hu.man
revitalization
An advisory for the menswear brand Hans Ubbink.
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brand intro
HANS UBBINK is a Dutch menswear brand that offers crisp and distinctive essentials to revitalize the daily male wardrobe.
HANS UBBINK aims to achieve a great balance between having creative freedom to experiment within the rules of male dressing and being commercially appealing in his product designs.
The brand has its focus on developing the ideal product by engaging and listening to the direct male customer and responding to the evolving zeitgeist.
Hans Ubbink is a fashion brand that will focus on revitalizing the daily wardrobe of the Dutch man. It covers a wide spectrum of fits to cater the diversity of the market while maintaining the smart look the brand stands for. No diversion between casual and classical, but design where both contrasting styles are recognized. This is to add convenience into garments that are suitable for multiple occasions.

Progressive as Hans Ubbink is, he will directly listen to the wants and needs of his customer, and will provide the ideal pieces. Hans Ubbink will offer timeless, smart clothing with a forward thinking story.

If you think about it, the essence of a human is the need of a garment that fits perfectly, rather than that fits the opinion of others.

If you are being honest: is the way masculinity is portrayed into today’s society near to the values of what makes you a man? We all know that this man isn’t reality, so why bother aspire to be him instead of something that you already are.
There is not just one way to be a man
We introduce our wearers to different perspectives of masculinity.
To create a sense of relief amongst the target group and strive for self-fulfilment as an aspiration for this man.

We embrace and enhance the hu.man within the man.

expressive  functional

genuine  sophisticated

progressive  comfortable

optimistic  organic

In every man there’s a hu.man.
the dymphie
Hans Ubbink will approach the Dutch Young Male Professional Human between 25 – 40. Stating that he is at the start of the career ladder, insecurity and vulnerability are daily digestives for this smart looking and catered man. He suffers from the stigma of constantly performing as a man, and is predominantly busy with what others think of him, fuelled by the fear of failing. When you ask him what his biggest aspiration is, it isn’t what society expects from him as an alpha man, which is being successful and masculine. He simply strives to be appreciated by his surroundings. His main goal is to be satisfied with himself and recognize the feeling of dignity.

In the flexible office, this genuine man wants to look smart, sophisticated and catered. He spends his spare time hanging out with his friends or arranges a romantic night with his partner. When it comes to gadgets and apparel, you could say that he is materialistic, in a way that he wishes for the perfect product. He buys his basic wardrobe at the high street stores such as COS, Zara and H&M but when he is looking for an outfit for a special occasion he is going for the more expensive brands like Hugo Boss or Filippa K. He prefers to shop in a physical store, because he likes to touch and, more importantly, feel the quality. They are brand loyal, when he feels appreciated and when he is inspired by the environment and lifestyle of a brand. The key demands in fashion for him are differentiation, convenience and quality.

Looking at his online behavior, he is a real news junkie. He is constantly busy consuming news and facts, not only what happens in the world, but also based on his lifestyle and appearance. He is rather a receiver than a sender when it comes to communicating on social media.
hu.man essentials
by HANS UBBINK

one

this is a shirt that fits you,
not others
Hans Ubbink is an unpretentious, with both feet on the ground personality. That is why he talks to his consumer with no nonsense. Everything that is said and told has meaning, to let his consumer identify and develop the feeling of appreciation. As forward-thinking as he is, he will say that masculinity can be found in vulnerability, and that its courageous to be so. Whether if its being solely honest about the background of the product, the communication is always sought to be triggering the emotional palettes of males everywhere.

The Hans Ubbink design philosophy and characteristics will be unified within an essentials collection of (suit) jackets, pants and moreover, shirts. The ideal cut silhouettes will be produced within gestural prints, sensual materials and differentiating details.

Within graphic design, sophistication is leading. The serif font gives a luxurious value to what is communicated, but it also feels genuine and no-nonsense. The layout and graphic design will always be toned down, because the focus on the product and brand message is essential within the visual communication.
Hans Ubbink's *human essentials* will revitalize the daily male outfit by adding some verve and dash to his wardrobe. A selection of sleek shirts, sensuous jackets and smart trousers will enhance the feeling of sartorial leisure. All developed in seasonal gestural prints, colours and materials.

**build up**

The build up of the collection will be a selected variety of products. The goal is to provide a collection which are essentials by itself, but are complementary to each other item. The collection that will be launched exists out of 3 product groups, jackets – shirts – pants. Within the shirts there is two non-seasonal styles, with two seasonal additions based on the existing styles. This difference within these additions is visible within the added detailing on the shirt. Within the blazers and pants there is one non seasonal style, with two seasonal additions based on the existing styles. Each style is available within the iconic Hans Ubbink print, three seasonal prints, and three seasonal colours. To cater to the different body type of men, the essentials will be available in confection sizes, but also sizes focused on arm length and torso length.
Hans Ubbink will compete within the world of affordable luxury, contemporary brands.

The main competitors will be Paul Smith and Suit Supply. Over the time, Paul Smith developed an attractiveness because of the fact that everyone can afford a product with his name on it. Suit Supply has an inventive sales model, but lacks within quality and identification of the aspiration of the consumer. Hans Ubbink will mainly differentiate himself through its perception of the actual customer. Also by being product oriented instead of collection and trend focused. The Hans Ubbink product will be more distinctive, and progressive through listening and developing to the needs of the consumer.
Explanation

The term classical is based on brands that are focussing on the formal menswear look or are experimenting with the rules of the male wardrobe. There is an opportunity on the more modern side of the “essentials” brands. The offer of the essential brands is very formal, and all use a lot of the same formal/casual “Dutch” menswear. The opportunity is within the affordable luxury segment, where Hans Ubbink should offer more smart and modern essentials within the style and silhouettes of the high end luxury brands.
The affordable luxury “essentials”-brands are profiling the man as the successful smart business man who is always slick and always attractive and comes across self confident towards others others. To play with this expectation and assumption of perfect masculinity there is an opportunity for Hans Ubbink. Focus on the realistic/humane side of the man instead of the stigma of performance-focused portrayed/pretty male models. Cees n Co & Joe Merino use “real” men in their communication, but these brands miss that attractive coolness, what still is possible when visualizing the real man.
It is a wise conclusion for the revitalized Hans Ubbink to compete with the "essentials"/mono product-focused brands because he could not win it anymore from the big Kering/LVMH players who are highly affective within this level of the industry. It is good to compete with these brands and to fresh this up and differentiate within look, feel and brand communication. Also the goal is not to communicate with seasons, but more with perfect products, and recreations.
A selection of revitalizing essentials to give the daily male outfit by adding some verve and dash to his wardrobe

Necessity: The style will necessarily push the boundaries of the male wardrobe, what fits the current development of the male experimenting within dressing. The essentials will provide distinctive menswear for multiple occasions.

Product range: Re-mastered original menswear to show different perceptions of masculinity. The icon will be the ideal printed shirt, because this is reminiscent to the design core and recognition of the brand.

Core: Masculine sensuality, smart details, gestural prints. Loose combined with slim. Wool combined with silk. Print combined with plain.

Style: Sartorial leisure

Fit: Variety of fits, all for the comfort of the man. This could be slim-fit, regular-fit or a straight-fit.

Sizing: The sizing is based on chest, hips but also lengths such as torso length or arm length. With this, the ideal fit of the essentials will be available for taller and larger men as well.

Quality: High quality materials like Egyptian cottons, linens, silks and leather

Function: A mood booster useful for every occasion. The feeling of being comfortable and relaxed when wearing a suit combined with feeling special in your own environment.

Fashion level: Distinctive in terms of fabrics, cuts and silhouettes for the male wardrobe. Smart, modern details will add value to the garments.
Mid market/affordable luxury segment € 99,- for a plain shirt, €499 for a woven printed silk jacket. This extends the offering of a high-end brand, making it available to more consumers.

Because of the brand’s genuine appreciation for the product, the hu.man essentials will be distributed from Hans Ubbink’s own warehouse/showroom in the Amsterdam. Looking at the pitfall of the brand, the consumers developed perception over the years, the focus must lay on approaching retailers that fit the core of the brand. During sales meeting, buyers are mandatory to buy into a suitable ratio of prints and non-prints, to create a new perception of the brand.

Hans Ubbink will offer retailers a total “this is hu.manity” package. These are branded fixtures where the essence and revitalized direction of the brand is communicated in the right way. This is suitable and beneficial, because Hans Ubbink will be in control of the perception of his brand. This will be a tool to create brand awareness at the man who isn’t familiar with the history of the brand.

Physical retail stores will have the focus, though www.hansubbink.nl will provide the hu.man essentials collection as well online, because the online demand in fashion is growing. Though, the target group likes to have a preview and pick a style which they find interesting, which they could buy in a physical store then. So moreover, the website will function as a convenient tool for a preview of the collection.

Potential retailers stores are the Pelican Studio, a collaboration with project AMS in Amsterdam, Tenue de Nimes or de Bijenkorf.

The Randstad will be served dominantly parallel to online. Later on the neighbour countries like Germany, Belgium and France and Italy will be targeted, together with the United Kingdom. The brand expects that when the Asian Market picks up the new concept, it does not hesitate to go overseas and target the mentality group within Japan and China, because the rise of distinctive, outspoken menswear is huge here as well.

The production of all the products will stay in Europe. Because ethics is highly appreciated within the house of Hans Ubbink, Corporate Social Responsibility will be applied within every link of the supply chain. Fabrics will be sourced from abroad. Focusing on country expertise, Silks will be sourced from India, Cotton from China and Leather will be transported from Italy. Factory’s where the products will be produced can be found in Portugal, Turkey and Poland. Hans still has a warm relationship with his former factories, so they will be eager to work with him again. All the factories work under positive human circumstances and labor conditions.

When in the first year positive numbers arise, Hans Ubbink’s expansion strategy is to go where the target group, e.g. trending urban areas in Western Europe and Great Britain. Also beneficial for pushing sales will be a location with high customer traffic for impulse purchases and an easily accessible, top notch shopping destination. This could be Merci in Paris or Selfridges in London.
strategy

Hans Ubbink will compete within the world of affordable luxury, contemporary brands.

The brand’s main competitor will be Paul Smith as for their affordable luxury products and aspirational communication & branding. Hans Ubbink will refresh the mono product/essential competitive market as well with his differentiating look within essential designer products. The USP and core of the concept of hu.man essentials is that it will redefine the daily male look by adding verve and dash to his wardrobe. Furthermore, Hans Ubbink will differentiate itself by communicating towards the man in a genuine way. The brand aspires to target unpretentious men, and tries to create a sense of relief with the consumer. How twisted is it that you are approached as a man that you never will be, instead of the man that you already are. The aim is to blur the lines of what opinion society has about true masculinity in communication. Don’t have the urge to be the man society needs you to be, be the man that you already are.

promotion

Our promotion will all be in line with our umbrella concept ‘in every man there’s a hu.man’ in mind. This says that they don’t have to be the man they need to be, but to be the man that they already are.

above the line

The launch of the brand will be communicated through print advertisements in selected magazines. Also because Hans Ubbink is still an household name within the menswear industry, Esquire NL will publish a sponsored advertorial that looks like an editorial within their “Best Geklede Man Van Het Jaar” issue. Within this advertorial the revitalized direction, and new product range, will be enhanced. To approach the potential target group on every day moments, the advertising campaign will be seen on abri’s within the bigger city’s in the Randstad. By doing this, the effect on the man who is watching will be big.
The advertising campaign will focus on the multi-occasional side of the hu.man essentials, plus enhance the human side of the man. In between, average, intimate moments will be made special with framing real men and showing daily moments where the target group is able to identify with that man on the photo, wearing that jacket, pants or shirt. The goal is to strike a chord through the pay-off combined with the photography style, and to let men identify with this campaign. Three photo’s will be shot per season.

Every season, after the launch, there will be an open call for men to send their stories of what makes them human. Through the #whatmakesmehu.man, facebook and twitter will collect the stories of these men, and the most inspiring and genuine stories of these men will be chosen to function as the new campaign model. This campaign will be attractive to the potential target group because they will feel engagement from the brand, and they can share their stories with other men who also have their own relatable story. Also a price of winning one essential will be given to the best hu.man stories, and these men will be portrayed for next season, what will be a trigger to share content that comes from this man.

Collaborations with upcoming graphic designers and artists ensure to also reach the younger and creative target audiences who can’t actually relate to the name Hans Ubbink but are intrigued by fashion and (graphic) art. This seasonal art work will be launched every season through an exhibition where the new selected hu.man portraits will be exposed as well. This will be combined with showcasing the new collection through a non-show. Where new retailers will be invited, together with press and is open for interested potential customers as well.

In the shape of a personal letter from Hans, a press release will be sent out. Hans will explain, as if he wrote this himself, why he was gone, and what made him come back. Within this press release the pop up non-show will be communicated as well as the already new obtained retailers. The press release will be send out to selected media, though targeted as broad as possible. E.g from the lifestyle blog Man-Man to news website Nu.nl.

To engage to the consumer, Hans Ubbink will offer personal service via Whatsapp. By communicating personally to the consumer, the brand will offer customer service on an approachable level. Because Whatsapp is the most used app on a mobile device in Holland, the reach could be huge. Via Whatsapp, Hans Ubbink has the opportunity to offer style advice, to tip the customer about exuberant events, expositions or movies, or to function as customer service. Not only when customer have complaints about the essentials, but also when customers have additions or desires within the design of the garments.

As a launch event for the potential new customer there will be a pop-up ‘non show’ held on the larger squares within the main shopping area of the bigger cities of the Randstad. A non-show is a festive event where mannequins will walk through the crowd instead of a only showcasing the garments on a runway. When doing this, the details and constructions of the essentials are more obvious for the customer. Within this pop-up, different complementary, mono-product brands will have the opportunity to showcase their products as well. These products could be basic t-shirts, ideal socks or distinctive boxershorts. All based on the convenience while shopping of the target group, because it will be a see-and-buy event. All based on complementing the new essentials line of Hans Ubbink. The pop up non show will be on a saturday and sunday within the festive season.

The brand’s homepage in combination with the online shop will have a refreshed look in line of the new Hans Ubbink identity. The URL of our website will be promoted in line with our print and online campaign.

On the Hans Ubbink homepage, an interactive lifestyle blog contains interviews, articles and inspiration on topics such as art, culture, events, newcomers, festivals and travel. All based on hu.man interests.
in every man there’s a hu.man

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by HANS UBBINK
a letter from Hans
Amsterdam, 2016

Hello hu.man,

It has been a while.

I am more than pleased to let you know that I have found my inspiration. I have been travelling in search of it for the past couple of months and realized, it’s you.

I am grateful for the insightful conversations we had. For talking about your aspirations and inspirations. For talking about the past and the future, but more importantly, the present. All you want as a hu.man is dignity and appreciation. It’s pretty twisted that you are approached as the man that you aren’t and may well never be, as opposed to the man that you already are.

With this vision, I developed the revitalized direction of my brand and collections into hu.man essentials by HANS UBBINK.

HANS UBBINK has evolved into a Dutch menswear brand offering crisp and distinctive essentials.

These hu.man essentials will revitalize your daily outfit by adding some verve and dash to your wardrobe. A selection of sleek shirts, sensuous jackets and smart trousers will enhance your feeling of sartorial leisure. All developed in seasonal gestural prints, colours and materials.

My new collection is available at selected menswear stores and online at www.hansubbink.com

One last thing to remember:

The best you can be is yourself.

Best,

[Signature]
objectives

Within the first year Hans Ubbink needs to increase the general awareness of his brand to let our customers know that we are out there. Of course, the eminence of Hans Ubbink’s name will be beneficial to quickly draw media attention to the revitalized brand. Self-evidently, to only communicate with Hans Ubbink as the brand name would have gotten him some extra attention. Instead, he needs to aim for creating a new fresh perception on his brand. He still needs to use hu.man within his brand communication because this is recognizable for Hans Ubbink, but also a very strong tone of voice.

Our goal is to create brand awareness amongst 40% of our target group within the first year of operation, starting with the launch pop up show, and the “in every man there’s a hu.man” campaign.

behavioral

Once we have increased our general awareness amongst a large portion of our target group, they will be eager to engage with the brand, also online. Therefore, a lifestyle blog, which will be called “hu.man interests” will be launched in line with the introduction of the brand. The blog will feature interviews, articles, popular lists and inspiration on topics such as art, culture, events, newcomers, festivals, music and travel.

affective

Because our target group is always seeking for meeting new men who they can identify with and network with, we will organize to launch every collection an exhibition combined with a network event within the amazing showroom of Hans Ubbink to showcase the new collection and artwork through the hu.man portraits, but also the origin of the product. This is because the target group is interested in where it is made, and how it is made, which will add value to the product as well. During this event, the attending men will have the opportunity to mingle with other young professionals, but are also able to buy the collection immediately, to generate audience engagement and sales.
Hans Ubbink is entering its first year in a new guise of operation. A comprehensive marketing plan is required to reach profitability and ensure future success.

The menswear fashion brand, operating in the segment of affordable luxury, offers an unprecedented selection of current menswear essentials.

To compete with the high amount of already existing affordable luxury menswear brands, Hans Ubbink needs to continuously evolve the brand experience, to be recognized as a high maintenance fashion brand in the future. He will aim to accomplish top-of-mind awareness when it comes to the essentials for men after three years.

To reach his targets, he will always quickly respond to customer needs, never only serving a niche or the mass market. His aim will be to grow bigger without becoming too commercial and provide essentials to revitalize the daily male wardrobe for the dymphie of today. Hans Ubbink is a design-led fashion brand, focused on high-quality fabrics, attention to detail, and translating the needs of the consumer in distinctive apparel. Next to the product design core of the brand, the humane approach to its customer is at the heart of everything he will do. He needs to conduct in-depth research to understand his customer’s needs, tastes and buying habits, so that the brand can always offer them the right products at the right time and thus alluring him to buy into the hu.man essentials to feel associated with the accessible luxury brand. To maintain the identification that the customer has with the brand, Hans Ubbink will act naturally as if there was no strategy at all and all strategic decisions were taken out of gut feeling.

To enhance the intimate approach of the brand, a brand extension into underwear is an interesting next step. Grabbing Hans his determination to meet the modern man’s needs, why not do it with well designed underwear in a wide variety of colours and styles? For men that do what they love, and love what they do and want to make the most out of every day. Which all start with the perfect pair of underwear.

The differentiation strategy, also considering Hans’ personality and former business, involves being, and increasingly so, a social business. This important part of his identity will be visible in the brand’s promotional activities, that comprise the growing presence and interaction on social media platforms.
“don’t hurry, don’t worry, and make sure to smell the flowers along the way”

Walter Hagen