This concept book is developed for the core and visual identity communication of Soho House’s latest house extension “House Style”. The new lifestyle addition of Soho House, dedicated to bringing back the style that was intrinsically linked with travel during the heydays of the “French Riviera” era in the 1950/60s.

It will briefly introduce Soho House and its accompanying brand philosophy and later move on to proving the viability of the House Style concept, as well as introducing it. It will also function as a tool for the creation of the House Style collection.
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Soho House is a club for the like-minded, creative individuals of all ages who need a place that airs and complements their lives and careers. Opening their first House in London’s Soho in 1995, today Soho House & Co has 15 clubs around the world, with more in the works. The club quickly emerged as an arty, egalitarian alternative to stuffy stalwarts like White’s and Annabel’s. The houses are situated in diverse locations, but always with the same goal: to create a comfortable home from home for their members. This home away from home provides a place where members can work, socialise, eat, drink, sleep, swim, work-out, attend events and relax. Two-third of the houses offer bedrooms, apartments, lofts or cabins for short and long-term stays. Regular guests are welcome to book these and use the members’ spaces during their stay.

Their mysterious admissions policies — in which a nebulous ideal of creativity is valued above net worth and job titles, are extremely strict. Waiting lists are long and you have to be admitted by two existing members to be able to even apply. Booking a room in one of their houses with bedrooms, can not be booked right away. Instead, you have to request a room to the specific house you want to stay in, and they will get back to you within 24 hours.

In order to truly be a home away from home, Soho House wants their members to treat their venues like home and expect them to dress and act accordingly. Now, this is isn’t an invitation for members to do and dress whatever they please. It’s just a reminder to relax and be comfortable to the extend you would do so at a friends house. To preserve this casual environment, members are asked to refrain for corporate entertaining and wearing overtly corporate attire while at the Houses. They've got nothing against ties though, when worn in a relaxed and stylish manner.
THE GROWING MARKET
In recent years we have seen the swimwear industry transform into a lucrative luxurious business where brands are expanding beyond bathingsuits and espadrilles into full-fledged lifestyle brands, making way for a new category of luxury Destinationwear. These brands sell the luxury holiday lifestyle within one brand and offer everything you need for your luxury vacation. It is about all those looks that, from morning to evening define the different moments of your trip. It is the life around the swimshorts - the transition from beach to bar - that presents opportunity.

Destinationwear was born out of the year-round demand for beach-friendly wardrobes. A result of increased global mobility (meaning more frequent trips to sunny destinations) and new digital behaviour. (The frequency with which consumers now share their holiday online, changed what vacations are. They are no longer serene escapes, but digitally documented life experiences, that led to a growing need of entire camera-ready outfits.)

THE OPPORTUNITY
Destinationwear has as much to do with travel as with fashion. The growing amount of hotels expanding into (holiday related) fashion therefore is an interesting phenomenon to look at. The modern-day traveller changed the way hotels are starting to target their consumers. These travellers want the confidence of places that understand them, be surrounded by a community of like-minded people, to feel at home and they see luxury in the storytelling of having an experience. In order to stay relevant to this new breed of traveller, more and more hotels are starting to evolve into lifestyle brands. Branching out into fashion is a tool to extend their lifestyle concepts even further and offer a more complete experience. In order to stay relevant and ahead of the curve, early adapter lifestyle hotels like Soho House need to make sure to continue to grow, evolve and to start differentiating themselves, or else they will lose their premium position.

Soho House already noticed that members and hotel guests loved the Soho House lifestyle so much, they wished to be able to experience this beyond the Soho House properties. Soho House therefore started to expand their brand by launching a book and an interior design line, both giving the opportunity to ‘bring the house home’. A fashion extension as part of this lifestyle expansion is the next logical answer. One that, like their previous brand extensions, gives the opportunity to ‘bring to house home’ or - in this case - that is wherever the sun shines.

THE FIT
Part of being a Soho House member has always been the bragging rights. Something similar we can see back in destinationwear; a luxury holiday lifestyle that comes with bragging rights too. Both also resemble ‘the good life’. Soho House members already have an interest in destinationwear brands; the poolside uniform at the Soho House pools are from the brand ‘Vilebrequin’. This indicates an interest in luxury destinationwear. The Soho House pools where they wear these, are the place to see and be seen, resulting in a huge pressure on looks. Soho House already addressed the need to look sharp around their pools in style videos they created in collaboration with MR Porter, on how to dress for certain occasions at their houses. Poolside etiquette was one of the things they advised members to take note on.

Observations showed that members frequently travel and that most of their trips evolve around the beach/hotel swimming pool. Soho House destinationwear therefore could not only be worn in and around their (rooftop) pools, but also worldwide; allowing the members to create an elite group of creatives around the globe, wherever they go.
THE BRAND IDENTITY
Welcome to ‘House Style’, the latest brand extension of Soho House. House Style is a destinationwear concept available for members and guests of Soho House exclusively.

This part gives direction on a conceptual level of how the Soho House creative team should communicate the core and (visual) identity of the House Style brand.
House Style revives the time when travel and style were intrinsically linked. It’s the art of living the Soho House life: Beach Edition. Like Soho House, House Style will be an embodiment of ‘the pleasant life’. Drawing inspiration from places such as the French Riviera throughout the 1950/60s - the embodiment of the pleasant life while on holiday - House Style will bring back this style by offering travel essentials from that era. With a Soho House twist of course.

Linking closely with Soho House’s mantra ‘Eat. Drink. Nap’, this Soho House twist will be a simple addition to the current mantra, through branding House Style in the categories of Eat. Drink. Nap + Swim. These essentials offer all the ingredients necessary to provide both a pleasant holiday life, but with that element of style. By categorising these essentials into activities that evolve around the life of the swimshort, House Style makes sure every aspect of a Soho House members’ holiday is carried out with style.
Combining classic with contemporary - like Soho House always does - House Style applies to a stylish holiday wardrobe. By re-inventing the essentials from the heydays of places such as the French Riviera throughout the 1950/60’s, the aim is to bring back the style that once was intrinsically linked with travel.
The art of travel should always be done in style
MISSION

By providing a luxury holiday lifestyle through panache travel essentials
VALUE

PRACTICAL YET INDULGENT
VALUE

POOLSIDE UTOPIA
VALUE

JOIE DU VIVRE
VALUE

SIMPLY PANACHE
NO NONSENSE
STRAIGHTFORWARD
COMMON SENSE
DASH OF WIT
When the first Soho House opened, it was called Soho House — well, because it was a house in Soho. It became a club because the door was too small for a restaurant. Nick Jones - Chief Executive of Soho House - is nothing if not straightforward. This mentality of Soho House, House Style takes with her. The same no nonsense approach is applied in its tone of voice.

This you’ll see back the in categories House Style divides its essentials in, simply called - after Soho House’s mantra Eat. Drink. Nap - “Eat. Drink. Nap + Swim”.

TONE OF VOICE
“It was only 11 a.m. when they introduced themselves to me, but the pair had already been in each other’s company for five hours. They met at dawn for a workout, where Hugh Jackman dropped in with friends. Both of whom are pert, pretty, and exceptionally friendly, showed them proper form on handstand push-ups. When that was over, they went to Daybreaker, a rave hosted at 7 a.m., at which they danced, soberly, with hundreds of others, including a man dressed like a carrot. By the time they arrived at Soho House, they had burned multiple cheeseburgers’ worth of calories and never left each other’s sight. It wasn’t even that weird of a day for them.”
Soho House has made welcome to this new kind of person - a deskless striver with a distaste for suits - people who ‘make content’ and seem to network with athleticism and real joy. People who describe themselves as passionate. They are the globe-trotting “creative types” — young fashion designers, filmmakers, graphic designers, writers, artists and entrepreneurs, as well as some famous musicians and movie stars, who are style conscious, positively minded, edgy, connected and status driven.

For them, luxury is no longer defined by 5-star hotels or the most expensive brand out there. This status is generated through experience, authenticity, quality and the feeling of belonging to a community of like-minded individuals.

House Style focuses on the existing and future members of Soho House. Considering the fact that exclusivity is key for both Soho House and its members, this collection will only be available to those who are a member or guest at the Houses with bedrooms. These members their days are packed with work, friends, culture and a bit sports.

They work hard for their money and enjoy spending it on social experiences, traveling and fashion. Uber, Apple and Mumford & Sons they consider their heroes. Weekends are spent discovering local brands, bands and coffee shops, meeting up with friends for a drink or a good party and spending time at Soho House to relaxing and catch up on some work. Traveling is something they do on an average of 5-8 times a year — weekends away to nearby getaways in the countryside excluded. Around 80% of these trips include the beach, the sun and a pool.

Members come in all ages, but a considerable amount are between the age of 23-34. Something these deskless strivers value in Soho House, are the events that it hosts. Dippy eggs & soldiers, inspiration and networking for breakfast are the perfect combination for these creatives.

The Soho House member basically is ‘the hipster’ - whether they like it or not. They crave authenticity and nostalgia and the 50/60’s era where travel and style were intrinsically linked, plays into these needs and cravings. Icons from that era such as Slim Aarons, Sean Connery or Jackie Kennedy are people they look up to.
DESIGN GUIDELINES

House Style believes - just like Soho House does - that comfort is always key. You should never settle for style over substance, because it’s completely possible to have both. Comfort does not mean that House Style will shy away from doing things in a grand or flamboyant manner; it’s detail that separates the good from the great.
FLIP-FLOP
GLAMOUR
AND
POOLSIDE
STYLE
THE ESSENTIALS
House Style essentials offer all the ingredients necessary to provide a pleasant, panache holiday lifestyle.

By categorising them into activities that evolve around the life of a swimshort, every aspect of Soho House their members’ holiday, will be carried out with verve and style.
EAT.

Essentials that enrich, complement and spice up the ‘dinner’ wardrobe.
Essentials that enrich and complement an already carefully selected ‘dinner’ outfit. We know our members, and dressing up to eat is their favourite dressing up moment. Like Soho House does while cooking, we keep the main ingredients to a minimum. These essentials will therefore spice up your look, making sure you make a dapper impression.
EAT. (mens)
HANDKERCHIEF &
BOW-TIE

DELICATELY SOFT  HINT OF PRINT  CASUAL ELEGANCE
EAT. (womens)
HAT &
NANTUCKET BAG

TEXTURED TOUCH    LADYLIKE FRAME    HINT OF PRINT
DRINK.

Essentials inspired by Soho House’s ‘One While Changing’ tradition that provide the perfect in-between wardrobe.
Essentials inspired by Soho House’s ‘One While Changing’ tradition: an early-evening, in-room aperitif to say goodbye to the day and welcome whatever the evening has in store. The essentials provide the perfect in-between wardrobe to have a drink in after your shower and before make-up and hair rituals.
DRINK. (mens)
DRESSING COAT &
HOUSE SLIPPERS

TACTILE COMFORT  PEACHY SURFACES  RELAXED LUXURY
DRINK. (womens)
DRESSING COAT &
HOUSE SLIPPERS

QUILTED COMFORT
SMOOTHLY SOFT
FEMININE CUTS
Napping - or daydreaming - just became a whole lot classier and slick with these essentials.
Baking in the sun is one of the main reasons to book a sun-drenched vacation in the first place - we know. But, when it all becomes a little too hot, these essentials will help you cool down, in the utmost fashionable manner of course. Napping - or just daydreaming - on a sunbed under the parasol, just became a whole lot more stylish with these essentials.
NAP. (womens)
COVER-UP, SUNNIES & HAMMOCK

FLOWY FABRICS  LOOSE FITTED  HINT OF PRINT
Essentials made for the sun, the salt and the sea. Or pool. No matter where, with these; poolside style is a given.
These essentials make sure looking sharp in and around the pool or ocean is a given. Gentlemanly elegant tailored trunks and playful swimsuits made for the sun, the salt and the sea provide a panache poolside style. A gift of the sun is what they are.
SWIM. (mens)
SWIMMING TRUNKS, FLIP-FLOPS & TOWEL

TAILORED FIT  PLAYFUL PRINTS  SOPHISTICATED CUTS
SWIM. (womens)
BATHINGSUIT, FLIP-FLOPS, TOWEL & SWIMCAP

PLAYFUL PRINTS  FRILLS AND PIPINGS  TACTILE TEXTURES
ICON INSPIRATION

House Style as a brand draws inspiration from the 1950/60 heydays of style in travel, within places such as the French Riviera. To put this brand inspiration into practise and stay diverse within the collections while designing, inspiration will be drawn out of a different icon from that era each season.

These icons will speak to the members, they look up to these nostalgic icons such as photographer Slim Aarons, Jackie Kennedy, Hotel Cap du Eden Roc, and movies such as ‘And god created women’ or ‘The talented Mr Ripley’.
PRICE POINT AND SEASONS

Soho House carries out a lower luxury philosophy. Memberships or rooms are no bargain, but also do not fall under the prices 5-star hotels ask for their bigger rooms. House Style will therefore carry out this lower luxury segment and be priced slightly higher than its competitors, like Orlebar Brown. (Swim shorts will go for 170-280 pounds, House slippers for 250 pounds)

House Style works with two seasonal collections a year; Spring/Summer and Autumn/Winter.
HOUSE STYLE COMMUNICATION
The House Style logo is a direct translation of the Soho House logo’s. These logo’s always have a sense of place and in design hint to the city or vibe that a Soho House is situated in, in an abstract way. Almost always within a square. The House Style logo is no different and hints to the sun, salt and the sea by abstractly showing a parasol. It will be used in all corporate identity design.
TYPOGRAPHY

GOTHAM BOLD
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. , ! ? ; : “#&£$()”

GOTHAM BOOK
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
. , ! ? ; : “#&£$()”

FREIGHT LIGHT
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
. , ! ? ; : “#&£$()”
Black and White are limited to textual purposes
HANGTAG
The hangtags attached to the products provide basic information about the product it belongs to. On the tag you will find the type of product, barcode season, price and the category the essential is from.
The House Style packaging boxes are made of strong, durable material. To open the box, you slide out the ‘drawer’ in which the product is placed. Based on the outlines of the House Style logo, a form of a square packaging box has been chosen.
PACKAGING PAPER
Within the blue box the travel essentials are wrapped in House Style wrapping paper. Using the (shape of the) logo and prints of the brand, endless of possibilities are there for packaging paper prints. The required measurements of the packaging paper should be 60 x 75 cm, in order for it to be able to wrap around the House Style essentials.
This essential is inspired by Soho House’s ‘One While Changing’ tradition: an early-evening, in-room aperitif to say goodbye to the day and welcome whatever the evening has in store. The essentials within this ‘drink’ category provide the perfect in-between wardrobes to have a drink in after your shower and before hair and make-up rituals.

Placed directly under the packaging paper, on top of the product, a packaging card is provided. It gives clarity on which of the 4 categories the essential belongs to and clarifies what this category is about. The card is shaped corresponding to the outlines of the House Style logo, placed into a red, square envelop. This square resembles the outline of both the Soho House and House Style logo. To hint to travel, the House Style colour red was chosen for this envelop, as it resembles a passport this way.
PACKAGING CARD
To make sure House Style essentials can be stored securely, when not in use or while travelling, dustbags are provided for certain items such as swimshorts, hats and purses. The dustbags come in several sizes, to make sure every essential can easily fit in.
To make sure members or guests who purchase House Style at one of the Houses can leave in style, shopping bags were added to the packaging family of House Style. Simple, but classy in the House Style blue, with the logo subtly displayed and a red detail in the handles.
HOUSE STYLE

EAT  DRINK  NAP  SWIM

"A luxury holiday wardrobe for every occasion"
INTRODUCING HOUSE STYLE TO THE MEMBERS

House Seven is an online platform exclusively for Soho House members. It gives information on events within Soho House, food, events happening in the city your Soho House is in, and lifestyle subjects the creative Soho House member has an interest in. Through weekly newsletters, Soho House keeps their members updated on the latest developments and ins and outs. House Style will be introduced to them through this newsletter, as well as by a pop-up that takes over the homepage of the House Seven website. This pop-up and newsletter will present the existence of the House Style brand. When clicking on ‘see more’, members will learn more about the brand, and are also given the opportunity to sign up to a pre-order online event that will take place a few weeks later.
HOW TO SELL

Each Soho House will have periods where House Style is displayed in a small pop-up installation in the lobby or near the pool. The sketch on the right-hand sight is a mood board portraying the atmosphere a House Style pop-up should have. For the actual design of the pop-up installation, an interior designer needs to be briefed. Both members and guests of the Houses with bedrooms can purchase House Style this way.

Furthermore, House Style will mostly exist online on their website and online shop. Excellent delivery service will be offered to the members, having UPS deliver and pick up packages. Everyone can visit the House Style website and view its story, yet only members gain access to the online shop by logging in with their House Seven codes.
HOUSE STYLE
Cover image
Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

Table of contents
Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

Soho House

Textual:

“Soho House Website”
Sohohouse.com / babingtonhouse.uk.com / sohobeachhouse.com / etc.

“L.A’s Soho House Turns 5: Membership Rejections, Success Secrets Revealed in Oral History”

“Soho House is Taking over the World”
http://www.gq.com/story/soho-house-global-expansion

Images:
Sohobeachhouse.com
Sohohouse.com
Babingtonhouse.com
Sohobeachhouse.com
Sohohouseberlin.com

The opportunity

Textual:
“Destinationwear takes flight”
http://businessoffashion.com/articles/intelligence/destinationwear-takes-flight

“Market Research Report Collections”

“The Global Swimwear and Beachwear Market Trends, Drivers and Projections”

“Trunks of Treasure: How Vilebrequin and Orlebar Brown are tapping the lucrative Swimwear Market”

“Men’s Swimwear Market Grows Up”
http://businessoffashion.com/articles/intelligence/mens-swimwear-market-matures

“Swimming in Style”
http://ft.com/intl/cms/s/0/1bf57c80-3189-11e5-91ac-95f370b1a5cf.html

Images:
Sohobeachhouse.com
The Concept

Images

http://blog.zuluandzephyr.com | Photographer unknown.

Spread with poolside photo

Ambition

Vision

Mission
Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

Spread with poolside photo

Values 1
http://blog.zuluandzephyr.com | Photographer unknown.


Values 2

Clifford Coffin for Vogue 1949 | https://flipboard.com/@hrhill63

Values 3

Spread with poolside photo

Values 4

The Members
Instagram.com
The Members

Spread with Images


The Essentials, Eat, Drink, Nap + Swim.
Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

(all sketches in the essential categories)
Own work | Art Direction + Drawings by Claudine Budel


Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

“*The talented Mr. Ripley*” http://definitelygolden.com/category/movies/ | Photographer unknown.


http://blog.zuluandzephyr.com | Photographer unknown.


Texture + silk print from www.designspiration.com | Photographers Unknown.

Print by Artist Jean Pierre Hébert | http://www.vvork.com/?p=18353


Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-01-2016

http://www.janeclayton.co.uk/product/atom/61648 | Designer Unknown.


Own photograph | Photography by Bram Spaan, Art Direction by Claudine Budel | 08-12-2016


Blue stripes + green wrinkled stripes Print from www.designspiration.com | Photographers Unknown.

http://designspiration.net/studak/owns/ | Design by Brian Studak

“*The talented Mr Ripley*” http://definitelygolden.com/category/movies/ | Photographer unknown.


House Style Communication

All self-made graphics by Claudine Budel. 2015/2016.