Mini process book

AMFI Graduation project
International Fashion & Branding

Barbara Krantz, 2018
Personal fascination

Ever since I saw documentaries like What the health, Cowspiracy and Carnage I started looking more into vegetarianism/veganism. Now that I gained more knowledge about this subject and people around me became vegan I became more interested and aware.

This project derived from my fascination for animals and nature, and my personal desire to make the vegan and sustainable fashion industry more exciting. Nowadays there are a lot of exciting initiatives on the market, but in terms of branding, there is so much more to discover. As I felt that most vegan brands don’t properly translate their moral values into new and innovative communication, I started this project.
Me as a brander

Who knew I already embraced my concept at a young age?

During 4 years of AMFI I have realized I am strongest when in a ‘Concept developer’ role. What drives and excites me as a brander is visual communication and creative copy, these are areas where I can add my own personality, which makes my projects strongest.

My aim is to shape a project where I can work with my skill set and preferably work with a brand that is lacking personality/authenticity.
ORIENTATION/RESEARCH

1. Personal fascination 02
2. Me as a brander 03
3. Main research question 04

market/trends
4. What does veganism mean nowadays? 06
5. What vegan initiatives are on the market? 08

target group
6. Which people are turning vegan nowadays? 09
7. Survey findings 12
8. Who is the Sassy Tofy and what are her motifs? 13
9. What are her desires in terms of vegan fashion? 13
10. How does the Sassy Tofy communicate her vegan lifestyle? 14
11. What are the new vegan values defined by the Sassy Tofu? 15

brand
11. What is Matt & Nat’s identity? 16
12. Interview findings Matt & Nat 17
13. How is Matt & Nat communicating their vegan identity? 18
14. How does Matt & Nat communicate their values visually? 18
15. Positioning 21
17. What does veganism mean in terms of materials? 23
18. Natural leather replacements 24
19. The problem with PVC and PU 25

20. Interview with professionals 26
21. Project up until now/rounding up the research phase 27
DECISION MAKING

22. Requirements for my sub-line 28
23. Most relevant insights to shape my concept 29
24. Current visual factors which should be present in my sub-line translation 30
25. SECOND CHECK: presenting my creative concept 32
26. New concept brainstorm/ideas 33
27. Tone of voice experiments 34
28. First visualization concept 35
29. First experiments: how to add sassiness/character to the brand 36
30. How can I involve the materials into the new visual style? 42
31. Final concept and visual style >> decision making 44

ACTUALISATION

32. Styling shoot 45
33. Preparing the photoshoot: moodboards and looks 46
34. Photoshoot: results & choices 50
35. Photoshoot: photoshop experiments 52
36. Choosing campaign images 54
37. Graphic design 55
38. Website 56
39. Instagram 57
40. The collection 58

PRESENTATION

41. 3D presentation 60
42. WHY 62
43. Sources 63
Main research question & sub questions

How can Matt & Nat successfully expand to the apparel market?

Trends
What does veganism mean nowadays?

Market
What vegan initiatives are on the market?

Brand
What is Matt & Nat’s identity?
How is Matt & Nat communicating their vegan identity?
How does Matt & Nat communicate their values visually?
In what product category could the brand extend?

Target group
Which people are turning vegan nowadays?
Who is the Sassy Tofu and what are her motifs?
What are her desires in terms of vegan fashion?
How does the Sassy Tofu communicate her vegan lifestyle?
What are the new vegan values defined by the Sassy Tofu?

Materials
What does veganism mean in terms of materials?
What’s the problem with PVC and PU?
Which material innovations could be interesting for Matt & Nat?
Trends
What does veganism mean nowadays?

Market
What vegan initiatives are on the market?

Brand
What is Matt & Nat’s identity?
How is Matt & Nat communicating their vegan identity?
How does Matt & Nat communicate their values visually?
In what product category could the brand extend?

Target group
Which people are turning vegan nowadays?
Who is the Sassy Tofu and what are her motifs?
What are her desires in terms of vegan fashion?
How does the Sassy Tofu communicate her vegan lifestyle?
What are the new vegan values defined by the Sassy Tofu?

Materials
What does veganism mean in terms of materials?
What’s the problem with PVC and PU?
Which material innovations could be interesting for Matt & Nat?
What does veganism mean nowadays?
(sub question)

FINDINGS:

>> Nowadays vegans expect brands to take a celebratory approach towards veganism.

>> Nowadays veganism is branded as a desirable and healthy lifestyle which is easy and fun.

>> Veganism is not only about food anymore: more vegan fashion, beauty and lifestyle alternatives are popping up.

FINDINGS:

>> Successful documentaries like ‘cowspiracy’ and ‘what the health’ are rapidly spreading on social media and therefore reach a new, younger target group.
**FINAL CONCLUSIONS**

>> Veganism is reaching a younger consumer
>> Veganism is defined by new values.
>> Moving into a desirable and aspirational lifestyle
>> Celebratory, positive and stylish approach

>> Veganism will place itself in the mainstream political agenda.
>> Brands are expected to take a moral stance on all kinds of issues (environment, race, gender etc.)

**FINDINGS:**

>> The growing vegan movement is defined by a young consumer: mainly Millennials and Generation Z.

Their reasoning to start a vegan diet include the environment, animal welfare and health reasons.

---

**The rise of vegan teenagers: 'More people are into it because of Instagram'**

The number of vegans in the UK has risen by 350% in the past decade - a movement driven by the young. Here, teens explain why they are ditching meat and dairy.

> "When I first went vegan I was the only person to do this, but now I know seven or eight people doing it." Photograph: Alamy

---

**Brands and celebrities alike are expected to take a moral stance on all kinds of issues today, from the environment to politics to feminism to human rights. This reflects a wider mindset shift, as more and more of us seek to make a difference, not just through political activism or issue-based campaigning, but also by re-evaluating how we live and the everyday decisions we make.**

---

**Daring to be different.**

Brands that challenge or empower consumers, and encourage them to be true to themselves, enable self-confidence and originality.

Nowadays consumers are thirsty for honesty and clear opinion.

---

**The rise of veganism in politics.**

The consumption of animal products is likely to become an issue in mainstream politics as we learn more about the effect the meat industry has on the environment.

---

**Stand for something.**

Brands are expected to take a stance on moral issues like the environment and politics.
What vegan initiatives are on the market? (sub question)

- VEJA
- Shrimps
- Stella Mccartney
- Reformation
- Gucci
- Matt & Nat
- Free People
- Geiten Wollen Winkel

FINAL CONCLUSIONS

>> Stylish initiatives are popping up
>> Veganism is moving beyond food
>> Consumers look for brands who make a change
Which people are turning vegan nowadays? (sub question)

In depth target group research

INTERVIEW MARGOT VAN AKEN

I dislike PETA because they are very provocative and aggressive, therefore no one believes what they say.

Positivity and humor are key when talking about veganism.

It’s hard to educate consumers on veganism because people don’t want to feel guilty and they often feel attacked when you talk about veganism.

Watch out for the word vegan, many reactions are so mean.

INTERVIEW RACHEL PICKENS

In order to spread the vegan message, you need to be honest and friendly. Show that veganism can be easy and beautiful.

Currently, there are not a lot of vegan clothing options on the market.

Social issues are becoming a larger focus for young people. Veganism is a social issue in my opinion.
INTERVIEW MARIEKE

People easily feel attacked and guilty when discussing veganism.

“I think it’s important to show that nowadays also normal and hip people are vegan, it’s not only something for the woolen sock”.

Humor is very important, when people act extremely angry you don’t reach anyone.

INTERVIEW ANOUK

A positive message is always strongest.

Being vegan is a personal decision and I would never tell other people wrong.

“In my environment, which is urban and filled with young students I am noticing a growing interest in veganism”.

“I am aware of the stereotypes, and I can laugh about it. If you do this, the subject becomes less heavy”.

Right now, to me, the Instagram of Matt & Nat looks for a 50-year-old lady, while I do like the product itself.
INTERVIEW MERAUD

People start to question you when you say you are vegan, and they hope to find you are not perfect and make mistakes every now and then.

I would rather invest in an expensive product that lasts longer. I currently buy clothes at Reformation and bags at Matt & Nat.

I turned vegan when I saw the documentaries ‘cowspiracy’.

INTERVIEW CHARLOTTE

I don’t go to H&M anymore. I buy most of my pieces second hand and I am researching more into sustainable fashion.

Sees veganism and sustainability as intertwined values.

FINAL CONCLUSIONS

>> Girls who come from hip and urban environments and turned vegan after seeing documentaries about the meat industry.

>> They are aware of their footprint and are busy trying to make a difference.

>> Long for a positive message with humor, values when veganism is shown as something easy, fun and desirable.

>> Like the Matt & Nat products yet are not very attracted to their current visual expressions. This lacks authenticity and freshness.
**Survey findings: consumer research**

I created an online survey which was filled in by 20 vegans in total. This survey focuses on vegan fashion, what is currently missing in the market and their opinion about Matt & Nat.

**Why do you think Matt & Nat should/should not expand to the apparel market?**

"There is a large increase in vegans worldwide that are DESPERATELY looking for FASHIONABLE-reasonably priced clothing. That is ACTUALLY vegan, not just ‘not tested on animals.”

"Because I want to support vegan brands. I already own a Matt & Nat wallet".

"Because it's probably going to be fashionable and wearable, something that can be hard to find when shopping vegan”.

"I think there is still room for vegan clothing brands on the market".

"Because the more vegan options for humans, the better for animals”.

**What do you like/dislike about Matt & Nat?**

"Much less sustainable than they claim. They use a lot of PVC and do not inform correctly about this”.

**Final Conclusions:**

>> There is the chance for Matt & Nat to expand to the apparel market since the modern vegan is still looking for fashionable vegan alternatives.

However, the brand lacks sustainability actions and this is an area where the brand can improve.

**Final Conclusions:**

>> Not enough vegan fashion on the market.

>> Especially vegan apparel which is fashionable and trendy.
Who is the Sassy Tofu and what are her motifs? (sub question)

FINDINGS:

>> They are looking for a brand that can laugh with them and embrace all vegan stereotypes.

They join vegan communities on social platforms to share all the laughs and comments they get.

FINDINGS:

>> She turned vegan because of the environment, animals and her own health.

>> She looks for vegan initiatives who meet her fashion-forward style.

FINDINGS:

>> She sees veganism and sustainability as intertwined values.

>> She avoids stores like H&M and Zara since she does not want to support the fast fashion system.

What are her desires in terms of vegan fashion? (sub question)

FINDINGS:

>> Right now she buys products from VEJA, second hand Stella Mccartney, Reformation and Langerchen.

FINDINGS:

>> She looks for a product with great design and good quality, a product which lasts beyond one season.
How does Sassy Tofu communicate her vegan lifestyle

**Research Phase - Target Group Research**

**How does Sassy Tofu communicate her vegan lifestyle?**

**Final Conclusions**

- Not preaching the lifestyle
- Educating with humor
- Showing stylish alternatives
- Removing the radical aspect
- Adding joy + fun times
What are the new vegan values defined by the Sassy Tofu?

FINAL CONCLUSIONS

>> Sassy humor
>> Less negativity
>> More self-mockery
What is Matt & Nat’s identity?
(sub question)

>> Matt & Nat is the biggest high street vegan accessory brand currently on the market.

>> The brand is targeting young & hip vegans who want to do good without compromising on their style.

>> The brand works with unusual materials (such as cork, recycled rubber, old bicycle tires, cardboard and plastic bottles) next to their general use of PVC and PU.

**Physique:**
- Vegan leather
- Lining of recycled plastic bottles
- Bags and shoes
- Live beautifully
- Classic essentials

**Personality:**
- Harmonious
- (Material) innovation
- Caring
- Conscious
- Including
- Respective
- Moral warriors

**Relationship:**
- Trustworthy
- Quality
- Style conscious & fair product
- High design for a good price

**Culture:**
- Sustainability & Transparency
- Animal & cruelty free
- Innovative techniques
- Challenging vegan stigma’s

**Reflected consumer:**
- Modern and aware
- Keeping track of their carbon footprint
- Looking beyond products
- Considered

**Self-image:**
I am an idealist, I am aware of my surroundings, I want to look good while caring for the planet and its inhabitants.
Interview findings Matt & Nat

I found some interviews online with the founder of Matt & Nat (Inder Bedi) and the CEO Manny Kohli.

MAIN FINDINGS

Matt & Nat wants to become a true lifestyle brand and expand in product category wherever possible.

Today, Matt & Nat is sold in over 500 stores worldwide and the brand has had a growth of 400% since 2013.

“Matt & Nat is known in Canada, but there is more ground to be covered in global terms”. Inder Bedi, founder Matt & Nat, interview with bigcityvegan.com

“I want this to become a lifestyle brand. I want to push the envelope and create clothing, belts, and other items” Inder Bedi, founder Matt & Nat, interview with bigcityvegan.com

In 2016 Matt & Nat expanded to shoe category which was a great success, the collection was sold out in 2 weeks. (Interview with Carlijn van Uum who is Matt & Nat’s agent in the Netherlands, schoenvisie.nl

FINAL CONCLUSIONS:

>> Matt & Nat wants to expand to the European market.

>> Matt & Nat wants to expand to the clothing category in order to become a true lifestyle brand.

MATT & NAT BELIEVES IN

Cruelty-free products: animals are not needed to make a beautiful product.

Producing a modern vegan lifestyle without sacrificing style nor quality.

Material & Nature (name).

MOST IMPORTANT VALUES

compassion
positivity
sophistication
material innovation
sleek design
classic modernism
tactility
functionality
accessible luxury

The brand is lacking emotional values >> these need to be added to my project.
**How is Matt & Nat communicating their vegan identity?** (sub question)

**FINDINGS:**

>> When you enter the Matt & Nat website the brand is not screaming “we’re vegan”. This makes the brand accessible to consumers who might not care about this value or find it an overwhelming/radical lifestyle.

**FINDINGS:**

>> Their way of communicating their vegan identity is quite formal and to the point.

---

**How does Matt & Nat communicate their values visually?** (sub question)

---

**classic & modern smooth shapes**

**tactility sophisticated colors**
FINDINGS:

>> In the last year the visual direction of the brand changed a lot. Matt & Nat is aiming to portray a fashionable lifestyle.

October 2016 (last year)
FINDINGS:
>> Right now Matt & Nat is blindly copying other brands (COS) and an authentic visual style is currently missing.

VISUAL STYLE ANALYSIS
sophisticated
ton-sur-ton colour schemes
modern and timeless
clean and sharp
highly styled
sleek and posed

>> The brand looks rather melancholic and their authentic vision is not yet displayed in their visual style.

FINAL CONCLUSIONS
>> Matt & Nat doesn’t have an authentic visual style yet
>> Right now they are directly copying other minimalistic brands such as COS
>> Matt & Nat has the opportunity to lay more focus on (visually) communication their vegan identity.
>> Matt & Nat can focus more on the celebratory approach: which attracts the Sassy Tofu.
**FINAL CONCLUSIONS:**

>> When looking at other vegan brands I noticed that the vegan market is very product focussed and lacks emotional value.

>> Brands are missing out by positively using veganism as a branding tool and giving their own twist to this. This is an opportunity for Matt & Nat.
**In what product category could Matt & Nat expand?** (sub question)

Currently the brand is selling bags, shoes and belts.

---

**IDEA 1: patchworks**

Use leather leftovers from the production process to create patch vegan leather jackets and gloves.

+ Sustainable efforts
+ Reuse and recycle
- The brand will continue using plastic leathers
- I would need to have information about the production process >> what kind of leftovers?

**IDEA 2: vegan wool sweaters**

Expand to the apparel market by offering vegan wool sweaters.

+ New, sustainable materials
+ The brand wants to expand to apparel
- Hard to incorporate their current materials
- It is more logical to stay in the ‘vegan leather’ scene when expanding because this is where the brand is known for and the brand has worked with these materials for years. More knowledge.

**IDEA 3: leather jackets & winter accessories.**

Expand to the apparel market by offering leather jackets

+ Leather jackets is a product which is close to the current Matt & Nat offerings yet it still opens the door to a new and exciting product category. (the brand can adapt knowledge to these products)
+ The Sassy Tofu is looking for the perfect leather jacket still.
+ Through this sub-line the brand can experiment with more leather-like materials which are more sustainable.
What does veganism mean in terms of materials? (sub question)

FINDINGS:

>> Matt & Nat is known for experimenting with unusual materials (rubber tires, recycled plastic bottles, canvas, cork).

>> Some vegan (and sustainable) materials I found are: viscose, tencel, nettle, bamboo, organic cotton, pineapple leather, hemp and muskin.

Viscose

The majority of our woven fabric is made of viscose, another man-made fiber made from renewable plant material.

Ethos

DROP aims to provide happiness inducing, inclusive and long-lasting fashion without causing unnecessary harm to the planet and the creatures within it.

Please read about our approaches to sustainable design below:

- [Organic Cotton]
- [Bamboo]
- [Tencel]
- [Nettle]

Tencel

We think Tencel is the holy grail of fabrics. Made by Austrian company Lenzing, Tencel is a semi-synthetic fiber with properties almost identical to cotton. It’s part of the Rayon family, made from renewable plant materials.

Lenzing

Tencel is manufactured from Eucalyptus trees, which grow fast and think on low-grade land. It takes just half an acre to grow enough trees for one ton of Tencel fiber. Cotton needs almost as much land—all it must be good-quality farmland. Tencel production is done without the use of pesticides or insecticides (unlike its dirty cousin, cotton).

Water & Pollution

While Eucalyptus trees don’t need irrigation, water is still used to process the pulp and turn it into Tencel fiber. Lenzing estimates its water use at 162 gallons per pound of fiber, which is 90% less than cotton. It has a closed-loop manufacturing process, meaning over 95% of the non-toxic solvent is recycled and pushed back into the system instead of being flushed out as wastewater. And don’t just take our word for it: Tencel has been certified by the European eco-label Oeko-Tex 100 as containing low levels of manufacturing chemicals and auxiliaries.

Energy

Like most man-made fibers, Tencel takes more energy to produce than a natural fiber. However, Lenzing uses 100% renewable energy to minimize its emissions.
research phase - material research

Natural leather replacements

Bio engineered leather

Bio engineered leather is focussing on replacing leather alternatives like PU and PVC for good.

This alternative is better for the planet, can be made in labs and is durable and easily manipulatable.

Fruit leather

Fruit leather is currently made using waste from restaurants and other eating facilities.

45% of all fruit produced is eventually thrown away.

Pineapple leather

Pinatex is made from pineapple leaves and is a by-product from the existing agriculture.

Multiple brands and designers have already worked with this material.

By working with this material you are not only helping the environment but also local communities in the Philippines, where this material is made.

Mushroom leather

Muskin is a mushroom skin material, made from extracts from the mushroom.

The material comes with many benefits. It uses a low-cost process which makes the whole project commercially feasible.

Muskin can grow the same skin in 2 weeks compared to a cow in 2 years. Next to that, it is also fully degradable.

>> WHY PINATEX AND MUSKING

Pinatex and Muskin have been used by multiple brands and designers: this shows feasibility in terms of quality and profit.

The other 2 innovations which I researched are still in an early stage of development and therefore not economically feasible.

Muskin is expected to be sold for the same price as regular leather by 2020, since it grows very fast and is not needy.

Pinatex is already sold at that price point. Both innovations are natural and some sort of plant/vegetable and this leaves me with many branding options.

\[\text{http://www.tortoiseandladygrey.com/2016/06/20/vegan-leather-alternatives/}\]
The problem with PVC and PU
(sub question)

FINDINGS:

>> Matt & Nat’s main materials are PVC and PU which are plastic fibers made into a leather-like material. These are one of the MOST harmful materials to work with in the fashion industry.

>> PU is branded as the ‘sustainable option’ yet this is measured with a very low standard, by comparing it to PVC.

>> Nowadays these materials are being questioned for the effect they have on the environment, and more people are becoming aware of the impact these materials have on the world.

is fake leather fashion’s secret polluter?

"Vegan leather" might be labelled "cruelty-free" but that’s only true if we ignore the environment.

i-D magazine

Most fake leathers are made from some kind of plastic, and the two most commonly used — polyvinyl chloride (PVC) and polyurethane — are also two of the worst.

PVC is made with highly toxic ingredients, like chlorine and petroleum, and neither of these products are environmentally sustainable to extract or refine.

The other problem with faux leather is that it has a relatively short lifespan and is bound to make it into the trash faster than traditional leather products.

‘PVC is not “degradable”, it simply breaks into smaller and smaller pieces, and will eventually end up in the environment as a waste product,’ says Withers.

‘Plastic truly is forever. Every bit of plastic that has ever been manufactured is still in existence today. Plastic eventually breaks down into microscopic particles, or “microplastics” and these particles can be ingested and then absorbed by organisms.’

Metro news

FINAL CONCLUSIONS

>> More critics and consumers are questioning how ‘cruelty-free’ fake leather actually is since it is made from the most polluting materials in the fashion industry.

>> The Sassy Tofu desires a product which is made from bio leather, not plastic.
Research phase - interviews with professionals

Interview with professionals

Sara Dubbelman
(Sustainable blogger and brand strategist, Matt & Nat consumer)

FINDINGS:
>> “I am doubting whether I should do another post about Matt & Nat on my blog since I realize now that in terms of sustainability they are not doing so great. They still use a lot of harmful materials. Ideally, I would buy bags who are cruelty-free and natural, not made from plastic”.

>> To me, right now there are emotional values missing when I think about Matt & Nat. I am not sure what story they want to tell. The core of the brand is not clear to me, and this an essential when looking for a visual style for a brand which fits.

Abigail
(Owner geiten wollen winkel)

FINDINGS:
>> “Many vegans come to the store and are still in the search for the perfect vegan leather jacket. Like an acne jacket but vegan”.

>> Over the time Matt & Nat has gained a lot of fashionability.

FINAL CONCLUSIONS

>> In the sustainability fashion scene people are critical towards Matt & Nat.

>> Right now it is not totally clear what Matt & Nat stands for. There are a lot of product benefits (design, quality, etc.) but the emotional benefits are still missing.
ALL FINDINGS COLLECTED

CHOSEN BRAND: MATT & NAT
- Matt & Nat is the biggest mid-market vegan brand.
- Their design aesthetic reached a big fanbase of stylish and modern vegans.
- The brand has potential to grow yet also needs to develop an authentic visual vision to conquer the European market.

MARKET: EUROPEAN MARKET
>> This sub-line caters to the demand of the European market, a market where veganism is booming and a market which Matt & Nat wants to conquer. Also the fashion continent in the world. A logical next step for a Canadian brand who want and can grow.

CONSUMER: SASSY TOFU
>> The Sassy Tofu is a growing consumer. She is defined by her big love for fashion, which connects her to Matt & Nat.
>> She is an aspirational vegan and will, therefore, open doors to other vegan sub-groups.
>> She is not yet catered to (in terms of vegan apparel) in the European market.

MATERIALS: MUSKIN AND PINATEX (natural)
- Matt & Nat’s current main materials are one of the most harmful materials found in the fashion industry.
- Since consumers are getting more aware of the polluting effect the fashion industry has on the environment, they demand natural and less harmful alternatives.

TO CONCLUDE:

PROBLEMS:
- Matt & Nat is working with one of the most polluting materials in the fashion industry.
PLASTIC = FOREVER
- More people are questioning PVC and PU and its ‘cruelty-free’ personality.
- Matt & Nat does not have a distinctive visual style yet.
- The Sassy Tofu is attracted to Matt & Nat’s design aesthetics, yet not to their Instagram (visual expressions) because it feels old-fashioned to them.
- If the brand wants to continue their growth in the European market they have to create an authentic vision.

OPPORTUNITIES:
- The brand can and wants to expand in product category.
- There is more demand for fashionable vegan apparel by their current (and new) consumer.
What does the TG want from the sub-line?

Inspire them to share a positive and lighthearted story
Don’t let the stereotypes and bad vibes get you down

What type of humor do they like to see?

Supporting humor - humor with a strong message underneath
Motivating humor
Self-irony - not taking yourself too serious so veganism loses its radical image

How do I want the target group to feel when they buy a Matt & Nat product?

Confident about their lifestyle choices
Proud
Supported and understood

What does the TG want from the sub-line?

Motivation
Understood
A pat on the back (keep up the good work!)
Inspire them to share a positive story
Don’t let the stereotypes and bad vibes get you down
Stay focussed on doing good
Not to be ashamed of their lifestyle. I don’t want them to feel high maintenance.

What is the aim of the Matt & Nat line?

Make veganism more lighthearted --> less heavy & radical
Break the negative stereotypes
Make it something that vegans can be proud of and something that they are not afraid to share.
Most relevant insights to shape my concept (start concepting phase)

The social aspect of the vegan lifestyle is intense; reactions are often aggressive and unkind.

Lots of vegans are still ashamed of their vegan identity and hide it to prevent confrontation.

Vegans often feel like a burden/high maintenance

There are many crazy stereotypes which make fun of vegans which my target group hears daily.

The sassy tofu is aware of the stereotypes and uses self-irony instead of going in fierce discussions.

Making a good decision every day keeps the vegan going. They feel proud and by caring for the right things they feel better about themselves. It warms their heart.

Brands need to stand for something in order to stay relevant. The sassy tofu expects brands to have an opinion on policial and social issues.

The sassy tofu is busy redefining her moral standards and expects brands to do the same.

Veganism is moving beyond what people eat and there is a growing demand for vegan apparel.

Nowadays more companies focus on changing the dull and radical image of veganism. They take a celebratory approach instead of puritanical.

As people realize the effect the meat and dairy industry it has on the earth, the animals and their own health, the consumer looks for plant-based alternatives.
Current visual factors which should be present in my sub-line translation

elements of nature

ton-sur-ton colour schemes

qualitative products

modern & timeless looks | Tactility and material innovation
Now that I defined all of my ingredients, insights and conclusions I can continue to the concepting phase of this project.
SECOND CHECK: PRESENTING MY CREATIVE CONCEPT

MATT & NAT APPAREL
Winterwear which warms your caring spirit.

WEAR YOUR CARE
Wear what you care for. Winterwear by Matt & Nat.

FEEDBACK:
This concept does not translate the Sassy spirit of my chosen consumer segment.

Also, it keeps the visual problem (which I identified) alive.

>> I need to add more personality and authenticity.

>> The sassy attitude is missing. So is the celebration & the fun.

FEEDBACK:
This concept already has more edge to it, more personality.

>> Is it really about being cool?

>> My target group doesn’t need the affirmation of being ‘cool’.
New concept brainstorm/ideas:

**PAT ON THE BACK**
- Offering recognition
- Care, nurturing relationship
- Hey, you’re doing okay comfort & confidence

**LOST IN VEGETATION**
- youthful references
- smart-funny
- blowing up vegan stereotypes.

**PROUD PLANT FREAK**
- This is not sassy enough, people can still take this comment serious. It needs to be an obvious joke.

**VEGAN = FUN**
options: It’s not that dull. Too fluffy to wear.
- celebratory approach
- positive activism
- Showing veganism can be fun
- not taking the vegan lifestyle too serious or putting vegans on a pedestal.
- you can be vegan and have fun
- change the stereotypes

VEGAN GEAR WHICH CAN HANDLE A SNEER
- not really a concept.
- very product focussed.

**Eating plants till we photosynthesize**
- Showing what the brand stands for
- Using humor to get the message across

**LESS RULES MORE FUN**
- Positive activism
- Less radical, more fun
- Aiming to break negative stereotypes
- Rewrite the vegan narrative.

**BE A MODERN THERESA**
- Good TOV example
- Smart-funny and sassy, vegan reference.

**FINAL CONCLUSIONS**
‘Eating plants till we photosynthesize’ and ‘Lost in vegetation; both have the sassiness and their is smart-funny comments. A clear vegan reference which is important.'
**Tone of voice experiments**

Who thought veganism could be fun?
That would be us.

Letting go of cheese forever is fun?
Of course! We were never that cheesy anyways.

For this concept, we focus less on rules and criteria of the vegan diet. Instead, we aim to show that veganism can be fun.

We aim to break the negative stereotypes and make veganism a lively lifestyle full of adventures and joy.

Now make up your mind and join our tofu Thursdays.

---

**FINAL CONCLUSIONS**

The tone of voice should be sassy and humorous yet also positive. Never putting ourselves on a pedestal, rather make fun of ourselves while getting our opinion out there.

---

**Warm your tofu spirit.**

- Friendly apparel free of furry friends.
- Friendly apparel which will keep you as warm as a pole fox in wintertime.
- Embrace your -tofu- spirit.
- Vegan gear which can handle a sneer.
- >>> you have to guard yourself for all the bullshit.

**Treat your tofu spirit.**

- Fluffy apparel free of furry friends.
- Apparel which warms your tofu spirit to the beyond.
- Warm apparel which protects you for the coldhearted crap.
- Warm apparel which shields you for any kind of bullshit.

---

Don’t go down with a frown, wear your vegan crown.

Stop the frown, be proud!

Rock/Rule/Own your vegan crown

Being proud is allowed

Rule your tofu ideals

Rule your tofu standards

Being kind is kaleastic

Rule your tofu crown

Being kind is cool

Too fluffy to wear

Tofu rocks

Kindness is cool

Lost in vegetation

Wear what you care for

Wear your tofu ideals

Be a modern Theresa

Think green

Caring is cool

Serious about caring

Eating plants till we’re green

Warm your tofu spirit
When someone holds up a piece of fried tofu. 

Tofu Thursday Y'all!

sophisticated

sleek

talk vegan to me

fierceness

sassyness

FEEDBACK:

>> There is already more character here.

>> Celebration is there. Removed the ‘emotionless’ spirit of Matt & Nat.

>> Try to look for styling which is more sophisticated and high fashion.
First experiments: how to add sassyness/character to the brand.

When someone holds up a piece of fried tofu.

Good example because it is sassy yet still sophisticated and high fashion.
Vegan gear which can handle a sneer

Vegan goals
Embrace your tofu spirit

FEEDBACK:
>> Definitely sassy enough and funny vegan links
>> Right now the sophistication and stylishness of the brand is missing

The quotes could work but the whole atmosphere is more ‘streetwear’, not very sophisticated.

Look for a visual style which is something in between these images.
decisions making phase - concepting

**GOOD:**
- colour scheme

**BAD:**
- font, too handwritten. Should be more minimal.
- the bright green is very harsh, too young and not very subtle.

**FEEDBACK:**
These experiments are too far away from the current visual expressions of Matt & Nat.

**CURRENTLY MISSING:**
- Sophistication
- Ton-sur-ton colours
- Minimalism

---

**GOOD:**
- involvement of the pineapple material, pose, ton-sur-ton colours, yet I am looking for a more natural shade of orange.
- model, modern and sleek

**BAD:**
- styling, too baggy.
- font, too playful
Here the colours and vegan references are subtle and delicate.

This matches Matt & Nat better compared to my previous experiments.
decisions making phase - concepting

Too dramatic, colours are too bright, missing the styling, the minimalistic approach, sleekness.

vegan gear which can handle a sneer
decisions making phase - concepting

IDEA:
I want to add GIFS so I can show the existing material and the actual garment that we made from it.

FEEDBACK:
Here my experiments become more sophisticated already, and more in-line with the colour use of Matt & Nat.
How can I involve the materials into the new visual style?

Pineapple leather
shades of green & blue & black
The ton-sur-ton and colour scheming are very important visual values for Matt & Nat. For my project I will base my colours on my 2 materials.

Muskin leather
cream & brown & ecru & red
Final concept and visual style

>> decision making

Matt & Nat apparel

Plant gear

Lost in vegetation

Eating plants till we photosynthesize

Wrap yourself in your true soulmates and allies in life: PLANTS!

We work with mushroom leather and pineapple leaf fiber in our design so vegans can wear their plants on their sleeves.
Styling shoot

MUSEKIN LEATHER
- Cream & brown jackets
  - This leather is made from mushrooms.

PINEAPPLE LEATHER
- Green hues
  - This leather is made from the leaves from a pineapple.

FINAL CONCLUSIONS:

Styling needs to be sleek and modern, ton-sur-ton, no distractions, colours that relate back to my materials.

The backgrounds also match my materials and my main colours for my concept.
Preparing the photoshoot:
Moodboards and Looks

Campaign Shots

Full Outfits

Ton-sur-ton Shots
PRODUCT SHOTS >>> GLOVES

PRODUCT SHOTS >>> JACKETS

PRODUCT SHOTS >>> BAGS
acutalisation phase - photoshoot

SELF IRONY !!!!!

HUMOR & FUN !!!

SASSY !!!!
MUSHROOMS

PINEAPPLE / VEGGIES

ATMOSPHERIC / SCENERY

CONCLUSIONS:
Final moodboards I am taking with me to the shoot. I made my own props with ton-sur-ton colours to make sure Matt & Nat is still present in my translation.

It is important that I get the materials in the photoshoot since this is something Matt & Nat should communicate in their new campaign.
Photoshoot: results & choices
This is my selection that I will no further edit myself - to add the materials and the vegan references.
FINAL CONCLUSION:

It is best to stick to mushroom and pineapple references because if I will involve broccoli too it might be confusing since I am not making broccoli products. All green references are material related.
acutalisation phase - photoshoot
Choosing campaign images

- Funky fungus
- Spiky pineapple
- Smoke organic kids
- Cry me a vegetable
- Tofu thursdays
- Talk vegan to me
- Photosynthesizing
- Wild vegetation
- Lost in vegetation

Final Conclusion:

The tov is important for Plant Gear since this is where we add the sassiness/irony.
Graphic design

Colours right now are too old-fashioned. I have to keep the real Matt & Nat logo because it still needs to be recognizable.

Fresh and youthful colour palette which is easily mixable.

PLANT GEAR

Plant gear is the newest collection by Matt & Nat and lets vegans truly embrace their lifestyle.

2 sans serif fonts who do both have a different look and therefore do not get boring when mixing.
Website

MEET OUR HEROES

SPIKY PINEAPPLE

Spiky Pineapple is made from pineapple leaves and is a by-product from the existing fruit industry. In other words, legendary.

Funky Fungus

Funky Fungus is made from extracts of the top of a mushroom and grows like a weed without harming mother nature.

NOW LET'S GET LOST IN VEGETATION

Wrap yourself in your true allies and soulmates: greens.

PLANT GEAR

MEET OUR HEROES

SPIKY PINEAPPLE

Spiky Pineapple is made from pineapple leaves and is a by-product from the existing fruit industry. In other words, legendary.

Funky Fungus

Funky Fungus is made from extracts of the top of a mushroom and grows like a weed without harming mother nature.

NOW LET'S GET LOST IN VEGETATION

Wrap yourself in your true allies and soulmates: greens.

Feedback:

Not enough in-between space - text is too little at the material part - put materials next to product so the link becomes clear.

Feedback:

Colours are not really fresh - too much ton-sur-ton - misses the freshness of the current M&N website.
Too static, missing some material close-ups, product close-ups etc. Make the colour blocking more obvious.
The collection

2 MAIN MATERIALS

Spiky Pineapple
stiff - strong - thick - textured

Funky Fungus
soft - smooth - refined - supple

COLLECTION STARTING POINTS:
- Matt & Nat always reinvents classics
- Same design come in many different colours

jackets: 6 iconic jackets will be reinvented. 5 iconic bags will be reinvented in new material and colours. 6 different kinds of gloves serve as an accessory which is more affordable compared to the rest. The collection has different price levels.
Main trends from GWS:

>> Re-wilding: wanting to go back to nature

>> Form follows concept: a strong focus on constructions and materials. classics will be reinvented in sustainable matters.
3D presentation

Now all Sassy Tofus can truly embrace their vegan lifestyle and wrap themselves in their true soulmates in life: plants.

Eating plants till we photosynthesize

PLANT GEAR

Unpractical because you can’t place a table in front of it.

Still quite boring. Use the open space of the table.

PLANT GEAR

Lost in vegetation

>>Shows the connection of the new materials and the campaign images.

>>Used the table and its open space.
lost in vegetation
Eating plants till we photosynthesize

Lost in vegetation
we photosynthesize

Lost in vegetation

Funky Fungus
Spiky Pineapple

I want the font and colour to be the same in every photo to create coherency. The slightly off-white is most fresh and modern.

The titles are important because they explain the concept and create a link between the photos.
WHY SHOULD MATT & NAT EXPAND IN PRODUCT CATEGORY?

- The brand positively caters to the growing demand for vegan products which are modern and stylish.
- The brand has grown with 400% since 2013 and sells in over 500 stores worldwide, next to owning 5 stores in Canada.
- The CEO of the company, Inder Bedi, stated in his interview with bigcityvegan that he wants to push the limits of Matt & Nat and create clothing, belts, shoes and other products. The shoe-wear line which launched last year was sold out within 2 weeks and was overall a great success.
- Expanding in product category is a logical and exciting next step for Matt & Nat. The brand has proved it success over the last few years and is ready for something new.
- The amount of vegans is growing, mainly under young millennials there is a big increase. Matt & Nat has the opportunity to attract this growing consumer group while at the same time reacting on the demand of their current consumer; which are vegan leather jackets.

WHY JACKETS, BAGS AND GLOVES?

- From my interviews and my online survey I found there is demand for vegan apparel. Next to bags and shoes, the vegan aspires to have a vegan jacket that she can wear with pride
- When visiting Geiten Wollen Winkel (vegan store Amsterdam) the sales assistant explained: Consumers tell me they are still in search for a great amazing leather jacket. Like an Acne jacket, but vegan.
- The Sassy Tofu does not visit stores like H&M and Zara anymore, since she does not support their modern slavery formula. Matt & Nat has the opportunity to create a vegan leather jacket which is made under better circumstances and better material.
- By offering jackets Matt & Nat will react on this specific demand, gloves will function as a lower price point products. The bags will celebrate the iconic bags of Matt & Nat, while indicating Matt & Nat’s new goal towards a more sustainable future material wise.
Final why’s

WHY THE SASSY TOFU?
- The Sassy Tofu is a growing consumer segment. As awareness is growing, new consumers are being introduced to the vegan lifestyle. It is not only something for the diehard animal activists or the ‘woolen socks’. Veganism is turning into an aspirational and desirable lifestyle which is not only good for the environment but also for someone’s health and moral beliefs.
- The Sassy Tofu has a new attitude towards veganism and is not preaching the lifestyle but rather celebrating it. She is an aspirational vegan and will therefore influence/inspire other vegan sub groups. She is defined by her high fashion-factor, and therefore she is attracted to the modern and sleek look of Matt & Nat. If Matt & Nat can translate this innovative attitude towards veganism, the brand will also elevate itself, by communicating a new approach towards veganism.

WHY THE NEW COMMUNICATION STRATEGY?
- To live up to Matt & Nat’s desire to expand in product category and place, Matt & Nat has to attract the Sassy Tofu, who is looking for authenticity, positivity and celebration. While the design values of Matt & Nat already meet her expectations, the current communication strategy can be more authentic. In this way, the brand will continue turning veganism into an aspirational lifestyle, which attracts the Sassy Tofu.

WHY PINEAPPLE LEATHER AND MUSHROOM LEATHER?
- Pineapple leather (PINATEX) has been on the market for several years now and different designers have experimented with this material, creating different products from bags, to shoes, to jackets and skirts. This shows that the material is both feasible and versatile.
- Mushroom leather (MUSKIN) is made in labs using mushroom extracts. Mushroom leather can grow the same size in 2 weeks as a cow in 3 years. It is 100% biodegradable and and tanned using chemical free methods. The predictions are that by 2020 mushroom leather will have the same price as regular animal leather, since it needs little resources to grow.
SOURCES

Article: New Vegan Values, VIEWPOINT MAGAZINE #39
Greenpeace article (www.greenpeace.org.uk/plastic-not-fantastic)
I-D article: (https://i-d.vice.com/en_au/article/7xbqnr/is-fake-leather-fashion-secret-polluter)
Article: Matt & Nat (http://nuvomagazine.com/style/matt-nat)
Online article: 2017 Brands to watch (http://strategyonline.ca/2017/10/03/2017-brands-to-watch-matt-nats-vegan-venture/)
Interview with Inder Bedi, founder of Matt & Nat www.bigcityvega.com
Online article: The rise of vegan teenagers (https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram)
Online article: 10 ways vegetarianism can help save the planet (https://www.theguardian.com/lifeandstyle/2010/jul/18/vegetarianism-save-planet-environment) (http://www.cowspiracy.com/)
https://www.vegansociety.com/
http://www.gotdrought.com/
Online article: The rise of vegan teenagers (https://www.theguardian.com/lifeandstyle/2016/may/27/the-rise-of-vegan-teenagers-more-people-are-into-it-because-of-instagram)
https://www.opendemocracy.net/transformation/man-s-weisskircher/rise-of-veganism-in-politics
Viewpoint magazine
The Morality Issue #39
Online article: Hoe maak je de massa in vredesnaam warm voor duurzaamheid? https://brandpunt.kro-nrcv.nl/brandpuntplus/duurzaamheid-milieu-sexy/
Online article: Arjan Lubachs stickers tegen ‘Slechter Leven’ in de bio-industrie zijn een doorslaand succes https://www.businessinsider.nl/arjan-lubachs-stickers-tegen-slechter-leven-in-de-bio-industrie-is-een-doorslaand-succes
Viewpoint magazine
REBELLION! #37
Pinatex website: https://www.ananas-anam.com/
Muskin website: https://materia.nl/material/muskin/
https://www.wgsn.com/en/
https://mattandnat.com/
https://eluxemagazine.com/magazine/what-the-heck-is-vegan-leather/
https://www.businessofashion.com/community/voices/discussions/can-fashion-industry-become-sustainable/stella-mccartney-change-agent
http://www.entreemagazine.nl/nieuws/innovatie/trend-veganisme-niet-stoffig29608
https://www.volkskrant.nl/opinie/dierfilosoof-eva-meijer-betoogt-dat-we-dieren-een-politieke-stem-moeten-geven”a4516886/https/bla35f9cd2b865df591c359796b121a492ab9b9
http://www.telegraph.co.uk/news/2016/05/17/wave-of-veganism-inspired-by-a-fashionable-new-food-puritanism-w/
https://newint.org/blog/2015/09/24/cowspiracy-documentary-vegan
https://www.entrepreneur.com/video/290671
Monday 28 August, 2017
http://www.huffingtonpost.co.uk/oskar-zieba/vegan-leather-is-booming_b_17756712.html
17/08/2017 17:22
In depth interviews with 7 vegans.
- Margot van Aken
- Marieke Tieban
- Anouk Joanne van Eekeren
- Rachel Pickens
- Charlotte de Jong
- Juliette Krantz
- Meraud Aka
Interview with Sara Dubbeldam, sustainabe fashion blogger and brand strategist.
Interview with Abigail, owner of Geiten Wollen Winkel, vegan store.
Interview with Kahla, owner of online vegan store: vautique
Online survey answered by 20 vegans.
AMFI Graduation project
International Fashion & Branding
Barbara Krantz, 2018