“PUT ON YOUR HEADPHONES AND SINK YOURSELF INTO THE PROCESS AS DEEP AS YOU CAN.”

This processbook gives insight into my -musical and poetic- way of working as a young fashion professional. It will guide you through three main phases: research, concepting & execution, and highlight my most important insights, decisions and experimentations that have led to my end product(s)
PHASE I
RESEARCH
PROFILE

INTERNSHIP I: BRANDER & STORYTELLER AT TISJA DAMEN - LINGERIE
INTERNSHIP II: BRANDER, MUSIC STRATEGIST & COPY WRITER AT F.A.L.L. MAGAZINE
SPECIALISATION I: BRANDS & IDENTITY
SPECIALISATION II: COPY WRITER & SOUND BRANDER AT iNDiViDUALS

ROMANCE / POETRY
I write / record my own poetry, which makes storytelling / copy writing one of my main skills as a brander.

MUSIC-LOVER
I am a huge music lover and vinyl collector.

PHOTOGRAPHY
I shoot analog, only black & white, I like the authentic feeling of it. My images are mostly melancholic and surreal.

CINEMATOGRAPHY
I like to create flower-still lives, and combine them with music and my poetry, I like to make things visual.

LOVE.

PART OF THE STORY.
WAVE OF LOVE.

I still remember how you'd
push me really close to you,
and how you'd push me
even further away.
But I'm sure I'd be there again,
waiting for you, to push me back in.
Perhaps hoping that one day
the sun would rise up and say,
"Love will light up today."

As seen photos at not Passion,
Moscow.
FIRST POETRY-READING
I bring poetry. I want to be able to touch the hearts of others and try to translate this given into the field of branding!

Mrs. Mokum
5# Meet Noémi

Noémi Szabó is a melo-dramatic romantic who plays “I know it’s Over” from The Smiths long before a love has even started to bloom. Her work is extremely romantic, accompanied with a certain hazy melancholia: Love is too beautiful to just fill your heart with bliss. It might sound sad, but on the contrary, it is also very loving and passionate. You can expect a personal journey into the various feelings of falling-in, and -out of love.

“...and now that you are gone, I know how it is like to love you, as if a million butterflies have been touched to die.” — with Noémi Szabó.

15 NOVEMBER NEAR AMSTERDAM, NETHERLANDS
Judith Lieve Freiks and 20 others

WHAT ARE MY BRANDING SKILLS?

SEMESTER IV: BIEN sur

What: (Online) Campaign for sheer hosiery brand BIEN sur
Skills: Art / Creative Direction, Concept Development, Storytelling & Graphic Design

SPONSORED MAGAZINE: Creative / Art Direction for BIEN sur campaign-video
SPECIALISATION I: BRANDS & IDENTITY

What: Recommendation Strategy for Paul Poiret
Skills: Online Identity, Graphic Design + Collage Artist & Storytelling

INTERNSHIP II: FALL MAGAZINE

What: Copy Writer, Music Strategist + Allround Brander
Skills: Concept Development, Storytelling & Sound Branding

RESEARCH PHASE

BRANDS & IDENTITY: The Online Identity of Poiret

SPECIALISATION II: INDIVIDUALS 3AM

What: Seasonal Concept Creation + Show: 3AM
Skills: Concept Development, Storytelling & Sound Branding

INDIVIDUALS 3 AM: Briefing for show-music

F.A.L.L. Magazine

CIGARETTES AFTER SEX
by Roxy Merrell

8 August 2017. An
Part of the magazine issue

Some cigarettes are the bellwether of any
collective cigarette after sex. We never say anything for
the benefit of individual women, so we never have a
sheltered with northern court art and
sensually some serious crimes, the conversation
has a cast, following on which new stands. To get a
pleasure behind the music, just ahead of their
After all, we know that if it's basically all
what happens. We give it up on the
same page.
SO WHAT KIND OF BRANDER AM I?

“I AM A POETIC BRANDER AND STORYTELLER WITH AN EXTREME EYE FOR DETAIL AND A DEEP LOVE FOR MUSIC”
SO WHERE DOES THIS FASCINATION FOR MUSIC COME FROM?

“MY MUM USED TO BE A NEW WAVER* BACK IN THE 80s”

She could be recognised by her avant-gardistic way of dressing and her extreme-teased hairdo’s, which were inspired by her favorite bands such as: The Jesus And Mary Chain, Echo & The Bunnymen and Clan of Xymox.

*NEW WAVE: (often initial capital letters) a largely minimalist but emotionally intense style of rock music, being an outgrowth of punk rock in the late 1970s, typified by spare or repetitive arrangements, and emphasizing energetic, unpolished performance.
WHAT WERE MY MUMS MUSICAL CRUSHES?

RESEARCH PHASE

I grew up with my mum’s crazy cool taste in music. She always told me that music is a form of expression, that it brings out / shows the true emotions of people (We’d f.e both play really loud music when we’d be angry).

Her style-inspiration: Ronny Moorings from Clan of Xymox

The brothers Reid (Jim & William) from The Jesus And The Mary Chain

Ian Mcculloch from Echo & The Bunnymen

“MUSIC WAS A WAY TO EXPRESS HERSELF”
KEY INSIGHTS: POETRY / STORYTELLING

POETRY ON THE RISE

Poetry / storytelling is becoming more valuable and appreciated in the world we live in today, due to f.e. the rise of Instagram-poetry. It is becoming more sharable and therefore made accessible. It continues to resonate and be engaged with even in the digital age.

"THERE IS NOTHING MORE POWERFUL THAN STORYTELLING."

Iona Cristina Casapu, Managing Director of Berlin ArtParasites

POETRY AS A STATEMENT TOOL

High-street brands, such as Raf Simons and Off-White use poetry as a tool to say something about the world we live in today (make political statements out of it). Fashion is also a way to make a statement of things.

LOEWE: Love is Enough, a poem by William Morris (spoken word)

LEESEENBOEK: Poetry throughout the heart of Amsterdam

RAF SIMONS: T-shirt print F/W 17
THE FUSION OF POETRY AND MUSIC

Poetry in combination with music can add to the overall sensory experience of a brand. Look at f.e. GUCCI who used William Blake’s Songs of Innocence on Steve Macky’s music. They not only used the track during the show but also pressed a limited edition vinyl of it as the invitation of the show.

"I THINK THE IDEA OF WORD-ART (POETRY) IS INTERESTING IN TERMS OF THIS INSTAGRAM WORLD - WHERE PEOPLE POST ALL THESE MOTIVATIONAL QUOTES THAT HAVE REALLY DILUTED AND CHEAPENED IT."

Virgil Abloh, founder OFF-WHITE

"POETRY AND MUSIC ARE NOT, AND HAVE NEVER REALLY BEEN, SEPERATE."

Cerys Matthews, Inaugural Poetry & Lyrics Festival

"MUSIC AND POETRY SHARE A CAPACITY TO MAKE THEIR AUDIENCE FEEL THINGS."

Elizabeth Hellmuth Margulis Ph. d., Author of On Repeat: How Music Plays The Mind
RESEARCH PHASE

OPPORTUNITY TO FUSE MUSIC AND POETRY INTO THE OVERAL BRAND-EXPERIENCE

Maybe menswear could be interesting as poetry is not necessarily linked to manliness, and (high-street) brands such as Raf Simons and Off-White are already trying to use poetry to speak to their manly audience.

ARLETTA: KNOW WHAT YOUR FASCINATION IS. YOU WANT TO BRING POETRY, THE ASTONISHMENT. YOU WANT TO MAKE PEOPLE WONDER AGAIN. FIND OUT WHO YOUR TARGET GROUP IS!

I want to speak to a more poetic audience > a poetic man is interesting (see conclusion above)

my project could be some kind of "Homage to the Romantic"
FIND THIS POETIC / ROMANTIC MAN, BEFORE FINDING A BRAND

IMPORTANT INSIGHT

“GREG (LEAD SINGER OF CAS) WAS THE FIRST ROCKMANTIC* THAT I EVER HAD THE PLEASURE MEETING (DURING AN INTERNSHIP PRODUCTION FOR F.A.L.L. MAGAZINE).”

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“ You go into love, and you’re pretty much going to get hurt at some point, it’s just kind of the way it is. But if admitting that the person is worth it, that they’re worth the pain, they’re worth the trouble and it doesn’t matter because you just want them, and anything else that comes after that is another side? I really believe in that.”
MY SUBJECT WILL BE SOME SORT OF ‘HOMAGE TO THE ROMANTIC’, WITH A FOCUS ON ROCK/CINE-MANTIC MEN WHO HIDE THEIR (BROKEN) HEARTS BEHIND BLACK & WHITE DOORS AND AN OVERDOSE OF MUSIC.

\[\text{this man has a poetic / romantic soul and a rock 'n' roll heart}\]

RELEVANCE OF FUSING ROCK & ROMANCE

\text{THE FUTURE IS ROCKMANTIC}

“THE REBELLIOUS AND THE ROMANTIC WILL BE COMBINED, RESULTING IN UNEXPECTED AND SOMETIMES SURREAL INTERPRETATIONS OF CLASSICS .”

Cerys Matthews, Inaugural Poetry & Lyrics Festival
WHERE CAN I FIND THE ‘ROCKMANTICS’?

I DECIDED TO LOOK AT NEW ALBUM RELEASE POSTS AND OTHER POSTS OF ROCKMANTIC BANDS, SUCH AS BEACH HOUSE AND THE SMITHS. AS THAT IS WHERE I CAN MOST LIKELY FIND THEM.
THE ROCKMANTIC IS A ROMANTIC INTROVERT AND CONCERTGOER, NOSTALGIC AND ARTISTICALLY CURIOUS.
KEY INSIGHTS: THE ROCKMANTICS

FEELINGS MATTER

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

David (23), Rockmantic (Interview)

A HOPELESS ROMANTIC AND LONER

“I wish I had a woman who takes me in her arms and hugs me softly, and has that sensibility... you know: that feeling.”

Joao (25), Rockmantic (Interview)
“THE DESIRE FOR THE KISS IS OFTEN MORE BEAUTIFUL THAN THE KISS ITSELF.”

Maarten (26), Rockmantic (Interview)

MUSIC FILLS THEIR (BROKEN) HEARTS

“POST SONGS AND USE SONG-LYRICS AS A FORM OF SELF-EXPRESSION.”

(Social Media Analysis)
“I TRY TO FIND COMFORT IN SONGS THAT TELL ME SOMETHING ABOUT A MOMENT OR MY LIFE IN GENERAL. IT IS THE ONLY COMFORT I HAVE.”

Joao (25) Rockmantic

THEY LIKE TO INVEST IN VINYLS, DO ANALOG PHOTOGRAPHY, AND LIKE WATCHING (BLACK AND WHITE) MOVIES.

(Social Media Analysis)
INSPIRATION: SHOEGAZE / DREAM POP

So Greg (and his bandmates) kind of inspired me to dig deeper into the shoegaze / dream pop genre as an inspiration (sub-genre of indie rock) also because it is again very upcoming, especially amongst the rockmantics.

“The music that we make is not necessarily my style, but it is exactly what the world needs right now, and I’m glad to be part of that.”

Jacob Tomsky, Drummer of Cigarettes After Sex

VERY IMPORTANT ARTICLE!

Diamond gazers

'Shoegazing' is back - and has shaken off its old image of being about bands who just stare at the ground while they play. Jude Rogers talks to the pioneers of nu-gazing.

At the start of summer 2007 a supple, shimmering thread started running itself through a long line of euphoric-sounding albums. From Maps to Blonde Redhead, Mahogany to Deerhunter, Asobi Seksu to Ulrich Schnauss, you could hear the heady, woozy influence of a style of music that had been a byword for naivety and overindulgence for the past 15 years; a type of music that Richey Edwards of the Manic Street Preachers had said he "hated more than Hitler". Names like nu-gaze, stargaze and shoetronica were used to describe it; names that couldn't quite hide the scene that dared not speak its name. For shoegazing was back - the sound of jangly indie fed through layers of distortion, overdrive and fuzz; of delicate souls turning themselves up to 11. In Summer 2007, bands, clubs, Mercury prize-nominated albums, films, and novels are all proud to claim it as an inspiration.
Why shoegazing and why now? "Because it’s time to be adventurous again - and it’s time to reclaim the music from the term," says Nathaniel Cramp, the cheerful, bearded promoter of Sonic Cathedral, both a shoegazing club that travels around the UK, and a record label. The term is the first problem: it began life as it remains - a derogatory word coined by Food Records boss Andy Ross in 1990, co-opted by the NME to describe bands like Slowdive, Chapterhouse and Moose, who would stare at their pedals through their curtains of hair rather than engage with their fans when they played live. "It wasn’t very fair," says Neil Halstead, formerly Slowdive’s shy teenage frontman, and now the leader of country band Mojave 3. "The live shows were far from easy. They were about the energy of the experience, about sheer volume, and about taking a quantum leap. It was about getting excited, getting stoned, but the same time it was about being geeky - something that wasn’t rock’n’roll in any respect."

Groups like Ride and My Bloody Valentine were the big bands of shoegaze, and were fiercely anti-rock in their music and their outlook. "We didn’t want to use the stage as a platform for ego, like the big bands of the time did, like U2 and Simple Minds," says Mark Gardener, then Ride’s lead singer, and now a solo artist. "We presented ourselves as normal people, as a band who wanted their fans to think they could do that too." Ride managed to take this to another level in February 1992, having a top 10 hit with the eight-minute epic "Leave Them All Behind."

Ulrich Schnauss, the 29-year-old DJ whose dreamy second album Goodbye came out in June, thinks this escapism is vital to shoegazing’s appeal. He comes from the north German outpost of Kiel, a dull town that he saw as the equivalent of Reading, home to Halstead’s Slowdive. "Too much music these days is about how bad these towns are, about everyday life, and all the dull details. Shoegazing is a way out of that - there’s melancholy in it, but lots of heaven there too." He thinks people connect with dreamy music more in times of world crisis, and points out how psychedelic music has flourished during the wars in Vietnam and Iraq. "It’s music that offers a much more profound way of trying to cope with a bad world, isn’t it? Offering hope rather than breaking your guitar and shouting ‘fuck you!’

Andrew Prinz of New York’s Mahogany, who have played to huge crowds in North and South America, believes the romantic nature of the music has universal appeal too. "All the imagery on the original records was about love - all nature and kissing, subjects that could be really wet. But with these washes of sound, they become really electrified and erotic - and everyone wants to hear music that’s electrified and erotic."

Shoegazing is also spreading beyond the CD racks. Eric Green, a young film-maker from Los Angeles, is in post-production on a documentary about shoegazing and the music that preceded it called Beautiful Noise, in which he interviews fans of the genre, including Trent Reznor, the Flaming Lips’ Wayne Coyne and Billy Corgan. They were willing to talk, he says, because there wasn’t a shoegazing backlash in America; the music was seen as part of an ongoing heritage of experimental rock, which fed into later genres like space-rock and post-rock. "But I decided not to use the word shoegazing in the film in case it upset anyone," he admits. "And because someone had said to me, ‘The word “mafia” isn’t in The Godfather, you know! So I left it out."

But the fans don’t agree - they see this music as theirs. "This music is the opposite of hype," says Schnauss, vehemently. "It’s about genuine emotion. It’s about standing at a gig or walking around with your headphones on and being completely transported. It’s about that kind of beauty." Or a Chapman neatly puts it: "It’s all about music that doesn’t stare at its shoes. It stares at the stars."

'Shoegazing' makes me think of a certain class of too-cool-for-you indie-punk-rock people which travel around in packs where I live (and probably in most other college towns). It’s like if you removed everything good about goth kids, punk kids and emo kids and put them in a blender and then gave the blender a know-it-all face.

My nerd friends and I used to call them ‘smirking shoegazers’ - but we’ve found ‘fucking romulans’ to be more apt. If they’re looking to the stars now, I guess we can call it romulan music.

**SHOEGAZE IS: “MUSIC THAT OFFERS A MUCH MORE PROFOUND WAY OF TRYING TO COPE WITH A BAD WORLD. IT IS THE OPPOSITE OF HYPE, IT’S ABOUT GENUINE EMOTION” WHICH SUITS THE ROCKMANTICS. IT IS FOR THE KIND OF PEOPLE THAT LIKE TO STARE AT THE STARS, INSTEAD OF THEIR SHOES (SMIRKING SHOEGAZERS).**
I decided to start focusing on brands that have this romantic / rock-style. To find a possible match for the Rockmantics.

**Rebellious British Rebel**

the brand is characterised by immaculate tailoring and a dark, dramatic edge. They are cutting-edge, and famous for their skull motif. **The brand is high-end and therefore not affordable nor accessible for 'The (non-rockstar) Rockmantic'.** The brand is also doing financially well:

- blouse: €745
- leather jacket: €3495
- denim: €595

**Iconic Parisian Brand**

the brand is characterized by its inimitable French irreverence and sleek style. Mainly inspired by rock 'n' roll aesthetics, due to the creative direction of Hedi Slimane. **The style is accessible for The Rockmantics, but not affordable as it is again high-end**

- blouse: €590
- leather jacket: €3490
- denim: €590

- savage beauty, vanitas /
  - romantic, craftsmanship /
  - luxury

- glam-rock, skinny-silhouette, sleek style
**ICONIC PARISIAN BRAND**

Dior Homme is all about contrast according to Kris. Definitely youth culture inspired, and music related through collaborations with new-wave bands such as Depeche Mode. They also launched their first dedicated denim collection in January. The style very much suits The Rockmantics, but it is again too expensive.

- **blouse**: €690
- **leather jacket**: €1500
- **denim**: €590

**NEW WAVE DENIM BRAND**

McQ denim is the sub-brand of Alexander McQueen, which price point is on a more affordable level, so high street instead of high-end. The brand is strongly led by the avant-gardistic music genre: new wave, which they fuse with Japanese streetwear influences. The brand is too much streetwear inspired for The Rockmantics, but they love the inspiration of McQ-denim.

- **blouse**: €145
- **leather jacket**: €715
- **denim**: €203
ALLSAINTS

HIGH-STREET DENIM BRAND

AllSaints revolutionized the modern high-street with a range of sophisticated and effortless essentials inspired by a gritty urban aesthetics. The company’s strongest connection to date has been the music industry where they have been collaborating with many established musical acts. The brand is doing well and has too much of a mainstream look/vibe which doesn’t speak to The Rockmantics.

- blouse: €97
- leather jacket: €394
- denim: €112

Marshall

MUSIC EQUIPMENT BRAND

Marshall Headphones is a music equipment brand that lets you carry the magnificent burden of rock ‘n’ roll all by yourself. This brand is also doing really well, and The Rockmantics are already aware of the existence of this particular brand.

- headphones from: €79
- boxes from: €269
RESEARCH PHASE

STREETWEAR DENIM BRAND

Cheap Monday is a Swedish denim brand that is known for their ‘cheaper, but still fashionable jeans’. Its ‘tight’ silhouette has been famous in the indie-rock scene, but the brand has kind of lost its bond with the music industry. The essence of the brand doesn’t speak to The Rockmantics.

shirts: €50
leather jacket: €120
denim: €60

AVANT-GARDE DENIM BRAND

APRIL77 is a French denim brand inspired by the artistic and cultural references of youth culture, alternative (rock) music and independent films. It has cultivated an image for the romantic and rebellious youth. It is the perfect match for The Rockmantics as the brand is not doing so well, but the heart of the brand is the same as that of The Rockmantics. It is affordable and the style is sleek and not over-stylized!

blouse: €90
leather jacket: €250
denim: €110
APRIL77 SEEMS TO BE THE RIGHT MATCH AS IT IS BOTH ROCK AND ROMANCE, AFFORDABLE AND SLEEK IN STYLE. IT IS THEIR PASSION FOR MUSIC THAT SPEAKS TO THE ROCKMANTICS.

FIND OUT WHAT THE PROBLEM OF THE BRAND IS!

KEY INSIGHTS: APRIL77

“APRIL77 was created in 2002, inspired by the artistic and cultural references of the "youth culture". Alternative music and independent films are then the first inspirations for Brice Partouche APRIL77’s founder. During several years, APRIL77 will cultivate the image of this romantic and rebellious youth, offering iconic and mixed models. With its slim and straight cuts in indigo and…”

INSPIRED BY THE ARTISTIC AND CULTURAL REFERENCES OF YOUR CULTURE, ALTERNATIVE MUSIC AND INDEPENDENT FILMS.

APRIL77 by (capsule)

THE IMAGE OF A ROMANTIC AND REBELLIOUS YOUTH

APRIL77 by (capsule)
RESEARCH PHASE

APRIL77 wants to share their cultural references with their audience

SM-Analysis

SIGNATURE PLECTRUM POCKET

Collaboration with famous new wave band: The Jesus and The Mary Chain, ode to their 30th album celebration
SO WHAT SEEMS TO BE THE PROBLEM?

BRAND NOW (2017)

MINIMAL / PRODUCT FOCUSED

HAVE AN ON-GOING ARCHIVE SALE ON THEIR OFFICIAL WEBSITE

BRAND BEFORE

THERE USED TO BE MORE ATTITUDE

APRIL77 IS KNOWN FOR THEIR UNIQUE MUSICAL ESSENCE, BUT HAS LOST THE LINK WITH MUSIC (ON A INSPIRATIONAL LEVEL) BY BECOMING MORE MINIMAL, AND PRODUCT FOCUSED, WHICH NO LONGER SPEAKS TO THE ROCKMANTIC YOUTH

USED TO BE MORE ACTIVE (COLLABORATIONS ETC.)
"I TRY TO FIND COMFORT IN SONGS THAT TELL ME SOMETHING ABOUT A MOMENT OR MY LIFE IN GENERAL. IT IS THE ONLY COMFORT I HAVE."

João (25), Rockmantic (Interview)

*SMIRKIN SHOEGAZER: The term derives from the music genre: Shoegaze, also known as Dream pop. A ‘Smirking Shoegazer’ is someone who chooses to listen to music that makes him want to stare at the stars, instead of his shoes.
Relevance
CONCLUSIONS & KEY INSIGHTS

TARGET GROUP
The Rockmantics live for experiences, and care about the feelings that come from these experiences. They want to refeel things.

TRENDS
The Future is Rockmantic
THE REBELLIOUS AND THE ROMANTIC WILL BE COMBINED, RESULTING IN UNEXPECTED AND SOMETIMES SURREAL INTERPRETATIONS OF CLASSICS.
(Hedi Slimane?)
WGSN, The Vision A/W 18/19

MARKET
The Power of Music and Poetry
Brands (such as: Off-White, Raf Simons) use poetry in combination with music to start a conversation, and to make the audience feel things.
Off-White S/S 18, Raf Simons S/S 17, Gucci S/S 17 (Desk Research)

APRIL77
The Rockmantics are not appealed by the new, minimal approach of the brand (still need more proof to back this up)

“A MUSIC AND POETRY SHARE A CAPACITY TO MAKE THEIR AUDIENCE FEEL THINGS.”

MAIN QUESTION
HOW CAN APRIL77 RE-POSITION THEMSELVES IN THE MIND OF THE ROCKMANTICS, AND VISUALLY CLARIFY ITS BRAND ESSENCE?

What are APRIL77’s past, and current brand identity?
What are APRIL77’s current, and ideal competitors?
Who are The Rockmantics, and what makes their hearts sound?
What are music-related trends that speak to The Rockmantics?

A Stage for the Rockmantic

SUFFICIENT / INSUFFICIENT
FINISH IT UP! THERE WERE A LOT OF IMPORTANT DETAILS IN YOUR VERBAL PRESENTATION THAT WE COULDN’T FIND ON THE BOARDS. PICK THE RIGHT INFORMATION AND THE MOST IMPORTANT DETAILS. (DON’T LEAVE OUT RELEVANT DETAILS)
The release of APRIL77 by Brice Partouche

2002

2010

BRAND STARTED OUT WITH REALLY COOL MUSICAL COLLABORATIONS BUT BECAME MORE MINIMAL AND PRODUCT FOCUSED

no visual identity

APRIL77 x Gibson collaboration + APRIL77 x Domino Records collaboration

2006

2010

APRIL77 records does not exist anymore

financial difficulty, might not be able to continue

2008

first official collection inspired by The Jesus And Mary Chain

change in visual direction: more contemporary approach to Rock ‘N’ Roll

2014

2018
MEET THE FOUNDER & ROCKMANTIC: BRICE PARTOUACHE

“TODAY I DON’T REALLY SEE THE MESSAGE BEHIND WHAT PEOPLE ARE DOING. IT JUST STARTS AND ENDS WITH THE AESTHETIC ELEMENT: AS LONG AS ITS FUN AND LOOKS GOOD. THE ONLY MESSAGE I CAN ACTUALLY READ IS JUST A BIG ‘FUCK YOU’ TO THE WORLD.”

Another Something, 2016

“WE WANT TO SHARE OUR PASSION WITH MUSIC WITH OUR COSTUMER.”

WWD, 2008

TODAY I DON’T REALLY SEE THE MESSAGE BEHIND WHAT PEOPLE ARE DOING. IT JUST STARTS AND ENDS WITH THE AESTHETIC ELEMENT: AS LONG AS ITS FUN AND LOOKS GOOD. THE ONLY MESSAGE I CAN ACTUALLY READ IS JUST A BIG ‘FUCK YOU’ TO THE WORLD.”

Another Something, 2016

“WE SELL AN ATTITUDE AND WE MAKE JEANS JUST BECAUSE IT FITS WITH OUR INSPIRATION, WITH THE MUSIC WE LOVE...”

Denimology, 2006

“WE SELL AN ATTITUDE AND WE MAKE JEANS JUST BECAUSE IT FITS WITH OUR INSPIRATION, WITH THE MUSIC WE LOVE...”

Denimology, 2006

“I’M AIMING TO MAKE GREAT PRODUCTS THAT ARE BEYOND TRENDS...”

Another Something, 2016

“WHEN SOMEONE WOULD WEAR OUR JEANS AND WOULD SEE SOMEONE ON THE STREETS WITH THEM, THERE WAS THAT CONNECTION. SIMILAR TO HOW IT WAS WHEN WEARING A CERTAIN BAND T-SHIRT.”

Another Something, 2016

“I’M AIMING TO MAKE GREAT PRODUCTS THAT ARE BEYOND TRENDS...”

Another Something, 2016
PRODUCT / PRICE

€100

“THE LABEL IS KNOWN FOR ITS AFFORDABLE, SKINNY DENIM STYLES.”

WWD, 2008

“IT IS ABOUT THE IMPORTANCE OF AUTHENTICITY.”

(capsule)

“THE GUITAR PICK POCKET BECAME THE CULT ITEM / SIGNATURE OF THE BRAND.”

(capsule)
RESEARCH PHASE

PLACE

“THEY SOLD EXCLUSIVELY AT BARNEYS NEW YORK, COLETTE PARIS, LOVELESS TOKYO AND LONDON’S DOVER STREET MARKET.”

“They sold a barcode that was linked to one of the bands they represented together with a pair of jeans during the store opening (back in 2008)."

They want to fuse music with clothing and make it more like an experience!

not anymore > lost their high street position in the market

WWD, 2008
APRIL77 brought the skinny silhouette from the runway to the streets.

APRIL77 did unique limited edition collaborations with f.e. famous indie-rock label: domino records and famous guitar brand: Gibson.

SO APRIL77 does not really promote themselves commercially as they are an underground inspired denim brand, they do promote their knowledge of music etc. on their social media channels.

Facebook: 35,7k
Instagram: 10,7k
Youtube: 105

Extra’s

I remember that period particularly as my personal interest in fashion came to life with the introduction of the slimmer mens silhouettes, in Raf Simons’ and Hedi Slimane’s collections from the beginning of the century and you guys came right after them, bringing that particular look to the streets. It’s almost unthinkable now that skinny jeans used to be a niche style, which the big fashion corporations didn’t even produce.

Another Something, 2016
So the problem is that April77 became really minimal and product-focused in their visual representation of the brand.

This is why I decided to analyze the lookbook photo’s of April77 more in depth and find out what truly is April77 and what is not!

So what did we visually take and why?

I tried to filter out the visual essence of April77, which is: sleek attitude, drunk rebellion and smoking romance. These are also the core values of the brand!
SO LIKE APRIL77 SAYS: “WE MAKE JEANS JUST BECAUSE IT FITS OUR INSPIRATION, WITH THE MUSIC WE LOVE!

it is all about inspiration, and the meaning behind it

THIS IS WHY I DECIDED TO DIG DEEPER INTO THE MUSICAL INSPIRATION OF THE BRAND, TO SEE HOW I CAN USE ITS MUSICAL ESSENCE TO SHOW MORE OF WHAT THE BRAND IS ABOUT!

INSPIRATION

“BRICE IS OBSESSED WITH THE BAND JOY DIVISION AND ITS LEAD SINGER: IAN CURTIS.”

Happy People Don’t Complain blogspot, 2008

APRIL77 is about alternative rock, the non mainstream music

Ian Curtis by Kevin Cummins, 1979
SO WHAT DID I TAKE FROM JOY DIVISION?

I DECIDED TO DIG DEEPER INTO THE INSPIRATIONAL ESSENCE OF APRIL77, WHICH IS THE BAND: JOY DIVISION, TO SEE WHERE THE BRAND TRULY STANDS FOR!

so what did I take from this Rockumentary?

THE NON-MAINSTREAM / UNDERGROUND + NICHIE

“IT IS ABOUT ANTI-INDUSTRY. THE REINVENTION OF WHAT COOL IS. WE CAN MAKE GOOD USE OF SOMETHING LIKE JOY DIVISION, BECAUSE IT EXPLAINS SOME OF THE RULES OF WHAT IT IS TO BE COOL.”

THE REBELLIOUS AND ROMANTIC SIDE OF IAN CURTIS

“ON THE ONE HAND WE HAVE THE LAD GOING DOWN THE PUB WITH HIS MATES, FOOLING AROUND, ON THE OTHER HAND WE HAVE THE AESTHETE WHO’S READING POETRY.”

“GREAT SONGS NEVER DIE.”

APRIL77 wants to create timeless products that are beyond trends > just like musicians want to create timeless songs! so...

GREAT SONGS NEVER DIE, JUST LIKE OUR JEANS (USP)
APRIL77 CURRENTLY POSTITIONS ITSELF IN AN OVERCROWDED MARKET (SEE ABOVE), WHERE THEY RATHER BLEND IN, INSTEAD OF STANDING OUT.
WHO ARE APRIL77 IDEAL COMPETITORS?

APRIL77 SHOULD COMPETE WITH BRANDS THAT HAVE A MUSICAL / ROCK-INSPIRED ESSENCE, THEIR IDEAL COMPETITORS ON PRODUCT LEVEL ARE: ALL SAINTS, NEUW DENIM, SAINT LAURENT AND DIOR HOMME, WE CALL THIS SEGMENT: HIGH-STREET AVANT-GARDE DENIM
I DECIDED TO LOOK AT A FEW COMPETITORS THAT HAVE A CLEAR / VISIBLE LINK WITH MUSIC. AS THIS IS THE THING THAT APRIL77 NEEDS TO COMMUNICATE BETTER! THIS IS WHY I CHOSE: ALL SAINTS, ANN DEMEULEMEESTER, UNDERGROUND, SAINT LAURENT, RAF SIMONS AND NEUW DENIM.

RESEARCH PHASE

ALLSAINTS

high-street // glam meets grunge

- contemporary brand with an independent spirit that puts brand experience & the customer at the core of everything.
- Overall USP: having a strong link with the music industry and being a purely British fashion retailer
- Product USP: both the clothing and the brand are edgy, unique, and most importantly rock-inspired
- Target group: style-savvy consumers

ANN DEMEULEMEESTER
high-end // rebellious luxury

- A serene and darkly romantic universe nuanced with a rock spirit.
- Overall USP: imbues her designs with strong narrative and rebellious spirit
- Product USP: androgynous silhouettes and masculine detailing
- Target group: richer; sophisticated, but artful consumer

high-street // punk spirit

- an authentic British subculture inspired footwear brand for Women’s Men’s Sneakers
- Mission: to break codes of gender, races and cultures
- Target group: those who operate outside the mainstream, for those whom style is synonymous with intelligence, independence and rebellious spirit
high-end // luxurious rebellion

- *a French luxury fashion house that stands for absolute modernity*
- Overall / Product USP: *immutable French inneverence and sleek style*
- Target group: *wealthy consumers who favour discreet luxury*

high-street // rebellious spirit

- *a 21st Century Denim brand, inspired by music, and obsessed with details.*
- Overall / Product USP: *iconic in its own way, NEUW denim goes beyond design, form and fit*
- Target group: *modern rebels: musicians, creators and organisators*
ADDITIONAL INSIGHTS: THE ROCKMANTICS

ROMANTIC INTROVERTS

The Rockmantics express their romantic nature through music. f.e. sharing songs on Facebook or posting romantic images.

MUSICAL REBELS

Music is also a way to get lost and to bring out their more rebellious side.

CONCERTGOERS

They like to go to concerts / festivals, but only the ones where their favorite bands play. They are there to experience and not to take pictures nor film.

ARTISTICALLY CURIOUS

Mostly working in the creative / music industry or is part-time or full-time musician himself. Hobbies involve around music, like going to concerts, album sessions or other forms of art, such as (analog) photography, writing and reading, (classic) cinema etc.

DIGITALLY NOSTALGIC

They prefer vinyl over online-streaming, but like the fact that it can satisfy their musical needs day and night long. This is also why they rather find true love on the streets, instead of on Tinder.

METHODOLOGY

5 IN-DEPTH E-MAIL INTERVIEWS (JOAO, DAVID, MICHAEL, DENNIS, MAARTEN)
11 RESPONSES TO IN-DEPTH SURVEY (WITH 20 QUESTIONS)
3 ONLINE CHAT INTERVIEWS (JOAO, DAVID, JULIEN)

social media research
facebook + Instagram
c. 22 profiles

Joao fb-profile + @joaokmo
Ryan fb-profile
David fb-profile
Greg fb-profile + @psychicparty
Dennis fb-profile + @denniserfmann
Rick fb-profile
Parviz fb-profile
Murat fb-profile
Michael fb-profile + @michelleleviton
Michael fb-profile + @michaelfaudet
Maarten fb-profile + @maartensipma
Julien fb-profile +

@julsdylan
Angelo fb-profile
Jerome fb-profile + @jerry_scheren
Remy fb-profile
Jeffrey fb-profile + @jeffreycameron_nyc
Clement fb-profile
Bori fb-profile
Bilal fb-profile + @biljildiz
Alex fb-profile
Corto fb-profile + @ccoorrttoo
@alexande_thegoodreble
RESEARCH PHASE

ORIGINAL IMAGES: THE ROCKMANTICS

OFTEN MUSICIANS THEMSELVES
(full / part-time)

REJECTING THE MAINSTREAM

USED TO BE MORE OF A
PUNK, IS A MORE ROMANTIC
TYPE OF REBEL NOW (when
compared
to the past)

FRIENDLY LONERS

You were alone and you wanted to burn
the bridges between you and the world.
AESTHETIC; APPRECIATES THE ARTS

MUSIC IS THEIR LIFE

DREAMERS...

ANTI-TINDER, PRO MUSIC

SENSITIVE
“LOVE THE WARMTH OF ANALOG, OWN WAY TOO MANY VINYLS. LOVE THE OBJECT OF SLEEVE, BUT ONLINE STREAMING IS SO CONVENIENT ON THE GO, WHICH SATISFIES MY MUSICAL NEEDS ALL DAY AND NIGHT LONG.”

“ALTERNATIVE MUSIC BASICALLY. DREAM POP, LO-FI, INDIE ROCK, POST PUNK, NEW WAVE, SHOEGAZE. THIS KIND OF MUSIC BRINGS ME SOME SORT OF COMFORT AND FEELINGS OF NOSTALGIA”

“IT’S NICE TO LISTEN TO LOVESONGS FROM TIME TO TIME, HOPEING THAT THE FEELING IT DESCRIBES WILL BE SOMETHING YOU’LL EXPERIENCE ONE DAY.”

“I LIKE LO-FI MUSIC, AS IT SOUNDS RAW AND MORE PURE. IT MAKES ME WANT TO GO TO HOUSE-SHOWS GET DRUNK AND PARTY WITH PEOPLE THAT LIKE THE SAME MUSIC AS I DO.”
THE ROCKMANTICS: MUSIC COLLECTION

Shoegaze / Dream Pop
- Slowdive by Slowdive (2017)
- 7 by Beach House (2018)
- Loveless by My Bloody Valentine (1991)

Shoegaze / Dream Pop
- Cigarettes After Sex by Cigarettes After Sex (2017)
- AM by Arctic Monkeys (2013)

Alternative / Indie
- Disintegration by The Cure (1989)
- OK Computer by Radiohead (1997)
- The Queen Is Dead by The Smiths (1986)

Post-Punk / New Wave
- Love Will Tear Us Apart by Joy Division (1980)

RESEARCH PHASE

SO MUSIC SEEMS TO BE AT THE CENTER OF IT ALL, IT IS THE THING THAT CONNECTS BOTH TARGET GROUP WITH THE BRAND / PRODUCT

APRIL77 is about alternative rock, the non mainstream music

THE ROCKMANTICS LOVE TO LISTEN TO ALTERNATIVE MUSIC! THE GENRE’S THAT THEY MOST LIKELY HEAR ARE: SHOEGAZE/DREAM POP, ALTERNATIVE / INDIE ROCK AND POST PUNK / NEW WAVE. IT IS ANTI-MAINSTREAM MUSIC! EVERYTHING BUT TODAYS POP MUSIC.

I should focus on what the current relationship is between fashion and music but also what is happening in the (fashion) industry in general

THE MARKET AND TRENDS

MARKET / RELEVANT TRENDS

Watch: Raf Simons helped direct The xx’s new video

Made in Collaboration with Raf Simons for Calvin Klein

THE FUSION OF BRAND AND BAND
McQ Fanzine

Read the latest from McQ – creative projects, behind the scenes exclusives, parties and inspiration.

Anti-art, anti-music, pro-noise, pro-poetry: No wave encompassed a multitude of aspects that had never been performed together before. The scene experimented with electronic sounds and peculiar noises, inaudible to some and revolutionary to others. What a time to be alive.

THE IMPORTANCE OF CULTURAL KNOWLEDGE

A guide to the No-Wave Music scene. 123 Feb 18

What was it, who was in it and what lasting legacy did it leave? No...

elton john
levon - goodbye
**RESEARCH PHASE**

**THE PROMOTION OF ONLINE BRAND (MUSICAL) EXPERIENCES**

**SOUNDWAVE**

SEE

Underground Soundwave is our informal music project that pays homage to the brand’s music influences past, present and future. From the time of its inception, Underground has always been inspired by music, it has been a big part of what we do and a big part of what we say.

Back in 2015, we launched our Soundwave footwear collection - consisting of NOX trainers, Sonik sandals and the Jungle boot, which were influenced by various distortions of the visual digitisation of sound. In honour of that, we collected together all our music interests and favourite musicians at Underground to create the Soundwave Project.

HEAR

The Soundwave Page is our mini universe, an Underground Universe if you will. It’s a space in which we champion new and old artists, promoting their work and upcoming events. We craft them an artist profile and a platform from which to promote their latest videos and sounds.

READ

We don’t pretend to talent spot, if we like the music then we simply do our part to promote it. Underground music of every genre, especially live music, is what we like and we want to see succeed here in London, across the UK and around the world.

CHAT

SEE

ALLSAINTS

PRESENTS

BLOOD RED SHOES
So music is actually be used in many cool ways to add to a brand’s overall perception, but how come that we still link music with just some background song playing during a fashion show?

I decided to find out what makes sound so unique as it is so powerful when seeing it apart from fashion! It should actually become even stronger when linking it to fashion!

“Consumers select and adopt brands because they help them convey a statement about themselves.”
Wellington, 2016

“The landscape is going digital, and with digital comes sound! Today, people are conditioned to take in sight and sound together”

“Music is a way to bring more emotion to the brand’s image”
RESEARCH PHASE

Understanding Deal Breakers: The Psychology of Music and Romance

“MUSIC CAN EXPRESS WHAT WORDS ALONE CAN’T.”

One Seriously Underutilized Marketing Tool: Romance

No, not hearts and flowers. Your customers are craving an older definition of romance – drama, mystery, and meaning.

“We look for rebels who interrupt our routines and offer us not just purpose and personalization, but a heavy dose of punk drunk love.”

“We want experiences that are unique and precious; experiences that can’t be scaled and must not be optimized either, in other words: we want romance!”
CONCEPTING PHASE

PHASE II
CONCEPTING
THE START OF THE CONCEPT

APRIL77

"WE WANT TO SHARE OUR PASSION FOR MUSIC WITH OUR COSTUMER"

**BRAND**
- want to feel like music
- inspired by the band Joy Division (Ian Curtis) > who is both rebellious and romantic
- want to create timeless products > no trends

**TARGET GROUP**
- love music
- ‘feelings matter’
- like things reletable
- have a romantic and rebellious side
- anti-mainstream (tinder), underground
- digitally nostalgic!

**TOOLS**

can’t be seen, nor felt due to the minimal / product focussed representation of the brand. They’ve literally neglected their love for music, whereas that is the thing that connects both brand with target group.
SO WHAT DO THE ROCKMANTICS MISS AND WHAT DO THEY WANT?

“LOVE TO SEE MORE ATMOSPHERIC STUFF, TO SEE WHAT THE BRAND STANDS FOR!”

THE BRAND IS ABOUT JEANS AND ABOUT MUSIC. SO THESE SHOULD ACTUALLY COME TOGETHER!

MARKET / TRENDS

- “the rebellious and romantic will be combined”
- “people are conditioned to take in sight and sound”
- “music and poetry share the capacity to make the audience feel things”
- “we look for rebels, brands who offer us purpose and personalization”
SO WHAT DID WE TAKE EXACTLY?

**BRAND**

WE TAKE THEIR LOVE FOR PRODUCT DETAILS!
IT SHOULD BE ABOUT AN ELEVATION OF THE PRODUCT. IT SHOULD COME ALIVE!

**TARGET GROUP**

WE TAKE THEIR NEED TO EXPERIENCE MORE AND THEIR LOVE FOR MUSIC!

THE ROCKMANTICS WANT MORE ATMOSPHERE, BUT MUSIC ALONE ISN’T ENOUGH. IT SHOULD ALSO BE VISUALLY ATMOSPHERIC!

I WANT TO STRENGHTEN THE ‘AURA’ OF THE PRODUCT!

**INGREDIENTS**

1. MUSIC
2. PRODUCT / JEANS
3. EXPERIENCE
4. CONTRAST (ROMANCE & REBELLION)
5. UNDERGROUND (STANDING OUT IN AN INTROVERTED MANNER)
SO IT SHOULD KIND OF BE AN EXPERIENCE! BOTH VISUALLY AND SONICALLY! ALSO THE PRODUCT IS AN CRUCIAL FACTOR TO CONSIDER!

WHAT ABOUT THE SOUND OF YOUR JEANS, AS AN EXPERIENCE?

WHAT DO WE HAVE TO CONSIDER?

THE WORLD OF FEELINGS OF THE ROCKMANTICS!

- JEANS THAT FEEL LIKE MUSIC > (S)TORYTELLING
- JEANS THAT SOUND LIKE MUSIC > (S)OUND
- JEANS THAT LOOK LIKE MUSIC > (S)IGHT

SIGHT, SOUND AND STORYTELLING WILL CREATE THE ATMOSPHERE!

WE WANT TO INVITE YOU INTO A ROMANTIC AND REBELLIOUS WORLD! IT IS ALL ABOUT THAT ROCK ‘ROMANCE’
WHAT KIND OF EXPERIENCE?

It should be mainly about music in combination with the product and it should be made visually, as music alone is not strong enough to clarify the (visual) essence of the brand, or to strengthen the aura of the product / jeans.

THE EXPERIENCE SHOULD BE BOTH AUDIO AND VISUAL, AND WITH EYE FOR THE PRODUCT

SO AN AUDIO-VISUAL PRODUCT EXPERIENCE!

audiovisual

/ˌɔː.dɪˈvɪʒəl/ (br)

adjective

adjective: audio-visual

using both sight and sound, typically in the form of images and recorded speech or music.

"Learners can be encouraged to use audiovisual aids."
CONCEPTING PHASE

CHECK II

CONCEPT AND STARTING POINT(S)

ONDERwerp

DE ROCKMANTICS WERKT MET MIDJALE MANNEN IN DE NOOE-INDUSTRIE

APELL/7

APPEL/the

ONDERzoekSRESULTATEN

INCHIETEN CONCLUSIES EN INHERENTER

ALMOST THERE!

STRUCTURE IS NOT CLEAR > TOO MUCH INFORMATION > MINIMIZE! THERE IS LIMITED RESEARCH INTO AUDIO-VISUAL BRAND EXPERIENCE AND IMPORTANT DECISION MOMENTS REGARDING THE CONCEPT MISS, OR SIMPLY CAN’T BE FOUND? FOCUS ON YOUR PLAN OF APPROACH!
SO WHERE AM I NOW?

SO DURING THE FEEDBACK OF THE CHECK I REALISED THAT I SHOULD TRANSLATE THE 3 ICONIC JEANS INTO SOUND, SIGHT AND STORYTELLING!

ADDITIONAL FEEDBACK (AFTER CHECK)

- THE RESEARCH REGARDING THE DIFFERENT MOODS STILL MISSES! YOU STILL HAVE TO EXPERIMENT MORE WHEN IT COMES TO THE TRANSLATION OF THE 3 ICONIC JEANS!
- THE VISUALISATION IS STILL MISSING
- MAKE IT EXCITING! GO MORE INTO THE TONE OF VOICE TO LOAD THE CONCEPT!

WHAT TO DO!? 

1. PUT YOUR HEADPHONES ON AND START RESEARCHING MORE INTO AUDIO-VISUAL BRAND/PRODUCT EXPERIENCE!
2. DANCE YOUR HEART OUT ON A CONCEPTUAL LEVEL & EXPERIMENT
3. REALIZE YOUR IDEA AND MAKE IT SOUND!
CONCEPT: TURNING JEANS INTO ROCK

LOADING THE CONCEPT

Electronic/Dance

Indie/Alternative

Rock

Punk

SO SPOTIFY USES DIFFERENT CATEGORIES IN THEIR DISCOVER PAGE, THAT YOU CAN LISTEN TO. **MAYBE THE CONCEPT SHOULD ALSO BE LINKED TO DIFFERENT GENRES!**

LINKING A MUSIC GENRE TO EACH OF THE 3 ICONIC JEANS!
TURNING JEANS INTO ROCK

SO WHAT I DECIDED TO DO IS ANALYZING 4 ICONIC JEANS (1 MORE TO SEE IF WHICH 3 ARE THE STRONGEST) BY THEIR SURFACE AND COLOUR TO SEE WHAT MUSIC GENRE CAN BE LINKED TO EACH OF THE JEANS! THIS WILL BE AN UNIQUE WAY TO REPRESENT THE MUSICAL ESSENCE OF APRIL77!

JOEY OVERDRIVE

THE LOOK

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

GENRE: POST PUNK NEW WAVE

• louder and faster than any other rock & roll in the past
• stripping the music down to its essentials
• underground sensation
• more experimental and artier than punk
• arty, difficult and challenging
• and pure and simple
• a fascination for being slightly left of center
• music feels as if it is going to destroy itself.
CONCEPTING PHASE

JOEY DEBBIE BLACK

THE LOOK

BLACK SHADE: surreal, symbolic,
lonesome, full moon, forlorn, starry-eyed
RAW SURFACE WITH LIGHT SHINE:
youthful, sentimental, serene, sweet

GENRE: SHOEGAZE / DREAM POP

• songs to day-dream to
• very atmospheric
• pure sound
• overwhelmingly loud
• waves of distortion
• vocals and melodies dissapear
• a wash of sound
• loud and shimmering
• ethereal feel

SO WHAT I DID IS
MATCHING UP THE JEANS
WITH ALTERNATIVE ROCK
GENRES, SHOWING THAT
THE CHARACTERISTICS
OF THE JEAN MATCH THE
CHARACTERISTICS OF THE
MUSIC GENRE!

“I ALSO WANT TO
SHARE MY PASSION
AND KNOWLEDGE OF
ALTERNATIVE ROCK!
AND THIS PROJECT IS
A WAY TO DO SO!”
JOEY RONNIE ASHBURY

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

GENRE: ALTERNATIVE / INDIE ROCK
• independent
• do-it-yourself attitudes
• autonomous
• punk community concerns about commercialism
too sad and delicate, too dreamy, too personal and intimately revealing
• wrapped in many sheets
too oblique and fractured
• unpopular
• it’s rock made for outsiders!
rarely -if ever- macho about rock

SO THE 3 GENRES ARE ALL ALTERNATIVE ROCK! MEANING THAT THEY ARE NON-MAINSTREAM, ANTI-INDUSTRY, DIFFERENT. UNDERGROUND! IT IS NOT FOR THE MASSES, BUT FOR THE NICHE!
YOU HAVE A LOT OF INFORMATION ABOUT EACH OF THE GENRE’S AND ALREADY ALL ITS GUIDELINES. TRY TO MINIMALIZE YOUR FINDINGS! MAKE 3 CLEAR MOODBOARDS, ADD VALUES!

I DECIDED TO TAKE A STEP BACK, AND INDEED MINIMALIZE MY FINDINGS MY MAKING 3 CLEAR MOODBOARDS!

THE 3 MOODS OF THE JEANS
CONCEPTING PHASE

DREAM POP

SHOOGAGE

JOEY DEBBIE BLACK

DREAMLIKE

SURREAL / PSYCHEDELIC

SENSUAL

She flies
She’s gone to ride an angel’s breath
Gone to taste a dream
And every time I call her
A shadow crawls away

PLEASE
PLEASE
PLEASE
PLEASE
PLEASE

INDIE ROCK

JOEY RONNIE ASHBURY

ARCTIC MONKEYS

I know it’s over
And it never really began
But in my heart it was so real

SMILING SADNESS

Radiohead

OK COMPUTER

1997 - 2017

FEELING BLUE
CONCEPT BRAINSTORM

I decided to start a brainstorm with the 3 moods, so it can help me build the strategy and finalize the concept!

“UNRAVEL THE SOUND OF YOUR JEANS.”
CONCEPT OVERVIEW

ROCK ‘N’ ROMANCE
An underground/analog-like journey into the rebellious and romantic world of APRIL77.
Audio-visual strategy / event + multi-channel campaign

BIG IDEA
“UNRAVEL THE SOUND OF YOUR JEANS”

APRIL77 will share its passion and knowledge for music with the Rockmanics by offering them an underground/analog-like journey that will lead to unravel their ultimate soundmate.
The idea is to visualize the 3 alternative-rock genres (one for graduation) into an underground-inspired event where the Rockmanics can discover one of the 3 musical worlds of APRIL77.

JOEY OVERDRIVE (DARK BLUE WASHING)
JOEY DEBBIE BLACK (BLACK WASHING)
JOEY RONNIE ASHURY (LIGHT BLUE WASHING)

POST PUNK / NEW WAVE
SHOEGAZE / DREAM POP
INDIE ROCK

CONCEPTUAL STARTING POINTS

MUSIC (ALTERNATIVE ROCK) IS ESSENTIAL
Music is what connects brand with target group, and thus also with the product.

UNDERGROUND / ANTI-MAINSTREAM
It should be more of an atmospheric/authentic experience.
Motto: Less sharing
More mystery.
This also means a non-stereotypical approach to rock.

SHOULD BE ROCK AND ROMANCE
The Rockmanics describe their most remarkable moments in life as a moment in love.
The future is Rockmanic according to WGN.
APRIL77 is made for the rebellious and romantic youth.
CONCEPTING PHASE

RAW / ANALOG EXPERIENCES

"I like Lo-Fi music as it sounds more pure. It makes me want to go to house shows, get drunk and party with people who like the same music as I do." (Survey)

"I like the warmth of analog. I own way too many vinyls as I also prefer the object and art-work on sleeve, but digital and online streaming are so convenient on the go, which satisfy my music needs all day long." (Survey)

The motto according to Tim Leberecht (The Business Romantic) is: "Less sharing, more mystery."

THE FUTURE IS ROCKMANTIC

"We love brands that offer us unexpected beauty & friction. We look for rebels who interrupt our daily routines with an heavy dose of punch drunk love." (Tim Leberecht, The Business Romantic)

"The rebellious and romantic will be combined, resulting in unexpected and sometimes surreal interpretations of classics." (WGSN, The Vision 18-19, The Business Romantic)

THE IMPORTANCE OF A BRAND’S CULTURAL KNOWLEDGE

APRIL77 has a broad, musical knowledge and it is also their mission to share this knowledge and passion for music with their audience. (SM-Analysis + Desk Research)

Brands such as GUCCI are aware of the fact that brand-references are important, and contribute to a stronger connection with their audience. (Desk Research)

The Rockmantics have also a rich cultural knowledge in music, poetry, cinema and art/photography. (SM-Analysis, interviews, Survey)

SIGHT, SOUND AND STORYTELLING

"Today people are conditioned to talk in sight and sound." (Audioc Branding 2017: Using Sound To Build Your Brand)

"Music and poetry share the capacity to make the audience feel things." (Elizabeth Himmith Marquis, Author of How Music Plays The Mind)

MAIN QUESTION

HOW CAN APRIL77 REINVENT THEIR MUSICAL ESSENCE IN THE MIND OF THE ROCKMANTICS?

BRAND OPPORTUNITY / PROBLEM

THE (MUSICAL) CORE OF THE BRAND SPEAKS TO THE ROCKMANTICS BUT CAN’T BE SEEN OR FELT IN THE CURRENT MINIMAL / PRODUCT FOCUSED REPRESENTATION OF THE BRAND. ALSO, APRIL77 CURRENTLY POSITION ITSELF IN AN OVERCROWDED MARKET (ACNE, A.P.C.) WHERE THEY RATHER BLEND IN, INSTEAD OF STANDING OUT.
I decided to choose **1 jeans that will be worked out in detail!** To give an example of how the world these jeans could feel like. As it will be too much work to work out all 3 in detail!

### WHAT JEANS WILL BE WORKED OUT?

**JOEY OVERDRIVE, GENRE: POST PUNK NEW WAVE**

**POST PUNK / NEW WAVE IS ALREADY OVER-USED IN THE FASHION INDUSTRY.** F.E DIOR x DEPESCHE MODE COLLAB, BUT ALSO RAF SIMONS WHO IS KNOWN FOR HIS 80s POST PUNK INSPIRED VIBE.

Raf Simons’ Joy Division & New Order T-Shirts Just Dropped
Celebrating some of their most iconic albums.

CONCEPTING PHASE

JOEY RONNIE ASHBURY, GENRE: ALTERNATIVE / INDIE ROCK

Alternative / Indie Rock became more mainstream compared to its past, as it is very broad. It is also the most accessible one, which I thought as less daring...

JOEY DEBBIE BLACK, GENRE: SHOEGAZE / DREAM POP

Shoegaze / Dream Pop on the other hand is still underground and is now on the rise! Music lovers, but also the fashion industry are slowly tapping into the trend. We want to see new things, and not the same thing over and over again in different ways!
CONCEPTING PHASE

WHY SHOEGAZE?

1. UPCOMING / HIGH STREET FASHION BRAND(S) SUCH AS LUKE VICTIOUS USE SHOEGAZE AS AN INSPIRATION

2. IT ALSO LINKS IN WITH THE TREND THAT PEOPLE WANT TO ESCAPE THE MUNDANE! THEY WANT TO GET OUT OF THIS FRENETIC WORLD. MAX RICHTER’S ALBUM SLEEP TOUR IS A GOOD EXAMPLE OF THIS PHENOMENON: AN 8 HOUR LONG CONCERT WHERE PEOPLE CAN SLEEP ON BEDS AND DREAM TO HIS MUSIC

Luke Vicious Introduces Shoegaze Music-Inspired "Lovesong" Collection

MAX RICHTER SLEEP

Sleep is my personal lullaby for a frenetic world – a manifesto for a slower pace of existence.

Max Richter

All works composed by Max Richter

Luke Vicious, S/S 2018
3. Another relevant aspect is that Slowdive, the founders of shoegaze have released their new album after 20 years! and are back, and super relevant to today's rockmantics!

This all links back to April77’s brand essence, which is inspired by the cultural references of youth culture. It is also about the non mainstream / underground > the niche > and shoegaze is the most niche of all 3!
CONCEPTING PHASE

THE STRATEGY

The Sounds of Your Jeans

Unravel the Concept

Creative Concept

An underground ambience. The music/lyrics/imagery escape into the rebellious and romantic world of April 77.

How would it all look?
CONCEPTING PHASE

BRANDS INSTAGRAM / FACEBOOK (EVENT)

Details: The Joey Dibble
Black star bins for the customized
chronology-inspired storyline
storytelling (the story of a
storyboard)

INFLUENCERS + SPONSORS INSTAGRAM

PHOTOS ALLOWED

STATIONS: MUSIC PLATFORMS

ONLINE MAGAZINES

0817

APRIL

POSTERS

one poster per genre

DETAILS

3 changing backgrounds

3 inspired by the 3
alternative rock genres

April 17

May 17

JUNE

GENRE INSPIRED EVENT

3 different genres & 3 different locations

Mystery brand/artist record label of artist/brand...
EXECUTION PHASE

PHASE III
EXECUTION
SO WHAT WILL I MAKE?

1. I’LL MAKE AN AUDIO-VISUAL PRODUCT EXPERIENCE ON THE BRAND’S WEBSITE > A KEYNOTE MOCK UP OF THE EXPERIENCE

2. I’LL MAKE A TRACK FOR THE JOEY DEBBIE BLACK IN COLLABORATION WITH A SOUND DESIGNER

3. I’LL WRITE A STORY DESCRIBING THE TYPE OF GUY THAT WEARS THE JEANS, INSPIRED BY THE GENRE, IN THIS CASE SHOEGAZE

4. A BRAND / TARGET GROUP BOOKLET WHICH CLARIFIES THE RELATION BETWEEN BRAND AND TARGET GROUP

5. A CONCEPT / AUDIO-VISUAL STRATEGY BOOK THAT WILL EXPLAIN HOW WE TURN JEANS INTO ROCK
EXECUTION PHASE

PART II: TURNING JEANS INTO ROCK

TURNING JEANS INTO ROCK

JOEY RONNIE ASHBURY, GENRE: ALTERNATIVE / INDIE ROCK

SO I REALLY WANT TO TURN THE JEANS INTO ROCK! THIS IS WHY I SHOULD TRANSLATE THEM INTO SIGHT SOUND AND STORYTELLING. SOUND IS NOT ENOUGH TO CONVINCE THE TARGET GROUP THAT THE JEANS ARE ROCK! IT SHOULD HAVE A RELATABLE STORY AND ATMOSPHERE THROUGH VISUALS.

CHARACTER & FEELING OF THE JEANS

“The Indie-Kid”

“Like a sunny day that turns into rain”

jeans feel as if they are going to soak up your tears

START OF THE GENRE INSPIRED JEANS DESCRIPTIONS!

SELF-MADE COLLAGES

TOGETHER ALONE
FEELING BLUE
SMILING SADNESS

VISUAL STYLE OF THE JEANS

“Like a sunny day that turns into rain”

jeans feel as if they are going to soak up your tears

START OF THE GENRE INSPIRED JEANS DESCRIPTIONS!

SELF-MADE COLLAGES
JOEY OVERDRIVE, GENRE: POST PUNK / NEW WAVE

CHARACTER & FEELING OF THE JEANS

“THE PUNK POET”

“Like a tunnel without an end”

JEANS FEEL AS IF THEY ARE GOING TO DESTROY THEMSELVES

VISUAL STYLE OF THE EANS
JOEY DEBBIE BLACK, GENRE: SHOEGAZE / DREAM POP

EXECUTION PHASE

CHARACTER & FEELING OF THE JEANS

“THE DREAMY SHOEGAZER”

“Like a bedroom dream”

jeans feel as if you are floating

VISUAL STYLE OF THE EANS

DREAMLIKE

SURREAL / PSYCHEDELC

SENSUAL

82
JOEY DEBBIE BLACK IN SOUND

LOOKED AT ALBUM REVIEWS TO MAKE SOUND GUIDELINES

SLOWDIVE ALBUM

- songs to dream to
- ethereal Cocteau-Twings-sounding
- characterized by an ethereal mixture of obscured vocals, guitar distortion and effects, feedback, and overwhelming volume.
- 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

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<tr>
<th>Album Moods</th>
<th>Druggy</th>
<th>Atmospheric</th>
<th>Rousing</th>
<th>Sweet</th>
<th>Delicate</th>
<th>Gentle</th>
<th>Trippy</th>
<th>Soothing</th>
<th>Detached</th>
<th>Laid-Back/Mellow</th>
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<td>Dreamy</td>
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BRIEFING SOUND DESIGNER FOR SHOEGAZE INSPIRED TRACK

EXECUTION PHASE

TRACK BRIEFING << THE DREAMY SHOEGAZER >>

ATTENTION
SHOEGAZE / DREAMPOP starts quite slow and dreamy, as if you’re slowly fading into a dream > piano ballad

ATTENTION
more instruments come in, volume gets louder, building up towards the orgasmic bridge

ATTENTION
all instruments come together fusing into a bridge, most orgasmic stage of the track

ATTENTION
SHOEGAZE / DREAMPOP gets more and more intense (strong instrumental build-up) > the last part should be a distortion of noise

STAGE 01 << BEGIN >>
NON-REM SLEEP STAGE 1
you are in a light sleep, your eyes are closed, but it’s easy to wake you up

STAGE 02 << MIDDLE >>
NON-REM SLEEP STAGE 2
you are in a light dreamless sleep. Your heart rate slows and your body is getting ready for deep sleep

STAGE 03 << END >>
NON-REM SLEEP STAGE 3
the deep sleep stage/slow-wave sleep (SWS). if someone would wake you up, you would feel disoriented for a few minutes

STAGE 04 << POST-ENDING >>
REM SLEEP
marks the onset of dreaming. It’s known as paradoxical sleep because the sleeper, though showing more active brainwaves than before, is harder to awaken.

What Happens During Non-REM Sleep?
There are three phases of non-REM sleep. Each stage can last from 5 to 15 minutes. You go through all three phases before reaching REM sleep.

Stage 1: Your eyes are closed, but it’s easy to wake you up. This phase may last for 5 to 10 minutes.

Stage 2: You are in light sleep. Your heart rate slows and your body temperature drops. Your body is getting ready for deep sleep.

2.30 min track

SPOKEN WORD

84
JOEY DEBBIE BLACK IN STORYTELLING

LOOKED AT SONG LYRICS TO DETERMINE THE TONE OF VOICE / STORYLINE OF THE JEANS

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

DREAMY
DAY-TO-DAY
ETHEREAL
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
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.

**STORYLINE « THE DREAMY SHOEGAZER »**
JOEY DEBBIE BLACK IN SIGHT

LOOKED AT SHOEGAZE VIDEO-CLIPS TO DETERMINE THE TONE OF IMAGE OF THE JEANS (COLLAGE + STEEKWOORDEN)

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 (l Believe), Cocteau Twins (Lazy Calm), Slowdive (Morningrise)

TONES OF 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
• glistering 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
IT IS NOT CLEAR WHAT YOUR PROJECT IS ABOUT ‘AT FIRST SIGHT’, BE MORE SPECIFIC. THERE IS A LOT OF INFORMATION, FILTER OUT THE MOST IMPORTANT ONE. ALSO THE FEELING OF THE PROJECT MISSES! HOW SHOULD APRIL77’S WORLD FEEL LIKE?
EXECUTION PHASE

WS AFTER RED / GREEN

PRESENTATION

1. HALL ACCOUSTIC FOAM ABSORDER
   To put emphasis on music

   • Keep it open / accessible!
   • Focus on the most basis of your project: product, concept / big idea (what is it that you’ve done for the brand?)
   • Make it more dynamic, how should the brand feel like!
     Make guidelines for yourself

THE PRODUCT
EXPERIENCE = UNRAVEL
THE SOUND OF OUR
JEANS, ROCK ‘N’
ROMANCE IS CONCEPT
OF THE BRAND ITSELF!
• You did a lot of process, but you miss your in-between conclusions: what did you take?

THIS IS INTERESTING!
It is not always clear what you see, so what do we see? And what is it that you want to show us exactly, make that clear! So 1. the jeans, 2. that there are different genres! 3. navigation and explanation.

GO BACK TO YOUR VISUAL RESEARCH!

that (analog over digital) vibe is exciting. 1. analyse more: how can I translate this vibe? this analog, tactile, personal, authentic feeling? Such as: handwritten elements, paper texture (link to jeans).
THE AUDIO-VISUAL PRODUCT EXPERIENCE SHOULD HAVE MORE OF AN ANALOG VIBE. I TOOK: THE FUSION OF TWO IMAGES, + TEXTURES LIKE PAPER, VINYL, BED-SHEETS, POSTER, LEAVES + ATMOSPHERIC / NATURE IMAGES: TREES, SUNSET, OCEAN, BUT ALSO THIS SENSUAL, FEMININE TOUCH > WHICH MAKES IT MORE RAW, ALSO THE HANDWRITTEN ASPECT IS IMPORTANT!
EXECUTION PHASE

GRAPHIC DESIGN INSPIRATION EXPERIENCE

THE WORLD OF THE JOEY DEBBIE BLACK

SENSUAL / RECORD COVER FEEL

WHITE ON BLACK

SENSUAL / STAY IN BED FEEL

AUTOGRAFPHS > AUTHENTIC FEEL

POSTER-FEEL

SUBTLE PSYCHEDELICA

THE STREETS! RELETABLE ASPECT

NEWSPAPER FEEL

CONTROL ROOM
EXECUTION PHASE

INSPIRATION AV-PRODUCT EXPERIENCE

MAIN PAGE INTRODUCING A NEW CONCEPT

INFINITE / PARALLEX SCROLLING EFFECT

FIRST EXPERIENCE THEN BUY!

INFORMING THE VISITOR ABOUT THEIR INSPIRATION!

RAF SIMONS F/W 2018 - ‘YOUTH IN MOTION’

Christiane F. – Uli Edel’s visceral 1981 film (based on Christiane Felscherinow, Kai Hermann and Horst Rieck’s book Christiane F. – Wir Kinder vom Bahnhof Zoo) has long occupied a pivotal place in Raf Simons’ imagination. Simons, like many Europeans of his generation, has been

BAC
EXECUTION PHASE

EXPLAINING THE HISTORY OF THE SHOE AND IT'S INSPIRATION!

INSPIRING DESCRIPTIONS ADD TO THE OVERAL PERCEPTION OF THE PRODUCT! THIS IS WHY I CHOSE TO REALLY PUT EMPHASIS ON STORYTELLING!
THE SPORTS-CAR AD FLOW

THIS MIGHT SOUND OUT OF THE BOX, BUT I HAVE ALWAYS BEEN HAVING A LOT OF DISCUSSIONS WITH MY DAD ABOUT SPORTS-CAR ADVERTISEMENTS, AS MY BROTHER AND DAD ARE EXTREMELY OBSESSED AND WE LIKE THE PSYCHOLOGICAL ASPECT OF IT. WHICH IS WHY I DECIDED TO CONSIDER THE FLOW OF SPORTS-CAR AD’S AS AN INSPIRATION FOR THE AUDIO-VISUAL BRAND EXPERIENCE FLOW!

START IS ATMOSPHERIC (ZOOM OUT AND DETAIL SHOTS)
NOT SPOILING THE PRODUCT RIGHT AWAY! IT IS ALSO ALL ABOUT UNRAVELING A MYSTERY! OTHERWISE IT IS NO EXPERIENCE

What if the BMW M5 could really exist....... now it certainly does!

THIS IS ALSO THE REASON WHY I KEPT THE PRODUCT A MYSTERY! FIRST SPOILERS, TO GIVE AN INDICATION OF HOW IT FEELS LIKE > THEN PRODUCT!
EXECUTION PHASE

FINAL WEB-DESIGN / KEYNOTE

SLIDE 1

SLIDE 2

SLIDE 3

SLIDE 4

SLIDE 5

SLIDE 6
SO THE AV PRODUCT EXPERIENCE HAS HAD AN ANALOG MAKE-OVER! I CHOOSE TO MINIMILIZE THE CONTENT, AND REALLY MAKE IT VISUALLY ATMOSPHERIC AND ALL IN ALL INFORMATIVE AND INSPIRING. IT SHOULD NOT BE TOO HEAVY AS ONE WILL NOT HAVE ENOUGH ENERGY FOR TOO MANY DETAILS, AND ONE SHOULD STILL WANT TO EXPERIENCE THE PRODUCT!
WHAT IS ITS EXPERIENCE FLOW?

SO IT IS IMPORTANT TO WRITE THE INFORMATION THAT ONE NEEDS TO KNOW PER SLIDE!

WHAT WILL HAPPEN ON THE WEBSITE?

SLIDE 1:
• INTRO AUDIO VISUAL PRODUCT EXPERIENCE ON BRAND’S WEBSITE
• DISCOVERY OF OUR 3 ICONIC JEANS CONNECTED TO 3 ALTERNATIVE ROCK GENRES THAT REPRESENT OUR BRAND ESSENCE
• HOVER OVER GENRE-COVER > JEANS WILL APPEAR
• IF YOU CLICK TO UNRAVEL > TRANSPORTED INTO THE WORLD OF …
• WEBSITE HAS INFINITE SCROLLING EFFECT

SLIDE 2+3:
• MAIN ELEMENTS OF THE CONCEPT WILL BE EXPLAINED BEFORE DISCOVERING THE SOUND OF OUR JEANS

SLIDE 4:
• EACH GENRE HAS ITS WEEKLY CHANGING SPOTIFY PLAYLIST AND A WEEKLY ALBUM FEATURE EMBEDDED TO OUR WEBSITE

SLIDE 5:
• MAIN ACT OF OUR PRODUCT EXPERIENCE: UNRAVEL THE SOUND OF OUR JEANS.
• A CUSTOMIZED TRACK FOR EACH JEAN
• CLICK ON PLAY BUTTON AND MUSIC VIDEO WILL POP UP AND TRACK STARTS

SLIDE 7:
• YOU’LL BE ABLE TO BUY THE PRODUCT HERE

SLIDE 8:
• EXPERIENCE WILL END WITH AN INVITATION TO ONE OF OUR LOCAL EVENTS, AND THE UNRAVELMENT OF THE MAIN ACT THAT WILL BE PLAYING
• MORE INFO > FACEBOOK EVENT PAGE
The Joey Debbie Black. A dusky pair of jeans at first sight. The look of a mysterious introvert. Made for those who like to stare at the stars instead of their shoes. The serene surface will remind you of a woman’s skin. Tomorrow is just another day-dream away. The Joey Debbie Black; A pair of jeans that will make you feel as if you were floating...

I want to show that I am a poetic brander / storyteller. It should be clear that I did / wrote this! It is one of my USP’s
It should be clear that I worked out ONE JEAN as an example: THE JOEY DEBBIE BLACK. This is why I want to physically highlight this pair on the 3D presentation!

I also want to highlight the (product) USP of their jeans! which is the plectrum chip pocket! It will make the presentation more tactile and easy to understand!

SO I DECIDED TO DESIGN A PLECTRUM CHIP FOR THE JOEY DEBBIE BLACK, CALLED THE DREAMY SHOEGAZER, TO REALLY GIVE A MORE TACTILE TOUCH TO THE EXPERIENCE!
I also want to highlight the (product) USP of their jeans! which is the plectrum chip pocket! It will make the presentation more tactile and easy to understand!
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