This strategy book gives insight in the new structure for experimental unisex label mphvs. To give the brand future, it’s necessary to create brand awareness for the target group. Therefore the brand has to become more accessible and wearable. This strategy book gives recommendations in the area of strategy at collection, visual and communication level. The collection is divided in three different styles based on architecture styles. Each style has its own design principles and assumptions. The strategy book is intended for mphvs, as a recommendation for how the brand can work on a more commercial level in the future.
table of content

09  concept

10|11  collection

DESIGN • SIGNATURE

12 | 27  brutalism
28 | 43  constructivism
44 | 59  futurism

MARKET • POSITION

60 | 61  targetgroup
62 | 63  positioning

MARKETING • MIX

65 | 67  product
69  price
69 | 73  place
75 | 80  promotion
i am proud of rotterdam
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 an 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.
style
brutalism

style
constructivism
mphvs is an experimental unisex fashion label that needs to focus on a more wearable collection to become more accessible.

The collection contains accessible pieces combined with conceptual pieces to empower the brand. The collection is divided in three different styles to give the brand more structure and clarity. These styles are based on different forms of architecture: brutalism, constructivism and futurism. With this choice, the designer still has the freedom to experiment but there is more clarity and structure within the brand.

Each style contains a visual translation with two conceptual images and two looks to give a more wearable view to the designer.
brutalism

Featured by geometrical blocky shapes and repetitive forms. Grey tones refer to the concrete of this style of sturdy architecture. Engraved details create the building blocks in a more toned-down way. Unfinished steady materials combined with modern surfaces result in the fundament of brutalism. Solid silhouettes provide a confident appearance.

blocks | sturdy
surfaces | repetition
style
brutalism

form

geometrical | graphic
rectangle | square
style
brutalism
colors
black | grey tones
matt
fıyıcs

heavy jersey | felt

textured | melange

style
brutalism
inspiration

style
brutalism

engraved | structured
trigger to touch | matt
Inspired by 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. Monochrome and plain silhouettes are the fundament of this style, that is characterized by contrast. The tension between black and white give it an own dimension by playing with the shadow of the cut-out details.
style
constructivism

form

linear | cut-out
detailed

m p h v s
style
constructivism

colors
black | white
monochrome | contrast
fabrics

style
constructivism

jersey | neoprene
layering | stiff
style
constructivism
texture
Inspiration

Style
Constructivism

Lines | Contrast
Sharp | Dimension
futurism

Curved and futuristic designs characterized by streamlined shapes. Embossed elements give these styles an added dimension. When rhythm and repetition connect together with movement, new shapes arise. Fabrics like neoprene and spacer mesh add value to this dynamic style. The style of futurism gives possibilities to utopian forms in black, white and plain grey colors.

curved lines | rhythm
movement | futuristic shapes
style
futurism

form
streamlined
futuristic | round
style
futurism

colors
black | white
plain grey | glossy
fabrics

style
futurism

neoprene spacer mesh
spacer mesh | polyester
style
futurism
texture
inspiration

embossed | utopian
repetition

style
futurism
The urban millennial creators, men and women aged 22-35. They are in the final phase of their study or are working, mainly in the creative industry. They are confident, have high expectations and aspire to make a difference with their work. Ambitious, competitive and curious about new experiences. Shaped by creativity and technology with an open-minded idealistic mindset. They are living a metropolitan lifestyle and are inspired by art and culture.

Although they belong to the online generation, they have the preference to shop offline, because they want to feel the fabrics and garments. They can estimate the value of clothing and their wardrobe is a mix of affordable items in combination with more expensive pieces with now and then a designer piece. Favourite brands of the ‘urban millennial creator’ are COS, Acne and Weekday. T Alexander Wang is an aspirational designer for the target group. They like the minimalistic style and eye for detail of these brands. They like to visit mono-brandstores and conceptstores. In conceptstores they are always looking for something special, which suits with their high expectations.

They are aware of the sustainability problem of the fashion industry and are open-minded to give a positive contribution to this situation. On one condition, that it doesn’t effect the designs of the garments, because the aesthetic value of a product is very important for them. Research into the target group shows that they have a desire to brands that have both aesthetic and sustainability. Up to now, they can’t find a brand that fits both this values and that sustainability still has a negative approach. This insight is an opportunity for mphvs to spread the word and to create more brand awareness at the target group.
online generation
creative | aesthetic
ambitious | curious
<table>
<thead>
<tr>
<th>High Fashion</th>
<th>Ready-to-Wear</th>
<th>Middle Segment</th>
<th>Casual Fashion</th>
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<tr>
<td>Iris van Herpen</td>
<td>Chromat</td>
<td>Winde Rienstra</td>
<td>Threeasfour</td>
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<tr>
<td>Acne</td>
<td>Sandro</td>
<td>T Alexander Wang</td>
<td>Rad Hourani</td>
</tr>
<tr>
<td>Honest by</td>
<td>Cos</td>
<td>Weekday</td>
<td>Weekday</td>
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- **Haute Couture**
- **Ready-to-Wear**
- **Middle Segment**
- **Casual Fashion**
- **Traditional Techniques**
- **Technological Techniques**
- **Sustainable Fashion**
- **Honest by**
- **Fast Fashion**

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positioning

On a visionary level Honest by and Iris van Herpen are the biggest competitors, both working with slow fashion principles. mphvs doesn’t want to be named as a slow fashion brand, but has similar principles with this approach of the fashion industry. In the communication of this principle honest by is the biggest competitor, they use the transparency of the production process as their unique selling point. Iris van Herpen and Winde Rienstra both work with technological techniques, compared to mphvs they are less wearable and on a higher price level.

To conclude, 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.

Looking at the competitors of mphvs on a broad level, both aesthetical and visionary, it is seen that brands on a aesthetic level are positioned in a saturated market. Nevertheless there are market opportunities that will bring mphvs to an affordable level and attractive for the target group.

Acne, T Alexander Wang and COS are the biggest competitors on an aesthetic level. Looking at other fashion brands that are competitors and would fit the style of mphvs.

We focused on the high aesthetic value together with the wearability of the collection and based on this the competitors are positioned in the matrix. The other direction in the matrix is the price level, mphvs aims to be a more accessible brand that is valuable and affordable. To get a good overview of the price level of the brands, the prices range from haute-couture to middle segment. Where mphvs initially focussed on haute-couture to high segment with a price level between €400 - €900, the price level will be changed to high segment to middle segment with a price level between €50 - €400.
I don't believe in difference between men and women.
mphvs is an experimental unisex fashion label that wants to focus on a more wearable collection. The collection contains accessible pieces combined with conceptual pieces to empower the brand. The collection is divided into three different styles to give more structure and clarity. These styles are based on different forms of architecture: brutalism, constructivism and futurism. Within these subjects, the designer has the freedom to experiment without losing their clarity and structure. New and more wearable pieces will be added to the collection, within these three styles. The silhouettes combined with the fabrics will get more importance. The characteristic and graphical elements will still apply to the collection but are less present in the wearable pieces. Acne, COS and Weekday Collection can be a source of inspiration for mphvs. The minimalistic style that is key for these brands also play with sharp silhouettes and textured fabrics. These are brands that can translate a sophisticated style in an accessible way.

Brutalism | Featured by geometrical blocky shapes and repetitive forms. Grey tones refer to the concrete of this style of sturdy architecture. Engraved details create the building blocks in a more toned-down way.

Constructivism | 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. Monochrome and plain silhouettes are the fundament of this style, that is characterized by contrast. The tension between black and white give it an own dimension by playing with the shadow of the cut-out details.

Futurism | Curved and futuristic designs characterized by streamlined shapes. Embossed elements give this style an added dimension. When rhythm and repetition connect together with movement, new shapes arise. Fabrics like neoprene and spacer mesh add value to this dynamic style. The style of futurism gives possibilities to utopian forms in black, white and plain grey colors.

Unfinished steady materials combined with modern surfaces result in the fundament of brutalism. Solid silhouettes provide a confident appearance.
FABRICS
Fabric principles for the collection are recycled fabrics or fabrics that have the possibility to be recycled. Polyester neoprene, polyester 3D spacer and jersey are the red thread within the collection. The styles can be supplemented by for example felt for brutalism, heavy jersey for constructivism and spacer mesh for futurism.

UNIQUE SELLING POINT
‘Aesthetic and sustainable, build in Rotterdam’
A wearable and affordable brand that is made in our own country. From design to production. Research into the target group shows that people are looking for aesthetic brands that are sustainable. The market of aesthetic sophisticated brands is huge, but none of them are sustainable. That’s were mphvs finds the gap in the market.

Besides that, the made-to-measure principle is also a unique selling point. This clearly communicates the vision that mphvs has on fashion. Showing all the pieces in one size will prevent leftovers. The possibility to produce a specific size ensures that the customer has the perfect fit and discourages the waste of material.

SEASONALITY
The collections are not seasonal and will be presented when the process is completed. Related to the vision of mphvs seasonality is also part of the sustainable approach of the brand. It gives the clothing more value and makes it possible to blend and mix colors and fabrics. The main colors are black, white and grey combined with the different textures and fabrics.

ASSORTMENT
The collection of mphvs is now based on experimental silhouettes. To create a more wearable collection, mphvs needs to look better at the consumers need of clothing pieces. In the beginning it’s not necessary to have a broad collection but it has to connect with the consumer needs. By creating main silhouettes that can be adapted on the basis of different styles, the collection connects with the consumers needs. These main pieces are tops, sweaters, dresses, skirts, pants and coats. To enlarge the accessibility, mphvs is also focussing on bags. These bags aren’t size related and therefore direct sellable.
<table>
<thead>
<tr>
<th>Fabrics</th>
<th>BASIC FABRIC</th>
<th>BASIC FABRIC</th>
<th>BASIC FABRIC</th>
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<tr>
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<tr>
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<th>Shorts</th>
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<th>Pants</th>
<th>Coats</th>
<th>Bags</th>
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<td>€162</td>
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sustainability doesn't mean expensive
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: Amsterdam, Rotterdam, Arnhem, ’s Hertogenbosch en Eindhoven. All cities have a link with the creative industry and the target group is urban orientated. Concept stores that link with the target group and the brand are important for mphvs to show their collection. To reach this goal, stores in the big city that have a link with the creative industry are chosen. For the long term, international concept stores could be added. The location of the concept stores are selected based on where competitors sell, that are aesthetically or vision related.

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.

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. This first step is made by showing the clothes at Groos, a concept store in Rotterdam. The current collection is also available online.
SPRMRKT is a concept store in Amsterdam which focuses on art and fashion. Acne and Rad Hourani which are competitive brands, are sold in this store. It’s a store that’s constantly changing and has an experimental character. Because of this characteristics, it's a good place to show both the accessible and conceptual pieces to the target audience. SPRMRKT is also a place where events and expositions are taking place.
Coming Soon is a concept store that focuses on Dutch design. They show a mix of fashion and product designers. From established names to people who just graduated at design schools. Arnhem is known for its fashion image which connects with the creative background and interests from the target audience. Brands like Femke Agema, First of August and United Nude and brands that fit with the minimalistic style of mphvs are being sold at this store.
Outspoken is a concept store in 's Hertogenbosch that focuses on fashion, art and design. The collection contains unique and limited edition pieces and products from design labels. Besides a concept store, this place is also an art gallery which is interesting to show a broad range of pieces. Events are taking place to make different brands visible for the consumer, which is interesting for mphvs to create brand awareness.
You Are Here is a concept store in Eindhoven that focuses on fashion, art, design. Competitive brand T Alexander Wang is being sold there. The main reason for choosing this store was the link with Dutch Design Week. mphvs has already collaborated with the Dutch Design Week, there are more opportunities in this field considering visibility. The theme of the current Dutch Design Week will be the design of the future. This is very similar to the vision of mphvs. The accessible pieces will be the main focus to show in this store.
i believe in production that is done in a different way

martijn van strien | designer mphvs
All the promotional activities share the same goal: create more brand awareness directed at the target group. The promotional items will have a ‘call to action’ that refers to a URL. Online is the main focus. The ‘urban millennial creator’ has grown up with technology and social media is their first go to source. It’s also a low cost and effective way to market the brand, while mphvs is a young brand.

By introducing the brand and collection in the market, various methods will be used to provide an effective promotion. By showing the concept and the benefits of the garments, mphvs sparks the eye and builds a relationship with the target group. The message that will be send across has a link with both the aesthetic and vision of the brand, building blocks of fashion. This will form the fundament for the promotion and collection. Building blocks will be used as a reference relating to different elements of promotion, which is also in the vision of mphvs.

MESSAGE
‘Building blocks of fashion’
Aesthetic and sustainable, built in Rotterdam.

By buying a product of mphvs the target group is part of the fundamental of sustainability in an aesthetic way. By using Rotterdam’s architecture as an inspiration, sustainability gets a modern and sophisticated touch. With this construction a new fundament for future’s fashion can be build. This message will be used in all communication.
PHOTOSHOOT & TEASER
For every launch of a collection there will be a photoshoot. Wearable pieces combined with conceptual pieces. To communicate the unisex principle, a male and female androgyn model will be used. The make-up will be powerful, but in a toned-down way. Keywords for the photoshoot are accessible, powerful and strong postures. They will be inspired by photographer Charlie Engman, to get architectural and strong postures. To emphasize the building blocks concept, the photoshoot will be done in Rotterdam with the architecture as a background. There will be a teaser made from the photoshoot to create content for social media and the website. The photoshoot will be used on the website, social media and on the screens in the conceptstores.

BRAND MOVIE
To communicate the core of the brand, a short brand movie will be made. It shows the process from designing to production, a behind the scenes of mphvs. This movie will be launched on social media and will be used in conceptstores to tell the story behind the brand in an accessible way.

LAUNCH EVENTS
A strategically and smart choice to introduce mphvs and create more brand awareness for the target audience is to combine a new concept store with a mini launch event. This event can be low cost. For the invites the mailinglist of the mphvs website can be used, but also contacts from the conceptstores.

To get the target audience more closer to the development process, it’s possible to create an event where the audience can see the ins and outs of mphvs live laser-cutting. The target audience can see how a limited edition t-shirt is being cut. The trend ‘fab revolution’ shows that customers want to be part of the creating process of products. To create buzz around the event, a short teaser movie will be launched on social media and the mailinglists. After the live laser-cutting production people can win one of the two t-shirts by doing a contest on Instagram. By taking a picture with their favourite garment of the collection and using #mphvs, they can win a t-shirt. SPRMRKT in Amsterdam will be the first conceptstore for this launch event as an experiment. Later on, this can be used in other stores.
HANGTAG
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.

FACEBOOK & INSTAGRAM
Research into the brand has shown that mphvs is mostly active on Facebook, Instagram and Twitter. In the future, the brand will only focus on Facebook and Instagram since the target group is mainly active on these platforms. Facebook will focus on brand development, featuring the collection, the webshop and events. Instagram will be a source of inspiration and a platform to share the research and development process. It will be a platform for promoting the brand in case of the webshop and events.

SNAPCHAT
Snapchat is the social media platform of the future. This is the fastest growing app of 2014 and the top three of most used social media apps by urban millennials. It’s a very suitable medium for a brand like mphvs which is active in technology and how it relates to fashion. Research has shown that a small percentage of the target audience actually is active on these platforms. Snapchat is very new, it needs some time for the audience to really get on it. The goal is to use the Snapchat during the research process and on events. The Snapchat icon will be communicated together with Facebook and Instagram. They can follow the brand and connect with the story of mphvs. In the future, this is a strategic choice, it will give instant insight with accessible and short movies that communicate the brand in a light-hearted way.

NEWSLETTER
Every two months the brand will send a newsletter. This newsletter shows the process of a new collection and what’s happening within the brand. By showing the brand behind the scenes, mphvs creates a connection with the target group.
PUP CREATIVE AGENCY

PUP creative agency creates connections between creatives and companies. PUP Commune is a part of the agency, a network with different disciplines like ‘Fashion and Accessory design’. Strategically, this independent agency could be a valuable add-on for mphvs to generate collaborations.

DUTCH DESIGN WEEK

mphvs was part of Dutch Design week in October 2014. An event that offers a platform for upcoming designers, established names and big companies. Dutch Design week focuses on creatives, fashion lovers and people who are interested in design and technology. This focus relates to the target audience of mphvs. Dutch Design Week is a great opportunity for future collaborations. Thinking big, Philips could be an interesting collaboration partner during this event. They work a lot with young designers. It could be an idea to beam a design of mphvs on a large building in Eindhoven to create brand awareness at the target group.
I launch a collection when research is done.
the sky is the limit, this is just the beginning