WORK, WORK, WORK

This processbook gives insight into my way of working of my graduation project for International Fashion & Branding. Divided intro three main phases - research, concepting & execution - it highlights my most important insights, decisions and experimentation.
THE CONTENT

RESEARCH
Personal Direction & Fascination 6
Food Culture Key Insights 8
Streetwear Key Insights 10
Choosing a Client 12

Research Question 14
Stussy Brand Analysis 16
Target Group Key Insights 22
Competitor Analysis 26

CONCEPTING
Conceptual Starting Points 32
Problem Definition & Strategy 35
Concept Development 36

Concept Check 2 40
Re-Focus & Final Concept 44

EXECUTION
Communication Strategy 50
Event Visualisation 54
Milkshake Development 58

Capsule Collection 64
Red / Green Check 70
Final Presentation 72

Source List 80

SYMBOLS

CONCLUSIONS

FEEDBACK & WHERE AM I NOW?
WHAT'S THIS ALL ABOUT?

PHASE 1
RESEARCH
PERSONAL DIRECTION & FASCINATION

INTERESTS

Personally, I am a big foodie and fascinated by our food culture. Since food & fashion have become more and more intertwined, I decided to use this as the starting point for my research. Further, I very much enjoyed reviving a dead brand during the Brands & Identity minor, which I also took into consideration in the preliminary research phase.
SKILLS

My main skills definitely lie on the strategic side, thus I knew I wanted to put my focus on brand & communication strategy.
**RESEARCH PHASE**

**KEY INSIGHTS: FOOD CULTURE**

**FASHIONABLE FOOD CONTENT**

As seen with independent, culinary magazines such as „The Gourmand“ or „FFF Zine“, the success of documentaries such as Netflix’s „Chef’s Table“ and the release of apartemento’s cookbook; food content is becoming increasingly curated, fashionable and relevant.

**FOOD AS A CULTURAL CURRENCY**

Food has become a cultural currency and a new tool for self-expression. (Ido Garini, founder of food design „Studio Appetit“: „Our collective obsession with food has elevated eating and drinking rituals into one of our most important forms of self-expression.” / „Food is today’s hottest social currency; through it we tell others about ourselves“ Waitrose MD Rob Collins on WGSN Insider)

**FOOD & HIP HOP CULTURE**

Fusion of Food & Hip Hop Culture. Ghetto Gastro, a culinary collective from New York are bringing Bronx-food together with haute-cuisine, staging food experiences for Art Basel Miami and Raf Simons. Snoop Dog has a cooking show together with Martha Stuart. Vice’s Munchies Chefs like Eddie Huang and Action Bronson cooking shows are getting increasingly popular. Also Hiroshi Fujiwara, often referred to as the „japanese godfather of streetwear“, states that food is going to be the new form of expression for youth & counter-culture.

“We will eat ideas, cook concepts”

Ido Garini, founder of food designers Studio Appetit

**OPPORTUNITY TO TAKE A LOOK INTO HOW STREETWEAR BRANDS CAN BENEFIT FROM CURRENT FOOD CULTURE!**
"It’s a combination of high ingredients and low interpretations"

Lester Walker, Ghetto Gastro

KEY INSPIRATION: GHETTO GASTRO

New York-based culinary collective Ghetto Gastro’s approach inspired me greatly, as they perfectly fuse streetwear/hip hop culture, food and fashion. All elements I also wanted to merge together!

FOOD & STREETWEAR CULTURE

What do you feel is going to be the new tool of expression for youth culture?

„I think it’s food. Food culture is growing and growing. Food is one of the only real analog things left, which you have to go and experience.“

Hiroshi Fujiwara, the „godfather of japanese streetwear“
**RESEARCH PHASE**

**KEY INSIGHTS: STREETWEAR**

**MIXING OF HIGH & LOW**

“The taste of now is more of mixing high-low; it’s more iconic and cool to wear a Louis Vuitton bag with a Supreme t-shirt,” observes Abloh. “Céline and [Nike] Air Force 1’s look cool, but there’s a design mentality around that, which I’m trying to be a part of.”

Virgil Abloh, designer Off-White

**NEWSTALGIA**

“a new way of nostalgia” which taps into a kind of cultural sustainability. For a generation that has grown up aware of resource scarcity, using the past is an idea that just makes sense. Sampling from all past decades (60’s, 70’s, 80’s, 90’s) and remixing them for today is what characterises streetwear at the moment.

**AN ALL-ENCOMPASSING LIFESTYLE**

Streetwear is about culture. It’s not about clothing. It’s about stories like these—stories like ours. “It’s a lifestyle,” Edison maintains. “It’s not a clothing piece. It’s how we feel. It’s how we live. It’s what we listen to. It’s what we eat. It’s how we spend our money.” In other words, in the concert tour of life, streetwear is the merch.

Edison Chen, founder of Korean streetwear brand CLOT

**ORIGINAL STORYTELLING**

“In the saturated space of digital media, brands must creatively capture and engage consumers with original content. Storytelling grows more important”

Sarah Owen, WGSN Senior Editor, Digital Media & Marketing.

“People end up picking the brands — really lifestyles — that they’re down with, and ride with them.”

Virgil Abloh, designer Off-White

---

**STREETWEAR BRANDS ARE WELL-SUITED TO „TAKE OVER“ FOOD CULTURE AS THEY RESEMBLE A HOLISTIC LIFESTYLE AND ARE ALREADY SAMPLING FROM ALL DIFFERENT CULTURES ANYWAY**
CURRENT TASTE OF STREETWEAR IS TO MIX OLD & NEW, HIGH & LOW AND ALL DIFFERENT CULTURAL REFERENCES

But it isn’t just about unearthing the old, insists Oliver. “(...)It’s meant to be fresh, you know?“ He compares it to playing a Dolly Parton song in the middle of one of his DJ sets as opposed to a Dolly Parton song playing at a country music night. By artfully reintroducing the old, it feels subversively new.

Shayne Oliver (Hood by Air) on business of fashion
CHOOSING A BRAND / CLIENT

After identifying an opportunity to use food culture in a streetwear context, I looked into different streetwear brands that could benefit from this!

**HAN KJOBENHAVN**
- danish streetwear brand, started out with eyewear
- danish minimalism meets suburban youth culture
- already branched out into furniture & architecture sets (=opportunity for expansion?)
- cite nordic food as part of their inspiration

**CARHARRT**
- american workwear brand established in 1855
- skate culture, electronic music, all american classics
- not the most relevant within current streetwear culture but doing well
- no food connections at all: they focus on electronic music as cultural identity

**OPENING CEREMONY**
- started as a retailer and are now a publisher with own label
- more experimental than usual streetwear
- broad pool of cultural references (also food) but there is no real opportunity
STUSSY

founded by Shawn Stussy in the 80’s in L.A.

rooted in surf culture but expanded to skate & hip hop & punk and other sub cultures

seen as the “original streetwear brand” but not part of the current streetwear culture!

connection to food culture (full food experiences, own coffee blend & hot sauce)

SUPREME

the incarnation of streetwear, no other label is as successful as them

New York underground skate culture expanding constantly with far off collaborations (Louis Vuitton) and in all product categories (furniture, tools, utensils, a brick)

they can sell anything as long as it has the box logo, so there is no challenge / opportunity here

NO because they do not have a problem at all

YES because they have a real problem & a connection to food culture

STUSSY SEEMS NOT TO BE PART OF CURRENT STREETWEAR CULTURE ANYMORE. OPPORTUNITY: USE FOOD CULTURE TO GIVE THEM AN UPDATE?
**RESEARCH PHASE**

**CHECK 1 & RESEARCH QUESTION**

**TRENDS & RELEVANCE**

**FOOD CULTURE**
- fashionable food content
- food as a cultural currency & a tool for self-expression
- food fusing with street & hip hop culture

**FOOD AS A MEDIUM TO CONNECT PEOPLE**

**BRAND ACTIVISM**
- brands are starting to take a political stand, sending messages of inclusivity & solidarity
- especially younger consumers are increasingly looking for brands that speak up

**GEN Z STREETWEAR KIDS**

“And then brands like Patta say: “go out and vote” - and people see it and are like “oh shit I need to vote!” That’s an important thing.”

**INSIGHTS**
- extreme brand knowledge
- always looking for the new underground discovery
- political & social activism is important to them
- trust brands & want them to speak out
- interested in food culture, but not foodies

„Because streetwear is a multi-cultural thing you know? Everybody who likes it wears it, it doesn't matter where you are from. So cliché but you know - it's a very good way to connect cultures.”

**STREETWEAR & STUSSY**

**WHY STREETWEAR?**
- heavily relies on cultural references & „remixing“ of them
- holistic lifestyle: „It’s what we wear. It’s what we listen to. It’s what we eat.“
- streetwear culture transcends social & cultural backgrounds

**STUSSY:**
- the „original streetwear brand“
- the „International Stussy Tribe“

**PROBLEM:**
- Stussy’s brand heritage has value to the next generation of consumers but there is a need for new cultural references to connect to them in a meaningful way

**THE AIM**
- Connect Stussy with the new generation of streetwear kids by sending a positive message of cultural unity & solidarity through food culture!

**RESEARCH QUESTION:**
- How can Stussy connect to the new generation of streetwear fanatics by leveraging the trends of brand activism and food as a cultural currency?

**POSSIBLE PRODUCT**
- Campaign exploring & highlighting „International Stussy Tribe“ Influencers and their food cultures
**RESEARCH QUESTION**

*How can Stussy connect to the new generation of streetwear fanatics by leveraging the trend of food as a cultural currency?*

- How is activism used in the branding industry?
- How is food culture used in the branding industry?
- Which food trends & activist causes are relevant for the streetwear culture?

- Who are the upcoming streetwear fanatics?
- How do they relate to current food culture?
- How do they relate to the topic of activism? Which subjects matter to them in this context?
- What are their brand preferences, media usage and lifestyle choices?

- What does the Stussy brand stand for?
- What is Stussy heritage and how can it be “remixed” with current events?
- How is Stussy’s identity visualized?
- Who are Stussy’s competitors and how are they positioned?

---

**FEEDBACK: PASS**

- Focus on more TG insights and research
- don’t forget the heritage element that is stated in the problem
- is the activism element really needed?
- from now on I need to research & analyse more from a brand perspective and leave the „answers“ out of the questions
Stussy is the brand that “invented” the streetwear culture we know today and can be described as the original streetwear brand. Stussy has been cultivating the “international Stussy tribe”, a group of cultural influencers that are brand-fanatical, thus showing a natural affinity to influencer marketing.

THE ORIGINAL STREETWEAR BRAND

Stussy is the brand that “invented” the streetwear culture we know today and can be described as the original streetwear brand.

1980 Brand started with Shawn Stussy as he scribbled “Stussy” on his custom-made surfboards in Laguna Beach
1984 Stussy started the „hip-hop-esque“ sampling of cultural references
1990 17 mio in revenue, brand caught on in New York where the first chapter store opened
1996 Shawn Stussy resigns from the brand & Stussy loses relevance to the more and more rough aesthetic of Hip Hop and rap
2000 Without Shawn the brand has managed to stay more or less relevant until now but less successful than in their beginnings

INTERNATIONAL STUSSY TRIBE

Stussy has been cultivating the „international Stussy tribe“, a group of cultural influencers that are brand-fanatical, thus showing a natural affinity to influencer marketing.

BRAND ROOTS: CALIFORNIA SURF & SKATE CULTURE
STUSSY BRAND PRISM

Physique
Black Stussy Scribble
classic american workwear
analog & retro
laid-back

Physique

Personality
effortless
rebellious
ironic
“no fucks given”

Personality

Relationship
mutual appreciation
“bro’s”
loyal to the point of fanatical

Relationship

Culture
counter-culture
“in-the-know”
skate, surf & hip hop

Culture

Reflection
selected tribe of influencers all over the world, united through their similar understanding of underground culture

Reflection

Self-image
“I’m one of the insiders and truly know about streetwear subculture”

Self-image

PICTURE OF SENDER

PICTURE OF RECIPENT

EXTERNALIZATION

INTERNALIZATION

BRAND CORE:
EFFORTLESS, REBELLIOUS COUNTER-CULTURE
CORE VALUES

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.

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

„Livin’ Large” and just doing whatever the hell they feel like.

FUNCTIONAL VALUES

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.

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

EXPRESSIVE VALUES

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.

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.
Stussy’s tiered business model is supposed to control exactly where certain products go to ensure exclusivity and protect brand equity, however in the past years they have not created any relevant collections for the top triangle.

They want to stay a small culture brand & are still a privately owned company.

“Sinatra characterises Stüssy’s third act as having a “brand-first, revenue second” philosophy, in order to avoid becoming “this big monstrosity that doesn’t stand for anything.”

Business of Fashion, Jian Deleon
RESEARCH PHASE

STUSSY & FOOD

Stussy has already tapped into food culture by staging food experiences with collaborations, venturing into their own coffee blend and releasing their very own hot sauce.

**STUSSY HOT SAUCE**

Stussy hot sauce was developed in collaboration with „Golden Brown“ and is available at the Stussy Livin General Store.

**STUSSY LIVIN’ GENERAL STORE COFFEE BLEND**

Custom coffee blend developed in collaboration with coffee county, available at the Stussy Livin’ General Store.

**FOOD REFERENCES IN STUSSY CAMPAIGNS**

Repeated visual references to food culture.

**COLLABORATION WITH PLAN CHECK KITCHEN**

The restaurant sold a Stussy menu accompanied by an exclusive shirt.

**THIS SHOWS THAT STUSSY & FOOD ARE NOT TOO FAR APART AND THAT THERE IS ROOM TO EXPLORE IT FURTHER**
RESEARCH PHASE

TARGET GROUP: THE STREETWEAR AFICIONADOS

KEY INSIGHTS

BRAND KNOWLEDGE

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“.

DEDICATION

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.

WAY OF LIFE

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.“

NEWSTALGIA

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.

SAMPLING OF SUBCULTURES

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.

METHODOLOGY

3 in-depth interviews (Sem, Maurice, Mitchell)
3 smaller interviews (Thijs, Bart, Zishan)
most important articles & trend reports
WGSN: World Hood
BoF: Tapping Gen Z
Protein: In the Name of the Label
Vice: The 15-year olds spending thousands on streetwear
social media research (ca. analysis of 30 target group Instagram profiles)
@denimtears
@lukasabbat
@johnthehorseman
@instastanjeejo
@freeman020
@adamwithe
@larryappiah
@giorgho
@rizkyl
@daanvancitters
@mitsholl
@garywix
@jelle_aukes
@brokeboityron
@timvanaarst
@fabiantjoeaon
@ozoul
@snackpackready
@stynstyn
@shawnbastaard
@kickvdoorn
@tyrelllimon
@mauricetruijen
@maironawaz
@mobjustice
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
“I just don’t really know what Stussy is about right now. That happened with Obey as well.”
Maurice, 20

“If you can buy it on every street corner, your magic is gone. It’s not special anymore. That’s why I buy the Limiteds. Because they thought about it.”
Mitchell, 21

Because streetwear is a multicultural thing you know? Everybody who likes it wears it, it doesn’t matter where you are from. So cliché, but you know. It’s a very good way to connect cultures.
Sem, 19

“I mean the guy that founded it was definitely cool. maybe if they could bring back that feeling they could be cool again.”
Thijs, 19

“I try to know every background. Most of the times I know the background. But Patta recently did a collaboration with FUBU, and I knew FUBU, but I’m only 19, so I can’t know everything. So then I try to look it up to understand it. The collaborations with the old brands are really nice. I like it.”
Sem, 19
**BRAND PREFERENCES**

Patta, Supreme, Palace, Vans, Nike, BAPE, SMIB, The new Originals, A Cold Wall, KITH, ALIFE new york, Off-White

**CULTURE**

Fusion of high & low culture. They are interested in contemporary art and photography just as much as ironic memes and cartoons or old, iconic movies.

**MEDIA & INFLUENCERS**

magazines & publications: dazed digital, glamcult, i-D, Vice, the usual streetwear sites to a certain extend (hype beast, highsnobiety, complex)

**FOOD**

They care about good quality ingredients and are aware of the environmental impact of the food industry. They experiment with vegan and vegetarian lifestyles but are not overly committed or ultra-healthy
**RESEARCH PHASE**

**COMPETITOR ANALYSIS**

**SUPREME (1994)**

Price: 50-200€ / special collaborations up to 2000€

Core: NY skate scene, urban counter-culture, box logo

Visual: signature red, controlled lo-fi aesthetic & clean streetwear

Other: extremely limited quantities & mysterious branding strategy

---

**CARHARRT WIP (1994)**

Price: 10€ - 200 €

Core: American workwear, Detroit, skate culture, Americana, Electronic music

Visual: youthful, warm vintage, analog, laid-back

Other: WIP is a sub brand (for a more fashionable TG from Carhartt)

---

**A BATHING APE / BAPE (1993)**

Price: 40€ - 400€

Core: Tokyo streetwear, humourous, „kidult“, nerdy gangster, over-the-top

Visual: comic patterns, neon colours, ape mascot, camouflage

Other: known for their over-the-top retail environments (almost playgrounds for adults)
**PALACE (2010)**

Price: 10€ - 200€

Core: London skate scene, 90’s sportswear, british subculture, self-ironic

Visual: british suburbs, raw, rebellious, youth grunge, trashy

Other: probably one of the only brands that can rival Supreme’s cult following

---

**PIGALLE PARIS (2008)**

Price: 200€ - 3000€

Core: paris studio, streetwar craftsmanship, street inspired avant-garde

Visual: minimal, refined colour palette, controlled, strong silhouettes

Other: not a “typical” streetwear brand but respected within the scene

---

**OFF WHITE (2010)**

Price: 200€ - 3000€

Core: Virgil Abloh (Kanye crew member), „Art Dads“, young artists, experimental

Visual: trashy avant-garde, rough intellectual, fusion of streetwear & high-fashion

Other: very broad product range (furniture, prints...) & immersive events
**RESEARCH PHASE**

**COMPETITOR ANALYSIS**

**KITH (2011)**
Price: 50€ - 750€
Core: sneaker heads, NY city, american sportswear, „grown-up“
Visual: casual, clean, „preppy“ streetwear, bustling city & outdoors
Other: KITH treats is their in-store cereal bar that sells branded cereal boxes

**OBEY (2001)**
Price: mostly under 100€ some jackets to 400€
Core: Shepard Fairey counter culture, punk rock, skate culture, political activism
Visual: raw vintage, punk streetstyle, rebellious, symbolism, zine aesthetic
Other: seems to have fallen „off-the-radar“ much like Stussy

**PATTA (2004)**
Price: 30€ - 250€
Core: Sneakerculture, hip hop, dutch sub culture, DIY mentality
Visual: laid-back rebellious, colourful graphics, realness, straight-forward
Other: the brand that put Amsterdam on the streetwear radar
STUSSY'S ADVANTAGE: MOST AUTHENTIC HERITAGE!

BRANDS „FOUNDING CITY“ IS BIG PART OF THEIR IDENTITY - WHERE IS L.A. / STUSSY LINK?
PHASE 2
CONCEPTING
STUSSY is the original streetwear brand

STUSSY is not connecting not the Streetwear Aficionados because they are missing current cultural references

The Streetwear Aficionados value Stussy’s authentic heritage

They are eager to understand brand story & references as not having the knowledge makes you a poser

Authentic heritage is an important part of most streetwear brands

Streetwear brands are always about taking things from the past and remixing them with current culture (DJing the culture)

Newstalgia - trend of reinventing the past for today

The Stussy heritage is a competitive advantage that should be capitalised on

„Remix“ the Stussy heritage for today
Food as the new tool of expression for counterculture / Hi-lo fusion of streetwear and haute cuisine (Ghetto Gastro)

STUSSY products are perceived as too widely available (UO / ASOS)

The Streetwear Aficionados are into a fusion of high & low culture

Once everyone has the product the magic is gone

Most successful streetwear brands at the moment are more exclusive through limited quantities

Needs to contain a „limited“ aspect that is not accessible to everyone

Food culture as the new & exciting element in the mix
CONCEPTING PHASE

PROBLEM DEFINITION & STRATEGY

STREETWEAR TRIBES

STREETWEAR AFICIONADOS

STREETWEAR FAN

MAINSTREAM CONSUMER

STUSSY TIERED BUSINESS MODEL

EXCLUSIVE & FASHIONABLE RETAILERS
LIMITEDS & COLLABS

DSM
COLETTE
TRES BIEN
FRESH COTTON
KNOWN STREETWEAR SCENE
RETAILERS
UNIVERSAL STORE
ASPALTGOLD
HBX
ASOS
URBAN OUTFITTERS
MAINSTREAM RETAILERS & CONSUMERS
NOT REALLY PART OF DRIVING THE CULTURE
ZALORA
SURFSTITCH

STUSSY TIERED BUSINESS MODEL

PROBLEM ON TWO LEVELS

1 IMAGE

Stussy as a brand is not perceived as part of the current streetwear culture, as they are missing new cultural references

2 PRODUCT

Stussy products are perceived as too widely available, as there are no appealing, relevant limited collections available

STRATEGY:

reposition Stussy as a relevant streetwear brand in the TG’s mind with a campaign, accompanied by a limited capsule collection that they can buy into as a “symbol” of the revived image.
THE BUILDING BLOCKS

REINVENT STUSSY’S ICONIC HERITAGE FOR TODAY

USE FOOD CULTURE TO REMIX THE PAST FOR TODAY

CAPITALIZE ON „NEUSTALGIA“ & THE RISE OF RETRO BRANDS

CREATE A CAMPAIGN TO PUT STUSSY BACK ON THE RADAR OF THE TG

CREATE A LIMITED COLLECTION TO ADDRESS THE PROBLEM OF EXCLUSIVITY
CONCEPTING PHASE

CONCEPT IDEA 1

INSIGHTS

**TARGET GROUP**
The Target Group appreciates Stussy’s iconic heritage to a certain extend BUT they are missing new cultural references.

**MARKET**
Streetwear culture sustains itself by artfully remixing old and new cultural elements. (‘Newstalgia’)

**TRENDS**
Food is becoming the new tool of self-expression for youth culture.

Food is a way to experience a broader sense of culture and the ultimate experience enhancer.

**BRAND**
Streetwear is currently becoming in a way ‘mainstream’ so there is an opportunity for Stussy to position themselves as the authentic, original alternative to uber-hyped brands like Supreme, Palace or Patta.

**CAPITALIZE ON STUSSY’S AUTHENTIC HERITAGE BY „REMIXING“ IT WITH CURRENT CULTURE**

**FOOD CULTURE AS THE NEW ELEMENT IN THE MIX**

**POSITION STUSSY AS THE CHOICE FOR PEOPLE THAT TRULY UNDERSTAND STREETWEAR**

**AIM:**
Reintroduce Stussy’s iconic heritage through fusing it with the new cultural currency of food to position them as the original choice for true streetwear connoisseurs.

**FEEDBACK:**
- hypocritical if Stussy pretends to be for „true connoisseurs“, when they are perceived as too mainstream
- collection linked to the 4 influences seems forced and tries to combine too many elements in one
- not clear what exactly I am going to do
CREATIVE CONCEPT

FOR TRUE CONNOISSEURS

serving you the Stussy heritage

IDEA
showcase the brand heritage in a new way by translating iconic Stussy moments & products into actual dishes!

MESSAGE:
Stussy is the original streetwear brand, the “creme de la creme” of its culture. It’s for people that truly understand and live streetwear - the true connoisseurs.

TOOLS:
1) branded events where dishes are actually served
2) online & social media image campaign

TONES OF VOICE
classy lo-fi
ballsy
ironic

1. CAMPAIGN

2. COLLECTION

IDEA
limited capsule collection that is reinterpreting 4 iconic Stussy styles. Acts as the collectable “symbol of being a connoisseur”
I tried to combine too many elements before - it is better to focus on one part of the Stussy heritage to bring back!

**FOCUS ON STUSSY’s L.A. HERITAGE AS THIS IS WHERE THE BRAND STARTED!**

**STUSSY CALIFORNIA HERITAGE BRAINSTORM**

- surfer vans
- reggae
- laid-back surf style
- classic american sportswear
- west coast cool
- painter caps
- 80’s surf culture

**STUSSY WEST COAST HERITAGE**

- bleach & pastels
- Shawn Stussy
- 80’s skate culture
- Shawn sold tees out of his trunk

- Southern California Car Culture
- new wave graphics
- punk & early hip hop

- Laguna Beach Shop
- in & out burger
diner fare

- bodegas
- taco trucks
- mexican/ hispanic streetfood
- drive-thru’s
- California Coolers
- capri sun
- 80’s skate culture
- punk & early hip hop
- Laguna Beach Shop
- in & out burger
diner fare

- bodegas
- taco trucks
- mexican/ hispanic streetfood
- drive-thru’s
- California Coolers
- capri sun
“it’s about crappy late-night taquerias and diners where criminally bored college students make you perfect milkshakes”

food critic Jonathan Gold in the L.A. documentary „City of Gold“
**WHAT'S THE PROBLEM?**

*Stussy is not connecting to the upcoming generation of streetwear aficionados!*

**MOST IMPORTANT INSIGHTS?**

**TARGET GROUP**
The Target Group appreciates Stussy’s iconic heritage, so it is something that should be capitalized on.

**MARKET**
The Stussy heritage should be “remixed” with current cultural influences, as streetwear culture sustains itself by artfully reintroducing old elements into new contexts ("newstalgia").

**TRENDS**
As food culture is growing and becoming a cultural currency, as well as forming a stronger bond to the streetwear scene, it should be the new and exciting element in the mix.

**APPROACH**
Reintroduce Stussy’s iconic heritage by remixing it with current food culture, to position them as the original & authentic streetwear brand.

**DESIGN OF RESEARCH**

**PROBLEM ON TWO LEVELS**

1. **IMAGE**
   - Stussy as a brand is not perceived as part of the current streetwear culture, as they are lacking new cultural references.

2. **PRODUCT**
   - Stussy products are perceived as too widely available, as there are no appealing, relevant limited collections available.

**STRATEGY**
Create a campaign focused on revitalising Stussy’s image in combination with a limited capsule collection.
THE BRAND & TARGET GROUP

What they’re about:

rich heritage by fusion of different cultural influences (new wave, skate, post-punk, hip-hop)

sign of youth & counter-culture

the brand started with Shawn Stussy in 80’s L.A. skate & surf culture:

taking inspiration from „high culture“ but creating underground interpretations

fashion-forward takes on classic American sportswear

influenced by the new wave graphic movement

THE STREETWEAR AFICIONADOS

subculture fusion

What they’re about:

looking to experience a brand’s sense of culture & lifestyle

appreciate authentic heritage & subcultural credibility

effortlessly appropriate different subcultures and old references into their lifestyle

are into a lo-fi, retro aesthetic

most interested in „limiteds“ & special collections

multi-cultural fusion food; don’t care about being ultra-healthy but want high-quality, fresh ingredients

Board 2 explaining key take-aways from brand & TG research
**STUSSY OLD SKOOL FLAVORS**

serving streetwear heritage

**AIM**

Refresh Stussy’s heritage through a fusion of L.A. food culture and retro-california influences

**FOOD CONCEPT**

high ingredients, low interpretations
crappy late-night taquerias and classic diner fare
messy, fresh, flavorful

**LOS ANGELES ROOTS**

edition 01

**TRASHY**

**IRONIC**

**RETRO CALI**

**CAPSULE COLLECTION**

80’s new wave graphics
fresh takes on classic american workwear

Board 3 showing the starting points for the creative concept
CONCEPTING PHASE

CHECK 2 OVERVIEW

IN A NUTSHELL

Stussy Old Skool Flavors - serving streetwear heritage is a concept to reintroduce brand’s L.A. heritage by translating it into a „Stussy menu“, that can be experienced. This „campaign“ is accompanied by a limited capsule collection that brings back iconic styles.

END PRODUCTS

- FOOD CONTENT, ACTUAL DISHES (PHOTOSHOOT, RECIPES)
- INDICATION FOR CAPSULE COLLECTION
- OVERALL CAMPAIGN STRATEGY (FLOW, CHANNELS, EVENTS, INFLUENCERS...)

FEEDBACK:
ALMOST THERE

- the main problem with the concept lies in the communication of the idea, it is not clear what I exactly want to do
- there needs to be an explanation how the concept links with Stussy. What is the Stussy way of food?
- don’t focus too much on the dishes, it is also about everything around it
- the research conclusions need to be formed into clear insights

WORK ON REFINING THE IDEA & CAMPAIGN FLOW AND DON’T GET LOST IN THE DETAILS OF THE DISHES!
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! 

Streetwear’s currently most relevant brands create their cult following through physical brand experiences that connect directly to the small, local streetwear communities. “Retail is not simply about selling clothes. Set up to exhibit, and sometimes sell, collaborations with a host of fellow creatives, Anderson’s modernist outlook saw his temporary space geared towards creating a world for his consumers to dive into.” (In the name of the Label - Protein Journal)

NEW INSIGHT!
CULT FOLLOWING THROUGH PHYSICAL BRAND EXPERIENCES

at first I didn’t want to make an event but focus more on food content, however this new insight I found changed my mind!

CLEAR INSIGHTS FOR THE CREATIVE CONCEPT

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.
**STUSSY OLD SKOOL FLAVORS**

serving streetwear heritage

**WHAT IS IT?**

A branded food experience, serving an actual „Stussy menu“ inspired by the brand’s L.A. roots, in order to create buzz around a limited capsule collection of updated iconic styles.

**WHAT’S THE AIM?**

Refresh Stussy’s iconic heritage in the minds of the streetwear aficionados, create buzz and get them to talk & share!

**HOW DOES IT LINK TO STUSSY?**

Stussy has always been a symbol for counterculture 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. By giving the Streetwear Aficionados an opportunity to be „in-the-know“ with the exclusive event, Stussy reinstates its identity as a „small culture brand“, connecting to the target group through insider knowledge.

**edition 01 / OLD SKOOL L.A.**

Stussy has a rich heritage of various cultural influences that they have appropriated. Old Skool Flavors is a campaign format, that can be used to „remix“ all of these parts eventually. But since it’s all about going back to the beginning, the first edition will focus on the brands L.A. roots, as this is where it all started: Laguna Beach in 1980.

**WHAT IS THE EXPERIENCE GOING TO BE LIKE?**

exclusive, underground, almost secret experience

short, over-before-you-know-it affair

at a hole-in-the-wall place, so tiny that people need to stand in line

**WHAT IS IT GOING TO LOOK LIKE?**

**RETRO COOL**

80’s retro influences, like new wave graphics & colours, psychedelic neon signs, vintage food packagings and grainy photography recycle the nostalgic feeling of the rebellious, free-spirited youth culture of L.A.’s skate & surf culture.

**TRASHY IRONY**

The place is a little tacky, menus stained, the food messy & a little-over-the-top. But on purpose. Seemingly mismatched and trashy elements are a thing - just something not everyone understands.

**RAW AUTHENTICITY**

A crappy hole-in-the-wall place, no-fuss & not polished. The place doesn’t need polishing, because its the rawness is what makes it interesting & relevant.

**THE STUSSY MENU?**

The Stussy menu will consist of dishes that take inspiration from L.A.‘s underground food scene. Opposite to glamorous Beverly Hills, the cities hidden gems are „crappy late-night taquerias and coffee shops“ serving hispanic streetfood and classic diner fare. Each dish available will represent a different part of Stussy’s iconic L.A. heritage. The dishes will be named accordingly and there will be a short explanation of what exactly the dish represents - this is a snappy & fresh way of providing the TG with the background knowledge of Stussy.
WHERE AM I NOW?

My concept is a branded food experience that takes inspiration from underground, „in-the-know“ food culture, which is how it links to Stussy. The dishes served, represent iconic influences from the brand’s L.A. heritage.

WHAT IS MISSING?

It is still not specific enough, especially not which dishes to serve exactly!

CRITERIA FOR THE FOOD:

- connection to L.A. / California
- retro / vintage vibe
- versatile so it can be made to fit the different influences

THE MILKSHAKE!
STUSSY SHAKE SHOP

#OLDSKOOLFLAVORS

STUSSY’s L.A. Roots

The first edition of Stussy Old Skool Flavors will be the „L.A. Shake Shop“ inspired by the brand’s beginnings in 80’s & 90’s west coast surf & skate culture.

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

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!

WHAT’S ON THE MENU?

The pop-up takes inspiration from L.A.’s underground food scene: „crappy late-night coffeeshops, where criminally bored college students make you perfect milkshakes and let you smoke indoors. “ as famous food-critic Jonathan Gold puts it!

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

There are different flavors & lots of toppings, all made from high-quality ingredients! Each shake available will represent a different part of Stussy’s iconic L.A. heritage. The Shakes will be named accordingly and there will be 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.

THE SHAKE SHOP MENU

THE SHAWN
Vanilla-Chocolate Swirl generously topped with Oreo crumbs

THE NEW WAVE
All Strawberry Shake mixed with white chocolate chips & topped with clouds of cotton candy

THE SKATEMAN
Strawberry-Vanilla Swirl topped with fruit loops & lined with chocolate fudge

THE JEBBIA
All Vanilla Shake swirled with cherry syrup & topped with one mysterious maraschino cherry

SIZES
LIVIN’ LARGE
LIVIN’ EXTRA LARGE

WHAT IS IT GOING TO LOOK LIKE?

„crappy on purpose”
retro diner
details
worn interior

THE SHAWN
Vanilla-Chocolate Swirl generously topped with Oreo crumbs

THE NEW WAVE
All Strawberry Shake mixed with white chocolate chips & topped with clouds of cotton candy

THE SKATEMAN
Strawberry-Vanilla Swirl topped with fruit loops & lined with chocolate fudge

THE JEBBIA
All Vanilla Shake swirled with cherry syrup & topped with one mysterious maraschino cherry

SIZES
LIVIN’ LARGE
LIVIN’ EXTRA LARGE
PHASE 3
EXECUTION
EXECUTION PHASE
OVERVIEW

SINCE I WANT TO HIGHLIGHT MY STRATEGIC BRANDING SKILLS A CONCEPT BOOK IS MY MAIN FINAL PRODUCT

campaign flow

shake shop vibe

shake shop menu

capsule collection

development of these 4 components
The Shake Shop experience is supposed to be at the center of the campaign, however the elements around it are just as important. I decided to form a communication strategy consisting of 4 phases that would bind all elements together seamlessly.

**PHASE 1**
- under-the-radar
- keep a mysterious vibe so the TG feels like they can discover something
- foster interest & activate the TG to go

**PHASE 2**
- actual pop-up experience
- encourage the TG to share their experience on social channels
- „over-before-you-know-it“, as the experience is only open for two weeks

**PHASE 3**
- keep engagement high, also after the event
- broader „marketing“, involving bigger streetwear sites to create more buzz
- beginning to tease the collection drop

**PHASE 4**
- the collection drop is happening
- exclusive & limited
- only available at the Shake Shop locations and the Stussy webshop

**Version 1 (simple flow)**

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

**OLD SKOOL FLAVORS POP-UP FOOD EXPERIENCE**
- the place where the Stussy Menu can be tasted & shared
- physical manifestation of the Stussy DNA that the TG can experience
- open for only a short amount of time

**BUILDING OF ORGANIC (ONLINE) BUZZ WITH THE HASHTAG #OLDSKOOLFLAVORS**
TG shares own images on their social media channels, increasing the organic exposure of the branded experience

**CAPSULE COLLECTION DROP**
- very limited quantities of the updated iconic styles
- exclusively available at Stussy chapters & Stussy webshop

**Promotion of experience and upcoming capsule collection on Stussy online channels**

Reach the TG through social media channels of influencers, to activate them to go to the experience
EXECUTION PHASE

CAMPAIGN FLOW

The final campaign flow, including all phases & their corresponding tools.

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

PRESS PROMOTION
local underground magazines that are TG relevant

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

PHASE 2
the actual food experience is happening

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”

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

Building of organic (online)-buzz with the hashtag

**PHASE 3**
building #oldschoolflavor
keep excitement high after the event
teaser for the capsule collection

**TG SHARES ON SOCIAL CHANNELS**
- through creation of “Instagrammable 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

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

**SNAPCHAT GEO TAG FILTER**

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

**CAPSULE COLLECTION DROP**
- very limited quantities of the 4 looks
- exclusively available at Stussy chapters & Stussy webshop

feature of the shakes & their inspiration on Stussy’s website

RELEASE OF DROP DATE

PHASE 3
building #oldschoolflavor
keep excitement high after the event
teaser for the capsule collection
**EXECUTION PHASE**

**SHAKE SHOP VISUALISATIONS**

---

**this is what I need to translate:**

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

---

**Inspiration:**

„it’s about crappy late-night taquerias and coffee-shops where criminally bored college students make you perfect milkshakes and let you smoke indoors.“

Food critic Jonathan Gold in the L.A. documentary „City of Gold“

---

**LOOK & FEEL MOODBOARD**

- **TRASHY VIBE**

- **RETRO DETAILS**

- **WEST COAST COOL**

- **OLD SKOOL DINER**

- **STUSSY MEMORABILIA**

---

**STUSSY SHAKE SHOP**

**THE LOCATION**
How to visualise the Shake Shop Vibe?

Inspiration

1. Rauschenberg Collages
2. 80’s & 90’s Skate Zines
3. Stussy’s 90’s Collage Ads

Decision to visualise event as collages to keep dynamic vibe & make reference to old skate zines and Stussy ads.

2. 80’s & 90’s Skate Zines

3. Stussy’s 90’s Collage Ads
EXECUTION PHASE

SHAKE SHOP VISUALISATIONS

Process

One of the first experimentations: The aim was to visualise the outside vibe of the Shake Shop, the building I chose however is a little too American gas station and does not look underground enough.

Getting closer to an inside view, has a nice dynamic feel already but needs more people to create a buzzy atmosphere. Also, some more props & memorabilia to indicate the retro vibe.

Third try of a new view of the counter. Could go somewhere, but it is quite gray and seems less like a collage because it is kind of "boxed in". Maybe add more color?
Final Visualisations

Final view of outside vibe: dark atmosphere and all the guys hanging out communicate the gathering of the „insiders“

Final view of the inside vibe: also here props & the right guests bring across the atmosphere
EXECUTION PHASE

SIGNATURE SHAKES & STYLES

Since the whole concept is about bringing back Stussy’s retro past, I wanted the Shakes & the Capsule collection to each represent one of the most iconic influences. So I decided to go with 4 signature Shakes & Styles and at first developed the 4 directions.

1 SHAWN STUSSY

started making boards when he was 13 in his parent’s garage
loves the laid-back surf lifestyle
signed his finishes boards with a black, chunky marker (=the Stussy signature)
managed to effortlessly fuse different subcultures without losing a chilled attitude

2 NEW WAVE SURF CULTURE

80’s california surf culture (loud & confident)
80’s new wave graphic design that Shaun implemented on his surf boards
neon pastels & bold graphic shapes
surf fashion needed to be able to go from „beach to bar“

SHAKE

vanilla & chocolate swirl, representing the fusion of subcultures
oreo crumbles = the black signature

STYLE

effortless, light-wash denim, laid-back, bucket hat with Stussy scribble

SHAKE

all strawberry shake with mint chocolate chips to represent the bold colour palette & graphic prints

STYLE

all-over bold print in the Stussy pastels, waver hat, breezy linen fabric
West Coast Skate Culture (dorky cool & rebellious)

Stussy represented this with it’s iconic Skateman graphic print

longboards, short shorts & sweat bands
 „no fucks given“ attitude / we can have it all and we don’t care

the post-punk & early hip hop influences that helped Stussy reach national fame

the beginning of the brand’s extensive influencer network (Stussy Tribe)

The Beastie Boys became one of the first influencers / tribe members

Stussy’s interlocked S’s bucket hats became an integral part of their kit

all vanilla shake that represents laid-back base with fruit loops & chocolate fudge toppings that give the „dorky cool“ vibe

all chocolate shake that shows the indulgence and the all-in attitude & maraschino cherry that’s the „cherry on top of their kit“

frotte, high knee socks, sweatband, beige/orange colour palette

denim, interlocked S’s bucket hat, placement print, dark colour palette
setting up a mini studio in my apartment

background choice: reference to cheap, plastic "marble" sometimes used in crappy restaurants

the results. Represents the trashy vibe with the messiness of the shake

the addition of the name makes it seem like the shake is a character
to go further from the first test shoot, I created a background for each shake from a detail from their inspiration so the colors would match.

the shoot did not turn out the way I had planned and failed to assume the same quality as the first shot (on the left)

**VISUALISING THE SHAKES INDIVIDUALLY IN A SHOOT DOES NOT REPRESENT THEIR BACK STORY & REFERENCES: TRY COLLAGERS TO VISUALISE THE INSPIRATION BEHIND EACH SHAKE**
EXECUTION PHASE

MILKSHAKE VISUALISATION

Since the shakes are all about the brand references I decided to visualise them with a collage that would show the inspiration, accompanied by a short text explaining the connections and a list of the ingredients.

**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 VANILLA SHAKE & CHOCOLATE FUDGE & FRUIT LOOPS**

The Skatemane 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!
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!

All Strawberry Shake & White Chocolate Chips

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 ballsy 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.”

All Chocolate Shake & Marachino Cherry
EXECUTION PHASE

CAPSULE COLLECTION

INSPIRATION

short shorts & knee-high socks

loose-fitted „suits“

frottee & sweatbands

placement prints

new wave surf graphics

all-over bold prints
First Moodboard Look & Feel Collection

STUSSY OLD SKOOL FLAVORS
CAPSULE COLLECTION

LOOK & FEEL

COLOR PALETTE

This established the overall direction of the capsule collection to keep it coherent. The next step was to work out the individual styles that correspond to the milkshake flavors.
Shawn Stussy, founder of the distinct Stussy lifestyle that spawned an entire culture that we know today as streetwear! He was the master of effortlessly fusing cultural influences from surf to skate to punk to hiphop. 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 iconic logo that would become one of the most powerful signifiers for youth & counter-culture.
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 Shawn’s iconic “The Skateman” graphic.

**THE SKATEMAN**

dorky cool

rebellious

no fucks given

**MATERIALS & COLORS**

- soft, medium-wash denim
- faded orange, soft cotton
- bright orange terry
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. With bright pastels and bold graphic compositions this might be one of the truest incarnations of Stussy’s philosophy of Livin’ Large!
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.
FEEDBACK:
GREEN

The concept book as my main product is well worked out and everything is connected to insights.

Campaign Flow: rethink to open the shop longer than three days to make sure that there is enough time for it to be „discovered“

Main thing to work on: the presentation. At the moment it is underwhelming and does not communicate the vibe described in the concept book. I need to decide what the focus of the presentation is and make it visually exciting

FOCUS:

COMMUNICATE THE RICHNESS OF THE CONCEPT BOOK ALSO IN THE FINAL PRESENTATION
FEEDBACK

This still is not very visually appealing, the collage in the middle does not explain all aspects of the concept. There is a lot of text on the wall presentation, maybe move this to the table. Where are the milkshake collages? They are what it is about!
I decided to create a new collage that sums up all components of the Shake Shop as the focus of the final presentation.

I started with the view I had from the inside of the shop and added a counter & staff to indicate visually that it is a Shake Shop.

Experimentation with more retro & Stussy memorabilia. It all looks still quite boring & empty though.

The addition of the menu and the Shake image make it clear that it is about milkshakes!
The final collage: Colourful Stussy memorabilia and a dynamic Shake poster make it more interesting & clear. Also more staff give it a more lively feel.
**FEEDBACK**

these two collages are not as fashionable as the other ones and focus too much on one subject (e.g. skater or Beastie Boys) instead of representing a culture.

**REWORK THEM TO MAKE THEM MORE FASHIONABLE**
Only one image of the Beastie Boys is sufficient to make it clear it is about them. The addition of the tapes and the driving car make reference to California road trips blasting music and the Stussy speech bubble adds the brand’s take on hip hop / post-punk culture.

Also, here there were too many images of skaters. I decided on two final ones that also have a more fashionable feel. The addition of the zine adds another dimension of retro skate culture, while the “Skate tough little boys” reinforces the ironic, cheeky vibe of this collage.
EXECUTION PHASE
FINAL PRESENTATION EXPERIMENTATION

A POP-UP FOOD EXPERIENCE BRINGING BACK STUSSY'S ICONIC HERITAGE

The Shake collages work well, but it is not clear what it is about and a little boring

This one is communicating that it is about milkshakes, but it is missing the event aspect
EXECUTION PHASE

FINAL PRESENTATION SETUP

Wall presentation / all collages cut out separately

Table presentation / covered with off-pink paper

Kan, E. (2017). Fashion and Food: How the Worlds are Intersecting with Dr. Romanelli, Joy Yoon, Foodbeast and Yardbird. [online] HYPEBEAST. Available at: https://hypebeast.com/2014/4/fashion-and-food-how-the-worlds-are-intersecting-


**CONCEPT BOOK**

**BRAND VALUE VISUALISATION**


**Stussy Vancouver** [image] Available at: https://68.media.tumblr.com/19fc23ce61768873d2656df8866bdd0/tumblr_nqdepqXtp1qcabhxo1_500.jpg [Accessed 14 May 2017].


**Stussy Features** [image] Available at: http://scontent.cdninstagram.com/t51.2885-15/s480x480/e35/17494360_4066726126375870_665980934008264704_n.jpg?ig_cache_key=MTO3OTI5NTI4NzA3Nje2MDY3Mw%3D%3D.2 [Accessed 14 May 2017].


**INFLUENCERS**

**Hiroshi Fujiwara**

**Eddie Huang**

**Jordon Alexander**

**TARGET GROUP IMAGES**


**QUOTES**


