CONCEPT BOOK

A new Chapter

By & Other Stories
# HELLO THERE!

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A New Chapter

Less is sometimes more and it can definitely be the case when it comes to bridal style. Just because it’s minimal, doesn’t mean you can’t still make a statement. Who says you have to wear white anyway? Or you feel like breaking all the rules in an above-the-knee dress at your wedding?

Go for it! Wear what you feel most comfortable in - in any case a short dress means you’re gonna be able to dance a lot harder and longer, enjoying your great day to the fullest.

It’s about time for modern-day brides to celebrate the most traditional occasion in the world in style and on their own terms, without running into debt head over heels. Let’s write a new chapter of the longest-lived story in the world...
It’s worth it!

Personal style is celebrated so fervently in our everyday life, but it’s often disguised when it comes to weddings. Modern brides-to-be have difficulties to find a dress that emphasizes their own style and doesn’t break the budget of a casual, confidential celebration.

At A New Chapter, we don’t want you to hide your unique style under layers of generic white tulle. So go ahead, show off some personality, and say ‘I do’ in a dress that’s very you!
Vision
We believe that personal style tells a story.

Mission
Empowering women to create and emphasize their own style.

USP
Offbeat nuptial styles for the aisle and beyond.
VALUES
Belief in diversity
Affordable luxury
Creative sophistication
We refuse to bow down to stereotypes when it comes to celebrating a couple’s mutual love. That’s what marriage is about - nothing more and nothing less. We believe in the purest form of affection and this shows through in our visual language.

The minimal overall look is spiced up with imaginative imagery and has the delighting aura you’ve been dreaming of. The collage-inspired imagery and our creative sophistication are a match made in heaven.

Skip the kitsch
Fresh and heartening, like the first day of spring after a long, cold winter - this is what A New Chapter feels like.

Celebrating blossoming love, our bright colour palette ranges from crisp white to earthy amber to vibrant azure.
Novel nostalgia

The handwritten logo is derived from & Other Stories’ brand name. Like a signature, it is one of a kind and expresses everything we stand for: originality, imaginativeness, inventiveness and inspiration.

The authentic typewriter font adds a flirty wink to the 60’s when the vintage machine experienced its heyday. In combination with the serif typeface Times New Roman in bold letters, it offers a surprisingly modern take on the classic font.
My heart on my sleeves


At A New Chapter, we dare to play around with outdated wedding jargon by adding a contemporary twist. Let’s turn all fears and tears into good vibes at our bridal destination!
Back in 2014, the high-street retailer opened the doors of its first store in London with the ambition to build collections around inspiring fashion stories. & Other Stories’ motto: A woman with love for fashion creates her own style.

The bridal wear brand extension will not only reinforce its story-telling by creating a contemporary story about the lifetime experience of a wedding. It will also emphasize the key message of having something for everybody in the store, keeping in mind every bride’s unique personality, different body shapes and same-sex weddings.
THE TRIBE

New nuptials

A New Chapter is tailored to the individual needs of modern brides-to-be. Between 25 and 35 years old, they are steering clear from traditions and conventions concerning marriage. They are optimistic, social and confident women, who know exactly who they are and what they want to achieve in life. Having a sense of humour and creativity in common, they are highly influenced by the world of social media, in touch with their personal style and keen on reflecting this.

The tribe has an average availability of spare time and enjoys to spend it on looking for inspiration – mostly online. They cunningly use the web to research brands and compare prices before a purchase decision is made.

They are highly trend-conscious and focus equally on design and good value for money. Concerning their wedding, they would rather spend a majority of the budget on a great location and an unforgettable party instead of a dress they’ll only wear once.
Kate

27, AMSTERDAM

“I love photography, checking out new dining hotspots with my friends or going to concerts in Amsterdam.

I’d describe my style as part Miami beach girl, part tomboy, and part my brother who dresses just like me, but who would say I dress like him.

I am getting married to my girlfriend this summer and I am looking for a low-key dress that reflects my personality. The last thing I want is to dress up in a gown that is not really me.”
“I am working as a freelance art director. My busy schedule of meeting with clients and business travels is one of the reasons I didn’t tie the knot with my long-time boyfriend earlier.

On travels, my iPhone 6s is my constant companion and I take some time everyday to snap pictures of my lunch, daily inspiration and outfits to keep my 300k followers posted. I am a confessing hat, lipstick and coffee addict.”
Heidi

30, LONDON

“Sports? I love it – but who actually has the time to visit yoga classes every morning? Well – my one-year old daughter keeps me busy enough.

As an interior designer, I met my husband on a fair in Paris and can’t wait to furnish our new flat as soon as we move in – I have so much inspiration gathered from our last trip to France!”
Et voilà.

You may kiss the groom.
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