This book informs you about the launch of Thom Browne 1.2.3., a brand extension of Thom Browne. Next to introducing the first product formula, it will illustrate the context in which Thom Browne 1.2.3. will be launched towards the consumer.
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Thom Browne 1.2.3. embraces the simplicity of the daily morning routine through a product line of everyday essentials. Inspired by the same procedure everyday, the products of Thom Browne 1.2.3. are defined according to the daily morning routine:

Coffee Mug.

Razor.

Pen.
Product Design.

For the design of the products, Thom Browne’s value of Quirky Conservatism will be considered from product choice to design. Giving traditionalist Mid Century Americana a youthful make-over, the products will always be cool, masculine and simple.
Coffee Mug.
Inspired by functional standardization of the 1950s, this coffee mug set is stacked onto each other, creating one uniformed, repetitive shape. Made from stainless steel.
1. EAT BREAKFAST
Razor.
Going back to non-disposable safety razors of the 1950s, this razor enables the closest cut for precision and gives shaving the attention it deserves. Made from Stainless Steel.
2. GET READY
Pen.

Going back to Mid Century simplicity of using one essential pen, this product comes with a pen holder that ensures it is always kept in place. Made from stainless steel.
3. OFF TO WORK
Thom Browne 1.2.3. will launch through simultaneous pop up installations at all three Dover Street Market branches of New York, London, Tokyo. Covering the epicenter markets of the brand, the unconventional department store is a popular shopping address of the Thom Browne accountant, next to being an international promotion platform for the brand.

The store is renowned for its unconventional retail installations, allowing each brand to express their unique story.

Thom Browne 1.2.3. can stand out within Dover Street Market's unconventionality by showcasing something very conventional.
DOVER STREET MARKET

DOVER STREET MARKET
GINZA

DOVER STREET MARKET
NEW YORK
Inspiration: The supermarket.

Daily destination for everyday essentials. Originated in Mid Century Americana with the expansion of suburbia. The masses drove to big supermarkets by car. They were recognizable from a far, attracting through their fluorescent signs. Everything you needed was available in one place. It made everyday life easier.
The Antiseptic Supermarket.
Thom Browne 1.2.3. Pop Up Installation Concept
Look & Feel.

The Thom Browne 1.2.3. supermarket does not intend to make the visitor stroll around. It is a sterile space which showcases just what you need for your morning routine. It will be an uncluttered, cool and simple environment. Above all masculine.

All materials being used to translate the concept into a retail space elevate the antiseptic atmosphere. Sleek surfaces, cold touch. The surfaces reflect fluorescent light, intricate with the Thom Browne identity and representative of the supermarket.

Fluorescent lights are synonymous with Thom Browne’s retail identity. Used in corporate R/W/B colours, they communicate the conceptual formula of Thom Browne 1.2.3., inspired by supermarket navigation.
Present in every supermarket and home, the fridge is an everyday essential in Thom Browne’s tone of voice of masculinity and cool.

It is used as product display as well as repetitive element, complementing the brand vision that uniformity is refreshingly effortless.
Information about the brand background gives customers the relevant context for the shopping experience.

The classic shopping basket underlines the streamlined supermarket concept for a branded in-store experience.
The press release will announce the pop up installation one week prior to the launch in order to generate awareness and invite brand enthusiasts to come visit. It will be sent out to press, magazines, blogs.
Thom Browne launches its brand extension ‘Thom Browne 1.2.3.’ through simultaneous pop up installations at Dover Street Market London, New York and Tokyo.

Everyday Uniformity

The brand renowned for the grey shrunken suit, translates its compassion for everyday uniformity into a more accessible product category. ‘Thom Browne 1.2.3.’ embraces the simplicity of the daily morning routine through a product line of everyday essentials.

The Thom Browne Morning Routine

The products cater the three steps involved in the morning routine: 1. Eat Breakfast 2. Get Ready 3. Off to Work and consist out of three products seasonally. All crafted from brushed metal in signature grey, the first products include a coffee set, razor and pen, inspired by Mid Century Americana.

Dover Street (Super) Market

The pop up installations at Dover Street Market launch the product collection globally, starting February 1st, 2016. Giving the products an everyday context, the setting is inspired by the supermarket. Sleek surfaces, fluorescent light and fridge display, showcase, in Thom Browne masculinity, just what is needed to complete the daily morning routine.

Availability

The pop up installations can be visited from February 1st - 28th 2016. Next to that, Thom Browne 1.2.3. is available in Thom Browne flagship stores as well as selected shops and online retailers worldwide. Check website for availability.
Thom Browne 1.2.3. suggests the following prices for season 1.

Coffee Mug.
250 Euro

Razor.
100 Euro

Pen.
150 Euro
STOCKISTS

North America.

USA.
Thom Browne, New York

Alchemist, Miami
Apartment Number Nine, Chicago
Dover Street Market, New York
Hirshleifers, Manhasset
Jeffrey, New York
Odin, New York

Europe.

Denmark.
Storm, Copenhagen

England.
Dover Street Market, London
End Clothing, New Castle
Hervia Bazaar, Manchester
Oki-Ni, Esher
The Shop at Bluebird, London

Germany.
Soto, Berlin
Voo Store, Berlin

Netherlands.
SPRMRKT, Amsterdam

France.
Colette, Paris
L’Eclaireur, Paris
The Broken Arm, Paris

Italy.
Corso Como, Milan
Asia.

China.
I.T., Peking / Shanghai

Hong Kong.
IT
Joyce
On Pedder

Japan.
Thom Browne, Tokyo

Cave, Osaka
Colette, Hiroshima
Cromagnon, Oita
Deep Inside, Niigata
Dover Street Market Ginza, Tokyo
Hankyú, Osaka
HNW, Osaka

Korea.
10 Corso Como, Seoul
Online.

- www.thombrowne.com
- www.colette.com
- www.doverstreetmarket.com
- www.end-clothing.com
- www.farfetch.com
- www.hypebeast.com
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- www.leclaireur.com
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