DISRUPT TO CREATE
This book is meant to inform you about the launch of the first capsule collection by Ben Sherman. It will introduce the product design guidelines and first collection range as well as indicate how it will be launched to target the new target audience.
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.
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Values

- Unpretentious Sartorialism
- Disrupting Conformity
- Paradox of Tradition and Change
VALUES
Design Guidelines

UNCONVENTIONAL TRIMMINGS

JUXTAPOSITION OF LIGHTWEIGHT AND HEAVY FABRICS

FUNCTIONAL, PERFORMANCE-WEAR INSPIRED DETAILS
The capsule collection bridges the gap between fussy formalwear and easy wearing everyday clothing for the contemporary man. We keep what we cherish about the suit, 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 play with asymmetry, proportions and details that reference adolescence and subcultures, and combine these with utmost precision and craftsmanship that can be found in tailoring. A functional, comfortable, yet design driven suit is born.
Range - Look 1
TRIMMINGS INSPIRED BY SUBCULTURES
DETAILS INSPIRED BY PERFORMANCE WEAR
INDICATIONS OF HOUNDSTOOTH CHECK
EASE TO WEAR FABRICS
BROWN COLOUR PALETTE
LENGHTENED PROPORTIONS
DISRUPTION THROUGH FABRIC PATCHES
OVERSIZED / SLOUCHY SILHOUETTE
PIN STRIPES
GREY COLOUR PALETTE
Range - Look 3

FRAYED SEAMS
UNCONVENTIONAL CLOSING DETAILS
SOFT, LIGHTWEIGHT MATERIALS
JUXTAPOSING WOOLY HEAVIER ONES
GLEN CHECK DETAILS
BLUE COLOUR PALETTE
Seasons & Price Point
The collections will be launched twice a year and in limited editions. Limited edition carries a sense of immediacy and exclusivity as the products would only be available in limited numbers. For instance, if the brand only produces 300 pairs of a particular item, once said item has sold out we will no longer sell the item. Consumers enjoy exclusivity in the products they purchase and scarcity generates demand. The aim is not to drive volume through limited editions but rather focus on the qualitative outcomes like renewed customer interest and brand image.
Seasons & Price Point

JACKETS

ca. 320,- EURO
Seasons & Price Point

PANTS

ca. 280,- EURO
Seasons & Price Point

**SHIRTS**

ca. 160,- EURO
Seasons & Price Point

**OTHER**

ca. 120 - 340 EURO
Launch Strategy
“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.

For the first season we will start with the content of behind-the-scenes pictures of photoshoots, with the aim to intrigue the consumer however not reveal too much of the product. We will post inspirational quotes and pictures from brand’s archive in tumblr or blog style, making it easy for the consumer to make the connections from parent brand to the new capsule collection.

Right before the launch we will start posting interviews of influencers, the makers and shakers that are stirring up their own industries. This will be carried out right before, during and after the launch of the very first collection. You will be able to purchase the items on the collection page.
Digital content such as behind-the-scenes videos and photography
Through a click on the menu icon you can browse through the collection and purchase it on the website, look at inspiration, read interviews, see the campaigns and have a look at behind-the-scenes footage.
Pop-Up

Protein in Shoreditch

Berlin + Amsterdam

Wieden Kennedy
Pop-up stores are temporary stores located at a designated venue, the purpose of which is to attract the consumer with something that is exclusive and only available for a short term while the brand gets exposure to create an impact and communicate something specific to their target audience. A pop-up store and event to launch the first season will be a useful strategy for the new capsule collection by Ben Sherman as it is creative and engaging.

For the launch of the first run of the collection we will have pop-up shops appear in offices of industries that are disruptive - entertainment companies, design & advertising agencies, start up & crowd sourcing platforms. Protein Studio is an agency that specialises in the understanding and connecting with influential audiences - the early adapters. In their offices in Shoreditch they have a venue that they call the Protein gallery where they host events and pop up shops. This among other agencies such as Widen & Kennedy in Amsterdam or The Gaabs in Berlin will be our locations to set up an unconventional pop-up shop and event to kick it off. Since majority of the guys working at these places fall into the category of our mentality group this presents a advantageous opportunity.

To find the location of the pop up shop as an outsider you will have to use a gps-tracker and after the location was sent to you per email if you sign up for it on the microsite.

The pop-up shops in such an unconventional locations for a limited time and limited product will create a buzz and the attendants will have another compelling reason to attend them as it provides the perfect opportunity for networking.
Pop-Up

DISRUPTING THE ROOM
BUSY, YET MINIMAL
AESTHETICALLY PLEASING
DESTROY TO CREATE
DESTRUCT TO CREATE
DISRUPT TO CREATE

Wild-Posters
Guerrilla marketing is a strategy where low-cost, unconventional means are used in a generally localised fashion to draw attention to the brand. It is vital for a brand to have a strong offline activation to gain momentum and start the conversation. Wild-posters will help us do that.

To get people to the microsite we will plaster wild posters throughout cities such as Berlin and London to get the conversation started and people intrigued to go see check out what its all about.
Launch Strategy

Destroy  To Create
Destruct  To Create
Disrupt  To Create

BEN SHERMAN
Wild-Posters
The print industry is still very prevalent within the fashion world and there is a number of culture or menswear magazines such as 032c and 10Men that would benefit Ben Sherman if the brand was exposed to their consumer base. Therefore the launch of the brand will be communicated through print advertisements in selected magazines. Nothing works as good as repetition to catch someone’s attention. Therefore messages are more effective when seen frequently.

“NOTHING WORKS AS GOOD AS REPETITION.”
“The aim is to create a buzz and have the followers start talking about the new capsule collection.”

It is important to target online platforms within the fashion industry with the new capsule collection and its story, as these can give the brand the exposure it needs through a feature, social media posts or by using the clothes in one of their shoots. These are the five most important platforms that will be contacted as they have a large amount of followers and many of these reside within the mentality group we aim to target. They will be sent a press release including a brand fact sheet, campaign images and the range of the collection. The aim is to create a buzz and have the followers start talking about the new capsule collection as word-of-mouth is a strong engine with this mentality group.
The collection will only be available on the microsite and the pop up shops to make sure the truthfulness of the claim of being ‘Limited’ is assured.