Vlisco Collage

What’s this?
Vlisco Collage. A tribute to the many perspectives that form Vlisco and its customers. With Vlisco Collage these visions, influences and cultures come to life by giving them a platform. A place to be seen. A voice to be heard.

How does it work?
Vlisco Collage is an open platform, made to be filled with the creative work of the people outside of the brand. These works will then become the basis of Vlisco’s communication. All combined in a brand that is communicated by the inspiring people outside of the brand. The people that experience the brand. Vlisco Collage.

SHARE YOUR PERSPECTIVE

A GHANAIAN MEMORY

We are Ghana’s most beautiful the eyes of our region. We represent our culture and the beauty of Ghanaians.

HUSSEIN SULEIMAN X VLISCO
SUBMISSION PROCESS

Full Name

Email

Current hometown

Website used for your professional work

Personal/ professional Instagram

Submission idea

Why do you want to join Vlisco Collab Collage?

What do you need from Vlisco in order to actualise your plans?

- Material
- Non material
- Stories
- Practical information

Do you agree with the submission terms and conditions?

YES

SEND YOUR SUBMISSION
Combine the Vlisco print displaying the bright brain of Kofi Annan with the classical “The Thinker” pose and a golden pair is formed.

Model: Bolu, Wale, Photographer: Ruby Okoro, Concept + Styling: Motilayo Williams, Print: Vlisco. Special thanks to I AM ISIGO.
VLISCO PRESENTS ITS NEW COMMUNICATION STRATEGY FOCUSED ON THE DUTCH MARKET; VLISCO COLLAB

Amsterdam, 22nd of May, 2018. Vlisco presents its new communication strategy; Vlisco Collage. An online collaboration platform created to display Vlisco’s collage identity and shift the power relations by giving the people that experience the brand the possibility to express the brand. The online collaboration platform “Vlisco Collab Collage” will be launched on the 14th of June, this year.

Yesterday international fabric brand Vlisco presented its new communication strategy Vlisco Collage in Amsterdam. With this new communication strategy, focused on the Netherlands, including an online platform, Vlisco is heading into a new direction. A direction based on a renewed target group of young creatives with a dual cultural identity, actually being the brand’s former critics. A target group that’s encouraged to join in the new Vlisco Collage.

Vlisco Collab Collage; an online collaboration platform
As a collage of influences, cultures and perspectives Vlisco brings stories. Told by the people that dress, look and think. All combined in a brand that is communicated by the inspiring people outside of the brand. The people that experience the brand. Vlisco Collage. A campaign that’s actualised by a tab on the website called “Vlisco Collage”. This part of the website displays several collaborations between Vlisco and creatives. Through this page it’s possible to participate in the Collab Collage yourself. As soon as you enter the project Vlisco sends you the needed materials to work with. Finished doing what you do best the work will be displayed on the Collage page. Vlisco uses the shared work for the own communication. Vlisco also uses this community of creatives as a job pool in which they can search when they need a print designer, photographer, or campaign creator etc. Through the overview it’s also possible to buy the displayed collaborations.

About Vlisco
Vlisco is a brand focused on printed fabrics sold mainly in West-Africa. A Dutch brand that connects its Dutch heritage to the African consumer and its needs and values. The signature of Vlisco design is a combination of the used wax printing technique and the colourful boldness of the prints.

“Vlisco designs aim to be as versatile, colourful and expressive as the women who wear them. Our fabrics depict spirited shapes in highly saturated colours, and are characterized by their storytelling qualities. From geometric to floral, to iconic items and illusionary visuals; all sorts of shapes can be seen on Vlisco fabrics.”
– Johanna Williams, Head of Vlisco Design

With Vlisco it’s all about design, quality and heritage, values that are shared by telling and sharing stories.

For further information or to arrange interviews or for high resolution images, please contact:
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After 6 months of running the Vlisco Collage strategy and Online Collab Collage Vlisco will organise a pop-up event. During this pop-up event the online platform will come to life and the created collage identity will be realised. Below you find the essentials in organising the event.

WHO
For this event there will be a focus on the communication target group that's also described in the Vlisco Collage Strategic Marketing Communication Plan. This target group is reached online, mostly simply by using the social media channels and of course the Vlisco Collab Collage itself. These people are the people that join the collage.

WHAT
After six months of running the new strategy a group is created around the brand. A community. This group should also really feel like a group, something you want to be a part of. That's why it's important to host this event. An event in which these people can share their perspectives and ideas and a community feeling is created/ thickened.

WHERE
The communication target group is mostly found in Dutch cities like Rotterdam and Amsterdam. These diverse cities are home town of the dual cultural, young creatives that are targeted and therefore the perfect place to host this event. The best place in these cities would be just outside of the popular city centre, right where the target group lives and works. In Amsterdam this could be Amsterdam Noord.

WHY
- Creating a community around brand
- Creating the real life collage identity
- Giving the possibility to share ideas and perspectives
- Creating a loyalty by the target group
- Encouraging the target group to join the platform
- End goal: bettering the brand's image in order to increase sales in the Netherlands

HOW
- Visual
  > In line with the visual style of Vlisco Collage
  > A visual combination of all the collaborations -> really showing the work
- Practical
  > Offering the same possibilities as the campaign: looking, joining, sharing and buying should all be represented in the pop-up event.
  > Possible outcomes of this event could be:
    • A set of lectures by the joining creatives, followed by an evening filled with drinks and possibilities to talk.
    • A small exhibition in which the created collaborations are displayed and sold.
    • A networking event with possibilities to show your talents by entering assignments.