DIESEL STATEMENT STORE

A PERMANENT POP-UP STORE WITH ROTATING THEMES
Welcome to the DIESEL STATEMENT STORE concept book. This book is developed to function as a support when working on the completion of the DIESEL STATEMENT STORE, a permanent pop-up store with rotating themes. It contains both verbal and visual inspiration and navigates through the idea, the Diesel brand, the fixed furniture and the requirements. Make use of this book as a base ingredient before working on a new theme.
# THE REQUIREMENTS

<table>
<thead>
<tr>
<th>DIESEL</th>
<th>FIXED FURNITURE</th>
<th>CONSUMER TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>06 / WHAT'S GOING ON</td>
<td>22 / LIGHTNING AND FINISHES</td>
<td>32 / CONSUMER TOUCH POINTS</td>
</tr>
<tr>
<td>08 / DIESEL LIFESTYLE</td>
<td>22 / FIXTURES AND FURNITURE</td>
<td>36 / STARTING POINT</td>
</tr>
<tr>
<td>10 / D:CODE ONLINE MAGAZINE</td>
<td>26 / SIGNAGE</td>
<td>38 / SHOP</td>
</tr>
<tr>
<td>12 / THE CROWD</td>
<td>28 / POS</td>
<td>40 / PLATFORM</td>
</tr>
<tr>
<td>14 / HOW WE SPEAK</td>
<td>30 / FACADE DESIGN</td>
<td>42 / SOCIAL HUB</td>
</tr>
<tr>
<td>16 / DIESEL STATEMENT STORE CONCEPT</td>
<td>31 / LOCATION</td>
<td>46 / COOPERATION</td>
</tr>
</tbody>
</table>
WHAT’S GOING ON

Diesel is controversial, ever changing and is always on track with the latest trends that shape the world. They use social consciousness as a theme, ironic plays on global issues as well as anti-establishment messages. These themes are visualised in their campaigns and translated into their new online magazine but not yet in an offline experience.

The new Diesel Statement Store will translate these themes towards a physical experience that is rotating in order to keep up with their ever-changing online approach and with the audience’s needs.

Diesel
Statement
Store

ONLINE MAGAZINE

OFFLINE EXPERIENCE

PHYSICAL STORE

TO BE CONTINUED...
DIESEL LIFESTYLE

The Diesel lifestyle is all about new and experimental experiences. Everything we do derives from a process of enormous creative freedom and passion, ensuring constant innovation. We’re not only interested in fashion, but also in culture, music and people. We want people to express who they are, feel confident and enjoy life. Operate from the heart, not from the head! We see differently and unite with those who see it too.

ANTI-ESTABLISHMENT
ORIGINAL
EDGY
SELF-EXPRESSION
D:CODE IS A LOYALTY THING

D:CODE ONLINE MAGAZINE

This is for the smart rebels amongst us. Curated to convey our way of thinking and seeing the world we live in. It’s about Style. Culture. And so much more. Updated weekly, these are our thoughts. Our sounds. And our friends – youthful, like-minded visionaries from the art, social, fashion and music scene. Get involved. The online magazine changes its theme like a real magazine and launching this with a multiply covers. The visual language is expressive, dynamic and modern.
THE CROWD

We know that what we radiate, is what we attract. Being open-minded and controversial we’re building a centre for the youthful crowd. This consumer is a fluctuating melting pot of youngsters and more mature Diesel consumers who share the same interests and beliefs. With this idea, we’re focussing on the youngsters. They are open-minded, urban, expressive and largely represented on social media channels. Our friends – youthful, like-minded visionaries, can be reached best by original actions that go for the heart. This group surrounds itself in this world where they express themselves through their identity and are more free with it then ever. The Diesel crowd embodies a youthful attitude, which to us, isn’t something you outgrow when growing older.

YOUTHFUL
EXPRESSIVE
OPEN-MINDED
Where everyone is trying hard to make an impact, we cut out the noise and get straight to the point. We communicate in a straightforward way to get our youthful mind-set across. We refuse to be guided by rules. We stand for our believes, without taking ourselves too seriously. We communicate by being tongue-in-cheek.

With every new theme a new hashtag will be launched. Our peers will use the hashtag in their post and cause a social media buzz. The hashtag is also linked to our online communication. #DIESELSTATEMENTSTORE

To share our thoughts we incorporate short statement quotes in the environment design.
The Diesel Statement Store is a permanent pop-up concept with rotating themes. It takes the perspective of the magazine, changes like a gallery and sells like a store. That means that every 3 months the Diesel Statement Store completely reinvents itself – from products and store implementation to the floor plan - to bring to light a new theme, trend or issue that is also highlighted in the D:CODE magazine.

The online D:CODE magazine has the ability to tell a story through words and images, while the store has the ability to radiate that through physical experiences and merchandising. Inspired by the division of the online magazine, we divided the store in four loose areas. The starting point, a social hub, the shop and a the Diesel platform. All in all, it is a cool space where we take you into our world!

Since we’re a permanent pop-up shop we will differentiate ourselves from our big mommy the Diesel retail environment. And since our youngsters want to see something fresh, we’ll give them something they want to share with their peers. Our goal is to build a place for socializing, building a community and publicity.
THE REQUIREMENTS

Just like a magazine, we also work with a structure. This is a briefing to give direction to fulfill and design the store no matter the theme and determine the foundation of the environment. We divided the requirements in Fixed Furniture and Consumer Touch Points. The Fixed Furniture is providing the base for the consumer touch points. We are not guided by rules, so for each new statement design you can completely lose control. We only want it to be well fitting and connecting with the online magazine, as well it is a true experience that fits our DNA. Here the base ingredients. Spice it up your way.
LIGHTING AND FINISHES

The space is filled with a concrete floor and white walls, to show our edgy side and create a fundamental base for the interior. The floor can be personalized with removable materials and the walls can be painted.

For our store fixed light system we keep it clear. The four areas are highlighted by an edgy light system of LED lights. Next to that, regular spots are needed to highlight a specific target. Playing with the intensity of the lights can create a different mood.
Every new theme we can spice up the space with lightning from our Diesel Living collection. Or when needed, from designers. Be my guest!

FIXTURES AND FURNITURE

The foundation of the environment is set with presenting frames, shelving, panels and furniture. The main aim of the frames and shelves is to create an ever-new environment and fast changeability between themes. They are constructed by flexible design and are easy to adjust in size/shape. They are used to present the products as well as presenting in-store communication. Next to the flexible frames and shelves we have adjustable panels that can work as a separation wall or to tension in-store communication. The completion of the elements is different every new theme. The furniture like seating, renew to fit each new theme, chosen from the Diesel Living collection or from inspiring designers.

Next to these areas the environment also need a payment desk on wheels, 3 fitting rooms and a toilet in style with the basic ingredients.

Requirements
- Furniture that fits the theme, chosen from the Diesel Living collection or inspiring designers.
SIGNAGE

We like to stand out. In terms of signage we communicate our message straightforward with remarkable and easy changeable design. By the use of bold, three-dimensional and well-lit signage of light boxes, the routing makes itself clearly visible within a busy visual landscape. The statement quotes are highlighted on thinner light boxes which are easy replaceable. The facade features the Diesel Statement Store logo in LED light.

Typography
We use the Franklin Gothic font family for our communication.

Requirements
- Textual communication for routing
- Statement quotes that fits the theme and placement

BOLD
THREE-DIMENSIONAL
WELL-LIT

#DIESELSTATEMENTSTORE
POS

For our POS we keep it universal but striking. A shopping bag with the logo and our hashtag to connect with the online world. The bag will come in black and white. Each theme you can choose your colour. The bag is made from paper, that’s easy to recycle.

Yes, we also think about the future! This bag will come in 3 formats. S M L.

For the receipt the requirements are simple. The store logo on the top and an access code to the exclusive Diesel party on the bottom. With this access code they can purchase a ticket on the site.

The hangtag comes in the same style as the bag. We only use black.

For each new theme we design post-cards for give-a-way. Something the crowd can collect, a memory of the theme.

Returning requirements
- A postcard design fitting the theme. Size: A6 105 x 148 mm
- Shopping bag colour

DUO-TONE

UNIVERSAL

BOLD

Size, 10cm by 4 cm
FACADE DESIGN

Each time the store rotates its theme, it closes for 3 days. During this period the window’s need to be covered completely with a design that fits the new presented theme, with the aim to make people curious.

The copy “New issue coming up. We open our doors again on the *date*” needs to be visible.

LOCATION

We choose London, Shoreditch for the location of The Statement Store. We praise the outer borough for its culture. Shoreditch represents modern-day culture and fits perfectly with Diesel DNA. It feels like of a melting pot of incredibly open and aware people.

The store has a characteristic look from outside, and plain look from the inside. We only use the ground floor for the environment from about 200 square meters. Only window’s in the front.
CONSUMER TOUCH POINTS
Inspired by the division of the online magazine, we divided the store in four areas. These are the consumer touch points. We have the Starting Point, Shop, Platform and Social Hub. Don’t see them as fixed area’s, but more melted into each other.

A loose possible dividing of the consumer touch points is presented on the next page.
STARTING POINT

The entrance of the shop is where we introduce the theme. We want our crowd to get acquainted with the Statement Store and its theme through an installation that is build off our fixed furniture. The main goal is to introduce the theme as well as to trigger the crowd. Through signing, the crowd will be guided further through the environment and statement quotes need to turn the vibe on.

Returning requirements
- A manifesto that introduces the crowd to the theme
- Signing through light boxes
- Using the interior design elements for the installation
- Statement quotes hanging really visible to turn the vibe on
- Visual and textual communication
The shop represents the theme in products. The main aim of the shop is to have a place where those selected items come to life. It is the place where the crowd can sniff around, feel comfortable and get inspired. The presentation needs to catch the eye in order to have the full attention of the shopper. In our online magazine we translate trends into items to inspire the crowd. This need to be translated in the offline experience as well.

In the shop we also need a payment desk. This desk need to be on wheels, for easy replacement and in style with the fixed furniture. On the front of the desk we like to present the store logo in LED light.

**Returning requirements**
- The shop needs to contain a select collection related to the theme.
- Online trends translation to offline experience.
- Using the fixtures, shelves, table and adjustable panels for presentation.
**PLATFORM**

It’s always time to celebrate. Whenever we launch a new theme, or just because we want too. Programmed during and after openings hours, the area is provided for socializing, to build a community and publicity. During the whole period more events will be programmed to create a buzz in the store. The photobooth will provide interaction and free publicity.

The interior elements need to function for multiply use, also when there is no event going on. The platform is used as a stage during events and off schedule as highlighted spot for product presentation as part of the store.

**Returning requirements**

- For each new theme a new event schedule need to be made which includes a launching party, Q&A with the contributors of the online magazine, and a performance. Min 4 max 6 events during the period.
- Photobooth design in style of theme
- Photo artwork in style of cover magazine

The stage is made of plywood covered with rough concrete painting and is movable by wheels.

The Photobooth is also made of black plywood, for easy changeability.

socialize with us
SOCIAL HUB

We’re setting up a ‘speed bumb’ to break up their journey through the environment. Here is where the online meets the offline and interaction arises between those two. A comfortable place where the crowd can get inspired, share and post. Interaction is incorporated through iPads and a live social media feed. With iPads the user can scroll through the online magazine for some reading. Social media feed is shown on screens, the ‘wall of fame’, to keep the crowd involved and encourage them to share their photo’s using the hashtag.

Returning requirements
- A seating area to chill and swipe
- Added light
- Two digital screens, “Wall of Fame” with social media feed
- Four portable iPads
- Magazine covers wall
NEVER CHANGE A WINNING TEAM!

Arising from our previous cooperation’s, we work together with FormRoom for the execution of the permanent pop-up shop. FormRoom is a multi-award-winning company based in London that specialises in the design and implementation of bespoke furniture, interiors, pop-ups, exhibitions and lighting. Together with sister company Prop Studio’s, who designs and manufactures window schemes, sets and events, we bring the offline experience and it’s themes to life!

www.formroom.com
DIESEL

now its your turn