Daily Paper is an Amsterdam based urban menswear label, inspired by the founders own African heritage and translated through contemporary fashion designs.

As the 3 founders all have African backgrounds while growing up in Europe they feel strongly about representing their personal heritage and translating it in their own creative form. The brand is looking to expand their vision, telling the story of being inspired by heritage and make it your own. - “Own your heritage”
TARGET AUDIENCES

RESEARCH QUESTION
How can Daily Paper translate its African heritage inspired brand philosophy into a branded magazine?

OPPORTUNITY
Daily Paper is looking for communication tools to express the brands creative vision inspired by their own African heritage at Trade shows. As a young brand it is a great opportunity to stand out by communicating through a print magazine - The story telling extension of a Look Book.

MISSION
Create a strong visual and textual communication of Daily Paper’s own African identity towards potential buyers at Trade shows. Tell the story of the brand’s creative vision and add a second layer to the brand’s products.

SOLUTION
The Daily Paper Mag allows the brand to express their personal creative vision beyond solely fashion. It stimulates the buyers to discover and relate to the brand’s African heritage through Daily Paper’s own unique interpretations. The story telling extension of a Look Book.

The Daily Paper Mag in prints targets potential buyers and retailers who aim for the same targeted audiences as Daily Paper. Give the buyers and retailers a vivid insight on the brands understanding of the lifestyle and swagger of this specific audience group. As well as communicating the story of Daily Paper’s own unique African heritage.

The potential Daily Paper buyers and retailers are blessed with an eye for originality and creativity. They consider them selves and their clients as early adapters; Constantly scouting for originality and personality in brands.

Images: Liberty fairs/ Agenda Show
THE MAG CONCEPT

Daily Paper Mag in Print:
A creative extension of the Look Book. Print in high quality to present with the Daily Paper stand at trade shows.

Daily Paper Mag Online:
Full contents of the Print Mag will re-used and published online on Daily Paper’s home page, generating as an Online Mag/ Blog platform to communicate their unique African heritage with their loyal audiences.

PERSONALITY

The use of only original imagery’s and texts, Daily Paper stand out by representing a genuine, accessible and distinctive lifestyle driven by the brands own African heritage.