UNRAVEL THE SOUND OF OUR JEANS
AND FIND YOUR ULTIMATE SOUNDMATE

APRIL77
presents
This 7-inch book is created to explain the concept and strategy on which our audio-visual product experience (Unravel The Sound of Our Jeans) is based on. 

Ready to unravel the sound of our jeans!

APRIL77
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WHY AN AUDIO-VISUAL STRATEGY?

MUSIC IS THE BASIS ON WHICH APRIL77 IS BUILD ON, AND THE THING THAT CONNECTS BOTH BRAND WITH TARGET GROUP. THIS IS WHY AN AUDIO-VISUAL STRATEGY IS THE WAY TO SHOW THEIR AUDIENCE WHAT THE BRAND IS ABOUT!

*audio-visual (AV): using both sight and sound, typically in the form of images and recorded speech or music.

WHAT IS THE RELATION BETWEEN MUSIC AND FASHION?

“MUSIC CAN EVOKE FEELINGS THAT PRODUCTS ALONE CAN’T,” AND IS FASHION NOT SUPPOSED TO BE AN EXPRESSION OF WHAT YOU ARE FEELING!

1st quote by: Noémi Szabó & 2st quote inspired by: Ranveer Singh
WHAT INSIGHTS DO WE TAKE FROM THE BRAND?

- “We want to feel like alternative rock does, and to share our passion for music with our audience,” - Brice Partouche, founder of APRIL77
- APRIL77 finds its inspiration in the underground scenes (=the niche), by being musical, literary and artistic.
- APRIL77 brand essence is Rock ‘N’ Romance: “APRIL77 cultivates an image for the romantic and rebellious youth.”
- Has a unique eye for product details!
THE ROCKMANTICS
ROMANTIC SOULS AND THEIR ROCK ‘N’ ROLL HEARTS

TARGET GROUP

WHAT INSIGHTS DO WE TAKE FROM THE ROCKMANTICS?

- used to be more of a punk, but evolved into a more romantic type of rebel
- likes to escape into another world, and music is a way for them to do that
- uses song-lyrics as a form of self-expression to make sense of their world
- wants experiences to be authentic: “more mystery, less sharing”

REJECTS THE MAINSTREAM:
“ANTI-TINDER, PRO-MUSIC.”
THE PROBLEM: “LOVE-HATE RELATIONSHIP.”

THE ROCKMANTICS FEEL CONNECTED TO THE MUSICAL ESSENCE OF THE BRAND, BUT CAN’T FEEL IT BY THE CURRENT MINIMAL/PRODUCT-FOCUSED REPRESENTATION OF THE BRAND.

ALSO, APRIL77 CURRENTLY POSITIONS ITSELF IN AN OVERCROWDED MARKET (ACNE, A.P.C) WHERE THEY RATHER BLEND IN, INSTEAD OF STANDING OUT.
The Rockmantics can’t feel nor see the brand’s passionate relation with (alternative-rock) music, whereas this is the thing that connects both brand/product with target group. This is something that needs to be emphasized more.

The Rockmantics would love to see more atmospheric stuff, and would like to experience more of what the brand is about. The brand’s alternative approach to rock and the detail(s) of their jeans is what they think of as unique.

Music-related brands are -but also the fashion industry in general is- starting to share more of their knowledge with their audience. Sharing your brand’s cultural references is extremely important in today’s industry and creates stronger brand-loyalty.

Music and poetry share the capacity to make the audience feel things, as you can emphasize with what is being said/sung. The Rockmantics also use songs/lyrics as a form of self-expression. It is all about escaping into another world and finding meaning in it.
SOLUTION

HOW CAN WE STEAL THE HEARTS OF THE ROCKMANTICS AND (VISUALLY) CLARIFY OUR BRAND ESSENCE?

BY CREATING AN AUDIO-VISUAL PRODUCT EXPERIENCE THAT WILL TURN JEANS INTO ROCK!

CREATIVE IDEA

APRIL 77

UNRAVEL THE SOUND OF OUR JEANS
STRATEGY

WHAT IS IT?

‘UNRAVEL THE SOUND OF OUR JEANS’ IS AN AUDIO-VISUAL PRODUCT EXPERIENCE IN WHICH WE TURN OUR 3 ICONIC JEANS INTO 3 (ALTERNATIVE) ROCK GENRES THAT REPRESENT OUR BRAND ESSENCE! THESE GENRES ARE: 1. SHOEGAZE / DREAM POP, 2. ALTERNATIVE / INDIE ROCK AND 3. POST PUNK / NEW WAVE. THE EXPERIENCE WILL OFFER THE ROCKMANTICS AN ESCAPE INTO THE 3 DIFFERENT WORLDS THAT WILL FINALLY LEAD TO UNRAVEL THEIR ULTIMATE SOUNDMATE.

THE AIM

THE EXPERIENCE

HOW DOES IT WORK?

THE 'UNRAVEL THE SOUND OF OUR JEANS'-PRODUCT EXPERIENCE CONSISTS OUT OF TWO MAIN PARTS: THE AUDIO-VISUAL PRODUCT EXPERIENCE ONLINE (ON OUR WEBSITE), AND 3 GENRE INSPIRED EVENTS OFF-LINE (+ AUDIO LIVE STREAM). OTHER DETAILS OF THE EXPERIENCE WILL FOLLOW.

EXPERIENCE-FLOW

HOW TO REACH THE ROCKMANTICS?

WEEK1: KICK-OFF event:

the dreamers state: SHOEGAZE / DREAMPOP

WEEK 2 event:

the reality check: ALTERNATIVE / INDIE ROCK

WEEK 3: AFTER PARTY event:

the uncontrollable end: POST PUNK / NEW WAVE

PRE-BUZZ

- poster of event(s)
- APRIL77’s SM: Instagram + Facebook
- independent radio stations, music platforms, online magazines etc.
- SM of influencers such as mystery band and record label of band
WHAT CAN YOU UNRAVEL ON THE WEBSITE?


The website is an ‘infinite scrolling page’, so keep this in mind!

This will be the main page of our website, where we ask you to unravel one of our 3 iconic jeans. You’ll first see the 3 collage-art album covers that hide the jeans. As soon as you hover over one, the jeans will appear with its stage name, asking you to ‘click and unravel’.
The first slide will be an introduction of the alternative rock genre where we linked the jeans to. In this case Shoegaze / Dream pop. This is a way for APRIL77 to share their knowledge of music with their audience!

The second slide will be about the band behind the genre. In this case: Slowdive for Shoegaze. The idea is that slide for slide, you'll get a better feeling of what the jeans is about, and how they should feel like!
The third slide will be about discovering the music of the genre with a weekly-changing Spotify playlist and by highlighting a (dream) album of the week, as we want to fill the rock 'n' roll hearts of The Rockmantics on a regular basis!

The forth slide is all about unraveling the sound of our jeans! There will be a customized track made for each jean, that can be unraveled on this slide! As soon as you click on the ‘play-button’ a (music) video will pop up and the track starts to play! After listening to the track you’ll be transported back to this slide, and are now able to buy the jeans by clicking on the ‘go-to-shop-button’ below. A new window will pop up so you won't get casted out from the experience!
THE GENRE-INSPIRED EVENT(S) ARE PART OF THE ROCKMANTICS NEED TO EXPERIENCE ON A MORE AUTHENTIC LEVEL. MEANING THAT AN ONLINE EXPERIENCE SHOULD ALSO BE TRANSLATED IN AN OFF-LINE FEEL. THIS WILL FUNCTION AS AN ANALOG-EXTENSION OF THE AV-PRODUCT EXPERIENCE!

The 3 events will be held in 3 different cities/countries, meaning that not everyone can experience the event. This is why there will be an audio live-stream of the event on the brand’s soundcloud channel.

The fifth and last slide is about the event and the unravelment of the mystery guest that will be playing during the event! More info will follow!
EVENT DETAILS

NO PHOTO’S ALLOWED
feels can’t be reproduced

LIVE SOUND STREAM
so you can also experience the event online

MYSTERY GUEST
band/artist of that genre
(line-up can be found on the website)

AFTER-MOVIE/PICTURES BY BRAND
(posted on both website and SM-channels)

Mystery guest:

- Shoegaze / Dream pop

Mock-up’s

Posters will be spread to promote the AV product experience (and the events). They can be seen in places that The Rockmantics regularly visit, such as: underground clubs, record stores, music venues, and underground stations.

JUNE 12

Mock-up: APRIL77
Curated Instagram posts (and sponsored-posts) will be made to inform The Rockmantics about the AV product experience and the event(s). Instagram is the most important Social Media Platform to keep The Rockmantics up to date, as people are starting to delete their Facebook profiles!

The AV product experience will also be promoted on the brand's (but also as a sponsored) Instagram story! This is the newest method on Instagram to share even faster content. It will allow the audience to interact and swipe up directly to hear the sound of the jeans. It is also the ideal method to generate traffic on the website and more sales.
Basically, you can simply go from watching APRIL77’s (or a sponsored) story to unravel the sound of our jeans (on our website). Isn’t that rockmantic!

There will be 100 limited edition 7-inch vinyls of each of the 3 tracks, sold by the first 100 purchases (70 online, 30 in-store)

IT IS ALL ABOUT THE SOUND OF OUR JEANS, WHICH IS WHY WE WILL MAKE A COLLECTOR’S 7-INCH VINYL OF EACH OF THE 3 TRACKS, INSPIRED BY OUR 3 ICONIC JEANS, WHICH YOU WILL RECEIVE WITH YOUR SOUNDMATE / JEAN OF CHOICE. APRIL77 USED TO PRESS 7-INCH VINYLS OF INDEPENDENT ROCK BANDS, SO THIS FITS RIGHT IN THE SHELVES!
You'll receive a custom-made plectrum when you buy one of the 3 jeans. Each of the 3 jeans will have an unique design. In this example: the plectrum for The Joey Debbie Black, and its stage name: The Dreamy Shoegazer!
WE ALREADY KNOW THAT JEANS AND ROCK GO WAY BACK, BUT WHAT IF WE FUSE THESE TWO? THIS AUDIO-VISUAL PACKAGE WILL LEAD YOU THROUGH THE PROCESS OF TURNING JEANS INTO ROCK.
THE LOOK

BLACK SHADE: surreal, symbolic, lonesome, full moon, forlorn, starry-eyed

RAW SURFACE WITH LIGHT SHINE:
youthful, sentimental, serene, sweet
THE SOUND OF THE JEAN

- songs to dream to / sound builds up slowly, like dreams
- characterised by an ethereal mixture of obscured vocals, guitar distortion and effects, feedback, and overwhelming volume
- ethereal-Cocteau-Twings-sounding
- alt-rock bassline with high arpeggiated guitar (suitably drowned in FX and let loose to billow like clouds)
- piano ballads to create more of a dreamlike feel

ANGELIC VOICE

- voice should sound like an angel that speaks to you from heaven, or the angelic voice inside your dreams
- should sound hollow, the hall and echo should be high
- would most likely be a woman as she sounds more soft and sensual
Shoegaze / Dream pop has that **teenage day-dreaming vibe**, until deep in the night. Think of the two nerds having a platonic relationship with each other. They are the ones that seem ordinary at first sight, but there is a storm unfolding itself when they share their thoughts. It is all about unraveling their mystery.

**TONE OF VOICE OF THE JEAN**

- The story should feel: dreamy, ethereal, intimate/sensual, atmospheric and melancholic.
- Should contain symbolic metaphors and surreal interpretations such as: “gone to ride an angel’s breath” / “clouds like shadows pass”.
- The settings often refer to day-to-day / mundane settings, yet made surreal / poetic: “Lean out your window, golden hair. It is also very descriptive and therefore poetic.”

**STORY GUIDELINES**

- The themes of the story could be: stay in bed, rainy day, feeling blue and sweet dreams.
- Should be written from the woman’s point of view, describing the shoegazer, as he sounds more unworldly / surreal then.
VISUAL / GRAPHIC GUIDELINES

**VISUAL / GRAPHIC GUIDELINES**

**TONED IMAGE OF THE JEAN**

- nature is mostly used as a base and sometimes transformed until it seems unworldly, as if you are having a dream-trip
- glinting details put emphasis on the magical feeling that this genre contains
- images are often multi-layered / opacity-play (=fusion of 2, moving, images) to emphasize the psychedelic nature of Shoegaze / Dream pop
- illustrative elements: clouds, smoke, glitter shine, (autumn) leaves, stars, ray of (sun)light, (see-through) curtains, broken glass

**dreamlike**  **psychedelic**  **ethereal**  **sensual-rock**

Keep in mind that it should be about the jeans in the end, and how they blend / match with the music

Film-stills from music video’s, from up-left to down-right: My Bloody Valentine (Only Shallow), Cocteau Twins (Iceblink Luck), Dead Horse One (I Love My Man), Slowdive (Shine), Slowdive (Alison), 2 x Slowdive (I Believe), Cocteau Twins (Lazy Calm), Slowdive (Morningrise)
MAX RICHTER
SLEEP
Sleep is my personal lullaby for a frenetic world – a manifesto for a slower pace of existence.

Max Richter

EVENT INSPIRATION

EVENT TRANSLATION

EVENT-FEEL OF THE JEAN

The Shoegaze / Dream pop event is inspired by Max Richter’s ‘Sleep’ album tour (in collaboration with a neuroscientist), which is an 8-hour concert where people can sleep to his music. The setting will be as if you are entering a dream, think of smoking machines, and (psychedelic/dreamlike) projections on the walls. The event will include a Shoegaze / Dream pop DJ-set which will be a throwback to the late 80s, beginning 90s, and a mystery Shoegaze / Dream pop band. It will be the ultimate stay in bed experience.

Max Richter, album: Sleep (an 8-hour album to be listened to while you sleep)
THE LOOK

LIGHT-BLUE SHADE: clear sky, cloudless, casual, into the wild blue yonder, feeling blue, downcast

VINTAGE WASH: nostalgic, like yesterday, down memory lane, youthful
THE SOUND OF THE JEAN

- modern guitar rock: stripping away most of the obvious elements of guitar rock
- subtle and textured, but still that rock & roll feel
- tight, melodic, and masculine
- electronica rhythms, eerie keyboards, off time signatures, complex syncopations

DISTANT GALAXY VOICE

- a male high, keening voice
- should contain electronic trickery
- must sound like fragmented transmissions from some distant galaxy

epic | poignant | eerie | plaintive
THE LOOK

DARK-BLUE SHADE: darker skies, mysterious, the night
SMOOTH / SATINY SURFACE: sensitive, avant-garde, new wave, breakable, soft-hearted

bleak isolation  raw / ripped  wildly hypnotic
THE SOUND OF THE JEAN

- a monument to passion, energy, and cathartic despair
- emphasizing space in the most revelatory way
- guitar redefines heavy metal sludge, recognisable warm and forbidding bass, drums are smacking through the speakers above all else
- the songs are build up to destroy themselves, that is how they should feel like

MYTHIC PUNK VOICE

- man's voice
- a kind of (heart-) broken voice
- deep timbre
- voice is robotic and distant

bleak  cathartic  intense  hypnotic
READY TO ROCK YOUR HEARTS OUT