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THE BRAND

Daily Paper is an Amsterdam-based streetwear brand, offering modern, urban collections for men and women that resonate with multi-cultural youth. Started as range of t-shirts in 2012 by Jefferson Osei, Hussein Suleiman and Abderrahmane Traisini, the brand has grown to prominence in The Netherlands, acting as an authority in the Dutch fashion market.

The founders’ African heritage inspires each collection, interpreting African culture in a modern way, they never copy, but tell their own stories. Previous collections have sprung from city life in Johannesburg to Masai graphics, always looking modern and cool. The owners are passionate, supporting themselves and friends as the brand grows internationally.

“DAILY PAPER CELEBRATES CULTURE CLASHES, LEARNING ABOUT THE PAST, BUT ALWAYS KEEPING IT MODERN AND RELATEABLE TO YOUNG, CITY DWELLERS.”
**FUNCTIONAL VALUES**

**STREETWEAR WITH A TWIST, RELAXED CHIC, GRAPHIC**

The clothing is functional but features unique design elements, such as mismatched panels or strategically-placed pockets. Reflecting classic streetwear silhouettes, such as tracksuits, the brand always uses saturated, confident colours. Logos and graphic elements are often splashed across the pieces, in the form of waistbands, embroidery and print, always in strong, contrasting colours.

**EXPRESSIVE VALUES**

**PROUD NOSTALGIA, UNDERGROUND AUTHORITY, MULTICULTURAL COOL**

Daily Paper looks to Africa for each collection, learning more about the founders’ heritage with each collection, but always looking at it through urban eyes and avoiding sentimentality. The owners have no formal education in fashion, but use their experience and daring to reach the top.

**CORE VALUES**

**URBAN, DARING, CONFIDENT**

Daily Paper isn’t afraid to take risks, working with friends to try new things out and raise up the area that they’re from. Amsterdam is their base, with a huge network of friends assuring dominance in the market. Everything is done with confidence, projecting a ‘f*ck you’ attitude to the outside world and the traditional fashion system.

**BRAND VISION**

**“HONOUR YOUR ROOTS, BUT NEVER LOOK BACK”**
TARGET GROUP

THE GLOBAL URBANITE

Young men, women and other, living and working in London. They come from diverse backgrounds and are constantly weaving through multicultural environments. They want to celebrate their mixed heritage, without having to pick sides.

They are cynical, aware and very social, posting everything on Instagram and Snapchat. These people are creative, channeling their passions for visuals through their carefully curated online personas and fashion choices.

They are fashion-savvy and buy based on what streetwear brands are hot at the moment. The mix is eclectic and curated, with the right combination of high/low fashion. Their choices are planned, but should always seem effortless.

They form a sense of community through the people they follow and convey their aspirational personalities through this too. They claim to despise people who post for likes, but follow the same cycle themselves, using sarcasm to talk to the world.

“STREETWEAR IS NOT JUST CLOTHES; IT’S A CULTURE. NO MATTER WHO YOU ARE, YOU CAN BE A PART OF IT.”
THE CONCEPT

THE OPPORTUNITY

Daily Paper has reached the heights of the Amsterdam streetwear market and cannot go any further in the small country. The brand is looking to expand internationally and increase its consumer base.

London is the perfect market to expand into, being geographically close to Amsterdam, the city is a fashion and cultural melting pot, offering exciting chances for new brands to capture consumers’ imagination. However, there is a lot of competition in this large market. A brand needs to be unique to stand out.

Previous attempts by the brand to expand internationally have been less than successful, with many suppliers pulling the brand after a short time. Daily Paper has not been communicating its unique perspective as an affordable streetwear brand with a strong cultural heritage. The brand needs to capitalise on its USP in order to connect with multicultural youth in London.

INSIGHTS

Daily Paper’s sense of community appeals to social, but fragmented youth

Multicultural millennials are sceptical of brand behaviour, trusting the opinion of their peers over flashy branding

Successful brands/stores offer cultural context and a meaningful experience to create loyal consumers

As a city full of different influences, those aged 18-25 feel conflicted between cultures and don’t want to be boxed in
**PROPOSITION**

EXAGGERATE THE CONCEPT OF THE MUNDANE CONVENIENCE STORE INTO AN EXCITING, CULTURE-CLASHING POP-UP STORE, TO INTRODUCE DAILY PAPER TO A MULTICULTURAL MARKET IN LONDON.

**THE CREATIVE IDEA**

The Corner Shop takes visual cues of convenience stores and combines it with Daily Paper’s multicultural USP. Think shelves packed high with brightly labelled packaging, scratchcards and LED signage.

The pop-up store will occupy abandoned corner shops outside of zone 1 in London, offering an affordable and exciting retail experience for the fresh brand.

Not only visually, but textually, The Corner Shop will take phrases often seen in off licenses, related to The National Lottery, offers, night shops, etc. and put a humorous twist on them.

‘FRESH FROM AMSTERDAM, ONLY PARTLY PRESERVED’

“GUARANTEED 99 LIKES”

“NOW WITH A FREE RECEIPT WITH PURCHASE”

“BUY ONE, GET NONE FREE”
WHAT

A temporary pop-up, based on local convenience stores will introduce the brand's multicultural USP to a new market in a tangible way.

Daily Paper's Corner Shop encapsulates a physical pop-up store in abandoned retail spaces in London. A cultural crossing point, the corner shop is a hub of activity from early morning to night, to early morning again. It is a constant throughout life, transforming from the place where you buy sweets after school, to where you get your first bottle of Glen's vodka.

It is a celebration of the melting pot of London and will be interpreted in Daily Paper's unique Amsterdam/Africa perspective for this temporary retail and social space, also acting as a stand against the homogenisation of the high street. The playful and overexaggerated style will catch the consumers' imagination, using dry humour to appeal to a critical target group. This local and city-wide destination will act as a spot for social interaction, with various events through the opening period.

The contents of the store will be based on Daily Paper's multicultural background, with the owners themselves curating everyday products from their own memories, coming from culturally-mixed environments. The store will be made interactive, with shoppers having the chance to also add their own product to the store. This way, the contents of the store constantly changes, all with a story behind it.

The high/low mix of fashion and convenience, combined with social events make the store the ultimate multicultural location for streetwise youth, in everyday objects.
HOW

The store has physical and online elements. The store itself will run for one month to increase exclusivity, acting as a local hotspot to come and check out the brand and get the latest Instagram post sorted.

The shop will be stocked with items based on the founders’ African heritage and Amsterdam pride. Scattered among these everyday products will be Daily Paper clothing, packaged like food and similar convenience items, in order to blend into the environment.

To increase the shop as an Instagrammable destination, it will look like an exaggerated, overblown corner shop, full of flashing lights, logos and an eclectic mix of products on display. Various events will also take place, such as coffee mornings, DJ sets and art exhibitions, all promoting the diversity of the brand and the city it’s in.

Online, the store will be promoted through the Daily Paper Instagram page and the hashtag #createtheclash, with people sharing images of themselves in the visually appealing store.
WHERE

Corner shops in the UK are diminishing, pushed out by supermarket chains and leaving empty locations littered around urban areas. The Corner Shop by Daily Paper will occupy these empty spaces, costing much less than regular retail space in England’s capital and offering a destination, just down the road.

The shops used will be placed in ‘real London’, starting in Dalston and possibly moving on at a later date, to areas such as Peckham and Walthamstow. Who needs Zone 1?

WHEN

The store will be a temporary space, open for a month in September 2018 in Dalston.

Based on the popularity of the store, more pop ups will be arranged in other areas of London, as well as vending machines stocking the collection in strategic, heavy traffic locations, to increase awareness of the brand all across the city.
PRODUCTS

Daily Paper’s brand ethos combines their African heritage with the modern, forward-thinking city of Amsterdam in a unique and urban way. Constantly acting as inspiration, the African diaspora becomes newly discovered with every collection, from the Yoruba tribe to the youth of Johannesburg.

The Corner Shop will similarly reflect this fascination with heritage, but in a way that doesn’t feel sentimental.

The store will be stocked with everyday products, reflecting the backgrounds of the 3 founders: Jefferson Osei, Hussein Suleiman and Abderrahmane Trabsini. They will reflect on their past and products that were a constant in their lives, be that Ghanaian frozen yoghurt, Fanyogo or spiced coffee, as well as typical Dutch products.

The selection will reflect their diverse backgrounds and introduce Jefferson, Hussein and Abderrahmane in a personal way to the new audience in London.

“I WAS BORN AND RAISED IN AMSTERDAM, BUT MY PARENTS ARE ORIGINALLY FROM MOROCCO. A LOT OF MOROCCAN GUYS MY AGE DON’T CONNECT WITH THAT AND I THINK THAT’S A SHAME. WE HAVE SUCH A RICH HERITAGE.”

ABDERRAHMANE TRABSINI

Here is one example selection process for items on sale in The Corner Shop, based on the customer’s backgrounds.

Others will also be invited to add to the store, based on the same nostalgic reasons. This diversifies the selection of the store and means it’s constantly evolving.

ABDERRAHMANE’S CHOICE

Abderrahmane Trabsini has roots in Morocco and wants to bring this forward in his selection:

“Aicha is a brand that sells tinned food and jam. The cartoon character representing the brand is huge in Morocco - she even had her own TV show. Everytime I see her, I think of being a kid and seeing her in adverts.

“Other than food products, I have to include henna powder, as it reminds me of my mum treating her hair with it and the distinct smell. Maybe I should try it myself, but I’m blonde at the moment and it will turn my hair green.

I think we need to sell those cheap disposable bike lights in our store too - they are such a tiny but recognisable piece of Dutch culture. I’ve got about 10 sets in my bag, but they never seem to actually be on my bike.”
PRODUCTS

Daily Paper’s strength comes from the founders and their own unique connections to their heritage.

The brand wants to reach out to those in London by also involving them in The Corner Shop.

The initial products in the store are based on Jefferson, Hussein and Abderrahmane’s backgrounds, but members of the public will also be allowed to make their own contributions to the products of the store, based also on their childhood memories or everyday needs.

This process will be started by inviting Londoners who are friends of the brand and well-known, such as Jorja Smith, to put their own item in the store and let the brand know the story behind it. Influencers and those visiting the store will also have the opportunity to contribute.

This way, those buying from the shop can add to the celebration of multiculturalism, giving consumers a personal connection with the brand.

The store will grow into an amalgamation of culture and London heritage, all with the Daily Paper brand at its heart.

The only rules? It has to be an everyday product - from phone chargers to milk, it has to be affordable and it has to have some connection to a multicultural background.

e.g. Londoner Michael would choose Yugoslavian soft drink Cockta, as it reminds him of his teenage years visiting his brother in Macedonia. It’s impossible to find in other stores, so he would have a real connection with Daily Paper for stocking it in The Corner Shop.

Everything has a story and is continuously growing and changing as the store becomes more diverse and interactive.
The Corner Shop plays a lot on the idea of the regular convenience store, blowing it up to mega proportions. Think neon boards, product piled high and shiny plastics.

A mix of colour and brand logos clash against each other, creating a chaotic, but friendly atmosphere. Modern African influences are also present, in the bold use of colour and exaggeration of the every day.

Cheap materials and tacky stickers litter the environment. The texture is flat, the light is fluorescent and the shelves are overflowing. The constant noise culminates in a distinctive style that can be no other place than The Corner Shop.
INTERIOR

The interior of the store literally resembles a corner shop, full to the brim with product from all over the world.

Think neon signage, vinyl floors in Daily Paper’s typical chevrons and fluorescent lighting. Branded images compete for attention among the stacked-high shelves. Clothing is deceivingly packaged and propped alongside food items.

CLASHING LOGOS
PRODUCT PILED HIGH
SHINY PLASTIC
PACKAGING

Again, playing on the idea of an off license, the Daily Paper clothing will be packaged in food containers and cheap-looking plastics, all sealed with a sticker featuring The Corner Shop logo.

The clothing will also be propped among the regular convenience store items, masquerading as essentials. Most importantly the product itself will be basics, such as socks, plain t-shirts etc. as the packaging does limit the ability to try and look at the product.
PROMOTION - OFFLINE

Daily Paper knows that word of mouth is the most important form of promotion for their young, brand-critical target group. They want to be seen in the right places and post it online for all others to see.

Offline promotion will consist of multiple events and posters spread across London in strategic points, such as Underground stations and busy shopping streets.

The events will start with an opening party in the store, utilising Daily Paper’s close connection with friends and brands. Harnessing their connections with DJ Idris Elba and musician Tinie Tempah the opening party will be full of local talent with a friendly feel. This will cement the store as a destination where cool people need to be.

One distinctive aspect of African stores is the immense sociability of them, acting as places where people meet friends or just chat for hours, in a relaxed way.

In order to capitalise on this feeling and also bring the fragmented target group together, other events during the opening month will include coffee mornings, tasting Somali Qaxwo, music events and more parties, creating a truly interactive destination where people can shop, but also connect with those they would never normally come across on a daily basis.

The posters on the street will be plastered directly on the wall, giving them an underground feel. Or, they can also be displayed in newspaper boards, to fit with the convenience store theme.
PROMOTION - ONLINE

Instagram is the most powerful tool of communication for the Global Urbanite. They follow influencers, friends and brands they admire.

On a unique Instagram profile and using the hashtag #createtheclash, Daily Paper will begin to promote the customer’s ability to add their own products to the store. Using London-based influencers such as @evsofficial, will further spread the name of the brand, while also adding legitimacy to the message.

As an Instagrammable destination and with the help of the opening event, the hashtag will spread among the target group and they will be driven to find out more about the store and therefore, the brand.

Upcoming events will also be promoted via the same hashtag, spreading the word through those that are in the in-crowd and creating a valuable source of information for the brand online, to see how the target group interact with the store.

Additionally, a press pack will be sent to large streetwear websites/blogs, such as High Snobiety and Hypebeast. Due to their previous connection with Daily Paper, they will promote the pop-up and create buzz around the events happening in the store.
NEXT STEPS

Based on the success of The Corner Shop, Daily Paper will take several actions to further increase brand presence in London.

1. Open another Corner Shop in another area of the city, such as Peckham. Due to the diverse and distinct identities of different areas of London, this store will have its own vibe and events.

2. Create mini Corner Shop environments in underground stations across the city, such as vending machines or the affordable retail space being offered in many stations.

3. Create a campaign in the city, further cementing the similarities of London and Amsterdam, both with diverse influences and fast-paced lifestyles.

4. Look to be stocked permanently in select London stores, such as Goodhood and be placed among other high-end, yet affordable streetwear brands, such as Gosha Rubchinskiy and The North Face Black Label.

IMAGE SOURCES

Cover - own image
Pages 4 & 5 - Daily Paper lookbook
Pages 6 & 7 - Martin Parr, Nike, Instagram
Pages 8 & 9 - Martin Parr, Instagram, The Basement
Pages 10 & 11 - Daily Paper lookbook, own image
Pages 12 & 13 - own image
Pages 14 & 15 - Martin Parr, High Snobiety
Pages 16 & 17 - Martin Parr, Instagram
Pages 18 & 19 - London Shop Fronts, The Daily Mail, Alexander Coggin
Pages 20 & 21 - Instagram
Pages 22 & 23 - Original image Lucy Sparrow, own render
Pages 24 & 25 - Martin Parr, Super Yaya, Sleek Mag, Kadara Enyeasi, Pinterest
Pages 26 & 27 - Own images
Pages 28 & 29 - Own images
Pages 30 & 31 - Original images London Shop Fronts, own renders
Pages 32 & 33 - Own images, Instagram @evsofficial_
CLEMENCY NEWMAN

THE CORNER SHOP BY DAILY PAPER