<table>
<thead>
<tr>
<th>COOL FOOL STARTER PACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gus Dapperton</td>
</tr>
<tr>
<td>IN COLLABORATION WITH GOODWILL</td>
</tr>
</tbody>
</table>
This book is created as a result of a Fashion & Branding graduation project at Amsterdam Fashion Institute.
This book is created as a result of a Fashion & Branding graduation project at Amsterdam Fashion Institute
I've got a great idea!
In a world where consumerism has made buying clothing as easy and accessible as buying fastfood, the youth is searching for items that are both exclusive yet affordable. Musicians, artists, and music managers who have become aware of this phenomenon have successfully launched luxurious merchandising collections, that can be considered middle-class luxury items; they are connected to a tour or album, or even a music video that just came out. Therefore there is a sense of limited availability, as it’s often sold at pop-up stores and special events. For fans, there is an urging sense to purchase the item, because they might not ever get the chance to buy it.

Besides that, audiences have a different kind of affiliation to merchandising than they would have with regular fashion; there is an emotional attachment to the merchandise as it is linked to a memorable experience, and it is a representation of your musical taste, and sometimes even your ideology.

Essentially, wearing merchandise can show the world what you, as an individual, stand for. Such emotional attachment is something that the fashion world is desperately striving to create by investing in expensive branding and marketing campaigns. However, with artist merchandise, this connection is already made.

With this book I want to inspire artists to get creative with their merchandise as it can be an artist’s greatest ally; when done right, merchandise has the potential to create a stronger connection between the artist and his/her fans, or even gain new ones.

Sadly, there is a misunderstanding among upcoming artists, that you need a big budget to move away from a standard band t-shirt featuring the album artwork, tour dates or band logo. This book is a proof of concept that upcoming artists can have a great merchandise in line without having to spend a fortune.

For this purpose, I have chosen an upcoming artist from Warwick, NY, Gus Dapperton, as I was drawn towards his consistent aesthetic and a high sense of fashion showcased in his cinematic music videos. From a creative perspective, I saw an opportunity to develop a merchandising concept that fits within his vibrant brand, considering the tone of voice, visual representation, and values.

With this concept, I hope to create awareness and hope to inspire other artists to think more creatively, and extensively about merchandising, and see it as an extension of their art, because just making music is often not enough to survive anymore in the competitive music industry.
You can be a fool today!
Quirky
Comical
Lyrical
Gus Dapperton, a 20-year-old artist from Warwick, New York, represents an important shift in the music industry. It seems this industry, which has been ruled by stars constructed by commercial record labels, the radio, and the television, is slowly being overpowered by the new kids around the block that have found their way to success through the ease of the world wide web.

Dapperton’s image is very noticeable as it represents a person who does not conforms to mainstream and popular ideas about style, and does not go against his internal needs in order to attract the public, corresponding to the canons of sound, style or fashion.

His image consists of an iconic bowl cut, peach nail polish, eyeshadow, oversized “high waters” pants and colorful turtlenecks, showcasing the new fashion standards of today’s youth culture. Some of his looks strongly remind of a 90ies nerdy kid. However, most kids would feel like an outsider and probably have been bullied, it seems like Gus Dapperton embraced the awkwardness, softness, comicness, insecurity, absurdity (everything, that a modern person, aimed to success, tries to overcome or hide in him or herself, turning it into a stylish statement on itself.

Gus isn’t loudly propagandizing and advocating any modern ideas of gender and style. By perfectly being himself, he normalizes individuality for many young kids worldwide. He seems to be living in his own world, which he discovers. On his path, he is open for surprises that come from within and push him to new ideas for self-expression. All his work, indeed, resembles a child who is absorbed in a game with himself.
The fans of Gus Dapperton vary in age between 14 to 24 years old. They are mainly concentrated in the United States as that’s where the musician originally is from. His fanbase is primarily dominated by girls, followed by modern boys that do not conform to set standards of macho masculinity.

Most of the Urban Taste Makers have discovered Gus Dapperton through the “suggested music” list on Spotify or through the automatic play algorithm on YouTube, which drawn them towards Dapperton’s cinematic videography and style.

Instagram is the most used app within the audience, where curating their visual image is extremely important to them, in which fashion plays a big role. This way of communicating allows Millennials and Generation Z to take matters into their own hands, spreading the word about topics surrounding race, gender, body acceptance and sexuality. Although this is mainly a feminine trend, the movement is also gaining more recognition from the male audience, as it slowly but surely shifts from machoism to the embrace of emotions and vulnerability.
“Being a young gay male of color in America, I am a huge advocate of “don’t judge a book by his cover, but when I showed Gus Dapperton to mum, she seemed a bit misled due to his makeup and the nail polish.

I personally love that! It inspires me, how confident he is within himself. It shows that we as a community, are getting better at accepting people like that”

Rafael McRaney (16)
Let’s talk about money

To cut the production costs of new apparel, a brand collaboration can be extremely helpful. As both Gus & his fans love thrifting, a collaboration with Goodwill seems more than logical.

Goodwill is an American first, non-profit thrift store chain that by selling clothes, provides job training, employment placement services, and other community-based programs for people who have barriers preventing them from otherwise obtaining a job.

Currently, Goodwill is opening Goodwill Boutique stores all over the United States to attract new, young and hip audiences that have never been to the store before. A collaboration with an upcoming artist and shared values of diversity and inclusivity makes such of a collaboration extremely valuable for both parties.
- More than 3,200 shops in the United States
- Annual Retail sales $4,16 Millard
- According to IBISWorld, Goodwill owns 42% of the market share in the “thrift” category

**But, why is it a good idea?**

- Reduction the production costs of new apparel
- Support of a non-profit charity organization
- Communicating a sustainable message
- Both the brand and the artist share the values of diversity and inclusivity
Gus Dapperton

You'll never want to be ordinary again!

Cool Fool

Starter Pack
Highly valuing quirkiness, comicness and spontaneity, naturally, the “Gus Dapperton Cool fool pack” was born. As every pack contains a one of a kind shirt, each box maintains a surprise until opened.

The fans are encouraged to go beyond the usual, established patterns of behavior and to try out new unusual roles.

Don’t be afraid to be funny, quirky, and childish. Be a cool fool!

#approvedbygus
Best Price
$39.99
Collection
In order to keep the merchandising line consistent, only abstract prints and pastel colors are accepted.

The law of the United States doesn’t prohibit upcycling and re-selling of older garments if no copywriter is applied on the prints or designs. Therefore, selected garments should be checked by the staff on copywriter and legal issues. Only nonexistent brands and no patented prints should be used.
On each shirt, a different application is added, dependent on the best color combination of the print. The artwork illustrates elements of Gus Dapperton’s most iconic music videos, which are recognizable for the biggest fans.
Never miss a school day
Packaging

You can be a fool today!

Win!
The collection is packed in a folded, no-glue and “no-scissors-needed” box. The box can be unfolded and reused as a poster of Gus Dapperton.

To complete the Cool Fool starter pack, an inspiring cool fool guide (lookbook) is added to the box, along with a sticker pack.

**The Cool Fool Guide**

Find a cool friend... or two

Don’t waste your talents
BIG NEWS! <3<3 Introducing the Cool Fool Starter Pack. Big thanks to Goodwill allowing us to launch (kinda) new merch!

Rush to Goodwill Boutiques or buy your tickets for the tour online and get a 20% off code! (Link in bio)

Don't be shy, be a Cool Fool! #approvedbygus

The Cool Fool pack is full of handy tips & tricks! Stay childish #approvedbygus New merch available at our tour and at Goodwill Boutiques (Link in bio)

Every box contains a one-of-a-kind item. Be different, be a Cool Fool #approvedbygus New merch available at our tour and at Goodwill Boutiques (Link in bio)
As Gus Dappertons image is greatly dependent on visuals and style, his biggest fans can be found on Instagram. For this reason, the Cool Fool Starter Pack is promoted with a series of photos and gifs spread on the platform.

#approvedbygus!

Along with the photo’s & gifs, The cool fool starter pack is communicated with the hashtag #approvedbygus to spread the campaign over the internet. Hooking into the unboxing trend, the hashtag encourages the fans to post styling photo’s and unboxing video’s, which can be seen as word of mouth promotion of the artist.
Official Gus Dapperton Merch

You'll never want to be ordinary again!

Tickets
Buy your tickets here, and get 20% your Cool Fool starter pack!

Store
Find your local Goodwill Boutique

Scroll down for Q&A
Merch Q&A

What do I get?
It’s a surprise, embrace it!

Where can I get it?
You can get the Cool Fool pack during our tour (see tourdates) or at your local Goodwill Boutique (Find your store)

Why are the garments second hand?
Don’t get us wrong, we loved our previous band t-shirts, however producing new shirts, while our band shops second hand, just didn’t feel like the right thing to do. Besides, new clothes are sooo yesterday...
By upcycling super cool items from Goodwill, we don’t damage our planet and support people that had a hard time to find a job (read more about Goodwill’s mission here)
And don’t worry, we’ve washed them!

What if I really want a different one?
As we use second-hand items, we can’t offer the exact same garments to every fan. However, under the hashtag #approvedbygus you can find many fans that would be happy to exchange items!
As we are working with a temporary collection that has to be sold both at goodwill and during the tour, a light and Low-cost card box stand have been chosen. The design copies the flashy supermarket merchandising stands from the 80ies. The vintage tv shows a teleshopping video; the shoppers are introduced to Gus Dapperton and the product being sold.
Guidelines

COLORS

- R 244, G 197, B 94
- R 227, G 115, B 151
- R 84, G 184, B 175
- R 143, G 159, B 200
- R 199, G 227, B 213
- R 150, G 214, B 247
- R 232, G 63, B 64
- R 22, G 69, B 115
- R 17, G 126, B 174

COLORS

- Gus Dapperton
- Gus Dapperton
- Gus Dapperton

FONTs

- Kool Beans Regular
- COMIC PANELS
- Gurmukhi MN

31
COOL FOOL
STARTER PACK

COOL FOOL
STARTER PACK
Sources

Images
Gus Dapperton, Matthew Dillon Cohen (2018). Screenshot from the Swim in Pool scene videoclip: Gus Dapperton, You Talk Funny. [video] Available at: https://www.google.com/search?q=Gus+Dapperton+swimming&sa=X&hl=nl&biw=1132&bih=697&tbm=isch&source=iu&ictx=1&fir=TPYtWAEmhH7jM%253A%252CnoxyBe1ajZACM%252C_%usg=___tw0dmqUVnBrqFxt6HjqG9j40VE%3D&ved=0ahUKEwjkmrLEksbbAhXlmLQKHbQgD5IQ-9QElQzAD#imgurl=3gLhE-3_PrHtXM: [Accessed 4 Jun. 2018].


All Other Imagery Is Created By:
Art Direction & Production: Katja Mihalova
Photographer: Selwyn Evers
Videographer: Phong Huynh
Makeup & Hair: Semmy Jo Frauenfelder
Models:
Pien Gerbert, Rob Kaspers, Sanne Bons, Lennart Brugman, Dorien Broenink, Mark Vaysman, Nikita Arcimovich

Gus Dapperton


**TARGET AUDIENCE**

The target audience research is completed with an online survey and a short interview of Gus Dappertons Fans


**OTHER SOURCES**


**THRIFT MARKET**


