INTRODUCTION

This processbook is a summary of the big processbook. Concisely it shows all my steps and process during the graduation period. The book is divided into four different chapters, based on four phases: orientation, research, actualisation and presentation. It shows the process in chronological order.
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PRELIMINARY RESEARCH

PROBLEM ANALYSIS
THE IDEA
COMBINING MY LOVE FOR TRAVELING WITH FASHION

When I started traveling last year I got frustrated with the traditional travel wear. I love traveling and I love garments, but there was no travel garment that I wanted to buy.

STARTINGPOINT
HOW TO LINK THIS VISION TO A GRADUATION PROJECT

Creating a travel concept that combines functionality with style.

PHASE 1
PRELIMINARY RESEARCH

During the first phase of the graduation process I did preliminary research to the following points. As a result of this preliminary research I formulated the problem definition, research question and subsidiary questions.

A concept idea
Travel analysis
Analysis of the travel gear market
Brand options
To know for sure that the idea to create a new travel concept is relevant and realistic, I researched the travel market and its development.

Research of UNWTO shows that the amount of tourists will rapidly increase. International tourist arrivals are forecast to reach 1.8 billion by 2030 according to the released UNWTO long-term forecast, Tourism Towards 2030. International tourism will continue to grow in the period of 2010-2030, but at a more moderate pace than the past decades, with the number of international tourists arrivals worldwide increasing by an average 3.3% a year. As a result, an average 43 million additional international tourists will join the tourism marketplace every day.
The grow is most intense among young travelers. Young travelers spent 138 billion pounds (20%) of the total 692 billion spent on tourism worldwide. There is an increase in spending on abroad trips by young travelers of 9%, while the increase among other age groups is only 3%.
RESEARCHING THE CURRENT TRAVEL GEAR MARKET
WHAT KIND OF PRODUCTS ARE THERE?

To decide about the relevance of a new travel collection concept I researched the current travel gear market, focused on what the market offers.

Research shows there are two different groups within the travel gear market: the sporty brands in the midsegment and the luxury high end brands in the high segment.

1. The mid segment travel market offers sporty style garments with bright colours.

2. The high segment travel market offers a small collection of travel products/accessories.
WHAT ABOUT BRANDS THAT ARE POPULAR AMONG YOUNG TRAVELERS

No travel wear

Sport - night - swim - mothers
No travel

Festival - night out - workwear - sport - Ibiza freedom
No travel

Zara:
Sport - weekend
No travel

Cos: underwear - jewelry - leisure
No travel
CONCLUSION
RESEARCH TRAVEL + TRAVEL GEAR INDUSTRY

The current travel gear market can be divided into two groups:

- Mid segment: sporty style travel wear
- High segment: luxe travel products and accessories

There is a gap between the sporty travel brands in the mid segment and the luxury travel products in the high segment.

Modern travel wear is missing!

Rise of the young modern travel consumer.

There is no modern travel wear on the current market.

The idea of bringing a younger, more modern approach to travel wear is relevant, because there is supply for it, but no demand.
BRAND OPTIONS
WHAT BRAND IS INTERESTING TO ADAPT TO THIS MODERN VIEW OF TRAVEL GEAR?

To make a decision about the brand to link this idea to, I drafted a couple or requirements to make the decision easier

- The brand has to share a modern view
- The idea of a brand extension has to fit the brand and has to be relevant
- The brand extension of a travel collection has to add something to the brand

I first want to research why there are not so much brand extension coming out of a magazine. After I know more about brand extension for magazines I will research why a brand extension is relevant specifically for Cereal magazine.
IS IT RELEVANT FOR A MAGAZINE TO EXTEND TO FASHION?

Why is a fashion extension relevant and needed for the magazines in general? The first reason I can think of is the dying world of magazines: the magazine world is very challenging at the moment.

A lot of magazines are shifting from print to online, but I think it is more interesting to build a brand around it, in stead of just transforming the concept into another (online) platform.

RESEARCH BRAND EXTENSIONS X MAGAZINES SHOWS:

- Magazine brand extensions reinforces the original position and strengthening the overall brand: bringing more connections with the consumer.

- A brand extension of a magazine is a way to enriches the readers lives.

- A magazine brand extension connects the readers on different levels, in a way that delivers on the brand promise.

CEREAL CAN BRING SOMETHING UNIQUE TO THEIR READERS - THE READERS WHO ARE SHIFTING FROM READERS TO TRAVELERS. A WAY TO ENRICH THEIR TRAVELS, CEREAL CAN BRING THEM A CEREAL WAY OF TRAVELING BY OFFERING A TRAVEL COLLECTION IN A CEREAL STYLE.
CEREAL MAGAZINE

FASHION EXTENSION FOR CEREAL MAGAZINE?
Preliminary research
Cereal Magazine is playing in two rapidly changing fields: the travel industry and the magazine industry:
1. Tourism continued growth and deepening to become one of the fastest growing economies in the world. The young modern traveler (target audience cereal) is the fastest growing group: the increase in spending on abroad trips by young travelers is 9%, while the increase in spending on abroad trips by all other groups is only 3%.
2. Challenging times lie ahead for magazines: magazines dropped 12% in the first half of 2014 from a year earlier.

How can Cereal Magazine grow with these shifts?

Preliminary research
Opportunity: Extend to travel apparel?
There is a huge gap in the market of travel products. The current market is offering sporty, bright colored travel wear in the mid-segment and high end luxe travel gear in the high segment. Modern travel products are missing. It is a huge opportunity to fill this gap, because at this moment there is no travel gear fulfilling the needs of the modern traveler.

BUT WHAT'S IN IT FOR THE MAGAZINE?
WHY SHOULD CEREAL TAKE THIS OPPORTUNITY?
BUT WHAT'S IN IT FOR THE MAGAZINE? WHY SHOULD CEREAL TAKE THIS OPPORTUNITY?

Cereal is already aiming to challenge this shift!
An interview with founder Sara Park sets out:
• Parks set out to replicate the Cereal reading experience online with an exclusive features section and a blog of original content.
• As well as the launch of the new sister site called Guided in November 2013: online travel guides.
• Cereal collaborated four times to create (offline) lifestyle products: watch, candle, tonic wash, scarf.
Result: it didn’t work

- The online guides didn’t work, so Cereal is printing the Guided guides one by one: “It’s made me realize that our reader wants offline and printed stuff.” - Rosa Park, Founder Cereal
- The lifestyle products are shifting Cereal from a magazine into a travel and lifestyle brand in a way, but all these products aren’t in line with the essence of the brand: traveling. The products are just lifestyle products, but no travel products.
There are challenging times ahead for Cereal magazine. First of all the travel industry is rapidly changing and developing. Tourism continued growth and deepening to become one of the fastest growing economies in the world. The young modern traveler is the fastest growing group: the increase in spending on abroad trips by young travelers is 9% a year, while the increase in spending on abroad trips by all other groups is only 3%. This means the Cereal readers are shifting from active readers into active travelers. They still want to flip the beautiful and inspiring pages of Cereal, but in the end they want to travel themselves more and more.

A second challenge for Cereal is the challenging time for magazines in general. Magazines dropped 12% in the first half of 2014 from a year earlier. Cereal is already aiming to challenge this change: Cereal’s founder Rosa Park sets out to replicate the Cereal reading experience online with an exclusive features section and blog of original content. As well as the launch of the new sister site called Guided in November 2013: online travel guides. These online guides didn’t work, so Cereal is printed the Guided guides on by one: “it’s made me realize that our readers wants offline and printed stuff”, Rosa Park said in an interview. When realizing this Cereal collaborated four times to create offline lifestyle products: a watch, a candle, tonic wash and a scarf, but these products are not in line with the essence of the brand: traveling. The products are lifestyle products, but no travel products.

There is a huge gap in the market of travel products. The current market is offering sporty, bright colored travel wear in the mid segment and high end luxury travel products and accessories in the high segment. Modern travel products are missing. It is an opportunity to fill this gap, because the group of modern travelers is increasing rapidly because of the accessibility of traveling. There are no travel wear products that are fulfilling the needs of this modern traveler.
TO GET A STRONGER POSITION, WHAT WOULD A FASHION EXTENSION FOR THE BRITISH TRAVEL MAGAZINE CEREAL LOOK LIKE?

1. What is the brand identity of Cereal magazine?
   1.1 What are the beliefs and values of the brand?
   1.2 What is the brand USP and how can I use this within the brand extension?

2. How can the brand Cereal adapt to the rise of the modern traveler within fashion?
   2.1 Who is the audience, what are their journeys look like and what needs do they have when traveling?
   2.2 What roll can and want Cereal play in the market of travel wear?

POSSIBLE END PRODUCT

This project is now leading in the direction of a concept for a brand extension in the form of a fashion collection. Research shows this the idea of a new, modern travel collection is relevant, because there are no products that are fulfilling the needs of the growing number of modern and young travelers in the current travel gear market.

The form of a brand extension fits Cereal magazine. They are already trying to build a brand around the magazine concept by offering lifestyle products and travel guides. A fashion brand extension would enrich the lives of the Cereal readers by offering them something unique: modern travel products. This brand extension shares the modern view on traveling with the magazine.
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PUBLISHERS DIVERSIFY THEIR BUSINESSES WITH INNOVATIVE BRAND EXTENSIONS VIA PUBLISHING EXECUTIVE. PUBLISHED ON OCTOBER, 2014. ACCESSED ON MARCH 8, 2015. HTTP://WWW.PUBEXEC.COM/ARTICLE/PUBLISHERS-DIVERSIFY-THEIR-BUSINESSES-INNOVATIVE-BRAND-EXTENSIONS/1


RESEARCH

CONCEPTUAL STARTING POINTS
To completely understand the philosophy of Cereal as a brand I first need to know in what way the magazine is constructed. In order to define the construction of the magazine I researched the magazine on four different levels:

1. Cover concept
2. Photography policy
3. Content structure
4. Art direction

**COVER CONCEPT**

Analysis of the covers shows there is a clear and simple cover concept. The cover image is photographed in a recognizable way: a lot of negative space, desaturated colourscheme and mostly natural landscapes.

The cover is easy to scan: the design is simple and clean: logo, tagline and cover image.
PHOTOGRAPHY POLICY

• Cereal frames its images always with a lot of negative space
• Cereal always use a wide, expensive perspective
• Desaturated colourscheme
• Through a cereal lense

There is a lot of atmosphere in the Cereal image. You can really feel Cereal has landed on the landscape, it brings the calmness to a natural landscape.
STAHL HOUSE, COMPLETED IN 13 MONTHS AND COSTING 37,500 USD, FURTHER DEMONSTRATED PIERRE'S FLAIR FOR WORKING WITH INDUSTRIAL MATERIALS, PARTICULARLY STEEL, GLASS, AND CONCRETE.

The image is instantly familiar; the house, all dramatic angles, concrete, steel and glass, perched indelibly above Los Angeles, with Hollywood's lights resembling a circuit board below it. Inside, two women sit, stylish and relaxed, talking casually behind the monumental floor to ceiling glass walls. One of the world's most iconic photographs, Julius Schulman’s Case Study 22 beautifully captures the optimism of 1950s Los Angeles, and the striking beauty of architect Pierre Koenig’s masterpiece, Stahl House. The classic L shaped pavilion, cantilevered above Hollywood on Wood Drive, was built in 1959 after being adopted into the Case Study Program, an experimental architectural design initiative that commissioned architects to create model homes in the wake of the 1950s housing boom. Stahl House, also known as No. 22, was the wild one, conjured up by the man who purchased the plot of land at 1635 Wood Drive in 1954 for $13,500 and sealed the deal with a handshake. C H ‘Buck’ Stahl was a dreamer, who, along with his wife Carlotta, set about finding the right person to bring his vision for an innovative and thoroughly modern home to life.

Buck was a former professional footballer who worked as a graphic designer and sign painter. He spent his first few years as a landowner hauling broken blocks of concrete to the site in attempts to reinforce its precarious foundation. He and Carlotta ferried their funds, load by load, back to Wood Drive in the back of Buck’s Cadillac, hopeful the reinforcements would prevent the land from sliding. Buck’s dreams for the house began to take shape over the following two years, and eventually, he made a model of the future Stahl House. His grand designs, however, were promptly rejected by several notable architects. 

Cereal selects 3-5 subjects for each volume. That means 20-60 pages are dedicated to one topic. The magazine is structured in topic-specific chapters, inspired by books. Founders Park and Stapleton are sharing love for the insight and depth of information a book can provide in a single topic.

There is a personal writing tone in all the articles, since the articles are written by different contributors.

The information in the articles goes beyond the high lights of cities and destinations. It’s not a city-walk kind of content.
Simple and minimal art direction - monochrome colourscheme - expensive composition with a lot of white space - all caps headers - images are prominent in the design
ANALYZING THE BRAND BEHAVIOUR
COLLABORATIONS - SOCIAL MEDIA AND ONLINE - SPIN OFF

Because my idea is to extend the magazine into fashion, I need to know how Cereal - as a brand - behaves in the world and how Cereal already create a spin off of the magazine and collaborated with a couple of lifestyle brands.

COLLABORATIONS

Because of researching the Cereal collaborations I discovered that the magazine is already more than only a magazine, because of these collaborations it is becoming a lifestyle brand. The problem with these collaborations is that these products aren’t in line with the magazine and the brand philosophy. The products have nothing to do with traveling. I think Cereal is missing a huge chance here, because they are so popular because of their modern and young approach and view on traveling. That makes them unique, there is no travel magazine or brand like Cereal. So why not extend this USP and philosophy? Lifestyle products like a minimal style watch, a beautiful designed candle or a simple scarf is not very unique, there are hundreds of examples of this kind of products in the world. We know this stuff. Cereal wants to provide information that we don’t know in their magazine, that’s their strength. So conceptual wise it is a strange decision to extend the magazine with these well-known lifestyle products.
The readcereal.com website is a very complete website with a lot of information about the magazines and the destinations. 'Magazine' give you an insight of the different editions, ‘journal’ provides you a selection of articles out of the magazine and website specific articles, ‘city guides’ gives you information about their spin off Guided by Cereal, ‘gallery’ provides you a selection of Cereal images and ‘shop’ shows you all Cereal products: notebooks, journals, photographic prints, watches, scarfs, candles, face washes and of course all the magazines.
Cereal is very active on social media. They have accounts on Facebook, Twitter, Instagram, Pinterest etc. Researching the social media of Cereal gives me also an insight into the readers of Cereal. Notable is that almost every reader is working in the creative field: photographers, art directors, fine art students, stylists, designers etc. It also learned me some little things about what the readers find most interesting. For example: the posts about beautiful natural landscapes are most popular on Instagram and Facebook. I am going to dive more in this cereal reader/modern traveler later in my research. I first need to fully understand the Cereal philosophy and design pillars.
A collection of bespoke, online travel guides.

Aim: produce guides that would befit Cereal readers and modern travelers alike, recommending a tightly edited selection of experiences that combine quality, meticulous design with accessibility.

It is very clear the Guided by Cereal concept is a separate arm of Cereal: Guided uses different fonts, is presented on a separate website and is created with very little words.

To dive into this spin off I realized the fashion extension also has to be a separate arm of Cereal, with different fonts and a separate website, but of course according the Cereal philosophy and design pillars.
DEFINE THE BRAND PHILOSOPHY
WHAT ARE THEIR BELIEFS, GOALS, MOTIVATION? WHAT IS THE ESSENCE OF THE BRAND?

In order to define a concept and a style for the collection I need to find the brand- and design philosophy of Cereal. Why did Rosa Park and Rich Stapleton start Cereal, what is the motivation behind the magazine? What is the essence of the brand? What role does Cereal play? What is the goal of Cereal?

CONCLUSION BRAND PHILOSOPHY
Based on interviews with Rosa Park and Rich Stapleton (Founders Cereal)

Motivation
Cereal began with a love (bordering on obsession) of magazines, books, travel and food.
- Always wanted to start own magazine - background in journalism and marketing
- Travel and food always prominent roles in Rosa’s life: combining these factors to create dream publication, which is Cereal.

“Travel is an intrinsic part of my life; if habits inform your character, then I am a traveler through and through.”

Aim Cereal
Creating a fresh take on travel. Cereal brings a younger, more modern approach to travel. Younger because the way this generation is traveling is quite different from the parent’s generation.

- young generation: visit & experience - great service, quality, elevated aesthetic, sensibilities and affordability.

“For some reason, there doesn’t seem to be nearly as many travel magazines as there are for topics such as food, interiors, fashion and lifestyle. We want to bring diversity to the travel publications on offer!”

Product/brand description
Cereal is a quarterly food and travel publication that looks and behaves a lot like a book. It is a reflection of Rosa’s obsessions - cleanliness, modernity, white space - and is the realisation of her curiosities developed over three to four chapters per issue.

Brand philosophy
It’s all about having an experience that feels unique to you and isn’t simply ticking off an item off your bucket list, like the pyramids of Giza or the Great Wall of China, or staying in the city center of town doing your typical touristy stuff.

“I can talk about various destinations and forms of voyage until the cows come home.”

For whom?
Cereal is for everyone who loves and enjoys travel and food, and wants to know a little bit more about where they are traveling to and what they are eating and drinking. - interest in histories, social contexts.

Typical reader profile:
- Age between 25-45
- He/she enjoys good travel and food
- Spends a great amount of their free time pursuing these two passions
- Appreciate striking visuals
- Appreciate engaging written content
- The kind of person that wants to know more about the subjects that interest them.
I am using the change model because it is more interesting for defining the brand philosophy, because the essence of the brand becomes very clear by filling in this model.
DEFINE THE DESIGN PHILOSOPHY
WHAT ARE THEIR DESIGN PILLARS?

To extend a magazine to fashion it is relevant to understand the design philosophy, so I need to formulate the design pillars of Cereal magazine, to translate them into design pillars for a fashion collection later.
• Craft:  craft is extremely important; design and words show that every little detail matters. Everything (!) is researched and planned.

• Focus:  Every volume of Cereal focuses on only 3 or 4 subjects and dedicate 20-60 pages on one topic. Cereal provides in depth and insight information.

• Empathy:  Cereal magazine rooted in the passions of the founders: traveling. Founders have an intimate connections with their readers, because they both moved around a lot.

• Simplicity:  Visual minimalism and simplicity of the magazine belies in the work ethic of the designer: he has a background in engineering. Approach of simplicity design is linked to products easy to use.
• Timeless: Cereal doesn’t focus on reports of locations or hotels. Cereal takes lifestyle aspects and moods into account. Cereal tells a story instead of just plain facts.

• Understated: Cereal has a very muted style. Anonymous photography and neutral colour palette.
CONCLUSION
TRANSLATING FINDINGS AND CONCLUSIONS INTO BRAND PLATFORM

CEREAL DESIGN PILLARS

"... a magazine rooted in our passions – for food, for travel. And for books too, with all the wonderful things they can teach us. Each quarterly volume of CEREAL contains details expositions of edible topics, travel destinations, as well as profiles on products, people and places – chosen because they’re relevant, interesting, or have simply caught our attention."

Craft
Everything is painstakingly planned and researched. Rich’s approach is laying out Cereal bridges an almost scientific methodology with a voracious fascination with design. In the lead up to the release of a new volume, he can be found at the coalface of Indesign and Photoshop, painstakingly pouring over hundreds of cover options which fractionally vary in tone. But also in text: Cereal goes to great lengths to ensure the writing standard is as high, if not higher, than the standard of the photography. Every little thing matters – details, details, details.

Focus
Cereal eliminate all the unimportant opportunities. Every issue select only 3-5 subjects for each volume, and dedicate anywhere from 20-60 pages on one topic, in order to provide the insight and in-depth information.

Simplicity
The visual minimalism and simplicity of the magazine belies the monumental work ethic of its creators. With a background in engineering, Rich’s approach of simplicity design is linked to products easy to use. Their inspiration comes from simple foundations in architectural sketches for example.

Empathy
Cereal has an intimate connection with the feelings of the reader, because both the founders moved around a lot in their youth. They learned to find comfort in familiarity and appreciate what surrounds them.

Understated
Cereal has a very muted style, anonymous photography and neutral color palette.

Timeless
Cereal doesn’t focus on pure reports of certain locations or hotels, but take lifestyle aspects and moods into account. Thereby they rather tell a story - through the text and the images - than just plain facts.
THE CEREAL READER / THE MODERN TRAVELER
WHO IS THIS READER/TRAVELER? HOW DOES HE OR SHE TRAVEL?

Researching the profiles of the target audience shows a profile of the Cereal reader:

- Age between 25-45
- He or she enjoys good travel and food
- He or she spends a great amount of their free time pursuing these two passions
- He or she appreciates striking visuals and good design
- He or she is the kind of person that wants to know more about subjects that interest him or her.
- When traveling he or she visits beautiful designed restaurants, lifestyle shops and concept stores.
- They are staying in up and coming artsy neighbourhoods instead of high light areas.
ANALYZING THE SHOPS AND RESTAURANTS THE READERS VISIT
TRAVEL STYLE OF THE CEREAL READER

The modern traveler

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 off your bucket list, like the pyramids of Giza or the Great wall of China, or staying in the center of town doing your typical touristy stuff.

“WHEN I AM ON A JOURNEY I ALWAYS WANT TO DISCOVER NEW, LITTLE AND LOCAL PLACES.”
- Nicky Schraven, Short interviews target audience

“I REALLY WANT TO GET TO KNOW THE COUNTRY, THE PEOPLE, THE CULTURE, I WANT TO EXPLORE AND EXPERIENCE EVERY ASPECT”
- Susan Keizers, Short interviews target audience

“I WANT TO EXPERIENCE MORE AND TO EXPLORE MORE, BUT I DON’T WANT TO SHARE THIS WITH TONS OF TOURISTS. I WANT TO EXPLORE THE REAL AND UNIQUE THINGS, THE THINGS THAT ARE VALUABLE TO ME.”
- Jool Donkers, Short interviews target audience
DOES THE CURRENT MARKET FULFILL THESE NEEDS OF THE TARGET AUDIENCE?

The current travel market
Research shows you can split up the market when you focus on style:
1. Traditional brands and stores
2. Modern brands and stores

What do these brands offer? Especially the modern travel brands?
Research shows that only the traditional brands offer an extended collection of travel products: apparel, accessories, shoes. The modern brands only offer one product (luxury high end brands) or modern travel accessories.
The modern traveler travels light. They don’t need much, they need simple and minimal travel gear that all allows them to ‘walk like a local - talk like a local - look like a local’. They don’t want to be the remarkable tourist, they want to be a polite, modest traveler. On a functional level the modern traveler needs ‘easy’ apparel: quick dry, wrinkle free and easy to wash and care.

The modern brands that links to the needs of the target audience (Muji, & Other Stories) only offer a very limited collection of travel products. & Other Stories: 1 travel product (bag labels). Muji: 20 products (only accessories: travel bottles, travel pillow, earplugs, etc.)

“I ALWAYS TRAVEL LIGHT AND AS SIMPLE AS POSSIBLE. I DON’T LIKE TO BE AN ORANGE OR RED DOT IN THE BEAUTIFUL AND OVERWHELMING NATURE OF FOR EXAMPLE ICELAND.”

- Marly van Lijpe, Short interviews target audience
I WANT TO MAKE A BRAND CONCEPT THAT:

• Fulfills the needs of the Modern Traveler

• Obtain a more modern approach to travel wear

• Is the representation of modern, modest and high quality travel products

• A travel and style collection for Cereal!

WHY?

• Because Cereal readers are hungry for opportunities and experiences beyond their national borders.

• Because Cereal believes: traveling makes your own world bigger.

HOW?

• By exploring a modern view on traveling

• By exploring a perfect balance in functionality and style

• By carefully curating a researched and focused collection of travel essentials

Working with the same researched and focused ‘chapters’

Chapters are collection themes: linked to destinations/landscapes: every landscape need different travel wear and gear
EXPLORING DIFFERENT NATURAL LANDSCAPES IN A CEREAL WAY

The end product will be a fashion extension of Cereal magazine, in the form of a creative briefing.

Concept book + Style book + Materials/Textiles/etc.
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ACTUALISATION

CREATING THE BRAND EXTENSION
FOUR COLLECTION THEMES
BASED ON FOUR LANDSCAPES

LANDSCAPE DIVIDED TRAVEL COLLECTION

Recap conceptual starting points: Concept was about a landscape divided travel collection because that fits the construction of the cereal magazine and the wish and needs of the modern traveler to pack destination linked garment and travel as light as possible.

MAKE THIS CONCEPT COMPLETE AND ROUND

• On what landscapes are the collection themes based on?
• What products offers every collection?
• What is the final endproduct to communicate the idea?
• How do I visualize the collection concept?

FIRST STEP: LANDSCAPES

Quick research back in Cereal magazine shows five major landscapes Cereal magazine always works with in their articles and destinations: mountain ranges, coastline, sahara/deserts, forests and cities.

Four landscapes are interesting for a travel collection:

• Mountain range
• Coastline
• Desert
• Forest
• City

You don’t need special travel wear to visit a city
TRANSFORM LANDSCAPES INTO COLLECTION THEMES
Mountainrange Landscape

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 temperature 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 weight just a few thousandths of 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 firn, with a texture like fiberglass. Deeper still lies layer upon layer of ever harder, denser ice. This ever greater mass grinds down into the rocks into forward motion. A glacier is born. Its flow agonizingly slow, crawling forwards, centimeter by centimeter, year on year, crushing, sheering and pulverizing everything in its path, its hide buckling and cracking under its own weight.

Apparel

Allowing you to move quickly and efficiently over alpine terrain.

Materials

- synthetic
- wool
- nylon
- fleece
- leather

Technical preferences

- shoeller
- powerstretch
- powerdry
- primaloft
- gore-tex
- shoftshell

Essentials

- base layer: top + bottom
- undergarments
- 2nd layer top
- shoft shell jacket + pants
- light insulating layer, top
- shell jacket + pants
- mid-weight insulating jacket
- fleece gloves
- gaiters
- mountaineering boots
Coastline Landscape

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, and in summer, its beaches are full of flying kites, this remote stretch of shore is as it is savage and mysterious best in late winter and early spring. Along the coastline you'll see rocky coves, golden beaches and dodge artillery ranges, you'll pass through traditional fishing villages with medieval churches, and, if you are lucky, you will spot puffins and dolphins.

The peaceful, yet powerful and energetic character of the coastline shows the mighty face of the ocean. When 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.

Apparel

Allowing you to move quickly and efficiently along the coastline. - essentials you need for an early crisp spring day, those light showers and the coastline drizzle.

Materials
- cotton
- rubberized cotton
- waxed cotton

Technical preferences
- waterproof
- taped and sealed seams
- double welded seams
- storm-proof protection
- pocket that will carry your stuff and keep it securely protected from the wet weather

Essentials
- raincoat
- raincape
- rain/sun hat
- waterproof backpack
Desert Landscape

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 disturbing the peace and calmness. Wind-blown sand grains striking any solid object in their path can abrade the survey. 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 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 desert.

Apparel

Allowing you to move quickly and efficiently across the desert. - essentials to keep you cool when it’s hot and warm when it’s cold.

Materials
- linen
- cotton
- wool
- fleece
- synthetic materials

Technical preferences
- white or reflective materials
- waterproof
- breathable

Essentials
- long sleeved and long-legged
- scarf with holes: ventilation and eye holes for sandstorms
- trekking sandals
- (sun/warm) hat
- synthetic/linen gloves
- wool sweater
Forest Landscape

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 from Mother Nature. Each tree has its own history and folklore, inextricably interwoven with the story of the region: beech, birch, althorn, 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.

Apparel

Allowing you to move quickly and efficiently through woodland. Essentials to protect and prepare you for a variety of ecosystems.

Materials

- light cotton

Technical preferences

- hydratic
- light weight: high freedom of movement
- greeland wax

Essentials

- long sleeved and long legged (to protect you from insects and leaves)
- base layers top and bottom
- backpack for carrying insect repellent etc. + extra outdoor blanket function
- forest set: insect repellent + ant-inch
- binoculars
- hiking shoes/boots + sandals
- lightweight jacket/coat
- swimming attire (forest lakes)
ESSENTIALS TO MOVE COMFORTABLE AND STRAIGHTFORWARD OVER MOUNTAIN AND ALPINE TERRAIN

WHAT DO TRAVELERS NEED IN THE MOUNTAIN?

• Hiking wear
• Climbing wear

Essential?
A collection of hike and climbing shoes?
You need different shoes because the texture of the landscape is constantly changing and there are a lot of height differences. → Offer shoe kits: so you can combine different soles and uppers and therefore have ‘endless’ possibilities in function and it is easy to pack.

MODULAR HIKING AND CLIMBING FOOTWEAR

Modularity and mobility are the core concepts at the heart of this collection theme about hiking, climbing and exploring mountain trails. Frieze of Mountains consists of a smart and sharp looking footwear kit. Multiple compartments hold this basic collection of minimal and utilitarian footwear. The shoes and boots come in two parts for ease of storage and the transformation to every mountain trail condition.
Low top shoe upper - The low top shoe upper is a lightweight hiking upper shoe, intended for easy and quickly moving on mountain trails. This shoe upper has higher cuts, extra padding and sole reach for your toes. The low top upper is inspired by running shoes, but with special features to facilitate mountain trails and rougher terrain.

Chukka upper - The chukka upper is intended for less smooth trails and light off-trail terrains. The cuts of the shoe uppers reaches over the ankle for extra support to ankles and bridges.

Boot upper - The boot upper is intended for rough terrain with maximum support and shock absorption while maintaining some level of comfort and breathability. The boot upper has high cuts and a hard plastic shell with a pivot at the ankle. To protect against lower temperatures, there is an additional insulation.

Flexible, molded midsole - The midsole is a smooth, sticky rubber sole with an extended rubber rand to easy and short hikes on flat mountain trails.

Cemented outsole - The less flexible, firm cemented outsole gives more support on longer hiking trails and protect against water and snow.

Stabilizer - The stabilizer provide comfort and traction during ice climbing hikes. The sole is made from flexible Vibram and consists of 34 hardened cleats, to bite into ice and snow in order to keep your balance.

Toe caps - Toe caps help to add strength to the upper front of the shoe, an area that receives a lot of stress from use during hiking.

Socks - Socks from good quality and developed for hiking help to achieve a more precise fit.

Shoe laces - Shoe laces torn up and wear out.
**WHAT DO TRAVELERS NEED AT THE COASTLINE?**

- Hike wear to protect and prepare for 4 seasons in 1 day

Essential? You need a 4 seasons coat: all weather protection: storm proof, etc. But the coat has also be comfortable during a sunny spring day. Travelers need a all weather coat. Work with a modular system? So you can create different coats for different weather conditions: 1 base coat + different coat parts you can easily take with you.

**MODULAR - ALL WEATHER COLLECTION OF COATS**

The unisex and utilitarian line centers around three different types of coats - the all weather coat, the rain coat and the cape - which all are transformable in silhouette to offer 100% protection while walking in a shoreline downpour. Together with the all weather hats - for that walk in the light coastline rain or in the fresh ocean drizzle - the range of coats form a complete and modern collection of travel essentials for the energetic and overwhelming coastline, with different functions for each piece.
All weather coat - Inspired by the idea that the coastline can show four seasons in one day, the All weather coat introduces a modular concept that carries different functions and silhouettes. The construction of the All weather coat is modular, so all parts are replaceable for another one in a different texture, style or material. The collection exists of one base All Weather Coat and a lot of coat parts in order to every coastline condition. The base coat is made from fine cotton and created in a classic cut. Different hemlines can be created out of the base coat. The associated collection of coat parts exists of collars, pockets, sleeves and cuffs in different materials, styles and with different functions, makes it possible to transform the complete function and silhouette of the coat.

Coat parts - The different coat parts allow the All Weather Coat coat to grow over seasons, landscape conditions and activities. A set of collars, pockets, sleeves and cuffs - made in both light and breezy materials as well in thicker, water and wind resistant textiles - allows one to deconstruct the coat with zips and poppers.

Rain cape - The Rain Cap functions as an extra storm protection layer for the All Weather Coat, which makes it withstand even the heaviest storms. It is unlined with double welded seams, and is created in rubberized thick cotton, therefore the Rain Cape protects against the most horrible weather conditions at sea. The cape has snap closures and a wide silhouette to easily fit over the All Weather Coat.

All weather hat - The all weather hat is created in waxed cotton fabric and has everything one needs for a crisp early spring day, that light coastline shower and the ocean drizzle. It offers protection against both the sun and fresh ocean drops.
ESSENTIALS TO KEEP YOU COOL WHEN IT'S HOT AND WARM WHEN IT'S COLD

DESSERT BIOME | Creation of fine-textured sand

Inspired by the sudden appearance of sandstorms - which regularly disturbing the peace and calmness - and the drastically temperature changes, the items of the Desert Biome theme have multiple purposes and acts as a survival kit of sorts. The modular design of the overalls converts into different garments, such as a coat, pants, skirt or shirt, and is therefore transformable to climate and condition. The set of overall items is a preparation for the unexpected of the masterful landscape of the desert.

WHAT DO TRAVELERS NEED IN THE DESERT?

- Protection from sand and sun
- Light and breezy
- Something that keeps you warm when it’s cold - and cool when it’s warm

Essential?
A onesuit: because it is one piece no sand is coming in and it covers your skin to protect against the sun. To create suit that keeps you warm when it’s cold and cool when it’s warm a layered silhouette is needed. A deconstructable system, created by layers, for a suit could be an option, it is multifunctional, breezy and light.

A SET OF DECONSTRUCTABLE OVERALLS

Inspired by the sudden appearance of sandstorms - which regularly disturbing the peace and calmness - and the drastically temperature changes, the items of the Desert Biome theme have multiple purposes and acts as a survival kit of sorts. The modular design of the overalls converts into different garments, such as a coat, pants, skirt or shirt, and is therefore transformable to climate and condition. The set of overall items is a preparation for the unexpected of the masterful landscape of the desert.
Set of overalls - The set of overalls can be deconstructed by using folding techniques of the different layers and poppers, and come in a fragile color scheme of skin tones, ecru and a pale gold blending. Natural patterns are rediscovered by a continuous changing and layered silhouette of the overalls. Countless of combinations are possible, allowing one to respond to the current desert condition and climate. The focus is around two pieces of garments - one top and one bottom - to form a long coat, a cropped jacket, trousers, a skirt or shorts. To create a functional overall, which protect your whole body against sun and sand, the top and bottom piece can be connected to each other.

Top - Constructed out of different layers and made out of breezy, transparent textiles this overall item protects ones upper body.

Bottom - Constructed out of different layers and made out of breezy, transparent textiles this overall item protects ones lower body.

Scarf - Big, but light scarf to protect ones face and mouth against sand and sun.

Sun- and sandgoggles - The sun- and sand goggles function as a protection for the eyes, to keep dirt and debris out of the eyes during sandstorms and give one a widest field-of-view. The goggle system includes a basic goggle frame, with transparent glasses and a separate click system of sun glasses, which easily fits over the basic goggle frame.

Survival kit - The desert survival kit exists of a set of skin care products to protect the skin against sand and sun. The hot and dry air sucks up all the moisture from the skin and leaving it scaly, itchy and dull. To repair and protect the top layer of the skin the survival kit includes a high SPF sunscreen - to protect the skin and lips from sun burning - and a cleansing set including a cleanser made of oatmeal, white clay, vitamin E, coconut oil, shea butter and olive oil and a moisturizer for skin and lips.
Essential?
A small, essential collection of camp wear. What is camp wear? Everything you need for a two day hike? Multifunctional gear (afritsbroeken etc) to mix and match and create effortlessly options? Light weight! Multifunctional hike gear for two days in one 2day pack. A backpack with different compartments, an easy packing system.

A SET OF MULTIFUNCTIONAL BACKPACKS

Multifunctionality is one of the main underlying design principles of The New Forest theme, which is about exploring an incredible range of ecosystems and crossing the invisible boundaries from one realm to another. A set of multifunctional backpacks form the collection of this theme, with each unzipping to reveal ration pack-style compartments that house each of the items of clothing: reversible shirts, customizable pants and shirt in which hemlines can simply be cut.
Spring/Summer - Autumn/Winter backpack - The multiple compartments of the backpack hold the basic collection of minimal and utilitarian outfits of reversible tops, adjustable pants and customizable shirts where the hemline can be cut to the desired length. The focus is around two pieces of luggage: a spring/summer version and a version for the autumn/winter period. The two versions differ in color, size and content. The spring/summer version is a brighter and lighter version, compared to the autumn/winter backpack.

Reversible top - The reversible top jacket is finished both sides, so the jacket is wearable with either side turned outward. The lightweight waterproof and outdoor top is coloured in shades of a monochrome and calm colour palette, to keep the minimal and clean visual appearance.

Customizable pants - To stay true to the core concept of multifunctionality, the customizable pants is transformable to different climate changes and activities. This customizable pants is made out of a light, transparent material for the spring/summer version, for the autumn/winter edition a thicker, waterproof and coated material is used.

Hemline shirt - The hemline shirt is a simple and clean shirt in which desired hemlines can simple be cut. There are two of these shirts in the backpack, a short sleeve shirt for the spring/summer bag and a long sleeve shirt for the autumn/winter version.

Outerwear jacket - This outerwear jacket is a quick-drying and windproof jacket with a double function as a camp pillow. The garment is rollable and therefore transformable to a neck pillow. There is a lighter spring/summer version and a thicker autumn/winter version with a rubberized coating and welded seams.

A GLOSSARY OF TRAVEL ESSENTIALS
VISUALISATION OF THE COLLECTION PRODUCTS

ILLUSTRATIONS

Purpose of the illustrations:

- Inspire the creative team of Cereal
- Brief the creative team of Cereal on an informative level

WHAT IS THE CEREAL’S ILLUSTRATION STYLE?

Realistic - Black/White - Thin ink lines - Infographic style - Clean
There is more negative space and less colour, which is better. The problem with these sketches are the pencil lines. The lines aren't black enough, which is not very strong and convincing. It makes it messy again, especially in combination with the shadows.

But the biggest problem is that the illustrations don't brief. There is no information in it, you can't see it is about a travel collection and you don't know what kind of products there are.

**Problem:** if every sketch is like this and you have a series of 12 sketches, there is way too much colour in the illustration series.

**Problem:** There are too many shadows, that makes the illustration messy, compared to the illustrations of Cereal.
Infographic style sketches with a lot of information about the product. It works very good as a briefing, but maybe it isn’t very inspiring.
COMMUNICATION
(GRAPHIC) IDENTITY OF THE BRAND EXTENSION

To create a complete concept I need to design the brand extension: how does the brand look like? What's the name of the brand?

1. Name
2. Graphic implements
3. Introduction of the brand extension
4. Online communication

BRAND NAME

Cereal Fashion & Accessories
   - Cereal Travel Wear
   - Cereal Travel Essentials
   - Cereal Fashion

These names are all descriptions of what the brand extension is: but it isn’t a brand name! The brand extension is a brand extension of the brand: a spin off. So it is logical to choose an independant name.

WHAT DID CEREAL WITH THEIR OTHER BRAND SPIN OFF?

Guided by Cereal is the spin off brand of Cereal: A bespoke collection of online travel guides.
It is clever to create a simple and easy system for the brand names of the extensions of Cereal, to create a recognizable identity by using a pattern.

Cereal is guiding you. ➔ Guided
Cereal is styling you. ➔ Styled
Fonts
What are the current fonts of Cereal magazine?

Typeface logo:
Oswald light
Caps
Wide spacing

Typeface headers
Oswald regular
Caps

Typeface bodytext
Garamond Premiere Pro
To create a coherence, Styled by Cereal will use the same main body font: Garamond Premiere Pro. In order to communicate the brand is a separate arm of Cereal Styled by Cereal will use the Garamond Premiere Pro in combination with another typeface. I am choosing for a more friendly looking font, because a fashion extension has more emotion and energy compared to the magazine. The Oswald - which is used now - is very classic, it creates a sort of distance because of the long shape of the letters. The new font has to be more friendly, more welcoming and more modern, yet it has to stay Cereal, so it is important to choose for a clean and simple design.

The Gill Sans is a combination of a classic design with a modern look. With is very friendly character the font feels very warm and welcoming, yet it is still very clean because of the thin lines. This is very important, since the brand goes with you on your travels right now. It’s way more than a piece of paper, you’re going to wear the brand.
The logo and icon

How to create the logo? Look back to the original Cereal logo: how did they build up the logo? What kind of structure do they use? Translate it into a spin off logo.

The logo is very simple and clean. They carefully combined the letters out of the Oswald font.
The logo is build up with the Garamond Premiere Pro font, so it is easily to recognize. For headers of the collection names is the Gill Sans font used.
The logo and icon
The link between Cereal and its extension Styled by Cereal is clearly visible in the logo. Cereal’s target audience will recognize the logo of Cereal by its strong and simple identity. By using a different font into the logo, it is clear the brand is a completely separate spin off of Cereal.

Two different design disciplines are forming the visual vocabulary: the logo and the icon. We create the logo by carefully arranging the Garamond Premier Pro typeface, that together forms the trademark of the brand. The icon is the graphical representation of the concept, in order to recognize brand quickly.

On white or light backgrounds we use a grey tone for the Styled by Cereal logo. When using the logo on a colored background, the logo will be entirely white. By doing so, we emphasis the minimalistic and functional brand philosophy of Cereal.

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PROCESSING THE FEEDBACK

RED/GREEN LIGHT CHECK

• Create more atmosphere in the presentation: you feel a distance now, it is too clinical
• Focus on the collection - the product. Show how it looks: more visuals
• The illustrations are missing atmosphere

CREATE IMAGES AND ADD IT IN YOUR PRESENTATION! SEDUCE!

How does Cereal present a fashion collection in images?

• Super boring
• No emotion
• No energy

TRANSLATE THIS CEREAL FEELING IN A FASHION SHOOT AND ADD EMOTION
To show the different themes I have to work with different coloureschemes. It is also smart to show the landscape of the theme, to really create atmosphere and to tell the story of that landscape with the products selected for that destination. That’s why I chose for a simplified moodboard as overall concept for the art direction of the shoot. The moodboard always includes three images. This is because also the concept boxes are very consistent:

- A close up of the garment to show information about the product
- The landscape

CREATE EXAMPLES TO CHECK IT: DOES IT WORK?
STYLING SHOOT

- Less is more
- Carefully edited travel wardrobe
- Shoot goes wider than fashion
- Relaxed chic style: wider silhouette - unisex
- Surprising elements
- Straightforward
MODEL CASTING

• Androgynous
• Chic
• Pure
• Intellectual
• Modern
• Aspiring
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INTERVIEWS TARGET AUDIENCE ON MARCH 18 AND MARCH 19, 2015: JANINE VAN DEELEN, STEFFIE VAN SCHAAIJK, NICKY SCHRAVEN, THEUNTJE VULLINGS, JUUL DONKERS, MARLY VAN LIPZIG, REBECCA ABSIL, FLOOR WEIJS, EDITH KOFLER, ZITA JANSSEN, RUTH TER HAAR, SUSAN KEIZERS, LAURA WAGEMANS.