This booklet provides insight on how my graduation project has come to life. On the following pages you can find the steps that I’ve taken and how these are implemented in my final project. Hopefully it communicates the passion and fun I’ve had while working on my products.

The book is divided in three pillars: Research, Concept and Execution. These pillars are based on the amfi competences and cover all the stages that I went through during this semester.

I hereby declare that all the products that I am handing in are designed by me.

P.s.
1 Research

1.1 Preliminary

1.2 The Brand

1.3 Audience

1.4 Market

Find a project suitable to my skills. Something similar to what I’ve done in brands and identity: Find a brand for which I can (re-create) a brand identity. In this chapter you’ll find where I’ve focussed on during my research, divided in the following segments:

- 1.1 Preliminary
- 1.2 The Brand
- 1.3 Audience
- 1.4 Market

This picture perfectly summarises how I felt in the research phase.
During my AMFI career I found out that these three skills are my strongest ones. I am a visual thinker and over the past few years I’ve learnt how to visually communicate my ideas in a convincing manner. This is why I want my graduation project to be something that requires these three skills so that I can do something that shows where I am best at.

My Skills

**Therefore: Communication - Graphic**

During my AMFI career I found out that these three skills are my strongest ones. I am a visual thinker and over the past few years I’ve learnt how to visually communicate my ideas in a convincing manner. This is why I want my graduation project to be something that requires these three skills so that I can do something that shows where I am best at.

My Interests

I’ve always believed that you can use the influence of fashion to do something good. Fashion is a very powerful tool and branding plays a big role in this. Branding allows you to expose the story behind a product and since this is on such an emotional level, it can change the way people purchase when done properly. I’ve always looked for ways to do things differently, and believe in the future of sustainability, this is one of the main reasons I joined amfi.

My Personality

I can be all over the place with my thoughts and which comes with pro’s and cons. A pro is that it allows me to be creative and leads to interesting outcomes, a con is that I find it hard to find structure and consistency in what I am doing. My friend Bente always says that I can do things with “childlike” enthusiasm.

My Flexible Program

When I was asked for ideas for my graduation project during my 2nd year assessment the only thing I could answer was: “something with sustainability?” Which was quite a vague answer. After my internship at W.Green - a sustainable creative communication agency- where I worked with lots of cool new initiatives, I could add something to my answer: I want to work with a brand that approaches the system differently. During Brands and Identity I got the opportunity and successfully created a brand Identity for the starting brand Karigar and this made me know it: I want to graduate in the direction of brand identity.
I came in contact with Hannah Verstoep, who is currently founding Firma Nozem: A social responsible company that turns worn items into kids wear clothing. After the meeting I found out that she has a very interesting story, and we can help each other out. In this project I can apply my skills and strengths. Create a brand identity and find out what is the best way to position.

MY INTEREST IN SUSTAINABILITY
LOVE FOR GRAPHIC DESIGN
CHILDLIKE ENTHUSIASM
Firma Nozem needs a strategy and identity in order to be placed in the current market. In order to define this identity I need to look at:

- **Firma Nozem itself**: What are strong elements in here, what am I going to communicate and why is this relevant?

- **What is happening in the market**: Who are my competitors, what are the trends, and, how is the sustainable kidswear market developing itself.

- **What kind of audience is out there**: What is their buying behaviour and is there a need for sustainable kidswear items?
I asked the people closest to me:

**WHY DOES THIS PROJECT SUIT ME?**

**BENTE**
You’ve put something personal and unique into your visual style, and you do this with unstoppable childlike enthusiasm. This project is cut out for you. Your commitment to sustainability comes to its right in the best and fun way possible.

**MORJALIJN**
Your view on life, your character and your mindset are all in line with what Nozem wants to tell. Adventurous and curious for everything life has to offer, determined to reach your goal and always looking for new things. Your sincerity in the things you do and your ability to fill a room with color when you enthusiastically tell a story. Nozem suits you because their stories and their are connect with yours. And because you enjoy little mischievous things as one of the best.

**MOM**
Looking at things the other way around, that is something that you like to do. “We can also do it like this instead of how we do it usually.” The result is nearly as beautiful but due to its different approach maybe even better for everyone and everything. That is what you find important. You want to feel good by what you say, do and show. Being impulsive and recalcitrant fit in there as well. Believe that its possible. You fit in to what Nozem believes.

“**I’ve never did it so i think that i can do it.**” - Pippi Longstocking
You are a little bit like pippi: you take the Tommies and Annikas around you on adventure with your “joy in life”. You excite me when you talk about your project, and everything that comes with it.
THE BRAND

Who
Nozem, a social responsible company, founded by Hannah Verstoep.

What
Uses surplusses of clothing collector Sympa* that isn’t suitable for re-use and transforms this into unique (and unisex) kids wear basics.

Social responsible, how?
By providing a workspace where people with a disadvantage on the labour market create the garments.

Sympany is a Dutch NGO that collects old clothing and finds a new place for this, for example into shops in Africa to support the local economy.

Old shirt becomes new legging. Re-cycling reduces waste and since the production costs are low nozem products can have an affordable price, making them a realistic sustainable alternative for parents who are interested in this.
In Dutch, nozem is a different word for trouble in Dutch. Generally this word has a negative connotation, since Nozems in the ’60s were youngsters, rebelling against society. Since Nozem is a kidswear brand I can use this as a playful element in my communication.

The Name

This is basically the brands USP. The concept of “closing the loop” and give thrown away items a new life is a very strong element which I can use in my communication but therefore I first have to find out if my audience is interested in this.

Recycling

Social Responsible

Nozem acts social responsible by providing workspace for people with a disadvantage on the labour market and therefore gives something back to society. By doing this Nozem approaches the system differently and in combination with the aspect of recycling makes the brand unique.

Unisex

Nozem offers unisex items, which is a growing and popular topic in kidswear nowadays. I have to speak to my audience and look at the arket in order to find out how I should implement this in my identity.

Unisex

Without having a clear opinion of how I should communicate with my audience, it is hard to use the identity I have created.
There is a surplus of quality clothing items that aren't suitable for re-use because small parts of the clothing contain stains. These items are now used as isolation material or as cleaning cloths. Firma Nozem picks out the quality items and uses these to fabricate new unisex basics for children, since childrens wear requires limited amount of fabric.

Parents find it difficult to buy quality and fashionable items for their toddlers because these items cost more while they are worn for a short time. Therefore parents turn to cheaper alternatives such Zara and H&M. Thanks to firma Nozem parents have an easy and affordable solution that answers to both their ethic and aesthetic needs.

Firma Nozem needs to become known amongst their consumers, and therefore needs a strategy and a brand identity to place the brand in the current fashion market.

**RELEVANCE**

**PROBLEM**

Firma Nozem needs to become known amongst their consumers, and therefore needs a strategy and a brand identity to place the brand in the current fashion market.

**RESEARCH QUESTIONS**

How do I introduce a sustainable kids wear brand to the millennial mom?

In order to answer this question I need the following subquestions:

1. Who is the Millennial Mom and what is her buying behaviour?
2. How is sustainability received by the Millennial Mom?
3. What is currently happening in the kids wear market?

With the help of these questions I will structure my research and define my conceptual starting points.

**NEXT STEPS**

- Define key USP that will be communicated to the consumer: recycled? Social responsible? Unisex? Look which element is most relevant to my audience and the market.
- In order to find this out I have to get in touch with my audience, what is their opinion towards sustainable products?
- Structure my research and define my territory.

Define key USP that will be communicated to the consumer: recycled? Social responsible? Unisex? Look which element is most relevant to my audience and the market.
THE AUDIENCE

Who
Millennial moms (age 18-35)

Why
Since Nozem provides clothing in the category 0-8, it seems logical to target the “New” Moms, and they are an interesting segment, because they are the first digital generation of moms.

How
Millennial Moms are a huge segment so therefore I first have to define which segments there are, and which of them are most profitable for Nozem.

Methods
A combination of desk and field research: articles, mommy blogs and social media stalking.

Field research: Sunday observations, Surveys and interviews in order to get to know my audience.

ARTICLES

1. Title: 2014 Millennial Mom Report
Source: Babycenter.com, 2015
- Millenial Moms have high spending power
- The first generation of moms that make use and are influenced by social media
- Likely to use social media to start business or receive payment for posts & products
- Instagram is the most popular platform amongst MMs.

2. Title: Meet the Instamom, a stage mother for social Media
- Influencers stage their children on social media
- Post images of their kids wearing brands on IG wall
- Use Instagram to visualize the life of their children
- Mutual relationship arises: Free clothes for the moms, Cheap publicity for the brands.

3. Title: Digital women influencers: Millennial Moms
- Millenial moms are highly connected
- Belong to the “sharing generation”: Share info about products they use and leave reviews
- Often feel overlooked by advertisers
- Are influencers, set pace on social media (71% is active on IG)

4. Title: Who are the Millennial shoppers and what do they really want?
Source: Accenture, Outlook 2014
- First truly digital generation
- Brands understand social media differently
- Millennials value the physical retail environment (still want to feel it, touch it).

5. Title: Social Media Update 2015
Source: Research Centre
- Instagram is THE growing platform, mainly used by young adults.
- Facebook still the largest but growth slows down.

6. Title: 5 things brand should know about Millennial Moms
Source: Digiday.com
- Huge segment with high purchasing power
- Prefer brands which do align with their values
- Willing to pay more for brands with a convincing story
- Interested in the experience behind the product.
Millenial moms are highly influenced and active users of social media, 68% of the mothers uses Instagram daily. Moms use Instagram because it provides easy visual content.

Instagram plays an active role in the lives of the millennial mom. There is a whole community of moms who use Instagram as a source of inspiration and information.

The mini me culture: Moms staging their children on social media, tagging the brands that they are wearing and this way an interaction between brands and moms arises.

Millennial moms spend a lot of time online and therefore are easy to reach. I hope my survey and Instagram research will help me gain more insight in how moms use Instagram.

“My Instagram experience: Not only influencers tag the brands, but also the mothers themselves and brands react by this via comments or sharing the photos on their own page, this way the relation becomes very personal. This can actually be seen as free advertising.

“On Instagram you can find designers themselves, and there are some very cool small labels amongst them. And the nicest online shops who have collected things especially for you”

Ruth, 30 Mother of 2
As you can see all the moms share a picture of their child on their wall, but also make sure that the rest of the photos match their feed as well. But their feed also gives me insight in their lifestyle, they show what they eat, how their house looks and where she goes.

How I found them: Via Hannah and mothers I know via via.

Dido, content @ Vice

Ruth, communication & PR

Eline, Copywriter

Laura, Blogger
Where are you from?
What is your profession?
What is your Education level?
How often do you buy clothing for your child?
What do you value when buying kids wear?
How much are you willing to pay for kidswear items?
Are you interested in sustainable clothing for your child?
Are you on Instagram? If yes, does this influence your buying behaviour?
Where do you find new kids wear brands?

There sure was enthusiasm for it, and thanks to this I got the opportunity to reach moms from the other side of the country, and I could see differences in behaviour in different areas.

There is a clear difference in beliefs between city moms and moms from smaller villages.

Same goes for education level, higher educated moms care more about sustainable products.

Instagram is an often used tool to get info en inspiration

Comfort is and price are most important when buying clothing.

Moms like to spend money on clothing.

Are interested in sustainability BUT it has to be easy available.
Thanks to the first survey I got to know different moms in different areas, and can now say that for my concept now I am going to focus on city moms, also because they can function as aspirational target group. This segment is the most suitable and most profitable for nozem.

Now that I know the segment I am going to interview several mommies in order to get to know more about their daily life and the way they purchase.

**What am I going to ask?**
- What they value when buying clothing.
- If they are interested in sustainable items.
- Instagram and how they use it.
- Their daily life.
- Their hobbies and profession.

“With the knowledge we have now, you can’t almost not care about ethics when purchasing.”

Isah, 27
They like to spend time with their kids.

They care about the world around them and their health, this is incorporated in their lifestyle (6 of the 7 moms I spoke to sports 2 or three times a week)

All the moms I spoke to are higher educated (master or bachelors degree)

They are creative; if not in their work life (copywriting, production, stylist) they incorporate this in their house, dressing or their children

Live outside the city centre (Oost, West, the Pijp and Noord)

5 of the 7 moms I spoke to said that they miss a sustainable alternative regarding basics (where as they now shop at H&M)

Follows Blogs (urban moms, Citymom, door in the wall)

Reads news and information online, since this is quick and adaptable to smartphone size.

Prefers brands which are sustainable over other brands (when the price difference isn’t to big). Otherwise they will build their kids wardrobe around quality, center pieces.

Often meets up with friends.

Likes to have breakfast outdoors in the weekend, or grab a coffee with friends, go out (when there is a babysitter available of course).

Loves to capture special moments and her kids and share this on Instagram, she also uses this to find new brands.

Buys second hand kids wear clothing from brands like petit bateau, because this is of great quality.

Doesn’t take life too seriously, also uses Instagram as a funny tool to show her “flaws”

Blogs
Based on her online behavior, this name embodies her personality perfectly: it has the cheekyness, playful, and her online presence is covered.

They are very easy to reach due to their strong online presence and are very loyal to brands suitable to their needs. She cares about the world she raises her child in.

Instagram plays a big role in her daily routine, she spends an average of 21 minutes a day on the platform.

Create an Instagram strategy and identity for Nozem, since this is where our audience can be found.

Source: Fastcompany: Tips on getting coveted moms of Instagram to love you from a brand that did it.
What

I’ve researched the competitors in order to define Nozems Market position. Looked at influencers and kidswear stores and which role they play in the development of the market. Last but not least I looked at the trends that are relevant for Nozem.

Methods

I analysed my competitors on several levels: Price, aesthetics and products. Furthermore I used Instagram in order to find the brands and their communities and I used several articles. I’ve also spoken to Emily Gray (Gray Label) and Mearle Mulder (Mead for Mini) about their vision and market approach.

The contemporary Vintage Lovers

These brands combine a vintage feel with a modern twist. In their communication this is visible in imagery with retro filters and colour palette, combined with sans serif fonts that add up to the 70’s Hippie vibe.

Ex: Bobo Choses, Mini Rodini, Imps&Elfs

The Little Minimalists

These brands don’t make use of bold and expressive designs. They all have a simple colour palette and use no or very graphical prints. In their communication this becomes visual via their photography which is light and clean, matched with contemporary fonts.

Ex: Gray Label, Mingo Kids, NUNUNU

The Visual Explorers

These are the brands that make use of bright prints and colours, enhancing the playful spirit kids have. Their communication is very bold with lots of prints and bright colours.

Ex: Popupshop, BangbangCopenhagen, Molo, Gardner&thegang
The Competitive Environment exists out of opposites. There are brands that are very expressive and then there are the minimalistic brands, but something that almost all the brands have in common is that they consider playing as serious business. These values are visible on all aspects in their communication, aimed at the parents but with a playful twist.

The kidswear market exists out of lots of small players, but with big prices. This makes parents often go to brands such as H&M and Zara to fill up the complete wardrobe.

Brands like Mini Rodini, Popupshop and Bangbang Copenhagen tap into the demand for unisex items, using the term “Gender Bender” and let the kids just be kids who can wear what they want.

A term that is often used in the kidswear market is organic apparel. Gray Label and Mini Rodini even provide GOTS certified fabrics, and use this as a strength in their communication.

“The Current kidswear market is an explosion of Colours & Prints”
-Emily Gray, Gray Label

The kidswear market exists out of several niche markets and has lot of variety. However brands like Mini Rodini and Gray Label are very expensive, and there is a gap for NOZEM to operate in the sustainable field for a reasonable price (€8-20).
The Kidswearmarket keeps on growing. Especially the online segment. The coming of social media has contributed to this; it allows brands to interact with their consumers, who belong to the sharing generation; which means that they partly do the publicity for you by leaving reviews and share their findings on social media.

There are lots of small boutiques which provide a whole experience to their consumers. For example, the online boutique Pearls & Swines and Mini Mocks, who built a whole community around their brand.

Instagram is very important for us as a brand, it allows us to stand in direct contact with our consumers, and it really is fun to see how they use your products.

- Maerle Mulder (mead for mini)
Kidswear keeps on being a growing industry (Euromonitor, Childrenswear in the Netherlands, 2015).

Lots of kidswear items are purchased online which leads to the fact that Bloggers and influencers become more important. (Euromonitor, Childrenswear in the Netherlands, 2015)

There is a growing demand for unisex items (The Independent, Unisex Fashion: Hey boy, Hey Girl Jan 2016)

Smaller brands and stores create a community by creating an experience around the themselves (Instagram, brand websites)

Brands interact with their consumers via social media, and often portray a lifestyle. (How small business advertise on Instagram, Shortstack, 2015)

The concept of Nozem is very relevant in the current market, since there is a growing demand for sustainable products for a reasonable price.

Instagram is not only of great importance for the momstagrammer, but also for smaller brands. Instagram is a great way to engage with an audience and via the use of hashtags create a community.

The Insights tell it for me: I have to incorporate an Instagram strategy in my end products.

Therefore I have to determine how I am going to communicate Nozem as a brand, which is what I am going to do in the concept phase.
2. CONCEPT

Nozem is a different word for trouble and has a historical connotation (the rebellious youth culture of the 60's).

Extending the life of worn garments by turning them into kidswear basics.

In fact you can say that Nozem with their way of approaching the system can be seen as an act of rebelling. Together with the fact that kids have a rebel side as well, I can use the element of rebelling as a communication angle.

All the items are unisex, and unique pieces.
OK, HOW?

Embrace the inner rebel

By being bold and making statements

A rebel guide, or guide to being a rebel, metaphor

Create a “manifesto”?

Rebel references (songs etc)

Look at “Kattekwaad”

Focus on a rebel attitude, the rebel spirit that kids can have.

Tip from Rebecca
Make references to rebels from the Momstagrammers childhood, which makes her think of things she did when she was a kid.

Make sure that I keep my work contemporary.
Find the right translation for this.

(The best virtue is vice)

This sounds nice but doesn't work because Vice has quite a negative connotation, it means immoral and wicked, something you don't want to be associated with children.

This one works, because it is encouraging and covers where the brand is about.

De leukste deugd is ondeugd

Extraordinary

Adventurous

Outspoken

Loud

Always doing the opposite

Outspoken

Ignoring the Rules

This has the wordplay in it, but it sounds too mature, and it lacks the fun and playfulness the brand is all about.

The best form of obedience is disobedience

Sometimes it is good to be unruly

This one works, because it is encouraging and covers where the brand is about.
With this concept I want to communicate the rebel attitude kids can have, and portray kids doing “bad things”. Show that we as a brand are being unruly.

The fact that Nozem’s way of approaching the system can also be seen as rebelling and makes nozem unique, I’ve incorporated this in my USP: “We contribute to a fair fashion system by extending the life of worn garments, and transform these into unisex basics for the little rebel”.

In this way the element of rebelling is covered, and the sustainable aspect, which will be the extra added value for the momstagrammer.

I asked the Momstagrammer, What do you think of the name Nozem?

“I find it funny and cute, makes me think of cool kids.”

“I know a little boy called Nozem, sounds quite cool right?”

“I find it a suitable name for a kidsbrand, it is a wink to all the serious brands”

“Nozem is a combination of cute and cool”

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Portray kids doing bad things, via an instagram strategy; and a brand identity which appeal to both the mommies and the little rebels.
By creating a guide to being a little rebel: Communicate a rebel attitude via statements, bold colours, prints and visuals, but always accompanied with just the right amount of fun.

HOW?

The best virtue is Vice.

Accounts like average parent problems are very popular, this because they show the life of real parents, and this is something I want to do with Nozem. Show that we understand our audience.

I want to create situations the momstagrammer can relate to, and which makes her think of rebel actions from when she was little.
A visual identity and Instagram strategy, embracing the inner rebel for Nozem based on the following starting points:

- The Momstagrammer, a young city mom who loves to share moments spent with her kid on Instagram.
- The Name Nozem + Connotation and meaning.
- Embracing the Inner rebel, kids and Mischief go hand in hand.
I want to create a personal feeling and therefore try to make my own prints with Chalk, because then I can create a signature style.

During the shoot I let everyone draw a print so that in the end I had a whole collection of hand drawn prints.

Source: Pinterest, David Shrigley on Graphic Magazine.

I scanned all the prints that we drew during the shoot, so that I can use these as branded elements. I am going to make my booklets square, as a reference to Instagram.
Since my brand is an unisex kidswear brand this has to be visible in the colours.

I struggled for a while with finding the right color palette, I wanted every color to match with the rest of the palette and, also should connote the rebellion, not cuteness.

This was my first colour palette, but this is a too sweet and bright, and there are to many colors which makes it hard to let them function as brand signifiers.

I am going to write all the headers myself instead of using a computer font.
Old

The Arrows cover the recycle aspects of the brand. I find this too "sweet" for the new brand identity.

Why Change it?
In order to make the brand recognisable the kneepatches of the leggings exist out of a circle and a triangle I translated these into prints and made sure these elements were present in the logo. The new logo is more bold and expressive plus it contains the tagline we use throughout our communication.

New

I made a lot of try outs in which I incorporated the triangle and the circle and tested this with my audience, but whithout the dot in the Z, people read NOEM instead of NOZEM. This is why this is the best option, the others seem to arty and abstract.
Instead of using a handwritten font, I've drawn this font myself. Using a font like this makes it more personal and “childish” and that is just what I am aiming for with this visual identity.

WHAT

ZYXWVUTSRQPON
MLKJHGFEDCBA
213654709812

THE WIGGLED "CRAZY"

THIS IS A VIDEO

In my brandbook I used this font for little comments, to add up to the playful and cheeky spirit of the brand.
Idea
“Embrace your inner rebel” So create situations on which kids can be kids with this shoot we want to highlight the mischievous things kids do. We created three categories:

Food
A plate full of spaghetti, a melted chocolate bar and all over the face. We want to let the kids play with food and via this create funny, recognizable situations.

Parents
Mommy’s lipstick everywhere, a book that gets torn or drawn in, way to big heels, shoes and sunglasses and a vase with flowers thrown on the ground.

Paint/Ink
The Mini Monet: Ink stains everywhere. Kids draw on everything and like to leave their mark. We want to show this in our imagery.

Femke Reijerman
Femke is going to do the photography for our shoot. Which is great because she worked with kids before (and shot Romee Strijd voor elle!!!)

It is important that the kids are the centre of attention, therefore the location needs to be clean, spacious and have natural light. Studio 13 has the perfect light because of its big windows and neutral background, which feels very homely.
Binding Options

I want to tape bind my booklets at the book binder (Hennink). The tape will be in different colours, which match the brand colours.

Cato, 2.5jr
Valentijn 4jr
Mels 5jr
Yentl (6,1) Puk (4r)
Selina, 2.5jr

Photoshoot models

All the models are older than 2 because it is important that they can walk and be unruly. If they are a bit older we can give them directions.

Preparing the props

Choosing the best Shots

Camera, Action!

The shoot went great! The kids were very happy that they got to do things they normally are not allowed to.
The idea: NOZEM WAS HERE, create the illusion that a rebel kid just has been there. Lay down pages "torned" out of the brandbook with scratches on it, a hand print, a pen without a lid. The sample showed in the drawer.

Why a closet? When talking to the moms and what I remember from when I was little, there was always a "child" lock on the closets. A closet is the ultimate treasure for a little kid. With this presentation I want to create the idea that something that was not supposed to happen, happened.

A drawing that says: Nozem was here, surrounded by pages of the brandbook, which contains drawings as well.

Hang the boards like an "instagram" feed this because it is easy to read and very suitable to my concept.

How I presented it at Red Green

The final closet needs to be larger, now the total seems to messy.

I have to leave my own "mark" think of ways how I can do that, to make it more personal.
I consider my graduation project as the most fun project of my AMFI career. Not only because of my topic, but also because of my classmates and my coaches. In the workshops, the feedback was always constructive, which made me feel secure about presenting my work. There was a very nice atmosphere in our group and I am very thankful for that.

I never thought I would say this, but I am sure going to miss AMFI.
P.s. This booklet is printed on recycled paper.