



WANS

TEAM 1

MISSION STATEMENT

CREATING **ELEVATED** DESIGNS
THROUGH AN **EDUCATIONAL**
DEVELOPMENT SYSTEM THAT
BRINGS LIGHT TO
TRADITIONAL
TECHNIQUES
FROM **ACROSS THE**
GLOBE

CREATE A FASHION FORWARD,
ELEVATED AND GLOBALISED DESIGN
FOR METROPOLITAN CUSTOMERS THAT
LINKS TO LOCAL AND TRADITIONAL
COMMUNITIES ACROSS THE GLOBE
WHILE AIDING SUSTAINABLE
DEVELOPMENT THROUGH EDUCATION

STEP BY STEP GOALS

1. TO CREATE A FASHION FORWARD, HIGH END AND GLOBALISED DESIGN FOR METROPOLITAN CUSTOMERS.

2. TO DESIGN A SHOE THAT IS TRANSFORMATIVE AND MULTI-PURPOSE BY DESIGN.

3. TO USE TRADITIONAL AND LOCAL TECHNIQUES THAT PROVIDE AN ELEMENT OF SLOWNESS TO AN INCREASINGLY FAST PACED ENVIRONMENT.

4. TO DEVELOP A GIVEBACK PROGRAM TO LESS DEVELOPED COMMUNITIES IN ACCORDANCE WITH THE U.N SUSTAINABLE DEVELOPMENT GOALS.

5. TO CREATE A LINE OF ACCOMPANYING ACCESSORIES THAT INCORPORATE THESE TECHNIQUES AND ARE DESIGNED THROUGH A METROPOLITAN LENS.

6. TO DEVELOP AN EDITORIAL PARTNERSHIP THAT HEIGHTENS THE BRAND IDENTITY, TARGETING HIGH END CONSUMERS



CAROLINA WEREBE

Originally from Sao Paulo, Brazil and has experience working in accessories for capsule collections. Carolina has a passion for materiality and high familiarity with traditional techniques.



CHARLES ROYLE

Originally from Yorkshire, England, Charles has a great deal of experience in advertising and editorial concepts. Charles is well versed in the logistics of sustainable development and has an extensive amount of research with traditional techniques.

STEPHANIE YOON

Stephanie hails from Los Angeles and specializes in accessories and bags, as well as a passion for sustainability.



ELEVATE
PERCEPTION
AND
ATTRACT A
NEW AUDIENCE

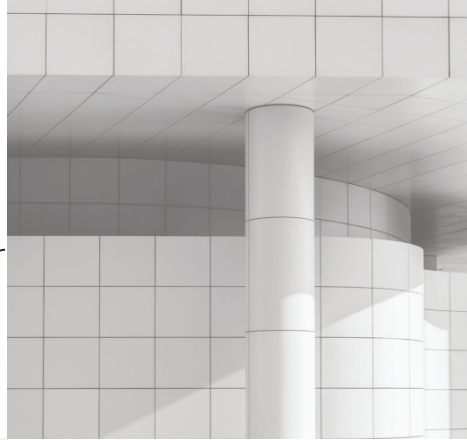
CUSTOMER



“Honestly I’ve run out of places to go to brunch to it’s just too stressful”



“I honestly think the only reason I’ve been above 14th street in the last year was to see the new Celine store”



“That’s so dark. I love it”



“I don’t think I’ve seen you since Basel right?”



“She gets to wear high heeled crocs to work yet apparently my converse are ‘unprofessional’”



“The stress of taking a vacation just isn’t worth it”



“I don’t remember the last time I had a weekend”



OVERHEARD NEW YORK

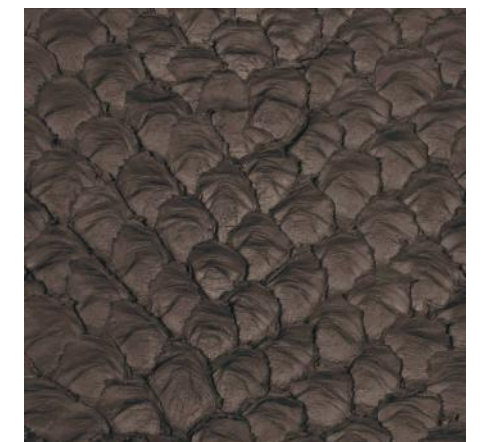
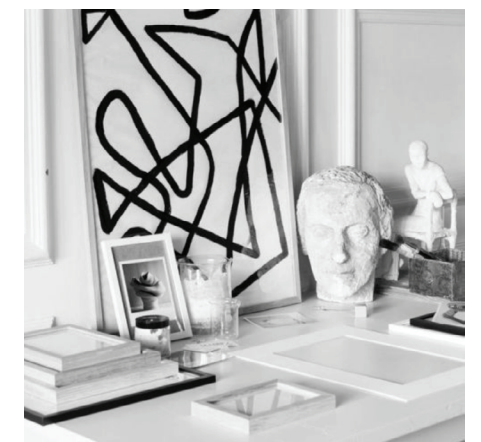
**B R I N G I N G
T H E I D E A**

O F

S L O W N E S S

T O A

**F A S T - P A C E D
E N V I R O N M E N T**



TARGET AUDIENCE

A METROPOLITAN WORLD

We are currently focusing on the target market of what we call "the metropolitan world". This refers to the affluent and fashion conscious populations of major world cities such as New York, Paris, London, Beijing, Seoul, Tokyo and São Paulo.

This market will have an interest in fashion and a wish to stay up-to-date with current trends and styles and have access to the rest of the world, whether that be through social media or travel. We are presenting a global concept where we are targeting populations of major cities with contrasting rural techniques and design methods within the products.

SOCIAL

**READS
FASHION
MAGAZINES**

**CREATIVE
JOBS**

WELL TRAVELLED

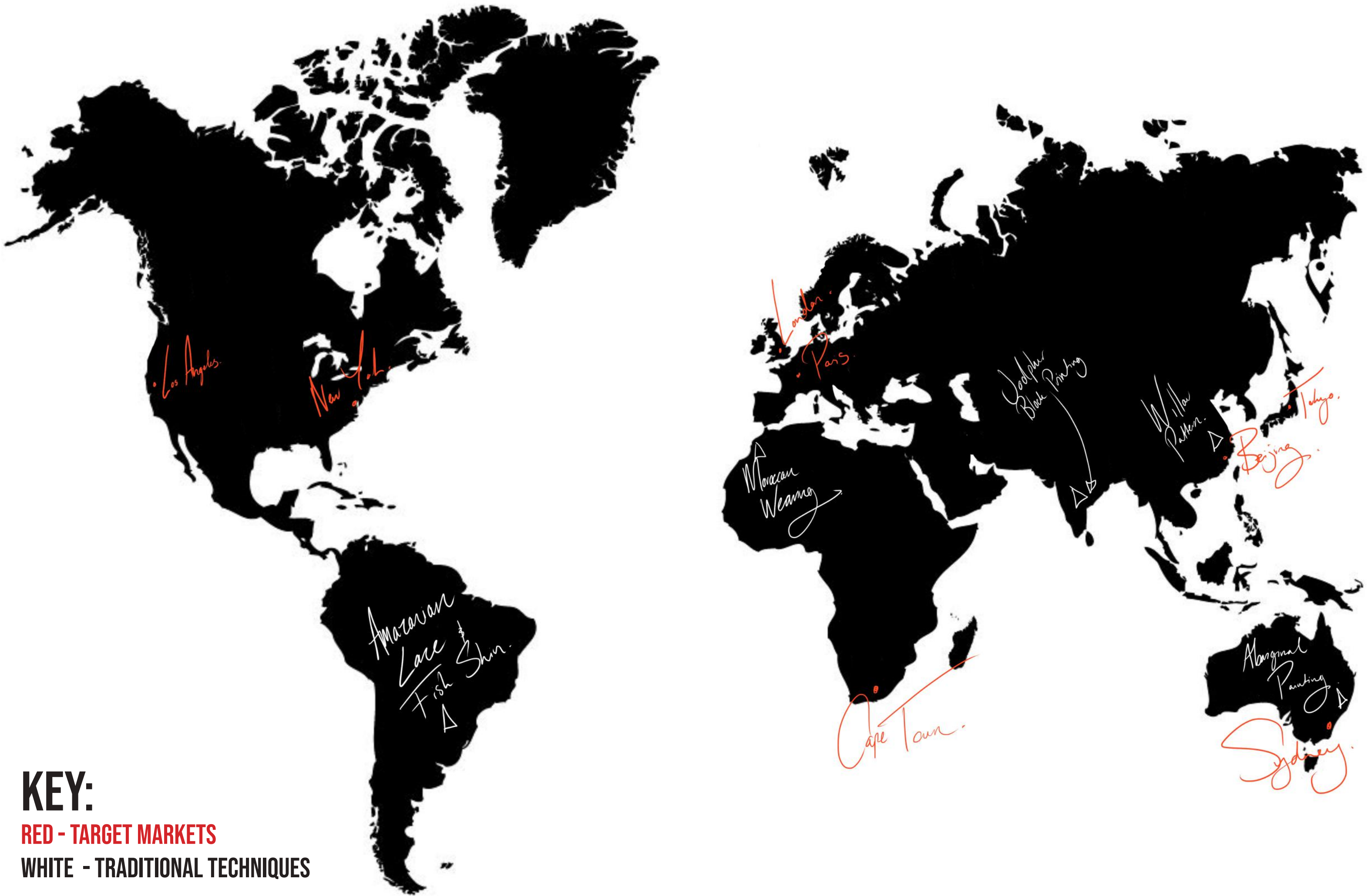
**AVID
SHOPPERS**

**BEAUTY
CONCIOUS**

RESEARCH

TRADITIONAL TECHNIQUES

**TO USE TRADITIONAL
HANDMADE
TECHNIQUES THAT
PROVIDE AN ELEMENT
OF SLOWNESS TO
AN INCREASINGLY FAST
PACED ENVIRONMENT**



KEY:

RED - TARGET MARKETS

WHITE - TRADITIONAL TECHNIQUES

TRADITIONAL TECHNIQUES AND MATERIALS



PIRARUCU SKIN

Pirarucu is a fish native to the Amazon Rainforest in Brazil, and it is unique in that it is also commonly used by Amazonian tribes as a leather. This is unusual as aquatic skins do not usually provide the qualities in order for them to be used as a fabric. However, this leather is very easily used in clothing and accessories, and can be dyed, bleached and dried in order to become the perfect fabric that is an alternative to both cow leathers, and the environmentally unfriendly plastic alternatives.

BRAZIL

CHINESE CERAMIC PAINTING

Chinese Ceramic Painting is a classical form of Chinese art that involves the typical Blue and White colours being applied to pottery and porcelain using a blue pigment, most often Cobalt Oxide.

One of the most popular of these patterns is named "Willow Pattern," a traditional and often replicated pattern that is based upon an old Chinese narrative. This pattern is most commonly painted on ceramics using an extremely fine brush. Over 40% of China breaks when it is fired, making the technique extremely difficult to learn and perfect.

CHINA





RENDA RENASCENCA

This is a traditional lace that originates in the the state of Bahia in Brazil. It is a handmade and very traditional technique that cannot be easily learned. Each piece of this lace can take days or even weeks to make, and is constructed on a special loom specifically made for this exact type of lace.

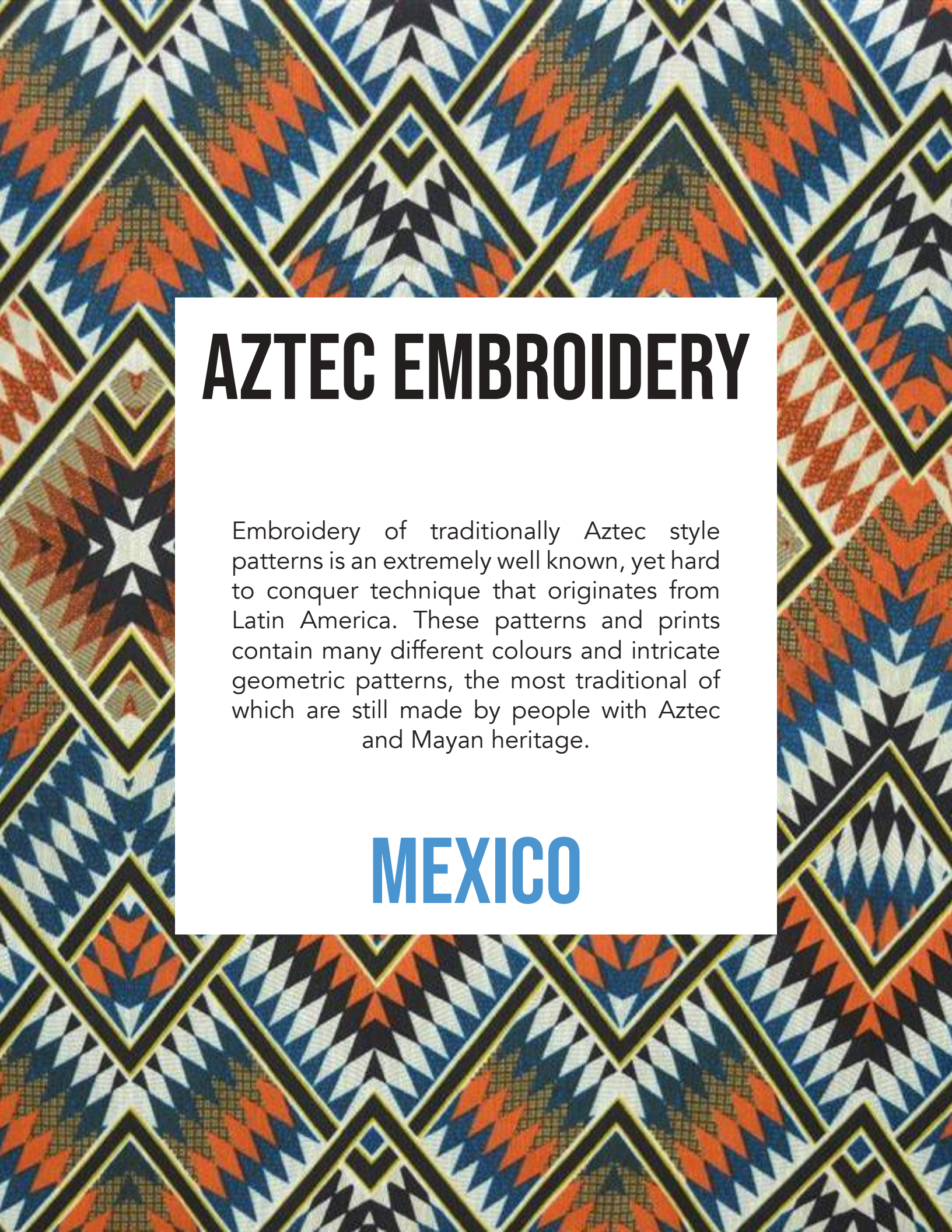
BRAZIL



BENI OURAIN

Beni Ourain, a traditional type of Moroccan Rug, is a usually black and white rug with a minimal form of embroidery and weaving integrated into the design. However, Beni Ourain is not simply a rug, but also a type of weaving that is local to Morocco and has been in the history of the Moroccan people for centuries.

MOROCCO



AZTEC EMBROIDERY

Embroidery of traditionally Aztec style patterns is an extremely well known, yet hard to conquer technique that originates from Latin America. These patterns and prints contain many different colours and intricate geometric patterns, the most traditional of which are still made by people with Aztec and Mayan heritage.

MEXICO



BLOCK PRINTING

Jodphuri Block Printing is another technique that is easily recognised globally, however the roots of this specific technique are still grounded in the small region of India. Many different prints and colours are made that are signature to this style of printing and is environmentally due to the natural dyes used.

INDIA



ABORIGINAL PAINTING

Aboriginal painting is a technique that originates from aboriginal communities in Australia. These techniques often tell stories and the aboriginal people even have a language within the paintings. The paintings are most commonly made using a stippling technique that looks incredibly visually appealing.

AUSTRALIA

DESIGN

DEEN

INITIAL DECONSTRUCTION

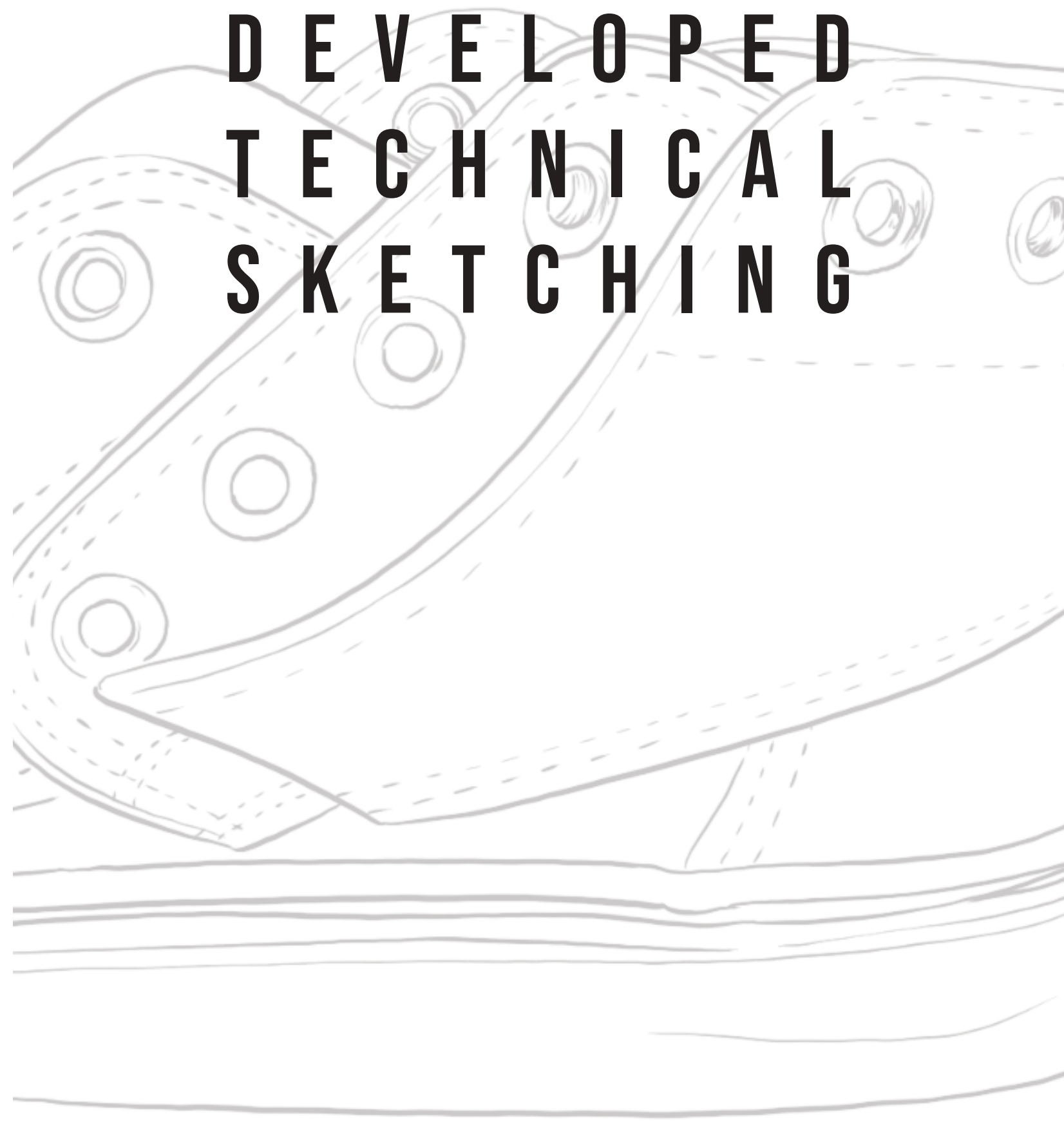


INITIAL RECONSTRUCTION





DEVELOPED
TECHNICAL
SKETCHING



TECHNIQUE TRIALS

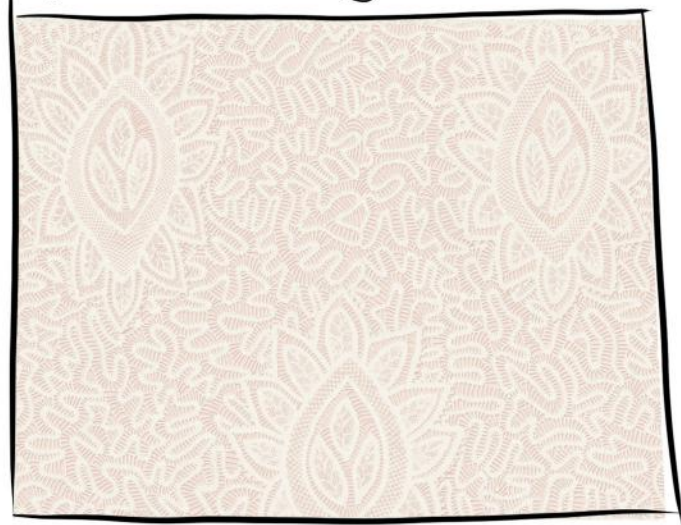




FINAL DESIGNS

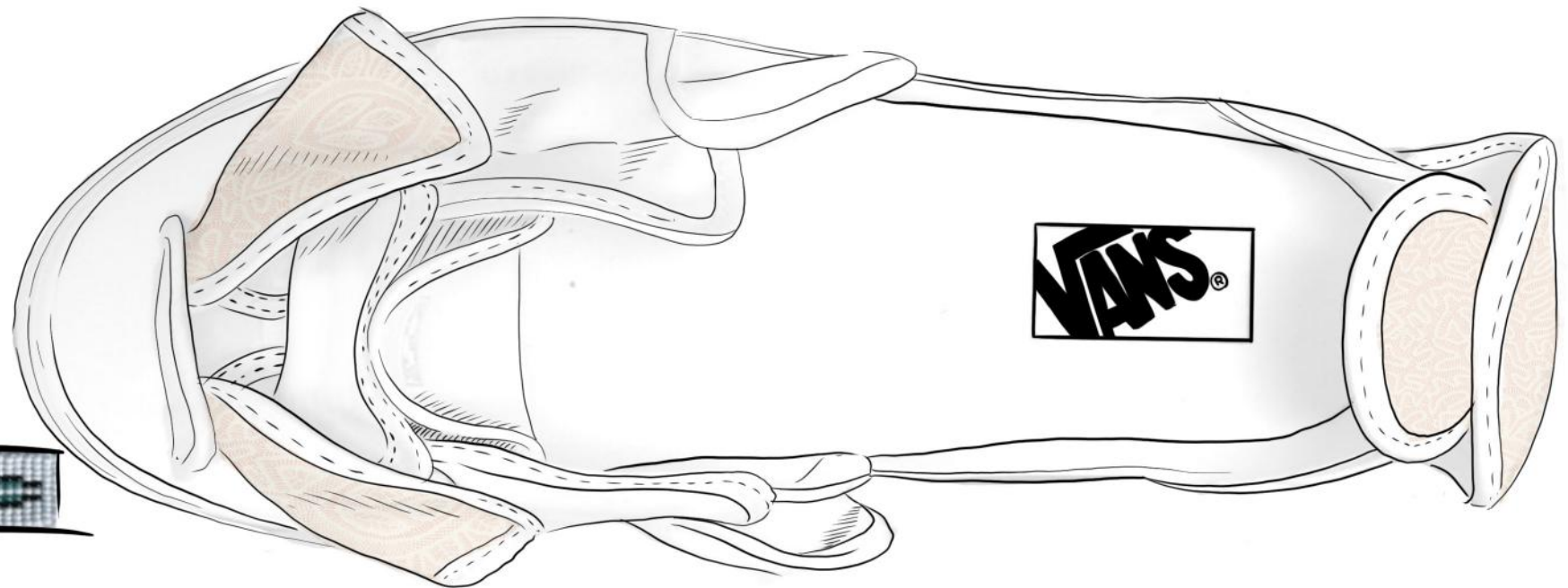
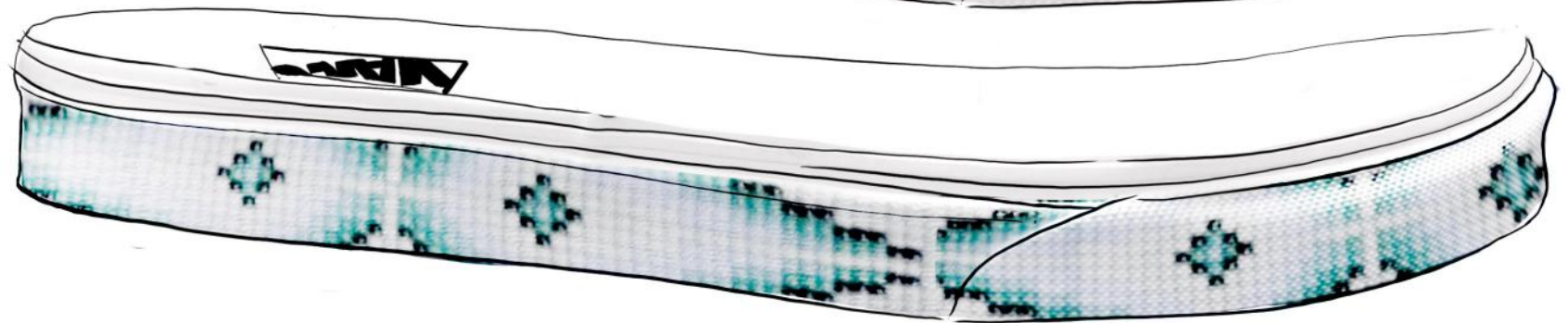
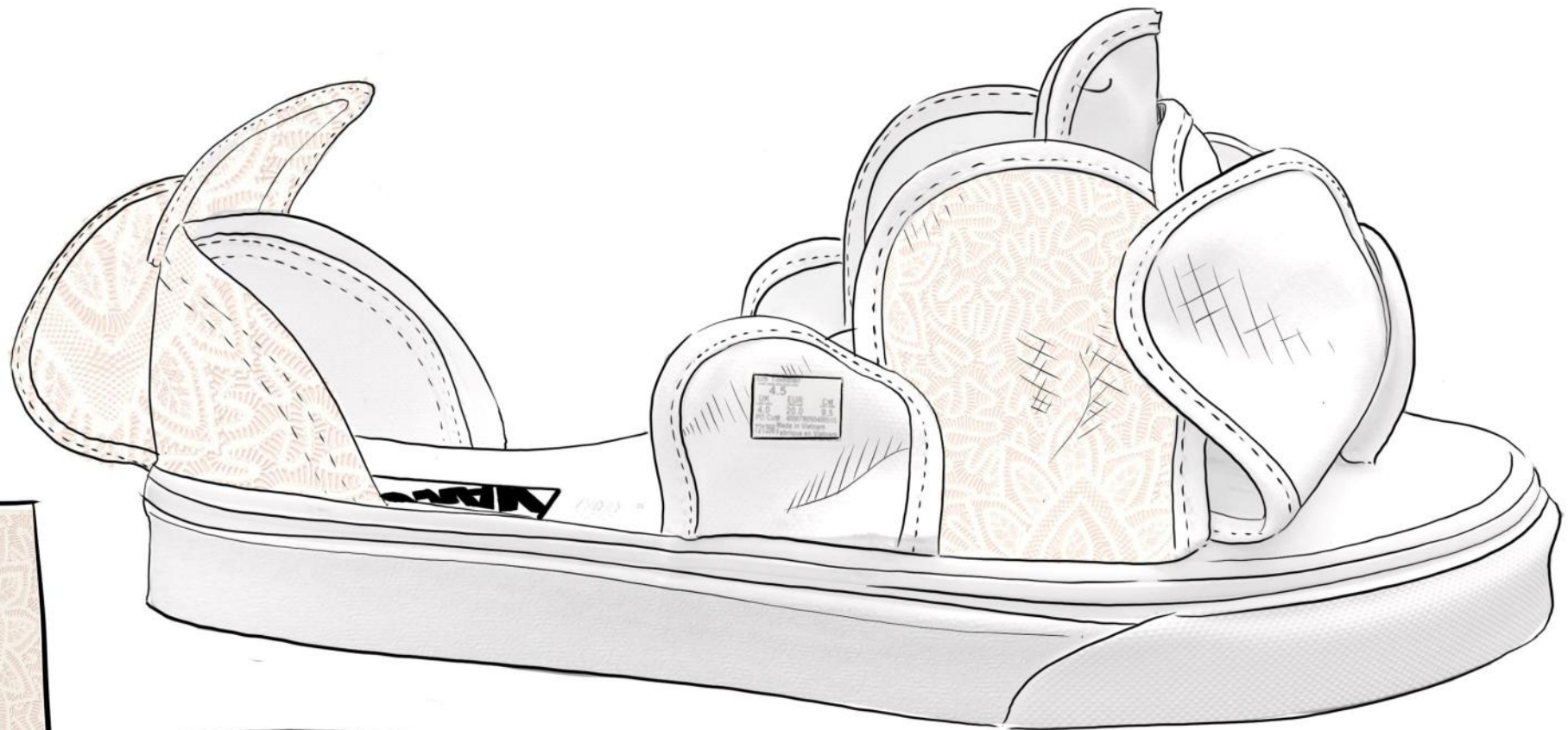
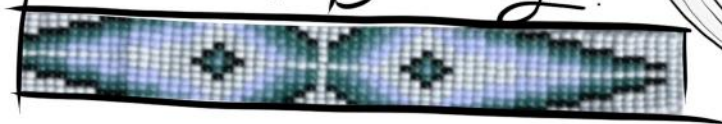
Traditional Brazilian Lace & Beading.
Shape of shoe inspired by Pirarucu leather.
Optional Beading around the sole.

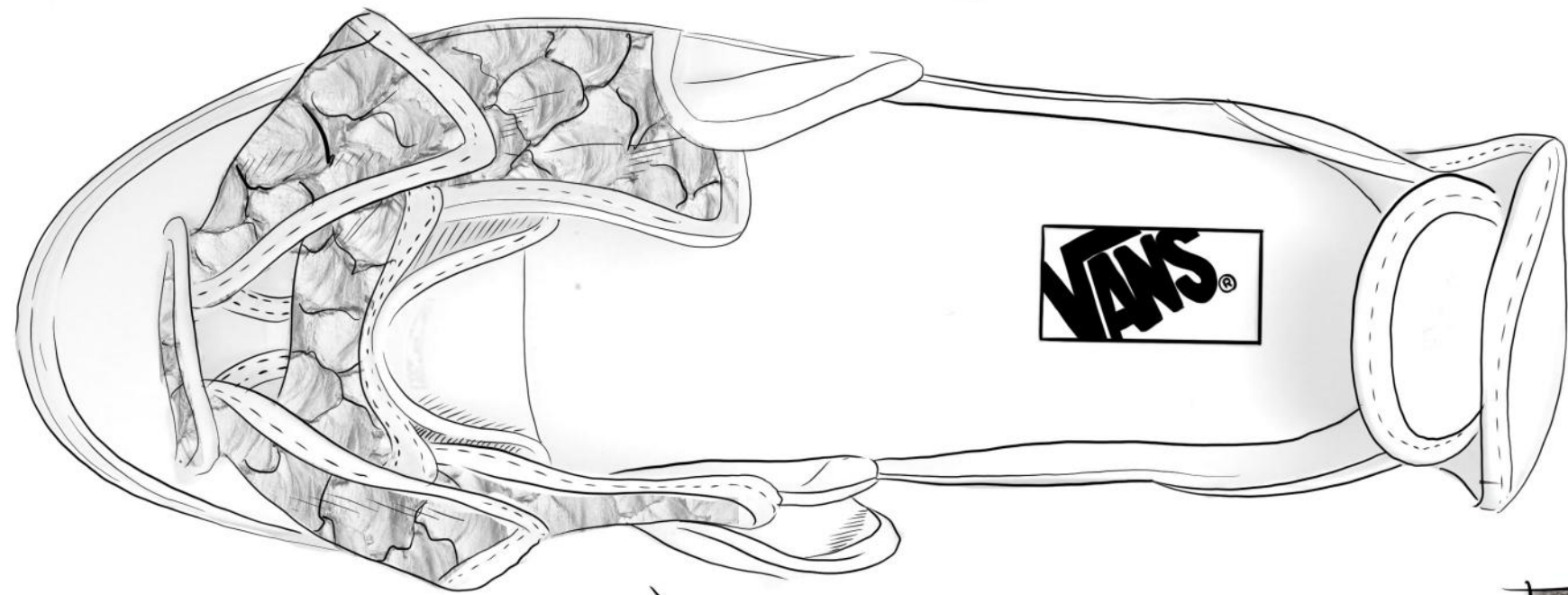
Renda Renascença



"Brazil"

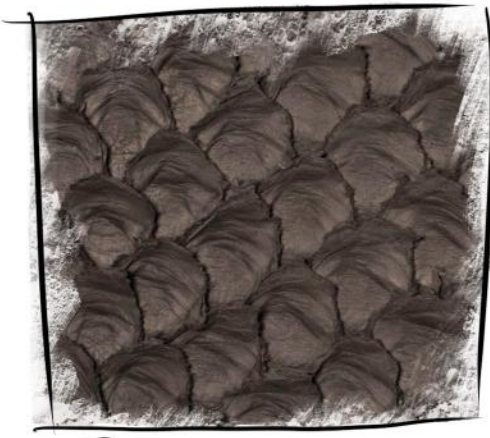
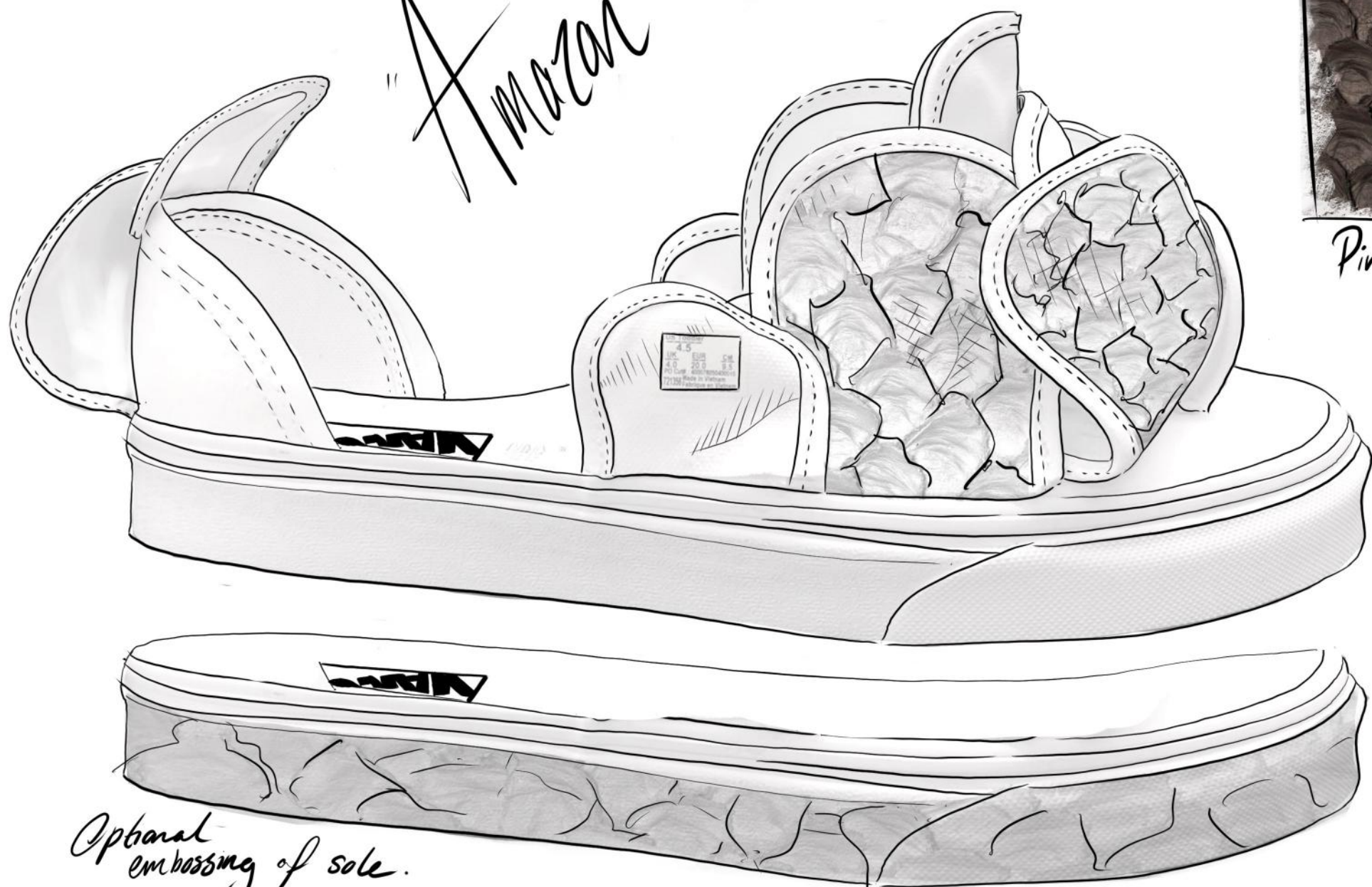
Traditional Beading





- The Design of the shoe is inspired by the shape of the fish scales.
- Tags & labels left aside to highlight the concept of scales.
- Fish skin applied loosely in order to not be obvious.

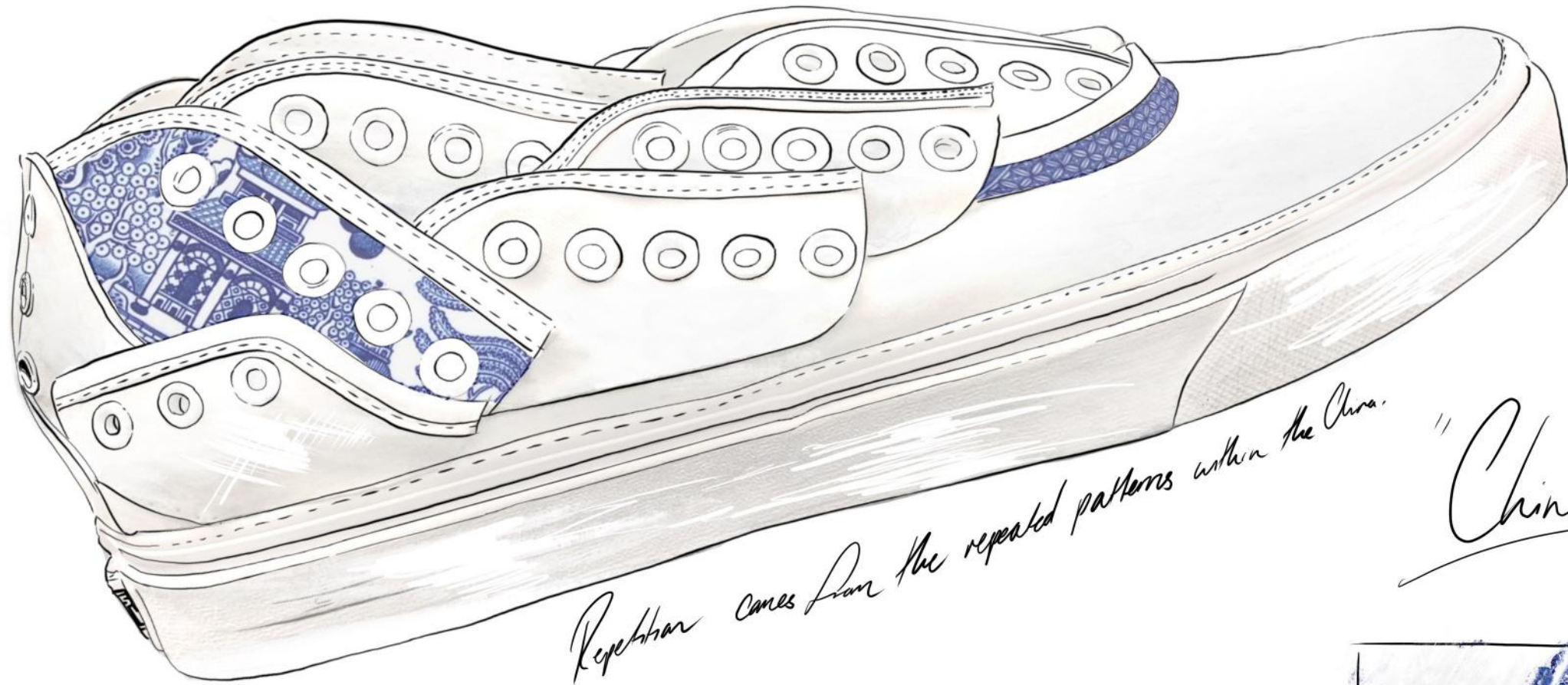
Amazon



Pirarucu Skin

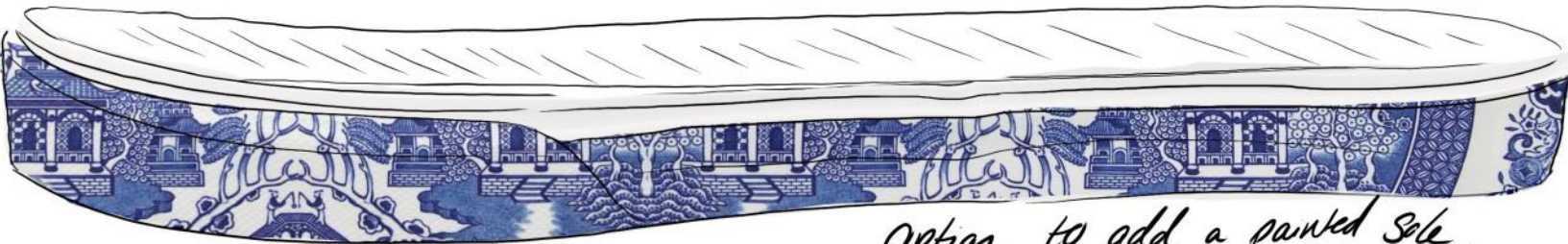
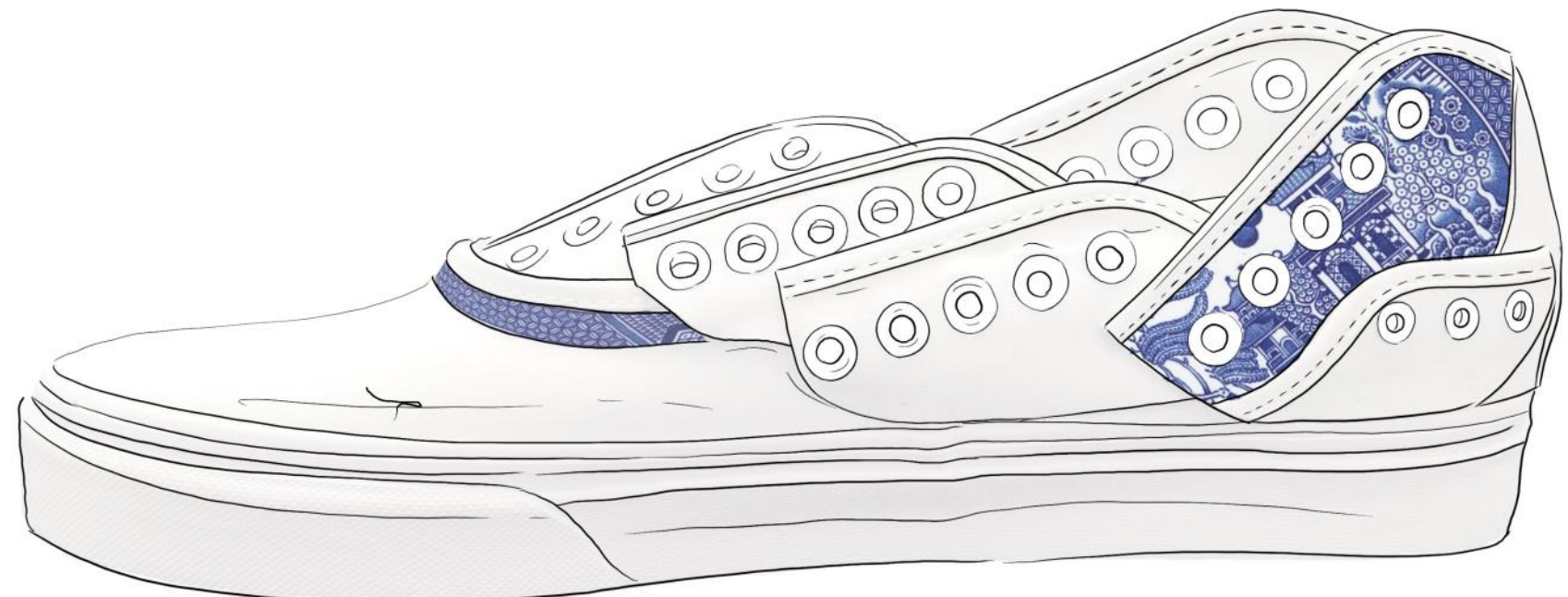


Optional embossing of sole.

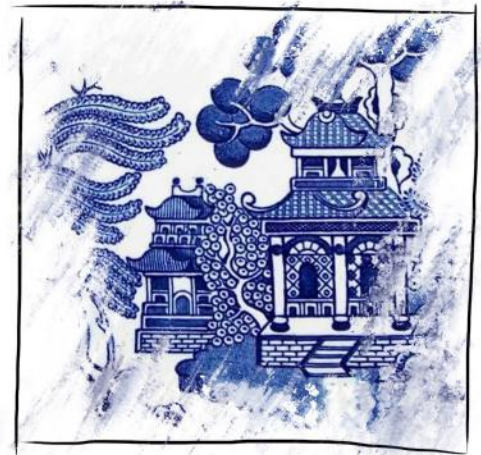


Repetition comes from the repeated patterns within the China.

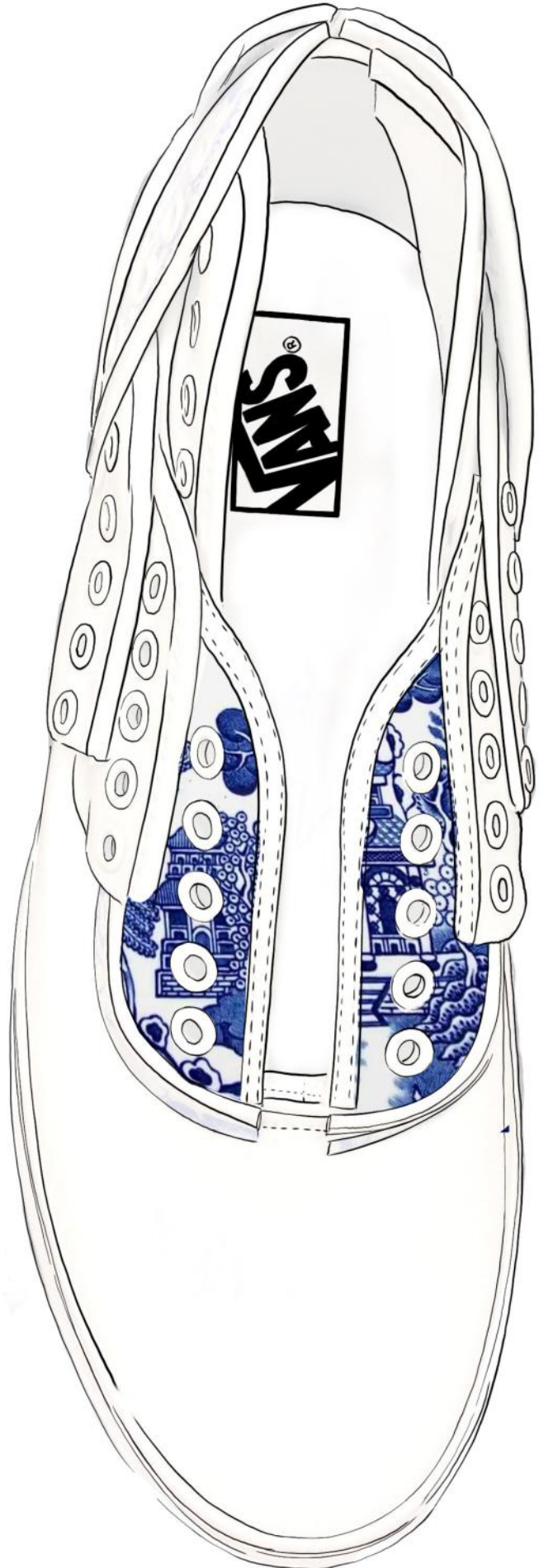
China



Option to add a painted sole.



- Traditional Chinese Ceramic Painting.
- Originally from rural China
- Uses the color INDIGO.
- Traditional patterns include "Willow Pattern"



Woven Patches created first.

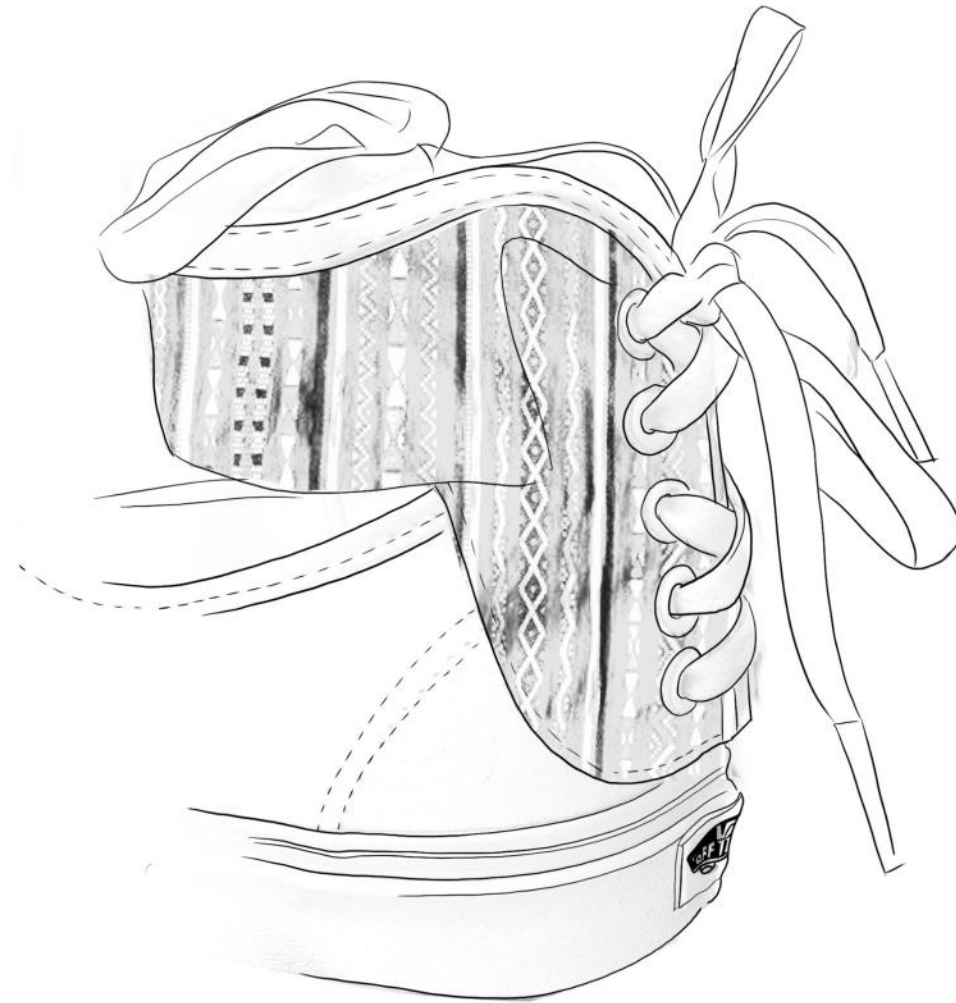
Post-Production Embroidery
Black and White alternative to colorful techniques.

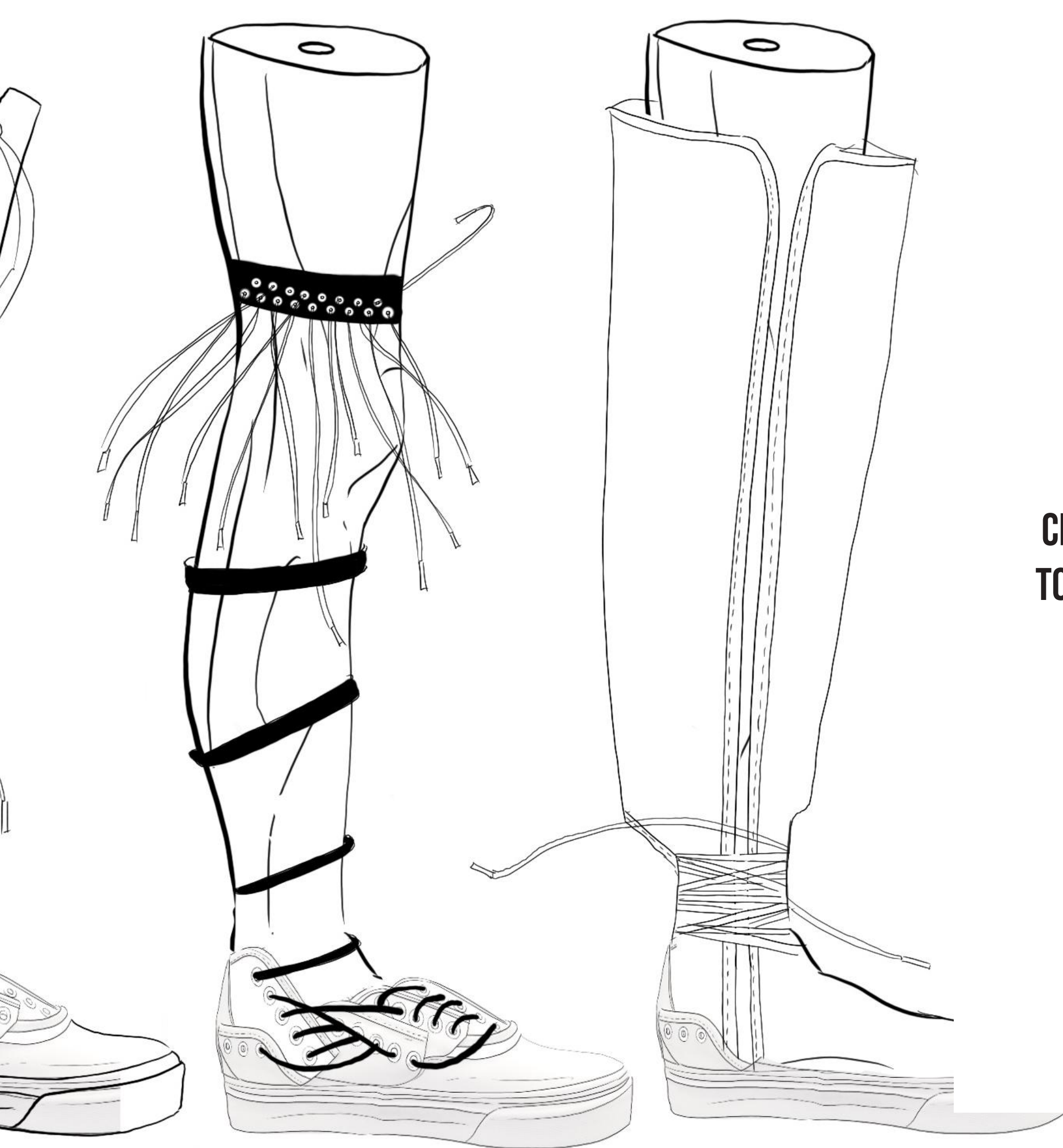
Laces wrap around the ankle as a
"ballet slipper" style shoe.

"Morocco"



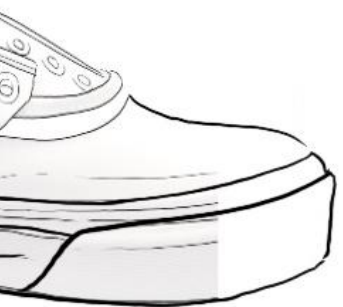
Traditional Moroccan
weaving

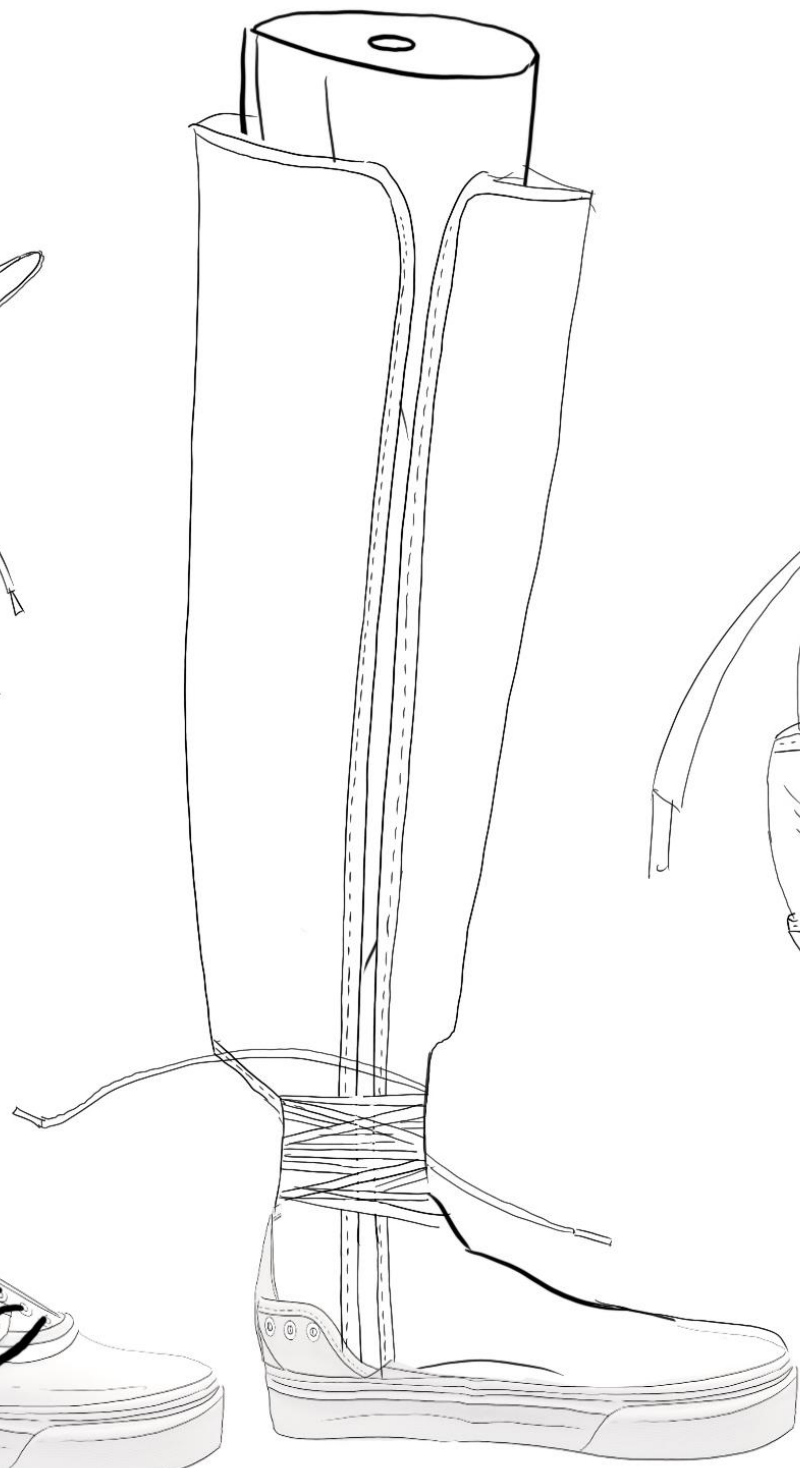
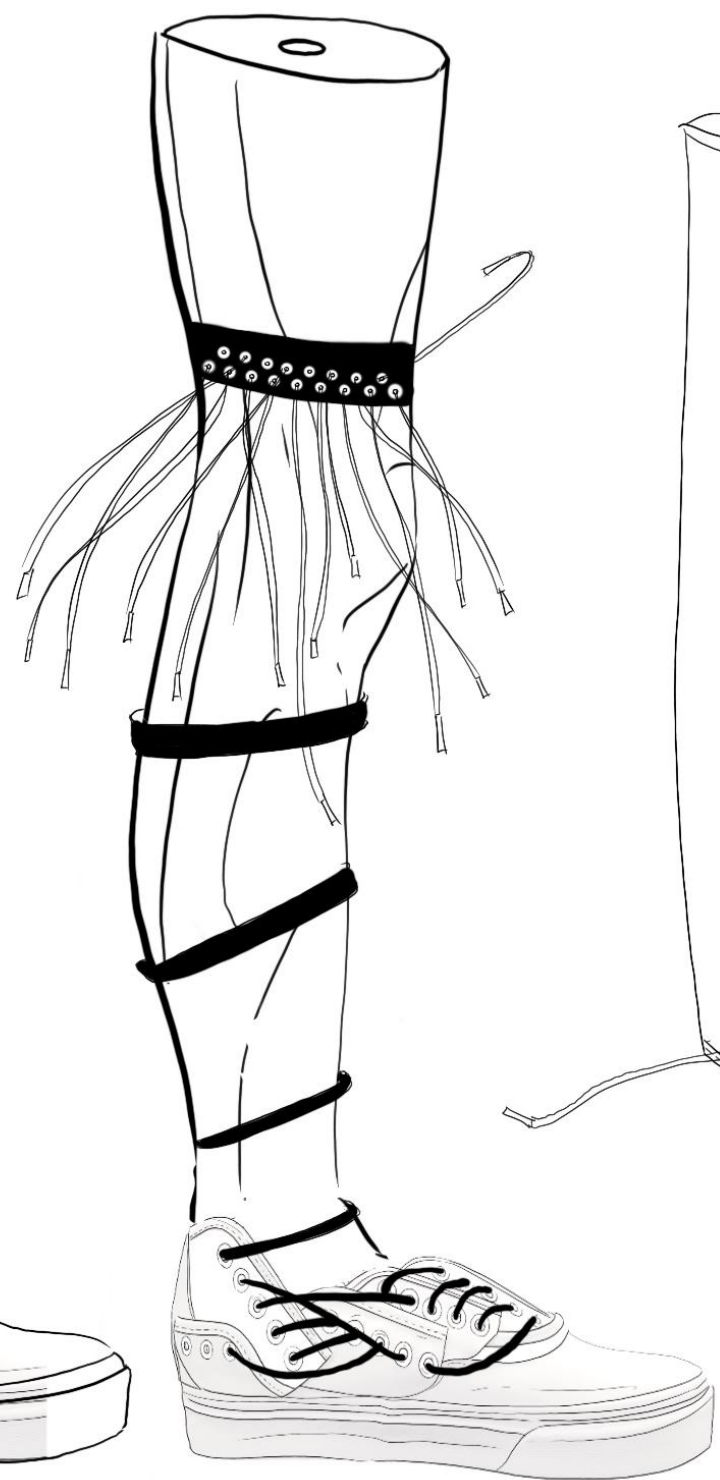




R U N W A Y
P I E C E S

**CREATE HIGH CONCEPT “RUNWAY” PIECES FOR
TO ELEVATE THE BRAND FURTHER AND TO PUSH
IT INTO THE FASHION WORLD.**





ACCESSORIES

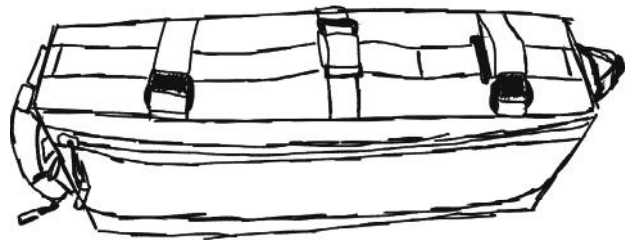
AND

APPAREL

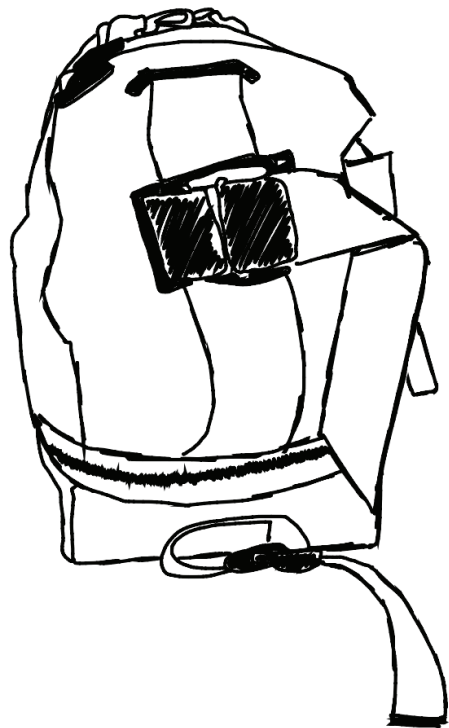
THE BAG

INITIAL IDEAS:

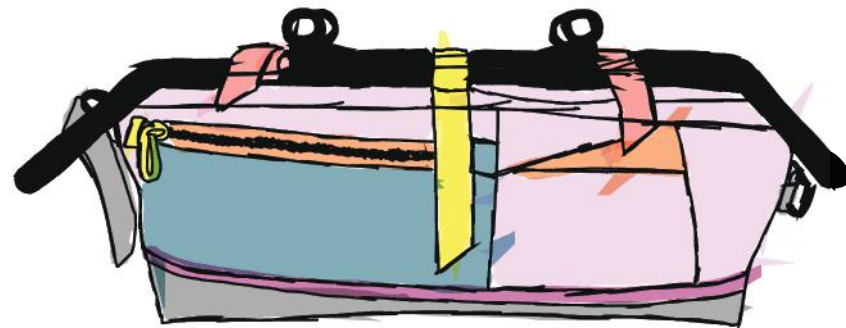
FRONT VIEW
WITHOUT
SKATEBOARD



SIDE VIEW



FRONT VIEW
WITH SKATEBOARD



Goal: To create a collection of bags that match up to the lifestyle of our target market and are cohesive with the full design process.

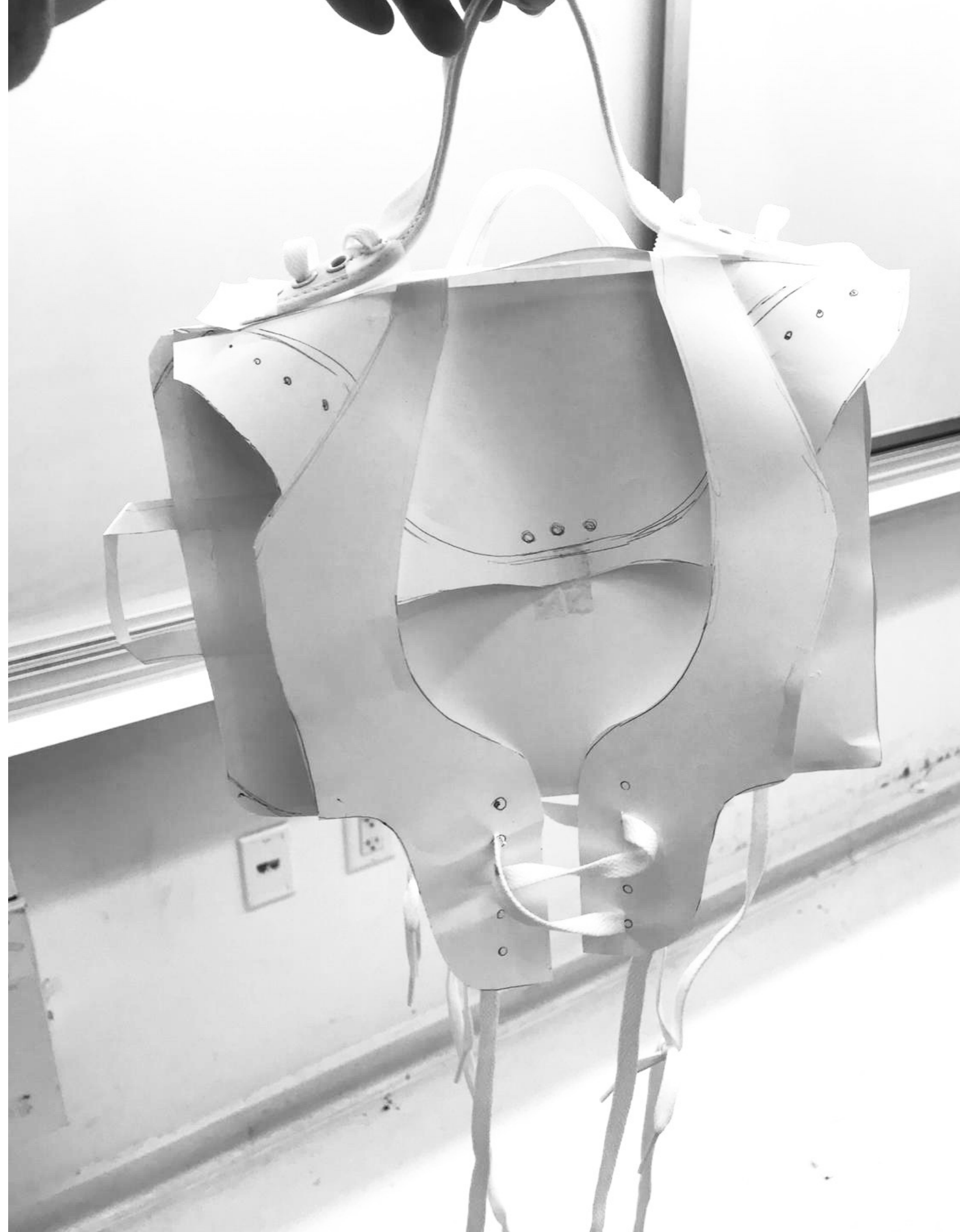


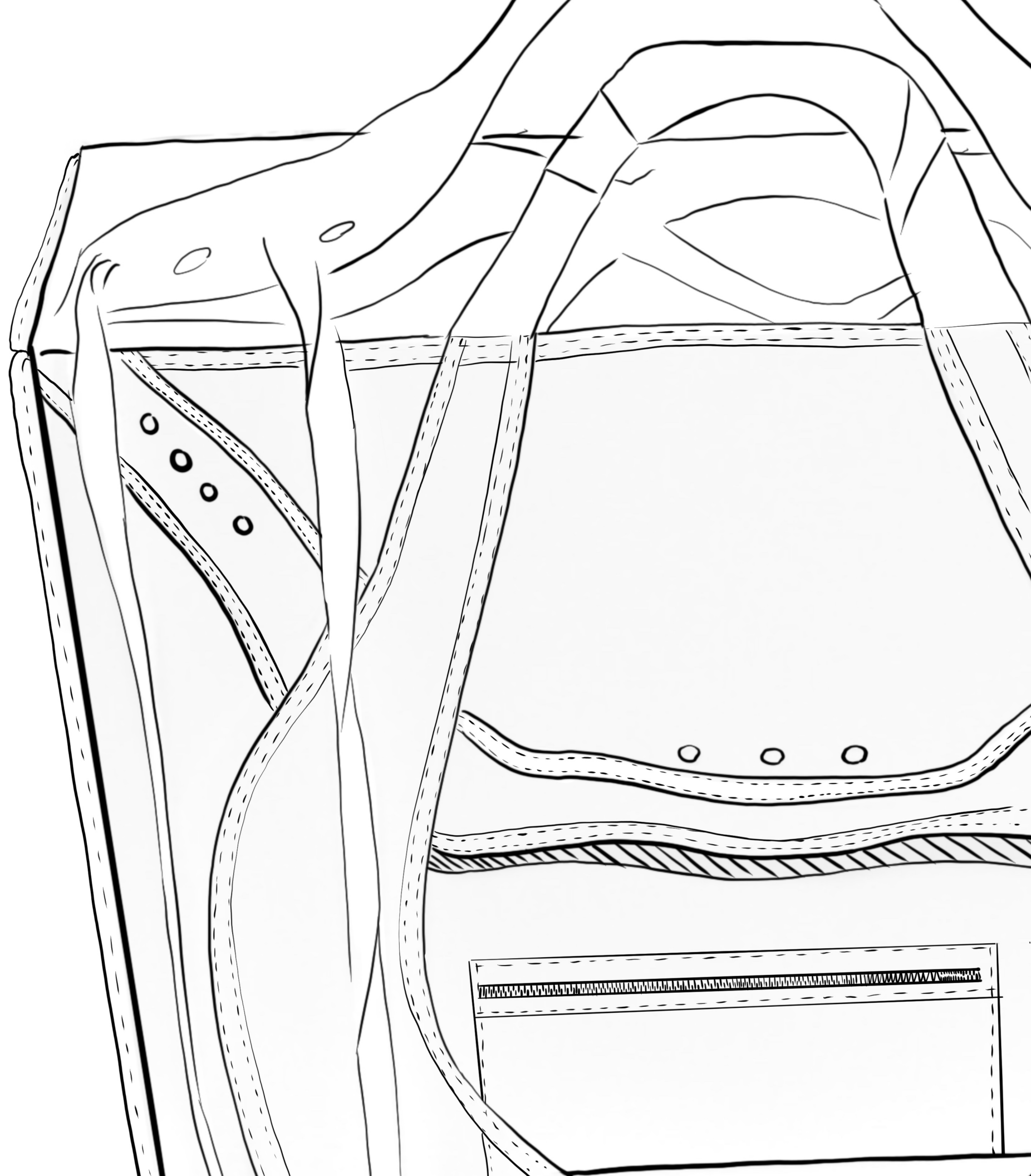
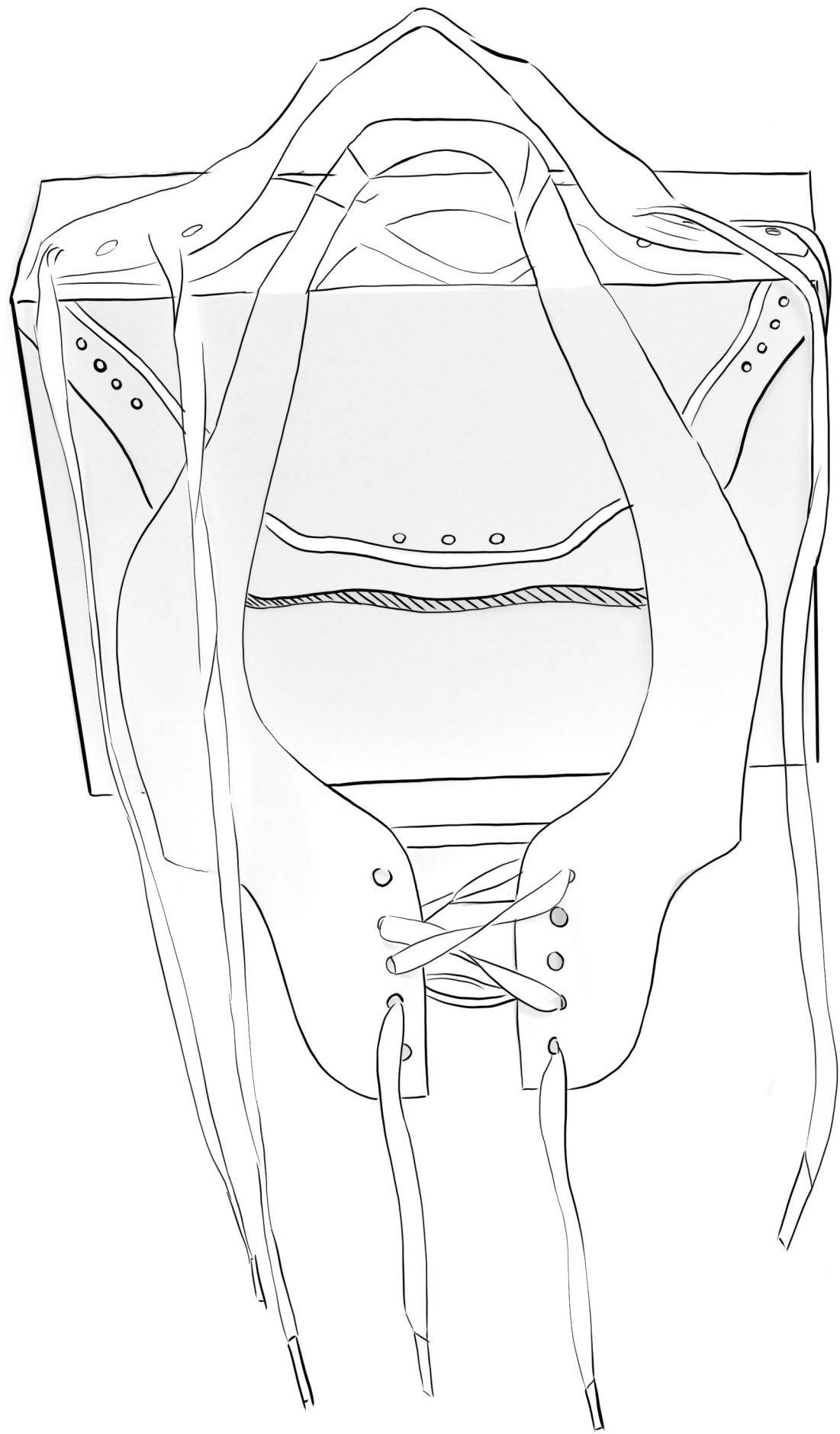
Develop integrated accessories into the skateboard to seamlessly transform it into a fashion accessory

'REPETITION' BAG

CREATE A FASHION FORWARD BAG THAT
REACHES BOTH VANS EXISTING AND
PROSPECTIVE CUSTOMERS USING THE ICONIC
SHAPES WITHIN CURRENT VANS SHOES.

ONE BAG SIX SIZES

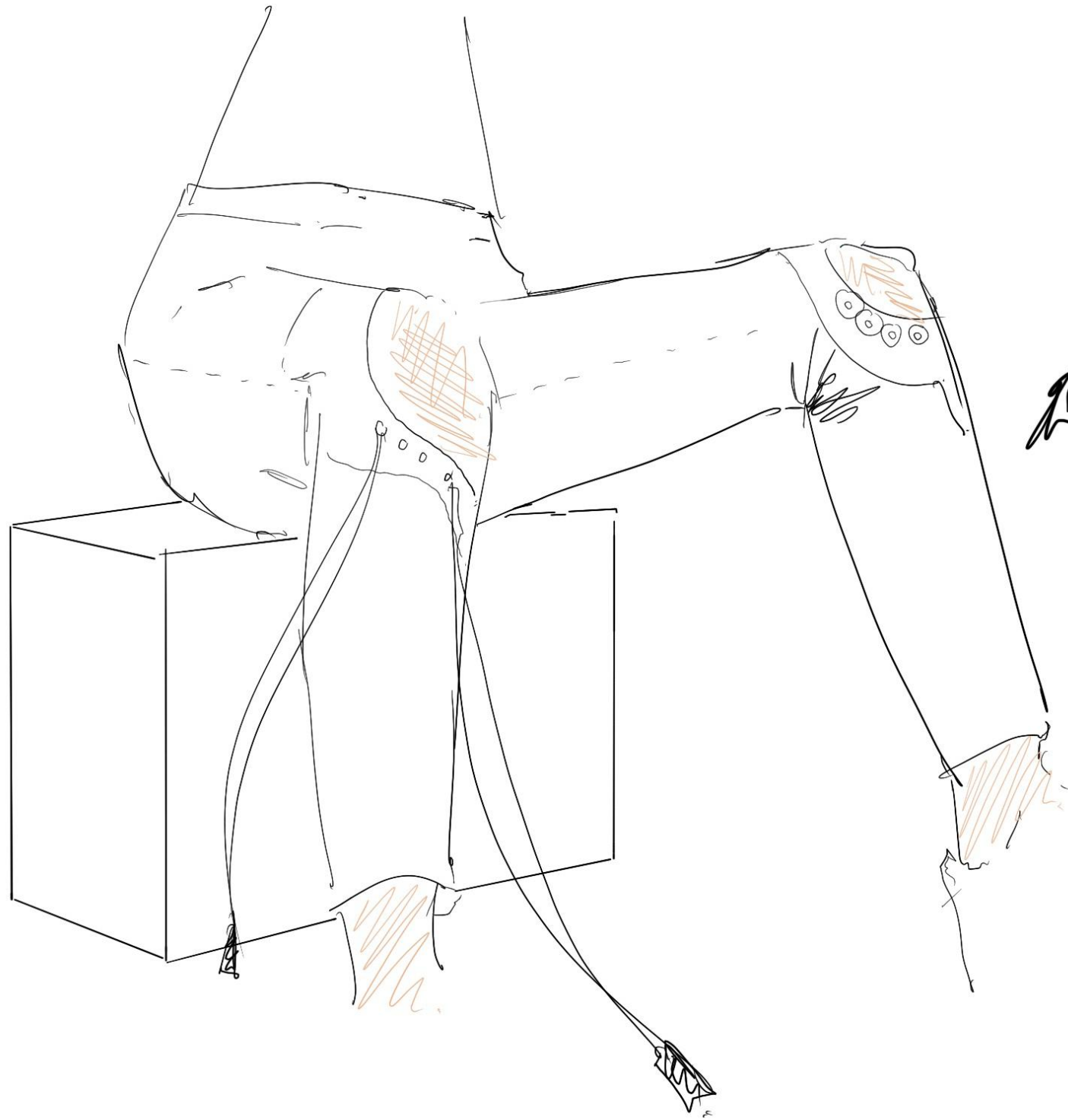


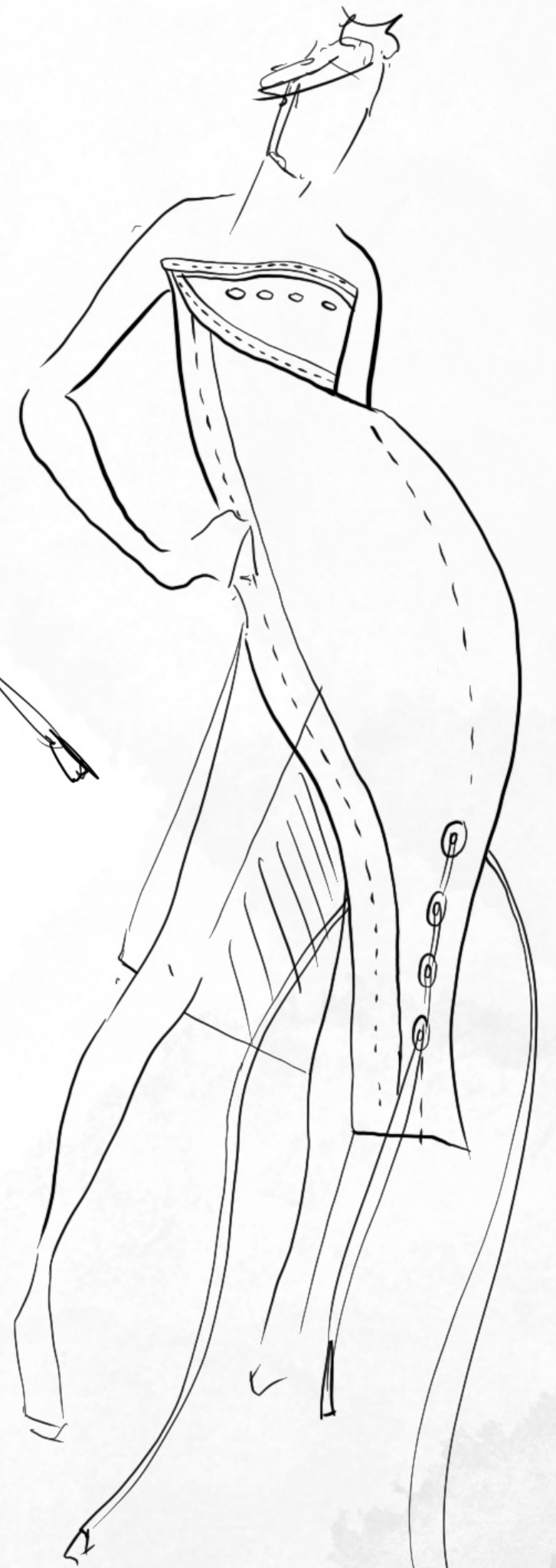






R U N W A Y
C O L L E
C T I O N





SUSTAINABILITY

COMMUNITY GIVEBACK PROPOSALS

A huge part of our project centres around this idea of giving back to the individual communities that we will work alongside in order to create these traditional capsule collections with Vans. In order to avoid appropriating these communities we must develop a solid and transferable program/scheme that gives back to these communities in order to aid their development.

DEVELOPMENT

The idea of development here is extremely important. We aim to ensure that this giveback program has a sustainable form of development that can be continued into the future, rather than just a one time gift or push that has a time limit on how long it is useful for. VANS competitor TOMS has a program in which for every pair of shoes bought, one pair of shoes is donated to an underprivileged child. We find this to be unsustainable as it does not necessarily aid their quality of life, and is fairly arbitrary as children grow at exponential rates and most likely will not fit these shoes for a lengthy period of time. Therefore, we must create something that is not a one time giveback scheme but is something that aids the long term development of the community. A further essential factor that must be included in this scheme is the ability to seamlessly transfer this scheme to other communities around the world, no matter their current level of development or location. This is to ensure that Vans must not redesign this scheme for each tribe that it focuses on, but also to ensure that the program is fair and not any more or less beneficial for any of these communities.

THE UN HAS PROVIDED AN AGENDA THAT IT WISHES TO MEET BY THE YEAR 2030 ENTITLED THE “SUSTAINABLE DEVELOPMENT GOALS” (SDG’S). THESE REFER TO WAYS IN WHICH THE UN BELIEVES THE WORLD CAN AID SUSTAINABLE DEVELOPMENT AND OUTLINES WHAT THEY FEEL IS IMPORTANT TO BE WORKED ON IN ORDER TO BUILD A BETTER WORLD. THIS LIST INCLUDES 17 INDIVIDUAL GOALS THAT COUNTRIES ARE EXPECTED TO FOLLOW AND TARGET TOWARDS.

 **SUSTAINABLE DEVELOPMENT GOALS**

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS




SUSTAINABLE DEVELOPMENT GOALS

OUR GOALS

After having talked with UN Sustainability experts, we decided that a great way forward could be to look at the concept of Quality Education as the most significant point of focus; Focusing on 'Decent work and Economic Growth', 'Industry Innovation and Infrastructure' and 'Responsible Consumption and Production' as something that is taught through this quality education.

We believe that many of these communities are less developed due to their lack of economic and market understanding which is certainly something that we can hope to develop through this provision of quality education. Teaching communities about how to market and sell their trades can create this idea of luxury and therefore create supply and demand, thus creating a market system and important market hierarchy which can lead to a great deal of sustainable development.



EDUCATED

ADD MORE DEVELOPMENT ON THIS

EDUCATE

ADD MORE DEVELOPMENT ON THIS

PARTNERSHIP



V MAGAZINE X VANS

V

IS

FOR

V

A

N

S



V READERS ARE

- **Social**
They go to bars/clubs on average two times a week
- **Well traveled**
They take on average three overseas trips per year and five trips within the U.S. per year
- **Beauty conscious**
79% purchase beauty/grooming products more than once a month
- **Avid shoppers**
90% shop at brick and mortar stores. 98% shop online

DISTRIBUTION

Paid 88.9%
Controlled 11.1%

Verified distribution
Hotel program 6.7%
Airport lounges 2.9
Comp list 3.8

Publication frequency
Bimonthly

Circulation
118,185

Readership
450,000

Rate base
100,000

Cover price (USD)
\$9.50 / 10.50

Annual subscription price (USD)
Print \$45

V READER PROFILE

Gender
Female 62%
Male 38

Age breakdown
18-24 26%
25-39 43
40-54 20
55+ 7
not specified 4

Average age of reader
32

Average household income
\$150,000

WEB

Average monthly uniques
500,000

Average page views
3.1 M

Average time on site
2:10 mins

V CONTENT

- **Fashion**
The latest industry news and trends with runway recaps and backstage access to the most glamorous events around the globe
- **Music**
In-depth interviews, exclusive premieres, and insider news from our favorite artists, from new discoveries to true legends
- **Culture**
Exclusive access, sneak peeks, and guides to everything readers should know in film, TV, art, travel, and design
- **Editorials**
Online-only fashion editorials and videos from the talents, photographers, and stylists you need to know now

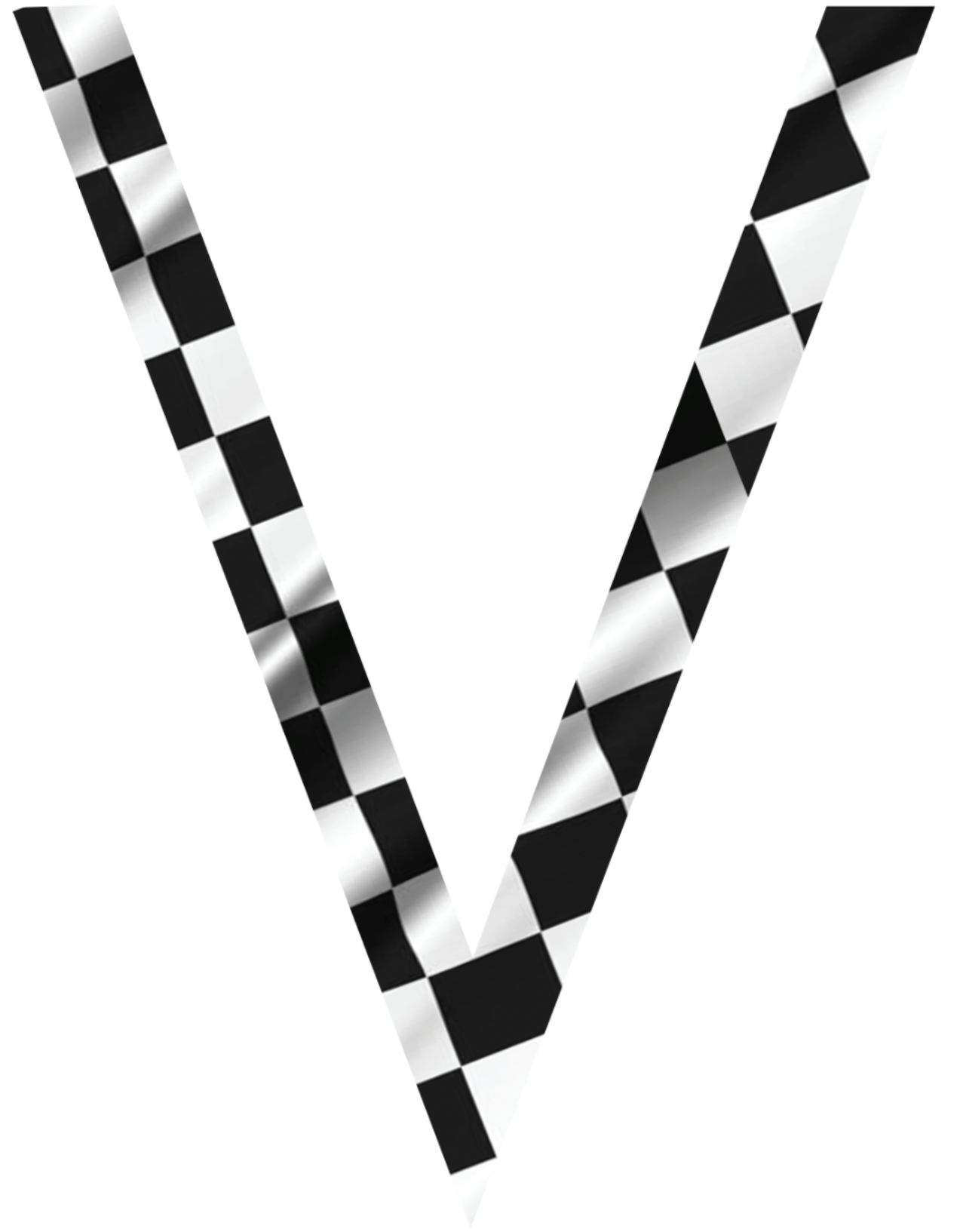
SOCIAL MEDIA

Followers
Instagram 1,500,000
Facebook 1,200,000
Twitter 938,000



V IS FOR

VANS



EDITORIAL



