

BEEWEAR 
Sustainably Cute
BRAND BOOK



BRAND BOOK

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INTRODUCTION



Post-Millennials, in other words, generation Z, which we are hearing a lot lately, started to become a big target group for many brands. From late 1990s to 2000s, those extraordinary members of generation Z have different needs and desires. Members of this generation even created their own sub-cultures as the means of self expression since they are more keen on visual world of their unique own. One of those sub-cultures, “Cutesters” are quite popular amongst Z generation. Its style can be described as a little bit touch of harajuku combined with cool and positive looking visuals. Need of style is ok, what about the ethical values that generation Z asks for?

Post-Millennials have more awareness for the socio-political issues around them, compared to previous generations at that same age. Their awareness comes from technology and older generations’ knowledge but compared to older generations, post-millennials are very stubborn about preserving a particular life-style. They know environmental problems and they like to take action. This is why they want sustainable products that are not harmful to the planet but brown, green, and beige coloured, simple sustainable fashion is not appealing for the majority of them. So what do they want? How do they want it? They put importance on ethical values but style is also as important as ethical values, so they want sustainability combined with style. They want to look good but also feel good. They want to wear what they want without harming the planet which creates a huge challenge. Our core belief is to be able to fight in this battle by being Fair & Sustainable without sacrificing our style.

We provide fashionable products for our cutesters with maximum sustainability. Our fashion sense is eclectic, cute, weird, comfortable, tickling and creative but also very sensitive to our environment.





TARGET CUSTOMER



7

Post-Millennials, in other words, generation Z, which we are hearing a lot lately, started to become a big target group for many brands. From late 1990s to 2000s, those extraordinary members of generation Z have different needs and desires. Current retailers, unless they change, will fail to satisfy needs and wants of generation Z, which is becoming the main target group for today's large retailers. As a digital native, most of the generation z members are individual who was born after the widespread adoption of digital technology. So, they also ask for more interactive and virtual experiences while shopping.

With the rise of millennials, there is also much more importance put on newly emerging sub-cultures. Because millennials do not only come up with their significant generation Z attitude, they also come up with their own life-style, in other words, their own sub-cultures and communities different from their ancestors. One of those new sub-cultures mostly adopted by Z generation, are Cutesters.

If you are thinking of heart-shaped eyes, bubblegum pink, and a touch of Harajuku, when you hear the word Cutesters, you are on the right mindset.

The definition of the cutester is simple enough; a young, London-resident "creative" who, instead of pursuing a bum lifestyle of drugs and bars, prefers a universe full off good and positive things like street festivals, breakfast cafes and toy museums.

Cutesters originated in London as a youth subculture, branching from the bearded, plaid-clad hipster movement, followers of this sub-culture seeks more dressed up attitude different than it is origin. Their life aura is full of positivity and innocence.



TARGET MARKET



The hometown of the cutesters, London, is the base of the brand. Bewear is not only present in UK, also present in several countries and department stores. Mostly in Northern European countries (Norway, Finland, Sweden, Denmark, Germany, Poland), the brand sells its merchandise through own brand retail stores because Generation Z prefer to experience clothes in person before buying.

Through multi-brand young designer stores such as Bil'store and Dolls Kill, the brand sells its merchandise in Italy, Turkey and many other countries.

Through online shop, shopping is available globally, therefore, different tax & shipping policies may apply.

Check official website for the location of Bewear Products www.bewear.com



PRICE POINT



The new economy refers to the convergence of manufacturing, services and technologies to produce high value-added, technology-enabled, and adaptable industries. For successful selling points for the potential of a lifetime of loyal custom, offering a memorable experience is essential. This is true for all consumers of fashion, but for Gen Z it is particularly important as they offer the potential for a lifetime of value. Known for their loyalty as a customer, Generation Z members are most likely to pay more if a brand matches their life-style.

Beewear, courtesy of its name, is sustainable in all aspects of its production and very aware of environmental problems. Offering unique ways to shop, the brand positions itself on the middle market -affordable young designer level. Starting from 20 £, prices goes up to 1000 £ according to product. Apparel product category, prices ranges between 50 £ - 1000 £.



PRODUCTS



Tops: Basic Tops, Tees, Shirts, Jackets, Pullovers, Bras, Bralets, Jumpers, Sweatshirts, Coats

The general visual language of the products are joyful and goofy. Even though corporate colors are pastel, merchandise in various colours can be found.

Bottoms: Trousers, Jeans, Shorts, Skirts, Pants, Leggings

Apparel products mostly have basic cuts which are made cute with patches, small prints, quotes and sayings that are printed on unconventional places.

Full Pieces: Dresses, Rompers, Overalls

Other: Sportswear, Swimwear, Underwear

Production is done transparently and waste is minimized. All the production details can be found on the tags.

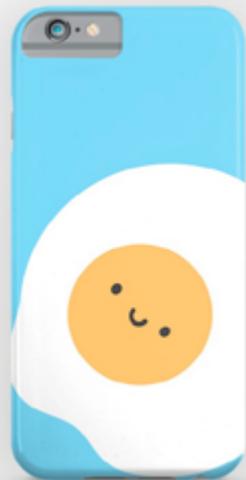
Accessories: Totebags, Backpacks, Shoulder Bags, Shoes, Shawls, Beanies, Ear Puffs, Phone & Laptop Cases, Plants (Terarium), Socks, Glasses, Sunglasses, Caps, Temporary Tattoos, Pins, Headphones, Earphones, Powerbanks, Coffee Mugs, Wineholders, Pillowcases, Candles, Towels

Cosmetic products or shoes are provided from sub-contractors. They are all vegan.

Stationary: Notebooks, Books, Stickers, Pens, Pencils, Pencil Cases, Pins, Paperclips, Scissors, Note Pads.

Still man-made fabrics and inorganic dyes will be used but to sustain a healthier environment, Beewear provides its raw materials from suppliers that sell recycled supplies. It is estimated that more than 1 million tonnes of textiles are thrown away every year in the UK alone. At least 50% of the textiles we throw away are recyclable; however, the proportion of textile wastes reused or recycled annually in the UK is only around 25%.

Cosmetic: Hair Dyes (Manic Panic, Collaboration), Bath Salts, Bath Bombs





SUSTAINABILITY

Sustainability is no longer about doing less harm. It's about doing more good.

Jochen Feitz

Thanks to new technology, it is possible to produce what we produce with minimum harm to the nature. Now, it is possible to produce man-made fabrics like polyester, viscose, rayon and many more by using recycled materials. Re-using plastic bottles, sea waste and thrown away fabrics will lower the wastage. Also working with the industry's eco-friendly suppliers and sub-contractors, Beewear offers maximum sustainability.

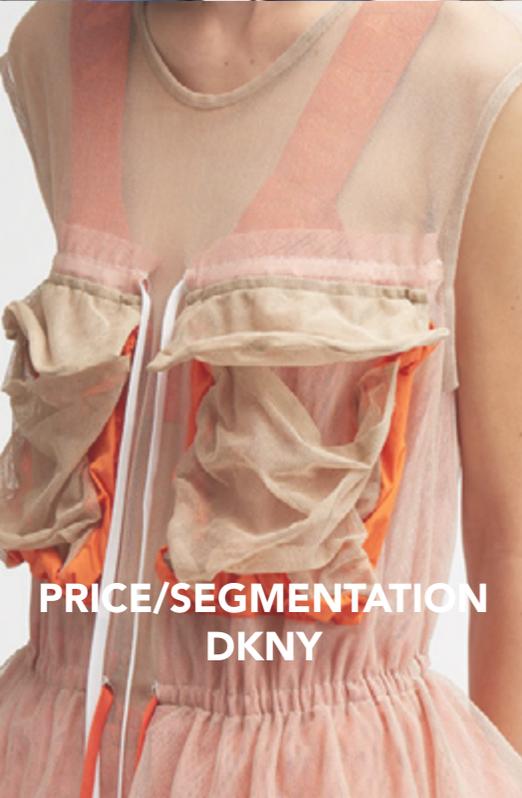
One of the very essential parts of denim products, washing, can not be possible without toxic materials or also prints. These are the essentials of Beewear products but the brand, by working with eco-friendly, innovative companies and suppliers like Kornit Digital and Kuyichi makes sure the harm is minimal.

Kornit digital provides solutions to water wastage and harmful chemicals used for printing processes. As the company says "Our water-based NeoPigment™ inks are absolutely free of heavy metals, formaldehyde and Alkylphenol Ethoxylates (APE), making them non-hazardous, non-toxic and 100% biodegradable. As part of our waterless printing system, our biodegradable ink and energy saving process makes Kornit the most eco-friendly printing solution in the market."

For denim products, brand produce its denim products in collaboration with Kuyichi which is the starter of organic revolution as being the first brand to produce organic jeans, and still are. It is located in the Netherlands, close to our base so that we can control every aspect of production.



COMPETITORS



Price/Segmentation DKNY

Donna Karan is a luxury designer brand named after its creator.

In 1989, Donna Karan founded DKNY in New York as a younger, more affordable diffusion line to run alongside her existing Donna Karan New York label. DKNY use Psychographic segmentation which divides the market into groups based on not-so-visible characteristics, such as personality traits, lifestyles, attitudes, expectations and activities of your target market.

BeeWear does not have sub-brands or branches but the brand positions itself in Affordable Designer level as well, with the same price range and segmentation.

Style/Fashion Ragged Priest

Ragged Priest is a street-wear brand, selling clothing and accessories through life-style and self-expression.

Far from ordinary, products carry polished punk, rave and a doll-like style.

“With an encouraged edge in personal style, Ragged Priest is a leading fixture in the society of praised rebellion. If you would rather give an enthusiastic “fuck you” than conform to the contrived styles of today’s industry, then we’ve got you covered.”

for more: <https://theraggedpriest.com/>

Production & Sustainability Stella McCartney

“We are committed to being a responsible, honest, and modern company. We know that we aren’t perfect. We will continue to consider the impact we have on the planet as we design clothing, open stores and manufacture our products. We will probably never be perfect, but you can rest assured that we are always trying.” Company Statement, Stella McCartney

“We use polyester that is made out of recycled plastic water bottles to reduce our dependence on petroleum as a raw material source.”

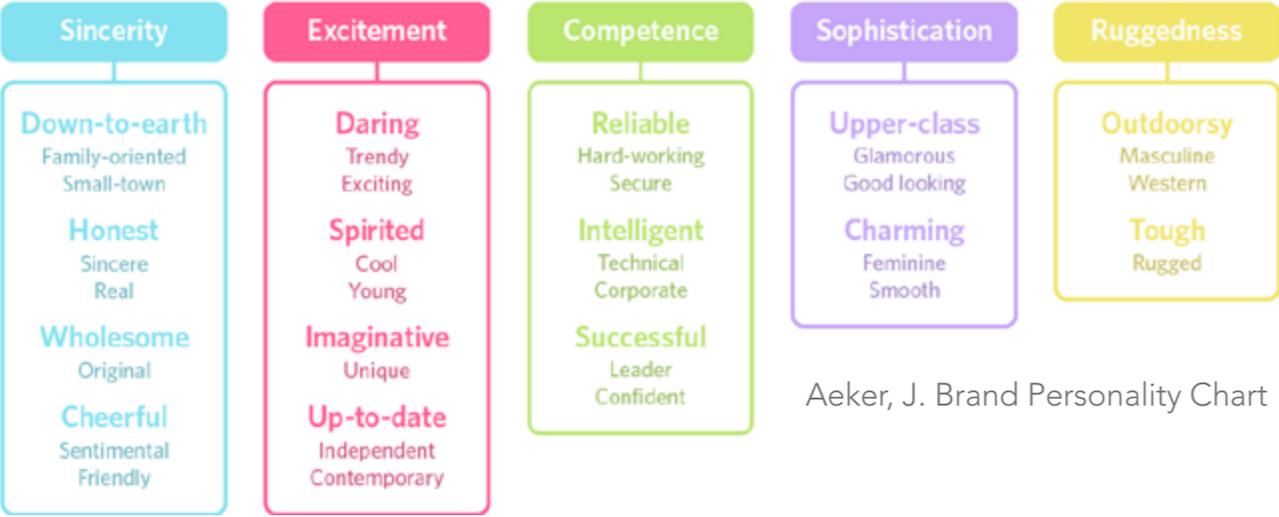
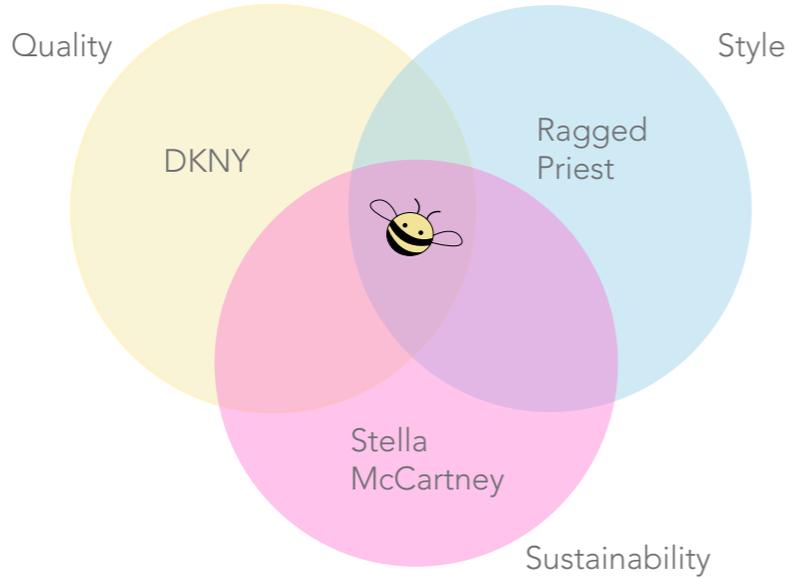
for more: <https://www.stellamccartney.com/experience/en/material/>

PRICE/SEGMENTATION
DKNY

STYLE/FASHION
RAGGED PRIEST

PRODUCTION
& SUSTAINABILITY
STELLA MCCARTNEY

PSYCHOGRAPHIC SEGMENTATION



Aker, J. Brand Personality Chart

Personality Traits: According to Aaker, J. Brand Personality Chart, Beewear is a brand that has Exciting personality with cool and young spirit. This will affect brand's advertising and marketing strategies in all aspects.

Lifestyle: Cutesters enjoy going out, visiting toy museums, exploring concept cafes. They enjoy unconventional jobs and working hours. Members of this subculture is in the start of their life cycle, so they are still fresh, positive and still can take action about what seems wrong to them. They love feeding from knowledge and culture. They enjoy creative jobs and art.

Opinions, attitudes, interests and hobbies: Beewear customer does not like to be involved in politics. Though, she can cut buying from a particular brand if that brand supports the opposite political view. She believes in gender equality, freedom of self expression and supports environmental movements to help preserving the nature. She likes alternative culture, Japanese influence, harajuku subculture and she is friendly to many other subcultures.

Degree of loyalty: Beewear customer is highly loyal considering being the niche in the market. They can shop from same style shop but It will not satisfy their need of sustainability.

Occasions: Beewear products can be used as everyday products, making each day fun and special. Target customer of Beewear does not like to change her style occasion by occasion, she can use the products she likes for every occasion.



SPECIALIZATION



Why we are special?

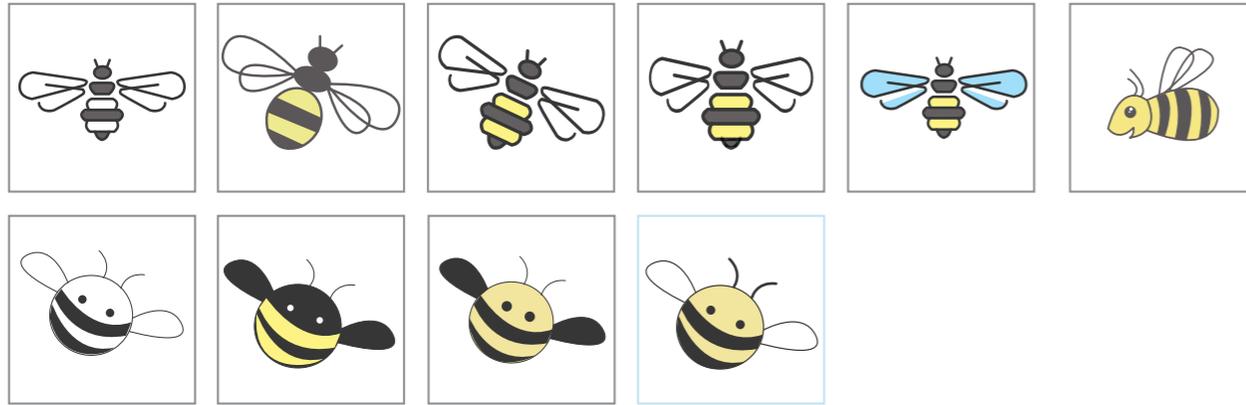
Sustainability and ethical fashion trend is dominating every aspect of our life. As it seems, It will not stay as a temporary trend until it becomes the new normal. But in this ever changing industry, expectations of customers also change, even customers change. To be able to survive, brands and retailers must think ahead. Customers may want sustainable, ethical fashion now but in 5 years what will chance? Ethical and sustainable fashion hopefully will become the normal and when it happens, It will not be enough by its own. Pushing the boundaries, exploring the extreme while being ethical and sustainable will be the next hit.

Many brands joined the ethical fashion movement but most of them lack in the style department, this is not desirable according to many Z generation members. It may seem essential for ethical brands to use neutral colors and match their philosophy with the product appearance but it does not satisfy new generation's need for self-expression and individual style. Since post-millennials ask both style and ethical values from a brand without replacing one of other, this creates a huge market gap for the future and now.

According to many research, 40% of all consumers by 2020 will be post-millennials. This is a great potential and a great opportunity for brands to shine which has colorful personality and ethical side. Beewear, without giving

up on style, is sustainable and ethical as much as possible. Something that has not been tried before, introducing ethics of fashion with street fashion is the core strength of Beewear. Although weakness of the brand is high prices compared to other street fashion brands, Beewear gives its customers a shopping experience with membership and many other advantages.

Emblem Logo Sketches



Emblem + Script Logo Sketches



CI PROCESS



Claims

Live Sustainably Cute!

Sustain the Cute!

Naturally Cute

Sustainably Cute

Emblem & Logo BW



Emblem & Logo in Color



Corporate Colors



Corporate Fonts

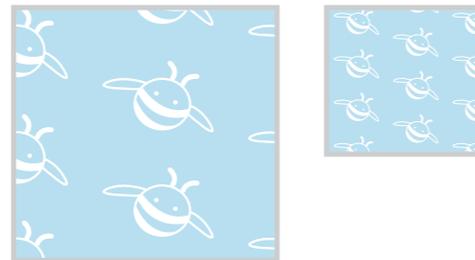
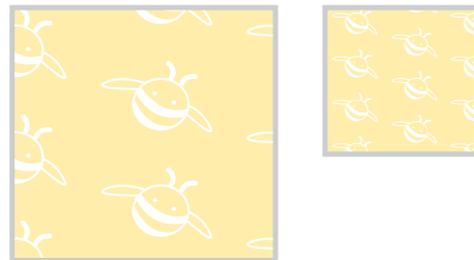
BIG NOODLE TITLING

Avenir LT STD

Roboto

English Essay

Hologram Pattern



CORPORATE IDENTITY



Emblem Diversification & Community Logos



BeeAvatar®

Users/Customers can create their own customized BeeAvatar. On their loyalty card, online profile, this avatar represent them.

BeeHive®

BeeHive is a community where all Beewear customers can communicate with each other and hear about brand's news and sales first hand.



Pollen Points

As a store money, community members will earn Pollen points by sharing and interacting with each other, which later can be used as a discount on purchases.

A versatile and a strong logo can be applied on many surfaces without losing its identity. In addition to text logo, having a good emblem is also crucial. It makes the visual identity of the brand more memorable and read easier.

To make it more fun, emblem of Beewear is customized by loading different characters onto it. It is called BeeAvatar. Customers, through Online shop, can create their own characters inside the Beehive Community. While shopping in physical store or online store, their BeeAvatar represent them.

BeeAvatar ©

Users/Customers can create their own customized BeeAvatar. On their loyalty card, online profile, this avatar represent them.

Personality Trait Chart For BeeAvatar

elegant	cool	reserved	poised
precise	critical	sympathetic	inhibited
inward	independent	selective	refined
principled	practical	perfectionist	mannered
organized	futuristic	nostalgic	calculating

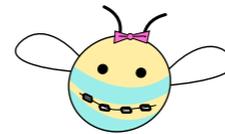
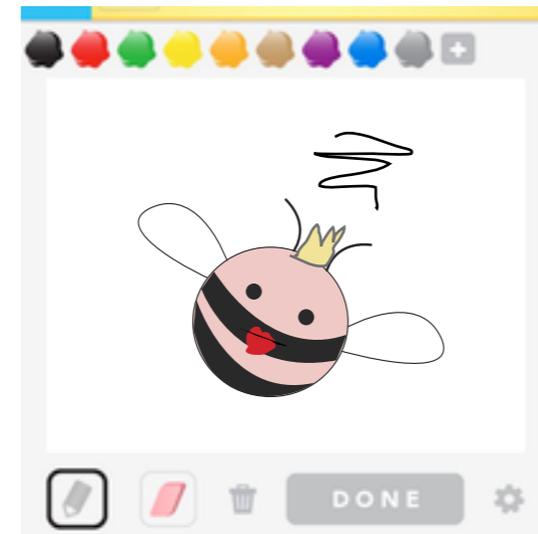
Personal Traits of Your BeeAvatar:
Cool, Poised, Independent



BeeHive ©

Welcome to the Swarm!

Customization



Lola
principled
perfectionist
inward



Fin
selective
critical
poised



Spencer
cool
precise
spare

COMMUNITY



Bee Poop Pink Fitted T-shirt

SKU: 1120988

- LO Basics Pink Fitted T-shirt.
- Fitted pink short sleeve t-shirt.
- Higher neck detail.
- LO basics heart tab on sleeve.
- 100% cotton.
- Available in XS-L.
- Model label is 5'9" and wears the small.

₹120.00

Quantity

1

ADD TO CART

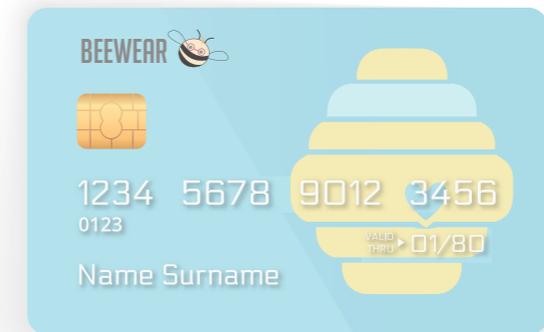
PRODUCT INFO

cool
precise
spare





LOGO APPLICATIONS



Brands also advertise themselves through logos on the products. Logo is the most direct way to communicate where product is taken. Not only for that purpose, also to show certain belonging to the brand, customers love logos. It increases shopping experience and make the customer feel special.



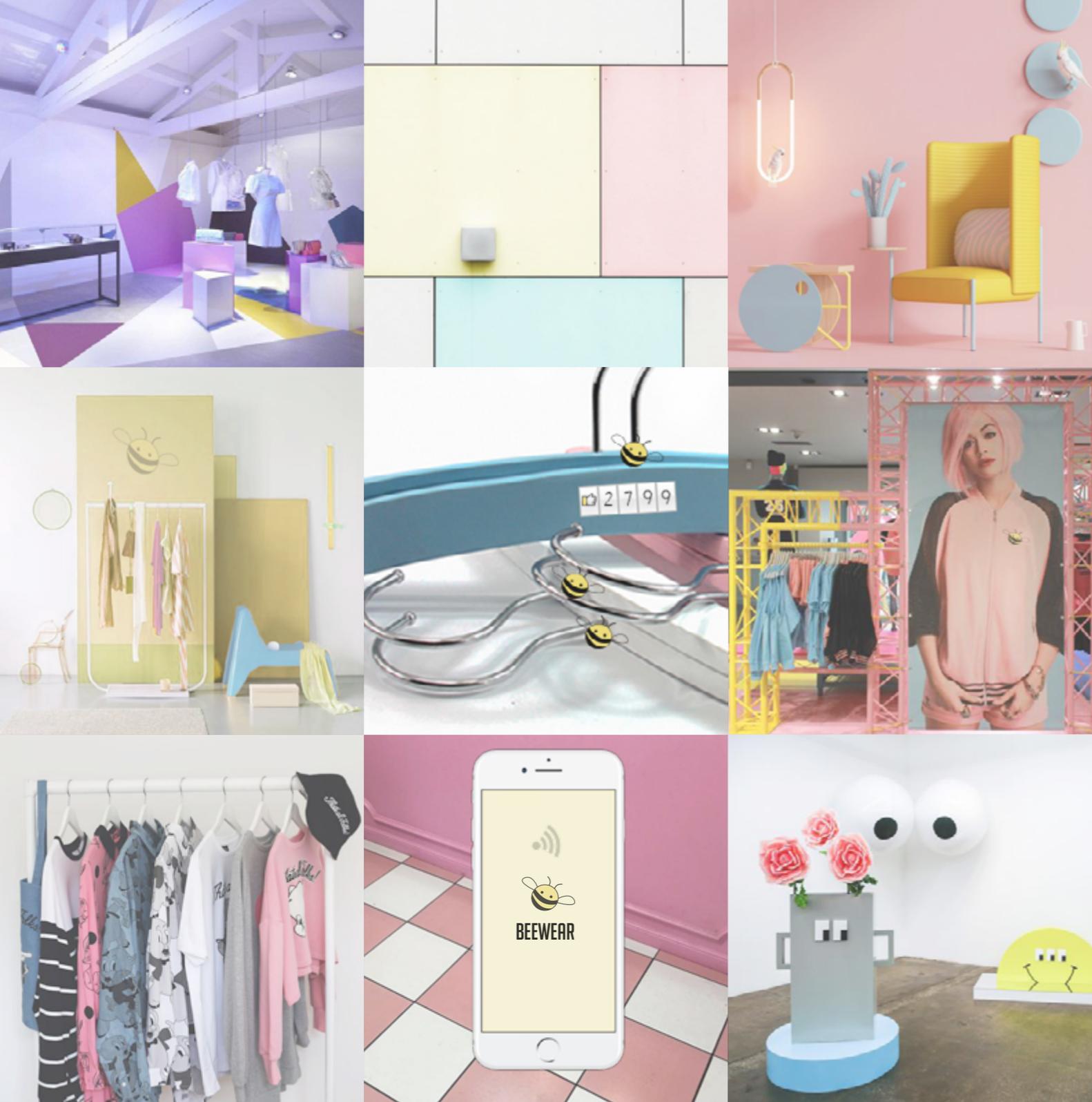
STORE FACADE



Post-millennials are attracted by visuals a lot. For them visuals matters a lot. Good window display can drive their attention through a store and this can create an affinity through the brand in one look. They appreciate creative window designs and can identify a store from its visual language.

Beewear, humanized by using a bee as the face of the brand, will use bee emblem on its signage and some of the display elements but main theme of the windows are the use of pastel cool colors, geometric shapes, illustrations with a humorous touch.

The budget saved for Visual Merchandising & window displays are quite generous since it one of the main aspects of the brand.



STORE INTERIOR

The sustainability makes sense only if it is present in all aspects of the brand. All of the lighting in the stores are provided by LED lighting. LED lights use 75% less energy and last more than 25 times longer than traditional light bulbs. By using LEDs brand drastically reduces the amount of energy needed to power or store and offices. Depending on the area, brand also use sustainable energy sources such as solar energy, wind energy.

Design and visual language of the store, since it is a bridge level brand, should feel prestigious but without being intimidating. Same color range used inside the store. Shelving and hanging systems are consciously chosen less industrial more home type. (Like the ones sold in IKEA.) It makes the shopping more comfortable.

Mostly shoulder hangers are used for the sake of keeping the surprise element of the products (like a peek-a-boo) secret. While browsing through hangers, when customer finds something exciting, customer will release serotonin which will be completed by another release of serotonin after the purchase.

Interactive shopping, digital age and social media is another must for Z generation. While shopping, they can check from the cloth hangers how many likes did that item got? (check C&A for example). So, they can validate if that item is approved, liked by majority of people.

Also, if there is a product near the customer that matches with the personality of their BeeAvatar, the app on their phone buzzes. The chips on the tags release bluetooth waves that can be read by BeeWear App.

Female Section Backwall Example

3 m



3.50 m

VISUAL MERCHANDISING



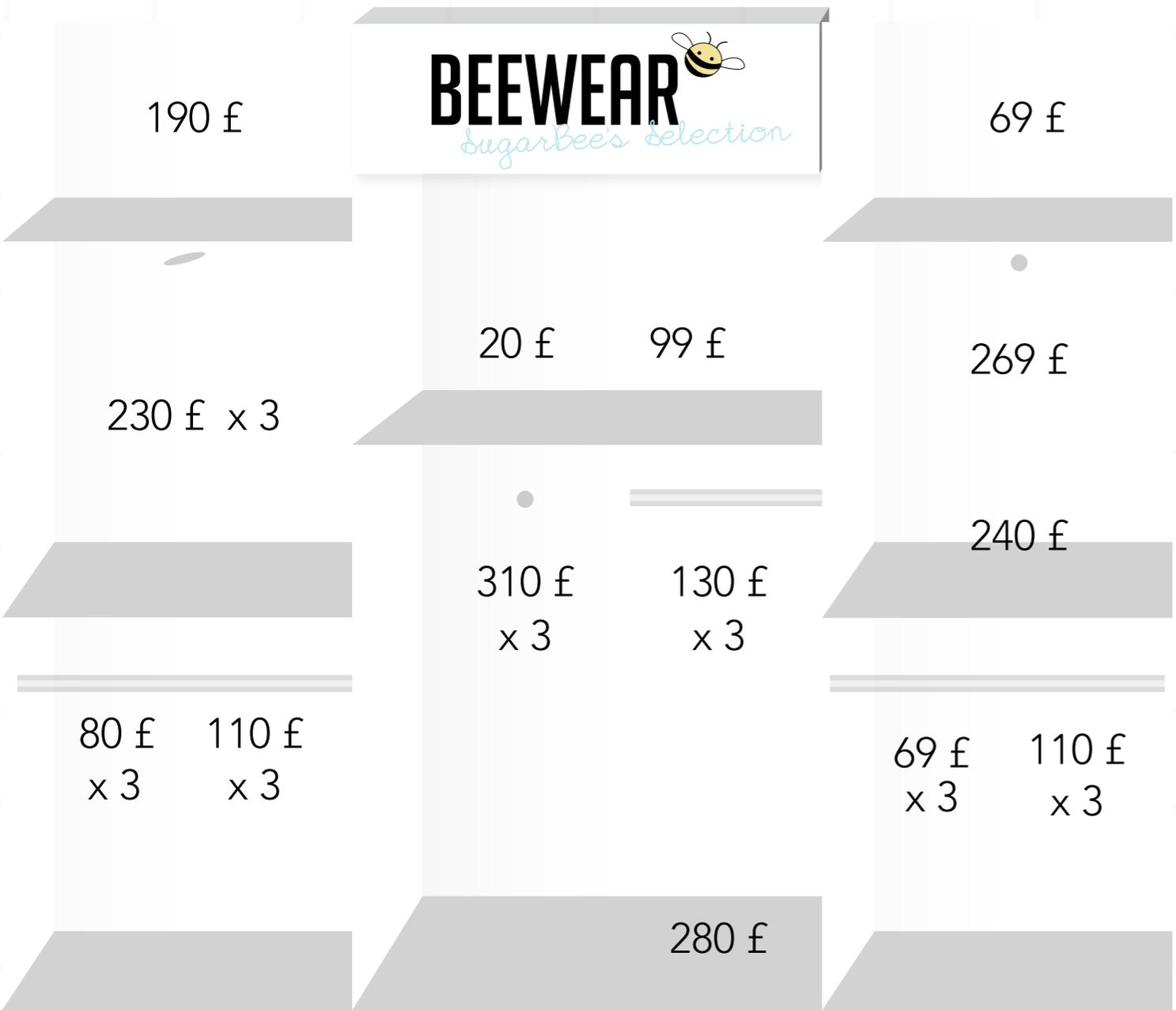
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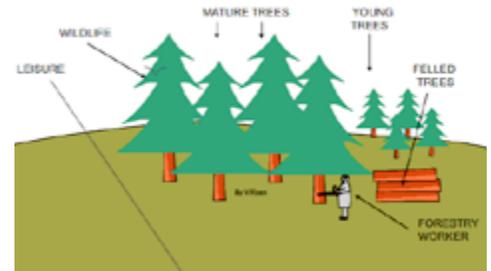
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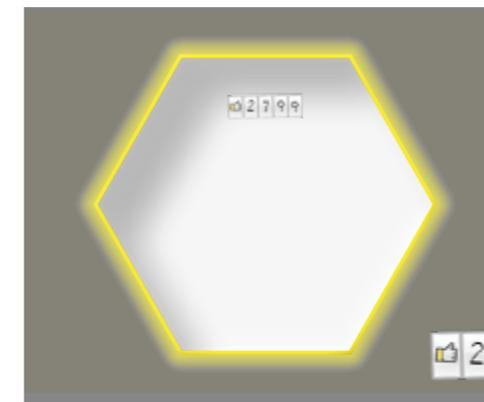
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VISUAL MERCHANDISING



Merchandise Net Worth per square meter: **408 £**
 Material of the Shelves: Matte, Smooth, Recycled PVC
 Finish of the Wallpaper: Matte, Recycled Paper Wallpaper (Non-toxic adhesive used)
 Floor Material: Matte, Quality Recycled Non-toxic PVC
 Signage Specs: Light-up Neon Signage box
 Clothes Hanger Specs: Smooth, Matte Clothes Hanger, Sustainable Forest Wood, Recycled Plastic Bee Beads
 Accessories Display Systems: Recycled Foam Head Stand in Bee Shape



Just like clothes hangers, shelves for accessories also displays likes from instagram for that specific product

Different Display systems for different product categories makes shopping more organize and makes products easy to recognize. Honeycomb shaped shelves can be used for shoes, bags and other accessories as a display. Light up design allows products show detail and creates a nice atmospheric feeling.



Join the Beehive®

[Load More](#)

#beesonIG



ONLINE

While Millennials use three screens on average, Generation Z uses five. Gen Zers expect brands to move as seamlessly around digital devices as they do, and to create a unified experience across in-store, digital, and mobile. Our mobile friendly online store offers maximum flexibility among devices.

Online shopping globally available with average shipping options.



CAMPAIGN IDEAS

Sharing is Creating

Bees also help flowers pollinate, this is how they contribute to the environment. Beewear customer is also imagined as bees, which helps the environment by sharing. The more you share, the more you create. The campaign focuses on social media and other platform sharing that will make the person earn "Pollen" as store money. They will use them while purchasing and It will help brand to get more recognition.

Lure for the Bees

Honey is always where bees at! To lure "customers" a.k.a "Bees", there will be disproportionate, scaled bigger "Honey Spoon". In humorous way, the campaign will ask kindly customers to enter or discover the brand.

Where the Queen B at?

The symbol of opinion leader in Beehive is "Queen B". The campaign will be specifically designed to find Queen B. Where is Queen B? To flatter Beewear customer, there will be Queen B photobooth, customer designed as Queen B. Also there will be Queen B sticker hidden in the store. Who ever finds it, will earn free Queen B tshirt.

So Original that Went Extinct

The sour, daring and cool attitude of this campaign's persona comes from being "too unique" that only few people can understand. He/She never compromises from who she/he is, very straight forwards, honest and out-going that went extinct. It also matches with environmental values of the brand since Bees accustomed with becoming extinct. The sustainability can be on focus on many merchandise.

With collaboration of WWF, there will be animal printed collection which went extinct or endangered being one. The profit can be split between the company and WWF that makes this campaign also a social campaign.



Join the BeeHive

Become one of us!

BeeHive is a community where all Beewear customers can communicate with each other and hear about brand's news and sales first hand and get some special privileges and products!

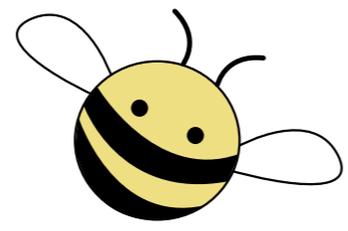
Join the BeeHive©

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This campaign is the combination of some of the previous campaigns. BeeHive is the community of the brand where customers interact with each other and also can see latest news from BeeWear as well as rewarding some special discounts and gifts. For the launch campaign, inviting them for becoming a part of BeeHive and rewarding them If they post on social media by typing BeeWear with "pollen points" seems appropriate.



WINDOW IDEAS



Bee theme provides so much opportunity to create visually rich campaigns. There are many elements to be used such as honeycomb shape, hive, bees, pollens, flowers and everything about them. For the final window idea, starting up the community formation, decision was made on setting up a large hive (installing shelves on it to add a little bit function and have interesting display system) and surround it with lots of bees showing personality.

WINDOW SKETCH

APPLICATION





interdisciplinary design works on the soft spot where **graphic & fashion** intersect

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Beewear HiveQuarters

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