This MINI Processbook is created by Amber van Winssen
Visualizing the process of creating a fashion rental platform for Zalando
Internation Fashion & Branding 2018
# OVERVIEW

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INSPIRATION

I got inspired by an article called Purposefull. It provided me with some interesting insights.

- Nowadays each product needs to have a purpose. People want a clear story about their products.
- Multi-purpose design is on the rise.
- Sustainability is still remains a big issue.
- Time spend during the process of building something is seen as a luxury.
I want to narrow my focus within the field of sustainability because it still remains a challenge. This topic will guide me to a relevant topic.

Let's start the research phase!
PHASE 1

Preliminary research
Questions

1. Where are we standing right now in the field of fashion vs. Sustainability?

2. Which fashion companies already use the sharing economy model?

3. What are the thoughts behind sharing economy within fashion?

4. Which consumer would be best suitable to target with a renting platform?

4. Which brand could best tap into the rising opportunity of the sharing economy?
PHASE 1

Research question: where are we standing right now in the field of Fashion vs. Sustainability?

CURRENT STATUS SUSTAINABILITY

ARTICLE

RELEVANCE
“In the US, only 15 percent of the total textile and garment waste that’s generated each year ends up being donated or recycled in some way, which means that the other 85 percent of textile and garment waste end up in landfills every year.”

ARTICLE
Available: https://www.wgsn.com/content/board_viewer/#/75632/page/1.

RELEVANCE
Adopting a circular business model does not go far enough to address pressures on resources. The fashion industry should be tackling the underlying problem of overconsumption of fashion.
**SUSTAINABILITY & CONSUMERS**

**ARTICLE**

Available: https://www.wgsn.com/content/board_viewer/#/75632/page/1.

**RELEVANCE**
Sustainability is a complex subject for the average consumer - it’s often difficult for them to make ethical choices, despite their good intentions. Consumers also continue to have a strong appetite for fast fashion.

**ARTICLE**

Journal of Consumer Behaviour. 1 (15), 149-162.

**RELEVANCE**
Sustainability & social justice is very important but the egoistic value are still more important. Consumers still place self-expression above sustainability.

**ARTICLE**

Available: https://www.wgsn.com/content/board_viewer/#/75632/page/1.

**RELEVANCE**
Consumers wants to be more sustainable, but need help and education in order to make better choices. Retailers need to play a bigger role in facilitating this.
PHASE 1

**Research question:** where are we standing right now in the field of fashion vs. sustainability?

---

**SUSTAINABILITY & BRANDS**

**ARTICLE**


**RELEVANCE**

An important force behind the growing sustainability movement is the realization that sustainability leadership can serve as a real source of differentiation.

**ARTICLE**

Bruno Pieters. (2015). Conscious consumers are the key to ethical fashion.


**RELEVANCE**

Steps are being taken by fashion brands to create a more sustainable industry but it still hard to drive this change do to the difficulties to change the current model.

---

**CONCLUSION**

*Sustainability still remains a big issue.* Recycling steps are being taken but we are not getting close enough to create remarkable impact and the industry should tackle the underlying overconsumption problem. Brands and consumer both want to generate change but the consumer is still very driven towards fast fashion since they rank their appearance in a higher position than sustainable and social justice. Whereas the brands experience difficult to change the current model even though it is proven that sustainable leadership can positive brand differentiation. All these challenges, relevancies and opportunities created the fundamental base for me to do further research into the sharing economy.
Research question: Which fashion companies already use the sharing economy model?

Start looking into the sharing economy!

I researched the most famous sharing economy companies in 5 different categories: Brand reach, product range, visual style, service and price. This spider web shows an overview of the outcome.

CONCLUSION

Renting fashion is mostly used in the USA and UK. The platforms mostly focus on occasion and evening wear and all embrace a very ‘girly’ visual style.
PHASE 1

**Research question:** What are the thoughts behind sharing economy within fashion?

**SURVEY**

I conducted a survey to get a broader idea of what the thoughts are behind the idea of sharing and renting clothing. I asked the following questions in order to get a good overview of what people think.

**Questions:**

1. What is your gender?
2. What is your age?
3. Which of the following sharing economy sectors have you used in the past?
4. Products from which categories listed below would you be most likely to rent?
5. Imagine using a sharing economy fashion services how important would be each of the following to you?
6. Name 1 or more brand(s) you would consider to rent clothing from and why?
7. What would be the period of the year you spend most on clothing and accessories?
8. How comfortable are you with each of the following scenario’s?
9. What would be the main reason for you to rent or not to rent clothing?

Let’s have a look at the results of the survey
In the research I found out people are most likely to rent products which are rarely used or too expensive to purchase themselves such as: evening wear, statement pieces, accessories and jewelry.
**Research question:** What are the thoughts behind sharing economy within fashion?

Imagine using a sharing economy fashion services how important would be each of the following to you?

![Bar chart showing reasons for using sharing economy fashion services]

**Insights:**

The following reasons are considered to be most important: Saving money is most important, followed by fast service. Furthermore they find it important the platform is in line with their style. Followed by issues such as environment and guilt-free shopping.

---

**V9**

What would be the MAIN reason for you to rent or NOT to rent clothing?

![Reacties (100)]

**Insights:**

The main reasons for people to rent goes hand in hand with saving money, having more variety and being able to rent clothing you wouldn’t be able to afford. As a downside they are concerned about the hygiene part of it all.

---

I take good care of my items. And wouldn’t really appreciate when someone’s else made stains of trow pieces on the floor. I would prefer keeping
CONCLUSION

The survey gave me a lot of interesting insights on how people think about renting. People favor renting clothes above sharing clothes with others. They want to feel secure when they wear the clothing and don’t think about the hassle it could bring along. Most important reasons to rent are: Money, Variety and Sustainability. Reason not to rent: Hassle, Hygiene or the status of the clothing.

Which consumer would be best suitable for a renting platform?
PHASE 1

**Research question:** Which consumer would be best suitable to target with a renting platform?

---

**ARTICLE**


**INSIGHTS:**

- Millennials **reshape the traditional economy** the way we know it.
- Millennials use sharing economy mostly because of its **affordability & convenience**.
- Clothing tends to have a **high value but low usage ratio**.

---

**ARTICLE**


**INSIGHTS:**

**Challenge:** There is a **behavioural mindset attached to clothing** which is very different to what music they listen to.

**Challenge:** **Inventory & Delivery** is different than for example Uber.

**Opportunity:** Improving Brand Image because of the **sustainable advantages**.

**Opportunity:** Sharing Economy helps to **build trust**. More likely to remain loyal after good experience.
ARTICLE


INSIGHTS:
- Millennials reshape the traditional economy the way we know it.
- Millennials use sharing economy mostly because of its affordability & convenience.
- Clothing tends to have a high value but low usage ratio.

CONCLUSION

Taking the results of my survey and desk research into account I can conclude that the millennials are the driving force of the sharing economy and also the most active users. The millennials will therefore also be my focus.
PHASE 1

Preliminary research overview

Sharing economy services have rendered some industries unrecognizable (AirBnb, Uber). More traditional businesses in these areas have been forced to rethink their futures.

By 2025, it is predicted that the sharing economy will be worth a whopping $335bn.

The key drivers for businesses which rely on the economy of sharing are consistent with millennials' general demands - Affordability and convenience.

OK SO...
WHY WOULD PEOPLE PREFER IT OVER TRADITIONAL WAYS OF BUYING?

Nowadays people feel less inclined to buy expensive trend-related products due to the short lifespan of the products. They feel the same way about clothing they rarely use, (evening wear or sports equipment) They don’t think it is worth the investment.

OK SO...
THAN WHY AREN’T ALL BRANDS ALREADY RENTING OUT THEIR CLOTHES?

Sharing economy has lots of potential for the fashion industry! Let’s look at some brands.
CONCLUSION

The **sharing economy is growing and gaining ground within the fashion industry.** The main drivers for success are **affordability and convenience.** Due to social media and fast fashion consumers have created a increasing demand for variety and newness whereas they also want to shop responsible. People see **access as the new ownership** but challenges like the mindset of the consumer towards renting and the logistical part of the sharing economy remain a challenge and therefore the sharing economy isn’t mainstream in the fashion industry -yet.
PHASE 1

Research question: Which brand could best tap into the rising opportunity of the sharing economy?

AFTER CHECK 1

During check 1 I choose the brand Amazon because it could be a great opportunity for them to rebrand the visual style and make them more fashionable.

FEEDBACK

The brand Amazon is not fashionable enough and it would be 2 different projects: Rebranding Amazon and creating a renting platform.

Choosing another brand!

BRAINSTORM

NEW BRAND

I started looking into different brands and platforms and came to the conclusion I want to research more into Zalando, Farfetch, Asos and Net-a-porter.
I researched the 4 brands indepth and created a spiderweb in order to have a quick overview of the pro’s and con’s.

**CONCLUSION**

*After I researched the 4 brands I can conclude that Zalando would be the best fit. They are very innovative and trying to push the fashion industry in several different sectors. Furthermore they have a big brand reach across western Europe, a part of the world where the sharing economy for fashion could be penetrated a bit more.*
Research questions

AFTER CHECK 1
After all the research I came to the point to formulate my research questions in order to create a suitable end product.

- - - - - Time to establish the question!

- - - - - Who?

How can Zalando tap into the rising opportunity of rentable fashion?

- - - - - Why?

- - How?
Let’s start the second phase!
PHASE 2
Research & Decision making
Research question

How can Zalando tap into the rising opportunity of rentable fashion?

Supporting sub questions

1. Who is Zalando?

2. What does the current rentable fashion industry look like?

3. Who is Zalando’s target audience?

4. How can Zalando best adapt towards the rentable market?
PHASE 2

Research question: Who is Zalando?

Let’s have a look at their visual identity

Simple and commercial; not very fashionable but recognizable.

The packaging is one of the most recognizable assets of Zalando and is often used in their campaigning. It is clean and simple but not very fashionable.

CONCLUSION

Visual style of Zalando makes them very recognizable and has a coherent style. It can be described as simple and commercial but does not really ‘breathe’ fashion.
Website Communication

CONCLUSION

The website makes use of commercial imagery with an editorial look and feel. The photo's are always product focussed with suitable copy.
PHASE 2

**Research question:** Who is Zalando?

**SOCIAL MEDIA**

**Instagram**

They offer the chance for people to **get featured on the Zalando Instagram.**

They care about their Instagram **aesthetic** and follow the ‘colour rules’.

They mix own photography with photography of other brands and imagery of influencers.
Zalando is mostly active on Instagram and Facebook. On Instagram they try to bring across a ‘fashion feel’ whereas Facebook is mostly used to interact with the consumer. The way they profile themselves is a melting pot of several styles/brands but overall has a younger feeling. They work with themes in order to bring a message across.
CAMPAIGNS

They make use of famous models and actors in order to get the attention.

The make use of both studio and outside campaigning but it is very plain and simple.

They often work together with brands. The campaign is focussed on the brand and Zalando.

Their latest campaign is very personality focussed; They link the person to the clothing.

CONCLUSION

All the campaigns have a commercial look and feel and are very easy and simple. At first the campaigns were really focussed on the convenience of Zalando whereas they latest campaign is focussed on personality and has a bigger fashion feel. They make use of well-known people. Models who are easily recognizable or as in the latest campaign: could work as a roll model.
POSITIONING

Asos
Global fashion destination for the 20 somethings. Deliver all over the world. Very fashion forward.

Wehkamp
Focussed on families in the Netherlands. Very convenient not really fashionable.

De Bijenkorf
Very fashion forward focussed on premium fashion. Quite stylish and high end, but still for everybody.

Hudsons Bay
Fast fashion/ Premium products focussed on a wide target group but has a young appearance.

Net-a-Porter
Online luxury fashion destination for the premium women. Shipping worldwide.

CONCLUSION

Zalando is positioned in the mid-premium market. They are way more fashionable than for example: Wehkamp but not as fashionable Net-a-porter. They are in the middle and therefore speak to a lot of people.
CONCLUSION

**Purpose:** Reimagining fashion

**Vision:** Creating a platform where you can find every item you are looking for

**Mission:** Making the online shopping experience as convenient as possible | to develop services and products that fit the needs and interests of all parties.

**Values:**
Unconventional: Rethinking traditional ways of working
Innovative: Refining experiences by asking the right questions
Convenient: revolutionize the shopping experience to make it easy.

**USP:** Convenience, seamless infrastructure, big assortment.

**Communication:** Very commercial and massively, product focussed but not inspiring. All communication futures a trend certain style but does no have a deeper meaning. The latest campaign is already improving and more focussed on personality. Social media is mainly used to communicate which products they have and they use imagery of influencers. Imagery is not created by themselves. Social media does not show the Zalando identity.

**Visual style:** The visual style of Zalando can be described as vibrant but not outstanding. They are targeting a wide audience which is visible in the visual style. Furthermore it looks corporate and professional.

**Business fields:** Zalando is inter-grated in several business field within the fashion industry. They connect partners, brand and consumers in order to create the best possible experience for the consumers.
The brand thinking canvas to create a clear image in my head!
PHASE 2

**Research question:** Who is Zalando’s target audience?

**SEGMENTATION OVERVIEW**

Zalando is a platform which provides fashion for all and they divide the consumer into 8 different sub categories.

**Which consumer is mostly active on Zalando/follows Zalando?**
According to klear the main user of Zalando is 28 years old - mainly women living in urban cities with an average income.

Let's have a look at the users social media behaviour.
PHASE 2

**Research question:** Who is Zalando’s target audience?

**What is their social media behaviour?**

CONCLUSION

They care about their social media. They use social media in order to reflect their personality and fashion feel. They are very into insta stories and like to create an Instagram aesthetic. They like to keep up with the latest hotspots and developments. They keep up with politics and newspapers such as Parool and like to follow fashion platforms such as NSMBL and VOGUE.

Let’s have a chat with these people.
In order to get to know the target group better I conducted interviews and I held a focus group with young urban creatives who use Zalando. During the interview I find it important to find out their take upon:

1. Zalando
2. Renting fashion
3. Their Personality
PHASE 2

Insights from target group research

They tend to shop at fast fashion stores because of the trends that shift so fast.

They like to wear 1 clothing piece per outfit which really jumps out. A special piece which radiates quality.

They would make use of a clothing renting platform is it would be ‘hyped’.

Clothing they wouldn’t be able to afford, themselves are very attractive to rent.

Trend related products are preferred over renting compared to basic quality products.

The target group would like to have several renting options considering the need of that moment.

They sometimes buy stuff, wear it with the pricetag on and return it.

The target group has a dusty image in mind when thinking of renting platforms/stores.

The concept ‘try before you buy’ is very attractive to the consumer.

The target group still has a bad bargain every now and then.

The image of Zalando is sometimes hard to define because they focus on such a big market, the urban creative tends to drop out because it is not focussed on them enough.

They would prefer to rent things for a longer period of time, like season related articles.

They would use a renting platforms to try out new styles to check if it suits them.

The target group is quite lazy and they don’t want to put much effort into it.

The target group is very attached to to their clothing. It has a nostalgic aspect.

They hate pleasers and fake people.

They have a love/hate relationship with social media.

They like campaigns with statements.

The like brands who just don’t ‘give a shit’.

They prefer B spots over A spots because they don’t like this ‘popular’ vibe.
CONCLUSION

After my research I can conclude that Zalando has such a **big** target group which is hard to specify. I noticed that the person who is **most likely to rent clothing** is a woman who is **very fashion savvy**, cares a lot about her appearance and attends a lot of social events. I call her: The socialite.

TARGET GROUP DESCRIPTION

The socialite is a millennial group residing in the big cities between 23 and 34 years old. They are creative strategists, event managers, graphic designers, stylists or art directors. They are real social butterflies who are always on the run and because of their work they often find themselves in social events. They keep an close eye on the latest facebook events and they know where to find the attend button.

They spend their Friday nights trying out this ‘new restaurant they heard of’ followed by a few Moscow Mules in a yet to discover bar. They are real hotspot hunters.

They romanticize the idea of sipping on an almond milk cappuccino at the coffeeshop on the corner of the street, in the sun, with a granola bowl and reading the ‘The subtle are of not giving a fuck’.

Apply the ducktape method to see which insights could help to create a concept.
PHASE 2

**Research question:** What does the current rentable fashion industry look like?

**LENA LIBRARY**

Lena Library is most famous in the Netherlands. Has a physical store and rents out vintage clothing + upcoming small designer clothes. The focus lies on sustainability.

**KLEIDEREI**

Kleiderei has a lot of similarities with Lena Librabry but is positioned in Germany. They rent out vintage clothing and clothing of small local designers. The website is offline at the moment for an update.

Their look & feel is very hipster and casual. Clothing is mostly suited for everyday life. Again the look & feel is very hipster but with a twist of the latest fashion. Clothing is very casual and simple and best suitable for everyday wear.
The rental industry in Europe is still very niche. Small start-ups like Lena and Kleiderei do exist but are still small and don’t offer the clothing the target group would like to rent, they don’t satisfy their needs. There is no platform in Europe which could be considered similar to Rent the Runway or Le tote.

These are also some small start-ups in low usage clothing such as baby clothing. These start-ups are still very small and not widely used.

These shops are most common to stumble upon while searching for rentable clothing. Occasion wear clothing which is not fashionable and not commonly used.

CONCLUSION

The rental industry in Europe is still very niche. Small start-ups like Lena and Kleiderei do exist but are still small and don’t offer the clothing the target group would like to rent, they don’t satisfy their needs. There is no platform in Europe which could be considered similar to Rent the Runway or Le tote.
PHASE 2

Research question: How can Zalando best adapt towards the rentable market?

Let’s have a brainstorm and let the ideas flow!

Take-away:
I'm going to mark out the products that I like
After a brainstorm session I worked out several services platform ideas which could be appealing for Zalando. I came up with the following service idea:

- Look into how you could romantize the ‘aging’ process of a garment.
- Check how you can give the clothing more value.
- What is the consumer journey/how does it work?
- How can you make it more appealing.
PHASE 2

**Research question:** How can Zalando best adapt towards the rentable market?

**BRAINSTORM**

After the coaching I **was stuck** for a while because I had the feeling I was missing the deeper layer of my idea. **After a few brainstorm sessions the idea suddenly came to me.**

The **target group suffers from FOMO,** always wanting to attend in something new and fashionable.

Never again the Fear of Missing Out(fits)

**Creating a rental service which is responsive to the feeling of FOMO.**

Several options how to rent

**Option 1**

*No strings attached*

Pay per day and take your clothing up for a test drive

**Option 2**

*Never missing out(fits)*

An outfit for every occasion with unlimited access
PHASE 2

Check 2 concept board

Presentation board

MINI PROCESSBOOK

FEEDBACK - - - I got almost there

- Think about possible end products
- Make it more visual and in the style of Zalando
- What does the platform mean for Zalando? How can this be a differentiator?
- How does FOMO visualize itself?
- If you want to focus on sustainability make it sustainable all the way through
Concept development
Conceptual startingpoints
Concept text
Creative deck
Service idea
Overview concept text

The 4P’s
Promotion
Product
Place
Price
Price service overview

App development
App user flow
PHASE 3

**Concept Development:** Conceptual starting points

The ingredients which will help me to develop!

1. The **content needs to speak to the Socialites** and be in line with their social/busy lifestyle.
2. The **concept should feel young, sophisticated and contemporary.**
3. The platform needs to be in line with and **fit the main identity** of Zalando.
4. The **focus should lay on fashion trends** since this is what the target group finds very important.
5. The service needs to be **easy to use**
6. The service needs to be **easy accessible** for the target group

Looking back

Insights that inspired me the most:

I often stand infront of the closet full of clothes and still get the feeling as if I have nothing to wear.
- Dionne

I often buy clothing for a night. I wear it, but I leave the pricetag on so I can return it the next day.
- Jaimy

Fear of Missing out-fits. Nice wordplay! Why? The target group suffers from FOMO. The platform provides the target group with the latest fashion without ghaving to wear things with the pricetag on.

Start brainstorming about concept text
Bored by the status quo we created RENTO, a fashion rental platform providing you with the opportunity to look fab without breaking the bank, closet or environment. Because let’s be honest, if we still want to look fabulous 40 years from now steps needs to be taken. From now on you don’t have to own something to look good. At RENTO fashion is key, sustainability is necessity.

The text is very sustainability focussed but is this what the target group actually really needs/wants?

Create a creative deck to make the concept clear and understandable.
PHASE 3

**Concept Development:** Creative deck

---

You can explain your concept very well in copy but the visual style is still lacking.
**PHASE 3**

**Concept Development**: Service idea

---

**Short recap!**

**Opportunity for Zalando:**

A platform with rentable clothing pieces

**How can this best be communicated:** Fear of missing out-fits.

**How can the service best be presented?** An app which provides the target group with the opportunity to rent wherever and whenever they want.

---

**How do I want to deliver this?**

**Brand concept**

**Visual Identity**

**App Design**

**Service: How does it work?**

**What do I want to hand in during final presentation**

4 p’s: Product, Place, Price, Promotion
PHASE 3

**Concept Development:** Overview concept text

**Who we are:**
The trendy destination for rentable premium fashion

**Concept text:**
Bored by the status quo we created RENTO, a fashion rental platform providing you with the opportunity to look fab at anytime without breaking the bank. We all want to look good, but we rather don’t wear clothing with the price tag on. From now on you don’t have to own something to look good, access over ownership.

**Vision:**
We believe nobody should feel the fear of missing out fits.

**Mission:**
We do so by offering you the ability to rent outfits to constantly update your wardrobe with the latest fashion.

**Values**
**Trendy:**
We want to make you look fabulous! We will make sure you will never feel the fear of missing out by providing you with the latest fashion trends.

**Accessible:**
We make premium fashion available for everybody, everywhere, anytime.

**Conscious:**
We are build on the idea to provide an alternative for fast fashion. We deliver fashion to you fast but without the extreme measures of impact on our surroundings.

---

**Concept I need to keep in mind throughout the further development**
I want to communicate ‘Fear of Missing out-fits’ how to do that?

Brainstorm on how to translate FOMO into a campaign idea. I got stuck. I need to figure out what I want to achieve with the campaign.

--- Make a plan!

PHASE 3

The 4p’s: Promotion

- Define Objectives
- Concept
- Define main insights
- Promotion
- The Key message
- Tagline
- Reasons to believe

Define main insights

Execution Ideas

Brainstorm on how to translate FOMO into a campaign idea. I got stuck. I need to figure out what I want to achieve with the campaign.

--- Make a plan!
PHASE 3
The 4p's: Promotion

Objectives
Cognitive
Gain brand awareness for RENTO, and creating awareness about renting.

Affective
Rento makes fashion accessible, A platform that satisfies the feeling of fear of missing out on the newest and latest.

Behavioural
Download the app, follow us on the social network, share content and Rent clothing through RENTO.

Insights
Consumer
Everybody recognizes the feeling of having a full closet of clothes and still nothing to wear.

Culture
Because of the digital age people suffer from FOMO; Fear of Missing out. FoMO perpetuates the fear of having made the wrong decision, “you can imagine how things could be different”

Communication
In the current digital landscape there is a surge in influencers with far less of a following who are gaining traction when it comes to booking campaigns and becoming the new brand ambassadors.

Key Message
RENTO makes fashion accessible and provides you with a wider variety in clothing for a lower price.

Reasons to believe
RENTO comes in a form that never makes you miss out ever again. A user-friendly app you can wherever, whenever. Latest fashion trends available for a good price.

Big Idea
Never Missing Out-fits

RENTO is a platform which makes the latest fashion accessible without having to break the bank by buying new clothing everytime.

Concept
In the campaign we show that no matter what you’re doing, you at least never have to fear to miss out-fits. We do so by showing like minded human beings they can relate to.

Pay-off
#Nevermissingoutfits

Start brainstorming for visual execution!
I started looking for inspiration in other campaigns, images on Pinterest which could create a nice campaign.

FEEDBACK

I got stuck and asked for feedback. I figured out that I don’t have to create a whole campaign since this is not the project I choose to do. Brand communication and promotion is enough.
PHASE 3

The 4p’s: Promotion

Have a look again at the imagery of Zalando

Zalando uses imagery categorized for different themes, seasons or holidays. The look and feel is very editorial and commercial but has a young and fresh look and feel. They mix different styles: Casual, Chic, Business etc. and create the look that they are for everyone in a fashionable way. This style of Zalando I want to implement in the RENTO imagery. I want to show Rento offers clothes for everyday for whenever and wherever.
Inspiration look and feel for the imagery I want to create for RENTO

The imagery that I want to create for RENTO has to have a lifestyle look and feel. By doing this we suggest it very easy to rent clothing and you can where it in everyday life. The imagery needs portrait different 'styles' which indicates RENTO helps you to look go wherever, whenever. Makes you: Never missing out on outfits again!
Zalando sells a lot of brands. From fast fashion to high end luxury brands.

**CONCLUSION**

Focussing on the premium brands would be a logical step to make since these products are most likely to be rented according to my survey. People only rent more expansive products/rarely used products.

**CONCLUSION**

Garment bag is the best, most sustainable option because it can be used for a longer period of time.
Zalando is at the moment active in 15 European countries and is still growing.

Rento will be trailed in Germany and the Netherlands; These two countries are most logical to trial the platform due to infrastructure reasons. If RENTO proves to be successfull the other countries will follow.

Price

in order to give my service a bit more depth I want to have another look at other services of similar brands.

Rent the runway

They offer 3 different prices/options which are adjusted to the needs of different types of lifestyles.
Le tote
Renting several pieces at a time which comes in a box. You can keep everything as long as you want/purchase it. All for same price.

PHASE 3
The 4p’s: Price

CONCLUSION

- I want to create a renting platform which offers several options to rent a product.
- To back up my decision: In my interviews I found out that people prefer to have several options to rent product according to their needs.
- I want to create a service which offers options where they can rent single pieces and offer an options where they can rent unlimited amount of pieces.
Brainstorm pay per day

**Price**

2 ways to Rent = - Pay per Day - Unlimited

No strings attached

Pay per Day  
Pay for each day you rent

**Day** prices  
3, 5, 7, 15, 10

So if the dress is 260, Retail, the Day price per week would be:

\[
\frac{8.66 \times 2}{9} = 3.33
\]

So... with 3 Euro per day you can buy the dress in 3 months.

Price Rental =  
- 3€ upto 250€  
- 5€ upto 500€  
- 10€ upto 1000€  
- 15€ upto 1000€  
- 20€ upto 2000€
PHASE 3
The 4p’s: Price

Brainstorm Unlimited

400 pieces of paper later

- 1 piece per Month
- Rent as much as you want.
- Unlimited
- Rent as much as you want.
- Make sure you can not rent everything at the same time - Run out is not enough clothing

What would be the price of this service?

Looking into previous research of how it inspired me to create this service.

If a person can rent 5 pieces a time this would probably mean that a person would have a clothing piece for 5 days in the week.

Looking into the Day per Day Method: The price would be around $5 x 5 x 4 = 100.
The first method to use RENTO is through our Pay Per Day service. Do you want to purchase a product but doubting if the style suits you? Pay Per Day gives you the opportunity to take your clothing up for a test drive. Or do you have a occasion to attend to which requires a special outfit? This service allows you to rent 1 product at a time and let you be flexible about the amount of days you want to rent it for.

Price rental:
- €3,00 day price with retail prices up to 250,00
- €5,00 day price with retail prices up to 500,00
- €7,00 day price with retail prices up to 750,00
- €9,00 day price with retail prices up to 1000,00
- €11,00 day price with retail prices up to 1250,00
- €13,00 day price with retail prices up to 1500,00
- €15,00 day price with retail prices up to 1750,00
- €17,00 day price with retail prices up to 2000,00

The second option is RENTO UNLIMITED. A service that allows you to rent unlimited amount of clothing for 129,95 per month with a rotation of 5 pieces at a time. In this way you will never experience the fear of missing outfits.

Now we established the prices it’s time to decide on the flow of the app!
PHASE 3

**App development:** App user flow

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Let’s sketch and sketch a lot!
CONCLUSION

I want to visualize the 2 different renting options in an app. In order to do so I need to do some more research into consumer journeys in order to create a professional looking app.

Look for inspiration!

In order to know what I need to include I started a Pinterest board to get inspired and better understand the user flow of an app.
PHASE 4

Execution
Look & Feel
Brandbook
App Design
Communication

Social Media

Red/Green

Look & feel
Adjustments
End presentation
PHASE 4

**Look & Feel: Brandbook**

These colours are **too loud** and don’t have a fashion feel.

I want to keep orange because this is Zalando’s main colour. **This image inspired** me for the new colours.

**CONCLUSION**

*These colours are softer and communicate Zalando well + a new touch.*

Find inspiration for graphic design.
In order to get inspired I decided to create a pinterest board with inspiration to get a good idea of what would fit my concept.

**Review look & feel of Zalando again.**

I need to incorporate the Zalando style a bit more. **Bold Type, Lines, orange and commercial look.**
I did lots of try-outs to establish the right look & feel for my brandbook.

What typo would be the best fit?

TYPOGRAPHY TRY OUTS

Avenir
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Apple Symbols
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Objektiv
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

CONCLUSION

*Helvetica is the best fit for the Lay-out because it is commercial and clean.*
LOGO TRY-OUTS

This brand name is chosen because the name immediately needs to indicate what the platform is about. In order to create the link with Zalando the O is added with a cheeky twist, which suits Zalando, because the O connects both brands together.

FINAL LAY-OUT DESIGN

The final lay-out is in line with the Zalando style and communicates a clear new brand identity for Rento. Furthermore the look & feel speaks to the target group.
PHASE 4

**Look & Feel: App design**

All together it creates a fresh, fun, dynamic whole.

**First try on the app**

*Feedback*

The app does not look professional enough and doesn't have a good flow. Furthermore the app does not look attractive. **Rethink the app!**
In order to get the right look and feel I researched the app of Zalando to get inspired and keep this in the back of my mind. Find inspiration!

In order to get inspired I decided to create a pinterest board with inspiration to get a good idea of what would fit my concept.

How can we make a professional app that works?
In order to create a professional look & feel I decide to work in an App Design program called Adobe XD. This way I can make the app clickable and the user flow will be correct.

Let’s design and create!

The final app has a commercial, clean and professional look and feel which is in line with Zalando’s style but has its own twist of RENTO.
PHASE 4

Look & Feel: Communication

Let's organize the shoot!

I have decided to work with these models to create a diverse look. They have a different look and fashion style which works nicely together.
PHASE 4

Look & Feel: Communication
I wanted to create several different sceneries which indicates RENTO rents out clothing for several different occasions, styles and people. Clothing you can wear whenever, wherever. Showing that these girls don’t miss out on outfits.
PHASE 4

Look & Feel: Communication

Let’s make the shipment visual!

Zalando’s one of its most recognizable assets is the packaging. I got inspired and I got the idea to also make it visible for RENTO to make it an important asset in creating brand awareness.
PHASE 4

**Social Media**

How to get people to download the app?

**Step 1:** Use what is already known

*Why?* Zalando already has a big reach in followers and users.

*How?* Make use of their network.

- Zalando website
- Zalando Social media

**Step 2:** Rento’s own social channels

*Why?* Zalando already has a big reach in followers and users.

*How?* When they follow Zalando they get notified by the launch of RENTO. This way they got directed to the RENTO channels which makes them visit the website/download the app.

*Instagram feed*

*Insta stories*
PHASE 4

Social Media

How to get people to download the app?

Step 3: Brand Ambassadors

How? In order to reach our target group outside of our own social networks we are working with brand ambassadors. We do this by creating brand engagement through micro influencers.

Laurenvansam  Evahelenebreda

Step 4: Outdoor Communication

How? Outside the internet we also want to make sure people notice us. We will do so by placing billboards.
CONCLUSION

During Red/Green check I got a green. I got feedback which made me decide the following:

- I want to adjust to look and feel in order to make it more clean, editorial and professional.
- I want to edit my keynote movie in order to make it more clear and create a good flow.
- I want to rethink the presentation so it only shows the most important.
Rethink the visual style to make it fit Zalando better!

I want to: **Tone down colour use** and use more white. Use **imagery more subtle** and not to big; more editorial feeling. Switch from Helvetica to Arial because this is the font that they use.

- Subtle details of colour
- Placement of text like Zalando does it as well.
- Using small + big images both colour and black and to create a more ‘premium’ feeling.
How do I want to present my work during final presentation?

During the workshop I got the feedback to rethink the presentation.
- Do you really need a target group booklet? Does it add something to your presentation?
- Make sure you put catching quotes on your boards to easily get the concept and make it attractive.
CONCLUSION

I have decided to create this presentation because I want to keep it clean and simple. I want my concept to be clear in an eye blink and my execution products (brandbook and keynote) to get the attention.

I have decided to leave the target group booklet out because it did not really add anything to my presentation and end product.
This MINI Processbook is created by Amber van Winssen
The book shows a short version of my process to create my graduation project. All sources are placed underneath the articles, journals and websites. All end products and imagery are/is created by me.