Mini process book
Reformation
Work, work, work, work, work, work
You see me I be work, work, work, work, work, work...
These wise beats and words of our gal Riri play on repeat while working on, well basically, literally everything.
Cause, you know, if you want to get something amazing done, you have to... WORK

Xx Ref

This book will take you on a journey following my path starting September 2017 and ending January 2018. It’ll give the perfect insight in my way of working, showing the most important moments, elements and decisions. How did the project ‘Wake up with Ref’ became the solution to my main question regarding the US fashion brand Reformation? Flip the page and find out!

Lisanne Beute, graduation project, International Fashion & Branding, AMFI, 2018
Where are you looking at?
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WHO’S THAT GIRL?

I’m Lisanne Beute, an International Fashion & Branding graduating student, who discovered her love for event management during her internship at A.F. Vandevorst. To develop that quality, I did the minor Experience and Eventmanagement at HvA. So, I wish to pursue my career in event management after AMFI.

Structured / practical creativity / event management / translating concepts into something tangible / graphic design

HOW TO MAKE THE PROJECT SUCCESSFUL?

Taking my previous graduation project and all the great things I learned at AMFI in advance, I created a list of success factors to apply during this semester:

Focus on my personal interest and future career perspective / Get and ask for help where needed / Kill my darlings / Share my ideas much more often for feedback / Focus on making strong decisions with a clear focus / And above all: believe in myself.

“Your graduation distinguishes you from the fashion business.
project expresses values and characteristics as a prander”
Events
I took my personal fascination, events, as a starting point. But, why are they relevant to dive into?

(1) It creates a personal face-to-face connection between a target group and brand.

(2) It increases brand awareness.

(3) Great opportunity for networking and meeting new people.

(4) It provides an experience, something today’s consumer is longing for.

(5) It’s a growing element of today’s marketing mix.

(6) It brings people together.

This reasoning is based on my previous experiences. That’s all very nice, but how am I going to use it? In which project/context? Also, some additional research on this topic is needed to prove the relevance of my subject and back up the words above with sources.

In order to do this most effectively and to end up with the best project, I decided to do some broad general research to see where the gaps in the market are.
Market / Event industry  [Relevance]

(1) Great opportunity for online retailers to leverage their online presence offline, to create a more valuable relationship with their target group and to connect with them on a deeper level.

(2) Engage with the target group in an individual and personal way and trigger all senses.

Decision

Pick an online retailer, because it’s super relevant for them to host an event.

Search for a brand which needs to create a deeper relationship with its target group.

Market / The online world

(1) The line between online and offline will disappear. Everyone will be online all the time, so there won’t be an offline anymore.

(2) Online stores are opening brick-and-mortar stores, because research shows that having a physical store is more profitable than just running an online store.

Trend / Sustainability

(1) Consumers are getting more and more aware of environmental issues, but don’t act up on that, because they don’t feel like they have the resources for it = opportunity for education.

(2) Communication about sustainability shows the use of shallow and big buzz words without proper context.

Decision

Continue with this subject. I never been that interested in sustainability and my knowledge isn’t more than what I’ve heard from other projects at school. After seeing the brand Reformation, I was triggered, interested and it stayed on my mind for some days. I want to achieve the same with my graduation project.
Trend / Community feeling

(1) Today the day, people see a community as a group of people who share values, rather than neighbours, friends or family.

(2) The ultimate goal of being part of a community is participating in an event together and share it on social media.

Project proposal check 1

Brand / ASOS, the online shopping destination for 20-somethings.

Subject / Sustainability within the fast fashion industry.

Problem / ASOS has an elaborate sustainability program, an own sustainable brand ‘ASOS Made In Kenya’ and a curated sustainable destination within the website named ‘The Eco Edit’. But, no one knows this.

Goal / To engage consumers in ASOS’s sustainability efforts in order to make it easy for them to buy more sustainable fashion, with which they reduce their environmental footprint.

Relevance / Online fast fashion retailers are tapping into sustainability issues, because they have to, but their efforts aren’t clearly communicated and they don’t use it in their advance. Also, since they’re so big, they have the power to reach a wide range of people with their messages.

Target group / Young fashion-minded millennial. A 20-something who buys fast fashion brands, because of the price and the easiness. She thinks sustainability is important, but isn’t stimulated to invest in it.

Research Question / How can ASOS use ‘the eco edit’ to engage you fashion-minded millennials in today’s sustainability issues?

Conclusion

The market (the event industry) is relevant. Also, it’s an interesting topic to create my project around. I should pick an online brand to increase their consumer relationship for a strong project and to make the most out of the physical branded experience. Topic wise, sustainability is interesting and relevant. Since I never did something with this topic before, it’s a challenge as well, which is positive for a surprising outcome.

RESULT: SUFFICIENT
I got a sufficient, but with the remark and advice that this project is a tough cookie and that I should rethink my choice of project and/or brand.

I mentioned in my answers to the questions after the presentation, that I was inspired by the brand Reformation. So, why not create a project for them?

Based on the feedback, I created two new project proposals and I choose one, based on a pro + con list.

1. ASOS Made In Kenya
   Make ASOS Made In Kenya’s story known amongst the young fashion minded millennials and with that, make them aware of today’s environmental issues.

   **Pro:** Fits my personal goal for the graduation project / The brand has a super interesting brand story / Nice case study for the ASOS brand as a whole.

   **Con:** Small brand with no clear brand identity (yet) / The cultural appropriation element which comes with a project like this / Very small collection of items and image material.

2. Reformation
   Expand Reformation to the European market by creating a physical branded experience to spread their sustainable message and build a stronger relationship with their target group.

   **Pro:** I’m personally very inspired by the brand / target group is more specific / very strong brand identity / no similar brand in Europe yet.

   **Con:** The brand is already doing so well; can my project really add something?
“Reformation is the school example for the sustainable fashion industry. They show that sustainable fashion can be super pretty and on trend”

words by Sara Dubbeldam / Source: interview

Decision

I decided to go for the brand Reformation, because I’m personally more inspired and enthusiastic about this project. Reformation has a stronger brand identity, which is easier for me to work with (as experienced through my years at AMFI). It’s a more strategic project, which fits me and my qualities. Also, it has a better opportunity regarding creating an event. I like the challenge of adding something to a brand which is already so successful. It feels like a doable project within the time we have and a project which allows me to show my qualities as a brander.
Reformation

Research question

How can Reformation use a physical branded experience to expand to the European market?

Problem
European girls love Reformation for its aesthetics, but are not buying the brand because of the high import duties, and the price in combination that they can’t try on the items and feel the fabric before purchasing it.
- target group interviews + comments on blogs

Opportunity
Hi babe, let’s meet
Introduce Reformation in the European market and create brand awareness.

Objective
Make them obsessed
When they meet the brand, make sure they get hooked.

Relevance
Ref is booming and wants to expand to Europe, European girls are hungry for a sexy sustainable brand, Ref’s overseas fans would love to meet the brand in real life and buy the brand while chilling on their couch.

Methodology & sources
Desk research: articles, reports / Field research: interviews, a survey, observations, a lecture / Sources (amongst others): Business of Fashion, Forbes, KPMG, LAmag, McKinsey, NY Times, Protein, Streetfightmag, WGSN

research design board check 2
RESEARCH QUESTION

How can Reformation use a physical branded experience to expand to the European market?

SUB QUESTIONS

[Brand]
What is the brand identity of Reformation?

Why is Reformation so successful?

Why should Reformation expand to the European market? What’s in it for them?

[Target group]
Who is the target group of Reformation and what defines them?

Who is the target group Reformation wants to attract in Europe?

[Market & trends]
Who are the competitors of Reformation and what are they doing? (see the original processbook for answer to this question. I left it out, because in my research, it wasn’t that important for my decisions making)

What are the current trends and which ones fit Reformation?

[end product]
What are physical branded experiences and which ones would be relevant for Reformation?

* I used these sub questions as a guidance for which topics to research. You’ll find the results on the following pages topic wise.
**KEY INSIGHTS**

**Reformation [Relevance]**

(1) Booming, growing and profitable since 2009, so they have the financial resources to do something ‘big’. / Source: Forbes

(2) Market leader in sexy, fashionable and sustainable clothes. In order to stay in this position, Reformation needs to develop their brand by trying out new things to stay on top of their game. / Source: Chalkboardmag

**Physical branded experience [Relevance]**

(1) Need of the target group, millennials value experiences over stuff.

(2) Most powerful form of word of mouth, brings people together, creates strong personal emotional connections and makes use of the five senses to create more impact.

**European market [Relevance]**

(1) Aflalo wants to expand to Europe by opening stores in Paris, Scandinavia and London the following year. Also, she wants to bring sustainability to everyone. / Source: Forbes

(2) Clothes sell out quickly online. Expanding physically gives the European target group the opportunity to also buy the brand. / Source: Observer

(3) Quality is important for European girls, they want to feel the fabric and try out the items before buying it.
Established in 2009 by Yael Aflalo in LA

LA vibe and influence are clearly to be seen and experienced within the brand.

Images: Reformation brand images of recent campaigns and website material.
Brand identity

Core of the brand:
Educate about sustainability in a witty way, while staying sexy and fashionable.

Ref makes sustainability sexy
A girl with a mission
Aflalo left China with a mission to create sustainable clothes at an attainable price, without sacrificing style. / Source: Forbes

Aesthetics
Reformation’s aesthetic is natural and easy, always flattering and it can go either provocative or sensual.

Fast fashion brand
(1) “Nobody wants to wait for something, I order my thing, I can get it within an hour. That’s how it is.” - Yael Aflalo / Source: Refinery29

(2) “I think the future is fast. Pretty soon, it won’t be called fast fashion anymore, because all of the slow brands will be gone” - Yael Aflalo / Source: Fast company

(3) “To me, fashion is about paying attention to what people want and making that right away.” - Yael Aflalo / Source: Fast company

Importance of stores
“Brick-and-mortar isn’t bad, it’s an important part of the consumer experience.” - Yael Aflalo / Source: Fast company

Inspired by Tesla
Aflalo is intrigued by how Tesla markets itself as sustainable. It doesn’t portray itself as a sustainable car, but as the best car, which happens to be sustainable. She looks the same at her brand. / Source: Fast company

Long lasting clothes
Reformation doesn’t make throw away clothes, it are long lasting items which you’ll wear again and again. This shows that Reformation wants her girls to think beyond seasons and trends. / Source: Refinery29

“i think that climate change is the biggest issue facing the world, and i’m often surprised that more people don’t get into action about it.

- words by Yeal Aflalo / Source: Refinery29
Images from the Reformation newsletters, featuring their editorials and their witty tone of voice filled with pop cultural references. (think: Meangirls)
Reformation is big and booming. Now the big question raises: Why? And most of all, which factors make this brand so successful?

**SUCCESS FACTORS**

**View on sustainability**
The Nr.1. answer: Their view on sustainability. Ref makes sustainability sexy. With their educative core, they also aim to make their babes aware of the urgency of today’s sustainability issues regarding the fashion industry in a witty and sassy way. Win-win situation.

**Celebrate femininity**
“Female empowerment has never been a strategic part of who we are. I think empowerment is something that we’re very concerned with. We happen to be a company that is predominantly woman and make women’s clothes, so I think that has all come together very naturally.” - words by Yael Aflalo / Source: The Observer

**The Yael influence**
Also, Yael’s personal influence and involvement is a key factor to the brands success. She stays on top of everything that happens within the company and spends a lot of time on the details, so it becomes coherent. Also, she knows the best what her girls want, and produces that. She basically is her own target group, and that works. / Source: Racked & LAmag

**Witty tone of voice**
“I think [copy] is an important part of what we do, so I think that’s why it’s strong.” - words by Yael Aflalo / Source: Observer

It’s funny, catchy and recognizable.

**The BFF way**
Reformation makes use of BFF marketing, which is a personal way of approaching your target group. Because of this, the target group is closely connected with the brand, will take advice of the brand and see the brand as a friend. / Source: BoF

**The Ref scale**
The Ref Scale tracks the brands environmental footprint and calculates how much their product reduces impact compared to the industry standards (US). This is told at the website (see examples) to educate the viewer. Next to this, it also makes the girls feel better. It’s like guild-free shopping, because you’re doing something positive for the environment.
"I want to provide easy solutions to a more sustainable lifestyle. The eureka moments happen when people say: Reformation taught me about fashion and the environment"

- words by Yeal Aflalo / Source: Fast Company

Witty tone of voice carried through in the collections and visual style: Low Carb Collection, using the least amount of carbon dioxide in the clothes.

Tov: ‘It’s totally like dating- our standards are just extra high. / The earth be like, thank you. / Aka. the awesome people behind your clothes. / What the F*ck is an offset? / Creepy toxic chemicals / Unlike it’s dirty cousin, cotton. / Source: Reformation

Conclusion

The Refscale is a great tool to use in my concept. It’s really the element that sets Reformation apart from all other sustainable brands. Reformation might seem shallow at first glimpse, but their tone of voice and this tool make them little geeks.
What’s in it for Reformation? Why would they expand to Europe? And where would they go? Well, it would be a great solution to the problem on the right, which I found out during research.

Conclusion

In order to solve the problem, Reformation has to make the target group obsessed with them. This is the goal of the project. In order to reach this goal, the brand must strengthen the relationship with the target group.

So, expansion will lead to more exposure and a stronger consumer relationship, which then leads to more sales and a stronger base to open a new store.
**Problem**

The reason why this project is here, is the problem for which this project is the solution.

European girls love Reformation (the ones who know the brand) for its aesthetics, but aren’t buying the brand, because of the high import duties, and the price in combination that they can’t try on the items and feel the fabric before purchasing it. / source: target group interviews & comments on blogs

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**Opportunity**

The opportunity that rises from this project is for the brand to meet her target group and strengthen the relationship. Next to that, there are a lot of girls who would fit and like the brand, - because of its style - but aren’t familiar with Reformation yet. It’s a great opportunity for Reformation to get known by those girls, gain new relationships and grow.

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**Hi Babe,**
**Let’s Meet**

**Make them obsessed**
For US brands, expanding to Germany, Benelux, France, Italy and the UK are the most popular. 
/ Source: Arvato survey

I will take this into account and choose the cities, depending on the concept.

Decision

Based on all my research findings and the fact that Reformation is coming the whole continent of Europe, I should come up with a traveling concept; a concept that’s applicable in multiple cities. Why? Because this is the perfect opportunity to say hi to as many girls as possible, so reach more girls and create more buzz.

Take this with me for the concept creation: travelling concept.
In order create a great concept to introduce Reformation in the European market, it’s super important to know who the girls who walk around as a Refbabe are. And, who the potential Refbabes are.

Images found when using this hashtag on Instagram. The true and authentic Refbabes. These are a combination of US and European girls.
In order to get a good grip on who that specific Ref girl is, I used the following techniques:
Desk research - millennial generation articles / desk research - Instagram analysis / desk research - target group blogs / interviews – Instagram / interviews - via mail / interviews - real-life

The general millennial
Before I went in depth on who those Refbabes exactly are, I first did some general millennial generation research, since I did know at this time, that these babes are part of this generation. On the following two pages, you’ll find some key-insights and interesting findings.

Value experiences over stuff
(1) “Quitting your job is the millennial way to do honeymoons“ / Source: Refinery29
(2) 61% would spend their money rather on an experience than on products. / Source: Protein
(3) For more fitting insights on this theme, check trends ‘experiences and events’ on page 44.

Too much online?
(1) 82% of the participants think they actually spent too much time online. / Source: The slow report - Protein
(2) Millennials are craving for more valuable offline time.
(3) Face-to-face interaction is fundamental to establishing human relationships. / Source: WGSN
(4) 71% of the participants of the new spirituality survey, felt overwhelmed by the amount of online content, the wealth of material that’s available at the touch of a button is leaving consumers feeling a little more than lost. / Source: The new spirituality report - Protein

Today’s millennial cares
(1) Having a sense of style is a way of taking action. / Source: WGSN
(2) Sustainability is no longer a buzzword, but an expected standard. / Source: WGSN
(3) Millennials are paving the way for a more sustainable world. / Source: Huffington Post

Millennials and brands
Brands need the right content strategy. They need to engage millennials with communications that are both entertaining and informative (...) exclusivity (...) limited editions to create product and brand buzz. Millennials will line up physically and digitally to get their hands on these products. / Source: KPMG International
“People have less and less time today, so when they do have time to be with people they care about, they want those experiences to count”

words by Imon Chen, managing director of The Little Nell resort in Aspen, Colorado / Source: WGSN

Conclusion

Based on the needs of the millennial target group, I should create an experience which is entertaining, informative and exclusive. When the experience has these elements, it will let the babes engage with Ref, so it will provide the much-needed brand awareness.
Hi Lisanne, of course. I follow this brand of clothing because I care about the environment and sustainability. In search of a brand that followed my values, I found Reformation.

I like so much things about this brand, i like that uses eco-friendly and pro-social technologies, i like the values of the factory, that knowlege of the important that is the world and their recourses, and the used we have to do in a responsible way. I like their slogan “Being naked is the #1 most sustainable option. We’re #2”. And also i love the clothes they made.

Like their say, fashion is the third most polluting industry in the world, and the second largest consumer of water. Making fabric uses water, energy, chemicals, and other resources that most people don’t think about, or ever see. So I think that Reformation’s products help reduce climate change and other impacts of the fashion in the world compared with most clothes bought.

About what can make their industry for improved the brand, i like to say that their are doing very well their job and can make their clothes more sustainability putting higher goals on reducing more water and energy. With more time I think they can reach higher goals, since they themselves are looking for ways to improve and reduce impacts in the world.

I hope my opinion will serve you! Greetings. Miriam.

Conclusion

These girls liked the brand because of their fashionable clothes - which is appealing to them – in combination with Reformations link to and passion for sustainability.

They might wear and buy it, but if they don’t, it’s because it’s difficult and expensive to order in.

They confirmed my assumptions.
In order to specify who the target group of Reformation is, I created a survey and invited girls which I thought would fit the brand.

Insights I got of the survey:

(1) The target group isn’t that heavily based on the age span the brand mentions; between 27 and 32 years old. My research points out that the age goes from 23 till 33 years old. This is confirmed by the work/study balance, which is 50/50.

(2) Their favourite thing to do in their free time meeting with friends and going out for dinner and drinks. Next to that they enjoy going to the gym, museums and reading a good book.

(3) Series and movies wise, they don’t have a clear preference. They watch basically everything.

(4) Love makes their heart beat faster. Also, exploring new things and getting new opportunities has this result.

(5) Most remarkable childhood memories are mostly family related. They remember this with a certain sound or smell.

(6) Guilty pleasure? Chocolate!

(7) They’re quite picky. When buying new clothes, they find as well the fit, the material, the longevity, the quality, the price and the values important.

(8) They all think sustainability is important, but don’t all buy it. Some of them don’t understand the urgency of today’s sustainability issues yet. And, some find it too expensive.
I analysed 10 Instagram profiles of American Refbabes, who follow Reformation on Instagram.

**Conclusion**

These girls are: into female empowerment / confident in their own body / fashion minded / caring / critical and dare to share that / don’t take themselves too seriously / animal lovers / love to travel, discover, explore / treasure memories / stand with both feed on the ground / love to spend time with loved ones.
I also analysed 10 Instagram profiles of European Refbabes, who follow Reformation on Instagram.

**Conclusion**

These girls are:
From all over Europe / more diverse / creative / well educated / critical, but are a bit more reluctant with showing it to the rest of the world / harder to put in a box / ambitious / love to travel / artsy / caring / fashion minded / animal lovers / treasure memories.
**KEY INSIGHTS**

**Differences US and European girls:**

1. European girls are more creative and practice creative professions more often.

2. European girls are a bit more reserved than US girls.

3. European girls are more diverse (probably because they’re all from different countries with different values and ways of living), whereas US girls are easier to ‘put in a box/belong’.

4. US girls don’t take themselves too serious all the time. The European girls have this quality as well, but less prominent.

**Shared characteristics of both groups:**

- Realists with idealistic mind-sets.
- Caring girls; about the environment, humanity, health, politics, love, friends, family, etc.
- Ambitious girls with an entrepreneurial spirit.
- Clever with a critical look at the world, not afraid to share opinions.
- Know the value of ‘stuff’, money and life, and know that it’s important to work hard to achieve your goals and if you really want something, you have to work for it.
- Love to travel to see beautiful surroundings and experience different cultures. They value experience over stuff.
- Confident about themselves and their bodies.
- Interested in female empowerment and feminism.
- Search for the deeper layer in life.
- Animal lovers.
- Carry memories in their clothing and because of that crave for items with a long lifespan.

Based on these findings, I can conclude that both groups are similar. There as some small differences, but the mindset is similar and for Reformation this is the most important.

Because of this, I can use all my research insights for the development of the concept.
Conclusion

The target group of Reformation consists out of two groups:
(1) The conscious girl (named ‘eco-chic’ girl from now on). Picks brands based on values that lie close to her, always tries to make conscious choices, while at the same time searches for the perfect sustainable option. Wants to inspire others with her conscious view on life.

(2) The it-girl next door (named ‘fancy-fashion’ girl from now on). Aesthetically driven and picks a brand based on the fit and style. An interesting brand story is of high importance next to the look and feel of the products.

Both will be useful and valuable to reach with the introduction campaign.
I hosted 6 interviews, where I asked the babes questions based on the research insights. The goal was to find out their opinion on events, whether they would prefer a pop-up shop or an event, their view on sustainability and what triggers them to visit a brand event.

I want personal stories that touch me, support info, have funny quotes, etc. Short and snappy is the key. / Source: interview Catherina van Duijn, an Amsterdam a based copywriter

I like to get to know and experience a brand, when there are advantages involved. Think: personal attention or gifts. It needs to be valuable. / Source: interview Catherina van Duijn

An event has an added value when it has something unique, like really good food, interesting workshops or something special. Once I went to an event and there were ‘hand washers’ who gave hand massages and washed your hands. This was a little weird, but also very nice. It does make me remember the brand. / Source: interview Carolijn Braeken, newly mom, ex-lawyer, writer and creative.
Sara Dubbeldam, European Refbabe pur sang. World lover, idealist and has a big crush on sustainable fashion and shares this on her blog.

Made the transition from fast fashion buyer to sustainable buyer. / Super enthusiastic about Reformation ‘the halleluja brand’ and thinks the brand can turn everything into gold. / Busy building a personal capsule collection. / Doubts about travelling by plane, because it’s the biggest source of ‘hidden impact’. / Believes that you are what you contribute. / Finds the way how brands work on their ideals and take the consumer with them very fascinating.

“\textit{I notice that brand events never have a big added value for me. It’s mostly just a drink or a nice decorated place where you can buy the clothes. I miss the deeper layer. I would love to walk away from an event visually and mentally inspired}”

words by Sara Dubbeldam / Source: interview

Conclusion

The deeper layer is of high importance to this critical and well-read target group. It’s the element that will lure them to the event and bind them to your brand.
"I wish everyone would live more minimalistic and that there would be less produced, so there would be less waste.”
/ Source: interview Lianne Marije Sanders

Lianne is a writer and wrote the book ‘Zeik niet zo’ together with two others. The book catches and mocks all the rumours and sayings that go around about the millennials in a funny and recognizable way.

What I miss at events is the fact that you don’t make genuine contact with people. It’s a bit an imaginary world, where everything is super pretty. But real life isn’t like that. / Source: interview Lianne Marije Sanders, writer

What also triggers me is when a happening offers something limited and exclusive, or when there is a nice sale. / Source: interview Alexandra Huijgens, who is a photographer, blogger & marketing girl)

I think it’s important that an event has something to offer especially for the visitors, so they have something left afterwards. For me, this doesn’t necessarily need to be something physical. It can also be more knowledge, information or inspiration. / Source: interview Alexandra Huijgens
Romy is blogger at ‘Good For’, which is an online magazine run by two sisters about sustainable and conscious living. With their blog, the sisters want to inspire people how they can live differently and that fair fashion can be fun and accessible.

“An event has an added value when it’s authentic, genuine and transparent”
/ Source: interview Romy van Leeuwen

Conclusion

This group of girls is definitely interested in events, but the events need to add value and offer something extra. They’re smart girls and want their minds to be triggered with something new and inspiring, so they can learn and take that with them in life.

Take this with me in the concept development phase to implement the useful things the girls have said.
EXPERIENCES & EVENTS

(1) Millennials value experience over stuff. In their busy schedules, they want to spend their free time wisely experiencing something they can’t learn from a screen. / Source: interviews, WGSN, Protein

(2) Tacticians expect hyper immersive experiences that are drawn to an intimate moment with the brand, especially events that unveil the brand’s creative process. / Source: WGSN

(3) For millennials, a sharable experience is of a high value. Any brand experience will obviously be more powerful if it gives the individual something they can share. - Ben Reed / Source: Protein

(4) Experiential brand experience is the most powerful form word to mouth, driving activity accounting for 50% to 80% in any given product category. / Source: McKinsey, Protein

(5) Events for online-only brands are about facilitating discovery and connect the users with each other. It [an event] is a different shopping experience. One that’s much more immersive, in a classical sense. It’s something very special. - Manish Chandra, Poshmark / Source: Streetfightmag

Conclusion

Based on my insights I can say that events and branded experiences are the way to go! They’re relevant, booming and perfect to connect your target group to your brand.
“Events and the creation of experiences have become crucial tools in helping brands to connect with people on a deeper level”

/ Source: Business Of Fashion
Community feeling
Loyalty will be granted to those companies that make their consumers feel like they’re part of a community, one where they feel important, unique and valued. / Source: KPMG

Pop cultural references
Pop culture is fun, it’s important and it’s everywhere. It also binds people together. There’s a lot of shared references that serve as a secondary language, especially for millennials. / Source: Vulture

Omni channel
“The consumer has moved on and expects to be able to interact with her favourite retailer across channels, changing seamlessly between online and in-store experiences. / Source: BoF

BFF marketing
(1) BFF marketing is a chatty, inclusive and intimate approach where the brand is your friend. / Source: BoF

(2) The approach is predicated on the notion that the brand is your friend, thinks you’re special and designs products especially for you. / Source: BoF

Reformation makes use of this a lot.

Online will be dead
The concept of online is dead, because when everyone is online all the time, there’s no offline. / Source: Deloitte digital

Brick-and-mortar stores
(1) By 2026, many consumers will want retailers to provide an environment where shopping is an event experience in its own right. / Source: Criteo

(2) For distinct and tangible shopping experiences, real-world and online will become a key to enhance and differentiate a brands value proposition. / Source: Criteo

(3) Research shows that a physical store is more profitable than just running an online store. / Source: Emarketer

Sustainability as a given
Sustainability is the expected standard instead of a trend for millennials. / Source: Protein & target group interviews
“You don’t want to be an eco-brand, you just want to be a brand that happens to be sustainable. It shouldn’t be the thing that sets you apart, it should be the thing that makes you part of the general conversation.”

- words by Vanessa Friedman / Source: Huffington Post
For me, it was clear that I would focus on physical branded experiences from check 1 onwards. I researched the relevance (see orientation and trends: experiences & events), but now it’s time to dig a little deeper into these experiences. Which forms are there and which will I choose?

**Physical branded experience**
- create specific, physical and valuable interaction with the consumers to educate them, provide networking possibilities, align and inspire the thought behind a new strategy, initiative or product. This all has as a final goal to deepen the exposure with the brand. / Source: Chief marketer

1. **A pop-up shop**
This is a temporary space where people can buy the brand exclusively. A great example is the shop of Outdoor Voices. Next to selling clothes in a curated experience, it also hosts events, creates buzz and develops relationships with other local studios.

2. **An event**
An event is targeted to a specific audience and is here to create an intimate experience with the brand. It’s also temporary, but much more temporary than a pop up shop. Also, the focus is more on creating a branded experience, than selling clothes.

3. **Interactive brand activations**
These can be a very wide range of activities, like experiential stunts and store activations. A great example of this is the Sonos concept store, which is a store, exhibition and listening space in one. They want to be a canvas for artist to express their creativity, and do this by hosting listing events.

4. **Collaborations with other brands and create an experience together.**
This is something that’ll be there for a longer period of time and will provide communications from both brands, so it will create more exposure. You do have to calculate in that both brands need to be visible and apparent, so both brands have to be a perfect fit for each other.

**Conclusion**
Successful branded experiences create valuable interaction which result in a deeper emotional connection and greater brand affinity. For my project, the goal will be to educate, align and inspire the new strategy of Ref coming to Europe. It will result in a deeper relationship with the EU consumers and Ref will use the experience as a communication tool.
So, it’s going to be an event. Then you might wonder, did Ref host more events in the past? Yes! They’re mostly pop-up shops and collaborations. Nothing really special. Except the vintage fair. That one is pretty cool. But, enough room for improvement!

“Physical experiences bring people together in a way that resonates beyond the mean of the digital world”

/ Source: Protein

Decision

I decide to go for point two, the event. It’s a great chance for Reformation to experiment and go out of its comfort zone, since it’s temporary. Also, it’s the perfect opportunity to do something awesome which fits the needs of the target group.

For more in-depth reasoning, check trend insights on page 42.
CONCEPTUAL STARTING POINTS

Based on research insights and conclusions.

(1) Introduce the brand using their strong brand identity (feminine, conscious, educative, accessible)

(2) Create an immersive experience which makes use of the five senses to create an emotional connection with the target group.

(3) Keep the exclusivity of the brand by only being able to buy the items at a specific place.

(4) The witty way of educating will be present as a red thread through the experience.

(5) Create an event and communication strategy for brand awareness and launch the website in Europe to solve the logistic problem.

(6) The event and strategy should treat the target group like they’re the brands BFF.

(7) Use pop cultural references to create an interactive and recognizable get together.

I used all these starting points for creating the different concepts. For the final concept, I used 1, 2, 3, 4 & 5.
#Refbesties

Besties change the world together. Twice the fun, twice the impact

An event concept and communication strategy to introduce Reformation in the European market.

Everything is better together. Where is the fun in looking fabulous solo? Right, there is none. Life is always better with your favourite girls on your side. And that is something Ref is going to honour by making new friends in Europe.

Ref invites you in our pop-up space to find your bestie and encourage you to build new friendships through connecting with other awesome babes and the brand in a ‘bestie proof setting’.
The concept I presented for check 2

Based on the idea of true friendship. It’s the way Reformation communicates and something that’s of very high value for the target group. Besties is a pop cultural way for saying best friends.

Feedback check 2
The link between the research insights and the concept isn’t clear. The BFF angle of the concept is understood, but is this really what the brand needs? The concept feels too flat for the depth of the brand.

Decision
After the feedback, rethinking my concept and looking clearly at my starting points and insights, I decided to let this idea go and brainstorm for something new ones. There must be a better fitted concept which covers the double and important layer of Reformation.
Decision

I decided not to continue with this idea, because it’s too obvious and driving around is also not that sustainable. Next to that, I think it won’t be impressive enough, and it lacks a strong event element.
This concept has led to the visual inspiration board below. It’s based on the LA style, which is important for Reformation, because of their LA heritage.

**Along the US road**

Diners * motels * iconic * loud * out there * pink/blue/yellow/green * neon lights * checkered floor
Ref on the Road

Spread the message * Accessible * On the go

Ref goes overseas to check out how our European gals are doing. Instead of going to LA, we bring some LA to you. And champagne.

Our little trip does not stop once we reached European soil. We are going to do what Cali girls do the best: roadtrippin’. In our intimate Ref Truck, we aim to say hi to as many babes as possible to spread our wise words so you can change your world, without changing your style.

Wake up with Ref

Spread the message * Festive

The idea of 'wake up with Ref' is to spread Ref's message during a morning rave in 5 European cities. It is a combination of a 'wake-up call' about the urgency of today's environmental issues, and playing in on that crucial moment in the morning when the babes are picking out their outfits. With this campaign, Ref aims to be a wingwoman in making sustainable, yet sexy and fashionable choices to shine bright all day.
This concept is more practical. I think quite literal and use practical creativity. With this concept ‘Ref on the road’ I see a clear visual style and the roadtrip will be a literal trip overseas saying hi to as many girls as possible.

Decision

I decided not to continue with the concept in this way, because it’s too flat. It lacks depth and the witiness of the brand.

Because I do like the visual style and clarity, I want to give the concept a second try. See the next page.

Feedback: clear visual style, but a bit obvious and the title sounds boring.

This concept is more conceptual than concept 3. It’s on one hand a wake-up call about today’s sustainability issues and on the other hand literally a wake-up call because it will be a series of different morning raves/parties in different cities.

Decision

I didn’t continue with this concept at the time, because it didn’t give me a clear direction for execution and visual style. I found it very difficult to create this moodboard, which means the concept is still very thin and vague.

It did stay on my mind though, because of the nice double layer and the sassy title. It sounds like Ref can be a guy instead of the brand. #insidejoke
Wake up with Ref on the road

This concept is a combination between concept 3 & 4. It has the clear direction of concept 3 and the depth of 4.

A wake-up call for today’s sustainability issues and a wake-up call for the fact that Reformation is in Europe. Also, it’s a literal wake up call, because of the four different morning events in four different cities, so the target group can literally wake up with the brand.

Rave - Berlin
Yoga - Amsterdam
Rooftop - London
Breakfast - Paris

There are four different events in different cities at different times. This is where the roadtrip kicks in. The one sure thing about a roadtrip is that you wake up every morning, not sure what the day will bring. You say hi to a day full of surprises. This is exactly what will be carried out in this concept.

“Going on a roadtrip is not about where you travel, but HOW and with WHOM you travel”

Travel is the strategy, how and whom is the conceptual interpretation.
Decision

I didn’t continue with this concept in this form, because it’s way too complicated. Yes, it’s interesting and it has the conceptual double layer, but with all the four different events, it’s too difficult to make it clear to an outsider.

So, I decided to pick one of the four events, and focus on this one to make it work.
Wake up with Ref

A physical and mental wake up call, which is celebrated with a morning rave in different European cities. These events serve as a wake-up call for the girls overseas that Ref has arrived aka. the new girl in town - and as a wake-up call for today’s environmental issues, which the brand is so concerned with.

Decision

I decided to go for the morning rave and to host four parties in four cities at the same time, which creates a bigger buzz and connects the events and the target group even better.

Why the morning rave? See insights on the right page.
THE BIG WHY

Why inspired on a morning rave?
(1) It’s a new trend / Ref likes to tap into all things new and she needs to stay on top of her game.

(2) A great way to start your day and feel great all day / same feeling as wearing Reformation.

(3) Parties are sexy / so is Ref.

(4) It’s a way to have fun and at the same time being conscious and a great opportunity to spread important messages in a fun and positive way / Reformation does the same with sustainability.

(5) Get people surprisingly energized, so they will go to work reformed afterwards.

(6) It’s new and exciting, so it will trigger the target group to come.

(7) It’s conscious; no alcohol (except for a little champagne at the Ref edition), but healthy juices and food, so it ties in with today’s heath trends, which the target group is concerned with.

/ Sources these seven insights: Business Insider, The Guardian, Bedrock

Why wake up?
(1) It has a three-double layer, something the brand plays with in their messages and tone of voice.

(2) It’s as well a fun (wake up with whoever you please) as an important message (wake-up call) and next to that, a practical guiding thing (morning event).

(3) Target group likes this thoughtful messages, it’s a deeper layer and it has an added value.

“During morning raves the happiness hormones rage through your body.” / Source: Bedrock Magazine

Your text in natural form:

THE BIG WHY

Why inspired on a morning rave?
(1) It’s a new trend / Ref likes to tap into all things new and she needs to stay on top of her game.

(2) A great way to start your day and feel great all day / same feeling as wearing Reformation.

(3) Parties are sexy / so is Ref.

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“During morning raves the happiness hormones rage through your body.” / Source: Bedrock Magazine
Looks like she came home drunk with a guy after a night out. Not what I want.
I wanted to show a girl who is ready to party in the morning and still looking glam.

These two images do reflect the brand and the target group very well.
The girl has fun in the morning and doesn’t take herself too seriously. Also, the neon text fits the brand with the double layer in it. Perfect for Ref.

**Conclusion**

Visualisation isn’t my strongest skill. In this case I find it more difficult, because I don’t have a clear visual style direction yet.

I have to create an overarching style mood board to make it easier to make a coherent visual style.
OVERALL LOOK & FEEL MOODBOARD

The LA vibe

These are also the boards I used as inspiration board for the visualisations. (see execution phase)

Vibrant coloured Instagrammable walls / neon signage & texts / palm trees / sunrises & sunsets / happy junk food / colour blocking

Decision

I choose to make two boards, both cover the same elements. Using both give me more clarity and direction. Also, I decided not to make one overall mood board for the book, but work with a lot of images with fit this style. The idea is also quite broad, so in my eyes, this way of approaching the visual style works.
Looked for: sexy, celebratory, LA influence, energetic, happy, feminine, ultimate morning moments.
I choose this collection of images as final concept images. Here you see a kind of collage, but that’s not the way I approached it.

I struggled with creating a coherent concept board. I started to think about what ‘Wake up with Ref’ exactly is and means. It’s waking up with the brand in a fun and quirky way (open your eyes, get out of bed, get dressed, do you make-up, have breakfast, morning rituals, etc.), so I started to collect images with these element and came up with the ones on the left.

Decision

I choose to go for this style, because every image contains something fun, quirky, unique, and it are all morning moments which fit ‘waking up with ref’ and/or how the Refbabes would wake up.
Okay, so now I have a concept, which I need to execute and give body to. How am I going to do that?

First things first, the event should be more than ‘just a party’. Very important, since it needs to add value for the babes. The concept should also make clear that it’s not a typical rave. When I told people about the Rave, they immediately thought about an underground Rave where you to go in the morning at 6am completely wasted. That’s not the image and feel I want to portray.

Ref’s rave is a healthy one for which you get up at 6am. A rave where you don’t get drunk and dance to work out and get energized. Next to that, it’s a morning rave like it’s the trend right now and it starts with morning yoga.

How to make it more than just a party? (Next to adding the yoga element?)

(1) A small capsule collection of eight pieces, which will only be available at the event. This collection will guarantee the exclusivity of the brand’s collections and an extra reason for the target group to show up.

(2) A small exhibition, showing more about the items and using the ‘Refscale’ to show the sustainability factor of the items and the footprint people leave, save and reduce when buying the items.

(3) Energy floors; sustainable dance floors that generate energy from human power to make the sustainability side of Reformation an essential part of the concept.
Concept components

An overview of all the important components of my concept.

**Communication**
#wakeupwithref is the hashtag used to announce the event, win tickets and share the experiences.

**The events**
The morning raves

**Own media**
Spread the news and report on the event.

**Yoga**
To warm up the muscles and practice some mindfulness to be completely mentally present at the event.

**Influencers**
Spread the news about Ref coming to Europe and invite their followers for the event.

**Dance**
A fun workout moment to dance the sleep away and completely be yourself (+ to reduce your footprint by buying an item).

**Interactive photo booth**
Dance to activate the photo booth and get your photo taken. Opportunity to post it on social media using the hashtag.

**Food, drinks & relax**
Breakfast in a Ref jacket and champagne as a Ref touch, which can be enjoyed while relaxing on a comfy couch.

**Locations**
Capsule collection
Exclusively available at the event.

Attendees event

Exhibition
Work with the clothes in an educative way, showing the sustainable side of Ref in an informative way.

Target group
The fancy-fashion girl will be reached through influencers. Both the fancy-fashion girl & the eco-chic girl can win tickets.

Work for it
If someone wants to buy an item, they have to repay the footprint made with the item by dancing X minutes, depending on the item.

Press
Invite press to the event by writing a press release and offering them tickets to give-away to their followers.

Dance for energy on the sustainable energy floor which generates energy when you dance on it. The generated energy will be tracked on a bracelet. Once you have generated enough, you’ll be able to buy the item you want.

Influencers
Approach a couple on forehand to be part of the campaign, invite others purely to the event

There’re two influencers per city. I choose them based on their followers, whether their already involved with the brand and their style.

Refbattle
When dancing, you also participate in the Refbattle. The city which generates the most energy, will get the first Ref store.
Communication strategy

I filled in this communication strategy canvas before I had my concept and adjusted it to this version after I had my final concept. It forms a nice skeleton for building up the strategy of the concept.

<table>
<thead>
<tr>
<th>Communication objectives</th>
<th>Key insights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cognitive</strong> Make them obsessed</td>
<td>‘Fashion is the third most polluting industry in the world. Let’s clear up. #jointhereformation – Reformation</td>
</tr>
<tr>
<td><strong>Affective</strong> Feeling femininely sexy and ready to change the world without compromising on style.</td>
<td>The target group is searching for a deeper layer in basically everything in life. They want meaningful products, which are aesthetically eye pleasing and they want stories and information that touches them by being visually and mentally inspired.</td>
</tr>
<tr>
<td><strong>Behavioural</strong> Visit the event and share the experience on social media.</td>
<td>The ideal experience for the target group is a shareable experience she shares online and with her loved ones. It should contain an active element and offer content which is inspiring and with which she can inform herself.</td>
</tr>
</tbody>
</table>

**Communication targets**

**Communication target group** ‘The fancy fashion girl’ isn’t aware of Reformation yet, but her personality, style and aesthetics fit the brand perfectly.

How to reach her? influencer marketing and word-of-mouth advertising.

**Marketing target group** The babe next door (both ‘The fancy fashion girl’ and ‘The eco-chic girl’)
Reformation offers products that are sexy and fashionable, but also sustainable. This is shown and told in a witty way which is still informative.

**Reason to believe**

**Tone of voice**
Witty, informative, honest.

**Visual style**
Sexy, fashionable, LA roots.

**Tactics**
Inform, make them think and involve.

**Fixed elements**
Sexiness, witty way of informing, sustainability, the double layer.

**Communication media**

**Owned**
Instagram, Facebook, Pinterest, website, mail, the events

**Earned**
Word-of-mouth, influencer marketing, target group’s social media accounts.

**Big idea**

A physical and mental wake up call, which is celebrated with a morning rave in different European cities. These events serve as a wake-up call for the girls overseas that Ref has arrived - aka. the new girl in town - and as a wake-up call for today’s environmental issues which the brand is so concerned with.

**Pay off**

Wake up with Ref
Tone of voice

Reformation has a clear, inspiring and distinct tone of voice. It’s a very important asset of the brand.

It’s funny, witty, sassy, recognizable and contains pop cultural references.

In order to honour this, I made the following decisions:

Decisions

(1) Implement the ‘BFF marketing’ Reformation uses by using a personal way of approaching the reader. How? using abbreviations. For instance: Reformation, Ref / champagne, champy / definitely, def. Using these, the book becomes much more personal, like the brand is your friend.

Also, I used this to write the concept book. It’s written like the brand has written the book itself and the viewer is the target group. I did this, because it shows that I, as a brander, understand the brand and it brings across the idea and messages much stronger.

(2) Make use of pop cultural references. The beginning of the movie is for instance inspired on Gossip Girl. I watched some of those movies, like mean girls, wrote down a list of sentences and words I could use and implemented them in the texts.

(3) I used creative words and synonyms for words to give them a better vibe, fitted to the brand. Example: When I shared my project, people got the wrong ideas when I mentioned ‘rave’, so I changed it in ‘bubbly bash’, because it’s a positive, energetic and feminine party in the morning, so it should carry a similar name.
After some experimentation, I decided that I wanted to create elaborated mood boards as visualisation of the concept to show all the elements. See below my first 4 options I showed during feedback: yoga, dance, food, exhibition.

Most successful trial. It looks like a little room and really gives a feel. Option 1 & 2 are more a random collection of images and they don’t work out. I did need to make them in order to get to the end result.

I decided to continue with option 3 and make the boards based on this design. I choose this form, because an exact visualisation would be too boring and stiff. This form is dynamic, interesting and gives the opportunity to add funny elements by playing with proportions.
**Criteria boards final boards:**

1. It has to be a little room to convey the feeling of the different spaces at the event.
2. It has to contain the palm tree on the side to connect the rooms with each other and have a recognizable element.
3. It has to have LA influences: Plam trees, neon signs, pastel colours.
4. If possible add the pink panel to make the rooms coherent.
5. Ref people need to be present in every board to make it feel alive and show some of the clothes.
6. Play with proportions in the boards, to make them more alive and create more depth.
Decision

In the end, I decided to also create an overall concept board for the 3d presentation, because the final visualisations are used in the video and the book and I also needed to show something in the 3d presentation, which gets the viewer in the right vibe. This board does that perfectly.
In my experimentation on how to visualize and present my concept in the most convincing way, I had to choose between two options:

(1) Use the visualisation mood boards to bring across the vibe of the different elements of the event (my initial idea).

(2) Create a video to bring across the vibe in moving images.

Decision

I decided to combine both, because it would be the most convincing way.

Actually, I didn’t want to make a video, because I’m not experienced in that field and that just didn’t seem like a clever plan, but I decided to step out of my comfort zone and to do make a video.

I decided to bring the visualisations I already made to life in an animated video.

The visualisations are made by me. I outsourced the animation part to Christian Edwards, a graphic designer.

In my briefing, I explained in 21 steps where I wanted Christian to zoom in on, which text needed to appear on the screen and what I wanted to move.

7. Zoom in on the dancing girls
Text: All warmed up and feeling slightly awake? Time to dance the sleep away and get energized. Whoo, you go girl!

Make the girls dance.

8. Zoom in on the view
Text: In the meantime, don’t forget to gaze at the view and see all greatness mother earth has to offer. We made this easy for you with our rooftop locations. Fancy, we know.

Decision

I decided to do a voice over, instead of text on the screen, because there is already so much happening with all the images.
Conclusion

After the first version which I presented at check 3, I can conclude that this way of showing my concept really works. After watching the video, people get the deeper layer of the concept and get enthusiastic about it.

Feedback check 3: Video can be more energetic.

Decision

After talking to teachers and others, I decided to change the music and timing of the voice overs. Also, I changed the end and some small details to make it all look more perfect.

Music choice: The instrumental version of forever from HAIM. HAIM really fits the brand, because it’s an LA based girl brand. Reformation is from LA as well, and loves female empowerment. This song has more personality and makes you want to dance.

Stills from the video
Why a capsule collection? To guarantee the exclusivity of the brand and to give the babes something extra at the event and make them feel special. It’s exclusively sold at the event, so not online. Besides, Reformation’s collections are sold out pretty fast and they work with small capsule collections as well.

Same print in four different colours. The one in the right corner is my favourite.

Eight items, two items per city, to make it more special and exclusive.

I choose for these four colours, based on colour psychology. The idea is that you get energized from the clothes and these colours work that magic.
So, what did I do? I picked eight items of their collection based on popular styles and four themes. Some items are similar with the ones I already had.

(1) Basic b*tch: a pair of jeans and a white tee. The perfect basics every babe needs in her closet.

(2) Fancy pancy: A jumpsuit and a chic dress, perfect items for a night.

(3) Happy rainbow: A dress and a blouse in a festive, energetic, happy rainbow print. For our girls who love colour.

(4) Business baby: A blazer and some pants for our career tigers.

Conclusion

This combination and colour choice doesn’t work. The idea is nice, but the vibe isn’t similar to the event. The clothes of the brand are so strong, that you don’t really need to change the designs. It’s just nice to have a collection especially for the target group.

Decision

Based on this conclusion, I decided to do the capsule collection less elaborate. Yes, it’s very important, but the clothes are already great itself, I can pick eight popular styles and use them.

So, the two items per city also expire. Having only two styles at the events is a little less and for me it doesn’t really have an added value in this case.

Two of the items, examples from the video.
The concept needed an element that would show the brand story and the depth of the brand on terms of sustainability. It’s something you don’t see on first glance when you check out the brand, but when you start reading and see the Refscale, this all suddenly becomes clear.

I wanted to do something with this Refscale and this small exhibition is what came out. Why?

(1) To educate the girls about sustainability, what Reformation does with sustainability and give them some more information about the clothes (what it’s made off and how to take care of it). It’s providing them of the deeper layer they're searching for.

(2) To give the girls the opportunity to touch the fabric and try out the items. One of the things that’s normally absolutely impossible, since you have to order and buy it first before you can do that.

(3) Essential element for buying the clothes and making clear that everything you do leaves a footprint and how this becomes less when buying Ref.
Decision

In order to give the exhibition more depth, I decided to add the ‘dance your footprint away’ element. In order to buy the items from the capsule collection, you have to dance the minutes indicated on the screen on the energy floor. It shows that Reformation already reduces a lot of their own footprint, that they still leave footprint and they give the girls the change to dance away theirs by putting their energy into electricity on the energy floor.
Okay, great. We have a coherent and round concept, but where do we host the events? The locations have the ability to make the concept even stronger, so they need to be right.

Also, not choosing a typical bar location makes my concept stronger, since it adds to the ‘not so typical rave’.

Decision

In order to achieve a stronger concept, I decided to host the events on Rooftop locations (see concept book for the final locations), because these locations connect with nature the best, while being in an urban environment. Since rooftop locations higher than most other buildings, you have great view over the city, and another big plus point, since it’s in the morning, you can see the sunrise. It contains the clash the brand works with (think: sexy & sustainable). And it has an incredible cool factor.

Decision

I decided to host the events in Paris, London, Amsterdam and Stockholm.

Reformation already wants to expand to three of them. Amsterdam is also a logical choice, because the city is busy with sustainability and there’s a big group of girls who would fit the brand.

“The company plans to add between five and eight tech stores next year in the U.S (...) Paris, London and Scandinavia are in Aflalo’s sights for the following year. / Source: Forbes
As mentioned before, I didn’t want to have ‘just’ a party, because that doesn’t add any value to the event for the target group. Yes, a rave starts with yoga, so that’s already different, but that’s not enough.

So, I went back to where Reformation is really about, which is sustainability. My research led me to Energy Floors, a company who offer interactive sustainable solutions with articles that convert human power into electricity.

Great way to let people reduce their own footprint and make clear how that can do that and that doing that is important.

Decision

I decided to continue with this Energy floors. It’s a great way telling/showing something about sustainability in a fun and engaging way.

In order to give it more importance in the concept, the energy floor has to be used for certain minutes, before the girls can buy the clothes. Also, it hangs together with the Refbattle, which decides in the end which city gets the first Ref store.
Feedback red/green check:
3D presentation is underwhelming, that’s a pity. Also, the brand isn’t really clear for someone who doesn’t know the brand and sees your presentation for the first time.

I agree, so time to experiment with different way of showing my project in 3D.
Hi! I’m Ref, that’s the abbreviation for Reformation. I’m based in LA and my ultimate goal in life is to make sustainability sexy. So, the earth be like, thank you. Oh, and I’m a brand selling killer clothes that don’t kill the environment. Curious for more?

Xx Ref

Yes, because it makes clear:
(1) The brand name.
(2) The fact it is a brand.
(3) What kind of brand it is.
(4) The tone of voice, it personalizes the brand.
(5) The fact the brand comes to Europe, so the project.

Next to this, it would be nice for the eyes to add some visuals:

I choose to take the same lay-out as in the books to make the 3D presentation coherent with the books.

I choose for the second option, because it’s a nice combination of brand and target group images and it gives a nice vibe of Ref and her girls. I added the text to make clear what the images are about.
While discussing these four designs with others, these two came out as favourites. Most people liked the left one and I prefered the right one. One of the remarks was that the left one is more playful and interesting to look at, and it’s something ‘different’. I agree on that. It’s more of a challenge to create the left one, and what I don’t like about the left one is the hanging boards. I’m afraid that it will look messy in real life. What I like about the right one is the light lilac background, because it makes the presentation a whole.

**Decision**

Combine the left and the right board into something successful.
Conclusion

This design is the best option to show my project in an inspiring and convincing way. The blocks are playful and dynamic, which fits the concept, because it’s a party. Also, it shows which items are most important.

(1) The video, placed on the highest block.

(2) The concept book, equally important with the video, but since I want people to watch the video first, this one is placed on a lower block. To do make clear it’s an important one, it’s places before the big one.

(3) The mini process book, showing my process.

(4) Then the design of the board on the background. I choose light lilac, because it’s a nice background colour, which doesn’t pull too much attention. It also makes my presentation a whole and makes the boards jump out. The other four boards are quite basic and white in design and this board makes them pop.

(5) I also choose to make the background board lower than I initially had. I did this, because I did not want the lilac wall to be too overwhelming and take away the attention from the rest of the items.
Where she got it from
*This source list includes all relevant sources used throughout this project. Including the sources of my concept book.

When there is one clear source for the insight or piece of text in this book, the source is named below the insight/piece of text. If not, it’s a combination of multiple sources.

**Methodology**

- **Desk research**: Articles, reports.
- **Field research**: Interviews, a survey, observations, lectures.
- **Others**: Brainstorming, mind mapping, filling in brand models, like SWOT, merkwijzerl, the brand prism and an competitor matrix. When it isn’t shown in this book, please check the big process book.

**Research**


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Actualisation


Images concept book

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Other sources used to find images: WGSN Image Library, Tumblr, Pinterest

[all images are retrieved between 17 November and 18 January 2017]