hu.man
development

The process of my graduation project
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introduction

My process during my graduation can be seen as dynamic and one with ups and downs. The goal I had in mind when starting this project was a simple one. To graduate on a topic which I am passionate about and which I will enjoy creating until the very last second.

I struggled heavily with finding a suitable theme for my project, and I can say that the first couple of weeks were the most intense because I did not have a clue where to focus on. At a certain point I knew what to do, which is evident in my process, and created a product which I am proud of and satisfied with, but also reflects my view and style as a fashion professional.

I would like to thank Hans & Ans Ubbink for the insightful conversations and great support they have given to me the last 20 weeks.
Phase one: orientation
my first ideas

Focus on the phenomenon *Brand Love*

**Why not?**
I could not focus on how to approach this topic so I need to filter it.

more focus into target group where brand love is most present

Focus on the target group *Baby Boomers*

**Why not?**
Interesting target group but too dated to work with to be innovative.

more focus into target group where there is a lot to win

Focus on the target group *Generation X*

**Why?**
They are the forgotten generation within marketing because they are perceived boring and not sexy. There is an opportunity within this group.
Fascination

The shopping behavior of my parents’ generation.

“I am loyal to Hugo Boss, but I am crazy about the Joe Merino sweaters”

“I don’t know which category I’m in, am I too old or too young for this?”

“What is appropriate?”

“I would never spontaneously step inside this shop if you wouldn’t say so.”

Subject & Relevance

Fascination & Relevance

Fashion segmentation of the Forgotten Generation (1960-1980)

Research has shown that this group feels neglected. Generation X-ers are in the shadows of the Baby Boomers & Millennials regarding communication. Though the spending power is higher than ever at their age, they are living the “in between ages”- life. For brands there is an opportunity in this attention needed - self exploring target group which is waiting to be convinced.

Research question

How should fashion brands successfully target the Forgotten Generation (1960-1980)?

1. What is the Forgotten Generation?
2. Out of which segments does the Forgotten Generation exist?
3. Why is the Forgotten Generation relevant for the fashion industry?
4. What are successful ways of reaching the ideal consumer?
5. Which fashion-wise segments within the Forgotten Generation should be targeted by fashion brands?
6. What is the ideal concept strategy to reach these segments?

Conclusion before Check 1

> Research is way too superficial and conclusions made are too much based on assumptions
> I have no clue what to do with the project, but right now I want to do something with segmentation, but this is gut feeling

Conclusion after Check 1

> I have to revise my focus, and create an actual product, otherwise I’ll drown when making no concrete decisions.

What do I want?
my revised first ideas

I am fascinated by people, so I want my graduation project to be involved by humans.

1. Creating a brand (extension) for plus size women that wants contemporary fashion instead of Miss Etam or constantly being profiled as Plus Size.

2. Brand Loyals like my dad that shop at e.g. Hugo Buss but are intrigued and willing to buy at specialized small brands (niche) like Joe Merino.

3. Party wear/Humoristic fashion like Moschino. How is this fashion? How can I reposition partywear brand Opposuits so that they are considered fashionable as well, instead of only funny.

Why don’t brands go further than size 46? I know from my own experience that there is an opportunity to target these women, because they are willing to buy.

Research has shown that small businesses will survive when focusing on niche or work together with other small businesses when finding an interesting niche within a particular sub segment. A nice niche concept could be an opportunity.

Looking at the market, this style is very relevant in high fashion today. It could be interesting to make a strategy for Opposuits considering womenswear or make a fashion strategy for menswear with Moschino as a main competitor e.g.
Decision after idea brainstorm
> Do more research on brand loyals like my dad, but also on Dutch men, because they are so unique

So, the plan is:
> Define and find a problem or opportunity, create a questionnaire for the Dutch man itself and their shopping behavior.

> Find a niche target group to reach for start up brands or failed brands to make their comeback

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Research on Dutch menswear

General research on Dutch menswear


Menswear in the Netherlands

Key insights of the article

> Personal attitude towards appearance + the purchasing behaviour is developing amongst Dutch men.
> They are not looking for particular occassional wear, they are looking for both casual and formal wear for every occassion because of the rise of flexible working.
> Dutch men are mostly spending their apparel money on the high street.
> Dutch men are amongst the tallest in the world. > The taller the man, the bigger the spender.


The Future of Fashion: Menswear

Key insights of the article

> Male identity shifts from being less patriarchal to someone who likes fashion or style, which is logical within a shape and mentality shifting world
> Fit drives the looks in menswear
> Also convenience is a big driver, rise of subscription services that deliver new products every month.

Quick Decision after analysing these facts
> Make a questionnaire for the Dutch male for different age groups, to find an interesting insight/mentality.
# Questionnaire for Dutch men

1. What's your age?
2. Where do you live?
3. What's your profession?
4. What's your average income per year?
5. How much do you spend on clothes per month?
6. What's your size?
7. What's your height in cm?
8. Is your appearance important in daily life? Why?
9. Do you like to shop? Why (not)?
10. In the next questions the word fashion store will be used several times. A fashion store is an...
11. When you had a successful shopping spree, in how many stores have you been?
12. Name a few stores where you will go when you shop clothing:
13. Why do you go to these fashion stores? Because of the...
14. So, when you entered the fashion store, what makes you happy? The in-store...
15. Talking about the collection, do you prefer Timeless products or Trend Forward products
16. Talking about service, what do you like?
17. How do you prefer to shop
18. Do you prefer to shop online or offline? Why?
19. How many kilometers do you go when you go shopping?
20. Talking about fashion stores, what kind of do you prefer?
21. Do you miss something in the current fashion stores, or can you name something that annoy...
22. Would you go to a fashion store where everything is in one store? Then i'm talking about fas...
23. In the next questions the word fashion brand is used several times. This could be H&M as wel...
24. Which fashion brands do you buy? Name a few.
25. Why do you buy products from this fashion brand?
26. Are you loyal to these fashion brands? Why?
27. Talking about the communication/advertising of your favorite fashion brands, what does app...
28. Talking about the communication/advertising of fashion brands as a whole, what do you mis...
29. How would you describe yourself in one sentence?
30. THANKS FOR FILLING IN YOUR ANSWERS, YOU'RE THE BEST!
After analysing the answers of 60 Dutch men within the age group of 17-69, I made an infographic on the buying behavior of Dutch men.

The Dutch male consumer prefers to shop alone.

In the infographic:
- 55% choose collection needs to be timeless;
- 38% prefer trendy;
- 7% don't care.

Why do these stores?
- Collection 100%
- Convenience 38%
- Service 38%

Quality
- Appearance is important because:
  - Daily mood booster
  - Differentiation
  - Self expression

Scandinavian high street denim

Wardrobe

Would you be attracted to a store that had everything regarding your need in appearance in one store?

Yes, as long as it’s an interesting selection of goods. I would go for the experience of a brand, but no Bijenkorf atmosphere please! Keep it small and exclusive!

What do you miss in brand communication nowadays?

Audience engagement
- Diversity
- Transparency
Conclusion after survey

> The statistics in brand communication is interesting. Diversity is not only about racial matters, but also the fact that the Dutch male consumer can’t identify with the visual communication of fashion brands these days (Fake! Pretentious!)

> Need to look at a brand which is interesting to work with concerning this problem

Intuition/gut feeling after survey

The brand Hans Ubbink could be interesting. He recently stopped. I have experience with the brand because I sold it for 5 years in the store that I worked in. What was amazing was the loyal customer that kept coming back, he still has to be somewhere out there, or maybe there’s a new target group. Also I need to make QUICK decisions on my project.
Choice of brand: Hans Ubbink

**Decision on brand**

**Why?** Hans Ubbink stopped his brand because he didn’t want to get bankrupt. I want to work with this brand because I sold it when I was younger and was amazed by the loyal group that bought it. I want to investigate how to revive the brand successfully, also because of my brands & identity specialisation skills.
After reading slightly into the brand, I can make the following conclusions:

**Conclusion after quick research**

**What went wrong?** The consumer group didn’t grow with the development of his collections. He made wrong strategic choices. He couldn’t cope with the fast fashion pace and didn’t know how to keep his ethics high. His loyal consumer couldn’t find him anymore. His focus on multibrand stores is a failure as well because research shows that they will disappear at a certain time as well.

**Relevant because?** Menswear is booming and is still growing, relevant for the dutch market as well. It’s a challenge to trigger today’s male consumer as well as get his old consumer back. The core of the brand and branding is very relevant for today’s society because it’s all about the man within humanity = authenticity & ethics.

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**Key insights**

>Hans Ubbink had a strong customer base - loads of celebrity’s as well. This is a sign that he still is missed within the market of today

>**His branding was very strong regarding copy:** HU.MAN + HU.MANITY “are you man enough to be a hu.man -&gt; very relevant for today

>Very interesting to work with because of his ethics - local production - slow fashion - focus on design - emancipation of the modern man.

>The Dutch man is interesting, he says, because it has no ‘signature’ dressing like Italian or French men.

>Hans is suitable to work with because he tried to extend his brand really early into a lifestyle brand, which brands are trying today as well.

>Hans wants to make a comeback, but he is trying to figure out what the perfect solution is.
Trends in general regarding menswear

Masculinism

Source: Textilia - Salvatore Ferragamo lanceert ‘A Man’s Story’ - 2 December 2014

Salvatore Ferragamo lanceert ‘A Man’s Story’

Analysis

“I make my own rules”, focused on masculinity at its finest. Maybe a reaction on all the feminism in fashion nowadays. Also an aspiring message towards men.

Source: Fashionlicious.nl - Hermes lanceert le Manifeste d’Hermes - 15 September 2015

Hermes lanceert le manifeste d’Hermes

Analysis

Online Pop-Up for the sophisticated man based on convenience - leisure - style and wit. Aspiration level is very high.
Convenience

Source: Bright - Je eigen online stijladviseur met Outfittery - 29 september 2015

Je eigen online stijladviseur met Outfittery

Analysis

> Based on convenience, your favorite outfit is just one click away
> Very on point looking at the development of the online behavior and the demand of the Dutch male consumer

Source: Textilia - Only for Men, Mensperience Store - 15 september 2015

Only for Men - Mensperience Store

Analysis

> An experience center where men can shop - drink - groom - chill
> Focused on convenience and service oriented - only for male interest
> Typical Dutch interest male brands like Pall Mall - van Gils - Gaastra - State of Art
Trends in rebranding

Reinventing Gucci

*Key insights of the article*

> Even though sales were rising, brand credibility devaluated because of the critics of fashion professionals about Frida Giannini
> The new CEO & Creative director completely rethought the whole brand: from aesthetics + design to corporate values.
> Goal was to be one step ahead of the competition again
> Alessandro Michele interacts with everyone within Gucci. This is the core of a good business
> As a strategy they wanted to first create an impact & then focus on sales.

*Vision: Sensibility of the product rather than figures*

*Conclusion on rebranding*

> For rebranding you need to know the brand from inside out. You have to know the rules to break them.
> Internal communication is all about interaction.
> To get attention, you need to focus on extremes, then finetune.
> The vision of product above figures fits with the vision of Hans Ubbink
Conclusion on preliminary research

**Booming Menswear:**

> Big opportunities because of growing interest in menswear.
> Menswear is the biggest growing industry circa now.
> Brands are experimenting more in menswear because of the diversity in society. There is not one male archetype anymore. Boundaries are slowly vanished.
> Men want to be target directly, they have the need to be heared what they want as a man instead of being targetted like women are targetted
> When presenting a menswear collection, there should be focus on the details. A non show is relevant because the buyers can experience the materials and fits from up close, instead on a runway. Menswear is all about construction

**Dutch Menswear Market**

> The Dutch men is highly focused on convenience and quality when buying into fashion
> Seasonless wear is relevant for the Dutch consumer, because of the climate.
> The Dutch male consumer doesn’t feel included within the brands that they buy into right now.
> The buying behavior of Dutch men online is growing instantly by the year. Also the usage of mobile devices when it comes to shopping is growing - link to convenience
> The Dutch male consumer’s interest for sustainability is growing because of the high level of awareness.
> Dutch men are one of the largest species in the world, and immediately the biggest spenders

**What will I do with it?**

> Hans Ubbink should definitely go into menswear again because his brand is all about the man, and his needs.
> The focus should be online, because that is where the involvement of the Dutch male consumer is growing faster every year.
> Hans Ubbink should act on the need of audience engagement with it’s ethical core. He should act as the brand that listens directly to the male consumer. And create a lifestyle which is fully focused on the male wants and needs.
Decision on graduation project

Research Question: How should Hans Ubbink make a successful comeback within today’s Dutch menswear market?

Subquestions:
Internal:
I Who is Hans Ubbink?
What was the brand identity of Hans Ubbink?
Who was the Hans Ubbink loyal?
What went wrong with the brand Hans Ubbink?

External:
II What social trends & menswear trends are happening?
Which are successful (comeback) menswear brands?
What is the demand and supply in today’s menswear market?
What does the Dutch male consumer that bought Hans Ubbink buys now?

III Which strategic choices should Hans Ubbink make in today’s menswear market?
How would the target group of Hans Ubbink look today?
What strategy would be relevant for Hans Ubbink in today’s menswear market?
How would Hans Ubbink look in today’s menswear market?

Plan of Approach

Step 1: Research the identity of Hans Ubbink
Values - Vision - Mission - Visual & textual communication - Online Behavior - Target Group - Stockists

Step 2: Conclude what went wrong
What was the concrete pitfall of Hans Ubbink, review & analysis of strategic choices.

Step 3: Research today’s menswear market
What are the trends - how do other brands target men successfully - What do men want in fashion?

Step 4: What are successful comebacks in mens fashion?
What are successfully revived brands - What are the key elements to revive a menswear brand?

Step 5: Actualize my conclusions
Who is the relevant target group, what’s good for Hans Ubbink?

Step 6: Create my conceptual starting points/plan of approach for end product.
Methodology

Step 1:
Desk Research: Collect facts & figures about Hans Ubbink as a brand.
Field research: Go to old stockists. Talk to the stores. Interview old employees of Hans Ubbink. Interview the old loyals of Hans Ubbink.

Step 2:
Desk Research: Find numbers of Han Ubbink as a business - sell ratio, year numbers. Financial articles.
Field Research: Talk & interview to the stockists & old employees

Step 3:
Field Research: Ask the old consumer what the substitute of Hans Ubbink is and why they buy into that. Ask the male consumer what they demand today.

Desk & field research: Look for trends within retail and concepts & communication. Also look at society, what is happening? Regarding the ethical and social link to Hans Ubbink. Research what the menswear consumer wants today.

Step 4:
Desk research: Collect successful comebacks in the industry, read articles from professionals.

Step 5&6:
Desk Research: Apply Marketing models to Hans Ubbink.
Field Research: How would the old consumer see Hans Ubbink, how would the brand see itself. Find opportunities in menswear researching trends, and talk to the male consumer today.

Possible End Products:
> Revival marketing campaign combined with a new brand strategy
> Retail proposal combined with a new brand strategy
> A new communication strategy, together with retail and a launch event
Phase two:
research & decision
Who is Hans Ubbink?

What was the brand identity of Hans Ubbink?
Who was the Hans Ubbink loyal?
What went wrong in the end with the brand?

I read and analysed several articles on Hans Ubbink himself, had interviews with old stockists, former employees, former loyal customers and with the man himself. Having this said, the last methodology was the most effective one, because this helped me with really diving into his brand and recognizing where I had to work with

**Conclusion**

After talking to stockists

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**General conclusions**

**SHOP VISITS**

Hans Ubbink

**CEASE OF EXISTENCE**

**funding:**
- Financial backoffice: Trusting the wrong investors. Huge budgets for showrooms, shows and staff.
- Crisis of 2008: Looking at the tough financial part, retailers couldn't pay him anymore on time.
- Next step: research into other successful menswear similarly brands and benchmark them on how they came out of the crisis.
- Price-quality balance wasn't always right. Sometimes it was way too expensive for the customer of Hans Ubbink.

**commerce:**
- “The fun garments didn’t go into the production process, whilst the commercial collection became not exciting and interesting anymore for the customer”.

**today ahead of his time:**
- The market at his time wasn’t ready yet for his designs. He was too progressive, modern and feminine for the Dutch consumer, though people say he emancipated the male wardrobe. Equanglement & equality.
- **Next step:** Look at the successful menswear market now. What are the aesthetics and what is the style.

**MARKET NOW:**
- The Dutch male consumer needs to be identified & scoped. **Next step:** Dive into the Dutch male consumer and back this up.
- To launch a brand, crowd funding is very relevant. Relevant for Hans Ubbink because it still has a strong name.

**FUTURE**
- The market is ready for Hans Ubbink 2.0, but things need to be changed.
- Niche market is interesting because the loyal customer still exists, and because of it's household name. The trick is to have a niche market as a goal but aspire a broader market. **Next step:** Dive into niche brands or small retailers trying to be this.

**HANS UBBINK CORE**
- Perfect print – perfect cut
- The combination of quality – creativity and brand profile needs to be the fix of the brand when revamping it.
- He definitely had a loyal consumer group. **Next step:** Dive into this group.
Brand Analysis Hans Ubbink
2000 - 2015

Personality & Characteristics

> Hans & Ans Ubbink partnered up in 2000 as business partners - founded Hans Ubbink
> Menswear Designer
> Close friends with BN'ers
> 2001 Hans Ubbink Women
> 2003 Hans Ubbink Blue > targeted to the young customer
> Caring - Good businessman - trustworthy
> Non - Conformist
> Bold prints & Slim suits
> Huge fashion shows
> Product focused instead of trend focused
> Product development above sales
> Mindset: “Rather why something is made instead of assumptions > Then context behind designs is better understood.
> Price/Quality range = accessible
> Loyal customer base
> Daring to invest in non-commercial pieces to give schwung to the market

Designs

> Bold prints
> Opulent fabrics
> Hidden details > multiple pockets > smaller collars > Bigger cuffs > Printed lining
> Small/slim suits
> Ahead of his time > Cropped Pants > Oversized sweater
> Summer knits

> “You have to know the rules to break them”
> High Fashion
> Equivalent instead of Equality
> Renewed above new
> Ethical production
> Dutch Paul Smith
> Happiness > Fun > Wit
> Product driven designer

Downfall

> Didn't know his target group > internal factor
> Crisis 2008 > external factor > became a grey mentality > rise of the High Street
> Wanted to go commercial with a core which isn’t commercial, so the USP would disappear > internal + external factor
> Focused too much on the product, rather than e.g. sales and marketing > internal factor
> The hyping of the recognizable floral print limited the sales of other product categories in the Netherlands. Because every fashion market went for floral prints, the guaranteed quality wasn’t there anymore.
> The consumer wasn’t involved with the total overview of the collection, rather then only the prints or only the uni’s.
Mistake of Hans Ubbink to not give percentages during the buy.
> Smaller retailers couldn’t pay the brand anymore, which made him go to the more commercial retailers. Not only a change of segment but also a change of from fashionable younger consumer to trendfollowing older consumer. They became from the best price from the luxury segment to the highest price within high end bands.
> Retailer created perception of the brand instead of that sales did that.
USP

Affordable luxury which emancipated and extended the Dutch male wardrobe.
Opulent sophistication for the Male wardrobe. Tailoring with a twist.

Core

> Product focus
> Emancipation of the Dutch MALE wardrobe > Freedom of dressing
> Non-conformist without shouting
> Openness & fun
> Used quotes and citations to let people think, instead of making up a story (HU:man/HU:manity)
> Ethical = “humane”
> Everything he showed was for sale (no show pieces, transparent!),
> “We will all be happier, when the world becomes fun to look at.”

Targetgroup

> Doesn’t know his targetgroup
> Loyal, almost tribe-ish
> Mentality based designer instead of designing for a particular man
> HU:man: Knows himself, in control. Want to show where he stands for. Optimistic, well informed and aware. Can laugh about himself. Is a thinker.
> “A rebel of integrity”
> I want to be a rock star, but I don’t want the rock n roll life.

Fit, colours, materials, shapes

> Innovative, female weaves for men. Female fabrics for men.
> Prints on materials, creating prints with materials
> Colourful, graphic.
> Slim suits/shirts/pants
> Non traditional > Cropped - oversized.
> “When other brands create this - I will create this.”

Graphic Identity + Branding

> semi rock & roll vibes
> “Are you man enough to be a HU:man, are you women enough to love a HU:man”
> Focus on the product
> Humane > relatable > Identification
> Didn’t advertise in magazines - only b2b
## Survey amongst old loyal Hans Ubbink Consumer

<table>
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<tr>
<th>Question</th>
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<tr>
<td>Do you know the former menswear brand Hans Ubbink?</td>
<td>Y</td>
</tr>
<tr>
<td>Does it look interesting as a menswear brand for you? Explain why (not)</td>
<td>N</td>
</tr>
<tr>
<td>Do you have something in your closet from Hans Ubbink?</td>
<td>Y</td>
</tr>
<tr>
<td>Would you consider yourself as a former loyal Hans Ubbink consumer?</td>
<td>Y</td>
</tr>
<tr>
<td>What made you buy clothing from Hans Ubbink?</td>
<td>Y</td>
</tr>
<tr>
<td>What brands menswear brands do you buy into right now?</td>
<td>Y</td>
</tr>
<tr>
<td>What’s your perception of the Hans Ubbink collections/brand</td>
<td>N</td>
</tr>
<tr>
<td>Would you be happy if the brand would make a comeback on the menswear market?</td>
<td>Y</td>
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### Conclusion

**HU.man survey**

- **40%** of the surveyed former H.U. buyers would consider himself as a former "Hans Ubbink Loyal"
- **100%** of the surveyed former H.U. buyers would be happy to see the brand making a comeback

**Original/surprising**

- Easy to wear
- High quality

**Paul Smith**

**Hugo Boss**

**Zara**

**Creative**

are the key words what made them the surveyed former H.U. buyer buy into the brand

are on average the substitute brands for Hans Ubbink for the surveyed former H.U. buyer

is the average perception of the former H.U. buyer on the brand itself

Questions are based on what I need to know what made him special, and how people nowadays perceive Hans Ubbink
Field research researching the perception of the brand

Going on the street and asked guys...

Do you recognize this, Yes? Do you like it? No? Would you wear it?

Do you know this brand or this guy?

Would you wear this? (because it’s the same style as H.U.)

Outcome
70% of the respondents knew Hans Ubbink as a person/brand.

**FIRST THOUGHTS**

Floral printed shirts
Beau van Erven Dorens
Expeditie Robinson

**IS THE PERCEPTION NEGATIVE?**

There is an aesthetic called the Hans Ubbink look which has a rather negative connotation with it because of the way it was profiled and communicated through the media (print on print on print in talkshows. As a development after that, people wanted this print and retailers only bought patterns and colours from his collections which created this particular perception. People became print fatigue.

Recognized the pictures of the Hans Ubbink Designs as Hans Ubbink Designs

70%

40%

**SS16 Catwalk pictures with brand name showing:** What would you wear?

Dries van Noten
Hermes
Dolce & Gabbana
Gucci
Etro

**SS16 Catwalk pictures without brand name showing:** What would you wear?

Dries van Noten
Dolce & Gabbana
Gucci
Hermes
Etro
First visual analysis of the brand
First textual analysis of the brand

HANS UBBINK

- Loyal customers
- LK Helmut Lang
- Unusual cuts + fabrics for men
- Shiny linen + velvet + brown leather pants
- "Grandpa" buttonup shirt

The Hans Ubbink Look = Recognizable

Dutch Celebrities
- Rijn, Jaakko, Deutscher
- Mathieu van der Burgt, Bart Buijsen, Bart Chamot
- 60s, 70s, 80s, 90s
- In every talk show there was a min. of one guy wearing Hans Ubbink

Details
- Double pocket, collarless shirts
- Jungle with photoprints
- Opulent prints
- "For men" patterns

Perception - dated?
# Conclusion on Hans Ubbink

## SWOT analysis

### Hans Ubbink

**S**
- Distinctive, unique and original designer menswear
- Loyal, creative customer base
- Textual communication

**W**
- Didn’t maintain brand coherency, different perceptions were created
- Lack of sales knowledge
- Visual communication
- Too non-conformist to stay successful

**O**
- Flourishing Dutch menswear market/ rising awareness of fashion of Dutch male consumer
- Ethic/humane awareness of society
- Success of niche brands/shops

**T**
- The continuous growth of High Street fashion brands, also regarding quality
- Consuming society, new new new

### Core of the brand/USP
- Emancipation, dictation and revamping of the Dutch male consumer wardrobe

### Why did it cease to exist?
- Going from exclusive niche market to commercial, unsurvivable competitive market. From design to average, this was in the end fault of the retailer, but Hans should’ve inform and navigate his retailer better.

### What will i do with it?
- The retailer needs to be well informed about the core of the brand, but the consumer as well. I need to look how the (new) customer&retailer wants to be reached. This could be offline as well as online
- Visually the brand needs to communicate the core, which is “HU. man”/”HUmanity”, on a higher and more legible level.
- I need to perceive the look & feel of Hans more humane as that you aren’t afraid to make mistakezs + can laugh about yourself rather than rebellious and non-conformist. It has to have an individualistic/realistic but still aspirational approach rather than telling a “story” of being rock&roll and unique.
- Need to back up that the new customer as well as the old customer is waiting for the comeback of Hans. Right now I can say that the old customer still misses him in his wardrobe, and that the new customer is relevant because of it’s awareness of appearance + ethics.
Conclusion on Hans Ubbink

**Image problem**

- The average Dutch consumer has a negative perception on the brand. They recognize Hans Ubbink as a “prints for men” brand, which is not true because 30% of his collections were only prints.
- Retailers and the press created this perception because the print was the only thing you saw of the brand’s collections. The brand goes way further and more interesting for the Dutch male consumer than what is recognized right now.

**Hans Ubbink Loyal vs. current Dutch Male Consumer**

- The old Hans Ubbink buyer is waiting for his comeback, he would buy and pick up the brand immediately.
- There is an opportunity within the lack of brand engagement of the current Dutch Male consumer.
- There is an opportunity to showcase the brand’s ethical core by being more transparent.

**What will i do with it?**

- Create a comeback which is fully focused on resetting the brand’s perception and engaging the new and old Hans Ubbink man within the brand’s lifestyle.
Highlights of its TIME
Hans Ubbink

2000 2001 2003 2006 2013
2008
New sales director
- new strategy. Less smaller boutiques, more commercial retailers.
“De Bijenkorf” as client. Roll out to 7 shops

2010 Stranger in Paradiso (grass suits show)

2009 Art Rocks show, concept completely used, even small paint pallettes as brushes. First to put bloggers frontrow!

2011 first designer ever to show in Koninklijk theater Carre

2014 Cameo “Verliefd op Ibiza + Contestant “Expeditie Robinson

HANS UBBINK
Men

HANS UBBINK
Women

HANS UBBINK
HUMAN Holidays
Vakantie Doe Boek (B2C)

HANS UBBINK
BLUE (Denim)

HANS UBBINK
SHUS (Shoes)

HANS UBBINK
AM & PM
(Perfume collab with SKINS)

3904 mln
8% ppl

7 mln ppl
STOP

HANS UBBINK

3222 mln
32%

New sales director
- new strategy. Less smaller boutiques, more commercial retailers.
“De Bijenkorf” as client. Roll out to 7 shops
Conclusion on conceptual starting points

Focus on ethical core of Hans Ubbink
Link to the brand’s mantra + the consumer

Focus is on image revitalization
Showcase that the brand is more than just prints

First conceptual starting points:

What’s the problem?

Hans Ubbink was very successful at first/ made the wrong strategic choices and eventually ceased to exist. Retailers developed a look of Hans which created the perception at the consumer, and the market became Hans Ubbink tired.

What’s happening on the market?

Blooming Dutch menswear market - Hans Ubbink loyal who still misses him. The awareness of the consumer on the fashion industry (ethics) - The lack of male consumer engagement within the fashion brands that they buy into.

For whom is it? The Humane Maverick

Keywords: No nonsense - Sincere - Humane - Aware - Realness - Expressive - Social - creative

What is it?

Keywords: In every man there’s a Human - Ethical - Engaging - Diverse - Revival of Humanity - Humanology - Celebration of personality’s - Individualism - Evolution of the Human
LINKS between outcomes of
Dutch Male Consumer & Hans Ubbink

- Prefers timeless pieces!
- Online opportunity because of the annoying things happening while shopping
- Retail opportunity with everything-in-one store. With this the brand could refine their perception and maintain and expand the core of the brand
- Communication opportunities to the ethical core of Hans Ubbink. Think of HU.manity + HU.manology

---

Negative Brand Perception --- Retail opportunity to maintain/refine the branding and expand the hu.man core in lifestyle ---
Welcome to HU.manity retail concept

Lack of sincere brand communication --- Ethical/transparant/honest core of the Hans Ubbink Brand --- Comeback Marketing campaign “HU.manity”
Idea for check 2

**The Brand**
Hans Ubbink became successful because of his slim tailored suits, exuberant prints and distinctive presence. He focused on product design rather than hot fadness. The ethical core of the brand was incorporated within local and sustainable production, and Hans thinking about the humane part of fashion.

**The Break**
Because of the financial crisis of 2008, small successful boutiques could not pay the invoices anymore. As a result of that, the brand had to be repositioned from the bigger, commercial retailers. Hans Ubbink needed credibility and accountability in his brand.

**The Chance**
Consumers are developing their own wants and needs in fashion, and are spending more money on attire. What they miss is engagement within the communication of the brand that they buy nowadays. They want to be targeted directly. Garments should communicate with the consumer in a way that they feel they are part of a new direction of the brand and be transparent and ethical.

**The Dutch Male Consumer**
Menswear is booming in today's market. Men are developing their own wants and needs in fashion, and are spending more money on attire. What they miss is engagement within the communication of the brand that they buy nowadays. They want to be targeted directly. Garments should communicate with the consumer in a way that they feel they are part of a new direction of the brand and be transparent and ethical.

**Hans Ubbink**
in every man there’s a hu.man

After the fail of check 2:
> Focus more on the NEW target group, now it’s too broad.
> Focus more on the decisions you make, and create actual links between target group and consumer
> Focus on strategic part, where is Hans Ubbink positioned now.
> Decide on what the end product will be -> how will it resolve the problems?
So now, I need to focus more on the strategy as well as how to approach a new target group.
Thorough competitor analysis

After check two I realized I needed to step it up. I researched potential competitors of Hans Ubbink in the field right now, and made several matrices. I developed the conclusion below, and worked from this on.

## Competitive Benchmark

<table>
<thead>
<tr>
<th></th>
<th>Scotch &amp; Soda</th>
<th>Zara Men</th>
<th>Hugo Boss</th>
<th>1 Like no Other</th>
<th>Paul Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>sustainability</td>
<td>+</td>
<td>+/-</td>
<td>+</td>
<td>+/-</td>
<td>?</td>
</tr>
<tr>
<td>coherency</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>creative</td>
<td>+/-</td>
<td>-</td>
<td>+/-</td>
<td>+/-</td>
<td>1</td>
</tr>
<tr>
<td>collection/offer</td>
<td>++</td>
<td>++</td>
<td>++</td>
<td>+</td>
<td>++</td>
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<tr>
<td>image</td>
<td>+/-</td>
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<td>+/-</td>
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<tr>
<td>trend following</td>
<td>+/-</td>
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<tr>
<td>customer</td>
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<tr>
<td>engagement</td>
<td></td>
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</tbody>
</table>

Level of sustainability and ethics regarding production (local?) and the communication of this topic
Coherency between brand identity, image and communication
Level of creativity/originality within communication and behavior
Do they offer a wide spectrum of needs of the Dutch male consumer?
Do they have a positive and aspirational image?
To what extend is the brand following trends?
To what extend does the brand engage the consumer within their behavior and actions in communication.

## Conclusion

For the online approach I will create coherency between social media, but use it with different goals.
Hugo Boss orange is an interesting price point to look at.

The look and feel idea of Paul Smith, analyse what is what makes it cool and enjoyable to look at?
The online behavior/plan is nice to look at and take things from as an inspiration. I can pick up some interesting elements and work with this.

The conceptual message should be what you offer and how you portray yourself visually offering this product. Don’t just do social media because everyone does it. Have a coherent story, and actually something to tell, otherwise you end up with 39 followers, and there is nothing to get there.

High quality visualization. Create coherent copy, but less story telling and more straight forward and functional. Though the engaging tone of Scotch and Soda will be used (Don’t you think..., Don’t you agree..., Do you feel?) to approach the Dutch male consumer

Targeting and reaching the man himself. Engaging him and listening to his wants and needs. The brand will be transparent and actually communicate being sustainable and ethical without only saying it on the “about” page of the website. There is a big opportunity here to extend the message of being sustainable.
Conclution on new direction

> The core of Hans Ubbink is already there. The brand had something special, now it's time to become known.

> Why not showing the hu.man side of men, the sensual, vulnerable side which isn't portrayed yet, but which is recognizable for the man.

> Showcase real masculinity.

MISTAKE: the focus is too much on every man, Hans Ubbink isn't for every man.

New target group: The esquire reader between 25-40. He has both feet on the ground. Conventional though the urge to differ from his friends. He is culturally more accepted, being more comfortable with being feminine/real and in touch with his flaws.

The Hu.man then

They were looking for something different in the business attire that they wore. Loved the quality and the prints and bought into the brand because it made them feel creative and stand out

Looking both for distinctive, high quality menswear

The Hu.man now

This is a more evolved human being. They are buying into brands right now that did the same as Hans Ubbink, creative distinctive menswear, but on a high street, lower quality level. They miss this distinctive, creative menswear in a more affordable luxury level. They are quite conventional when it comes to dressing, but are looking for that type of brand that captures the essence of masculinity, which is not only being manly.

Why this group? Because this age group gave the most interesting questions within my survey.

Hu.man stands for Hans Ubbink Man.
The Dutch Young Male Professional
the DYMP

Charismatic - Aware - Unpretentious - Independent

Profile

Dutch
25-40
Manager/trainee/junior in the business sector, e.g. marketing manager or entrepreneur
Living in the Randstad

Characteristics

Needs to look smart, sophisticated and catered for his job
Genuine
Free time: Hanging out with his partner, partying with it’s friends
Materialistic when it comes to gadgets and apparel

Practical tips to stylishly fill in his life.
- Showing mostly party pics, sharing job related posts.
- Following fashion brands to stay up to date of the collection, mostly high street
- Loves himself a good, witty “lijstje” on the esquire page or vkmag.

/ Posting about the happy, funny things in his life
/ Holiday pics.
/ Commenting and tagging friends in funny instagram posts
/ Follows friends and family to stay up to date, doesn’t follow fashion brands on instagram.

/ Networking with career interesting work people.
/ Updating CV
/ Looking for interesting job opportunities

Wants & needs in fashion

Convenience
Quality
Differentiation

Still misses in fashion

Identification with the reflected male nowadays. Too much cool business man or alpha male.
Transparency about the background of a fashion brand, honesty.

Reads & wears

/ Esquire - Online + Offline
/ GQ - Online + Offline
/ MHMAG Online
/ Hugo Boss - Filippa K - Cos - Paul Smith - Scotch & Soda

“I am more than just masculine”
Phase three: actualization
conceptual starting points
Revitalizing the product

“The value of design has devaluated because of the industry”

Hans Ubbink

Convenience and quality is key when buying fashion

Target group

The high end industry’s slow aversion against the fast fashion pace.

“There’s no more thinking time anymore, and I don’t want to do collections where I’m not thinking”

Raf Simons

Source: Business of Fashion - BOF Exclusive, Raf Simons speaks to Cathy Horyn - 07-11-2015

Raf Simons speaks to Cathy Horyn
Key insights of the article

> There is no time to be creative anymore
> Designer should stand up against the fast fashion pace of today
> We are constantly creating without any time, there is no incubation time anymore for good ideas

hu.man essentials

Line based on perfect essentials for the male wardrobe. Because Hans can’t win anymore from the fast fashion, 8 collections per year production brands, he should do it totally different. When focusing on developing on the product, the quality will be exquisite. This should be a seasonless range of products created to add that extra touch to the male wardrobe. upgraded t-shirt in a new colour. listening to the customer directly what he wants. This is human nature and human evolution. The perfect product of that time

Development
Product focused
Detailed
I have to make concrete what they wore and what they will wear.

The umbrella concept

HANS UBBINK
This is hu.maniy

Detailed  Linear  Essential

Fidelity  Dynamic

Vision  There is not one way to be masculine.
Misson  We introduce our wearers to different reflections of masculinity.
Usp  We enhance masculine sensuality.
Core value  Humane
Expressive values  Genuine - Progressive - Distinctive
Functional values  Optimistic - Comfortable - Organic
Tone of voice  Engaging - Personal - Honest
Look & Feel  Eclectic/contrasting - Sophisticated - Craftsmanship - Bold
Concept text  In our today’s society where an man has responsibilities, expectations and urges to be masculine, we offer a escapism for the man to show the real side of being a man. Together/celebrate and enhance with reality, vulnerability and sensuality. Just be real man, you’re not the successful business dude that shows off his Rolex, you just want to look good, that’s all. You know that you never will be this guy, so why bother. We offer a portrayal of the man as it should be, and show the actual human within the man. The hu.man with all his hu.man characteristics. After all, this is hu.maniy.
Human essentials on itself is already a concept!
Focus on the target group, dive into them and know what they want and need exactly. Right now it is too much based on assumptions.
New potential products, Revitalized Brand Guide, Strategic communication plan or a launch event.

Hans Ubbink

> Emancipation of the Dutch male wardrobe.
> Hu.man
> Progressive distinctive menswear
> Affordable luxury

Former Target group

Had a huge loyal consumer base back in his hay days. This Loyal Hans Ubbink man still misses him and can’t wait for him to make a comeback.

Why?
Can’t find the level of distinctive menswear in the brands that he buys into right now.

New Target group

What the new younger Dutch male consumer has in common with the former Hans Ubbink loyal is that they this growing and bigger group is experimenting in dressing and is more focused and aware of his appearance. The biggest difference is that this man, which I call the Dutch Esquire man, is the online activity. Target group research has shown that he can’t find engagement/identification within the brands he buys right now.

Why?
It’s a wrong/dated/not natural reflection of masculinity. Not every man is a business man in a suit or a alpha man. The male gaze reflected on the man himself.

STOPPED HIS BRAND IN 2015

Why?
> Couldn’t cope with fast fashion pace, didn’t enjoy designing anymore at this level.
> Wrong strategic choices

Which?

Image problem
Perception of prints prints prints (though 20% of the collection. Perception created by the media and eventually by the retailers. People became Hans Ubbink tired.

From exclusive to commercial
Because of the financial crisis, small businesses couldn’t pay H.U. invoices anymore, and he had, with a new Sales Manager as a leader, to choose for more commercial retailers such as the Bijenkorf, where is loyal customer didn’t shop anymore. He became a rather extravagant brand around the brandscope of “safe” fashion brands such as Hugo Boss.

Why?

High end brands are setting off against fast fashion. So product/design focus is a current wave.

Distinctive, affordable luxury is the core value of the collection of Hans Ubbink.

New chance to change perception and focus on realistic/genuine masculinity, such as vulnerability, sensitive and expressiveness.

SO, NOW IT’S THE TIME TO COME BACK HANS!

High end brands are setting off against fast fashion. So product/design focus is a current wave.

Distinctive, affordable luxury is the core value of the collection of Hans Ubbink.

New chance to change perception and focus on realistic/genuine masculinity, such as vulnerability, sensitive and expressiveness.

Helicopter view to have a clear sight on my project.
I recognize that my project isn’t focused on what happens in the market. The focus is more on the target group and the link with the brand.
To revitalize the brand...  

To revitalize the brand I made a list with what will stay (fix), what will be revised (flex), and what will go. With this there is a solid framework created to work with when creating.

### FIX & FLEX list

#### Fix

- Hu.man (Hans Ubbink Man)
- The affordable luxury price range - men’s shirt 99-169 euro
- Collection base, based on design
- Progressiveness

#### Flex

- Communication of core of the brand = ethics
- The look and feel revitalization
- Target group, HU:man 2.0
- Sales direction, retailers shouldn’t only be able to buy prints, they also need to buy deeper
- Visualization of the collection
- Showcasing the collection, innovation within collection presentation
- Online communication

#### Lose

- Rockstar/non-conformist attitude, don’t pretend something which you are not, and which is something that isn’t true to the brands dna
- The overkill of playing with the HU initials. Awkward examples like shu.s and hu.ppy new year feels uncomfortable and irrelevant.
When creating an essentials brand, I need to decide what stays within the collection and what the target group wants. So the core of the brand combined with the needs of the target group.

So, what do I take from the old key pieces and bring into my new essentials?

**TAKE:**
- Whimsical detailing, but more modern and subtle
- Eclectic mix of fabrics and patterns, but more muted colours. A pop of colour is possible
- Patterns
- Amazing and distinctive cuts and fits

**LEAVE:**
- Too much detailing, unnecessary prints in collars
- Combining bold and extravagant print
- Unwearable, too extravagant combinations for my target group, look at the photos!

But, what does the target group wants in product?

- Distinctiveness, but suitable for several and different occasions (work/recreative)
- Comfort
- Convenience
- The combination of formal wear and casual wear, but always look representative, modern and timeless.
- Quality
So what does the target group really want?

To really capture what the wants and the needs of the new target group is I have to speak to them really thoroughly, that is why I talked to 20 guys within this profile and ask the ins and outs about their shopping + fashion behavior, but moreover the important things & main struggles in life.

Conclusion after 20 in depth interviews with young professionals between 25 -40

Empathy map

<table>
<thead>
<tr>
<th>What does he hear?</th>
<th>What does he think and feel?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online content. “Have you read this article.” &gt; “On the edge” humour</td>
<td>He has the urge to be heared - Need of being appreciated.</td>
</tr>
<tr>
<td>&gt; Mixture between business &amp; money conversations and conversations about love &amp; feelings</td>
<td>Insecure about choices he makes - Vulnerable</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What does he say and do?</th>
<th>What does he see?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open minded - Determined - Honest - Serious when it’s needed - Unpretentious - “the social joker”</td>
<td>The ladder of success - The dynamic on going world. Workaholics getting a burnout in their mid 30’s.</td>
</tr>
</tbody>
</table>

Pain?

The stigma of performing and expectations to be the succesfull man - Failing

Gain?

The essence of life - Happiness. Feeling of appreciation and being satisfied with himself

Deciding on the fact that the focus will lie on reaching a new target group, because this man wants to be reached like he is, instead of something he will never be. Being himself is his ultimate goal in life, and obtaining the feeling of appreciation.

The former Hans Ubbink consumer will come back eventually when Hans Ubbink made his comeback because he still misses the brand within the scope of brands that he buys into right now.
Fashion

> Buys often at high street stores because of the variable collection and because it’s cheap. He admits that the downside of this is that the quality lacks.

> Favorite item: the Shirt. In every colour (more often blue, black, grey, white). Or material

> Is very brand royal. If a store feels good he comes there every time. He will get attracted by a new store because of the lifestyle link, the usage of materials and the styling.

> Differentiation is from a high level of importance. He wants variety but definitely convenience.

> Moments of use: Buys targetted with Christmas/birthdays/celebrations. Then he spends more money. When he has just the urge to shop he goes to the high street brands

> Sustainability doesn’t do him that much, though is very interested where the products origin lies.

Online

> Only sharing on big moments (vacations, parties etc.)

> Is very active online, and aware of everything but is more of a news junkie reader than actually interacting with accounts, and especially not with brands.

> Is very active on linked In and Whatsapp in particular.

Visual development of the dymphie

Too slick and frat boy like

Too posed and not a suitable face

own photo including emotion that I wanted to have
Product visualization trials

Keywords

- Satorial leisure
- Refined comfort
- Remastered craftsmanship
- Remastered classics
- Whimsical originals
- Smart improvisation
- Dynamic details
Project Helicopter View

INDUSTRY

Smaller brands are forced to go for a niche and by being more exclusive + offer more personal service

Smart clothing with a forward thinking story are a trend

Non show for menswear -> menswear is all about the construction and detailing, than you stand out.

Direct communication, design to be worn!

To make a step ahead of the competition you need to make a statement. Go for the extreme. Then you can finetune it afterwards. Focus on the sensibility of the product. Less number driven, more product driven

MENSWEAR

Male identity shifts - world is less patriarchal

Menswear in NL: fit + convenience

Menswear in NL: Looking for menswear which is appropriate for the modern working place

Menswear in NL: price sensitive

Menswear in NL: No boundaries between formal + casual anymore

TARGET GROUP THE DYMPHIE

appearance = a mood booster + differentiating from others + self expression

Must: quality + convenience + differentiating

Lack in brand communication; audience engagement + diversity within masculinity + transparency

Old Brand Loyal still misses him, would buy into him when he made a comeback

New target group “DYMPHIE” is interesting because of the opportunity to create a new perception and full focus on their wants and needs in fashion.

Which is also the lack of identification within the masculinity portrayed now in fashion.
BRAND HANS UBBINK

Emancipation of male dressing.

Context behind designs - sensibility in the product

Craftsmanship = local also labour conditions are ethical.

Gestural prints and slim suits

Accessible price and quality range

Value on design

IN EVERY MAN THERE’S A HU.MAN

launch of new product range - annual?

Press release - letter from Hans

Non - show

Pop - ups, roll out to collecte? “This is hu.manity

Engager app - listen to what the consumer wants

Whatsapp - Engaging with the consumer via the medium that he uses the most

Esquire campaign + editorial based on launch

COMPLIMENTARY PHOTOSHOOT

Based on the human within the man. Realistic! Human! emotional! snapshot

Focus on the product, but also on the multi occassional upspicing for always part of it

Vulnerability? Be realistic to the receiver, but focus on the beauty of the product

What completes me?
What will the end products be?

When deciding these final ideas, I need to come up with a physical project. I made a decision to make a case study/analysis on the brand Hans Ubbink to showcase what I will get out of it, and to show the viewer what the brand used to be. Next to that I make an advisory report/brand manual, with a strategy integrated and a campaign idea of how the revitalized brand should be relaunched.

> Case study
> Advisory
> photoshoot
> campaign strategy

Deciding on a photo shoot means that I can use the latest collection of Hans Ubbink to actually show how you can visualize it differently, plus I don’t have to use irrelevant product pictures from internet but I can shoot them myself!

Just like I did with brands & identity doing the case study, the project I loved the most!
target group: the DYMPHie

In fashion, this particular man wants distinctiveness - quality and convenience. To provide an essentials line to give his existing daily wardrobe a revitalization is relevant because in fashion, the target group is looking for multi-occasion wear which is distinctive but wearable. He needs to be able to wear it at work but also when he’s not working. Hans Ubbink will offer the essentials to fill the gap between expensive formal wear where often is visualized for one occasion and the differentiating low quality casual wear to provide affordable essentials that will give a sensual boost to the daily wardrobe.

it will differ from the competition because

**Product**

The focus will be on the development of the product. Listening to consumer feedback and having the knowledge of menswear for a long time, Hans Ubbink knows what this man wants, but has the time to play with this perception and rules as well because of the focus on the development. When he finds a new design he will put it on the market, and no new new new focus, because other brands do that already. With this you will get a unique product that is focused on the design and fit but still is expressive and creative.

**Communication**

The target group is done with how masculinity is portrayed within today’s market. They don’t aspire the successful business man anymore like Hugo Boss, or the alpha man like Suit Supply. As a counter reaction, the communication will be focused on the human within the man. Realistic, unpretentious visuals and copy. Only to develop the feeling of self fulfilment with the man, and let him identify and show that vulnerability is a strength.

Menswear is often communicated as one look or one occasion. In the communication the focus will lay on the multi occasional garments and show how you can combine it. That it’s not only formal/casual wear.
20 % gestural prints
40 % product development
20 % masculine sensuality
20 % exquisite quality + material

So, what are my interim conclusions based on communication strategy

It is good to compete with mono-product/essentials 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.

Hans Ubbink’s hu man essentials should offer more smart and modern essentials within the style and silhouettes of the high end luxury brands.

Focus on the realistic/humane side of the man instead of the stigma of performance-focused portrayed/pretty male models

I want to revitalize Hans Ubbink less occasion/casual minded and want to try in my communication to less focus on the occassion or atmosphere, but more on the emotion and sensitivity of the product. So, competing with the brands in the middle It will still differentiate, but is relevant for casual wear to stand out, but also for formal to spice it up
Conventional portrayal of masculinity - Successful, heartbreaker - alpha male - performing well business man. Even the first photo tries to be hipster like.

For “Hu.man Essentials” communication I want to portray progressive ways of masculinity which links to the human in the man. Show sincere emotions, less staged and polished, but focusing on the product for the real man.
in every man there’s a hu.man
So, what does that look like...
Snap shot, humane photography

Mix of Juergen Teller “snap”shot real photography and Larry Clarke emotional portraits. What I think is so strong about this, is that there is depth and meaning behind these visuals, instead of aspiration and pretentiousness

For “Hu.man Essentials” this snap shotty feeling of photography is quintessential to generate reality and humanity. Unpolished though inspiring I have to go for colour because the Hans Ubbink design core is really colourful. Though a good black and white portrait would make the others stronger.

I think this is really interesting. Especially in the “in every man there’s a hu.man” concept message. It shows reality, but is also witty and smart. The DIYPHi should connect with this but I don’t know if it will lose it fashionability and desire level.
Emotional, “split second” photography

Bruce weber

Black and white is really common within male portraits, but I want an alternative because the brand is known because of its colours. I have to come up with something that still has the same power of black and white but which is colourful. The split second, semi posed feeling with these pictures is suitable for my photography concept.
Because the collection core of Hans Ubbink is quite bold and colourful. Though the combination with a more realistic and unpolished photography style would be more suitable for the concept. Also I don’t think a coloured background would be suitable because it is not all about colour.

The flower could be a nice hint and wink to the floral prints that Hans Ubbink used to have in his collection. Though this is too effeminate and vulnerable.

**Colourful portraits**

Because the collection core of Hans Ubbink is quite bold and colourful. Though the combination with a more realistic and unpolished photography style would be more suitable for the concept. Also I don’t think a coloured background would be suitable because it is not all about colour.
Phase three:
presentation
Photo shoot concept

in every man there’s a hu.man

idea:
To emphasize the human within the man there will be an open call for all men to visit and frame themselves at my photo shoot. The essentials will be given to them and they will wear it with what they are wearing at that time. It will be split second photography to showcase the real emotion and vulnerability of that men and not the posed version that they see always. The set will be in a studio but the photo will frame that you can see that it is a photo studio set. So it will show the realness of the shoot. I want at least 20 men.

why not?:
The risk with this is that I dont attract the man that I want to attract. And that I in the end have men on the pictures that is visually not appealing. Plus production wise its really hard to pinpoint plus to deliver to a certain extend.

idea:
To emphasize the human within the man I will walk on the streets and pick random men to wear the essential and while wearing plus having a conversation with me I want to take pictures. In the moving street, focus on dynamics and on stuck in the moment photography. Showcase the story of that person through their emotion.

why not?:
The quality of the photo, the risk of the weather. There are too much risky factors, plus how are you going to manage this? How will the garment look good on the outfit that is on at that certain moment. You could still photograph outside but has to have more idea and thought behind this.

idea:
Showcase the human within the man by portraying the man with an essential during an everyday moment. But moreover, something which isn’t visualized of the man nowadays. For example, playing with the kids, hugging, loving. Emotion. Humans of New York style, with a small text underneath, what makes you hu.man? Focus on the multi occasional part of the essentials, so also a student in class, or a man in the office, or a man in the bar, or a man on the couch playing with his kid. Talking about his hobby’s, about his love.

why?:
Focusing on the multi ocasional part of the essentials, showcasing every essential in another occasion but also focussing on the humane within the man.

Different stories, but same essential

optimistic - humane - reality - aspiration

What makes you hu.man?

Papa: Taking time to clear my mind

Jarno, spending time with my kid

Refel -

Krit - standing out from the crowd

Hungover on the couch
Narrative through photo shoot

Never looking into camera, because it must look as if the camera isn’t there. Not aware of camera

One photo from the back to show detail and to be non conformist, because you know how the product looks from the front.

The clothing around the essentials is always basic to enhance the colours and materials of the essentials and to show that the whole photoshoot is about the essentials. “To revitalize the daily male wardrobe”

Analogue - Heavy flash - Real flaws and real looks to enhance the humane within the man.

No staged emotion, just moments where this man can relate to. Which could happen everyday.

Trying both to look what’s better!
Outcome of the shoot
Outcome of the shoot
Outcome of the shoot

redo!
Decision on campaign for red/green

This combination will be the duo for the portraits during red green. This is the strongest combination because of the colours, as well as the faces, and gestures. The one is more zoomed in then the other, so the third one for the final presentation will be one which is a total picture.

I can play with the positioning of the logo, because it could have some more dynamic
Sophisticated, as the target group is used to seeing around them, but different more eclectic. More hint of colours. For example difference as a substitute for Black and White could be a sepia colour. Mixture between this and full colour. Not too eclectic as collage, but eclectic in emotion and maybe difference in font sizes? Spacial because it is all about the product, and being easy with yourself. Not busy, crowded and chaotic. Big focus on text because they are savvy for that.

Keywords

Sophisticated
Eclectic
Lineair
Spacial
Colourful

Why?

Based on the brand I need to keep the sophisticated though distinctive, progressive core of Hans Ubbink. I want to play with the recognizable content that the DYMPHie sees daily within visuals and lay outs, but show him to “what also can be reflections of masculinity”.

So, what does that look like in graphic design...
Graphic design inspiration
HANS UBBINK is a Dutch menswear brand that offers crisp and distinctive essentials to revitalize the daily male wardrobe.

There is not just one way to be a man.

We introduce our wearers to different perspectives of masculinity.

"Don't hurry, don't worry, and make sure to smell the flowers along the way." — Walter Hagen.
when we are all happier, the world becomes more fun to look at.”

Hans Ubbink was not just a brand. He was an emancipator. A non-conformist, exceptional menswear designer. A creative individual, who all he ever wanted to do was make men and women prettier, and with this happier. "When we all are happier, the world becomes more fun to look at.

design
Hans distinctive tailoring and menswear characterized themselves by his non-conformist attitude towards the rules of menswear. If a trousers had to be skinny he made him oversized. If minimalism was the trend, he went for outgoing prints.

fit
Due to the slim cuts of his garments, they had the perfect fit and clung to the masculine body, but never restricting.

materials
Hans enjoyed working with boundaries. He introduced innovative, female weaves and fabrics for men. He experimented with velvet, leather and silk within tailoring. Also, his haberdasheries had an aesthetic value as details within his designs.

colours
Generally, Hans' colour palette consisted out of warm, natural and unsaturated colours with an occasional touch of bold, vivid tones. He combined the basic colour palette of black, white and grey with unusual pigmentation. While challenging the norm, Hans' designs were never tacky or distasteful. They challenged boundaries to a certain right extend to emancipate Dutch men into fashionable human beings. He gave the men at that time what they wanted: creative distinctive menswear, throughout outstanding colours, cuts and patterns.

left: Revitalization booklet
focused on more dusty colours in combination with the photoshoot. Playing with big and small, balance between colours and graphics.

Still recognizable that they are complementary to each other, by using same elements but used in a different way

Right: advisory booklet. More focused, and matter of fact. Highlighting the most important parts of the brand, enhanced by colours
Deciding on tone of voice

The tone of voice + copy should be engaging, but something where the DYMPHie makes him think about. Combinations of words should be inspiring, and hit him, because I want to create an soft epiphany based on the pain and gain of him. Though he is straight forward and unpretentious. Because of this the copy should be less storytelling and more straight to the core and straight forward. What I look for in inspiring tone of voice is:

**Keywords**

- Engaging
- Unpretentious
- Inspiring
- Humane
- Transparent
- Inquisitive

**Why?**

The DYMPHie is very textual focused, so the copy should be intriguing. Hans Ubbink was really good with engaging with it's customer and talked to them like he was their best friend. I want to keep this essence and core of speaking, but also focus on creating a soft epiphany and make him think. I do like the idea to talk to him in an informal way but need to decide how.

Deciding on logo

**hu.man essentials**

by HANS UBBINK

focus on the new name, but still reference to the old brand

**Hint to the stripe under the old logo, but more sophisticated**

Baskerville font, sophisticated, luxurious though modern and relevant for this time.
Feedback

Lose the last board, there is too less research on this part to do a solid smcp. How it is described in the book is enough.

Showcase what you’ve created, more visual presentation.

Make the strategy more solid, it’s too vague right now.
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 uses all 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 self-secured for 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 are using “real” men in their communication, but miss that attractive coolness, what still is possible when visualizing the real man.
3D presentation experiment
3D presentation final

A triptych where the three most beautiful portraits will be showcased, complemented by the title of the project. Underneath there will be a layer where my booklets will be placed.
Sources

Phase one

*Menswear market analysis*


Choice of brand: Hans Ubbink


Questionnaire amongst Dutch Men

Phase two

Hans Ubbink Brand Analysis


Former consumer analysis


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Former consumer insight


Competitor market analysis


Aznam, Leroy - Fall 2015, Icosae FW2015 ‘Handmade in Paris’ [OFFLINE] Available at Elsevier Stijl Man Fall 2015

Sanden, Kasper van der - Fall 2015, Paul Smith FW2015 ‘British Excellence’ [OFFLINE] Available at Elsevier Stijl Man Fall 2015


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http://www.paulsmith.co.uk/cu-en/

http://www.hugoboss.com/nl/?gclid=Cjl0KEQiAIo20BRCcieCSncPlqqMBEIQAOGMnJZhKlaNGq9rSFIsOnTtRGKystg9tCcuQz-NLoEq8Jsaoiec8P8HAQ

http://www.1likenoother.co.uk/
phase three

Conceptual starting points


Own collage, 17-11-2015

Fix & Flex List


Target Group empathy map

Profile picture on Facebook of Robert van der Groenen
Profile picture on Facebook of Olivier Termijtelen
Own picture, shot 07-01-2015, model: Peter Dunselman

Dunselman, Peter - Potential Dymphie November 18 2015 Empathy mapping the target group [INTERVIEW] [Accessed November 18 2015 ]
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Davidson, John - Potential Dymphie November 22 2015 Empathy mapping the target group [INTERVIEW] [Accessed November 21 2015]

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Product Concept

Own collage, 10-11-2015
Own collage, 15-11-2015
Own collage, 23-11-2015

Visualization Concept

The Good People, Campaign image SS14
Circle of Gentlemen, Campaign image FW14/15
Hugo Boss, Essentials newsletter fw15/16
Suit Supply, Campaign image SS11

Image by Larry Clarke
Image by Juergen Teller for Missoni
Image by Juergen Teller for Celine

Portrait by Bruce Weber
Portrait by Bruce Weber
Portrait by Bruce Weber

Afriek Campaign Image
Moam talks campaign image during Vogue’s Fashion Night Out 2012

phase four

All portraits, Elise Borsboom, Art Direction: Stef Dunselman, 07-01-2016 + 07-12-2015
hu.man resources

Hans Ubbink SS12 campaign image
Hans Ubbink brand book image FW13/14
Hans Ubbink portrait, 2014
Hans Ubbink doodle quote, 2012
3x Hans Ubbink FW13/14 runway photo’s
Hans Ubbink FW12/13 print background
Hans Ubbink, vintage hart logo 2012
2x Hans Ubbink FW14/15 runway detail shots
Hans Ubbink FW11/12 runway detail
Hans Ubbink FW14/15 product photo
Hans Ubbink FW14/15 runway detail
Hans Ubbink runway portrait FW14/15
Hans Ubbink print FW13/14 collection print background
Hans Ubbink SS13 campaign image

Runway pictures of season FW15/16
Dolce & Gabbana
Gucci
Dries van Noten
Hermes
Etro
Paul Smith
Morgan Ramzovski - Decay 2012
hu.man revitalization

Tv’s - patternity.org 2015

Flamingo’s - Yann Arthus Bertrand 2004

Building detail - Hope Gangloff building - 1974

Black & White behind glass - Noccans Antechamber - 2013

Jacket with stain - Yohji Yamamoto FW14/15
Building detail - Building in Mexico 2013

Jacket black & white detail - Alexander McQueen Spring Summer 2016
Paisley - Source unknown
It’s Ok mirror - Guggenheim New York

Man behind flowers - Fuuucking young S815

Red Stalactice - Bolivia

The Dymphie - Own image 2015

Shirt Detail - Own image, fashion Hans Ubbink FW14/15

Back jacket detail - Own image, fashion Hans Ubbink FW14/15
Shirt detail - Own image, fashion Hans Ubbink FW14/15

Profile shirt detail - Own image, fashion Hans Ubbink FW14/15
Pants back detail - Own image, fashion Hans Ubbink FW14/15

Pants detail - Own image, fashion Hans Ubbink FW14/15
Jacket portrait -Own image, fashion Hans Ubbink FW14/15

Portrait of Kasper - Own image, fashion Hans Ubbink FW14/15

6x portraits - Own images, fashion Hans Ubbink FW14/15

Mirror photo - Own image, fashion Hans Ubbink FW14/15