RAINS

Drip, drip, drip.
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BRAND CONCEPT

Defying Danish Weather Since 2012

RAINS is a Danish rainwear company founded in 2012 by Daniel Brix Hesselager and Philip Lotko. The two met during their study at Design and Business University TEKO. Denmark’s maritime climate and purported 121 days of rainfall per year was the start of their creative thinking process. The days when you were ashamed to go out in the rain in your blobby and oversized raincoat with reflectors are over. RAINS interpreted the traditional rubber raincoat in a contemporary and novel way by merging function with style.

Rainwear is more than just function.
RAINS today offers a full line of waterproof outerwear, bags and accessories made to last beyond the season. The brands focus is for you to enjoy the outdoors no matter what the weather predictions are. They would like to put more positive associations to rain. Perceiving it as inspiring. RAINS blur the lines between rainwear and streetwear.

RAINS is not focused on a specific age, sex or style, but finds inspiration in making products suitable for all kinds of types.

"Inspired by both Scandinavian weather and design heritage, RAINS merges traditional methods with innovative techniques to create understated and considered rainwear made to last beyond the season."

Defying Danish weather since 2012.
Rainy days shouldn’t stop you from going outdoors, but should be perceived as inspiring.
MISSION

What RAINS Does

RAINS proves that style and function can co-exist.
CENTRAL VALUES

How RAINS Contributes to People’s Ideals in Life

Contemporary

Exploring

Novel
FUNCTIONAL VALUES

Making RAINS’ promise credible and tangible

Redefined

Understated

Durable
EXPRESSIVE VALUES

The Expression of RAINS

Urban

Pragmatic

Understandable
TARGET GROUP

Current RAINS Consumer and Conscious Millennial
Millennials (also known as generation Y) are the first generation who are consciously willing to spend more for better quality, sustainability and traceability. More than previous generations they want social responsibility and transparency from the brands they buy. Millennials are leading indicators of ‘status currency’ (the status and values that consumers wish to project through their purchasing decisions and brand affiliations). They influence older generations – generation X, baby boomers and even matures – with their buying behaviour.
TARGET GROUP

RAINS Millennial

The current RAINS consumer cannot be stereotyped. Both male and female of different ages, backgrounds, incomes etc., have a product of the brand. This is not surprising, as it is part of how RAINS profiles itself. Daniel Brix Hesselager, RAINS founder, said: "We are not focused on a specific age, sex or style, but find inspiration in making products suitable for all kinds of types". What this group does have in common is that they all buy RAINS for the combination of functionality and style. Yet they are not aware of RAINS’ sustainability.

The concept is focused on the Millennials among the current RAINS consumers. This young adult generation is currently finishing their college education or starting a job in the creative sector or hospitality. Their income is still on the low side, but is likely to grow in the coming years. They live on their own or with roommates in the big cities within the Randstad, mainly Amsterdam, The Hague or Utrecht.

In their spare time they like to go to the gym, visit modern museums like FOAM or Stedelijk Museum or experiment with photography. They mainly read the Volkskrant and De Correspondent; online they get inspired by platforms like VICE. The RAINS Millennials are real Netflixers, they bingewatch shows like Chef’s Table and different Scandinavian detectives. When they don’t watch Netflix, they watch satirical news programs like Zondag met Lubach.

The style of the RAINS Millennials is in line with the values of the brand, characterizing themselves as modern, urban and minimal. Secretly they love to find a vintage pearl even if it doesn’t exactly fit the rest of their wardrobe.
The Conscious Millennials are, same as the RAINS Millennials, young adults in their twenties. Currently finishing up their college education or starting a job in the creative industry. They live on their own or with roommates in the big cities in the Randstad, mainly Rotterdam and Amsterdam.

In their spare time they escape the city and head into nature. Hitting the water with a boat, cycling, running or just going for a walk to clear their mind. The weather will not hold them back. Whenever they are not at work or outdoors, they focus on their personal development reading online magazines like BEDROCK and posts by De Groene Meisjes or Naoki. These are also the blogs the call upon for advice on sustainable brands. Furthermore, they like to watch shows like Zondag met Lubach, de Wereld Draait Door or NPO Documentaries.

The style of the RAINS Millennials is in line with the brand’s values. Characterizing themselves as comfortable, clean and minimal. These values are pursued in their purchases. Being minimal and conservative consumers.
TONE OF VOICE

The Language That RAINS Speaks

RAINS’ language speaks to the imagination. The brand uses adjectives to make it’s message unmistakable clear, and easy for you to form a mental picture. RAINS will never yell or preach but will speak clearly, understandably and openly to inspire you. You will become one with the story they tell.

Example: “Overcast skies are the norm of all Nordic weather. It is what Scandinavians experience most during the year. An obscuring overcast sky can be bright and intense or dark and evocative. It can last for months and suddenly be interrupted by a cloudburst, especially during the warmer seasons.”
RAINS’ visual language merges contradictions seamlessly. Inspired by the structures and organic shapes of the Nordic landscape together with clean, solid and strong forms makes an interesting tension to watch. The brand combines natural colours perfectly with primary and bright ones. Same goes for stationary and motion: it’s all in perfect balance.