INTRODUCTION

Unravel the rebellious and romantic side of both the brand and the target group in this 7-inch booklet. Inspired by the two sides of a vinyl.

Ready to rock your hearts out!

APRIL77

photo courtesy: Jérôme Scheren
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inspired by the artistic and cultural references of youth culture
BRAND IDENTITY

APRIL77 (founded in 2002) is known for bringing the ‘skinny silhouette’ from the stages of pop venues and runways to the streets. Its love for music is deeply rooted in the veins of the brand’s heart, and the basis on which the brand is built on (they even had their own record company: APRIL77 Records). It was post-punk band Joy Division* that became one of their main inspirational sources, and part of the brand’s musical DNA.

APRIL77 is a high-street brand that fuses its knowledge of music with classic rock ‘n’ roll inspired items: from skinny jeans to leather jackets — specially created for the rockmantic* youth. An avant-garde costumer who lives for alternative music, just like APRIL77 does. Their goal is it to create great products that are beyond trends. They want them to be classic and timeless items, that will still be cool in 10 years from now.

BRAND’S HEART

AVANT-GARDE DENIM BRAND WITH A NON-Stereotypical Approach to Rock ‘N’ Roll

*joy division
*rockmantic
It is our inspiration & attitude that makes us sound different.
WE BELIEVE THAT JEANS AND MUSIC ARE THE ONLY THINGS THAT YOU CAN LOVE WITHOUT IT BREAKING YOUR HEART.

WE WANT TO SHARE OUR PASSION FOR MUSIC AND TIMELESS PRODUCTS WITH OUR AUDIENCE.

photo courtesy: APRIL77
SLACK ATTITUDE
DRUNK REBELLION
SMOKING ROMANCE

love will tear us apart

photo courtesy: APRIL77 S/S 11
APRIL77 shared its passion for music in the past by doing successful capsule-collections / collaborations. In 2006 they did a limited edition jeans in collaboration with the famous guitar brand: Gibson. Besides this highly successful collaboration they’ve had: APRIL77 x Domino Records (limited edition signature Manchester pique polo-shirt + deluxe “12 record box set) in 2008 and APRIL77 x The Jesus And Mary Chain Psychocandy 30th Anniversary (a collection celebrating the 30th anniversary of the bands album: Psychocandy) also in 2008.
April 77 is mainly inspired by the post-punk band Joy Division, and their lead singer: Ian Curtis. Who is by far the most Rockmantic pop-star hero of all time. “Joy Division was the first band to use the energy and simplicity of punk to express more complex emotions. The band feels just like a love story. Each individual is nothing on their own, and when they click together, it’s enormous, and that’s Joy Division. What they managed to do had kind of truth to it that has sustained through the fluctuations of fashion, and integrity, something you can believe in, something that didn’t seem to be just for the money, for the career: It was anti-industry, all the things that ultimately have seemed important to the maintenance of popular culture, the reinvention of what cool is. Those that exploit, can make good use of something like Joy Division, because they explain some of the rules of what it is to be cool.”

Source: Joy Division, Rockumentary (2007)

Rebellious: “On the one hand, we have the lad going down the pub with his friends, fooling around.”

Photo courtesy: Ian Curtis from Joy Division by Rob Verhorst
Romantic: “On the other hand, we have the aesthete who’s reading poetry and imbibing himself with all kinds of highfalutin idea’s.”

source: St. Valentine’s Day poem from Ian to Debbie, (1973)
WHAT DOES MUSIC MEAN TO YOU?

“In moments where no one understands me, music normally does.”

-source: Survey, Rockmantic: anonymous

WHAT DO YOU MISS IN TODAY’S SOCIETY?

“It seems like feelings don’t matter anymore, but feelings make life worth living, like when you are listening to a really great song at a concert or get to kiss this girl for the first time. It is about being able to feel all of that.”

-source: Interview, João (25), Rockmantic
WHAT DO YOU THINK OF THE BRAND?

"LOVE TO SEE MORE ATMOSPHERIC STUFF, TO SEE WHAT THE BRAND STANDS FOR."

source: Survey, Rockmantic: anonymous
“IT IS NICE TO LISTEN TO ROMANTIC SONGS FROM TIME TO TIME, HOPING THAT THE FEELING IT DESCRIBES WILL BE SOMETHING YOU’LL EXPERIENCE ONE DAY.”

source: Survey, Rockmantic: anonymous
AS I DO.

THE SAME MUSIC
PEOPLE WHO LIKE
AND PARTY WITH
SHOWS, GET DRUNK
TO GO TO HOUSE-
MAKES ME WANT
AND MORE PURE, IT
AS IT SOUNDS RAW
I LIKE LO-FI MUSIC,

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THE ROCKMANTICS

Post Punk, New Wave, Lo-Fi, Dream pop, Shoegaze, Indie Rock. Used to be more of a punk, but evolved into a more romantic type of music. Now more of a dreamer, the rebel: I’m fucked. He became the friendly loner and the dreamer (still declaring the mainstream). Anti-Tinder. Pro Music.

Listens to alternative music all day and night long as he appreciates the raw feeling of it.

Very little working in the creative/music industries. Mostly working in the creative/music industries.

Photo courtesy: Jerome Scheren
THE ROCKMANTICS

ARE ROMANTIC INTROVERTS, MUSICAL REBELS AND CONCERTGOERS. DIGITALLY NOSTALGIC, AND ARTISTICALLY CURIOUS.

This man is also known as a 'Smirkin Shoegazer' whose (broken) heart he hides behind black & white doors and an overdose of music.

The Rockmantic: "He lies in bed smoking, wishing he weren't alone. Nothing plays but ethereal dream-pop. He's hiding himself under his blankets. The humid warmth vaguely reminds him of a woman's presence. But the smoke of his cigarettes, smoke of music, underlines his loneliness. He's hiding his heart behind the music. He's hiding his heart behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop. He's hiding his hear behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop. He's hiding his heart behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop. He's hiding his heart behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop. He's hiding his heart behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop. He's hiding his heart behind his music. His music is mixing in his subconscious, and starts playing his ethereal dream-pop."
The target group

APRIL77