from the online magazine to a offline experience

HI YA!
Welcome to the Diesel Post-Gender Statement Store design guide. Working as a curator, this book is established to inspire and brief the creative agency’s about the DIESEL POST-GENDER STATEMENT STORE. This book will give both verbal and visual inspiration and navigates through all the store components.
DIESEL
POST-GENDER
STATEMENT STORE
ONLINE > OFFLINE
Welcome to the Post-Gender Statement Store. A genderless environment where we live beyond the binary identities. So let’s cut the crap. You don’t need to have a label to be a real seat of power. You determine who you are!

We create a store that takes its design from a borderless philosophy. We break the norm. Every aspect of this setting will make you think twice. This is a place to socialize, to live freely and beyond gendered behaviour. This is the new post-gender order.
You don’t need to have a label to be a real seat of power.

#DIESELPVESTGENDER  #DIESELSTATEMENTSTORE
The tools are here for you!
Divided in Visual Territory, Materials, Colours and Shapes.

PRETTY CLEAR RIGHT?
VISUAL TERRITORY
We are borderless. This setting is designed to make you question the status quo. You don’t choose one way or another. We create movement by elimination. Always leaving behind the traces of our act.

DYNAMIC & BOLD
We don’t choose one way or another. Dynamic fixed furniture matches a bold Statement Store

EDGY & FRICTION
What you see is what you get. Reflected in our appearance

COPY & PASTE
We speak from our heart through words rather than photography. Do not be fooled.

Beyond gender fluidity
MATERIALS
The combination between rough and polished surfaces create the friction and boldness that arrays from both Diesel and the Post-Gender concept. The dominant materials in this environment are concrete and black painted plywood, supported by dynamic accents such as glass and tensioned cord.

The combination between rough and polished surfaces creates the friction and boldness!
COLOURS

You don’t need to be colourful to be a real seat of power. You might be in the grey area, who knows! We make use of a monochrome colour palette with highlights in red for extra attention and recognition from our crowd.

You might be in the grey area, who knows?

C4 M90 Y95 K0
SHAPES

The starting point is always the basic shape and by blurring its lines we go beyond recognition. They are always marked by movement. Touching the elements that previously remained unmarked. Making people question what it actually is.
Diesel’s in-store communication is short but powerful. The fixed furniture, available in the permanent pop up store, covers copy that is subdivided in the introduction manifesto, statement quotes, event planning, signing and the postcard.
We determine the communication with 5 rules. Use them when working on the textual completion of the in-store communication.

**IN-STORE COMMUNICATION RULES!**

1. **DIESEL TONE OF VOICE**
   
   Obvious, duh! Diesel speaks straightforward, tongue-in-cheek and transparent. Don’t take it all too seriously.

2. **NO PRONOUNS**
   
   Don’t call a spade a spade! In our environment we don’t communicate with gender-specific pronouns. As simple as ABC.

3. **SHORT SENTENCES**
   
   We like to keep it to the point without much blablabla. Only use powerful sentences that catch the attention.

4. **ACTIVATING QUOTES**
   
   The trigger points in the environment. Short statement quotes to radiate our thoughts, raises questions, to make you think twice or to inspire. We don’t use uppercase for the quotes, we’re Diesel.

5. **HASHTAGS**
   
   Always use the hashtags #DIESELPOSTGENDER #DIESELSTATEMENTSTORE at the end of your saying.
We use the light boxes to present them. One quote on one light box. We need 4 to 6 in each part of the environment; starting point, shop, platform and chill and swipe. This is our main communication in the store! Make sure that the readability is still OK. These quotes catch the eye!

as if you wouldn't noticed it yet!

For the design of the facade we keep it dynamic and bold in the colours of our concept. As a cover-up we use one big gradient from black to white. Because all the windows are covered with this gradient the store isn’t visible, which creates curiosity. The copy is coloured red. With this design we don’t show off too much, but give a little bit to think about.
For the postcard design we keep it straightforward in the style of the post-gender theme. We always use one statement quote in red on a white background. The gradient in combination with the hashtags in Franklin Gothic STD black for the other side. We make 10 different statement post-cards.

For the post-gender theme we choose both the bags. We’re not black or white!
From here we brief you about the 4 consumer touch points. With this brief, requirements and the impressions we inspire to work out and bring the environment to life. Ready, Set, Go!
**STARTING POINT**
Installation introduces the Post-Gender theme to the crowd and guides through the shop.

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**PLATFORM**
Regular events programmed during and after opening hours, provide for social interaction, community building and publicize the Post-Gender theme.

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**SHOP**
Where we remove gender codes in presentation and communication. Products are highlighted to generate attention and special designed mirrors will raise questions. This zone is the biggest.

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**SOCIAL HUB**
Lounge-like social hub invites customers to hang out, post online, inspire and explore the online-magazine on iPads.

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**AMBIVALENCE IS YOUR WEAPON! CONTRIBUTE NOW**

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**DIESEL POST-GENDER STATEMENT STORE**
STARTING POINT

DIESEL POST-GENDER STATEMENT STORE

SHOP & TRANSFORM

SWIPE & CHILL

SOCIALIZE & PARTY

CASH OR CARD

MANIFESTO

This is the new post-gender order. A setting where you make up your own mind. A place where we fire back on gender behaviour. You don't need to have a label to be a real seat of power. We are borderless, are you?

WE MAKE YOU THINK TWICE

WE ARE BOUND IT...
MANIFESTO

This is the new post-gender order. Designed from a borderless philosophy this is a setting where we will make you think twice. A place where we live freely and beyond gendered behaviour. You don’t need to have a label to be a real seat of power. We break the norm. We see differently and unite with those who see it too.

#DIESelpostgender #DIESELSTATEMENTSTORE

HOW ABOUT

We introduce the post-gender theme in the front of the store, which will trigger and invite the crowd. For the installation we use limited fixtures to create curiosity. The presentation needs to be open, bold and inviting.

MANIFESTO

The manifesto needs to be presented on one adjustable panel in combination with magazine cover images. A large mirror is placed on the other side of the panel, which is noticeable when walking in the store. The manifesto needs to represent the concept of the post-gender theme in max four to six short sentences.

SIGNING

You can choose any direction. It’s up to you! We need copy for the ultimate signing light boxes, which will give direction through the store. The copy; SHOP & TRANSFORM, SWIPE & CHILL, SOCIALIZE & PARTY, CASH OR CARD. Copy in black capitals.
DIVISION

We change the context of shopping by removing gender codes in clothing categorization and branding. All items will be classified per garment type. This new categorization – balanced yet different – creates an unexpected and altered world for visitors to experience and share. You don't make a decision by gender norms, but by choosing the clothing piece for itself.

The 3 fitting rooms are designed in line with the fixed furniture. We make no distinction in gender specific rooms. We’re all one!

COLLECTION

In the pop-up store we present a collection specially curated using the Post-Gender theme. The select collection consists of clothing, shoes, bags and accessories from the gender-neutral collection Diesel presents in their online shop. These items are accessible for everybody.

ONLINE TO OFFLINE PRESENTATION

In cooperation with Nøne Futbol Club we created a couple of frames to highlight the key items. We exclude who is wearing it, to not put you in a direction. The products are stretched out in the centre of the frame with red tensioned cord, to give them the full attention.

MIRROR MIRROR ON THE WALL

Here we create movement by eliminating. Parts of the mirrors deliberately eliminate the areas that are irrelevant to see, like gendered identities. In this way we only focus on the product. The mirrors come in 2 sizes. One to cover the whole person and one head size. It will raise questions as well as it works as a trigger.

Copy printed on the mirror: “wanna see your pants?”, “wanna see your sweater?” etc.

You don’t make a decision by gender norms, but by choosing the clothing piece for itself.
**DIESEL PLATFORM**

We program events during and after opening hours, provide for social interaction and publicize the Post-Gender theme. We want our crowd to party with us but also be exposed to serious topics around the Post-Gender theme. On the social media channels we keep them up to date with the program. The events take place on and around the platform. We use red an blue light for some extra shine!

We program likeminded people. Artists that fits the Diesel DNA as well as our post-gender philosophy.

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**CLICK CLICK, BANG BANG, SELFIE TIME**

Visitors are encouraged to take a selfie in the bespoke photo booth, like they are on the cover of the Post-Gender Issue. By sharing their photos using the hashtags, they might appear on our wall of fame.

**Requirements**

The effect on the photo is the same as on the covers. The Diesel Statement Logo needs to be visible as well as the two hashtags and one statement quote.

The outside of the photo booth is covered with covers of the Post-Gender Issue, same copy and past style as the magazine cover wall. On eye-level we place the small format mirrors. The copy “Wanna be on the cover or our magazine” and the hashtags need to be visible.

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**DIESEL EVENT SCHEDULE**

**1ST WEEK**
Launch and celebration of new theme with performance of artist Peaches.

**3TH WEEK**
Q&A with the contributors of the Post-Gender online magazine, our like-minded youngsters about gender and identity. Nico Fuentes, Tschan Andrews, Emmersun Lunabow and Serena Jara. Contribute and Twitter us your question!

**5TH WEEK**
Performance act of young, gender non-conforming artist duo Dark Matter about gender & the digital world.

**8TH WEEK**
Vogue night out! Show us your vogueing moves or watch the battle of the houses.

**11TH WEEK**
The ultimate closing party. Be there or be square! The fundamental store environment is the base for the Diesel club night.

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The upcoming event is presented on a separation wall next to the platform. The text: “Check your receipt for the sign-up code” Need to be visible as well.
SOCIAL HUB BRIEF

ONLINE MEETS OFFLINE
This is where the crowd can chill, share and post. The online meets the offline. Wanna read our online magazine? Sure can. iPads are available on the table. In its whole this result in a bold and inviting area.

MAGAZINE COVERS WALL
For the magazine wall we just Copy and Paste. Placing magazines in a disordered structure, in a constructed frame.

WALL OF FAME
On the digital screens is where you can follow the social media feed live, filtered on the two hashtags. We’re using two screens. We only show inspiration images which don’t reveal a gender identity.

FURNITURE & LIGHTING
We got inspired by the deformed table of Suzie Lelièvre. For us it represents a rectangular shape but by blurring its lines we go beyond recognition. Something that seems so constructed but isn’t at all. The four iPads are attached to the table, which provides easy flexibility for the user. Swipe and post away! We would like to see also 1 bench and 2 chairs in the same style.

We added an extra lamp from the Diesel Living collection to the area, which creates a fascinating play of light. The Hexx is a result of a union of two opposites. It’s fitted with two light sources and dual switch, to create special ever-changing atmospheres. We use this light in our chill and swipe area and if needed more in the environment.
CONCEPT BY
MALOU WUSTEFELD
FOR
DIESEL