DISRUPT TO CREATE
A capsule collection by BEN SHERMAN®
This concept book discloses the intrinsic values and beliefs, the physique and character traits of Ben Sherman’s new capsule collection.

The collection, dedicated to bringing back the philosophy of the modernists that is fundamental to the brand, redefines the symbol of conformity - the suit, for the contemporary man.
Introduction
Fusing the energy and attitude of youth culture with sharpness and precision of traditional sartorial craft, the capsule collection redefines the symbol of conformity - the suit.
Ben Sherman is an iconic British menswear brand that is deeply rooted in youth culture with its ideologies and values closely linked to those of the modernists.

It has youth and rebellion at its core which is an energetic force fuelled by disruptive ideologies - a hunger for change, and defiance to conform.
About Us
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The brand finds its roots in the subculture of the Mods in the 1960s, a British working class youth movement that desired to depart from the past and embrace the future. Modernism was their philosophy.

They wore suits to rebel against the establishment, disrupting the class system by looking sharper than their social superiors. The Mods, dressed in dapper attire and riding Vespas, believed they were truly modern— that they alone personified the future and change. It was a sartorial rebellion that refashioned modernity through their streamlined style and forward-thinking idealism - forming an identity through rebellion and the pressure to conform.
“...a group of no future British kids who just want to take pills and listen to American jazz and soul but would gladly don a nice suit.
kids who just want to take pills and listen to American jazz and soul records, who don’t want to work, the uniform of conformity.”
The Opportunity
In recent years the menswear market has been rapidly growing and there is no signs of it slowing down. Over the last five years, the menswear market in the UK has grown by 13%, and it’s set to grow by 22% over the next five. And in the last two years, the menswear market outgrew the womenswear market for the first time. What are the main forces that have been driving it? These are the generational and cultural changes. The market is being fuelled by millennials coming into adulthood. It’s a generation that is disrupting industries, ways of thinking and working. There is a diversity of professions that have developed since the financial crisis and consumer work-lives and lifestyles have changed.

According to a report by Intuit, it’s estimated that by 2020, more than 40% of the workforce will be independent workers - freelancers, contractors or temporary employees. As phones, laptops and utilities such as the iCloud become more accessible, an increasing number of jobs no longer require a fixed workplace. Internet cafes, hotel/hostel lobbies, co-working facilities, public libraries are the new workplaces next to the office, or even replacing it. According to the Office for National Statistics, there were a record 4.2 million home workers in the period from January to March last year, up by 1.3 million on 1998 when comparable records began. Thanks partly to a more flexible (and round the clock) work life, enabled by the rise of the internet, at-home working is increasingly becoming the norm and with it, a more relaxed attitude to workwear.

We can’t ignore the political and social turmoil that is happening. It might not relate to fashion literally but certainly does influence it in one way or another. People are in a spirit of revolt. Especially generation Y (the millennials) and Z are very involved with what is happening in the world. They are deeply concerned and involved with global issues and social equality. With live streaming media, they’ve been exposed to the memorable political and global events that affect their viewpoints today. After the outcomes of big decisions such as the Brexit or the US presidential election, they feel distrust in governments and the systems we have. The mantra, “ignorance is bliss” doesn’t apply to them. They are very outspoken about their views online and offline and expect brands to be the same.

Consumers habits and mind sets are shifting. They seek out brands that have an attitude and a genuine and identifiable opinion - that stand for something. Authenticity and integrity play a big role. 86% of the people questioned in Protein’s annual audience survey said they choose brands because off an identity they’re associated with. Today’s consumers demand something they can truly buy into beyond a garment and they value grit over perfection.
Within their own 4 walls or cafes instead of sitting at the office desk. They don’t like having to answer to ‘the man”, but like to think they’re here to stir up the industries.

Ben Sherman’s new capsule holds the same values they do and therefore resonates with this mentality group. They like to think they still have the rebel in them, and we are to here to provide them with the attire to prove it. To show that wearing the symbol of conformity, the suit, might be the most non-conformist thing to do in a world where sneakers and caps dominate.

The millennial generation is disrupting the workplace. They invent their own jobs instead of applying for them, they work their own hours instead of 9-5 and

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The Fit
“My energy comes from freedom and a rebellious spirit.”

- Rei Kawakubo
comes from
a rebellious
The capsule collection is primarily aimed at the urban dwellers, the “creative types”. Dave Trott once said “naughtiness and creativity are linked”, and we agree. It takes someone with creativity to be a bit naughty, to want to break the rules or challenge them. We target men that don’t want to conform or blend in. They appreciate Ben Sherman for its long standing heritage in youth culture and know that a suit doesn’t necessarily symbolise “the man” but could mean the exact opposite. Wearing a suit without being a banker can be much more rebellious than wearing jeans with holes in them like everybody else. They’re independent, confident individuals who are not trend cautious but aspire to be conspicuous. They’re the early adapters and influencers who work round the clock and are always on-the-go.
Concept
THE CONCEPT
Fusing the energy and attitude of youth culture with the precision of traditional sartorial craft, the capsule collection redefines the symbol of conformity.
and attitude of sharpness and personal sartorial craft, on redefines the identity - the suit.
Concept
It is a sartorial rebellion.

It bridges the gap between fussy formalwear & easy wearing everyday clothing for the modern man. It destroys the preconceived notions and beliefs of what a suit is and therefore creates a new, modern one. In line with Ben Sherman’s core it embraces change and progress. It disrupts the formalwear industry by deconstructing and re-appropriating the suit for the everyday. Taking inspiration from British icons that were never going with the flow from Tommy Nutter, to Dave Trott or Peter Murphy, it reinvents the suit in a unconventional way.
“Dress codes and gestures and attitudes have always inspired me, as has youth culture in general.”

- Raf Simons
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Aim
The aim of this capsule collection is to focus attention on where Ben Sherman comes from which is the mod movement. By highlighting the brand’s roots in youth culture and its non-conformist attitude we want to attract a demographic of young savvy influencers who these values resonate with. Our ambition is to add this demographic to our consumer base without having the risk to alienate our current one. The capsule collection shall start the conversation and put Ben Sherman back on the map as a contemporary and relevant menswear brand.
Concept
WE FEEL A COMPULSIVE DESIRE TO PUSH AGAINST OUR SURROUNDINGS AND A DEFIANCE TO CONFORM.
“The very nature of doing something new meant something against authority.”

- Rei Kawakubo
ure of doing something new and free meant something that was against authority.”
MISSION
WE FUSE THE ROUGH EDGED ENERGY OF YOUTH CULTURE WITH THE SHARPNESS AND PRECISION OF TRADITIONAL SARTORIAL CRAFT.
Values
Unpretentious Sartorialism

By keeping the elegance, style and character of tailoring yet dismissing the stiffness and constricting manners of it, we make the suit unpretentious and deliberately effortless.
Values
Disrupting Conformity

We redefine the symbol of conformity - the suit. By disrupting the preconceived notions and beliefs of what, when and where a suit should be, we introduce convention as an instrument of differentiation rather than conformity.
Values
Paradox of Tradition and Change

We fuse tradition and change creating a juxtaposition of youthful energy, hunger for novelty and traditional mens attire. Keeping the mod philosophy and brand’s essence in mind, we embrace the new and reject the conventional.
Youth culture, subcultures, movements, revolts, noise, disruption, deconstruction, precision, tradition - the words we use carry power. They evoke an emotion, a reaction. The tone of voice used for the capsule collection is straightforward and powerful, impressive yet never pretentious. We don’t use big words decoratively, but we use words that have a deliberate effect, that are descriptive and that excite and provoke. We are rebellious without ever mentioning the word rebellion. We are non-conforming on a subtle, intelligent level. Convention is our instrument to unconventionality.

“Convention is our instrument to unconventionality.”
Tone of Voice

STRAIGHTFORWARD

POWERFUL

INTRIGUING
“Listen, you know there’s not a rebel culture, there’s not all. It’s absolutely It is the future.”

- John Lydon
Now this: If rebellious youth no culture at all is essential.

- John Lydon
Product
A traditional Savile Row suit has more scaffolding than a high rise in construction. It creates a formal, stiff look, and is very constricting. Times have changed. People’s lifestyles and work lives have changed immensely, yet the suit has been the same for hundreds of years - conservative, restricting and full of rules. We want to break these rules and redefine the suit.
Design Guidelines
What does that mean exactly? What will that look like and what is the purpose of it? What we mean is that we re-appropriate the occasions a suit is worn and play with its constructions. We keep what we cherish about it, which are the masculinity and confidence it provides the wearer; and we disrupt what we dislike about it - the delusion of it being conservative, and the stiff and constricting manner of it. We create a suit that can be worn outside the office walls, that is comfortable and fashionable, yet appropriate. We play with asymmetry, proportions and details that reference adolescence and subcultures and yet are made with utmost precision and craftsmanship that can be found in tailoring.
ASYMMETRY

PLAY WITH PROPORTIONS

DETAILS INSPIRED BY A MIX OF PERFORMANCE-WEAR AND SUBCULTURES (ZIPPERS, POCKETS, FRAYED SEAMS)

EASY TO WEAR FABRICS (LIGHTWEIGHT, PERFORMANCE MATERIALS)

HIGH QUALITY

ARTFUL CONCEPTION
Visual Identity
The visual identity and tone of voice will differ from the original brand somewhat as it is targeting a different mentality group. We want to catch the attention of the younger, edgier demographic - the influencers that are seeking unconventional attitude, and value grit over perfection.
“When you're young, you are fearless and more of an outsider.”

- Helmut Lang
When you’re young, you are fearless and more creative, more of an outsider."

- Helmut Lang
We use the typeface ‘News Gothic Condensed’ which Ben Sherman uses as a web-font and throughout its communication. Additionally we include ‘Sabon’, a serif font that expresses elegance and class. The combination of these fonts embody the fusion of contemporary culture and traditional elegance that are grounded in the collection’s concept.
Typography

News Gothic Condensed
ABCDEFGHJKLMNOPERSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Bold
ABCDEFGHJKLMNOPERSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Condensed
ABCDEFGHJKLMNOPERSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Sabon
Roman

Sabon
Bold

Sabon
Italique
Typography

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
The visual style consists of mainly black and white photography - analogue and digital. Black and white photography is being used by Ben Sherman already, however opposed to the original brand we don’t want to focus on product as in showing the whole outfit but more on the concept, mood and feeling it evokes. To add an additional layer to it, the photos are manipulated, layered, distorted and put into collages. This creates a refined and tactile feeling. By disrupting the images we create new ones. It illustrates both of the components the concept is based on and is in line with the message. This style is aesthetically appealing and intriguing to our target audience. Furthermore we work with words, quotes and sayings as visual components that carry a strong message. Because sometimes a picture can’t say more than words do. These are always within the frames of “Disrupt to Create”.

VISUAL COMMUNICATION

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VISUAL COMMUNICATION
DESTROY TO CREATE
DESTRUCT TO CREATE
DISRUPT TO CREATE
“We are so conform, we are not thinking. We are all sucking up stuff; we have been trained to be consumers, and we are all consuming far too much.”

- Vivienne Westwood
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“The secret of change is to focus all your energy, not on fighting the old, but on building the new.”
- Socrates

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“Listen, you know this: If there’s not a rebellious youth culture, there’s no culture at all. It’s absolutely essential. It is the future.”
- John Lydon
Visual Communication
Stretching and repetition as well as zine inspired details such as scanning are the graphic design elements we use for the capsule collection. Everything is toned down and rather minimal and these elements next to the typography and photography style work in subtle and aesthetically pleasing approach.
Strategy
Position in the Market
The middle market is shrinking due to aggressive competition by fast fashion brands and premium or luxury brands. The ongoing market polarisation has supported the growth of the premium lifestyle segment and created a gap for brands in this segment to grow. (PwC The UK premium lifestyle apparel market report, February 2016)

The new capsule collection by Ben Sherman will be positioned in a more premium lifestyle segment of the market as it has an aspirational identity and suggests a certain quality of lifestyle. This way it elevates the brand and shows that it is capable of more than just mainstream clothing.
PRICE POINT
AND
SEASONS
Ben Sherman has always been positioned in the upper middle market segment. The prices are slightly higher than GAP or J.CREW but always affordable. For this capsule collection we want to raise the bar a bit as the product and branding suggests higher quality and craftsmanship. The collection will be priced slightly lower than its competitors such as for example Engineered Garments.

The price point for a shirt will be around 160 Euros, pants - 280 Euros and jackets will sell for around 320 Euros. The collection will be bi-annual, and available in limited edition only. It will transcend seasons and not be dependant on A/W or S/S.
COMMUNICATION
/PROMOTION
Promotion
The collection will be launched online and offline and pushed via digital and print marketing to target young consumers.
“The microsite will showcase the artistic inspirations for this capsule collection, allowing consumers to view Ben Sherman in a new, more artistic, cutting-edge light.”
A microsite will serve as a content platform for story-telling and will have the purpose of being a home for the collection. Furthermore it will facilitate the consumers’ desire to dive deeper into the brand story.

It will contain mood images, inspiration, products, campaign visuals and other content related to the concept. The images within the microsite will showcase the artistic inspirations for this capsule collection, allowing consumers to view Ben Sherman in a new, more artistic, cutting-edge light. Its microsite content will add value to the brand, as it will encapsulate the contemporary direction the brand is taking. The microsite will be constantly updated with digital content such as interviews, editorials with influencers that are disrupting their industries, to prevent having outdated content that is no longer relevant to the consumer.

On the microsite homepage, a right click brings consumers to the collection pages where the styles can be browsed. Consumers can reach the site through the ‘Disrupt to Create’ section of the brand’s e-commerce site.
Visuals such as manipulated photographs and words as visual components are used to promote the capsule collection via digital and print. The aim is not necessarily to showcase product but create curiosity. They are visually pleasing, carry a message and are meant to intrigue.
DESTROY
DESTRUCT
DISRUPT

TO CREATE
TO CREATE
TO CREATE

BEN SHERMAN®
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