‘contradictions collection’
During my orientation of the graduation project I was interested in combining fashion and technology. By researching this topic I found mphvs, the brand of Martijn van Strien. I already knew Martijn from years ago and I decided to contact him for my graduation project. Because this brand was very young I saw many opportunities to take this brand as a starting point for my graduation.

RELEVANCE

mphvs is a young innovative and unisex brand based in Rotterdam that has its focus on combining fashion and technology. mphvs has the ambition to show that the production of clothes can be done in a different way. Right now mphvs has one collection that is showed on Dutch Design Week and Berlin Fashion Week. The brand has a clear design philosophy, but until now the collection isn’t picked up by the target group. The collection and communication need to be more accessible. For the collection this means more wearable pieces and in communication the brand needs to be more visible.

PROBLEM DEFINITION

There’s a gap between the product of mphvs and the needs of the target group.

RESEARCH QUESTION

How can mphvs be more accessible to the needs of the target group?
Step 1 BRAND  
Research methods: desk research, field research

1.0 WHO IS MPHVS?  
> Interviewing Martijn van Strien and analysing online interviews

1.1 What is mphvs doing on communication level?  
> Analysing the website of mphvs and social media channels

1.2 Who are competitors of mphvs?  
> Making an overview of brands that are competitors on a visionary and aesthetic level  
> Making a analyses of the competitors

1.3 What is the position of mphvs in the market?  
> By analysing the competitors matrix position mphvs in the market by making a positioning matrix

Step 2 TARGET GROUP  
Research methods: field research, interviews, surveys, market research on social media

2.0 WHO IS THE TARGET GROUP OF MPHVS?  
> Doing interviews with people that fit the target group  
> Doing surveys with people that fit the target group  
> Market research on social media, what are the interests of the target group

2.1 How can this target group be reached?  
> Conclude from the above examination ways of how this target group can be achieved

Step 3 TRENDS  
Research methods: desk research

3.0 WHAT ARE TRENDS ON A SOCIAL AND CONSUMER LEVEL?  
> By using trend websites research trends on a social and consumer level
PRODUCT
- Producing the clothing becomes increasingly simplified in the future, so that there’s no longer a sewing machine required. Therefore they work with 3D printing and special closures. [interview Martijn van Strien]

- Aim is to make the brand more wearable and make use of fully recycled materials. [interview Martijn van Strien]

PRICE
- The prices of the collection are on a high level and there’s only one item sold. [website mphvs]

- If the collection will be more accessible and wearable, that means among other less holes, this will take less time to lasercut the pieces. This can result in lower prices for the collection. [surveys, interview]

PLACE
- mphvs is only sold online and in concept store Groos, in Rotterdam. To increase the accessibility on place level, the brand needs to show that it’s out there. [interview Martijn van Strien]

- Target group research shows that the brand needs more visibility to be attractive. The target group buys online, but they always want to see the piece to feel and try it. [surveys, interview]

PROMOTION
- The brand uses social media, Facebook, Instagram and Twitter, for promotion. Besides that they take part in events like Dutch Design Week and Berlin Fashion Week. [social media]
‘contradictions collection’
brand conclusions

1.0 WHO IS MPHVS?

By interviewing Martijn van Strien and analysing online interviews I came to the following conclusions.

- mphvs is the unisex brand of Martijn van Strien and based in Rotterdam. Rotterdam is a big source of inspiration for the brand, that also gets inspiration from art and the technical part of architecture. [‘I am proud of Rotterdam’, interview Martijn van Strien]

- The aim of mphvs is to show that the production of clothes can be done in a different way. That fits with the trend ‘fab revolution’, which will be explained later on. Another similarity with this trend is the utopian world of mphvs in the way of production, where the consumer becomes part of the production process and will produce their own clothes in the future.

- Unique to the brand is the custom-made vision for an affordable price, compared to other brands that offer custom-made clothes.

- In the end the clothes will be recycled, when the wearer doesn’t like the piece anymore. As a result the materials can be reused, this fits in with the trend of ‘ecolution’.

- The brand has two different parts, on visionary and aesthetic level. The visionary level contains the new way of looking to the fashion industry, showing that the production of clothing can be done in a different way. The other part is the aesthetic level, minimalistic, experimental unisex clothes.

- mphvs has some similarities with the term slow fashion. In contrast to that, they don’t want that label on the brand because of the bad image of slow fashion brands.
1.1 What is mphvs doing on communication level?

- mphvs uses social media channels such as Facebook, Instagram and Twitter. There’s also a mphvs website. These channels are connected with each other with links.

- Facebook and Instagram are updated frequently, Twitter remains in the background. The focus is both on brand development, featuring, collection and events. Target group research shows that they are focused the most on Facebook and Instagram.

- Beside social media, the brand is active on selected events. The target group of these events are people of the creative industry and with an interest for design and technology. Target group research shows that those target groups are the same.

1.2 Who are competitors of mphvs?

VISION

- Honest by; slow fashion
- Iris van Herpen; technology
- Rad Hourani; unisex, minimalistic
- Winde Rienstra; slow fashion

AESTHETIC

- Acne; minimalistic clean
- Chromat; graphic identity
- COS; minimalistic clean
- Sandro; minimalistic, lasercut technique
- T Alexander Wang; minimalistic, fabrics
- Threeasfour; lasercut technique
- Weekday; minimalistic
1.3 What is the position of mphvs in the market?

- By looking to the competitors on visionary and aesthetic level, it can be seen that the brands on aesthetic level are in a saturated market. mphvs want to measure themselve with the aesthetic level of Acne and COS, but distinguishes itself with the vision of the brand.

- To get more familiar with the target group the price level of the brand needs to be lower. In the current price level mphvs is a high segment brand with prices between €400 - €900.
URBAN MILLENIAL
CREATORS

online generation
creative | aesthetic
ambitious | curious
2.0 WHO IS THE TARGET GROUP OF MPHVS?

TARGET GROUP ACCORDING TO MPHVS

“Fashion people who are interested in experimental fashion [fashion that’s in function of experiment and research], not especially about the story behind the brand”

TARGET GROUP ACCORDING TO RESEARCH

- 16 surveys / orientation phase
- 24 surveys / research phase
- 7 interviews

47 participants / 13 men / 34 women

- The target group of mphvs is called ‘urban millenial creator’, based on a flash report of Motivaction ‘the disruptive mindset of millenials around the globe’. These are both men and women, because of the unisex mindset, between 22-35. [report Motivaction, Facebook statistics]

- They are in the final phase of their study or are working, both fulltime or parttime combined with freelance work. They want to make a difference with their work and most of them work in the creative industry. [surveys, interviews]

- Research in surveys and interviews shows that what the target group likes most about the brand [vision or aesthetic], is the aesthetic style of the pieces. Research shows that they are are open-minded towards sustainabilty, but don’t act on it and buy. [surveys, interviews]

- They have a penchant for design and minimalistic brands. Their wardrobe is a mix of expensive [designer] and affordable pieces like COS, Weekday, Acne, Avelon, T Alexander Wang. [surveys, interviews]
2.1 How can this target group be reached?

- Answers on the question ‘what could mphvs do so that you would buy the clothes?’ frequently were based on a more wearable collection, accessibility in the way of offline selling points, more affordable prices. [surveys, interviews]

- This target group is grown up with technology and the online world and social media is their second home. [report Motivaction, surveys]

- They live a metropolitan lifestyle and like to buy in mono-brand stores and concept stores. They like to buy both online and offline. They never buy online without seeing something offline, because they want to see, feel and try the pieces. They are always looking for something special. [surveys, interviews]
trend • conclusions

FAB REVOLUTION > MEGATREND

New sustainable ways of production arise by means of 3D printing and the consumer itself becomes part of the production process.

- Fab revolution; this trend fits with the utopian vision of mphvs to let people produce their own pieces in the future. This trend also fits with the target group who is curious about discovering new things. [trendone.com]

ECOLUTION > MEGATREND

New sustainable ways of production arise by means of 3D printing and the consumer itself becomes part of the production process.

- Ecolution; target group research shows that they are open to producing in a sustainable way. In many cases, the price keeps them away of buying sustainable clothing. This is an opportunity for mphvs to produce sustainable for an affordable price. [trendone.com]
BRAND

- aim of mphvs is to show that the production of clothing can be done in a different way
- the architecture of Rotterdam is a source of inspiration for mphvs

TARGET GROUP

- the target group is more likely to buy a piece when the brand is more accessible, wearable and less expensive
- they like to buy in concept stores and they want to see and feel the fabrics

TRENDS

- new sustainable ways of production arise by means of 3D printing and the consumer itself becomes part of the production process
- consumers are more and more aware of sustainability and recycling and they find it more valuable when they purchase
HOW CAN MPHVS BE MORE ACCESSIBLE TO THE NEEDS OF THE TARGET GROUP?

- Based on research mphvs needs to become more accessible on different levels, to the needs of the target group.

- The most important focus for this accessibility is based on the product, the collection of mphvs. Target group research shows that they like the clothes, but they are too experimental to buy and to wear. They are looking for something that is more wearable. By bringing more structure in the collection, it’s easier for the target group to combine the collection.

- The target group has indicated that they can’t identify with the visual identity of mphvs. In addition, the clothing is too experimental.

- On communication level, the brand also need to be more accessible. Target group research shows that they like to see the brand in stores. By now the brand is only available at Groos in Rotterdam and on the website. Target group research shows that they buy offline and want to see and feel the fabrics.
Rotterdam, the city of skyscrapers and architecture is an inspiration for the construction for each new piece.

The fashion industry is now only focused on fast and easy. Research into sky-high possibilities for innovation leads to a new structure of sustainability. With the construction of building blocks of new fashion we can put the value back into the garment and take it away from all the superfluous.

Unique selling point

'Aesthetic and sustainable, built in Rotterdam'

Branding

Vision

Building blocks of fashion as a construction for change and experiment

Mission

Using technology to create a better fashion industry, translating to wearable pieces

Core values

Experimental change

Not afraid to be different than the others, but following their own structure

Graphic construction

Using symmetry and geometric shapes, found in architectural influences

Progressive architecture

Ambitious to make progression and being an inspiration
‘BUILDING BLOCKS OF FASHION’

Rotterdam, the city of skyscrapers and architecture is an inspiration for the construction for each new piece. The fashion industry is now mainly focused on fast and easy. Research into sky-high possibilities for innovation leads to a new structure of sustainability. With the construction of building blocks of fashion we can put the value back into the garment and take it away from all the superfluous.

The concept of ‘building blocks of fashion’ shows the core of the brand on a aesthetic and visionary level. In an aesthetic way the collection shows an architectural style, all inspired by the building blocks of Rotterdam. On a visionary level mphvs wants to show that the production of clothing can be done in a different way. By producing on demand, working with new technologies like lasercutting, 3D printing and sustainable fabrics, mphvs shows a new view on the fashion industry. Each new piece can be seen as a building block for a new way of fashion. A new view on fashion, as an opposite of mass production.

DESIGN PRINCIPLES

- graphic and minimalistic
- aesthetic and sustainable
- architectural angle
- building blocks of fashion
- online and offline
- accessible on collection and communication level
collection • styles

brutalism

architectural | blocks | sturdy
surfaces | square | repetition

Brutalism, featured by geometrical blocky shapes and repetitive forms. The shades of grey refer to the concrete of this style of sturdy architecture.

constructivism

construction | lines
triangle | stacking | diagonal

Inspired on man-made structures, constructivism builds a bridge between lines and a structure of sharp layering. A solid construction with detailed elements that emphasize a cutting edge.
Architecture is an important source of inspiration.

The collection is divided in three different styles, based on architectural styles brutalism, constructivism and futurism.

The ‘contradictions’ collection is divided in the styles.

Each style is complemented by style moodboards related to form, colour, fabric, texture and inspiration.
startingpoint • photoshoot

AIM
Creating a photoshoot as an inspiration for mphvs to show the brand in a more accessible way. In the photoshoot the clothes of mphvs will be combined with basics of other minimalistic brands.

STUDIO
The reason to do the photoshoot in a studio, is because of the focus on the clothing which is the most important.

PHOTOGRAPHER
Tom ten Seldam @ Sticky Stuff; Experience in professional fashion photography and in charge of an own studio.

STYLIST
Im Fong Liu; Experience in professional fashion styling and a good contact to work with.

HAIR AND MAKE-UP ARTIST
Marije Koelewijn @ Angeliue Hoorn Management; young talent who is working in the professional industry.

MODEL
Anne @ ANKA Model Management; A female model with an androgynous appearance. Dark hair gives a nice reflection with the white tops. A powerful appearance strengthen the architectural angle.

POSES
The poses are based on architectural postures, inspired by photographer Charlie Engman. Each collection style is featured with postures that fit the style.
Poses inspired by photographer
Charlie Engman
brutalism ■ photoshoot

'commercial'

'mphvs'

[26]
‘commercial’

‘conceptual’
‘commercial’

‘conceptual’
The communication strategy is based on the target group, positioning and the marketing mix, based on outcomes of the research phase.

> MARKET POSITION

TARGET GROUP
- men and women 22-35
- metropolitan lifestyle
- creative industry

POSITIONING
A sustainable fashion principle together with an aesthetic ready-to-wear collection is the gap in the market for mphvs. It’s essential for the brand to stick to aesthetic designs, these are highly valued by the target group.

> MARKETING MIX

PRODUCT
- design signature
- fabrics
- unique selling point
- seasonality
- assortment

PRICE
Until now, mphvs is positioned in the high price market, which makes it unaccessible to the target group. The current price level does not suit the lifestyle of the target group. Most of them are finishing their higher education, others are starters in the working place. Besides making the clothes more wearable, the price can also be adjusted to a lower level. With the lower use of cut-outs, which are expensive, the clothing can be made faster. This results in a lower price of €50 - €400.
communication ■ strategy

PLACE
Target group research shows that they prefer offline shopping. There is a need for online shopping, but only combined with the option to see the clothes offline. The target group wants to see, touch and try the garments. Research also shows that the target group likes to visit concept stores.

To create more brand awareness, it’s important to show the clothes to the world. In order to reach the ‘urban millennial creators’ effectively, mphvs has to be positioned in concept stores of thoughtful selected capitals in the Netherlands.

PROMOTION
- message
- photoshoot & teaser
- brand movie
- launch events
- hangtag
- Facebook & Instagram
- Snapchat
- newsletter
- PUP Creative Agency
- Dutch Design Week
The letters are placed like a building, to connect to the concept.
Architectural and big A3 design, related to the ambitious mindset.
BRAND BOOK
A brand book is the fundament of every brand and gives insight in the brand identity. mphvs doesn’t have a brand book yet, so this was a good starting point to make the brand identity clear.

STRATEGY BOOK
Based on my research I concluded that the brand needs to be more accessible, on a collection and communication level. Therefore I made a strategy book as a recommendation for mphvs, to give more direction for the future.

• COLLECTION
Creating brand awareness starts with a collection that the target group finds attractive. That’s the reason why I decided to focus on the biggest challenge, the product. To give the designer of mphvs inspiration on how his garments could be more wearable, I created a photoshoot and combined mphvs with other brands to give a good impression of each style.

• COMMUNICATION
The communication part gives insight in the target group, positioning and marketing mix. While the brand is represented in one store, there are no hangtags on the garments. This is necessary to communicate the brand. To communicate the concept, the hangtags have the tagline ‘building blocks of fashion’, related to the vision and concept text. The letters are placed like a building, to connect to the concept.
resource list

BRAND BOOK

mphvs.com
patternity.org
encyclopediae.tumblr.com
cokaygne.tumblr.com
paroissedemisere.tumblr.com

PROCESS BOOK

mphvs.com
facebook.com/mphvs
instagram.com/mphvs
cargocollective.com
encyclopediae.tumblr.com
cokaygne.tumblr.com
paroissedemisere.tumblr.com
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