THE CONCEPT

SHAKE SHOP

IN THIS GREAT FUTURE... YOU CAN'T FORGET YOUR PAST
THE CONTENT

THE BRAND 6
THE TARGET GROUP 10
THE PROBLEM & STRATEGY 12
THE CREATIVE CONCEPT 14
THE SHAKE SHOP VIBE 16
THE SHAKE SHOP MENU 22
THE CAPSULE COLLECTION 28
THE COMMUNICATION STRATEGY 30
This is a guide to Stussy’s Shake Shop, giving insight into locations & the Shake menu, as well as different communicational elements of the #Oldskoolflavors campaign and capsule collection. Since Shawn Stussy already realised back in the 90's that “in this great future, you can’t forget your past”, this concept is all about remixing the old with the new & the high with the low.
CHAPTER 1
THE BRAND

STUSSY’S LEGACY

Credited by „The Hundreds“ as the number one most iconic streetwear brand, Stussy can be somewhat seen as the founder of it all. Being the first to effortlessly sample from the past & remix with the present, making logo snapbacks a coveted piece of every streetwear kit and fostering a cult-like, global community of tribe members, Stussy has basically provided the blueprint for every streetwear brand in existence.

„Without Shawn Stussy, this website, this culture and probably the clothes you’re wearing right now would likely not exist.“

Highsnobiety about Shawn Stussy
Shawn printed some basic shirts with the Stussy scribble to promote his boards at trade shows - this is how the fashion business started.

Business partner & friend Frank Sinatra joined the business.

Stussy started the „hip-hop-esque“ sampling of cultural references.

The second chapter store - The Stussy Union - was opened in La Brea in Los Angeles.

New creative director: Nick Bower. They move away from American market and are well received in Japan.

Even without Shawn Stussy the brand has managed to stay more or less relevant until now, mostly outside of the US and in the Japanese market.
THE STUSSY WAY?

With a rich history and a broad variety of stylistic references, Stussy has appropriated, thrived in and shaped iconic pop culture and various subcultural movements. Over the past 37 years, the brand has more or less managed to adapt to the current zeitgeist, while still keeping a distinct identity.

With Stussy it is not what they do - it’s how they do it. And with times changing faster and faster one thing has always been at the core of the brand’s identity: being a symbol for effortless, rebellious counter-culture.

CORE VALUES

EFFORTLESS
A laid-back attitude. Not taking themselves so serious. They don’t need to try - It’s a way of life. And for the people that understand it, it comes naturally.

COUNTER-CULTURE
Punk, Rap, Hip-Hop, Surf, Skate - whatever was, is or will go on outside of the mainstream Stussy has their take on it.

REBELLIOUS
„Livin’ Large“ and just doing whatever the hell they feel like.
FUNCTIONAL VALUES

LAID-BACK
Rooted in laid-back west coast culture, Stussy’s products are always simple & chill. Loose-fitted basics, some rad graphic prints; good to go for whenever to wherever, from board to bar.

CLASSICS
Being the original streetwear brand, Stussy coined the style of classic, american workwear. And, to this day, they stay close to their roots.

EXPRESSIVE VALUES

RETRO COOL
Already mentioned in one of their iconic 90’s ads: “In this great future, you can’t forget your past.” While Stussy is constantly evolving, they never fail to look back, remix & sample to create something new that honors the old.

TRASHY IRONY
Stussy never take themselves too seriously. Over-the-top choices and some trashy elements signify an effortless, self-ironic way of life.

RAW AUTHENTICITY
Allergic to posers & perfect fakeness, Stussy express themselves in a straight-forward and honest way that tells it like it is.
The Streetwear Aficionados are Gen Z guys, fully immersed in streetwear subculture. **Open-minded, urban & effortlessly chill**, they are a choosy target group that is highly sought after. They are present in all important „streetwear capitals“ all over the world, highly involved in local subculture but still connected to other aficionados. Mostly into brands such as Supreme, Palace & Patta they are **looking to be anything else than mainstream**, always on the hunt for limited editions or special pieces.

**KEY INSIGHTS**

Brand & culture knowledge is most important to them - they want to understand the history and the cultural references that are made by streetwear brands and their products. If you don’t have this knowledge you are a „poser“.

Streetwear is a way of life to them and the product is only part of it. „It’s what we wear. It’s what we listen to. It’s what we eat.”

Opposite to having everything available anywhere, anytime, they actually enjoy the dedication one needs to attain certain limited edition pieces and collections. The rarer, the better.

The past has value to them. Fascinated by old-school hip hop, vintage pieces or old Tarantino movies they engage in a „newstalgia“ by mixing these influences into their current culture.

Like streetwear culture itself, they are sampling from all different subcultures and fusing them together in their individual understanding. This includes the mixing of high and low culture or nostalgic and new references.
open-minded Gen Z’ers

streetwear as a way of life

fusion of „high and low“ culture

on the hunt for „limiteds“

extreme brand knowledge

appropriation & remixing of cultural & nostalgic references
Well, basically Stussy has lost touch with the new generation that is driving streetwear culture. Which is a problem, because losing touch with these people means they are slowly losing credibility & authenticity within the streetwear scene. Also, Stussy really is trying to stay a small culture brand. They are still a privately owned company and do not want to become “this giant monstrosity that doesn’t stand for anything.” (BoF)

The streetwear aficionados are a target group a lot of people are after, because if they think you’re cool, everyone else will too. And other brands, like Palace or Supreme are currently a lot better at making new references and creating the buzz that is needed to get their attention. Basically, Stussy has kind of fell off their radar.

What makes streetwear products so desirable for the streetwear aficionados is also the dedication you need to attain them - Stussy is currently perceived as too widely and easily available, as they are for example selling at Urban Outfitters. However, with their tiered business model there is an opportunity for them to create exclusive & relevant limited collections.

Create a campaign that gets Stussy back on the minds of the target group in combination with a limited & exclusive capsule collection!
THE SOLUTION

THE INSIGHTS

1. While the Streetwear Aficionados are currently busy with other brands, what they know about Stussy’s iconic heritage definitely has value to them. Especially with streetwear’s current obsession with nostalgic references this is something that needs to be capitalized on!

2. The insider knowledge of being familiar with the back story, cultural references, and history of brands is most important to the Streetwear Aficionados. This is what makes products valuable to them and makes them identify with the brand.

3. Streetwear’s currently most relevant brands create their cult following through physical brand experiences that connect directly to the small, local streetwear communities.

4. Food culture has become one of the most important tools for self-expression, as well as the ultimate experience enhancer.

THE PROPOSITION

Use food culture as a tool to revive Stussy’s iconic heritage to put the brand back on the target group’s radar!

THE CREATIVE IDEA

#OLDSKOOLFLAVOR
CHAPTER 4
THE SHAKE SHOP

STUSSY SHAKE SHOP

#OLDSKOOLFLAVOR

WHAT IS IT?
The Stussy Shake Shop is the center of the #OldSkoolFlavors campaign. It is a branded, pop-up food experience that presents Stussy’s iconic California heritage in an exciting new context to the Streetwear Aficionados. Besides providing a way to experience Stussy’s retro vibe, the “Shake Shops” milkshake menu, that references different important figures and cultural influences, feeds the customers with brand heritage knowledge that is so important to them!

THE AIM?
Revive Stussy’s past and bring it to the streetwear aficionados in a new and surprising context!

THE EXPERIENCE?
exclusive & underground vibe
over-before-you-know-it affair
hole-in-the-wall places, so tiny people need to stand in line

A FOOD POP-UP TO EXPERIENCE STUSSY’S RETRO BEGINNINGS FIRST HAND & DISCOVER THEIR HERITAGE IN A NEW WAY!

THE STUSSY TAKE ON FOOD?
Stussy has always been a symbol for counter-culture and underground cool. You were only part of it when you knew about it. Same with knowing about the best, underground food places today - they look like not much from the outside, maybe even a bit crappy. Someone who has no clue walks right past. It is exactly this insider knowledge the Stussy Shake Shop is taking inspiration from: the no-fuss, underground food scene of Los Angeles!
**HOW DOES IT WORK?**

Basically, the campaign consists of two main parts: the **Stussy Shake Shop experience and the Oldskool Flavors Capsule Collection**. Further, there are, of course, smaller elements part of the communication strategy that is explained in a later chapter. **The Shake Shop is used to get the Streetwear Aficionados’ interest & get Stussy back on their radar. The event also creates buzz for the Capsule Collection that then caters to the target group’s need for limited editions and special pieces.**

**PRE-LAUNCH PHASE**

Various promotion measures & influencers to get the word out about the Shake Shop!

**OLDSKOOLFLAVOR**

Building of online buzz & excitement for the collection

**CAPSULE COLLECTION DROP**

Small, exclusive & limited capsule collection

The place where the Stussy Shakes can be tasted & Stussy’s retro vibe can be experienced!

**OLD SKOOL FLAVORS: A CAMPAIGN FORMAT**

Stussy has a very rich heritage of various cultural influences & has cultivated different tribes in cities all over the world. In their glorious days in the 80's & 90's, Los Angeles, New York & Tokyo were most important to their legacy. **Old Skool Flavors is a campaign format that can be used to “remix” all of these parts eventually.** So, while the first edition focuses on Stussy's L.A. heritage, the next editions could be New York and Tokyo. These campaigns would follow the same structure only with a different food concept, inspired by the underground food scene specific to the city and, of course, another limited capsule collection.
Trashy places passed by people who don’t have a clue - but frequented by those in-the-know & those that understand the culture’s way of life!
THE SHAKE SHOP VIBE

The venues for the Shake Shop are found & carefully selected in each city. Stussy then takes over the space for the few days of the pop-up and makes it their own through the addition of elements such as brand memorabilia & signage. It is crucial that the venues already have an authentic, lived-down vibe to ensure the underground feel. Examples here are places such as late-night shops or bodegas that have a diner-vibe, but also old gas stations or garages can be used if they are transformable. Further, the location of the venue should be a little off-the-grid in upcoming neighborhoods, small side-streets or outside of the city center.

TRASHY ON PURPOSE

The Stussy Shake Shop is an exclusive experience with an underground vibe. Only open for two weeks, it is an over-before-you-know-it affair at a hole-in-the-wall place, so small, people might have to stand in line to get their shake fix! The venue looks kinda trashy, but that just emphasizes the fact that the customers are in-the-know & represents Stussy’s laid-back take on irony. It’s trashy, but it’s trashy on purpose. Lived-in seats, metal counters & tiled floors are combined with retro diner details and some Stussy memorabilia!
**THE SHAKE SHOP CITIES**

The Stussy Shake Shop will come to **London, Amsterdam, Paris, New York & Tokyo**. It will pop-up in these cities at the same time to create a certain amount of impact. However, the number is small enough to ensure that the experience retains its exclusivity & underground vibe. It’s not the most important objective to reach a huge amount of people, but it is important to reach the right kind of people. The selection of locations is based on the following criteria:

1. The importance of the city for driving streetwear culture, as this is where the Streetwear Afi cionados are mostly located
2. Stussy’s ties to the city based on past campaigns or collaborations with brands, artists or influencers
3. The importance of the city for the „International Stussy Tribe“ (brand influencers & ambassadors throughout the Stussy history)
4. The location of Stussy chapter stores
5. The interest of the „theme“ of the pop-up experience (the Shake Shop’s west coast heritage is already known to the L.A. tribe, thus the city is excluded from this edition)

**INSTAGRAMABLE MOMENTS**

To encourage the Streetwear Afi cionados to share images of the Shake Shop on their personal channels, the location works to provide opportunities for „instagramable moments“. The crappy overall vibe will already encourage this, as it is a frequent style that the target group uses as part of their Instagram identity. Further, as they have an affinity for nostalgia, the retro details such as old boom boxes or longboards are placed strategically to provide a good setting for taking a photo.

**STUSSY MEMORABILIA**

While the Shake Shop is about the Shakes, the event overall is obviously branded. With the intention to bring Stussy’s iconic heritage to the Streetwear Afi cionados, the shop boasts exclusive archive pieces & memorabilia from the brands beginnings. This includes some of Shawns first boards, the iconic ads published in Thrasher magazine, as well as awesome oldskool video ads that make the west coast cool vibe even more tangible. All pieces are blended seamlessly into the environment to avoid it being too „in-your-face“ - The heritage needs to be discovered after all.
Livin' Large - sipping fresh shakes in a retro vibe!

**STUSSY MENU**

THE SHAWN
Guava & Chocolate Shake / Drea Cornetto

THE SKATE MAN
All Vanilla Shake / Fruit loops / chocolate fudge

THE NEW WAVE
All Strawberry Shake / mint chocolate chips

THE BEASTIE
All Chocolate Shake / Maraschino Cherry

**SIZES**

**SMALL**

**NORMAL**

**LARGE**

in this great future... you can’t forget your past
THE SHAKE SHOP MENU

The L.A. Shake Shop will be serving up variations of a west coast staple: the milkshake! It is a retro L.A. classic just as the iconic styles that Oldskool Flavors is bringing back. Also, the fusion of different ingredients into one represents Shawn Stussy’s approach of an effortless fusion of subcultures!

There are different flavors & toppings, all made from high-quality ingredients! Each shake available represents a different part of Stussy’s iconic L.A. heritage. The Shakes are named accordingly and come with a short explanation of what exactly that particular shake represents - this is a snappy, & fresh way of providing the Streetwear Aficionados with the background knowledge of Stussy.
INGREDIENTS & SERVICE

SHAKE PACKAGING

The Stussy Shakes are served in simple, silver aluminum cups, referencing the elements of the space. This decidedly lo-fi way of packaging reinforces the Shake Shops trashy vibe, while it also puts all the focus on the amazing milk shake. No need for extra fuss or overbearing branding.

4 SIGNATURE SHAKES

The Shake Shop menu consists of 4 signature milkshakes, each linked to an iconic influence on the Stussy brand from their California Heritage. Hints in naming, the ingredients and the look of the shake all make small references that can be “decoded” with information that the target group already knows and with additional information shown at the event (for example the Stussy memorabilia or the Shake Shop Zine). Each shake can be ordered in two sizes: Livin’ Large & Livin’ Extra Large - another reference to Stussy’s brand philosophy.

INGREDIENTS & SERVICE

Crappy from the outside but... amazing on the inside. While the Shake Shop look might be a little questionable, the ingredients used in the milkshakes, definitely aren’t! High-quality, organic ice cream and milk ensure a flavor explosion worthy of an iconic brand like Stussy. Also, the guys behind the counter probably don’t look like they’ll win a prize for customer service, but that’s only because they’ve got more important things to do - making the perfect, creamy Stussy Shake.
THE SIGNATURE SHAKES

THE SHAWN

VANILLA-CHOCOLATE SHAKE & OREO CRUMBS

The Shawn is a classic - it doesn’t need much to be great. The man’s unpretentious attitude is represented in simple chocolate & vanilla flavors, mixed to create something amazing - just like he did when he was fusing everything from surf to punk to skate to hip hop. The crushed Oreo topping hints at the famous Stussy signature that Shawn quickly scribbled on each board he’d made in a chunky black marker.
ALL STRAWBERRY SHAKE & WHITE CHOCOLATE CHIPS

The New Wave is probably one of the truest incarnations of „Livin’ Large“, as it represents 80’s new wave surf culture. Outspoken graphics on Shawn’s coveted boards spilled over to lifestyle & outfits of surfer dudes with confident style and nonchalant attitudes. An All Strawberry Shake topped with white chocolate chips links to the bright pastels of new wave graphics, while representing these guys’ desire to stand out from the crowd!
The Skateman represents iconic west coast skate culture. Low-key but with a decidedly “no fucks given” attitude and confident, dorky cool styles. The classic vanilla flavor builds the low-key base but it’s the chocolate fudge & fruit loops toppings that refer to longboards, short shorts and crazy stunts!
ALL CHOCOLATE SHAKE & MARACHINO CHERRY

The Beastie refers to the early days of hip hop with the Beastie Boys becoming one of the first members of Stussy's International Tribe. All in with an all chocolate shake refers to their ballysy attitude and their philosophy of just going for it! The single maraschino cherry topping refers to hip hop's luxe side and the fact that to the Beasties Stussy's bucket hats were the „cherry on top of their kit.”
The limited capsule collection that is dropped at the end of the Oldskool Flavors campaign is closely linked to the inspiration of the milkshakes. The 4 influences are represented here in 4 out-spoken Retro-Cali looks, bringing yet another modern interpretation of the Stussy heritage. Overall, the looks have a relaxed vibe and reference iconic silhouettes and prints of Stussy. Quantities are kept very small to ensure exclusivity and highlight this collection as a special edition that almost becomes a collectors item.

**THE SHAWN**

Shawn Stussy, founder of the distinct Stussy lifestyle that spawned the entire culture that we know today as streetwear! At heart he’s still a surfer though, in love with local beach life and an unpretentious attitude. When he started making boards in his garage in the late 70’s, listening to Bob Marley, he’d sign them with his graffiti-inspired black Stussy signature. The look is laid-back & simple, referencing chill beach life with washed-out denim and completed with a classic bucket hat featuring the Stussy scribble.

**MATERIALS & COLORS**

- soft, light-wash denim
- off-white structured cotton

**THE SKATEMAN**

If waves were bad you just got on your board - west coast skate culture, another one of Stussy’s most iconic inspirations. Longboards, short shorts, sweatbands paired with crazy stunts and a decidedly “No fucks given” attitude helped spawn Stussy’s distinct atmosphere of effortless cool. Captured for eternity with Shawns iconic „The Skateman“ graphic. Faded-cotton logo shirt and denim shorts combined with the retro accessories high socks and sweatband pay homage to this mindset.

**MATERIALS & COLORS**

- soft, medium-wash denim
- faded orange, soft cotton
- bright orange terry
**THE NEW WAVE**

80's west coast surf culture, one of the earliest Stussy inspirations! The outspoken new wave graphics on Shawns surf boards, that spilled over to lots of pieces from the collections, caught the attention of surfer dudes that needed **attire to go from beach to bar at night**. The all-over bright pastel print on the short, loose cotton suit might be one of the truest incarnations of Stussy’s philosophy of Livin' Large!

**MATERIALS & COLORS**

- all-over graphic print
- loose linen fabric

---

**THE BEASTIE**

Coming from post-punk to the early days of hip hop, the Beastie Boys were riding the same wave as Stussy in the mid-80's as they were both important players in shaping the zeitgeist of that time. Boom boxes and a **ballsy but never too serious** attitude, rocking Stussy bucket hats with the interlinked S - The Beastie Boys became three of the brands first tribe members, marking the beginning of a wide network of like-minded individuals all over the planet. A classic wide-fit streetwear shirt with a retro placement print and the Beasties’ favorite bucket hat, make this **look an icon for Stussy's hip hop influences.**

**MATERIALS & COLORS**

- soft, medium-wash denim
- vintage textured, soft black cotton
- off-white cotton
CHAPTER 6
THE COMMUNICATION STRATEGY

This graphic provides an overview of the entire campaign flow, divided into 4 phases. The following pages go into detail about all different elements!

**PHASE 1**
create interest
active the TG to attend
introduction of #oldschoolflavor

**PRE-LAUNCH**
small, exclusive pre-launch of the branded experience with curated list of influencers

**TEASER CAMPAIGN**
- on Stussy social channels
- local underground posters
- teaser the event to create some interest with oldskool Stussy references & milkshake references
- introduction of the #oldschoolflavor

Reach the Streetwear Aficionados / create interest / activate them to go

**PRESS PROMOTION**
local underground magazine that are TG relevant

**PHASE 2**
the actual food experience is happening

online buzz will also activate the TG to go to the Shake Shop

the place where the Stussy Shakes can be tasted & Stussy’s retro vibe can be experienced!

**SHAKE SHOP ZINE**
small, limited zine that features the milkshakes & makes the links to the brand references “collectable from the actual event”
**PHASE 3**
building #oldschoolflavor
keep excitement high after the event
teaser for the capsule collection

#OLDSKOOLFLAVOR
Building of organic (online)-buzz
with the hashtag

**TG SHARES ON SOCIAL CHANNELS**
- through creation of “Instagramable
moments” at the event & the
snapchat geo-tag
- filter the TG is
encouraged to
share their own
experiences with
#oldschoolflavors

**STUSSY CHANNELS**
Stussy’s social
channels will
release exclusive
images from the event,
further building #oldschoolflavors
teaser of upcoming
collection

**PRESS PROMOTION**
coverage of event &
upcoming collection by TG
relevant streetwear sites
(hypebeast, highsnobiety,
complex)

**SNAFHTAG GEO TAG FILTER**

**RELEASE OF DROP DATE**

**PHASE 4**
release of drop date & actual drop

**CAPSULE COLLECTION DROP**
- very limited quantities
  of the 4 looks
- exclusively available
  at the Shake Shop &
  the Stussy webshop
**PHASE 1**

Phase one is about being a little “under-the-radar” and not giving away too much in the beginning. It is crucial to ensure the information reaches the right people, not the broad mainstream, as this gives the target group the feeling to have discovered something. All the different elements shown work together to reach the Streetwear Aficionados, foster interest and eventually activate them to go.

**TEASER CAMPAIGN**

To create some buzz and introduce the #oldskoolflavors hashtag there will be a 2 week teaser campaign on Stussy’s main Instagram channel, featuring around 7 posts that include Stussy Archive Images & Milkshake references, already giving a little taste of what’s about to come. After the teaser campaign & Pre-Launch, Stussy will release the location & time of the Stussy Shake Shop. It is important that this happens only shortly before the event to help create the “over-before-you-know-it” vibe.

**UNDERGROUND POSTERS**

Further, the Shake Shop will be promoted with underground posters in the cities where it will pop-up. This will ensure that interest is created in the local streetwear communities & the target group actually is informed about the Shake Shop happening. Also, it adds to the “under-the-radar” & “old skool” feel of the campaign and plays on the insight, that cult brands create their following through physical brand manifestations. The posters will feature a preview of the Stussy milkshakes set in the signature collage style of the campaign.

**PRESS PROMOTION**

To not run the risk of entirely relying on influencers and Stussy’s own channels there will be some promotion by publications that are relevant for the target group. As the first phase of the campaign is still supposed to run a little under-the-radar, these won’t be the very big streetwear publications but smaller, “underground” magazines & sites that are local to the city where the Shake Shop is opening. The publications will be provided with a small press release & a selection of images that can be used. Eventually, they will also reveal the location & time of the Stussy Shake Shop.
PRELAUNCH & INFLUENCERS

Another important element of phase 1 is the small, exclusive pre-launch with a curated list of influencers that are specific to the Streetwear Aficionados. This will ensure authenticity and create interest within the target group. The influencers are naturally also specific to the Shake Shop locations, as it is important for them to strongly relate to the local streetwear community. Further, it will be a mix of younger & older streetwear influencers for the following reasons:

“Older” influencers such as, Hiroshi Fujiwara or Eddie Huang have more nostalgic connections to Stussy, thus are more likely to share on their own channels. At the launch they will be invited to share their favorite memories with Stussy using the #Oldskoolflavor hashtag.

The younger influencers will be micro-influencers with a small, but very specific & highly engaged follower group. It is important to get as much of their „authenticity“ as possible. To them the pre-launch is interesting because they have the opportunity to meet some of the older influencers that have immense reach & that they admire. While they do not dislike Stussy, they are less likely to share on their own feeds as these are highly curated. By offering photo opportunities with the previously explained „instagramable moments“ and creating a space that they feel expresses their identity, they are encouraged to share images that add to their online representation.
**PHASE 2**

„OVER BEFORE YOU KNOW IT!“

The second phase is the actual Shake Shop pop-up where Stussy Shakes can be tasted and the retro vibe experienced. The Shop will only be open for two weeks, to ensure an exclusive event that still provides enough time for the target group to discover it. During this time the people dropping by are encouraged to share their experience on their social channels. Further, it is important to get enough authentic image material that can be used for promotion after the pop-up.

**SNAPCHAT GEO TAG**

As encouraging the Streetwear Aficionados to share their own experiences through their social channels is an integral part of the #Oldskoolflavor campaign, the event will offer a specific Geo-Tag Snapchat Filter. This will increase the potential for authentic & organic growth as Snapchat to them is a very personal tool to stay in contact with close friends. Further, as the target group’s motivation for sharing on social media lies in it being a tool for them to express their identity - the filter is not overly logo-heavy but provides an opportunity to attach the „west-coast-retro“ feeling.

**PHASE 3**

Phase 3 is about building the #Oldskoolflavor hashtag further and keeping engagement high after the event in order to have enough buzz to start teasing the upcoming collection drop.

**ORGANIC REACH**

From the event there will be a certain amount of organic exposure through the content the Streetwear Aficionados are encouraged to share on their own channels using #Oldskoolflavor. Since their main motivation for sharing something on their feed is that it needs to represent their identity, the Shake Shop offers multiple low-key areas that create „Instagramable moments“, allowing the target group to share images that suit their own style & online channels.
STUSSY CHANNELS & FEATURE

Stussy will release exclusive content from the Shake Shop on their social media channels and website. This includes authentic snapshots of the space, the shakes & people that attended. Further, there will be a special feature on Stussy’s website where the milkshakes & the brand references they make are explained and visualised, thus creating an opportunity for the Streetwear Aficionados to gather important background knowledge. In this third phase, Stussy will also start to post visual teasers of the upcoming capsule collection on their Instagram channel. These can include the names of the „Cali Suits”, some prints or images that have inspired the collection. Eventually they will drop the release date of the capsule collection.

PRESS PROMOTION

Additionally, there will also be coverage of the Shake Shop by bigger streetwear sites to create more interest. They will publish event-related content & images but will also start to tease the capsule collection, with bits and pieces of information. Also, they will start to create more tension by revealing the date at which Stussy will reveal the release date. (This might seem complicated, it is however common practice within the streetwear scene). Further, this connects to the target group as they enjoy the dedication you need to attain something limited and encourages them to follow the Stussy social media channels.

PHASE 4

The collection will be dropped at the last weekend of the Shake Shop opening to keep a „mysterious vibe” that is crucial within collection drops of streetwear brands, but also still keeps the connection to the environment that was created. The actual drop needs to be exclusive, limited & local and due to very small quantities it is the objective to sell out in a very short amount of time. The styles are only available directly at the Shake Shop location in each city and after the pop-up ends on Stussy’s own web shop. To make the buying experience more exclusive at the Shake Shop locations, each purchase includes a copy of the Shake Shop Zine that can not be bought any other way, thus making it a collector’s item.