A GUIDE THROUGH THE DETAILS

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1 incentive

2 relevance

3-8 research

9 conceptual startingpoints

10 concept

11 strategic support
12 identity

13 packaging

14 copywriting

15 in-store communication

16 presentatie

17 sources
identity

/strengths

- systemic insight in complex situations
- technical and practical insight
- playing with and placing nuances in words (Dutch)
- research and substantiation

/fascinations

circular economy
problem solving
strive for progress in the industry
human (consumption) behaviour
innovation
trends
vision on fashion

Fast isn’t necessarily the bad part of fast-fashion. But fashion nowadays is accessible, stimulates impulse buying, is replaceable and after all production is unfair. The consumers desires are not the problem: we as industry, and in my case branders, should take responsibility to offer people an opportunity to tap into a better life. We should take responsibility and use branding and marketing to make nice things to inspire people to help solve the big scary problems.

“I don’t feel like activation people to buy their 15th pair of jeans.”

The fact that consumers want something new all the time isn’t surprising. We can’t stop that development. Nevertheless can we create a positive relation between consumption and positive impact. Like innovating a product that yields more for everyone involved in the process when consumption rises. If we strive for change we should enable customers to make it as easy as possible to choose for good fashion.
fashion =/= sustainable

mode (de; v(m); meervoud: modes)
1 tijdelijk, voorbijgaand gebruik in kleding, manieren, uiterlijk: in de mode zijn

duurzaam (bnw, bw)
1 lang durend
2 weinig aan slijtage onderhevig
3 het milieu weinig belastend

Notice this contradiction.
graduation goals

- document - give people insight in the process
- work efficiently and accurate and keep planning on track
- do directed research to find answers on my questions instead of covering every possible alternative
- take the opportunity to try new things
- enjoy
- trust on my own choices
- use a solid strategy but don’t forget free creation
- find a way to combine branding with meaningful innovation
- make decisions and kill darlings
- make optimum use of embedded research
- make something even my dad understands
- do experiments
- listen to - and try to understand - feedback
- start extreme, settling is always possible
- think about your network during graduation, what doors do you want to open?
- choose a brand I would love to work for and feel proud of working on
The sustainable brand that has a problem to solve

**VEJA**

**MOTIVE FOR BRAND CHOICE**

In 2016 I bought a pair of Veja’s V-10 sneakers. It was my most praised shoe by strangers ever. Every other day I was asked which store I got them from. The material and story are impressive but I discovered that actually no-one knows about this background.

Sadly, they started breaking down way too soon. The leather became creacked and dried out. When I walked into people wearing the same shoes, there was always this moment of eye contact. ‘Hey, nice shoes!’ And after that the conversation turned into the leddown we both discovered on VEJA’s quality. But one thing all these like-minded shoelovers (and the Veja-clients I interviewed later) had in common was the unconditional support for the brand. No one complaint about the brand, it was just too bad for both.
Veja is leading in the fashionable, sustainable sneaker market. They maintain a no-advertising policy to compensate production costs which are 3-4 times higher than competitors’. In this way they can still compete in price range with the big brands. The main reason for Veja’s awareness growth relies on many points of sale world wide and an excellerating word of mouth from the start in 2000.

But competition is growing now and brands like Nike and Adidas with similar casual collections tap in on sustainability. They introduce impressive campaigns driven by huge communication budgets thus rapidly change their image. These brands also do enormous investments in innovation to make their shoes durable which increases their credibility too.
research question

How can VEJA reinforce its message in a growing sustainable sneaker market?

1. How are competitors entering the market?
2. What is Veja’s brand identity?
3. Who is Veja’s target group?
4. What are trends in the sustainable market?

methodologies
1. How are competitors entering the sneaker market?
1.1. Which brands are entering the sustainable sneaker market?
1.1.2. How is Nike entering the sustainable sneaker market?
1.1.2. How is adidas entering the sustainable sneaker market?
1.2. Which sustainable sneaker brands are there already
1.2.1. How does All Birds communicate?
1.2.2. How does Good Guys communicate?
1.2.3. How does EKN communicate?
1.2.4. How does Timberland communicate?
1.2.5. How does Toms communicate?
brands like Nike and Adidas are entering the sustainable market

/ Designs of Veja are quite similar to Nike Air Force One and Adidas Stann Smith.

/ The big brands need to go more sustainable because of decreasing availability of resources. They use their enormous innovation as argument for credibility. Because ‘Sustainable innovation is the innovation of our lifetime.’ – Nike sustainability campaign. But actually because of the scarcity and therefore rising prices, its mainly an economic reason for them instead of ideologie.
These brands have possibilities and money for huge investments in advertisement to tell their story. And that story about their sustainable intentions is what people nowadays want to hear.

Their tone and feel is empowering, inspiring and motivating in itself which easily can sell a persuading sustainable story.

 Nike's and Adidas’ CSR are bout reducing resources mainly. Not about other effects like on their workers or social cases in production countries. They enable customers to sign up for the future but thats in fact only possible by really consuming products which still means causing waste + harm.

but....

Veja’s USP in the market contains two elements: their small scale production and the fact that they value cultural, environmental, social and economical change higher than sales.
2 What are trends in sustainable market?
2.1 What are good ways to communicate sustainability?
2.1.2 How are strong brands communicating sustainability?
2.1.3 What are strategies on communicating sustainability?
2.2 What is happening in sustainable/durable use?
2.2.1 How is Patagonia communicating durability services?
2.2.2 How does Denham communicate repair service?
2.2.3 How is Levi’s acting on increasing product endurance?

The sustainable fashion top is transitioning towards closed loop processes.

Attention for universal human duties increase. Its our individual choices that add up to our history – and our future. Knowing and not acting isn’t accepted anymore. If you don’t want to be part of the solution, you are the cause.

The ego is no longer based on possessions but an individual’s contribution to the collective context.

A consumer-based society is in development. Everyone turns into manufacturer and therefore we share in responsibility.
The higher the involvement the consumer has in the lifetime of a product, the more and longer a customer will cherish the product and its maker.

Transparent stories and honest production alone are becoming the standard. In the near future it will lose its distinctiveness.

Nowadays people attach more and more importance to having a say about things they buy.

Purpose has a social status for consumers. 80% of people share products in their social feeds if they have a positive impact.

The sustainable fashion shop is transitioning towards closed loop processes.

80% of products are thrown away within the first 6 months of purchase.
3 What is Veja brand identity
3.1.1 Who is Veja and what is its philosophy?
3.1.2 What is the USP?
3.1.3 What is the design signature?
3.1.4 What is the tone of voice?
3.1.5 What is the visual style?
3.1.6 How communicates Veja online?
3.1.7 how communicates Veja offline?
3.2.1 What collaborations does Veja do?
3.2.2 What are Veja’s points of sale?

**STORY**

founded in early 2000’s by two conscientious sneakerheads

Business school graduates who realized they were too idealistic for the world of business deals and bottom lines.

They started a shoe company with the aim to make eco-friendly shoes that look cool and anything but eco-friendly. Because like they say: ‘people don’t care much about sustainability, but we don’t care that they don’t care.’

The brand is based in Paris but most business is done from Brazil where suppliers operate and the shoes are made.

Veja uses organic cotton, wild rubber from the Amazon rainforest and leather tanned with plant extracts.

**VEJA MEANS ‘LOOK’ IN PORTUGUESE. LOOK AT WHAT YOU’RE BUYING. HOW IS IT MADE? UNDER WHAT CONDITIONS?**
SIGNATURE STYLE

The sneakers’ design is in a minimalist way but some fresh touches are added.

Veja works in every step of the conception and tries to upgrade each model, that’s why this season the leather V-10’s are tanned without chrome and with natural dyes instead.

Veja uses organic cotton, wild rubber from the Amazon for its soles and leather tanned with plant extracts, to create trainers and accessories which respect both the environment and human rights.
Veja buys organic cotton, which means:
- farmers can sell at higher prices
- better for farmers health
- better for environment
- promotes crop rotation
insight:

TO GET TOWARDS THE LINE-EXTENSION FOR SHOE CARE PRODUCTS, THE INTERNALISATION DOES NOT CHANGE BECAUSE VEJA’S PERSONALITY AND MESSAGE STILL FIT THE TARGET GROUPS’ DESIRES.

CHANGES TAKE PLACE IN THE EXTERNALISATION. THE LINE EXTENSION WILL PORTRAY A DIFFERENT VISUAL IDENTITY TO GIVE THE SNEAKERS’ BACKGROUND A PLATFORM, WITHOUT ANY CONSEQUENCES ON STYLE FOR THE TARGET GROUP.
ZEROCO2

Veja does not advertise.
The resource used are integrated into the production chain.
This means the farmers and producers Veja works with are fairly remunerated — to accommodate their social and environmental requirements.

Veja's fabrication costs are 3 to 4 times higher than other footwear brands because the trainers and bags are produced with dignity. But Veja’s “no advertising” policy makes it possible to sell trainers at a price which is equal to competition.

ZEROSTOCK

Veja tightly controls its production and only produces orders placed six months in advance.
There is no extra stock produced. Production has to adapt to the availability of organic cotton which may vary. This means sometimes having to reduce the quantities ordered by retailers to reflect the harvest.

KEY PRIORITIES: CO2 REDUCTION

While some people are planting trees and others are building CO2 injection wells, the most important priority is the reduction of emissions and energy use. In order to reduce, we need to change our methods of transportation, organisation, production, conditioning and consumption.
To reduce, all Veja trainers are transported by boat from Puma’s factory in Brazil to Le Havre in France. Upon arrival in Le Havre, the trainers travel in barges along the canals to the Parisian suburbs.
Veja’s packaging is made of recycled and recyclable cardboard. The size of the shoe box was reduced in 2002 to optimise efficiency. Finally, Veja uses recycled paper (a compromise of green electricity), in its headquarters instead of EBF (the French national nuclear energy supplier).

VEJA CAN DO THIS BECAUSE POINTS OF SALE HIGHLY VALUE THEIR ACTIONS AND ALSO DON'T WORK REALL Y WITH SEASONS AND SPECIFIC SHORT-TERM FASHION TRENDS.

MODELS ARE TIMELESS.

WORK IN PROGRESS

The Veja project is far from perfect. It can be improved in many areas. To reveal many limitations,

TRANSPARENCY

To be demanding:

As production is low, Veja does not need many pairs of lace. Thus, our laces are not made with organic cotton. The lace used to maintain the public is a synthetic polyester made with plastic. The trainer’s sole contains between 30% and 40% of rubber: inside only contains 1%. The lace also has technical properties that ensure and resist heat which require other components such as synthetic rubber. Syspro shoes don’t contain nickel but they are composed of metal whose origin is not controlled.

By reducing the trainers' weight and respecting the ethical principles of the AΣΩ.C.N, American and Asian clients are delivered by planes. Trainers are an over-consumed product, so Veja's lifespan has to be increased.

THE COTTON ATTACK: THE CATERPILLARS ATTACK

Veja’s production is limited and dependent on the harvests of organic cotton. As a result, in 2006, a new project was launched in association with a producer’s cooperative in Parana, a relatively productive area located in Brazil’s center. After a caterpillar attack, producers decided to spray pesticides to protect their harvest. This situation is an example of failure in the organic approach. Veja could not have the risk of losing producers to lose their whole harvest. Veja had convinced itself to lose the harvest. Therefore, those 72 tons of organic and ethical cotton were used to make the trainers’ lining but also as protection for the French Numero Deux accessories.

Veja has a new assurance of producers in the Montségur. This project allowed Veja to fight against agriculture’s vagaries. Veja needs to diversify its organic cotton supply. In the meantime, producers are seeing other solutions for their “importation” (cotton mainly composed of cotton and sesame) for new Veja trainers 60% of the organic cotton production from AΣΩ.C.N. A strong interdependence can affect both producers and as in 2005, AΣΩ.C.N producers lost half of their harvest because of violent rains.

REGENERATION BEHIND THE COLOURS

The pigments used for dyeing leather, rubber and cotton, are not made from natural products. To obtain a consistent colour without staining, Veja uses conventional dyeing approved by Ecolabel. Veja has undertaken the development of vegetable and non-polluting colour pigments.

LIMITATIONS

AS A STRATEGY

THAT’S why repair in store for free would fit the same (current) identity.
“EVERYTHING IS ON OUR WEBSITE AND THOSE WHO ARE INTERESTED CAN READ IT.”

Kopp, Founder

“WE PREFER TO HAVE DEEP ROOTS RATHER THAN A TREE THAT IS VERY FRAGILE.”

Morillion, co-founder.
KEY INSIGHTS

Every Veja sole is made of wild rubber from the Brazilian Amazon. Tapped straight from trees without causing any damage to the tree itself.

It's estimated that every rubber tapper preserves up to 1 square mile of forest — this is in stark contrast to the pollution caused by manufacturing synthetic rubber in shoes (based on petroleum).

Veja doesn't do advertising because they believe in investing every dollar into the best possible end-product. The resources saved are integrated into the production chain. This is a well-considered choice and does the brand justice.

The quality is too weak and since sneakers are an overconsumed product, Veja says improving the lifespan is their first priority.

Designing at Veja starts with available materials. They meet people behind the materials and start designing from there.

Veja is popular through word-of-mouth.
Veja’s target group feels responsibility and stand for that

“A new mindset is needed. A revaluation for things that are durable.”

“I love garments that show individuality, without overruling ones personality.”

“Veja should improve their quality.”

Collector of good stuff with interesting stories to share.

Is well-known in the world of sustainable sneaker brands and reads about new products and initiatives that actually do good instead of speaking words abound.

Sustainability adds value to the status of the target, but they do want to compensate on style.

All interviewed customers have a sense of self-irony. They do great stuff but don’t take themselves too seriously and online their actions are unpolished.
"To be honest, the quality of Veja’s V-10 model with Vegan Leather is terrible. I think that's a shame, because I love the philosophy and am touched to offer an opportunity to the project, to grow!"

Customer Insight, interview Charlie + Mary Agency
Some remarkable quotes from 10+ interviews

Marieke - Owner Charlie+Mary:
“Veja should improve the quality. It’s a shame. People like the designs and philosophy so much and innovations in sustainable sneakers are great. I really want them to last a little longer. So people have another incentive to spread the word about this company.”

Mellw (22), Future planet student:
“I traveled in Indonesia last year. My Vans were not really needed there because I was surfing and walking on bare foot all the time. So I put them in a trash bag and left it in a corner. I assume they were a little wet when I closed the bag because when I opened it to use them again after quite some weeks, They smelled like crazy. I have to admit that I washed them for 5 secs in the ocean before I wore them again. I just don’t like new shoe. Old ones always fit the best and are still good to go. Our shopping addiction is being portrayed and people who only care a little now will change their behaviour little by little.”
Sivan (29):
“Sometimes I do buy leather shoes (last year at &other stories f.e.) Off course I know they’re not produced in the best way. But I also take lifetime in account. I can buy handmade shoes in Rwanda but there’s also much wrong with the resources of these. So if I see the quality is right then I sometimes consider it’s okay to buy less green, but improve this by my own way of treating them.

Evie (26), Spatial Designer:
She’s a collector of stuff with stories. Likes to have a good story about things she owns and is always looking for a reason. Like she does in her designs. She’s crazy about design that strive to improve things for the better. And likes the fact that if you change a part in a system, something else further improves exponential.
INCREASE THE LIFESPAN OF VEJA SNEAKERS

HAVE SUSTAINABLE IMPACT AFTER PURCHASE

GIVE PEEKS OF VEJA’S BACKSTORIES AND ACCELERATE WORD OF MOUTH

GENUINE, CONFIDENT, WITTY TONE OF VOICE
Is there a way to increase the lifespan from a branding point of view? To outgrow limitations in technical innovation and the time this will take for the brand to improve.

How can we spread the message without use of paid publicity.

Look at Amazonian materials and their benefits for possible solutions.

How can Veja remain credible in a world were things like eco-cotton lose in meaning. Unless they are not only buying from eco-farmers, but also thinking strategies out that helps them earn more and improve their own health?

Since Veja names its limitations as a strategy for transparency, repair or care in store would benefit the identity and the strive for change above sales.

“Maybe it’s not the question where the ski is going, it’s where is the mountain gonna be?” Look for where sustainability in fashion is going? It’s in direction of Circular Economy. –TEDX James Curleigh: How to enhance and expand a global brand.

Target that already bought Veja’s says they’d love to see improvement in lifespan.

The initial aim of the target is to buy products that last, things they’re dying to have and to keep.

Find the trigger that reminds people of Veja, because the more likely it is to think about it, the more likely it is to talk about it. Link Veja to the Amazon. This will be talked about because of environmental awareness is growing and the forest is ‘the lungs of the earth’. Veja is completely transparent and their story is extraordinary. Wild rubber is easily linked to rainforest. Brazil to Amazon. There doesn’t have to be said much literally in words.
IDEA I

COLORIZE THE AMAZON

Veja keeps the amazon alive and blooming
to show this literally by colorizing nature,
Veja greases a new air of life over the rainforest.

focus: preservation / nature

+ clear message
+ positive
+ storytelling and imaginary, helps to visualize
+ link with nature in blooming
+ speaks to emotion
+ 'preservation' comes across
+ easy association with Amazon for every well (or less) informed customer.

- facts are missing
- target is intelligent and this concept for now is maybe a bit too easy. It's a colourful sauce but lacks depth.
- Extra informative layer with facts and features is appreciated.
IDEA 2

VEJA’S LIFECYCLE DOCUMENTED

A nonchalant collection of Veja’s production cycle
from amazonian area mappings
till transportation lists and tapping results.

focus: volume of Veja’s impact / transparency / factial

+ interesting way to show transparency on first and second sight
+ wide range of inspiration for graphic elements and the style easily can fit Veja
and its simplistic look and feel.
+ shows the size and complexity of this organic and “strive-to-perfection” story.
+ mappings give physical feel, that the system in Brazil really do exist.
+ Makes the invisible tangible.

- can be a bit unclear and overwhelming for new viewer
- natural aspect isn’t obviously again. That was the main goal in the first place.
(a bit risky)

But combined with #1, concept is probably the right balance.
IDEA 3

TREASURES FROM THE AMAZON

Veja: “eternally yours”

Portray Veja’s sneakers as collectables. As treasures hunted from the Amazon.

+ gives more value to the product. Visualises the appreciation.

- more empty than other two concepts
- bit of an empty shell
- target is too pragmatic for this approach
- lack of added value, while I try to make the value these already is visible for consumers.
- it’s kind of a trends right now, like curiosia imported form asia (Bali), see A lá.
museum
uniqueness on pedestal
Veja into treasures
Amazonian heritage
start of something beautiful
herbarium
luxurious material from the Amazon
collecting
treasures
realistic
brick / copper refinement
second life
upgrade
THE FINAL CONCEPT: A MIX OF THREE

A blooming trace through the Amazon.

- Veja leaves the Amazon in BLOOM
- The track comes in through mappings in graphic graphic elements = dead transparency
- The outcome is a treasure: the sneaker made to last and be eternally yours
concept
AND THAT PERFECTLY FITS OUR IDEOLOGY
SOMETHING COMPETING BRANDS CAN NOT DO

Because by offering a brazilian made treatment to sustain your fairly made shoes and keep the amazon in bloom, Veja now can support economic, social and environmental growth in the Amazon rainforest, without the need to actually sell more shoes. Because we still need the rubber tappers and their product.

While helping people to sustain their current possessions, Veja can now have an impact without promoting consumerism. Even people who do not like the Veja design will be touched by these treatments, because no one turn happy after the terrible smell of regular shoewax.
WHY A SNEAKER CARE PRODUCT?

WHAT IF we could...

communicate veja's conscious background story in the Amazon rainforest
Make no use of paid publicity while telling this
improve the lifetime of Veja sneakers
Enable customers to love their shoes for longer and consume better

with one single product
Is there a way to increase the lifespan from a branding point of view? To outgrow limitations in technical innovation and the time this will take for the brand to improve. And make fashion more durable?

Methodologies:
- visit online and offline retail of current offer in fashion repair (like levi's, denham, patagonia, ...)
- interview sustainable minded people
- document the market in repair
- research trends and consumer behaviour and/or desires on repair
Repair/care Manifesto

Repair connects people with things

Repair is war on entropy

Every time we repair something, we add to its potential, its history, its soul and its inherent beauty

Caring is not about styling or trends. There are no due-dates for repairable items.

Repair is sustainable

Care inspires pride in ownership, to love your shoes for longer.

Repair – even in good times! Repair doesn’t have to do with money, it’s about a mentality.

We recommend getting a product that last loner, and keeping it alive.

STOP RECYCLING, START REPAIRING AND CARING.
YES WE CAN MAKE A CARE PRODUCT FOR SNEAKERS

For Veja the most interesting story to tell is to give a snap of the rubber making process in an aesthetic way.

Rubber soles are made of a liquid extracted from natural rubber.

Lets start with the material and its maker like veja always does in new designs and innovations.
This liquid contains lipids, which leather sneakers need to stop them from drying out.
System thinking (be transparent and work together)
Know the entire lifecycle of your product
Co-create, cooperate, collaborate
Veja already does this

Consumption (go slow and take good care)
Take good care of your clothes
Learn some basic skills
When worn out: bring back
This is the problem we solve with a sneaker treatment

Retail (hack the take-make-waste model)
Go for a more service-orientated business
A second life at the online marketplace
By using retail as a platform, we hack the take-make-waste model and indirectly offer a service

Production (Produce clean, local and with respect)
Go for long life and durability
Veja is internally working on innovation in durability, last year they improved their popular V-10 model design wise.

We get to a circular economy!!!
A blooming trace through the Amazon.

Sneaker Treatment

- do powerfull emotional storytelling
  it’s still humans taking the info

- **be where your target is:** target is in points of sale and
  its there where the message lacks most

- **how are you launching?**
  in-store with 3D-presentation

- **branding has a lot to do with memory**
  wild rubber = amazon

- **what is the inherent value of my product and how do I
tell a story around that?**
  its the story about rubber tappers that explains Vejas
  ideology best (i discovered this while motivating my
  project to outsiders)

>>> Rubber tappers preserving the Amazon
inspiration copy

Once you need less, you will have more

If I ever let my head down, it will be just to admire my shoes
brainstorm copy

TAGLINE
EXPLAIN PRACTICAL ADVANTAGE IN WITTY WAY
For longer lifetimes
For long lasting rubbers.....
Blooming sneakers bright up Amazon

-------- witty?

lekker smeren, behoud je sneakers, survive het bos
voor voet en boom
for brighter trees and warmer toes
care for sneakers, care for woods
schoenen en regenwoud overleven jou

‘n lik doet wonderen for your sneakers
‘n likkie voor een leven lang
mee in je graf
happy die going down with trainers on
duurring sneakers
bare your sneakers
no excuse for new sneakers
no excuse generation
be a keeper

synonyms longlasting/enduring.....
the master excuse, to keep your good old sneakers

JUNGLE  >  trees  >  trunk pattern / footprint
         >  treedrop  >  rainforest  >  raindrops
         >  juice  >  serum
FOREST DROPS
TROPICAL DROPS
VEJA DROPS
first ideas

"a wild cream" is too general. Is there another word that is more suggesting and has more associations with the Amazon? When you say Amazon people know it's wild. Wild has been used too often. It looks like it's going to be a serum, so don't call it cream. Make really clear that this is for sneakers, in the packaging already.
Amber glass bottle because:
- implicates transparency
- pharmacy background (=trustworthy)
- gives meaning to care-product
- emphasizes imaging of Veja processo
  - imaging of Veja processo
  - test towards best product

Bottle and lid must be in the same material because that makes recycling much easier.
LABEL SIZE

A wild cream

Ingredients:
- Toner oils
- Fats from latex
- Rubber fats
- Vegan lipids

Organic weaker care:
- Toner
- Tanner, trexik, etc.

Final:
- White letters on transparent label
- Different sizes Amber, amber coloured bottles.
CONCLUSION

Natural forms and handdrawings work best. Don’t use too much unneeded illustrator. Eventually I discovered it was just easier to work with and extend on larger scale for example on the final presentation table.
TROPIC JUICE

100% WILD RUBBER EXTRACT
For gently exfoliating your leather sneakers, to keep them from drying out. This juice is a lipid extracted from Hevea Brasiliensis trees in the Amazon rainforest. Cared about in Brazil, made to care for sneakers all over the globe and love your shoes for longer.

BEYOND SNEAKERS

4 fl oz / 120 ml
For gently exfoliating your leather sneakers, to keep them from drying out. This juice is a lipid extracted from Hevea Brasiliensis trees in the Amazon rainforest. The same liquid our Veja soles are made of. Drip some drops and rub it in to preserve your sneakers and enable natural rubber tappers to continue their work that keeps the Amazon alive and blooming. Cared about in Brazil, made to care all over the globe and love your shoes for longer.

125 ml / 4.4 fl oz ℮

CONCLUSION

I choose for a white logo on transparent foil to make this label look sophisticated like Veja is, and use a minimum of paper. Which could be a bit of a contradiction when used much, because of the strive to preserve more trees.

CONCLUSION

Veja Drops, because the products with sneaker care was used as a promotion to reinforce Veja's message in the first place.
For gentle exfoliating your leather sneakers, to keep them from dying out. This juice is a lipid extracted from Hevea Brasiliensis trees in the Amazon rainforest. The same liquid our Veja soles are made of. Drip some drops and rub it in to preserve your sneakers and enable natural rubber tappers to continue their work that keeps the Amazon alive and blooming. Cared about in Brazil, made to care all over the globe and love your shoes for longer.

125 ml / 4.4 fl oz

label design
character retail / points of sale
an analysis

shops are more or less contemporary
sense of humor / irony is present but in intelligent or cultural way
there is obviously a feeling for design / aesthetics
urban / city minded
illustrations are commonplace
even if photographed in studios, all stores have a connection to outdoors
uniqueness of products / visuals is important
unknown artists are featured
a lifestyle is portrayed
few recognizable faces (model is secundair)
timeless design
nostalgic
confidence is remarkable
stores in general are more outspoken than Veja itself is
high fashion vs fun, this contradiction is present in each store
> they may seem detached but appear human / real >
authentic
nonchalant
stuff seems of high quality through fresh fotos

benefit for retailers / points of sale

retailers are keen to promote in-store how they are taking steps to drive sustainability across the business as a whole.

Explaining where a product comes from, how it’s manufactured and the materials its made from helps to build authenticity and brand trust. Veja now does that in really boring way. Without any layout designed (for readers pleasure f.e.) on the website. It’s credible but not inspiring.

LAUNCH IS IN STORES
in-store communication
Materials and design
All soles of Veja sneakers are made of wild rubber from Brazil. The Amazon is the only place on earth where rubber trees grow in the wild and we need to invest in preserving this rainforest.

Seringeiros are rubber tappers, living in the Amazon. Tapping families lost their jobs one by one when cheap synthetic rubber made its entry in the 60's. They started cattle farming and wood extraction to survive instead.

We offer the Seringeiros a price for rubber that's four times higher than the global index. Now they have an incentive to continue tapping, instead of pursuing lines of work that contribute to deforestation.

We give back to the Seringeiros and teach them how to transform liquid rubber into sheets, without any industrial processes. This permits them to sell semi-finished products and therefore earn more than by just selling rubber juice.

We’re not totally there yet; we want to invest in longer lifetimes and offer you an opportunity now. Take in on your potential for a wild recipe: Extract our wild juice and rub it into your sneakers every week. We found the need to give the planet a way it can rainwearing and this is it. Tropic Juice is made of lipids, extracted from our liquid rubber for 100%. It’s

CONCLUSION

Make the overview more abstract and shorter. Research for infographics. Come with storytelling on wall. Use green, it helps to connect with the Amazon.
I have more than enough little stories to tell. Use this to add to pattern, drawing to make the trace I’m constantly describing clearly in first look.

This concept is about the rubber tapping process. So use this infographic / space in store to tell the whole story that is a real conversation starter for many.
use Veja drops to make your sneakers last and leave the Amazon in bloom.
During my red/green I got the feedback that the presentation wasn’t refined and undermining my project. I already knew this and afterwards I put a lot more focus on the presentation and tried to imagine how I’ll discover as an outsider.

Now I searched for the right materials to communicate the sophisticated feel that belongs to Veja. I found a plate of tropical wood and carved my relief pattern in there with a laser cutter. Now there’s a specific spot for the product with the logo underneath to highlight the actual sneaker treatment and bring focus in the presentation.
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