DESTROY TO CREATE
DESTRUCT TO CREATE
DISRUPT TO CREATE

Graduation Project 2016/17
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International Fashion & Branding
AMFI - Amsterdam Fashion Institute
A concept for a new capsule collection that redefines the symbol of conformity - the suit.
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PHASE 1
ORIENTATION
Where do my interests lay?

What did I enjoy most during my AMFI “career”?

What skills do I want to show?
While trying to think of what to do for my graduation project, I reflected on my previous years at AMFI and analysed my skills and strengths. During AMFI I enjoyed the minor Brands & Identity the most, where I was challenged to elevate a new small brand in its visual identity and create a story and concept to give it more meaning. My passion lies in telling visual stories and creating creative concepts and stories that fit within a brand identity.

For my graduation project I either wanted to work with a new brand/start-up or help an existing brand that is struggling to keep their place in the market.
WHAT BRAND?

What are my fascinations?
What am I interested in personally?

> menswear

choices...

- -> branding a startup brand

  What's the purpose??
  - differentiation
  - awareness in the market / within the target group

- -> helping an existing brand

  What's the purpose??
  - is the brand not doing well?
  - refreshing an outdated identity?
  - introducing into a different market / new target group
  - repositioning
To find a brand I could work with I went online and tried to find anything that would catch my attention on Business Of Fashion, MarketingMag, Adweek, Hypebeast, Kickstarter etc. and came across Ben Sherman...

CHOOSING A BRAND

Ben Sherman sold to Marquee Brands

Ben Sherman, the struggling British clothing brand sported by successive generations of rock stars from the 60s onwards, has seen a return to favour after being snapped up by US firm Marquee Brands.

Marquee Brands, controlled by the owners of the gardening company P & S Industries, also based in the US, has acquired the 60,000-item Ben Sherman archive. It is the latest change in ownership for Ben Sherman, which was once a staple of the golden age of mod culture but later adopted by that movement's enemies - the suedeheads and rude boys.

But the business - founded by Ben Sherman and sold by him in the 1970s - has been in decline for a number of years. A spokesperson for the brand said: "We're thrilled to have joined forces with Marquee Brands, a US asset management firm with a strong reputation in the fashion industry."

Marquee Brands sells Ben Sherman putting 100 UK jobs at risk

US company sells British brand worn by the Who, the Jam and Madness in pre-pack administration deal after just six months

About 100 jobs are at risk after Ben Sherman, the British clothing brand worn by rock stars in the 70s and 80s, was sold through a pre-pack administration deal.

Marquee Brands, a US company backed by a private equity firm, has sold off the UK operations of Ben Sherman just six months after buying the brand.
WHO IS BEN SHERMAN?

I wasn’t too familiar with the brand so I did a bit more research and found out that it actually has a very interesting heritage and a strong link to subcultures and youth movements which I personally always find intriguing. In recent years the brand has lost its way though and is struggling with its identity.
CHOOSING A BRAND

“The brand may have history and heritage but, currently, it is at a low ebb as a trendsetter. (…) Ben Sherman has gone from niche to the anonymous shopping mall mainstream.”

(July, 2015)
The brand seems to have lost the connection to the consumer base it had when it started out - “the cool kids”. The communication is very product focused and bares no attitude or story telling. This being my first opinion, I wanted to find out if other people shared it. Therefore in a survey I asked guys between the ages 20 and 31, what they think of the brand.
How would they describe the brand?

What do they think of when they hear of Ben Sherman?

Would they wear it?

### Ben Sherman is...

44 out of 51 people answered this question

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What are the first things that come to your mind when you hear of the brand Ben Sherman?

- Something like Tom Tailor. Classic garments, in various colours, good quality (like 100% wool, 100% cashmere). Not too exciting (at least for me)
  - I think it looks dated and quite stiff
  - Te formeel
  - Haha, I didn't know nothing about Ben Sherman. I think you like Fred Perry!
  - Mm, I'm not like Ben Sherman. But I'm half English so maybe yes ;)
  - Classic looking brand
  - Nothing I would wear
  - I personally can't relate to it, google images shows me only white, British, business-type people. I wouldn't buy it
  - Don't know
  - Drunk English people who want to fight, and hipsters who wear it because people associate it with drunk English people who want to fight. "It's ironic, yeah."
  - New York,
  - Uk-jsh, classy, beard guys, prob won't buy it (sorry)
  - Crisp blue shirt for graphic designers
  - Really classical en typical British menswear.
  - Polo's, lads
  - Boring
  - Expensive
  - Nvr hrd of it
  - Eh
  - Polo shirts, button up shirts
  - Didn't know it actually... looks cute like it will fit a lot of boys but is not really my style ;)
  - The fabulous suit I wore to my uncles wedding
  - Ugly, not very progressive, dusty, hipster-chique, mainstream-Amsterdam
  - Neat, classy
  - Checkred shirt, English, 60s, skinhead
  - I never heard of them
  - Mod, 60's, skinny ties, RAF logo, skinheads, bomber jackets, doc martens, trilby hats
  - Semi good brand seen it in many stores i buy clothes never really bought something
  - Colourful polos
  - Great britain, poloshirt, fred perry
  - Irrelevant... Not "hip"
  - Chic shirts, simple design
  - British preppy esk, yet pretty basic
  - I think of formal, but with unique taste.
  - Subtle, hipster, i like it, commercials too preppie
  - Commercial, english, old-fashioned
SURVEY

Would you wear Ben Sherman? Why/why not?

- Not answered
- No, it looks way to plain
- Maybe Depends
- No sorry.
- No, I mostly wear black
- No, not my style
- Don't know the brand
- No. To me, the whole brand reminds me of drunk EDL supporters. Although, I totally appreciate it's not really like that, I just can't get the association out of my head. I'm not really into brands that have Union Jacks on everything. I get it, it's an English brand. I also don't really like the style.
- No, as I said, I don't really care about brands, especially the fancy sounding ones
- No, I like more originality in clothes
- If I would experience a polo-revival, yes
- No cause it's boring and branding all their items
- Maybe, have to find something that's really special
- Too eh for me
- Nah, don't think it looks good
- The Oxford shirts yes...but only if the XL is large enough
- Shit fit
- No, because of the things I said earlier.
- Actually I used to wear til shaved my head. In The Netherlands they don't see the difference between a skinhead-style and a racist. Not a good look for here.
- Yes, looks sharp and classic.
- No. Not really my colors. Also, too dandy for me
- Yes if it fits I wear it
- Yes if I liked the clothes. Wouldn't wear a polo
- No
- No... It just isn't relevant. The name is too tainted if they were to bring out cool stuff. Doesn't fit in with the style of the cool clique.
- No
- No, I prefer cheaper and darker brands.
- Yes
- No

CONCLUSION

Survey concludes that the perception of the brand in general is quite negative. It is seen as irrelevant, out dated and boring. Most of the guys admitted that they would never wear the brand because the clothes or the look of it doesn't appeal to them as it doesn't have enough character.
PROBLEM DEFINITION

SUBJECT:

Ben Sherman diluted its identity and struggles to stay relevant to an influential audience.

RESEARCH QUESTION:

HOW CAN BEN SHERMAN REGAIN RELEVANCE IN THE MENSWEAR MARKET?

SUB-QUESTIONS:

What is the core of the brand?
What is happening in the market that has influence on Ben Sherman?
What are societal / lifestyle changes?
Who could be a potential target group? What is their lifestyle like?
Which trend(s) could the brand benefit from?

WHAT ARE THE OPPORTUNITIES FOR BEN SHERMAN TO BECOME A RELEVANT COMPETITOR IN THE MENSWEAR MARKET?
This was my first problem definition, going more in depth into the research I found out that it was a strategic decision to dilute their identity and appeal to a wider audience and adjusted the direction of the project. (see p. 27)
PHASE 2
RESEARCH & DECISION
THE MODERNISTS

The brand finds its roots in the subculture of the Mods in the 1960s, a youth movement that desired to depart from the past and embrace the future. Modernism was their philosophy. It was a sartorial rebellion among working class youth that refashioned modernity through their streamlined style and forward-thinking idealism - forming an identity through rebellion and the pressure to conform.

Ben Sherman holds a long standing heritage and legacy, which proves the brand’s authenticity.
BRAND ANALYSIS

KEY INSIGHTS

- BRITISHNESS

- LONG STANDING HERITAGE IN YOUTH CULTURE

- SARTORIAL CRAFT: EXPERTISE IN SHIRTS AND TAILORING

- PRIDE & CONFIDENCE
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- **First store opened in Brighton.**

The company was founded in Brighton by Arthur Benjamin Sugarman who changed his name into Ben Sherman.

- **The brand was adopted by numerous subcultures and youth movements such as the mods, skins, punks and casuals.**

- **Started to make shirts that were popular with the modernist movement and before only available from importers. The label supplied the high demand and focussed on quality in cloth, fit and details.**
The brand has become out-dated. It tried to adapt to new trends (subcultures), but has been a style hit-and-miss.

It updated its visual identity and changed the logo to appear more modern as well as diluted its identity to attract a wider audience.

The brand fell into the trap of resorting to outlets and discounting to shift merchandise. To generate sales it widened its audience and became mainstream.

After reaching maturity and due to changes in trends and consumer tastes, the brand started to decline. The brand’s appeal faded as sportswear and hip-hop came into fashion.

**KEY INSIGHTS**

had a connection to youth cultures

lost it

went mainstream
NEW INVESTORS, NEW STRATEGY

Ben Sherman, pressured to generate revenue, adapted a strategy to go more mainstream and widen its target audience. The brand lowered the costs of manufacturing at the expense of product quality, expanded its distribution into outlets and factory stores and diluted its identity.

All of this presented economic opportunity. For a time this strategy was lucrative - they made sales by making the brand more accessible to a wider spectrum of consumers.

But it came at the expense of the brand. And as consumers became smarter and more demanding they saw right through it. The brand once known for their quality and integrity started to decay as growth in sales became more important than the brand.

Even though doing alright at the time in the mainstream market, Ben Sherman throughout the years has lost the connection with the young, more fashionable consumer that it used to target.

CONCLUSION

Ben Sherman strategically diluted their identity to appeal to a wider spectrum of consumers. It might have worked in the short term but it came at the expense of the brand in long term.
Even though the brand lost a lot of loyal customers by going mainstream they also increased revenue by appeasing and selling to a broad mainstream audience. Therefore I was not able to argue that repositioning the whole brand would be a good idea. I needed to take a step back and not only analyse the brand but also what is happening in the market and society.
BRAND ANALYSIS

NEXT STEPS:

MARKET

LIFESTYLE / SOCIETAL SHIFTS

SOCIETY

TRENDS
The brand is positioned in the upper middle market segment.
THE MARKET

Ben Sherman’s potential in the middle market as a mainstream brand is shrinking due to aggressive competition by fast fashion brands and premium or luxury brands. Therefore the brand needs to innovate and offer something that would make it grow and add additional value to it (premium lifestyle?).
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.
LIFESTYLE / SOCIETAL CHANGES

KEY-INSIGHTS

JOBS NO LONGER REQUIRE A FIXED WORKSPACE
NUMBER OF ‘HOME WORKERS’ IS INCREASING
WORK LIFE IS BECOMING MORE FLEXIBLE
MORE RELAXED ATTITUDE TOWARDS WORKWEAR
How Menswear Designers Are Reimagining the Modern Suit

Bankers Are Selling Off Their Suits, So What’s the Future of Tailoring? Giorgio Armani, Dolce & Gabbana, Thom Browne, and More Weigh In

Why the Office Dress Code Is Slowly Dying
Companies competing to attract and retain the best talent are changing their expectations about what employees should wear on the job.

By Katherine Reynolds Lewis  The Fiscal Times
TRENDS

MORE AND MORE MEN ARE NOT REQUIRED TO WEAR A SUIT OR SPEC. DRESS CODE AT WORK

REJECTION OF FORMALITY - LOOKING FOR COMFORT, UTILITY, DESIGN

GROWTH OF ATHLEISURE & SPORTSWEAR INFLUENCING MENSWEAR

RISE OF CREATIVE CLASS AND FREELANCE CULTURE -> MORE FLEXIBLE WORK LIVES -> MORE CASUAL WORK ATTIRE

KEY-INSIGHTS

FORMALWEAR STRUGGLING TO FIND RELEVANCE

CONCLUSION

It’s impossible to stay relevant if you stick to a market that is shrinking and product that is losing relevance.
CONCLUSIONS

Consumer habits and mindsets are shifting

- value-conscious consumer

The Average Consumer has Become More Educated

- more knowledge on fashion, brand aware, digital savvy - technology driven, affluent, confident

"Your average man has a real knowledge of clothing now and can’t be fooled."

- public trust in brands is crisis
- consumer wants authenticity and provenance
- shifting mindsets - appreciating goods for design and craftsmanship rather than display of status

Need for Sense of Identity and Belonging

- extension of their identity
  - 60% (Protein’s Survey) said they choose brands because of an identity they’re associated with
- authenticity and integrity play a big role, as do attitude and spirit that is relatable
  - credibility
- want brands to align with their core values
  - & changing perspective - desire for reality and vulnerability over perfection
- It’s to about what you do but how you do it - Totality in vision
  - not just clothes but photography, zines, filmmaking - it’s a lifestyle, a movement they want to be part of
- the consumers demands something they can truly buy into beyond a garment
  - want brands with a genuine and identifiable opinion, that represent an ideal

Experiences over Consumption

- seeking experiences and purpose over stuff
  - influenced by demographic changes (middle class shrinking in size) and growth of social media
- brands have to make a personal connection with their customers
  - your message must resonate and create a connection with your consumers
  - align with their core values
CONSUMER

Ethics

- consumers are now sceptics
- want their brands to be environmentally or societally responsible
  -> are willing to pay more or wait longer

Rise of the Creative Class

- hyphenate creatives - more creative pursuits than one
- more flexible work life
- always on-the-go
- very inquisitive and demanding
- looking for transpersonal looks that balance comfort and professional look
MAIN INSIGHTS

BRAND
HISTORY IN YOUTH CULTURE
LATELY FOCUSING A LOT ON SUITS/FORMALWEAR

MARKET
MARKET POLARISATION
-> MID MARKET IS SHRINKING, SO IS BEN SHERMAN’S POTENTIAL IN THE MARKET

SOCIATLAL/LIFESTYLE
RISE OF CREATIVE CLASS AND FREELANCE CULTURE
FLEXIBLE WORK LIVES

TREND
CASUALISATION
WORKPLACES NOT REQUIRING SUITS/DRESS-CODES

CONSUMER
LOOKING FOR A BALANCE BETWEEN CASUAL AND PROFESSIONAL LOOK
VALUE INTEGRITY/ ATTITUDE
I started out by trying to prove why Ben Sherman should reposition:

started from the insight that market is polarising and average consumer mindsets are shifting and Ben Sherman needs to keep up

but

couldn’t prove that the whole consumer base is changing, some are staying in mainstream and the brand is doing okay at the time so it would be too risky to reposition or overhaul the whole brand

--> too aspirational - risky

**HOW CAN BEN SHERMAN INNOVATE AND REGAIN RELEVANCE IN THE MENSWEAR MARKET WITHOUT ALIENATING THE CURRENT CONSUMER BASE?**

so I took a step back and tried to forget what I wanted for the brand initially but looked into what was happening in the market / society / consumer lifestyles...

after all the research the most logical solution seemed to be a capsule collection that would attract a different demographic without alienating the current one
WOULD A CAPSULE COLLECTION SOLVE MY RESEARCH QUESTION?

**PRO**

- Targeting an additional audience without alienating the current consumer base
- Big opportunity; this segment is very brand savvy and image conscious - big spenders
- “They’re looking for brands that really understand what they’re passionately connected to, and it’s about a value component.”
- Just by being associated with this target group
- // Would make the brand grow
- // Bring awareness - blog, post, comment and share
- // Add value - elevate
- Reinforce brand’s identity and expertise

**CONTRA**

- Doesn’t solve the whole problem
- How would people know about it?
- Would they even be interested? Isn’t the name too tainted?
- Is it credible for a mainstream brand to do so?

ADDRESS CHANGES IN NON-WARE

- To market
- To consumer needs
A capsule collection positioned in a more premium lifestyle segment of the market having an aspirational identity and better product would elevate the brand and show that it would be capable of more than just mainstream clothing.

By redefining the suit it would show innovation in a product category that is losing relevance and understanding of consumer needs.
A capsule collection that fuses british tailoring (in cut and fit) and performance-/street-wear (in materials and details).

**subject**
A **capsule collection** for Ben Sherman targeting the urban hyphenate creatives.

**British tailoring expertise redefined** for the new working class - the urban ‘worker bees’ on-the-go.

**REINVENTING THE SUIT**
- **British Tailoring**
  - elegance and craftsmanship of
  - The cut & the fit
- **Performance- / Street-wear**
  - ease, comfort and functionality of
  - Material & details

A bi-annual capsule collection limited to a few selected pieces such as a two piece ‘suit’, pants, shirts (and accessories) that transcend seasons

Positioned in the premium lifestyle segment
Look back at the history and the mod movement. The 2 ingredients that the concept combines seem a bit random. Look back at the core and see what else it could be?

Replace performance wear and streetwear with youth culture and rebellion which is closer to the core and makes more sense for the brand.
CAPSULE COLLECTION

NEW DIRECTION:

YOUTH CULTURE & REBELLION
CLASSICAL SARTORIAL CRAFT

WHAT IT COULD LOOK LIKE?

RAF SIMONS

ABZAL ISSA BEKOV

COMME DES GARCONS
THE CONCEPTUAL STRATING POINTS ARE THERE NOW BUT IT’S MISSING “THE BIG IDEA”
PHASE 3
CREATION
This is a generation that disrupts industries...
That reinvents how we move
..how we eat
..how we date
..even how we shop for mattresses

WHAT ABOUT WORK ATTIRE?
THE SUIT HAS BEEN THE SAME FOR HUNDREDS OF YEARS. IT STANDS FOR THE SAME THING - THE ESTABLISHMENT, THE MAN.

IT’S TIME TO DISRUPT IT.

REAPPRIORATE IT.

SUBVERT IT.
Trying to find the right big idea or tagline I wrote down all the words that come in mind when I think about this project and tried different combinations.
BIG IDEA

DESTROY TO CREATE
DESTRUCT...
DISRUPT...
DECONSTRUCT...

DESASTRE TO CREATE
DESASTRE PRODUST

DISORDER
WITH THE IDEA THAT THE
COLLECTIONS IDEA TO RISE AGAINST
SOMETHING JOB IS

UNRELenting — CONSTANT
Dystopian Tailoring
MILLIONS DESTROYED ONLY WAY TO STOP THE EARTH APPEARS...
DISRUPT IN MANY CHANGERS — FITS WITH TRUE TAILORING QUESTION

DYSORDERS OF CHANGE REASON

EXAMPLES

RATIONAL, REAL LIFE, REVOLUTIONARY

DISRUPTS THE FASHION INDUSTRY & REAL LIFE

NEW WAYS OF THINKING OF...

DISRUPTING TRADITIONAL STANDARDS OF

TRANSCEND & DISRUPTS GENRES

IF SMITH IS TOO COMPLICATED WE WILL MAKE IT MADE
IDEA

CAPSULE COLLECTION, TRANSLATING THE BRAND CORE AND HERITAGE INTO A PRODUCT CATEGORY THAT TARGETS A DIFFERENT DEMOGRAPHIC AND ALLOWS THE BRAND TO BE SEEN IN A DIFFERENT, MORE ARTISTIC AND CUTTING EDGE LIGHT

ENERGY & ATTITUDE OF YOUTH CULTURE + SHARPNESS AND PRECISION OF TRADITIONAL SARTORIAL CRAFT

REDEFINING THE SYMBOL OF CONFORMITY - THE SUIT

REACTION TO CONSUMER NEEDS

BLENDS IN WITH THE CASUALISATION TREND
SO WHAT WILL IT LOOK LIKE?

As a next step I wanted to find inspiration and make moodboards of what I imagine the product to be like and set some design guidelines.
**Trends**

**Deconstructed Suit**

S/S 17 saw deconstructed suits take the deconstructed theme evident in A/W 16/17 to new, more obvious versions. Tailor’s stitch lines, reversed-out linings, visible interlining and facings patterns used in cut-out side panel details are on display in otherwise ‘normal’ jackets in traditional suit colours. Trousers complete the look without being overly designed.

**Matching Sets**

The idea of smart outfits that are not truly suits is still interesting for designers this season. Crisp and lightweight fabrics in somber colours become easy-to-wear matching sets, comfortable and work-ready with zip or snap closures for a sense of non-conformism and modernity. The coach jacket evolves here, up-scaled for a smarter use.
COLLECTION

THE CASUALISATION TREND CAN BE SEEN ON THE RUNWAYS AND IS ALREADY HAPPENING BUT WHAT DOES MAKE BEN SHERMAN’S SUITS STAND OUT?

**Sports-Infused Suit**
As active and performance-wear elements continue to infiltrate all product areas, the suit receives a sporty makeover. Pants are seen with cuffed hems, drawcord waistbands and even gu-faster stripes, while jackets feature bound or piped trims, dynamic set-in paneling and pockets that are just as likely to open via a zip as a welt.

**Lightweight Suit**
Travel, unexpected weather conditions and looser apparel codes in the workplace have helped create a place in men’s wardrobes for the lightweight suit. This summer sees a refreshingly simple take on it, with compact cottons or flat synthetic blends used to convey a pared-down style. Single-colour outfits are part of the story here.
CONCEPT IN A NUTSHELL?

WHAT IT IS?

COOL/CASUAL/DESIGNED SUITS OR MATCHING SETS

WHO IS IT FOR?

- GUYS THAT DON'T LIKE PROPER SUITS BUT ALSO HAVE A DISLIKE FOR TOO CASUAL CLOTHES
- CREATIVE/REBELLIOUS SPIRIT

HOW IS IT BRANDED?

- AS THE SUIT FOR NON-CONFORMISTS.
- FOR GUYS THAT WANT TO GO AGAINST THE GRAIN, AGAINST THE SNEAKERS+CAP LOOK BUT ALSO DON'T WANT TO WEAR A STIFF SUIT
- TAKING SOMETHING FROM "THE MAN" & WEARING IT WITHOUT BEING "THE MAN" - CREATIVE FIELDS INSTEAD OF RANKING
COLLECTION

WHAT’S THE APPEAL?

- You will stand out if all your peers wear sneakers & jeans.

- How is it different than other brands that sell casual suits?

In story & branding: while others sell it for functionality & comfort, we sell it for rebellious attitude.

Taking a symbol of conformity & redefining it — suits the core of the brand: the mods did the same in the 60’s/70’s...

Ben Sherman might not be the first and only brand making causal suits but what makes it stand out from the competition is that it resonates with the target group that the suit is branded as a symbol of non-conformity in a conformist society and its legacy in rebellious youth cultures makes it credible.
COLLECTION

MOODBOARD
COLLECTION

ASYMMETRY
PLAY WITH PROPORTIONS
HIGH QUALITY
ARTFUL CONCEPTION
COLLECTION

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

EASY TO WEAR FABRICS (LIGHTWEIGHT, PERFORMANCE MATERIALS)
After the first moodboards I tried to portray the collection more in detail and specific so Camille who was going to make illustrations for me would have a better idea of what I wanted.
Look 1
frayed seams
zippers
slouchy silhouette
wooly and comfy

Look 1
slouchy as well
lightweighted comfy fabric
almost crumpled
utility pockets, functional zippers
etc

COLLECTION
ILLUSTRATIONS

Inspiration
Actualisation
PHOTOGRAPHY BRIEF

The photography style for the capsule collection will differ from the style of the brand since it’s targeting a different demographic.

Aim:
To catch attention and express the concept rather than show clothing

Deliverables:
At least 3 good shots of different, abstract poses in the move with visible clothing.

Style/Lighting:
Analogue and b/w film. Bright natural light, flash to achieve a gritty, unpolished polished look.

Location:
Somewhere where there is good light. The background is not important as it will be barely visible on the pictures, still should stay rather minimal, apartment-, studio like.

Styling:
Suit-like clothing, more casual, slouchy, yet elegant silhouette. As you only going to be able to see details, zoomed in shots it will have traditional patterns such as pinstripe or check to make it more apparent that it is a suit.

Editing:
collages, disruption, overlapping - cut and paste style, but always elegant
PHOTOGRAPHY

MODEL
skinny boy
edgy look

FILM QUALITY

Minolta 505si
cought in the moment
feeling
black/white
sharp but grainy
PHOTOGRAPHY

THE ORIGINALS
I have decided to crop the images quite a lot as they were supposed to be more abstract and that look doesn’t get achieved if too much is to see on the images.
PHOTOGRAPHY
The collages add a different layer and edge to the images. I tried out different styles first but digitally layering parts of images and mixing them turned out to look the best and most impressive. They are not meant to showcase the product but create curiosity and are meant to intrigue.
“When you’re young, you are fearless and more creative, more of an outsider.”

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.

Stretching and repetition as well as zine inspired details such as scanning are the graphic design elements.

REFERENCING YOUTH CULTURE ELEMENTS
The combination of these fonts embody the fusion of contemporary culture and traditional elegance that are grounded in the collection’s concept.

*News Gothic Condensed* & *Sabon*
Tod’s pushes capsule collection via first all-digital campaign

By Tricia Carr

Italian leather goods maker Tod’s is introducing its spring/summer 2013 Tod’s No Code capsule collection through its first all-digital campaign that comes together on a new microsite.

Tod’s No Code is a supplementary men’s and women’s seasonal shoe collection designed in collaboration with editor Jefferson Hack. This spring, Tod’s established a microsite at http://todsoncode.com where consumers can explore the collection, browse media and register to receive a limited-edition interactive booklet by mail that incorporates mobile touch points.

“The target audience for this collection is metropolitan and a part of a larger global society,” said Amanda Rue, strategist at Daniel Cozyano, Brooklyn, NY. “They are innovative, curious and interested in the world around them.”

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Tod’s pushes capsule collection via first all-digital campaign
THE CAPSULE COLLECTION IS MEANT TO SHOW ARTISTIC INSPIRATIONS FOR THIS CAPSULE COLLECTION, ALLOWING CONSUMERS TO VIEW BEN SHERMAN IN A NEW, MORE ARTISTIC, CUTTING-EDGE LIGHT
I decided to make a presentation that wraps up my hole project after using that in one of the workshops. I realised how helpful it is and makes people understand everything much clearer. I got positive feedback on it during my red/green check therefore I only did some minor tweaks but did not change a lot.

Ben Sherman is a British menswear brand that is deeply rooted in youth culture.

It all started with the mods.

The mods wore suits to rebel.

They used a symbol of conformity to rebel against society.

The Solution:

By introducing a capsule collection that targets the edgy younger demographic - the influencers. connecting to them through youth culture and rebellion.
Meet Andreas.

He is a **hyphenate creative**.
That means he is a creative with multiple creative pursuits.

Andreas has a busy schedule.

He is **always on the go**.

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**Microsite**

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**Wild-Posters**

To launch this collection a series of posters will be placed in young high traffic areas, to start the conversation and drive people to the microsite and social media channels.
PRESENTATION

FEEDBACK

presentation was complete and the set up was easy to navigate through and understand.

It wasn’t very well executed as some boards were not aligned, the background bard was too small in width and looked unprofessional and ‘gone wrong’ and in general could have been done a bit better.
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.

**DISRUPT TO CREATE**
by BEN SHERMAN

Laptop with key note
The case with concept book, launch booklet, target group fold out
Collection impression moodboard

as it is my main product it gets the biggest space and is placed in the middle
SOURCES

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