Today’s Trash, Tomorrow’s Treasure

A journey in which ideals became valuable reality

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GRADUATION PROJECT 2016 - 2017
FASHION & BRANDING
Welcome!

You’ve just entered the process of my sustainable pop-up concept for Weekday. This processbook guides you through the inspiring but complex journey of my graduation project. Have a moment to fully understand what ‘Today’s Trash, Tomorrow’s Treasure’ is about and how it came to being by following my steps through the research, concepting and execution phases.

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• Graphic design
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4. Sources
To come to the angle of my project I started my research with looking back at my personal development and interests during my time at AMFI. Next to this I initiated a trend research to see what’s going on in the fashion industry. Once I had my fascination and relevance for the subject clear, I started doing more in-depth research to get all the information needed for the upcoming phase.
What I want to learn:

1. **Let go** – For me there’s no perfect end result, there’s always something to improve. Therefore, I can’t stop. I need to learn to set priorities.

2. **Fearless for experimentation** – How much I love visualization, the more I feel fear to experiment. To me, what I do has to be good ride away.

3. **Decision making** – I make decisions, but doubt them directly. I need to learn to trust my own judgement.

4. **Realistic strategy** – I used to avoid strategy or let my creative ideas overrule the reality. But during Brands & Identity I learned that a solid strategy is a valuable input for creation.

Profile:

- **Name** – Marcia Finklenberg
- **Study** – Fashion & Branding
- **Internship 1** – Production management at Iris van Herpen
- **Internship 2** – Graphic design at UXUS
- **Minor** – Fashion & Visual culture
- **Specialization** – Brands & Identity

Loves:
- Challenges
- Graphic design
- Textile innovation
- Illustrating
- Giving things a new context

Hates:
- To do the same thing
- Playing it save
- To talk in public
- Irrationality
- Disproportion

Strengths:
- Eye for design and feeling for visualization, technically strong, ambitious, responsible, creative.

Weaknesses:
- Unsatisfied, decision-making, too critical, insecure, presenting, not always feeling creative.
Looking back at my old projects and internships I found out I’m most passionate about these three skills. During my four years at AMFI I learned to create suiting ideas for brands and to communicate them in a coherent way, visually and textually.

To me, my time at AMFI is characterised by my will to always try out something new. I’m passionate about multiple subjects and I want to develop myself as broad as possible. Without losing my signature. Discovering the unknown triggers me to always accept a new challenge. The only thing that I haven’t explored before is the main subject sustainability. During this upcoming graduation process, I want to apply my obtained skills to a project with a sustainable focus.

Ok, enough about me, time for the real-deal
**Trend report: Top 10 - Sustainable Thinkers**


- Parley strives to bring creative thinkers together to protect the oceans.
- "We believe the power for change lies in the hands of the consumer and the power to shape this new consumer lies in the hands of he creative industries." - Think fashion designers, product inventors, they have the power to influence.
- Predictions say that by 2025 all ecosystems will be gone.

**“Plastic is a Design Failure” Says Parley for the Ocean Founder**


- "We need to reinvent plastic" - Cyrill Gutsch
- Every synthetic fibre can be replaced by plastic.
- Plastic recycling into new plastic products doesn't make sense. Plastic has to be redesigned.
- Recycled material is more expensive than the production of virgin plastic.

**The Plastic Age: A Documentary feat. Pharell Williams**


- Plastic is cheap and lasts forever.
- Every thing that ends up in the ocean ends in a big garbage patch.
- By 2025 there will be more plastic in sea than plankton.
- The solution is to recycle the valuable material plastic into utensils.
“Fashion is at the crossroads of consumerism and innovation; it is able to communicate messages others can’t address. It’s a strong vehicle of change.”

— CYRILL GUTSCH

“We have to redesign the material and question some of the product categories.”

— CYRILL GUTSCH

“Even waste that is harming the planet can be used to create something special”

— ZINADINE ZIDANE
**Brand: G-Star - Raw for the oceans**
Special denim collection since 2014. Denim textiles are a mix of ocean plastic and cotton. For this collection G-Star collaborates with textile company Bionic Yarn.

**Brand: Patagonia**
Patagonia strives to protect the outdoors by recycle plastic bottles into fleece pullovers and nylon jackets.

**Brand: Adidas x Parley**
Limited edition sneaker that came out in 2016. The top of the shoe is made of recycled fishingnets. The 3D printed soles contain other ocean plastics.

**Brand: Levi’s**
Since 2016 Levi’s introduced their Waste-Less system, a circular economy, they produce denim that contain recycled plastic fibres.
Article:
Can Recycled Plastic Clothing do More Harm Than Good?

- Microfibers might be a bigger problem.
- When garments that contain plastic fibres are being washed, fibres let go and will be transported to the ocean via the washing water.
- One synthetic garment can divest more than 1900 microfibers per wash cycle.

Article:
Veel merken maken producten van oceaanplastic. Is dit nuttig?

- Traditional recycling installations can’t process microplastics. These are too small to separate by the machines.
- Products made out of oceanplastic have a more symbolic value.
- ‘Plastic clothing’ makes a larger contribution to the Plastic Soup than people assumed previously.

Article:
How Your Clothes are Poisoning our Oceans and Food Supply

- 40% of microplastics ends up in rivers, lakes and the ocean.
- 85% of all human trash at the coastlines consists of microplastics (dr. Tom Browne, University of New South Wales, Australia)
- Especially the outdoor industry makes a major contribution to the plastic pollution of the oceans.
- Older garments divest more fibers than newer garments.
- Cheaper fabrics with a lower quality level divest more fibers
Ok, so...

Ocean waste is a big deal that needs creative solutions.
The power of change lies in the hands of the consumer. Therefore, awareness should be increased.

According to Cyrill Gutsch, founder of Parley, plastic should be redesigned into valuable utensils.
Fashion has the power to influence the consumer.

But... recent research shows that plastic processed in clothing harms the planet even more...

Solutions?
1. Process plastic in other product categories that don’t need to be washed.
2. Use fashion as experience to raise awareness.
1. Studio Swine - Art projects made of ocean plastics
2. Selfridges - Pop-up concept called the 'Waterbar' to raise awareness about plastic pollution in the oceans.
4. Buro - Brand that processes fishingnets and plastic in skateboards.
5. Norton Point - Sunglasses made of ocean plastic.
Trend report:

The Circular Economy

[Retrieved: 17 September 2016]

- Take-make-dispose economy = Lineair economy.
- 90% of raw materials will be thrown away, before it leaves a factory.
- 80% of the products we buy, are thrown away within 6 months.
- More companies make the transition from a lineair system into a circular system.
- In-store recycling programmes are the new normal.
- Next generation recycling is a key component of the circular economy. Waste-to-wear is booming in the design world.

Trend report:

The Vision - A/W 2017/18 - Design Matters

[Retrieved: 17 September 2016]

- Nowadays consumers demand that sustainability becomes an industry standard.
- Sustainability will become sophisticated, with a focus on solutions that turn waste into beauty.
- Materials will become meaningful, evoking experiences and expressing new values.

Trend report:

The Vision - S/S 2018 - Psychotropical

[Retrieved: 17 September 2016]

- The experience economy will continue to grow, driving a significant increase in brand activations.
- Bioplastics come to the fore and petrol-based plastics are recycled in more alluring ways, as post-consumer materials will become not just sustainable, but seductive
Article:

3 Ways the Conscious Fashion Movement is Raising Its Game with Millennials

- Millennials are the drivers behind the go-green revolution.
- Millennials are situated in a pre-awareness phase.
- Sustainable fashion is more expensive and needs smart branding.
- Scientific or too formal information does not have an impact.

Article:

Sustainable Fashion Should Tap into Power of Millennials

- Research shows that 48% buys at brands that support environmental and social issues.
- They are a tech-savvy generation, the best way to reach them is through social media.
- The look of sustainable clothing is not always appealing to millennials.

Article:

Why Millennials are Driving the Sustainable Brand Revolution

- Millennials are more aware of social and environmental issues than previous generations.
- Millennials attach more value to products that are sustainable and are willing to pay more for these items.
- They want brands that are authentic and honest about their sustainable policy.
- Millennials are hyper aware of marketing tricks.
Why: At the moment I only did desk research, with this survey I hope to get new insights about the relationship between young consumers and sustainability.

Who: My desk research shows that millennials in general are the drivers of the go-green revolution that’s going on. They are more willing to recycle and have more knowledge of sustainability.

What I want to know:

• What is their current buying behaviour and what’s their relationship with sustainability?
• What is their general knowledge about recycling and what do they recycle already?
• What do they know about ocean plastic processed into fashion?

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Amount of participants:
- **93**

Female participants:
- **57**

Male participants:
- **36**

Age categorie:
- **19 - 28**

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Top 5 brands they shop at:
- H&M
- Zara
- COS
- Pull & Bear
- & Other Stories

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Money spend on clothes per month:
- 46% - €0,00 - €50,00
- 37% - €50,00 - €100,00
- 11% - €100,00 - €150,00
- 4% - €150,00 - €200,00

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Most important reason behind a fashion purchase:
- 75% - Look is most important
- 15% - Quality
- 1% - Sustainable
Importance of sustainable fashion initiatives:
86% - Find it important that fashion brands take care of environmental issues.

The value of sustainable fashion:
64% - Would attach more value to their clothes if they made a positive contribution to the environment

Buying behaviour
53% - Wants to buy more clothes for a lower price
47% - Is willing to pay more and have less clothes

Sustainable communication
29% - Find it interesting
21% - Find it preachy and lecturing
18% - Think the information is boring
18% - Gives them a feeling of guilt
11% - Other

What millennials recycle:
66% - Paper
71% - Glass
47% - Plastic
51% - Clothes
58% - Batteries

Plastic in fashion
46% - Have heard about it, but don’t know much about it.
30% - Have never heard of it before.
18% - Says to know everything about it
6% - Other

Change buying behaviour
54% - Would want to change their buying behaviour, but needs more information.
14% Wouldn’t change their buying behaviour.
Every year 8 to 12 million tons of plastic end up in the ocean.

200 million tons is produced every year, used in our day-to-day products.
- 33% is thrown away after single usage.
- 85% is not recycled

Plastic recycling is more expensive than virgin plastic. Thereby, sorting plastic is difficult because of the different types.

Plastic has to be recycled into valuable utensils, like fashion.

But...

Plastic produced in clothing, still has a negative contribution to the environment. While washing, microfibers let go and are transported via the washingwater into the ocean.

Field research shows that the millennial consumer is barely aware of plastic recycling in fashion.
- 28% Never heard of it.
- 47% Heard of it before, but most of them only know G-Star’s initiative.

More brands are changing their system from linear to circular

People redefine value: experience become more important than product. This is a turning point.

Sustainability will become more sophisticated, with a focus on solutions that turn waste into beauty.

By 2018, design moves beyond materials and looks into the meaning of things.
Today’s consumer demands that sustainability will become a economy standard.

Buy less and more conscious consumption is growing under millennials.

- 86% of the surveyed find it important brands are committed to deliver a positive contribution to the environment.
- 63% say sustainable goods have more value to them.

What’s most important to the consumer is the look of a piece of clothing. Sustainability comes later.

Gen Y does find recycling and sustainable topics interesting. Thereby, they are willing to change their buying behaviour. But they need more information.

But...

In general, millennials don’t feel attracted to the way sustainability is communicated.

Brands that communicate about sustainability, are perceived as fake. Consumers see it as a marketing tool.

Recycled products are more expensive, but consumers are used to extremely cheap prices.

Too formal or too informative information about recycling, comes across as preachy and makes the consumer feel guilty. This doesn't work.

Communication about sustainability as to be fun, easy and inspiring.
Conclusion

Looking at the alarming numbers around ocean waste and how little actually is recycled, is a relevant subject to work with. Recent findings make the subject even more interesting from a fashion perspective: recycling plastic into clothing, which suits the latest trends, seems to be a failing solution. Plastic fashion does not improve but worsen the situation.

Thereby, millennials might seem the ideal target group to work with. They grew up with extremely low prices, but research shows this generation is most willing to change their buying behaviour. However, these leaders of the go-green revolution, still admit sustainable fashion and communication does not always appeal to them.

My aim is to find a fitting solution to connect fashion and plastic recycling in a way it doesn’t harm the planet and at the same time raise awareness by making plastic recycling more appealing to millennials.
How can Weekday establish their sustainable image towards the ‘Creative Urbanite’ through a pop-up concept about plastic recycling?
After I structured my preliminary research I started to consider various brands to work with for my graduation project. Based on my preliminary research, the brand of choice had to meet the following requirements: The brand should be appealing to millennials and should already do something with recycling or have a sustainable vision. I started reading about Weekday as a possible brand. Once the decision had been made, I added more in-depth research on Weekday.
• “Weekday is brave and dares to try out new things” - Irene Haglund, Head of Sustainability.
• Weekday’s customers are interested in sustainability. But Weekday always have to look for ways to keep them involved.
• Education is important to let customers do the right thing, but presentation might be more important.
• Weekday strives to make sustainable communication more comfortable, easy and appealing.
• Weekday works hard to improve their sustainable policy. They do not have a solution for everything yet, but they believe every step they make, is one in the right direction.

Article:
CSR & Values

• Weekday is convinced they can make collections that enable their consumers to express their personality and at the same time care about the planet.
• Weekday strives to work as efficient as possible and to minimize waste.
• Weekday’s priorities are to use natural resources, increase recycling and reduce energy consumption.

Article:
Towards a More Sustainable Fashion Future

• Weekday is part of the H&M Group.
• The H&M Group aims to be 100% circular. Therefore, they strive to reduce the use of virgin sources and go for a zero-waste system by stimulating recycling.
• The H&M Group wants to be more transparent towards their customers to enable them to make better and more sustainable choices.
1. Weekday x IF - Special collection reflective accessories to promote safety in a fashionable way.

2. Weekday Remains - Launch of a long-term concept, to create garments from leftover materials.

3. Weekday x RFSU - Weekday encourages consideration and creates a positive attitude towards buying condoms.

4. Weekday Storemade - Weekly prints that actively respond on the Zeitgeist.

5. S/He - Genderless collection where Weekday turns fashion into conversation.
“When designing new collections, sustainability is about process as much as it is about materials used”

— JOHAN TEGMAN-LANGER, Head Designer For Denim

Weekday is always looking at different ways to work in a sustainable way.

“At Weekday, we have long worked on issues related to fashion, people and social responsibilities and we are constantly looking for ways to integrate all three.”

— LISELOTT OLOVZON, Head of Marketing

“Weekday is brave and dares to try out new things.”

— IRENE HAGLUND, Head of Sustainability
Weekday is a progressive, modern and mindful fashion and denim brand. Weekday carries in-house brands as well as a small range of selected brands from external brands.

Modern
Mindful
Minimal

Weekday offers fashion for both men and women. Their design balances between masculinity and femininity, influenced by Scandinavian design. Weekday’s own assortment contains different labels. Thereby they also sell vintage items.

Weekday is a fast fashion brand. They strive to offer the latest fashion for a reasonable price. Looking at the other brands that are part of the H&M Group: When it comes to pricing, Weekday is comparable with & Other Stories, more expensive than H&M and cheaper than COS.

Coats - €50,00 - €450,00
Knitwear - €30,00 - €200,00
Jeans - €40,00 - €90,00
Blouses - €30,00 - €140,00
Hoodies - €25,00 - €60,00
Accessories - €6,00 - €80,00

Currently Weekday actively promote their products on their social media channels: Facebook, Instagram and Snapchat. Thereby they make use of their newsblog on the website and in-store communication. Weekday used to have a magazine, but after 5 issues this came to an end.

The products of Weekday are available in their flagship stores and online. Weekday has 25 physical stores in 6 countries in Europe. They have 18 online markets. In their flagship store they provide a dynamic shopping experience with dj’s and screenprinting stations.
1. Weekday Jeans
2. Weekday Limited Edition
3. Weekday x Champion - Collaboration collection
4. Weekday Storemade
5. MTWTFSS Weekday
6 Competitors

Based on the interview I had and the survey I’ve done, I can tell that Weekday’s direct competitors are Urban Outfitters, Cheap Monday, H&M Trend, &Other Stories and Monki. Most of these brands are part of the H&M Group as well. These brands share Weekday’s sustainable policy but are also appealing to their consumer regarding to style and price.

7 Graphic identity

Typography - Weekday uses 2 types of fonts. For their logo they use a customized, bold and condensed Swiss. On their website they use multiple variations of Helvetica Neue bold, from bold to regular, from all caps to undercast.

Colours - The signature colour green is most dominant in Weekday’s identity, followed by a contrasting base of black and white. Sale announcements are orange with dark purple and Weekday Jeans is characterised by the colour red.

Graphic elements - Rectangular shapes and frameworks are leading in Weekday’s graphic identity.

Weekday’s graphic identity might look minimal, but the Storemade prints show a more daring character. Using bold and outspoken typography and illustrations.
Interview

Youri van Essenveld
Function: Visual Merchandiser
Number of years working at Weekday: 2 years

Future Vision - Weekday strives to become the top sustainable shopping destination of the upcoming future. Finding the right balance between price, quality and sustainability is what’s important to them. Currently eco-innovation only takes place in their denim production.

Collection - Within Weekday’s regular MTWTFSS collections there are 3 different styles: The Icon-, Sub- and It-look. These styles are inspired by three different consumer profiles.

Weakness - According to Yoeri, Weekday is losing its exclusivity. Currently Weekday is expanding by opening a lot of new stores in Europe and selling more collections per year. Weekday used to be the minimal, inclusive, cool brand with a sense of inaccessibility. Now Weekday is becoming more commercial and focuses more on quantity. To reach their future goal, they should focus more on quality.

<table>
<thead>
<tr>
<th>Icon-look</th>
<th>Sub-look</th>
<th>It-look</th>
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<tbody>
<tr>
<td>Modern nostalgic - Carefully careless - Feminine and masculine contrasts - Nonchalant attitude - Sharp tailoring and drapy shapes</td>
<td>Individual &amp; youthful mindset - Streetstyle - Subcultural - Strong sense of self - Contrasting silhouettes - Minimalistic tomboy</td>
<td>Minimal but feminine/masculine casual - Follows current fashion - Relaxed soft silhouette - Culture consumer - Contemporary</td>
</tr>
</tbody>
</table>
Target group according to Weekday:

- Urban, conscious and style aware young adults
- Weekday assumes that their target group is interested in sustainability and care about the environment.
- Millennials that are interested in fashion, art, music and culture.

Demographics:

Average age: 18 - 28

Where to find them: Mostly living in or around the bigger cities like Amsterdam, Utrecht or The Hague.

Living situation:

34% - Living with a friend/partner in an apartment.
19% - Living in student housing.
15% - Living on their own in an apartment.
11% - Living at the parents house.
6% - Other

Study/job direction: Weekday’s target group consists students and starters, mostly active in creative businesses.

Average spending per month on clothes:

19% - €0,00 - €50,00
46% - €50,00 - €100,00
19% - €100,00 - €150,00
15% - €150,00 - €200,00

Top 5 brands they shop at:

COS
Urban Outfitters
Zara
& Other Stories
Vintage shops (Episode)
**Interests:**
- Concerts
- Hanging out with friends
- Visiting museums
- Art
- Netflix series
- Cooking
- Parties
- Shopping
- Traveling
- Photography
- Coffee/lunch dates
- Reading magazines
- Festivals
- Yoga/sports

**Importance of sustainability while shopping**
- 58% - A bit important
- 27% - Quite important
- 4% - Very important
- 4% - Not important
- 7% - Other

**Aware of Weekday’s sustainable policy**
- 58% - Is not aware
- 38% - Have heard of it before
- 0% - Is fully aware
- 4% - Other

**Social media channels used**
- 100% - Facebook
- 92% - Instagram
- 15% - Twitter
- 54% - Snapchat
- 54% - Pinterest
- 64% - Linkedin

**Level of activity on social media**
- 42% - Passive user (checking channels but rarely post something themselves)
- 38% - Quite active user (Posting on a regular base)
- 15% - Highly active user

“I’m aware but I don’t believe them, must be greenwashing.”

ANONYMOUS
The Creative Urbanite

- Music, art and fashion lovers
- Self expressive
- Highly social
Ok, so...

Weekday believes their target group values sustainability.

Yes they probably do, but 58% say it’s only a bit important while buying fashion.

Thereby, Weekday’s target group is not aware of the sustainable policy and related activities.

Are millennials as sustainable as people think they are?

This is the main problem to solve! How can Weekday get their sustainable image across to their target group.
TARGET GROUP - MILLENNIALS & SUSTAINABILITY

Article:

Millennials May Not be as Green as You Think

- Millennials are more 'attitudinally green' than 'behaviorally green'.
- Millennials prefer ease and comfort over the environment.
- When it comes to day-to-day green activities, millennials are lazy.
- Compared to other generations, only a small part of the millennials always recycle plastic, paper and cardboard.
- In general, millennials aged between 25-33 are more willing to recycle.
- Buying sustainable products is important for the public image, under the millennial group this became the social norm.

Article:

Millennials not as environmentally friendly as they say

- The biggest obstacle to overcome is a combination between habit and convenience.
- Plastic is the most commonly used material in the world, used in our day-to-day products.
- Millennials need to learn more about sustainability before they can integrate it in their actions and beliefs.

Article:

Millennials demand sustainability. Really?

- Millennials don’t want to identify themselves as environmentalists
- Millennials have high expectations related to products and services, they want them to be cool and inspiring.
- Millennials expect brands to meet social and environmental standards, but are lazy when it comes to their own day-to-day green activities.
“I think that if the world really understood what plastics are and how they are created, that could potentially drive a massive change in behavior.”

— AMIE ADAMS, co-host of the SUNY Sustainability Association

“We are becoming more aware of it but that doesn’t necessarily mean that we are changing our actions accordingly.”

— DIANA HAGEDORN, a sophomore economics major
Article:

10 New Findings About the Millennials Consumer


- Millennials are hyper aware of marketing tricks, that’s why traditional marketing methods don’t work.
- Loyalty arises when brands sell quality products and involve their consumers actively.
- Millennials trust blogs, social media and their peers better than brands, because these feel more authentic.
- Millennials want to be more involved in the brand story, the production process and want to co-create.
- It’s important to them brands do more than just making money. They support brands that do socially and environmentally good.

Article:

8 Modern Tips to Market to Millennials


- Millennials trust what they feel is authentic.
- They spend 25 hours per week online. User-generated content influences the buying behaviour.
- Millennials want to feel involved and connected with a brand.
- Millennials value experience over ownership.

Article:

How to Market to Millennials in the Experience Economy


- Winning brands are the ones that sell a lifestyle.
- 1 in 4 Millennials is willing to pay more for an experience than a product.
- Millennials prefer experience to escape from dull daily routines.
- Gen Y is extremely aware of their own identity and individuality. Therefore, they prefer customization.
5 Ways to Make Sustainability Sexy for Millennials

• The young conscious consumer is in need for relevant messages.
• Social and environmental issues should be a gift at purchase not a purchase driver.
• Leave the word ‘Sustainability out’ - Make it fun, quirky, trendy, clever and charming.

Examples:

Brand: Reformation
Tagline: ‘We make killer clothes that don’t kill the planet.’
Good example: Focus on appealing fashion while sustainability is the standard. Tone of voice is short, snappy and funny.

Blog: Be an unf*cker
Tagline: ‘The planet’s fucked but we are optimistic, we can turn things around. Be an unfucker and start by changing ONE un ecofriendly habit at a time.
Good example: Straightforward, confronting and catchy tone of voice. Makes sustainable changes simple and accessible with a fun twist.
Weekday stands for the future of fashion and the future of society.

“The Weekday is brave and dares to try out new things” - Irene Haglund, head of sustainability

“The Weekday is always looking at ways to work in a sustainable way” - Weekday Remains

“At Weekday, we have long worked on issues related to fashion, people and social responsibility and we are constantly looking for ways to integrate all three” - Liselott Olovzon, head of marketing

Weekday provides a dynamic shopping experience that brings fashion, music and subcultures together.

Weekday wants to be the top sustainable shopping destination of the upcoming future.

The target group is not aware of Weekday’s sustainable policy and initiatives.

“I’m aware, but I don’t believe them, must be greenwashing.” - Anonymous

They do care about the environment, but sustainability plays a small role in their buying behaviour.

The Creative Urbanites are interested in music, fashion, art, love festivals and hanging around with friends.

Connect - Shared interested in music, art and fashion

Disconnect - Weekday works hard on their sustainable policy, but it doesn’t come across to their target group.
EXTRA MILLENNIAL INSIGHTS

- Millennials are sometimes more ‘attitudinally green’ than ‘behaviorally green’
- Millennials are aware of their own identity and their individuality.
- Buying sustainable products work for the sustainable image, the social norm under millennials

COMMUNICATION INSIGHTS

- Gen Y is in need of relevant information that’s educative, inspiring and entertaining.
- Sustainable communication should be fun, visual, clever and social.
- Millennials are extremely aware of marketing trends, so traditional marketing methods don’t work.
- They value experience over ownership and is willing to spend more for this.
- Millennials want to be part of a team, they want to be involved in a brand story, co-create and customize.
Conceiving
With the research done, it’s time to make decisions for the next phase. Analysing Weekday, discovering its strengths and flaws, getting to know their target group and studying different structures of communication formed the base of the concept: Today’s Trash, Tomorrow’s Treasure. In this next chapter a sustainable pop-up concept for Weekday will be revealed. Find out what’s next!
Weekday wants to be the top sustainable shopping destination of the upcoming future!

Main problem: Weekday's target group is not aware of their sustainable policy

Main goal: Get Weekday's sustainable policy across to their target group
Create an experience! for instance a pop-up. This has a larger impact than selling products.

The main subject is plastic recycling. Why? Because millennials want relevant subjects, and plastic pollution is super relevant!

To keep the connection between Weekday and their target group. The pop-up has to contain music, art and fashion.

Because Weekday’s target group is aware of their identity and want to be actively involved, the pop-up should provide a customization experience.

Within this concept, the social aspect is important. Not only because the Creative Urbanite is highly social but in general millennials trust their peers more.
Today’s Trash, Tomorrow’s Treasure
Today’s Trash, Tomorrow’s Treasure

**What is it:** A new holistic sustainable pop-up concept for Weekday that provides an interactive and engaging, curated customization experience.

Within this exclusive shopping experience Weekday invites their target group to experience the various ways plastic can be recycled, by showing an on-site recycling spectacle. In this way a dull topic like plastic recycling becomes more amusing and inspiring. This all will take place in what’s called the Plastic Pavilion. This translates the concept of Today’s Trash, Tomorrow’s Treasure into a retail concept.

**Where:** Today’s Trash, Tomorrow’s Treasure find its existence on a lively festival ground. Weekday used to do pop-up shops in Sweden at Way Out West festival. Talking again to Weekday’s target group, Lowlands is one of their favourite festivals in Holland. What makes the Lowlands terrain suitable is that brands like Converse and Episode showcased their products there.
The Plastic Pavilion is a holistic retail concept with multiple activities. Therefore it's split up in three different area's to execute.

Recycle experience: provides mobile recycling machines that invite visitors to participate.

Social hub: an active lounge that aims to set a social and relaxed atmosphere. I provided with special music performances.

Retail area: place to showcase fashion products that are made of plastic.
1. + 2. Collaborative art project - Idea to create a collaborative art work with all visitors, making a print from plastic bottles or cups.

3. Plastival - Mobile recycling machine designed by Wesley Nieuwenhuizen. Creating slippers and caps from plastic by making use of moulding techniques.

4. Perpetual Plastic Project - Mobile recycling machine that create rings from recycled plastic. The four steps from cleaning plastic to 3D printing is transparently shown, asking visitors to participate.
Social hub:

1. + 2. Pop-up inspiration - Wooden blocks as an inspiration for the active lounge. Plastic ceiling as an inspiration for the exterior of Plastic Pavilion.

3 +4. Alibombo and Thaalavattam - Two bands from Comombia and Inda that make rhythmic music with plastic trash transformed into music instruments.

5. Weekday’s own dj's - Beside the special acts, the Plastic Pavilion should be provided by live dj music.
Retail area:

1. **Ecoalf** - Weekday sells brands from external designers. Ecoalf is a cool outdoor brand. Plastic is mostly produced in high quality jackets.

2. **Weekday Jeans** - In denim eco-innovation meet. Plastic recycled in jeans is already common used method.

3. **Weekday Storemade** - Limitied edition prints that reflect on plastic recycling.

4. **Crafting Plastics!** - Weekday supports young designers. CP! makes biodegradable plastic sunglasses.

5. **Timberland x Thread** - Weekday already sells Timberland's iconic shoe, these shoes are made of plastic.

Interesting products but not every product is suitable for the festival concept.
Execution
The execution was the last part of the project. A phase that was both exciting and challenging as well. It took a while to find the right visual language that fits the concept correctly, but in the end the journey was all worth it.
In short, Today’s Trash, Tomorrow’s Treasure, is about embracing the highly disposable material plastic and turn it into something valuable. I’ve been asking myself how to visualize the concept of ‘Treasure’. To many of us, a treasure has a sense of richness. But let’s be honest, a plastic item will never be a diamond ring. Thinking about how Weekday responds on happenings in the world, the visualization is characterized by the concept of ‘Treasure with a twist’.

Therefore, the inspiration for the pop-up identity is pop-art! Pop-art is known for its use of highly disposable and low cultural subjects, that is turned into art. The shared vision of Today’s Trash, Tomorrow’s Treasure and pop-art, formed the base of my decision. It’s my aim to bring Weekday and pop-art together.
1. + 2. Andy Warhol - Marilyn Monroe and Elvis Presley artworks, using silk screenprinting technique. The repetitive elements and colour contrasts are interesting aspects of these works.

3. Andy Warhol - Campbell’s soup cans, using a highly disposable good (soup-packaging) and turn it into a piece of art.

4. + 5. Roy Lichtenstein - Paintings representing traditional comic book illustrations. What's interesting is the use of dots, graphic lines in combination with organic flowing strokes.
Graphic style:

- Limited colour palette
- Use of graphic patterns
- Letters and rectangles with drop shadow's
- Use Weekday's own imagery, but adjust it as if it has been screenprinted.

Colour palette:
Welcome to Weekday's latest sustainable initiative: The Plastic Pavilion. This conceptbook has been made as an exciting and uplifting advice for Weekday. Entering this guide leads you through a bunch of cool stuff and visual mandates that are part of this new pop-up concept. All dedicated to reveal Weekday's sustainable vision to the crowd. This inspiring, entertaining and educational pop-up experience will support the brand to reach their goal: to become the top sustainable shopping destination of the upcoming future.

At first I liked the limited colour palette, but now I think it looks save and boring. It might look very Weekday, but I’m daring to go bolder.
Pop-up style:
- Design of the pop-up has to have a sense of in- and outside effect.
- People outside of the pavilion should show directly what’s going on.
- Main material is plastic, the rest of the furniture is made of OSB, derived from Weekday’s flagship store.
- Pop-up has three areas: recycling, social hub and retail.

Colour palette:

Materials

Renders are not finished yet but they sense of live and energy. That special festival vibe misses.
Results:
Today’s Trash
Tomorrow’s Treasure
Ho, stop...

So, I chose to do renders to visualize The Plastic Pavilion

But know they look boring and miss that festival feeling

Thereby, the pop-art style works well in the book, but does not appear in my pop-up visualization...

Solution? Making moodboards might be a better way of envision

What to do next: finalize my conceptbook and rethink the pop-up execution

Alright then, let’s go for it!
1 Change colours

OK, yes at first change that boring colour palette. I took another look at Weekday’s identity and drew new hues from it. This colour palette is true to Weekday’s identity but with extra exciting plastic colour pops.

2 Illustrations

After I changed the colour palet, I was dying to upgrade my illustrations. Now the illustrations are more at the cross road of Weekday, pop-art and my own signature.

3 Layout

My previous book missed power because of the layout. Text got lost in the pages. Now I chose to do a more solid lay-out with text at the bottom and headers at the top. In this way the book feels more balanced and more stabile.
Results:

That’s more like it!
For my previous pop-up design I focussed so much on the exterior of the pavilion that the look and feel got lost. For my new visualizations I got inspired by collages by Richard Hamilton. The first work is one of the most iconic pop-art works that exists. This should make the graphic style and pop-art design more coherent.

Because the concept of pop-art works very well, I decided to add some sixties elements into the pop-up design. For instance, Inflatable furniture which is made of plastic is symbolic for sixties design.

New Inspiration

Furniture
Results:
Documentary

Article

Interview

Article

Article

Article

Article

Article

Article

Wetenschappelijk Article

Article

Article

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Report


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Brand article


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Thank you!