visualisation of target group:

Short description of the target group, keywords as a hint towards their social media usage:

5-16-28 Young Adults Funky Optimistic

They feel they can change and do anything
1. Preliminary Research for Main Idea

1.1 Sustainability & Its Current Status

1.2 Sustainability & Consumers

1.3 Sustainability & Brands

1.4 Sustainability & Laundry

1.5 Target Group – Millennials

1.6 Brand – Urban Outfitters
Urban Outfitters is extremely connected with their customer (via social media) and is very aware of their like and changes in wants and needs.

“Our customer is the reason and inspiration for everything we do.”

If customer is more interested in brands that follow a social course UO should adapt to it.

Urban Outfitters is a lifestyle brand: Assortment beyond apparel and accessories (Laundry and mending products fit very well to their already existing assortment).

UO is convinced that it's not enough to just sell products (events, music program, social interaction are necessary to build emotional bond with customer).

For the future UO is interested in expanding the brand through existing and new categories and services according to customers lifestyle changes.

Vision for 2020: To become the preeminent global lifestyle community for twenty somethings.

UO is planning on opening more lifestyle stores with a destination feel (socially interactive environments) to further distinct themselves from their competitor and to get their customer into the store rather than having them online shopping.

Presentation:

Urban Outfitters Group – A new way of thinking brand retail?


- Focusing on funky fashion and household products
- Unique concept, funky mix of merchandise for both home and wardrobe
- Mission: Not only a shop but a place to live.
- A more responsive and well-fitted approach to fashion.
- Community of soulmates
- We design products with the changing world in mind

Conclusion:

Urban Outfitters

Urban Outfitters is extremely connected with their customer (via social media) and is very aware of their like and changes in wants and needs.

“Our customer is the reason and inspiration for everything we do.”

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UO is planning on opening more lifestyle stores with a destination feel (socially interactive environments) to further distinct themselves from their competitor and to get their customer into the store rather than having them online shopping.
• Assortment beyond apparel and accessories => Lifestyle brand
• Thanks to its flexible organisation it can adopt constantly its merchandise inventory
• Urban Outfitters is uniquely positioned thanks to its mix of own-label and third-party branded assortments.
• They are consumer experts => interacting with their customer.

WEBCAST PRESENTATION:
URBAN VISION 20/20 – INVESTOR DAY

Goals:
• It’s not enough to just sell products => events, music programm, social interaction, etc.
• Building of a community: contribution and participation
• We will continue to connect with the UO core customer through the creation of an immersive brand experience
• Interest of expanding the brand through existing and new categories and services according to customers lifestyle/lifestyle changes
• Vision for 2020: To become the preeminent global lifestyle community for twenty somethings
• Opening of more lifestyle stores (department store like experience)
  => Like NY Herald Square store (with integrated hairsalon)
  => Space 98 Willemsburg NY (with integrated restaurant)
• Goal to broaden range of products and services => gives Urban Outfitters the opportunity to further distin ourselves from their competitors
• Creation of more socially interactive environments => experience gets customers into the store rather than online shopping
  => creation of a destination feel. Example: Macy’s is NYC’s second largest tourist attraction after the Empire State Building

RESEARCH – BRAND
OUTCOME
WHY WOULD URBAN OUTFITTERS DO THIS?

OUR CUSTOMERS ARE THE REASON AND THE INSPIRATION FOR EVERYTHING WE DO!

26

Millennials, who are Urban Outfitters primary customers, believe that the brands they engage with speak about who they are, what they believe in and how they live their life.
A recent study showed that 48% of Millennials choose to buy from brands that are active in supporting social causes. (BCG, 2014)
Despite alarming numbers concerning textile waste, the mainstream market still hasn’t truly considered sustainability as a given and especially the target group of young Millennials have so far been mostly excluded from the green fashion conversation. This gives Urban Outfitters the ideal opportunity to, once again, be the leader of a movement amongst its peers. This time by driving fashion towards sustainability by improving the clothing care and mending practices with the ultimate goal of garment longevity.
For Millennials, that grew up in the age of social media, stories are the new status item. Creating a product service system where experience is the prime objective is therefore an ideal solution to engage Millennials in sustainable practices. The choice for a shop-in-shop concept suits Urban Outfitters vision for 2020 being ‘To become the preeminent global lifestyle community for twenty somethings’. It enhances their idea of introducing more lifestyle stores with a destination feel. Expanding their offerings by introducing an additional category of laundry and mending products in their typical bohemian, hipster, kitschy vintage style as well as enhancing their customer experience with a socially interactive environment gives Urban Outfitters the opportunity to further distin themselves from their competitors.
Urban Outfitters is commonly associated with being a Fashion Innovator, coupled with their close emotional bond to their target consumer, they have the power to change people’s opinion about sustainable practices in fashion, by turning it into something new, trendy and cool.

HANG IN THERE! THIS IS IMPORTANT!
EXECUTION
EXECUTION

2.1 PLAYFUL EDUCATION

2.2 BRAND IDENTITY DEVELOPMENT

2.3 ENVIRONMENT

2.3.1 FURNITURE

2.3.2 LIGHTING & SIGNAGE

2.3.3 MATERIALS

2.4 VISUAL IMPRESSION (COLLAGES)

2.5 PRODUCTS
CONCLUSION

1. HOW TO GET MILLENNIALS ATTENTION ON CLOTHING CARE PRACTICES?
It’s tough to get Millennials attention and even harder to keep it.
(Especially if it’s about boring topics like clothing care).

Millennials require more stimulation and interaction than other generations (⇒ interactive environment).

They look for peers for support (lecturing them on clothing care won’t work). ⇒ needs to have a community feel.

A game-like metaphor applies to almost every aspect of Millennials life.
(why not also in doing laundry?)

⇒ Gamification uses game mechanisms in a non-game context to reward you for completing tasks.

Reasons Millennials respond to gamification:
1. They have short attention spans, have a great need for feedback, want instant rewards.
2. Millennials treat all areas of life as a game.
3. Gaming is social.

⇒ CLOTHING CARE INFORMATION HAS TO BE COMMUNICATED IN A FUN AND PLAYFUL WAY!!!

2. HOW TO COMMUNICATE PLAYFUL EDUCATION?
⇒ short, fun, attention grabbing texts
⇒ interactive environment
⇒ visualisation of information

HOW TO GET MILLENNIALS INTERESTED IN CLOTHING CARE?

PLAYFUL EDUCATION!

ARTICLE:
VIDEO GAMES MIGHT BE THE SECRET TO REACHING MILLENNIALS

⇒ It’s tough to get Millennials attention and even harder to keep it.
• Female gamer make up 40% of all players and a third of women over the age of 18 play.
• There are infinite opportunities for brands to spread their message to Millennials on this overlooked platform (gamification)
• Millennials require more stimulation and interaction than other generations.

ARTICLE:
MOTIVATE MILLENNIALS: TAKE A CUE FROM VIDEO GAMES

⇒ Millennials want to understand the larger goal ⇒ just like popular video games, they need a princess or kingdom to save
• They thrive on new experiences
• They look for peers for support ⇒ they don’t like top-down mentality. ⇒ education cannot be from like a lecture

ARTICLE:
MILLENNIALS ARE PLAYING WITH YOU
Source: Shore, N., 2011, Millennials are playing with you.

⇒ Understanding the relationship between Millennials and game play is one of the key to understand the generation as a whole.
• A game-like metaphor applies to almost every aspect of a Millennials life (Study: Let’s play brand by MTV, 2011)
• “People my age see real life as a video game”
• Game designer Jane McGonial estimates that a 21-year-old has spent 10,000 hours gaming.

ARTICLE:
THE PSYCHOLOGY OF GAMIFICATION

⇒ If you turn your life into a game, you’ll me more motivated to do something.
• Gamification uses game mechanisms in a non-game context to reward you for completing tasks.
• Gamification only works when it motivates you to do something.
ARTICLE: 3 REASONS MILLENNIALS RESPOND TO GAMIFICATION
Source: Simmons, J., 2013, 3 reasons Millennials respond to gamification.
1. They have short attention spans, have a great need for feedback, want instant rewards.
2. Millennials treat all areas of life as a game.
3. Gaming is social.

RESEARCH: HOW TO COMMUNICATE PLAYFUL EDUCATION?
Research into exhibition design.
=> Sometimes dull topics get communicated in a fun and inspiring way (clothing care for Millennials)

1. USE OF SHORT TEXTS, EASY TO READ
2. INTERACTION IS VERY IMPORTANT
3. USE OF GRAPHS (VISUALISATION OF INFORMATION)
Acting responsibly has to become cool, hip and fun in order for anyone to care.

Sustainability messages have to be more tailored and relevant to their day-to-day activities.

How do we get these kids interested in clothing care?

Millenials love gamification. It’s how they are wired. Short attention spans, great need for feedback, instant gratification rewards for their efforts. To millennials life is a game. Millennials treat all areas of life as a game where the smart use of their strengths will net them great rewards.

Gaming is social. Gamification is just a natural fit with how millennials socialize, as it appeals to their desire to see where they stand.

How do they learn something though? It’s all going to be a big ass game!

OUTCOME PLAYFUL EDUCATION

FIRST BRAINSTORM ON GAMIFICATION OF CLOTHING CARE:

PLAYFUL EDUCATION

MAIN GOAL

• Educate customers in laundry care and mending, with the ultimate goal of longevity of garments

HOW?

• Turn laundry care into a fun and playful genre/events (gamification)

LORD OF THE LAUNDRY

WHAT? Several games in store as well as online have to be played, as well as events attended with an laundry specific background

GOAL: Reach different levels and ultimately become a Lord of the Laundry

WHY?

• Instore games are fun, entertaining and socializing (and educational but that comes second)
• Each level that has been reached comes with a win (UO discount card, free product trial, free laundry)
• Ultimate goal is the UO Laundry Lord Card (Community that gets special discounts on a monthly/weekly basis)

• Games:
  - Laundry sign memory game (online and on tablets in store)
  - Truth or Bullshit (Stain removal questions)
  - Laundry trumps (complicated laundry gets higher points)
  - Collectable wisdom machine (fun laundry facts)
  - Would you....? (Screens throughout the store that randomly pop up with a laundry related question, the person nearby has 10 seconds to answer with yes or no, if a certain amount of people pressed the same answer at the same time an alarm goes off indicating a special discount)
  - Oldschool slot machines (Oldschool games: Packman that has to collect red socks)

EVENTS

• DENIM DAY (10% off all denim with Denim Certificate (participation at the event))
• BRAND DAYS: NEW PRODUCT INTRODUCTION DAYS (with free trials)
• SINGLE SOCKS PARTY (single party where socks can be matched and exchanged)
• LAUNDRY DISCO (follow the call of the disco ball - everyone can wash their clothes for free and has to party in underwear for the time being)

EXTRAS

• Community phone (Phones are placed throughout the laundry where people can call each other for laundry advice, one Joker phone in the middle of the UO store)
• Library with laundry related books (Denim books, rules for a good housewife book,...)

FEEDBACK:

Some ideas were too literal and unrealistic that Millennials would really participate.

=> Concept should be more seen to inspire Millennials to think about the topic rather than lecture them.
=> Ideas need to be more abstract.
=> 3 strong ideas are enough to understand what it is about!

Outcome: Lord of the Laundry

BECOME LORD OF THE LAUNDRY!

Each member, having collected a total of 10,000 points has successfully proven that he or she has gained an impressive amount of wisdom on clothing care and will therefore be rewarded with the Lord of the Laundry card. Customers with a Lord of the Laundry card receive special discounts, VIP event invitations and have privileged access to new products.

On the way to becoming the Lord of the Laundry, several in between levels can be reached:

500 points
1.000 points
2.000 points
3.000 points
5.000 points
8.000 points

For each level accomplishment the member is rewarded with a ‘win’ (discount, free trial product, free wash cycle, etc.).

1. Register via the Lord of the Laundry app or on the website
2. Choose an outstanding name
3. Create your own avatar
4. Don’t forget to log-in every time you play and off you go!

The app constantly shows each individual ranking as well as a list of the top 20 players for everyone to see.

Points can be received by participating at events conducted by Urban Laundry or by completing Urban Laundry in-store and/or online games.
OUTCOME PLAYFUL EDUCATION

GAMES + EVENTS

INSPIRATION FOR LOOK & FEEL OF GAMES:
- Fun, colourful, high level of design, not childish.

LOGO AND FLYER DESIGN FOR GAMES AND EVENTS:

EVENT:
- Free laundry evening where everyone can wash the clothes they are currently wearing for free. While the machines are running everyone is welcome to show off their best dance moves in their hippest underwear.

GOAL:
- Socialize and build a community of Urban Laundry lovers.

LOCATION:
- In-store event.

POINTS:
- 200 Points for each photo of the evening shared on social media with #laundrydisco.

Event cards to introduce the different offers like Bleach Babe, Sneaker Freaker and Denim Lover.

GAME:
- Urban Renewal is the hand-picked vintage collection by Urban Outfitters. They are known for their careful edit of true and re-worked vintage cut off shorts, military jackets and dresses. The Urban Renewal event gives customers the chance to re-work their own vintage items and spice up some old clothes or sneakers they wouldn't wear otherwise.

GOAL:
- Turn old clothes into something wearable and promote the in-house brand creativity.

LOCATION:
- In-store event.

POINTS:
- 500 points for each photo of a new item shared on social media with #urbanrenewal.
**Event flyers to spread the word.**

**LAUNDRY DISCO**

- **GOAL:** Socialize and build a community of Urban Laundry lovers.
- **LOCATION:** In-store event.
- **POINTS:** 200 Points for each photo of the evening shared on social media with #laundrydisco.

**Event cards to introduce the different offers like Bleach Babe, Sneaker Freaker and Denim Lover.**

**RENEWAL**

- **URBAN SNEAKER FReAKER**
- **URBAN BLEACH BABE**
- **URBAN DENIM LOVER**

**Game**

Urban Renewal is the hand-picked vintage collection by Urban Outfitters. They are known for their careful edit of true and re-worked vintage cut off shorts, military jackets and dresses. The Urban Renewal event gives customers the chance to re-work their own vintage items and spice up some old clothes or sneakers they wouldn't wear otherwise.

- **GOAL:** Turn old clothes into something wearable and promote the in-house brand creativity.
- **LOCATION:** In-store event.
- **POINTS:** 500 points for each photo of a new item shared on social media with #urbanrenewal.

**Retro inspired gaming machine to kill some time while waiting for the laundry to be finished!**

'Bread can remove lipstick marks!' Truth or Bullshit?

**Game**

Fun stain removal statements are being screened on the Truth or Bullshit machine. The viewer has 10 seconds to choose if they are true (truth) or false (bullshit). If no button has been pushed once the 10 seconds are over the answer is automatically considered wrong.

- **GOAL:** Guess as many answers correctly as possible. 18 out of 20 is a win.
- **LOCATION:** In-store gaming machine.
- **POINTS:** 200 Points

Photoshopped retro TV turned into a quick response machine with Urban Laundry look.
EXECUTION

2.1 PLAYFUL EDUCATION

2.2 BRAND IDENTITY DEVELOPMENT

2.3 ENVIRONMENT

2.3.1 FURNITURE

2.3.2 LIGHTING & SIGNAGE

2.3.3 MATERIALS

2.4 VISUAL IMPRESSION (COLLAGES)

2.5 PRODUCTS
BRAND – URBAN OUTFITTERS

RESEARCH BRAND IDENTITY URBAN OUTFITTERS

Urban Outfitters updates their identity on a yearly basis in order to stay relevant to their target group and adapt to their changes in lifestyle and linking.

ESSAY: URBAN OUTFITTERS - DESMA 10 FINAL PROJECT


- As a brand, Urban Outfitters values creative freedom, which they believe to be their cornerstone and trademark.
- Found in various aspects of their design, this creative freedom has created their image as a brand perceived by customers as "unique and eclectic".
- Their style uses a mix of characteristics from other stylistic movements throughout history.
  - Many of the brand's designs use nature as a theme in its designs, whether by using natural, organic or native forms, patterns and materials in store decoration or in their products. The use of organic forms relate to the brand's value of authenticity, and reverts back to the previous movement known for using natural forms.
  - There also exists an ironic, contrasting motif within their style.
  - Many of the brand's designs popularize the use of synthetic plastiform, bright colours and boldly patterned motifs.
- By using classic, vintage and retro imagery, the brand's designs appeal to its audience by eliciting feelings of nostalgia, a sentimental desire to return to the past.
- Many of UO's designs aim to provoke by commonly featuring controversial elements, such as using "fuck" and "shit" in their products.
- Though Urban Outfitter's focus on creativity in design have become their greatest trademark and strength.
- The fine but highly visible details created by store motifs serve to create the atmosphere that is not only important to the customer, but is important in defining the identity of the brand.
- Use of various wood-based displays with different colored articles create a comfortable and casual atmosphere.
  - The use of natural materials such as wood promotes the philosophy of genuineness and authenticity while the colored elements such as clothes or synthetic products add the pop, hip and trendy element that make up the brands trademark.
- Unique color and patterns pop out and give an illusive sense of wildness and individuality.

CONCLUSIONS:

- Use of natural elements to create a sense of authenticity and genuineness.
- In combination with ironic, contrasting motifs (bright colours and bold patterns) - pop, hip and trendy.
- Use of classic, vintage, retro imagery creates feeling of nostalgia.
- Combination of natural materials and different colored articles creates a comfortable and casual atmosphere.
Visual Research: Retro Laundrettes

- Reference retro laundrettes in visual identity of the brand to create feeling of nostalgia.

Design Choice: Colour

- Updated 50s pastel colours. => Creates fun and playful visual language.

Conclusions:

- In retro laundrettes from the 50s, the use of typical 50s pastel colours is clearly visible.
- Repetition is a very visible element of all laundrettes which mainly comes from the apposition of washing machines.

Outcomes - Brand Identity Development

- Research - Brand Identity Development
- Outcome - Brand Identity Development
DESIGN CHOICE: PATTERN

- Repetitive pattern inspired by machine repetition in laundrettes and repetition in urban landscapes.

FINAL PATTERN DEVELOPMENT:

- Development of 8 different patterns that can be used in all kinds of colour combinations of the brand colours.
- Gives a nice variety of options yet still yields in a cohesive look.

DESIGN CHOICE: FONT

- Retro, urban, bold font inspired by retro light signs.

OUTCOME – BRAND IDENTITY DEVELOPMENT

This is one of the fonts.
This is another one.
This is the third.
FINAL FONT CHOICE – HEADER

⇒ One font in several different cuts that have enough diversity to play with but have a coherent and more grown-up character than the previous choice.

Graphique Pro Next – Solid
URBAN LAUNDRY
Graphique Pro Next – Solid LN
URBAN LAUNDRY
Graphique Pro Next – Outline
URBAN LAUNDRY
Graphique Pro Next – Comp
URBAN LAUNDRY
Graphique Pro Next – Shadow
URBAN LAUNDRY
Graphique Pro Next – Shadow LN
URBAN LAUNDRY
Graphique Pro Next – Inline
URBAN LAUNDRY
Graphique Pro Next – 3D
URBAN LAUNDRY

FINAL FONT CHOICE – BODY TEXT

⇒ A light condensed font fits nicely to the condensed character of the main font and gives it the freedom to get all the attention.

Graphique Pro Next – Solid LN

URBAN LAUNDRY

GILL SANS - Unto ea quatis peliquias ad quos doleste qibus asperuptate volorum doluptat explani millabo. Ur? Occabo. Nam emur natis cor sus. Ra dus volo qui ommollorror aut unde ea eossitempore natent ommodis maiorenias

FRUTIGER - Unto ea quatis peliquias ad quos doleste qibus asperuptate volorum doluptat explani millabo. Ur? Occabo. Nam emur natis cor sus. Ra dus volo qui ommollorror aut unde ea eossitempore natent ommodis maiorenias

DIN - Unto ea quatis peliquias ad quos doleste qibus asperuptate volorum doluptat explani millabo. Ur? Occabo. Nam emur natis cor sus. Ra dus volo qui ommollorror aut unde ea eossitempore natent ommodis maiorenias

Open Sans Condensed Light - Unto ea quatis peliquias ad quos doleste qibus asperuptate volorum doluptat explani millabo. Ur? Occabo. Nam emur natis cor sus. Ra dus volo qui ommollorror aut unde ea eossitempore natent ommodis maiorenias

Scala Sans Regular - Unto ea quatis peliquias ad quos doleste qibus asperuptate volorum doluptat explani millabo. Ur? Occabo. Nam emur natis cor sus. Ra dus volo qui ommollorror aut unde ea eossitempore natent ommodis maiorenias
**LOGO DEVELOPMENT**

- Inspiration: Retro light signs

**Urban Laundry**

**LOGO USAGE**

- Logo can be used in black and white and any colour combination of the brand colours.
- Below 4cm the font loses its shadow due to legibility.
BOOKS - COVER

- Concept book consists of three parts: Brand Concept, Games, Environment.
- Would be nice to have one book but still visually separate these three parts from each other.

INSPIRATION:

SIZE COMBINATION:
- Got changed later from 4 to 3 books.

PATTERN/COLOUR COMBINATION 1:
- Red should be more prominent. Rose is very girly.

FINAL PATTERN/COLOUR COMBINATION WITH LOGO VERSION 1:
GOOD EXAMPLE: PLAYFUL AND BOLD, VERY URBAN LAUNDRY!

BAD EXAMPLE: COULD BE ANY BRAND!

OUTCOME - BRAND IDENTITY DEVELOPMENT

BEST EXAMPLE - CLEAN AND TEXTURED, WITH A GOOD GAZE.

GOOD EXAMPLE: PLAYFUL AND BOLD, VERY URBAN LAUNDRY!

BAD EXAMPLE: COULD BE ANY BRAND!

BOOKS - LAYOUT

EXCEPTIONAL LAYOUT: VISUAL TERRITORY

EXCEPTIONAL LAYOUT: VISUAL TERRITORY

EXCEPTIONAL LAYOUT: VISUAL TERRITORY

EXCEPTIONAL LAYOUT: VISUAL TERRITORY

EXAMPLES FINAL LAYOUT:
CONCLUSIONS:

GOAL: to create the typical comfortable and casual Urban Outfitters atmosphere

(=> natural elements with colour pops)

=> Use of elements that fit a natural surrounding of a launderette (urban life + basement feel) => authenticity

=> In combination with bright colours and bold patterns inspired by 50s laundrettes => feeling of nostalgia

(hip and trendy)
**FAVOURITE IMAGE:**

Because it’s the perfect combination of authentic laundrette/basement feel with bright colours.

=> WHERE URBANITY MEETS RETRO CHARM!!!

**WHY?**

The colour palette of Urban Laundry draws from the characteristic 50s pastel tones and translates them into a contemporary palette of bold, bright colours for a playful and fun experience. The complementary patterns are inspired by the repetition that can be found in urban landscapes and launderettes.

<table>
<thead>
<tr>
<th>PLAYFUL</th>
<th>BOLD</th>
<th>GRAPHIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINT 30/0/10/0</td>
<td>ROSÉ 0/15/0/0</td>
<td>YELLOW 0/0/100/0</td>
</tr>
<tr>
<td>RED 25/100/100/40</td>
<td>WINE 25/100/100/40</td>
<td>BLUE 100/95/35/15</td>
</tr>
</tbody>
</table>
FURNITURE

RESEARCH: 50s FURNITURE

Source: C. Ketehum Jr., W., 1987, 40s & 50's Collectibles For Fun & Profit. HP Trade Publisher.


- Round and smooth shapes
- Lounge-like character of furniture
- Partially open shelves
- Lounge furniture with material combination (wood + fabric)
FURNITURE AND FIXTURES

Use of some real vintage elements suits Urban Outfitters value of authenticity and fits their mix and match approach where none of their stores looks the same. Stores are very based on local character. The use of special vintage items enhances this idea.

MIX OF VINTAGE AND DESIGNER ITEMS IN RETRO-INSPIRED COLOUR PALETTE
2.3.2 LIGHTING & SIGNAGE

INSPIRATION:
- Glamorous 50s housewives
- Industrial lighting
- Characteristic 50s light signs

CONTEMPORARY INTERPRETATION: LIGHTING

CONTEMPORARY INTERPRETATION: SIGNAGE
The goal of the Urban Laundry sign is to clearly indicate the presence of an Urban Laundry space within the Urban Outfitters store as well as to explicitly point out the dedicated area. By the use of bold, three-dimensional and well-lit signage, the Urban Laundry logo stands out and makes itself clearly visible within a busy visual landscape.

Exposed light bulbs bring the visual of 50s light signs to mind and evoke a feeling of retro glam. In combination with industrial cages and uncovered wires, a contemporary basement look comes into existence.
2.3.3 MATERIALS

INspiration:
- Typical place for laundries: basement
- Choice for characteristic basement materials
- How to make it more Urban Laundry? Add colour pops!

RAW MATERIALS:
- wood
- brick perforated steel
- concrete ribbed steel tiles

WITH A URBAN LAUNDRY TWIST:
- The natural materials used in the Urban Laundry environment are reminiscent of classic basement laundries, such as concrete. However, it wouldn’t be Urban Laundry if we didn’t juxtapose these industrial materials with contemporary bold colour pops.

FINAL PAGE: MATERIALS
EXECUTION

2.1 PLAYFUL EDUCATION

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2.3 ENVIRONMENT

2.3.1 FURNITURE

2.3.2 LIGHTING & SIGNAGE

2.3.3 MATERIALS

2.4 VISUAL IMPRESSION (COLLAGES)

2.5 PRODUCTS
2.4 VISUAL IMPRESSION:

THOUGHTS:

=> Shop-in-shop concept of Urban Laundry will look different in each location.
  => Why?
  1. Urban Outfitters general approach to their stores (location-based concepts)
  2. Combination of vintage and design furniture creates a different look in every store
  3. Space dedicated to Urban Laundry will differ from location to location

Therefore:

=> Look of visual impressions should have a flexible feel and more of a conceptual approach (=> collages)
=> Mix and match approach should be shown (=> layering)
=> Urban Outfitters value of authenticity should come across (=> handmade)

INSPIRATION:

DEVELOPMENT FIRST COLLAGE:

1. Photoshopped version: not authentic enough

1. Flat layers with rasterized/screenprinted customers: feels flat, could be more exciting (threedimensional)

1. Final collage with additional space between layers
THOUGHTS:

1. LAUNDRETTE + SOCIAL HUB
   - Each store is equipped with fully functioning washing machines that invite the customers to do their laundry in a fun, cool and socially engaging environment.

2. SHOP + GAMES
   - Waiting time can be killed by playing “Truth or Bullshit”, a quick response machine on stain removal tricks, or can be spent strolling through the shop filled with hip laundry and mending related products.

3. EVENT SPACE
   - Regular events, programmed during and after opening hours, provide for social interaction and publicise the space and its main purpose, to playfully educate on clothing care.

OUTCOME – VISUAL IMPRESSION
EXECUTION

2.1 PLAYFUL EDUCATION
2.2 BRAND IDENTITY DEVELOPMENT
2.3 ENVIRONMENT
2.3.1 FURNITURE
2.3.2 LIGHTING & SIGNAGE
2.3.3 MATERIALS
2.4 VISUAL IMPRESSION (COLLAGES)
2.5 PRODUCTS
2.5 PRODUCTS:

RESEARCH: URBAN OUTFITTERS NON CLOTHING PRODUCTS

- kitsch
- vintage
- fun
- not childish

POSSIBLE PRODUCT CATEGORIES FOR URBAN LAUNDRY:

GREEN LAUNDRY PRODUCTS

- Brand: Target
  Product: Stain Remover
  Description: Stain remover for all fabrics, even delicate fabrics such as silk and wool. Contains agents from soya beans and sunflowers.
  Price: 32,00 Euro

- Brand: K.O.I.
  Product: Denim Elixier
  Description: Washing detergent especially for denim.
  Price: 15,00 Euro

- Brand: The Laundress
  Product: Fabric Fresh Spray
  Description: Spray to freshen clothing and bedding between washes.
  Price: 13,00 Euro

- Brand: Common Good & Co.
  Product: Laundry Detergent
  Description: Plant based, 100% biodegradable formula with pure essential oil scents.
  Price: 25,00 Euro

LAUNDRY GADGETS

- Brand: The Contemporary Home
  Product: Gentleman's Shirt Folding Board
  Description: This board combats the tangle and frustration of folding a men's shirt.
  Price: 35,00 Euro

- Brand: The Laundress
  Product: Ironing Board Cover
  Description: Ironing in style with this black & white ironing board cover.
  Price: 40,00 Euro

- Brand: Suck UK
  Product: Laundry Bag
  Description: Use your dirty laundry as a punch bag.
  Price: 28,00 Euro

- Brand: Suck UK
  Product: Bat Clothespins
  Description: Shaped like spooky black vampire bats, they hang upside down until you need them.
  Price: 7,00 Euro

MENDING & HANDWORK

- Brand: Pupurin
  Product: Sewing Kit
  Description: Sewing kit with an original design pattern for you to enjoy.
  Price: 7,00 Euro

- Brand: Kelly Connor Design
  Product: Knitting Needle Zipper Bag
  Description: This canvas knit mezzipped bag is great for keeping your knitting tools all together in your project bag.
  Price: 18,00 Euro

- Brand: Tangent
  Product: Small Shoe Care Set
  Description: Light horse hair brush, neutral shoe polish with carnauba wax and natural turpentine.
  Price: 72,00 Euro

- Brand: Mr. Black
  Product: Sneaker Freaker
  Description: Shoe cleaning set for sneaker enthusiasts.
  Price: 35,00 Euro

- Brand: Heleen Klopper
  Product: Woolfiller
  Description: Woolfiller repairs holes and hides stains in woollen jumpers, cardigans, jackets and carpets.
  Price: 17,50 Euro

- Brand: Colonial Medical
  Product: Handheld Sewing Machine
  Description: The Handheld Sewing Machine is ideal for quick repairs.
  Price: 10,00 Euro

- Brand: Nordstrom
  Product: Lost Sock Rack
  Description: Rescue clothing from the mysterious laundry room abyss.
  Price: 58,00 Euro

- Brand: Minimalliving
  Product: Sign
  Description: Framed graphic.
  Price: 32,00 Euro
### Laundry Products

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### Shoe Care

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**Description:** Framed graphic. **Price:** 32.00 Euro
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2. VIDEOS & DOCUMENTARIES


3. EXPERTS


4. THESES


Schneider, L., 2014, In which way can high street retailers influence consumers perceptions of sustainable fashion through green communications?, Amsterdam Fashion Institute, The Netherlands.

5. TRANSCRIPTS


6. PRESENTATIONS


7. IMAGES

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COLLAGE 3:

