

BRAND DNA

Brand DNA and its components help define a brand's personality and create a clear identity.

Brand DNA is the foundation of a brand, and it sets the tone for what makes the brand stand out from the crowd.

The iconic nature of some of the luxury brands such as Hugo Boss and Chanel shows how valuable brand identities are to the success of the companies.

One way to define a brand is by telling a story about how/why the brand was created.

Establishing a brand identity and a strategy that are consistent across all marketing channels is an essential step to creating a loyal customer base who understand and appreciate the brand. Consistency will often lead to repeat customers, especially if the brand aligns with how they view themselves or wish to view themselves (how others will view them is also an important factor).



Brand Values also plays a big part into brand identity.

Brand values are the guiding principles that shape your company's identity and brand message. They're there to help guide all of your business's decisions and actions.

Telfar Clemens is a self-taught, queer, black designer whose eponymous label was established in 2005. His first collection was genderless and unisex. Clemens also cares about creating quality products with an emphasis on sustainability.

His self-titled brand shares and reflects his own personal value. The brand is genderfluid and inclusive so therefore customers who align with these values are attracted and talking about the brand.

This evident in the Kulture Hub article 'Why are Black creatives talking about Telfar? A new spot for sustainability?'



Brands such as Rick Owens/ Yohji Yamamoto consistently use interesting and experimental silhouettes in conjunction with muted colour palette alongside premium quality materials & fabrics in all their pieces; this is their brand identity - 'High fashion avant-garde'. They would never sell pink tracksuit bottoms, for example, because this goes against their brand identity and therefore does not confirm their brand's DNA or the wants of their client base. If they were to release such an item, it is likely going to alienate their current loyal customers and lead to fewer sales for that specific item as that is not what the people want.



An exploration of VETEMENTS

“Minimal without being flat, edgy without the gimmicks.”

“Urban cultures, the internet, everyday life and a modern wardrobe without seasonal themes.”
- Demna Gvasalia (Fashion Designer/Founder of Vetements)



Market Sector:

Vetements is creating luxury items that are versatile and can be worn every day. It will be interesting to see to see how it will evolve as more and more brands compete for this lucrative market. The importance of luxury fashion in young people is exuberated by the number of celebrities promoting elitish fashion and encouraging others to aspire to own their clothes.

Business Model:

Price: Luxury Pricing

Quality: High

Image: Innovative, Cool, Ironic

Target Audience: Gen Z, Millennials, Teens/Young Adults



Target Audience:

Upper or Middle-class young people who are willing to pay hundreds for ironic or 'edgy' clothing.

Vetements is stocked in Dover Street Market, which suggests the target customers are wealthy and fashion-conscious.



Vetements created this image to protest over consumerism and waste within fashion, suggesting that the brand cares about sustainability and eco-friendliness.

“I think we’re at a point of conspicuous production.” I don’t want to call clothes garbage; but for me, it’s wasteful.” - Demna Gvasalia (Fashion Designer/Founder of Vetements)

Reference list

clothbase.com. (n.d.). VETEMENTS Pink Down Puffer Jacket Vetements. [online] Available at: https://clothbase.com/items/6e0b4207_vetements-pink-down-puffer-jacket_vetements.

Google.com. (2019). Redirect Notice. [online] Available at: https://www.google.com/url?sa=i&url=https%3A%2F%2Ffuckingyoung.es%2Fvetements-fall-winter-2019%2F&psig=AOvVaw06cljhzRCMJPSOT504GFS&ust=1639013427836000&source=images&cd=vfe&ved=0CAwQjhqFwoTCOCcuPyG0_QCFQAAAAAABAp [Accessed 8 Dec. 2021].

HYDE, C. (2017). VETEMENTS RESEARCH. [online] CLEMMIE HYDE. Available at: <https://clemmiehyde.wordpress.com/2017/12/27/vetements-research/> [Accessed 8 Dec. 2021].

SOLD OUT

Mark Willy Kellermann (2018). Vetements: Sustainability in the Context of Branding. [online] Available at: <https://www.slideshare.net/MarkWilly-Kellermann/vetements-sustainability-in-the-context-of-branding> [Accessed 13 Jul. 2021].

“We all realised how frustrated we were. We started to lose a sense of fun in fashion. We feel it is inevitable and crucial to create contemporary clothing. We are having a dialogue with today.” – Gvasalia, Business of Fashion interview.

Ideation is the process of developing and communicating new ideas. It is a creative process that involves generating and developing new ideas, which can be either visual or abstract.

IDEATION

Influence from movies/short films & music videos that focus on fashion.

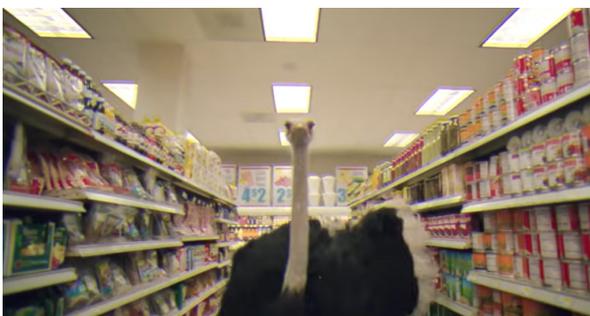


These images have been gathered from the luxury fashion house Gucci's summer 19 'Forever Guilty' perfume Campaign. I chose this advert because Vetment has no fashion ads and Gucci is also in the same luxury fashion demographic as Vetments. Both of these brands are often stocked in the same stores.



The video clip in question is aesthetically similar to film taken on a 35mm camera. The video has a vintage 35mm film look. The subjects at the forefront do not have a shallow depth of field which makes me suspect that these shots were taken on a wide anamorphic lens. Anamorphic lenses also create a sly blue hue which adds to the vintage look. I could replicate such an aesthetic through colour correction and LUT filter presets which I can make myself to match this look.

The images also purposefully include visual noise which can worsen the look of a video if accidental but if done deliberately can create a nostalgic look.



I want to include screen lines to my video to give of the perceived notion that the video is retro/vintage. This look is becoming ever more popular as media and the general public are going through an analogue resurgence. People are becoming fond of advertising in which reminds them of earlier times. I also want my ad to be, at the same time, modern and exciting to look at not slow like Gucci's as I will be aiming to sell to younger people who have lower attention spans.

IDEATION



This Paco Rabanne perfum advert is extremely interesting to me because of the way the director plays with shades, tones and shades.



The use of black and white makes the transitions into the shadows and back into light seamless. The simplicity of the plain back baground makes the audience focus on the character doing the actions. The transitions are consistent with motion and occur on beat with motion. I think I would like to incorporate a dynamic relationship between shape and shade in my own video. i plan to use a plain background such as this one so that I can easily and effectvly carry out my transitions and cuts in a similarly seemeless manner.



www.youtube.com. (n.d.). 1 Million, the Fragrance for Men by Paco Rabanne | Sephora. [online] Available at: https://youtu.be/K2458_tD1eY [Accessed 11 Dec. 2021].

DEVELOPMENT

PRE-PRODUCTION LIST

Equipment:

- Sony fs700
- Cannon camcorder
- 2 additional batteries
- Cannon AX10
- Wired headphones
- Wireless speaker
- 35mm Film camera
- Laptop

Styling

- 2x Vetements jumpers
- Leather jacket
- Black trousers
- Skirt
- Accessories for model
- Bullet belt

Safety

- Bottles of water
- Covid 19 test

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Video locations:

1. KSA Moving Images Workshop Blank room

LOCATION RECCE

Site Contact Name		Kingston, London
Permissions	Moving images department	Friday 13 th Dec
Points of Interest	The entire frame will be used as it is all white.	I plan on taking shots on the cinematography camera from straight on as well as some shots on the camcorder following my subject.
Safety Issues	Subject tripping Covid 19 Dehydration	

To do my pre-production I made an equipment/items/health & safety list. I also made a location recce.

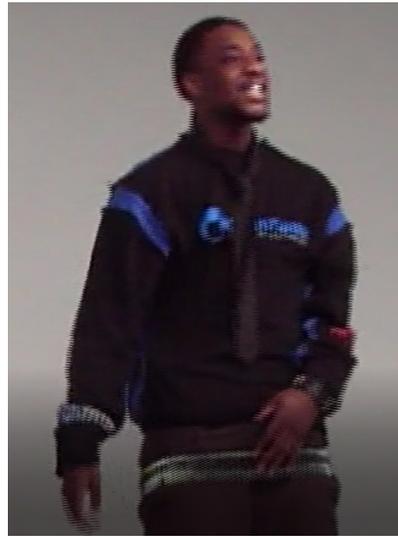
A location recce can be defined as: a pre-filming visit to a location to determine its suitability for shooting (commonly carried out by the Director of Photography which I am acting as for this project)

MOCKUPS

As part of my location reece I had to visit the location in which I intended to record my video. Whilst there I decided to create some mockups and test for my video using myself as the model.



I wanted to create the vintage effect I saw within the Gucci video. I recorded myself walking around in a circle using a legitimate VHS camcorder propped up onto a table.



Since the perfume advert is for a fashion house the styling of the models will be important. When I watch Gucci's fragrance advert all the models are wearing Gucci. I decided to wear Vetements clothing for these mock up shots and to style the outfits in an appropriate way for Vetements aesthetic.

I used this mock up recording time to style the outfits that I intended for the model to wear on myself. Both of the jumpers worn by me in these shots are Vetements.



I also recorded some test shots using a modern cinematography camera. The VHS camera does suit my desired aesthetic but I think I should use shots from the VHS camera sparsely.



I also got these test images taken of me to test how the outfits could look on the model using the same lighting. Me and the clothes worn are very clearly well lit and visible.

PRODUCTION & FILMING



Image of me styling and positioning my model for the shoot.



Since I had already gone to the shoot location for my mock-ups it was not difficult to set up the scene. I needed the over head lights to be sharp yet not over powering.

I decided to let the footage be slightly over exposed as oppose to being dim.. This is because it is easier to reduce the brightness in post than to increase it (which often leads to unpleasant noise).

An over exposed glow-look also adds to the vintage look.

I planned to keep the cinematography camera in a fixed position so that I could seamlessly transition from one shot to the other within the white background. I used a VHS camera for the close up shots whilst I followed the subject of my video. One reason for this is because the camcorder footage is usually associated with family footage or old videos- a sense of familiarity or personability can be gained from using such a camera. The audience feels like they know the subject when I use this camera. With the nostalgic mood I intend to give the video in post I reckon the audience will feel as if the video is familiar and therefore more enjoyable. People often enjoy what they feel like they know.

I have decided not to stabilise the footage in post to give it a more personal feeling.

All camera movements must be intentional.



As creative director of the project I had to style my subject, video them, record them and take their photographs. I video'd my process in order to document it.

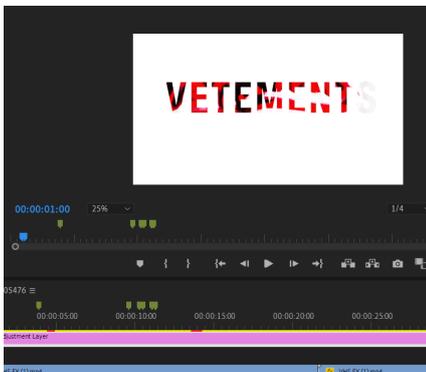
POST PRODUCTION

VETEMENTS

VETEMENTS logo is just the brands name. When I searched for the font the brand uses it for its logo I was consistently given the result Helvetica Neue Condensed Bold and upon applying the font I could tell that this result was correct.

What is the Vetements logo font?

Vetements Group AG Fanpage - #VETEMENTS 'HELVETICA NEUE CONDENSED BOLD/VETEMENTS OFFICIAL LOGO FONT' PRINT HOMAGE | SUMMER 2020 | Facebook.



I created a PSD file of the Vetements logo with a white background and transparent mask on the lettering. The background image is me wearing a Vetements jumper. This transition is seamless and effective because despite the change in subject the word is the same in both shots. This scene flows well in the eyes of the viewer. This is called a match shot.



In film making the rule of 3 says that 3 is the magic number when considering compositions in which multiple elements are in frame at once. Ideally the images should be divided into a 3x3 grid.

I created this effect by using the colour key (background remover) effect on 2 clips of the model then displaced them to the side whilst the centre element stayed the same.



I decided to make all the movement fluid so as one scene is ending I want the next to be starting either in the foreground or background. The high contrast adds to the burned film look.

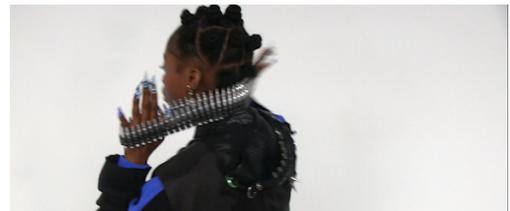


I used the same transparent masked text technique that I used at the start except that I made the background black (inverted). Everytime the beat would hit a drum I would remove the models from the background to create a flashing lights effect. I sped up the footage by 400x as well to make the movement look more dynamic.

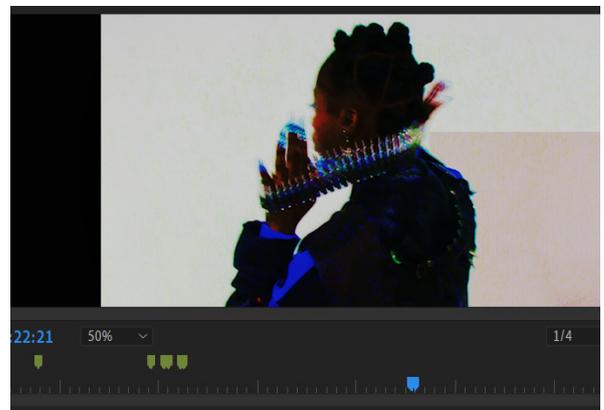
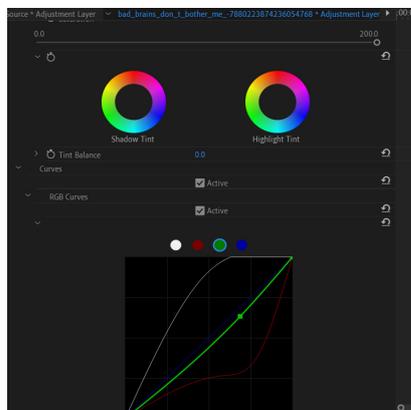
POST PRODUCTION



Key frames were used to create animated zoom ins/zoom outs. I created a cloning effect by having the model walk around and slicing the images together at the same time.



To create my dreamy effect I colour graded my video with surreal colours. These colours remind me of a washed out/saturated VHS tape. I also changed the exposure and contrast to create this dreamy/retro look. I also added lots of noise and used premier settings to create a circuit break effect.



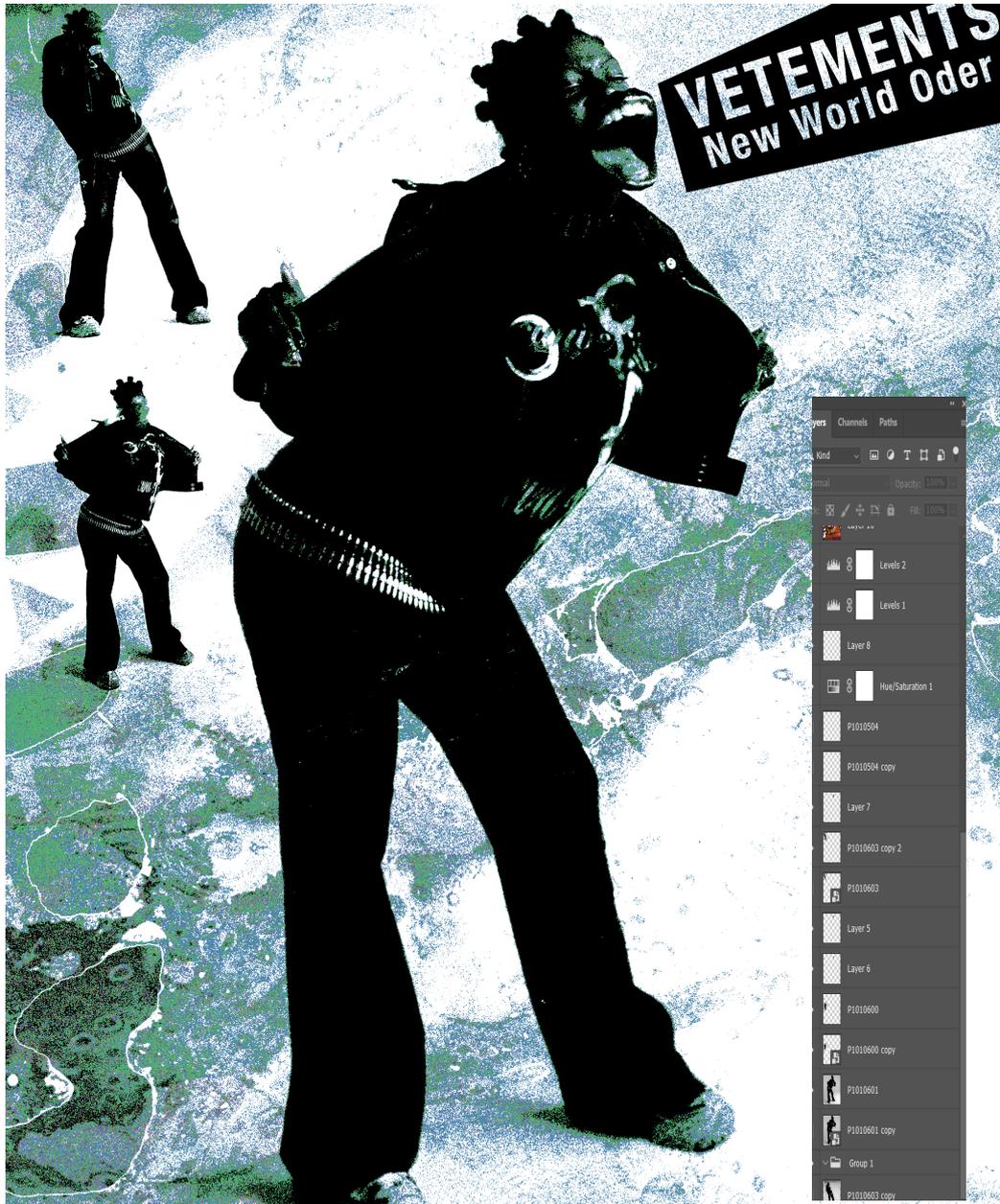
I created the effect of the front intruding the background space by masking the foreground layers movement.



I used a delayed double expose effect in a few scenes (especially slow ones since fast scenes can be disorientating). This adds to the trippy and lagged feel of the video.

I chose the name New World Oder as a tounge-and-cheek play on the phrase 'New world order' which involves totalitarian governments much like the one Demna (Vetements founder) grew up in (USSR).

POST PRODUCTION



This is the final image I made for the still image part of this advertisement.

I chose the name New World Oder because it represents how this smell is something new and refreshing - like never been seen before - something that should belong in the new world.

I chose to make my model look like a caricature of herself with exaggerated lips which scream out the blocky typography.

I like the composition because the words fly right off the page.

The photos were made in the original video shoot with a digital camera. Colour correction was added, so was noise.

In conclusion; the video, to me was well made with the visuals matching the audio. I got the aesthetic and feel I desired from the video.

The point of my video is to explore freedom, fun and youth whilst being aggressive and confrontational. Just like Vetements perfume which must encapsulate all of this while appealing to young people who are fashion conscious.

i trust that I have done this.