NIKE ACG

THE NEXT SPECIES OF GARMENTS

a concept by Lea Simon
ACG Evolution is a rebranding strategy, which leverages the label as a high level marketing tool to strengthen Nike’s position in pioneering sustainable innovation by launching a radical product innovation, the Oxyfy collection.
THE STONE AGE DID NOT RAN OUT OF STONES. IT ENDED BECAUSE IT WAS TIME FOR A RE-THINK ABOUT HOW WE LIVE.

- WILLIAM mCDONOUGH
Changes in climate, urbanization, economic demand, and limited access to resources challenge our modern society to re-think the way we live. Solely fixing the mess mankind has created in the past isn’t enough anymore. We have to go one step further and come up with solutions that naturally integrate with our environment to improve the health of our planet in the long run.

Building upon Nike’s vision of a future in which everyone thrives on a healthy planet, this book proposes a new approach to shape the future of sustainable performance apparel. Taking on a holistic perspective, the concept aims to improve human performance by restoring the health of our environment.
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EARTH
Nike ACG and the consumer.
As Nike’s high end subsidiary line, ACG (All conditions gear) was celebrated by the hype community as an innovative urban outdoor brand, known for their unique fusion of functionality and contemporary design. With the separation from head designer Erollson Hugh in 2017, Nike revived ACG as a retro-inspired outdoor brand, and dropped the brand’s essence of thriving innovation.
Thereby, they not only lost an important marketing tool, which helped Nike secure their position as leading innovation but disconnected from their highly influential consumer group, the Urban Visionary (for more info, see Brand Study).
CONSUMER MINDSET

ALWAYS LOOKING AHEAD.
ALWAYS THE FIRST TO KNOW.
ALWAYS ON THE GO.
THE URBAN VISIONARY

The ACG consumer is the fashion lover under the Nike followership. They embrace brands which let them feel that they’re shaping the future and inspire others with their progressive lifestyle. Knowledge is their currency and authenticity is what they invest in.
‘THE NEW ACG PRODUCTS DON’T WORK FOR ME. IF I WANT TO BUY THE VINTAGE STUFF I CAN BUY IT IN VINTAGE STORES FOR LESS AND YET HAVE MORE AUTHENTIC PRODUCTS.’
Passion
Fashion
Music
Sports
Art & Culture
Collaborating with local & global creatives

Influences
Erollson Hugh
Yohji Yamamoto
The Basement
Dazed
Stephen Hawkins
Hypebeast
Highsnobiety

Brands
Patagonia
Acronym
Nike
Story MFG
Stone Island
Off White
Visvim
Kiko Kostadinov
Supreme

Style
edgy
utilitarian
futuristic
refined
for the functionality of the product
for the meaning of the product
Functionality first

The Urban Visionary is looking for highly functional clothing, which adapts to every situation throughout their day. They use their personal network and hype magazines to stay ahead of the latest innovations.
GREEN BOOST

Sustainability has shifted from being associated with an alternative ‘hippie’ lifestyle to a symbol of future thinking. As opinion leaders, the Urban Visionary senses the urge for sustainable action and embraces brands which support this trend.

‘I ENJOY PRODUCTS THAT ARE CONTRIBUTING TO THE ENVIRONMENT.’
WATER
ACG Evolution – Creative concept and strategy.
ACG’s mission is to provide gear for all conditions. Yet, the conditions have drastically changed. Pollution. Rising sea levels. Water scarcity. Biodiversity loss. These symptoms are no longer predictions. They are current affairs. Our planet is seriously ill. And this unhealthy environment is highly affecting the way we live on it.
IT'S NOT WARMING.
IT'S DYING.
OPPORTUNITY
Mutual enhancement

Aware of the impact our polluted environment has on our personal health, designers and visionaries alike rethink current structures to come up with tangible solutions to backtrack our irresponsible actions.

Architects map out the potential of green design, as they rethink houses as ecosystems to increase efficiency in cities with zero environmental impact.

Equally eager to unleash the potential of sustainable design thinking, product designers innovate by imitating natural processes as they come up with water purifying filtration systems, air cleansing bicycles, or fog harvesting systems to collect drinking water.

Sustainability has become the fundamental design challenge and circular systems are the solutions of tomorrow.

With the fashion industry as one of the fastest changing sectors, it is about time for brands to join this green revolution.

The opportunity

Nike’s overarching goal is to improve the performance of the athlete. Yet, human performance is limited to the condition of our environment.

Within a sector, where innovation is key, Nike is always one step ahead of their competition. To keep the ball rolling, ACG Evolution presents an opportunity for Nike to further shape the future of sustainable performance innovation.

The concept introduces Nike to a circular approach which is in-line with the brand’s vision, and aims to secure a future in which human progress thrives on a healthy planet.
ACG MEANS ALL CONDITIONS GEAR.
AND NEW CONDITIONS REQUIRE NEW SOLUTIONS.

AND ALL CONDITIONS MEANS ALL CONDITIONS.
ACG EVOLUTION RETHINKS GARMENTS AS ECOSYSTEMS TO ACCELERATE PERFORMANCE.
THE CONCEPT

To enhance human performance, we need to improve the conditions of our playing field.

ACG understands that strengths not only arise from the athlete, but is linked to the environment they’re moving in. Inspired by nature’s interdependencies, ACG Evolution rethinks garments as ecosystems that enable synergy between the human body and his/her environment.

By connecting the athlete to the elements, rather than solely protecting from them, ACG uses the power of nature to accelerate the athlete’s performance and the condition of their territory.
WE RUN ON NATURE.
WE USE NATURE’S TACTICS OF OPTIMIZATION TO IMPROVE PERFORMANCE IN THE URBAN OUTDOORS.
In cities, living conditions change astonishingly fast. But, instead of being an anti-nature wasteland of steel and concrete, urban spaces are powerhouses of evolution. Animals, plants, and insects are adapting to the extreme urban environment at high speed. Inspired by those urban adopters, ACG provides gear that let the urban visionary adjust to this fast-paced environment.

Movement creates inner space that sets the mind free. ACG guarantees movement in the hustle and bustle of the city. Ready for all urban conditions you transition through your day with a strong mind.
Protection works symbiotically. To enable progress for the athlete, moving in a healthy environment is key. ACG aims for mutual protection, pursuing a perfect balance between the wearer and his habitat.

Strong alone. Unstoppable together. ACG synergizes the athlete with his environment to form a team that sparks progress.

PROTECT.    CONNECT.
THE ELEMENTS

Essential to all movement, and exclusive for our planet, are the four elements Earth, Water, Fire, and Wind. While ACG used to focus on protecting the athlete from them, ACG Evolution uses the element’s inherent power to further improve the athlete’s performance.

Each element is linked to one season and functions as the primary inspiration for each collection.
**From micro to macro**

ACG Evolution will kick off in Spring 2019. While the first 4 seasons will focus on microorganisms and processes in nature, the following seasons will evolve from insects, to reptiles, towards looking at the processes of the planet from a macro perspective.
THE GOAL

REDEFINE SUSTAINABLE PERFORMANCE IN THE CITY.
OBJECTIVE

This brand strategy revitalizes ACG as progressive marketing tool that not only secures Nike’s position as leading innovation, but leverages the brand as shaping the future of sustainability.

By shifting the focus back to the brand’s essence of merging functionality with design, and taking an innovative approach towards a sustainable future, the concept intents to reconnect with the Urban Visionary and attract a demographic of visionary influencers.
This section provides general guidelines for the brand communication manifesting the new identity.
THE IDENTITY
ACG adopts a scientific approach, as the brand becomes the future link between the urban athlete, the city, nature, and the elements. This powerful fusion is expressed in the brand’s verbal and visual communication.

**Tone of voice**

**BE CONFIDENT**
**BE SHARP**
**IMPRESS**
**INSPIRE**
**INFORM**
**ACTIVATE**
DESIGN PRINCIPLES
Rough

THE RAWNESS OF NATURE. THE TOUGHNESS OF THE STREETS.

Progressive

ALWAYS ONE STEP AHEAD.

Juxtaposed

MICRO & MACRO. ORGANIC & MAN-MADE.

Scientific

FORM Follows FUNCTION.
ACG Evolution gets its crisp look by merging colors inspired by nature with shades reminiscent of the urban space and bringing them into the digital space. These colors describe the visual communication as a whole and don’t have to be implemented in each individual composition.

**PRIMARY**

**ECOSPHERIC GREEN**

- **PANTONE**: 7710C
- **RGB**: 107 211 140
- **HEX**: 6BD38C

**WHITE**

- **PANTONE**: P1-1C
- **RGB**: 255 255 255
- **HEX**: #FFFFFF
**SECONDARY**

**ELEMENTAL BLUE**
- PANTONE: 117-8C
- RGB: 0 107 148
- HEX: #066B94

**FIERY ORANGE**
- PANTONE: 45-7C
- RGB: 240 78 54
- HEX: #F04E36

**GREY CONCRETE**
- PANTONE: 9103C
- RGB: 216 213 210
- HEX: #D5D8D2
As the brand steps into a new era, the logo takes on a new form. The new icon is the visual manifestation of ACG’s revised brand essence. Rooted in Nature. Evolved in the city.

**Primary Logo**

The primary logo should be used for all communication in the first seasons and can be alternated with the secondary logo, once it is recognized by the consumer as distinctive to ACG.

**Secondary Logo**

The secondary logo can be used for additional branding elements in the collections and will alternate with the primary logo in future seasons.
**Color**

The logo exists in the brand colors and might be adapted to season specific hues.

**Placement & Size**

If possible, always place in the right bottom corner of artwork. The size should never be less than 2cm in width for print and 90 px (72bpi) width online to guarantee legibility.
Typography is the visual form of language. The treatment of these visual forms can express as much as the words themselves. The new typography system expresses the synergistic power between nature and the brand.

**Primary**

**Futura Extra Bold Oblique**

ABCDEFGHijklmn
OPQRSTUvwxyz
0123456789

**Secondary**

**Zenon Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Nature is Science.
Science is Zenon.
Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Zenon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Innovative core

Performance gear is the most innovative sector within the fashion industry and Nike has been a Trailblazer in innovation for the past years. Following the companies sustainable mission, ‘to innovate solutions that benefit athletes, the company and the world’, the collections tackle unhealthy conditions in the urban environment by rethinking materials.

Each season will therefore evolve around one groundbreaking textile innovation, which is inspired by the seasonal element and nature theme.

Design philosophy

ACG was celebrated for their fusion of functionality and minimalistic design, made for the city. With the main focus on innovative material, ACG Evolution brings those elements back to the core of each collection. By putting in serious chops into the science behind nature’s great survival strategies, the collections are designed to provide gear to evolve together with urban conditions.
**PRODUCT**

The products are engineered with the highest precision to detail to guarantee optimum fit, premium comfort, and ultimate performance. They belong to the high energy category of Nike products and will therefore be produced in limited numbers. The product range focuses on outerwear, footwear, and accessories but can be extended according to the seasonal demand.

As high level line under the Nike brand, ACG is positioned in the mid-level market. The prices range from 50 - 200 € for accessories, t-shirts, pants and sweaters and 200 - 700 € for outerwear.

**BRANDING**

The seasonal textile innovation becomes the hero fabric and the central piece of each collection. To pay this hero its deserved attention, ACG celebrates the textile by elevating it as the branding of the garments.
The following pages introduce ACG Evolution’s first collection, illustrated by Spring 19 and how it translates into the design and the visual communication of the collection.
THE INNOVATION

‘THE HIGH-TECH FABRIC IS DESIGNED TO IMPROVE LOCAL AIR QUALITY BY REDUCING TOXIC POLLUTANTS Emitted FROM BUILDINGS AND VEHICLES IN URBAN ENVIRONMENTS’
The Breath filters polluted air in the city by using 3 layers that absorb key polluting gases from the atmosphere.

While it is thus far mainly used to replace billboards in cities, ACG introduces the material to sportswear, as it becomes the key element of the collection.

**The condition to tackle**

- 16 breaths per minute.
- 960 breaths an hour.
- 23,040 breaths a day.
- Limitless power?

In the urban space, clean air has become a rarity. With 50,000 early deaths alone in the UK, pollution has become one of the biggest health risks in the world’s metropoles.

ACG aims to improve this crucial condition in order to unleash the full potential for optimum performance in the urban space. Therefore, the brand’s launch collection introduces an air purifying textile technology – the Breath.

**The Breath**

The Breath filters polluted air in the city by using 3 layers that absorb key polluting gases from the atmosphere.

While it is thus far mainly used to replace billboards in cities, ACG introduces the material to sportswear, as it becomes the key element of the collection.
THE O₂XYFY COLLECTION
The collection

To introduce ACG Evolution in Spring 19, the brand launches The Oxyfy Collection. A collection inspired by the most essential micro processes on earth – the oxygen production of plants and their symbiosis with the human breath. Combined with the current trends and the brand’s scientific core, the inspiration translates into the functions and designs of the garments. Minimalistic cuts, breathable fabrics, and technical trimmings evolve around a clash between nature’s organic appearance and a clinical lab aesthetic.

With the air purifying technology at its core and respiration as main focus, the collection allows the Urban Visionary to breathe freely while they move through the urban space.
Pollution Design

WGSN states in its active trend report, that 'Clean air is said to be the newest wellness ingredient, as it becomes increasingly harder to come by.' This health aware design focus translates into technical sheers and lightweight fabrics with a focus on functionality.

Eco Warrior 2.0

Eco is no longer associated with the image of the bohemian hippie lifestyle. Instead, it becomes the doctrine for a new generation of young men and women who embrace life in the great outdoors and the urban space. This fusion is expressed in clean, modern looks which allow performance and nature to meet. Trans-seasonal colors and resilient and renewable materials become the basis for sustainable apparel.
Material focus

Consumers shift from buying less to investing more in high-quality materials. In search for more sustainable systems, the material becomes the substance of innovation and design. Designs will be driven by minimalism and simplified looks, using lightweight fabrics to direct the focus towards the material and its function.

‘I’m more interested in material and innovation than actual hype’
Functionality is key to every design. For the Oxyfy collection, we examined the leaf and its parts to transfer the functions it offers the plant directly to the streets.
LEAF-INSPIRED, ERGONOMIC SHAPES

AIR REGULATING PORES

VEINS, STIMULATING OXYGEN FLOW
ALGAE GREEN
R: 107 G: 211 B: 140

AIRY BLUE
R: 119 G: 197 B: 213

TIGERLILY
R: 226 G: 88 B: 62

WHITE
R: 225 G: 255 B: 255

THE COLOR PALETTE
With chlorophyll playing the main role in the process of producing oxygen, bright green becomes the central color for the collection, paired with a laboratory white.

The accent colors refer to the oxygen itself, as it transitions different mediums. An airy blue reflects the oxygen flow in the atmosphere, while an orangey-red derives from the human blood as its transportation medium.
The product

The first collection consists of outerwear and accessories which are designed with the male consumer in mind; yet, will be targeted to the male and female consumer alike, as they come in a unisex size chart. Every collection piece is developed with highest precision to detail. Therefore, the number of products is limited to one footwear design, two units containing jackets and trousers, and two accessories. The Units will be dropped in two colorways.
The shoe, as the central piece of the collection, is inspired by the transportation of oxygen throughout the respiration process. The breathing sole is engineered to adapt to every surface – from sturdy concrete to rocky mountaintops.
Trimmings & Finishings

Material

Rugged Texture

Color
Unit 1 is inspired by the oxygen flow within the human body. Convertible designs and waterproof textiles let you transition through every condition.
Trimmings & Finishings

Elastic Trims
Puffed Details

Material

Silky Touch
Lightweight Nonwovens

Color
Unit 2 is inspired by the oxygen flow within the plant. Transparent sheers, lightweight fabric, puffed details, and minimalistic trimmings let you glide through the city.
Trimmings & Finishings

Material

Crisp, Gentle Texture

Lightweight Nonwovens

Color

Minimal

Transparent
We bring the accessories from the lab to the streets. Safety first. Style will follow.

**VISIOR HAT**

**CONSTRUCTION**

**DETAILS**

**COLOR**

**SYNTHETIC RIGID**
TONED SUNGLASSES

CONSTRUCTION

DETAILS

COLOR

CLINICAL FUTURISTIC
NIKE ACG
HyperBreath Jacket

Engineered to improve your performance, the Oxyfil
technology purifies the air around you, as you move through the city.

Attach the patch to your jacket and start breathing.

Exceptional fit.
Superior design.
Ultimate protection.

ACG MEANS ALL CONDITIONS GEAR AND NEW CONDITIONS REQUIRE NEW SOLUTIONS.
Breathing sustainability

Due to the stiffness of the hero fabric, it will mainly be implemented in the branding of the collection. To minimise waste, it will first function as the hang tag, which can then be attached to the product. Thereby, it becomes the consumer’s decision to step up the sustainability game.

The application

For this season, the detachable hang tag/branding is inspired by the badge worn in science labs. The tag comes in a transparent, breathable pouch, which can be attached to the original garment, or any other clothing item - to clean the air even beyond the collection.
LAUNCH PLAN
The launch around the Oxyfy collection will be rolled out in Spring 19 as a global campaign. The goal is to re-introduce ACG as nature-inspired streetwear brand, which redefines sustainable performance innovation for the urban outdoors. As highly innovative products, the collection will be released under the NikeLab retailer.

The campaign will come to life through three hero graphics and one video, and will be executed online and offline in Nike’s global key destinations and through select business partners.

The following pages focus on the creative direction of the Spring 19 collection and give an overview of how the campaign elements come to life on the different brand channels.
THE CITY IS YOUR PLAYING FIELD. BUT THE OUTDOORS IS YOUR INITIAL FORCE. USE NATURE’S POWER TO PROGRESS. CREATE SYNERGY TO REINFORCE THE STREETS. EVOLVE TOGETHER WITH YOUR ENVIRONMENT – AS YOU BREATHE.

WHILE YOU PURIFY THE AIR AS YOU MOVE THROUGH THE CITY, YOU INSPIRE OTHERS WITH YOUR STYLE.
ACG approaches the consumer in 3 phases. Each phase maintains copy supporting the visual communication.

**ATTRACT**

The logo lock up is used on all graphics showing the collection, to attract the consumer’s attention and spark interest for the collection.

**ENGAGE**

The tagline aims to spark the consumer’s curiosity and let him engage with the brand to find out more about the product launch.

**CONNECT**

The copy is used on Nike’s social channels and the Nike App to ultimately motivate purchase.
ACG Evolution. The next species of garments.

The city is your playing field. But the outdoors is your initial force.
Use nature’s power to progress.
Create synergy to reinforce the streets.
Evolve together with your environment — As you breathe.

While you purify the air as you move through the city, you inspire others with your style.
SECONDARY ASSETS
GRAPHIC ELEMENTS

3D ELEMENTS

*graphics by Jonas Becker

2D ELEMENTS
Lock ups

ACG EVOLUTION

ACG EVOLUTION
ACG EVOLUTION
ACG EVOLUTION
ACG EVOLUTION
ACG EVOLUTION
ACG EVOLUTION

THE O₂XYFY CO₂LLECTION O₂N
To teaser the revised brand and the collection launch on all channels, the communication includes a short video. By visually comparing ACG’s relaunch to the evolutionary moment when oxygen transferred from water to air, it represents the launch as a monumental next chapter in ‘Nike’s’ progress. The film will be used on the nike.com website, their social channels and will be covered by select media partners.
THE NEXT SPECIES OF GARMENTS.
BREATHEING ADS

The campaign will come to life on billboards in Nike’s global key destinations: Tokyo, Beijing, Hong Kong, Shanghai, New York, Chicago, London, Paris, Milan and Berlin.

To leverage the purifying material innovation essential to the collection, the graphics are printed on ‘theBreath’ fabric and placed in areas with high traffic density.
During the launch phase, the collection takes over the landing page on nike.com and the NikeLab specific homepage.

Nicke ACG landing page on nike.com

**HEADER**

ACG x NikeLAB

**BODY**

Entering a new era of sustainable performance gear, ACG is engineered to use the power of nature to accelerate performance – Rooted in science, evolved in the streets.

**CTA**

Shop collection
NikeLAB landing page on nike.com

**Header**
The next species of garments.

**Body**
Entering a new era of sustainable performance gear, ACG is engineered to use the power of nature to accelerate performance – Rooted in science, evolved in the streets.

**CTA**
Shop collection
The launch will be announced on three highly influential media partners to reach the Urban Visionary and attract a fashion devoted audience. The coverage by those paid partners will initiate a follow up of unpaid communication.
INSTAGRAM STORY

The collection will tease on Nike’s main IG channel, using Nike’s reach to link through to the ACG brand shop.
Copy (spread over 3 story posts)

The city is your playing field. But the outdoors is your initial force.
Enter a new era of sustainable performance gear with ACG’s Oxify Collection.
To secure the exclusivity of the collection and stir hype, the products will drop in limited numbers in selected retailers. Next to Nike’s own high level retailer NikeLAB, the collection will be available at the Dover Street Markets and the high end sportswear retailer, Kith.
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Nike Annual Report 2018
STRONG ALONE.
UNSTOPPABLE TOGETHER.
THANKS TO

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