This concept book briefly introduces Cereal and its accompanying brand philosophy whilst the two rapidly shifting paradigms - the magazine world and the travel industry - prove the viability of this concept.
A lonely mountain peak juts out of a snowy wilderness. The hard line of its ancient ridge provides the only point of perspective in an otherwise white plain.

This view of the Kluane National Park in Yukon sits on the cover of Cereal Magazine Volume 8, encapsulating the visual language and central tenets of the editorial content. At a time when the field of minimal photography and design is arguably saturated, Cereal presents a unique aesthetic. Simple, understated, yet deeply engaging.

Cereal is a travel and style magazine. The magazine, published twice a year, is divided into specific chapters. Each chapter comprises features on places, people and products, paired with striking photography. An interlude section, included in every volume, features a selection of style and culture articles.
# TABLE OF CONTENTS

## 1. Prelude

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 014  | INTRODUCTION  
WHERE DO WE COME FROM? |

## 11. Cereal Brand DNA

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 020  | ROOTS  
CEREAL TRAVEL AND STYLE |
| 020  | DOMAIN  
OUR PLAYING FIELD |

## IV. The Modern Traveler

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 032  | MEET THE MODERN TRAVELER  
WHO IS THE TARGET AUDIENCE? |
| 034  | TRAVEL- AND LIFESTYLE  
THE MODERN TRAVELER ON THE MOVE |

## V. Actualisation

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 036  | THE COLLECTION  
FOUR COLLECTION THEMES |
| 039  | PRODUCTS  
COMPACT AND LIGHT ASSORTMENT |

## IV. Travel Essentials

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 025  | INTRODUCTION  
WHERE DO WE COME FROM? |
| 027  | BRAND EXTENSION  
WE MAKE TRAVEL ESSENTIALS |

## 1. Postlude

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
</table>
| 050  | RESOURCE DIRECTORY  
WHERE DO WE COME FROM? |
INTRODUCTION

CEREAL TRAVEL AND STYLE
In recent years we have seen a major shift towards a more modern and younger approach on traveling. According to research, it is predicted the number of traveling citizens will continue to grow for the coming twenty years and is most intense for the young traveler. This huge market shift in the role traveling plays in our lives and culture has led to an itinerant approach to life of the young generation. This group of people consists of modern and well-dressed travelers who link quality, comfort and style to their travels.

If you zoom in on this link about travel and style, the pattern of consumption concerning travel and fashion run actually very parallel with both being highly cyclical, marking the season and operating with a devotion to hedonism. The re-fashioning of traveling is an interesting subject, as the generation of modern travelers embrace elegant travel wear.

For my graduation project I acted upon these finding by combining them with my personal fascination for the British travel magazine Cereal. This has led to a study on how Cereal can extend their magazine experience by developing a fashion collection concept driven by the new approach on traveling. This book presents the conceptual starting points for this collection concept and therefore forms the foundation for the inspiration installations and the stylebook – my final products in which the implementation of the concept will be presented.
Cereal began with a love for magazines, books, travel and food. Its founders, Rosa Park and Rich Stapleton, both moved around a lot in their youth. They are travelers through and through and share their perspectives on modern travel. With a background in engineering, Rich’s approach to laying out Cereal bridges an almost scientific methodology with a voracious fascination with design. Rosa worked in fashion and beauty marketing for about five years.

Cereal is active in two rapidly changing fields: the travel industry and the magazine world.

The continuing growth of tourism makes it one of the fastest growing industries in the world. The young modern traveler – age 20-40 – (the Cereal reader), is the fastest growing group travelers: the increase in spending on trips abroad by young travelers is 9%, while the increase in spending by all other groups is only 3%.

Cereal

The increase of young modern travelers has meant a shift in Cereal’s target audience from an active reader into an active traveler. Of course they still want to flick through the beautiful pages of Cereal magazine, but at the end of the day they want to travel themselves more and more.

At the same time the magazine world is shifting. With challenging times ahead, magazine sales dropped 12% in the first half of 2014 compared to prior year.

To keep the magazine alive Cereal has to create entirely new sources of revenue and extend their brand into new, profitable territory. It’s very much a way to engage the traveling audience in different ways.
TRAVEL ESSENTIALS

BRAND EXTENSION: WE MAKE TRAVEL ESSENTIALS
In a world where the notion of traveling is shifting towards a more modern approach, the visual minimalism and the modern perspective on travel of Cereal Magazine has inspired to extend the magazine into a travel and style collection concept. The high end quality and philosophy of the magazine has translated into a fashion extension to get a strong and relevant position in the rapidly shifting paradigms about ‘travel’ and ‘magazines’.

To enhance their readers lives, Cereal introduces Styled by Cereal. This collection is a way to engage with their audience in a different way and an opportunity to redefine what the brand is about. Cereal believes their globally minded, well-dressed readers are hungry for opportunities and experiences beyond their national borders.

Cereal believes their audience travels the road less traveled and Styled by Cereal should add to this feeling. With their knowledge, Cereal aims for product excellence, in a modern, modest and understated way. It is about exploring different landscapes and travel destinations. As a brand, Cereal brings its minimal calm to every landscape it lands on and creates a fresh, modern take on travel.

Cereal wants to care for their travelers during their journeys. Therefore, Styled by Cereal stands for high quality, comfort, functionality and practicality. Next to that, Cereal believes a journey is all about having an experience that feels unique to you and isn’t simply ticking off an item on your bucket list. It’s about your world getting bigger everyday, the more you see, the more you learn is out there. It is a style of living and traveling. That’s why Cereal has this modern view and focus on simple and elegant designs.
The Modern Traveler has an age between 25 and 40. He or she enjoys good travel and local food. The Modern Traveler spends a great amount of their free time pursuing these two passions. They appreciate both striking visuals and engaging written content. This is the kind of person that wants to know more about the subjects that interest them.

**TRAVEL- AND LIFESTYLE**

The way the younger generation travels is quite different from the ’parent’s’ generation. The younger generation want to seek out places they want to visit and experience, which means a great service, quality, elevated aesthetic, sensibilities and affordability. They want to stay at a lovely boutique hotel in the up-and-coming neighborhood, hang out at beautifully designed, laid-back cafes, and shop at well-curated lifestyle shops – places that the locals would patron. It is all about having an experience that feels unique to you and isn’t simply ticking off an item of your bucket list, like the pyramids of Giza or the Great wall of China, or staying in the center of town doing your typical touristry stuff.

This modern traveler is seeking out places the locals would patron, they want to get under the skin of a place instead of just visiting it. For The Modern Traveler doesn’t just want to be a cool observer. To really get under the skin of a place ‘you have to walk like a local, talk like a local, look like a local’.
Starting from the DNA of Cereal, four essential criteria for the style of the collection can be named: functional, qualitatively, solid and simple. This is translated into the collection through practical and simplistic designs with focus on material and detail. All products are designed in a simplistic way with the purpose to comfort their travelers. The light weighted materials and fabrics must be able to be washed by hand, should dry quickly, without getting wrinkled. Products should be easy to use. By designing in a simple way combined with the use of a monochrome color palette travelers can easy mix and match the products effortlessly.

The way these values are implemented differ between the four themes which are based on four natural landscapes. To inspire the creative team of Cereal magazine, four inspirational installations are necessary in order to design consistently with the brand identity of Cereal. These inspirational installations show the four collection themes in a Cereal way, including fabrics, textures, visuals, fragrances and sounds. This is a really important part of the end product, since a fashion designer normally creates from his or her own inspirations and visions. The fashion brander would then pick it up from there and create a brand concept around it. This time it is the other way around, the concept was there first and the fashion designer needs to create the collection within the brand concept of the magazine.

The base, design directions and starting points of the four different collection themes are shown in the style book. This book serves as a design guide for the creative team of Cereal, in order to execute the concept. It gives direction on a conceptual level of how the Cereal Travel Essentials collection should be realized, focusing on collection products, seasons and communication of the brand extension.
The Styled by Cereal collection offers timeless pieces with focus on quality, style and function. To complete the needs of their travelers Cereal created four themes within the concept, based on four landscapes Cereal always work with in the magazine: Frieze of Mountains – Coastline – Desert Biome – The New Forest. All themes carry different functions and they give style direction.

The different themes within the collection are all connected to each other and presented as one Styled collection. Therefore the collection has strong overall style characteristics. Differences in style between the themes are shown in usage of functions and products. The aim is to create an energetic reference to travel, but in a modest and muted manner that suits the Cereal roots. These characteristics mixed together, form the base of the style of Styled by Cereal.

Styled is a brand extension based on Cereal Magazine and is therefore both mentally and physically linked to its base. The visual minimalism, understated and muted style is clearly visible throughout the magazine. The minimalistic design, muted color swatches and calm photography are the main style connections with its base.
FRIEZE OF MOUNTAINS – FILED ON THE BLUE AIR

The land tips skyward beneath, gently at first, and then with vertiginous urgency, reaching for the naked peaks that crust the horizon, carved by the millennial advance and retreat of ice. A great platform of grey ice, wrinkled like the skin of an elephant with a fine mesh of cracks: a blanket of snow with deep, tear shaped fissures punched at regular intervals in its surface. Above the snow line, where temperatures never climb high enough for a complete thaw, layers of ice and snow build up like the rings of a tree. While the average snowflake weighs just a few thousandths of a gramme, as years, then decades pass, the weight of accumulated snow grows. Just a few layers down, the flakes have been reconfigured into grains, like sugar. Deeper, and these grains are further compressed to form neve or firm, with a texture like fiberglass. Deeper still lies layer upon layer of ever harder, denser ice.
FRIEZE OF MOUNTAINS

Essentials to move comfortable and straightforward over mountain and alpine terrain
COASTLINE

Essentials you need for an early crisp spring day, that light coastline shower and the ocean drizzle...
COASTLINE – INTERACTION OF SEA AND LAND

Stormy, moody and wet weather, dramatic and expensive shorelines: a series of chalk structures join water and sky. An interaction of the sea and land processes occurs. The coast is an impressive place precisely because of these qualities. While in late spring its paths are speckled with wildflowers, in summer its beaches are full of flying kites. This remote stretch of shore is at its savage and mysterious best in late winter and early spring. Rocky coves, golden beaches, puffins and dolphins, dodge artillery ranges and traditional fishing villages with medieval churches form the landscape of this remote and mysterious stretch of shore. The peaceful, yet powerful and energetic character of the coastline shows the mighty face of the ocean. When the tide comes, the water floods the sand at the front of the cove. The part nearest the cliffs is covered in shale and large oval stones like a collection of grey dinosaur eggs. Waves hitting the cliffs and sea spray firing upwards.
DESSERT BIOME – CURATION OF FINE-TEXTURED SAND

A selection of desert dunes that flow in perfect, brushstroke sweeps are shaping the masterful landscape of the desert. Cacti, small bushes and short grasses are the desert’s most watchful inhabitants. Despite the quiet and serene visual appearance of the desert, the sand grains can come to life in a blink of an eye. Sandstorms regularly disturb the peace and calmness. Wind-blown sand grains striking any solid object in their path can abrade the surface. Rocks are smoothed down, and the wind sorts sand into uniform deposits. The grains end up as level sheets of sand or are piled high in billowing sand dunes. The temperature in the desert can change drastically from day to night because the air is so dry that the heat escapes rapidly at night. The daytime temperature averages 38 degrees Celsius while it can get down to -4 degrees Celsius at night. The temperature also varies greatly depending on the location of the deserts.
DESERt BIOME

Essentials to keep you cool when it’s hot and warm when it’s cold
THE NEW FOREST

Essentials you need to prepare for a variety of ecosystems
An incredible range of colors, shapes and textures appear when entering a forest, it is pretty, bright and welcoming. A large area of land covered with trees or other woody vegetation shapes this land. Each tree has its own history and folklore, inextricably interwoven with the story of the region: beech, birch, hawthorn, elder, alder, oak, chestnut. The complexity and variety of ecosystems in the forest is dazzling, with each new turn opening up like a page of a pop-up book. Air temperature, light levels, ambient sounds, and aromas all alter from one step to the next as you cross the invisible boundaries from one realm of the forest to another. The forest does not feel like a single destination, but rather a province, or even a small country, with its own laws, culture, and deliciously slow pace of life. Wandering through the landscape of the forest is accessible yet set apart, safe yet wild, it’s like the perfect (hiking) playground, yet with a secret life of its own.