

FML

Freedom, My Love.



BY TANISHQ AUJLA

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FML

Freedom, My Love.

FML aims to induce the feeling of freedom through expression to whoever possesses any of the carefully designed pieces belonging to a particular season. Each item is considered a piece of art while its development stage. Upon possession of any of the pieces, the brand provokes that particular individual to feel, think and be a certain way. To experience the Freedom, My Love.

ABOUT FML

- FML is not really your average hi fashion luxury brand, as one would might perceive typical fashion luxury to be in a certain way.
- FML is a disruptor, which wants to destroy those very perceived norms, mainstream fashion luxury has become to boring and monotonous. FML's soul foundation lies on being contradictory in nature, it always questions itself and it's decisions.
- For the longest of times, we have been living where everything is very driven, very serious and hence too boring. It's about time when things get not so serious and we learn to have some fun.



WHY FML?

- In the recent years there has been a consumer shift in the industry as the spending power of the world's millennials and Gen Z's have increased. With the increase in the possible consumers from the younger demographic, a brand has to keep things mind and really disrupt how they approached to convey the idea of luxury to people.
- Keeping in mind the consumer shifts and the need for constant change, FML's soul identity would be of nothing but disruptors of their own identity.
- FML's, mindset is very young and playful, it's based off of an Irony, a self mockery, a statement, a meme. It provokes its consumer to question their beliefs, their soul existence in fact, and at the same time it does for itself too.
- FML really wants to give out the message to the world that everything should not be taken so seriously, and it's about time that we all stopped to overthink, sometimes you just have to say fuck it, and move on.



THE DADAISM CONNECT

FML is a perfect analogy for the art movement, 'Dadaism.'

Dada/ Dadaism is an artistic and literary movement in art formed during the First World War as a negative response to the traditional social values and conventional artistic practices of the different types of art at the time. Dada artists represented a protest movement with an anti-establishment manifesto, sought to expose accepted and often repressive conventions of order and logic by shocking people into self-awareness.



Fountain by Marcel Duchamp



Glass Tears by Man Ray



L.H.O.O.Q by Marcel Duchamp



THE CONCLUSION.

- A large part of the world is just exhausted, there is too much of everything existing, and everyone wants to be taken seriously. In that whole chunk of seriousness, things can get a lot intimidating.
- FML, wants to just pull out a finger to all the seriousness. FML wants people to take a step back, and enjoy the little things in life, drop the seriousness and learn to have fun again, laugh it out, and have sense of freedom.
- Everything doesn't have to be so formal and mature.



THE LOGO.



*The “Alien” icon signifies the brand which **alienates** the world of typical fashion, and it encourages people to be **free**, to have an **open mind**. The default colour being white which represents a blank canvas.*



The “Alien” icon in itself is very versatile, it’s flexible enough to adapt to a current collection with the use of different colours and textures. Different cultures would be represented in different prints. The simplicity of the monogram opens a whole new world of possibilities.

THE LOGO/ MONOGRAM PRINTS.





The image features a dense, repeating pattern of the text "FML" in a bold, white, sans-serif font. The text is arranged in horizontal rows, with each row containing multiple instances of the letters. The background is a dark, textured surface, possibly black or dark grey, which is sparsely decorated with small, irregular red splatters that resemble blood. The overall effect is one of a gritty, repetitive, and somewhat disturbing visual motif.

THE FONT.

The choice of fonts used in the Logo, Packaging, Website, Prints, Stores, etc is a combination of:

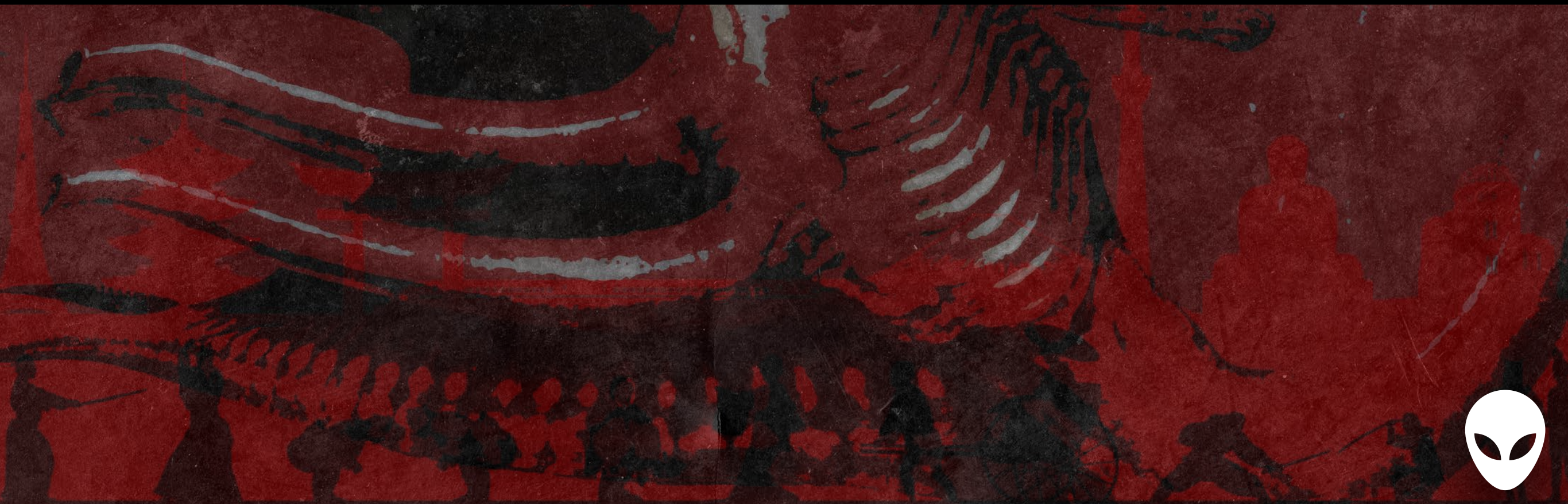
- *Proxima Nova (Bold, Italic)*
- Futura (Medium)
- Druk

The series of fonts help induce the *Bold* identity of the brand in the form of text which is used in various aspects





BRAND. CONSUMER. COMPETITION.



BRAND.

One size fits all

Bold

Street

Androgynous

Inclusive

Expressive

Up-cycle

Culture

Revolution

Provocative

Disruptive

Comfort>

Irony



BILLIE EILISH



CONSUMER.

Brave
Expressive
Individualistic
Rebels
People who take a stand
Appreciate Art
Quality>Quantity
Experimental
Appreciative of cultures
Independent



COMPETITION.

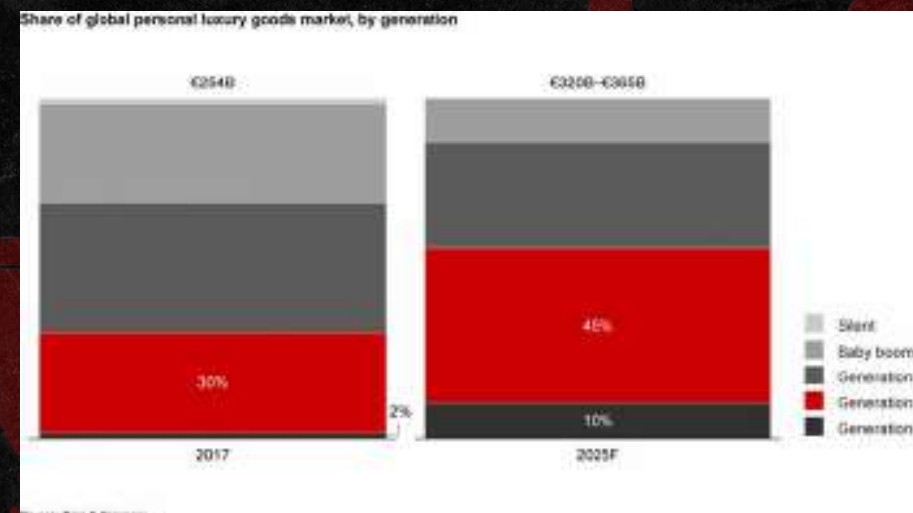
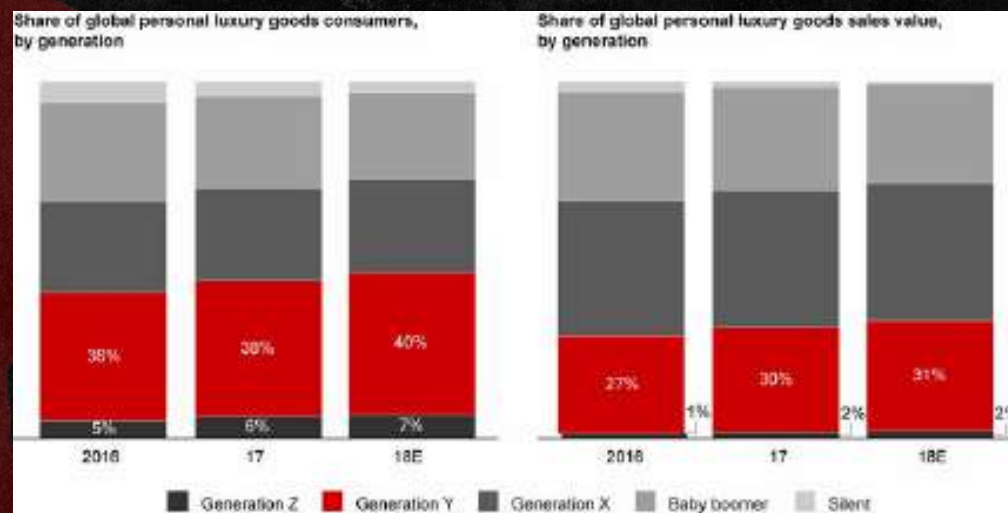
Dust Of Gods
Diesel
Moncler
Off-White
BAPE



LUXURY MARKET ANALYSIS.

The Luxury consumer demographic is getting a younger.

- Luxury brands can no longer deny the influence of younger consumers. Generations Y and Z accounted for 47% of luxury consumers in 2018 and for 33% of luxury purchases. However, they contributed virtually all of the market's growth, compared with 85% in 2017. To capitalise, luxury brands are adapting to the preferences of younger consumers in terms of product offerings, communication and engagement strategies, and distribution channels.
- The luxury industry is also increasingly acknowledging cultural and size preferences. Modest fashion, comprising garments that can be worn by Muslim consumers, accounted for approximately 40% of luxury women's ready-to-wear in 2018, while “inclusive” fashion, targeted to curvy or plus-size consumers, represented about 20%.



THE CASE FOR JAPAN.

Financial Asset. Purchasing Behaviour. Brand. Product. Luxury Goods. Luxury Consumption

- Japanese consumers are often said to be very affluent and to have a taste for luxury products. And, indeed, Japanese consumers do have the second-highest purchasing power in the world and, over the postwar decades, have accumulated the highest level of assets among all nations worldwide.
- The number of households holding financial assets of more than 500 million yen (\$5.5 million) was around 52,000 in 2006. The enormous wealth accumulated in Japan over the past decade has led to a particular interest in luxury and Western-brand products. Japan became the first mass luxury market and, until 2008, the Japanese were the most avid buyers of luxury products in the world. With the economic crisis, however, Japanese luxury spending changed: sales have decreased very rapidly and 'fast fashion' companies offering cheaper products are becoming more popular.
- Nevertheless, the richest of the New Rich have not changed their purchasing behaviour and still enjoy luxury spending. This chapter discusses wealthy consumers in Japan – the so-called 'New Rich' (nyuu richi) – and how their wealth was accumulated. The chapter also sets out the major role that luxury products play in Japanese consumption and gives an overview of how Japan's lust for luxury was affected by the economic crisis that began in 2008.



Luxury



Off-White™



DUSTOFGODS



Price





THE COLOUR PALETTE.



*FML's colour palette is a deadly combination of **Reds, Blacks and Whites** which helps maintain the brand language, of being Bold and Provocative which elevates the striking resemblance of an **inevitable revolution** that aspires to start after every collection drop.*





ABOUT THE COLLECTION DROP.



A NEW COLLECTION WOULD DROP EXCLUSIVELY ONCE IN A YEAR ON THE FIRST OF EVERY APRIL.

The whole idea of it being the first of April is putting light on the fact that the brand is subtly making a mockery of it's own image that one might perceive, it looks forward to thrive in IRONY.

*Every collection would be really different from the last one, a collection would rather be referred to as “**SEASON**”, making it really easy and convenient to remember, for example **2021** would be **S01**. The fact that every season would coincide with the year count would make it a no brainer for the people remember it by.*

*eg: ***S01, 1.04.21.***

A season can be inspired from the different cultures around the 🌍 . Since it's once in a year, a lot of time can be spent on the research and development process of getting things really culturally appropriate. The time could be used in really experimenting with different materialities and silhouettes to question the possibilities and the probabilities of the limits that fashion as an aspect can reach.

*eg: ***Harajuku S01, 1.04.21.***



S01 FML MOODBOARD



FML

S01 HARAJUKU

S01 FML COLLECTION VIBE



TARGET MARKET.

- FML wants anyone and everyone to be its customer. Questioning the idea of the **new normal**, it aims at people from all **cultures, caste, creed, gender, age**, etc to really think about the whole idea of what's suitable for one's self who belongs to a certain strata of the society.
- FML is all **inclusive**, the only people that it targets are the one's who treat their FMLs with **care and respect**. The brand practises the idea of **up cycling and sustainability**, and expects its buyers to appreciate the same with a sense to treat well made things accordingly.



THE PRODUCTS.

FML is widely available in Ready to Wear, It also has an exclusive line where everything is made my hand, by the founder, and It has an option for commissioned work as well.

FML makes, Jackets, Cardigans, Sweatshirts, Shirts, Hoodies, Trousers, Socks and Backpacks for its RTW line. The exclusive line includes the items of choice as per the wish of the founder.

The products from the Ready to Wear line retails from anywhere between, USD 300 (₹20,000) to USD 3,000 (₹130,000) and for the Exclusive collection, USD 1,000 (₹130,000) onwards.



OFF THE RACK.



THE EXCLUSIVE LINE



THE COMMISSIONS



THE CASE FOR SNEAKERS.

FML, rather than making their own shoes, collaborates with other brands for shoes for a once in a year collection, every season would find a need for a different brand of shoes which compliments the the theme of the season. For instance: Yeezy, Nike, Off-White, Converse, etc.

For any ongoing collaboration, for example with Nike, there will be a separate limited edition collaborative collection which would be showcased in the stores of Nike and FML respectively. (FML x Nike)



Off-White x Converse



Nike x Supreme



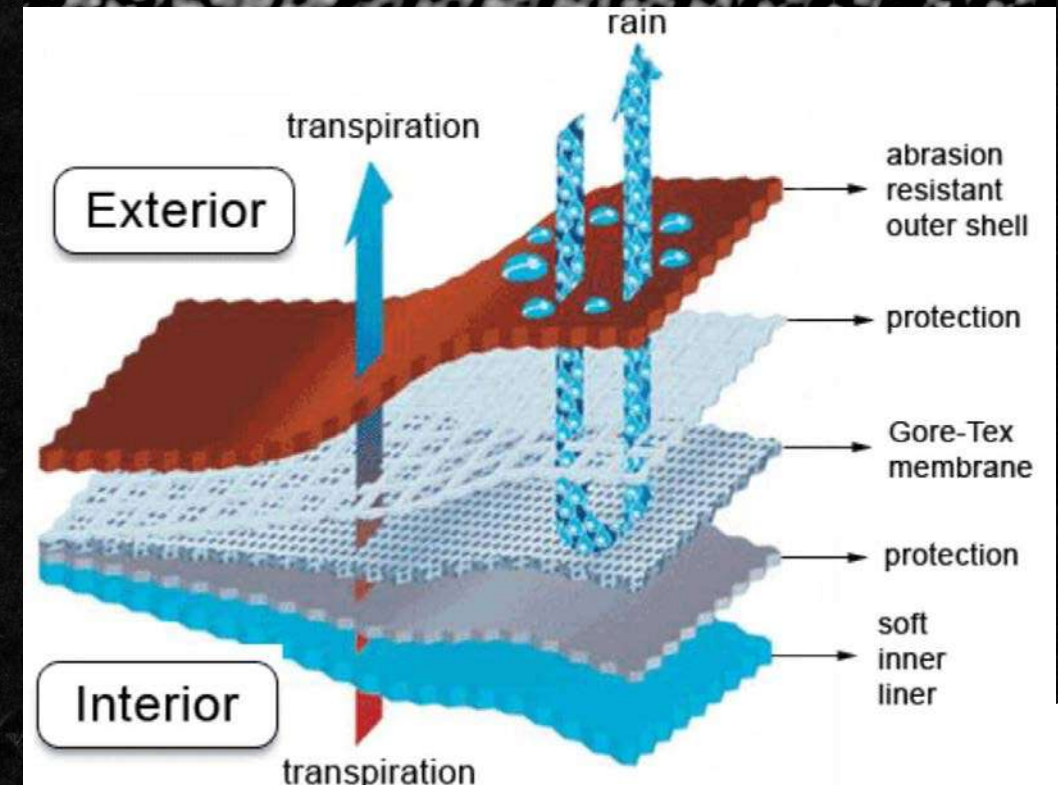
THE PACKAGING

- At FML, there's a constant chase to cut down on waste materials, we want our customers to appreciate the same.
- Keeping that in mind, after a purchase, the particular item will come in a specially designed Drawstring bag which keeps the design language of the product of purchase. The Drawstring bag is created alongside a product, for them to match.



THE PACKAGING

- The whole idea of the Drawstring bag for packaging is really to promote the practice of reusing and repurposing for various function after containing the product to the point of delivery or purchase.
- To make it lasting and purposeful, FML has collaborated with Gore-Tex to make the bags waterproof/ Weather-proof.
- With a special waterproof membrane and the FML monogram print we're sure that every individual will help the FML Drawstring be more than just packaging.



ABOUT GORE-TEX

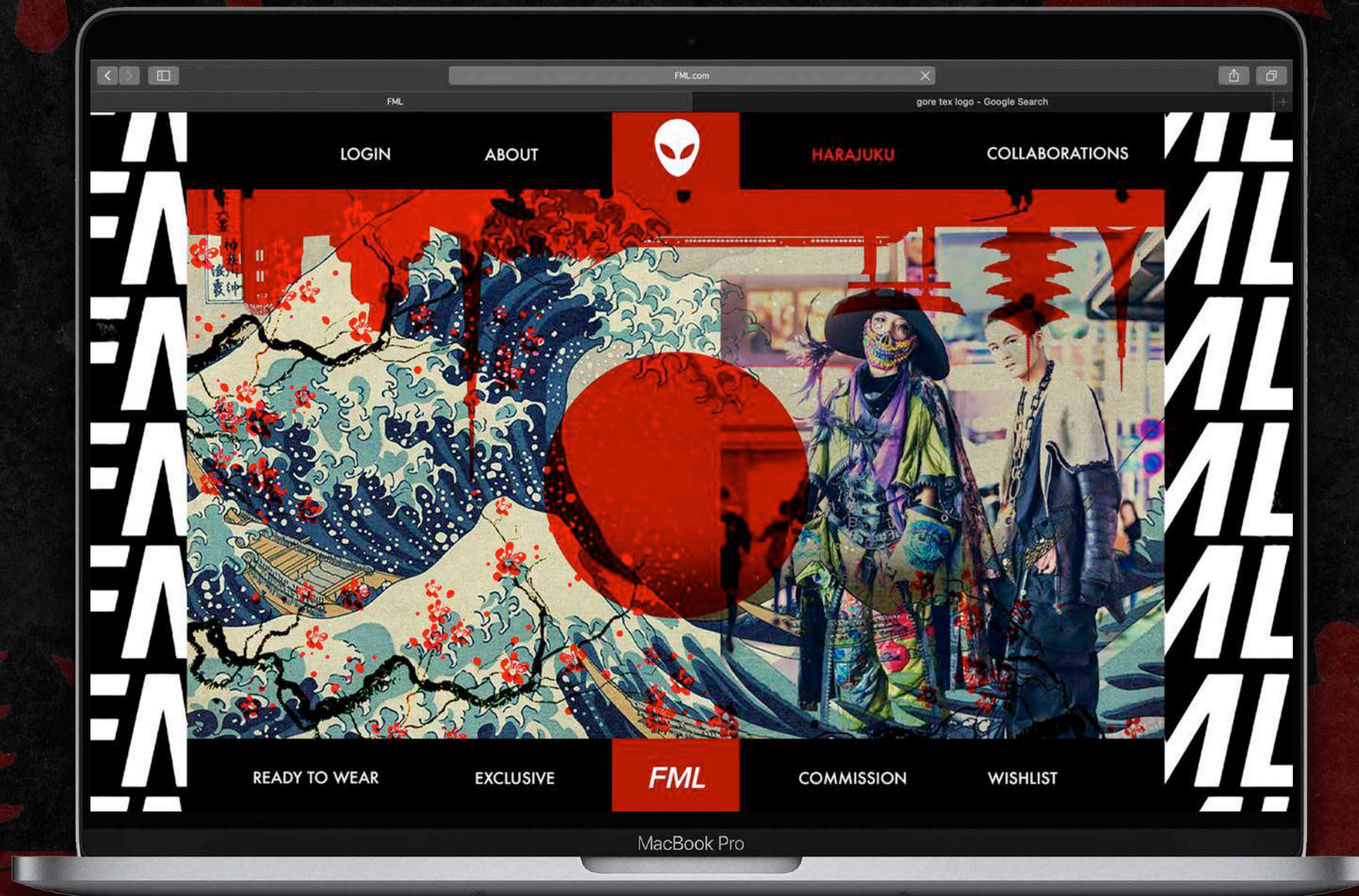
For GORE-TEX products branded with the black label saying “GUARANTEED TO KEEP YOU DRY™”, the waterproof, windproof and breathable technology is integrated in form of a membrane between textile layers. This can happen in different combinations as outer textile/membrane/lining textile (3L products), outer textile/membrane (2L products), outer membrane/lining textile (GORE-TEX SHAKE-DRY™ products) and other combinations. The membrane is bonded to the textile(s) using a lamination process. In addition, there are GORE-TEX seam tapes used to seal the seams in apparel to make them waterproof.

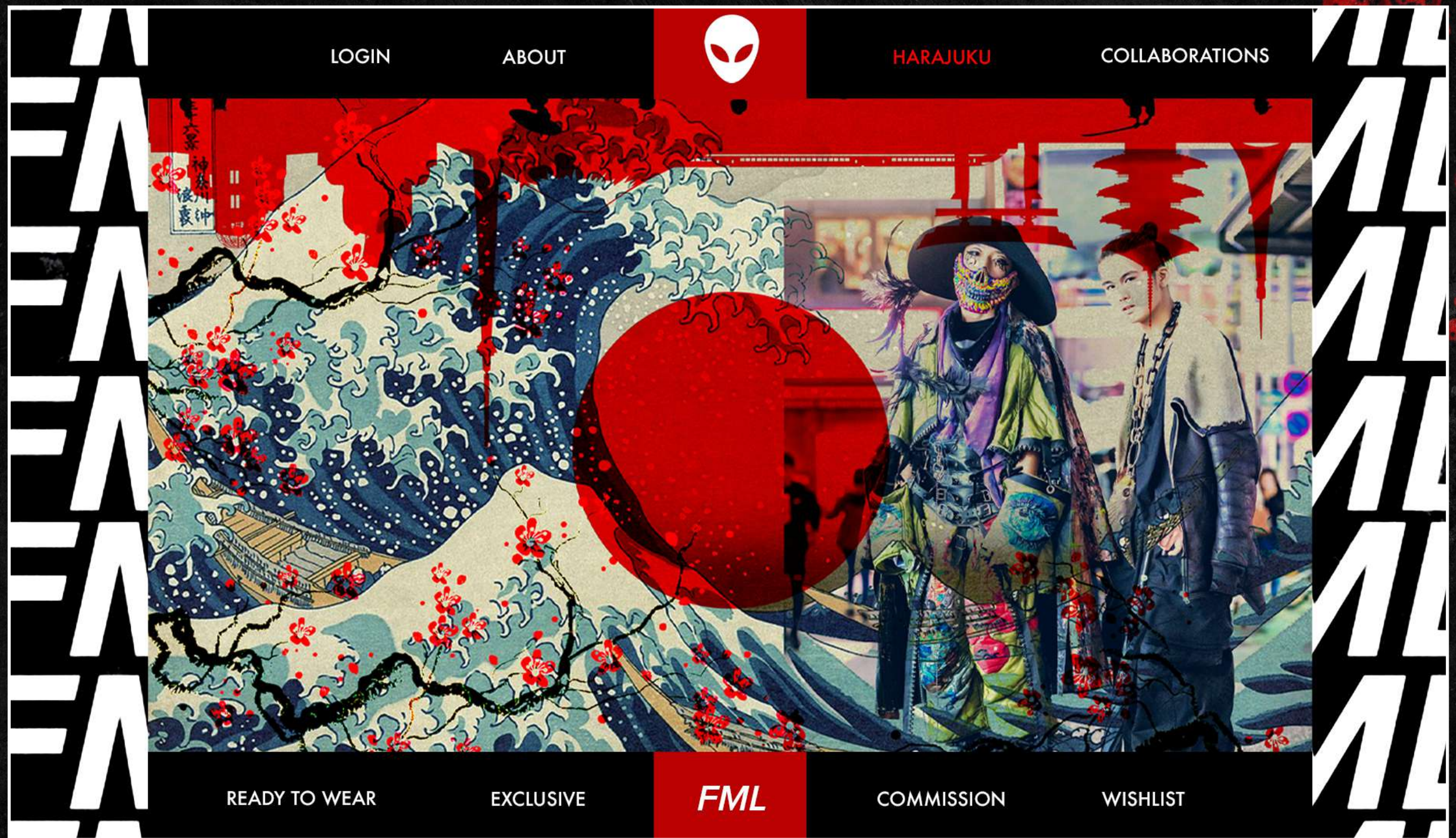


x



THE WEBSITE





The FML website was designed keeping the user as the main focal point. It is straight forward, simple and easy to use, the colours and the artworks change according to the particular season that FML showcases, the current web design compliments Harajuku, it's first season (S01).



The background is a collage of Japanese cultural elements. At the top, there are silhouettes of people in various poses, some holding umbrellas. Below this, there are stylized red and black shapes representing traditional Japanese architecture, including a torii gate and a pagoda. The bottom section features silhouettes of people in traditional clothing, some carrying items on their heads or backs, and a person in a rickshaw. The overall color scheme is red and black, with the text in white.

THE FML APPLICATION

IS IT A WEBSITE OR AN APPLICATION?

FML CALLS IT A **WEB-APP**

We live in the time where there are options and variants for most of the things that one would surround themselves in. Technology went through an innovative boom in the 2010's.

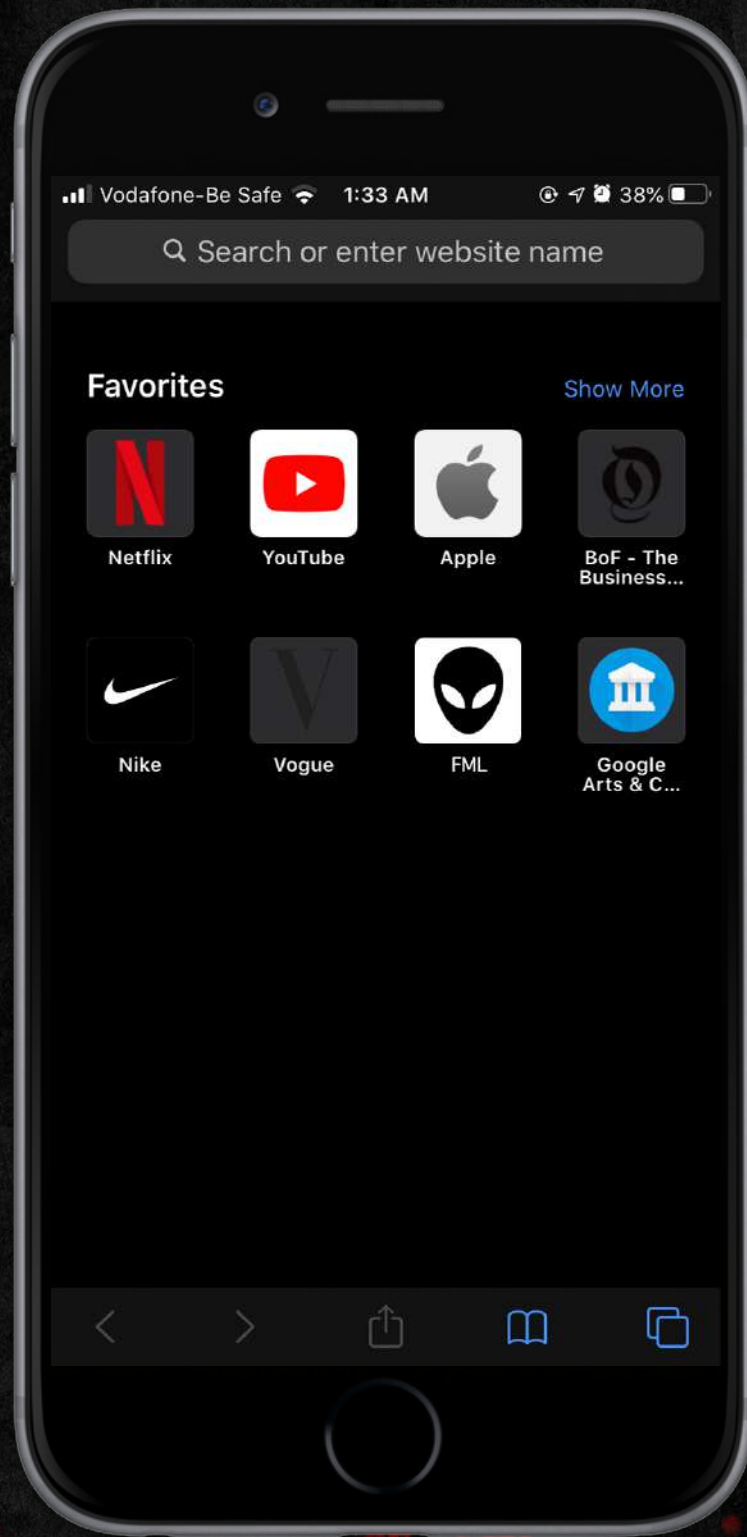
It's the '20s, at this point of time everything you need or want is already available in the form of an application, which in turn has other variants too, and in this large clutter and chaos of different applications in the App Store, one would really find it hard to hold relevance.

An individual does not need so many applications in their phones, they take too much space and its hot mess of a chaos, jumping around a million applications for every task.

At FML, we kept the user as our main focal point, and we created a website which is specially curated to fit the user experience, which feels more like an application than a formal website.

To make the whole Web-App experience more fluid and natural, we recommend that you save the site (fml.com) as a bookmark, under favourites. Your bookmark will be indicated by the black Alien face against a white tile.

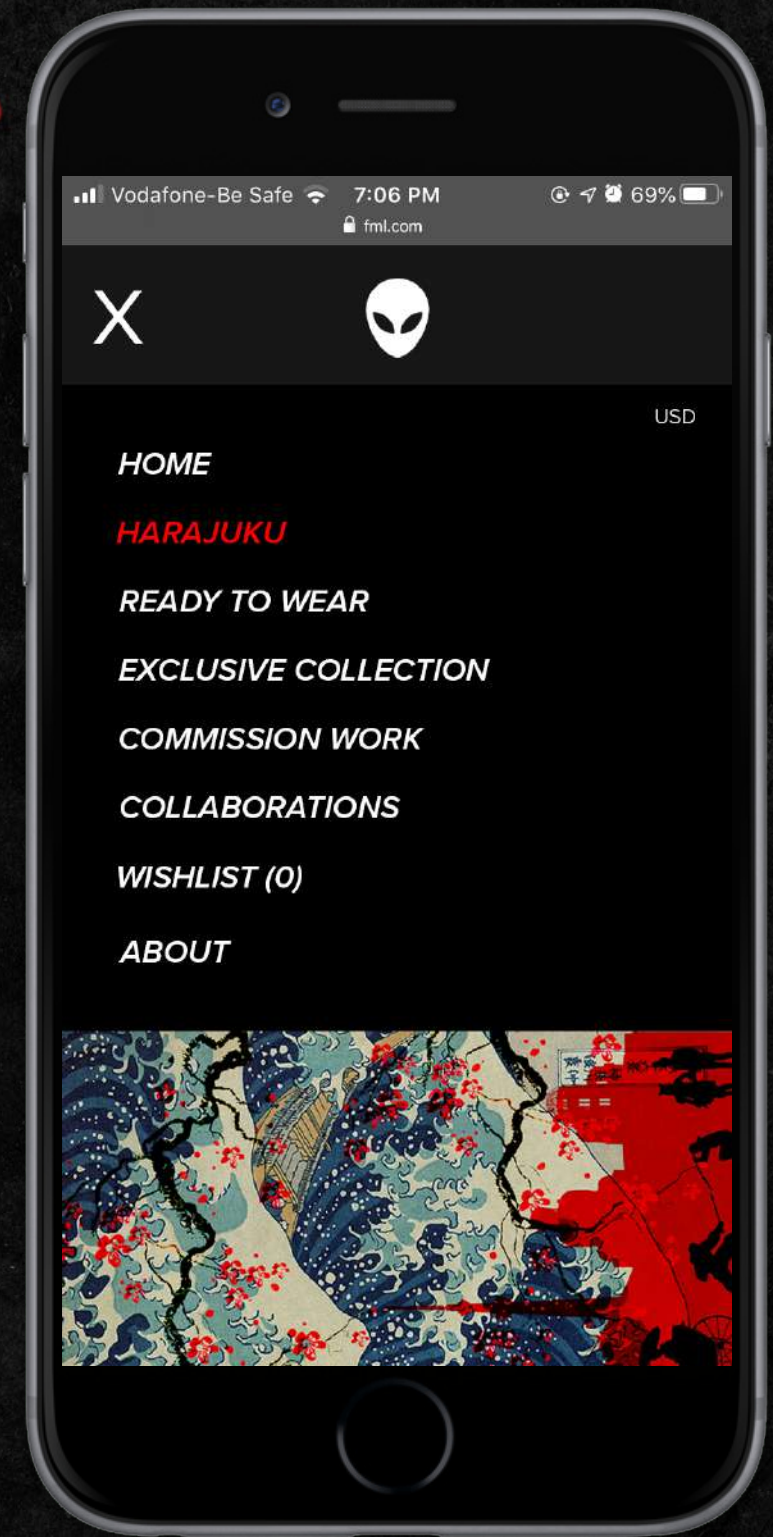




Bookmark



WebApp



More



THE BLOG.

FML has set its foundation set on ethical values such as reusing, repurposing, up -cycling and cutting down waste, from excess materials.

In order to make the world a better place, we need to find ways to give back to nature, we owe the planet big time, like really big time.

FML, proposed a weekly blog where it's main focus is to educate people about the current world scenarios and how Humanity is literally cluttering the entire place, followed by different ways people can adopt in attempt to reduce the burden the environment faces.

We will promote our blog every week on our social media and our newsletter, engage and act, to make the world great again.





SEPTEMBER 18, 2019

FML

LEAVE A COMMENT

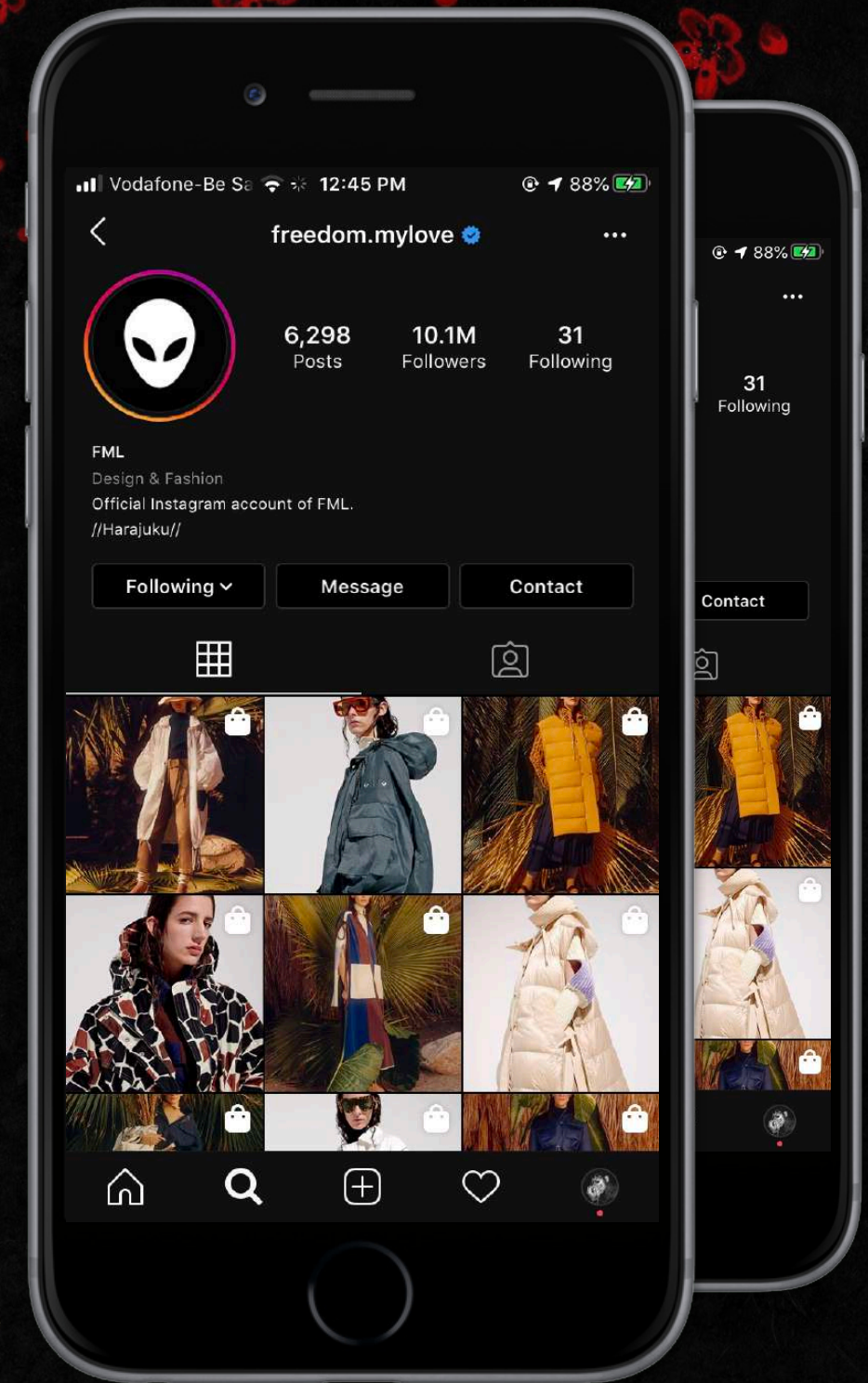
God...nope, Plastic is
everywhere

MacBook Pro



INSTAGRAM.

- Instagram is the most popular application in terms of fashion and lifestyle. With the presence of a global audience it covers the entire target market that FML aims for.
- Highly visual data is always a plus point for FML, since it's bold sticking nature.
- Posts have the ability to go viral which is a part of the brand's psychology, to adapt to a meme culture.
- There will be a lot of sales happening through Instagram DM's too, the whole point being at the finger tips of the users.
- Stories will be used to communicate a story, be it the making of the garments, to travelling to different destinations.



TWITTER.

- FML is going to engage with audiences with polls on what different materiality can the brand explore in.
- Twitter is a strong tool to get a lot of feedback.
- Twitter can be used to talk about the social issues that are currently present in the world.
- FML can ask questions like how to be Culturally appropriate in this day and age.



THE CASE FOR RETAIL STORES.

McKinsey & Company

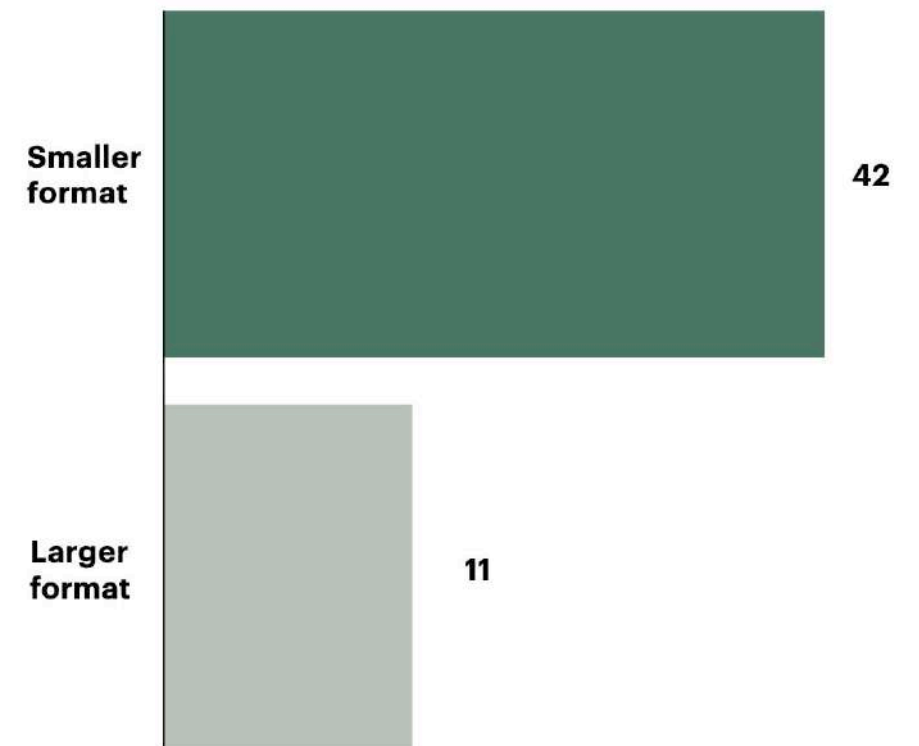
According to McKinsey,

Consumer demand for convenience and immediacy is prompting retailers to complement existing brick- and-mortar networks with smaller format stores that meet customers where they are and reduce friction in the customer journey. The winning formula will feature in-store experiences and localised assortments in neighbourhoods and suburbs beyond the main shopping thoroughfares.

“The idea that people travel into the city... to shop has disappeared because they can do that online. Shopping has become much more local.”

Over 40 percent of survey respondents anticipate smaller format stores playing an increasingly important role next year

% OF RESPONDENTS ANTICIPATING THE CHANGE IN THE ROLE OF STORES NEXT YEAR



SOURCE: BOF-MCKINSEY STATE OF FASHION 2020 SURVEY

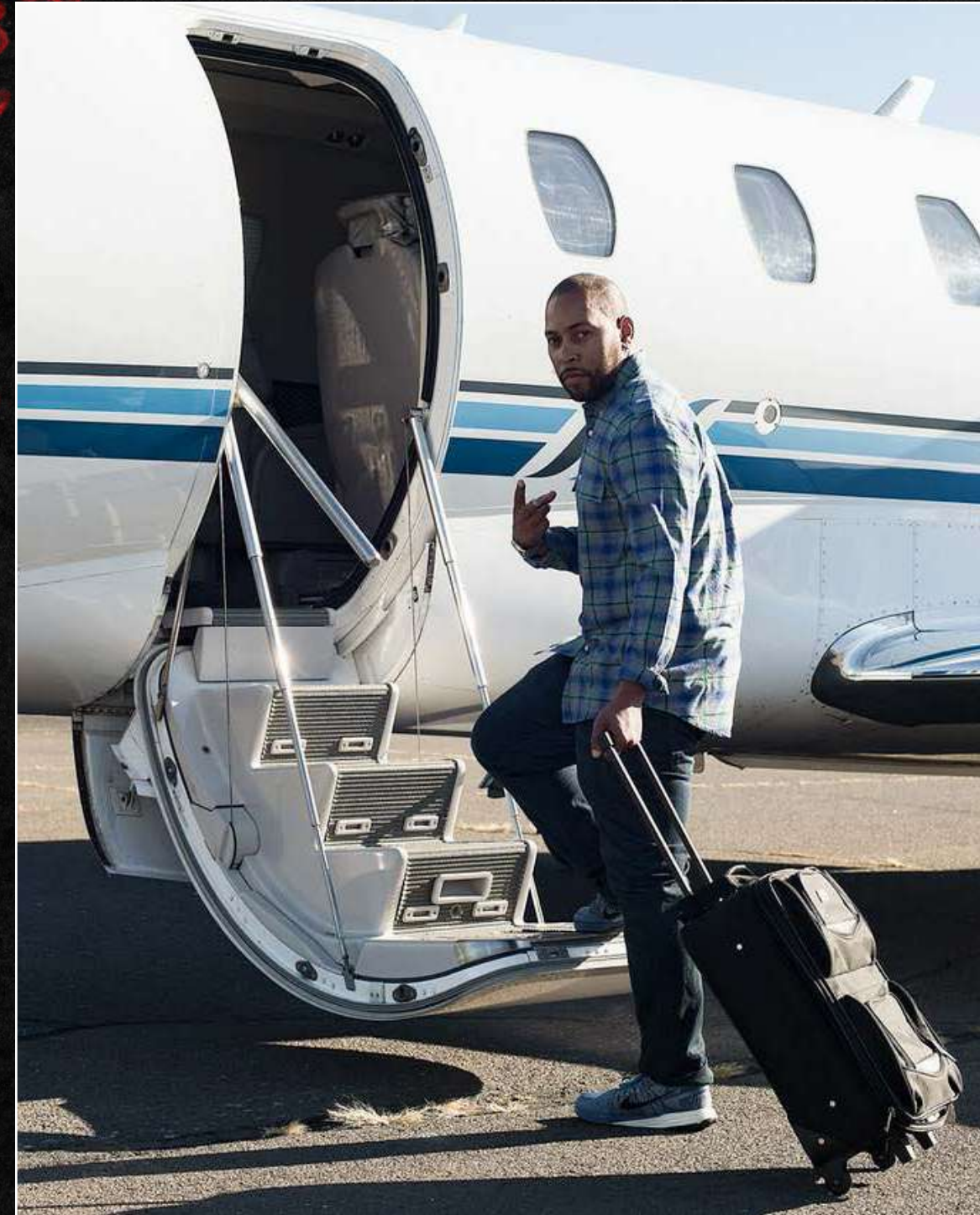


THE FML WAY.

FML believes that shopping experience to be very local, it should be a very quick and a convenient way. The convenience is achieved by the brand being more online, But also, at FML, we want to take a really different and an interesting approach in terms of retail presence. The main aim would be to maintain an exclusivity in everything that the brand has to offer.

After every launch, on the 1st of April, every year, FML will go on a World Tour.

It takes inspiration from music artists and how they go on tours after they've dropped an album.



THE FML TOUR.

After a launch, FML will go to a particular country for a period of one week, and set up maximum of 10 stores which are going to be distributed city/area and demographic wise. After the period of one week, FML will go on to another country and so on.

Throughout the year, FML will target a set of countries in it's agenda, by the end of the year, FML would've covered at-least 30 countries.

For example: *FML's Harajuku World Tour*

Keep in mind, the online shopping option will be live all year round.



THE STORE SHENANIGANS.



The FML store would really focus on the exclusive collection, with lesser options for the ready to wear line.

In every store, there will be one giveaway of a chosen item from the ready to wear line, the results of the give-away will be announced one day prior to the closing of the store.



THE DESIGN.

- FML considers every item to be a work of art while the manufacturing of it, and would also other to treat it that way.
- With the store duration for a week, they would be in rent out spaces in areas where the spending power of the demographic is higher, where the demography is younger and fashion forward.
- The FML store would be treated like an Art Gallery, where each item will have a designated space of it's own, as if it were framed. With minimal distractions, the highlight of the space would be the garments itself.
- To make it more immersive, there will be paintings which represents art from a cultural background framed around the walls of the store.



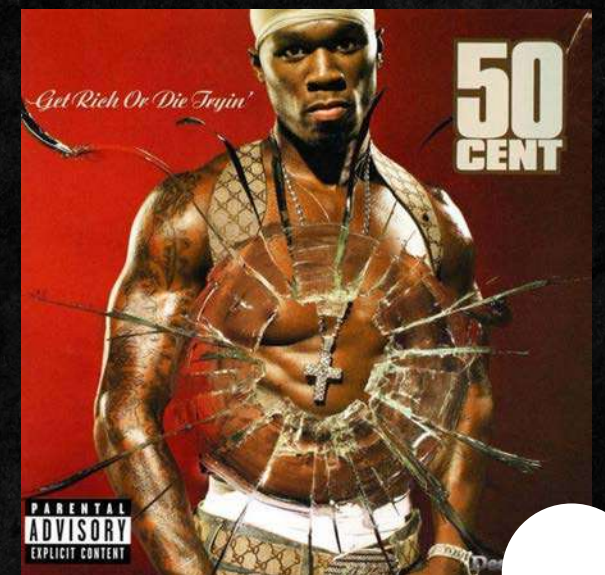
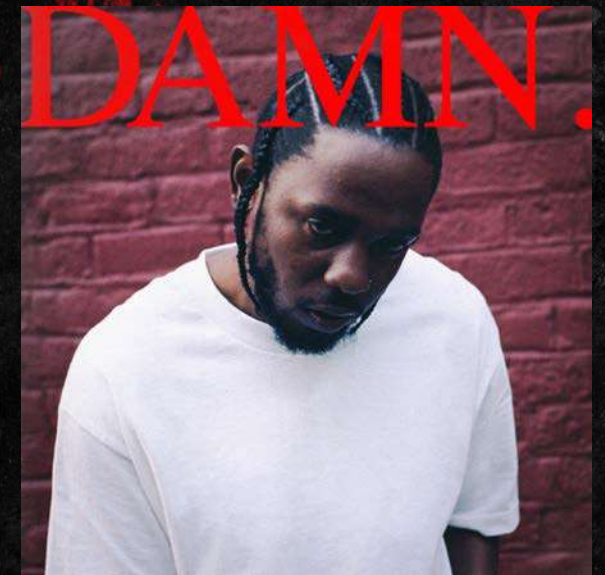
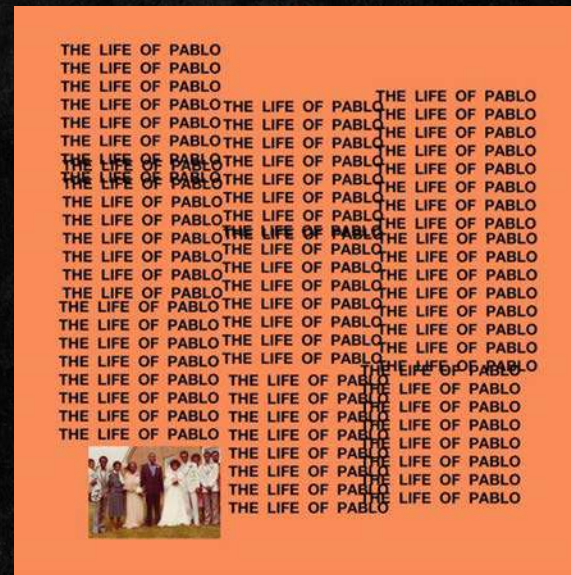
VISUAL MERCHANDISING.

- The garments will be placed higher than the normal eye level of the average person initiate a feeling of looking up to the garments.
- The overall store will have only a limited collection showcased, to build up the hype and demand of each individual item.



THE STORE MUSIC.

- Be it any culture, the one thing in common would be music.
- Music is a really strong tool to communicate a certain emotion, it sets the general tone, it's sets a personality.
- FML's music collection included Hip-Hop artists like Eminem, Kanye West, Kendrick Lamar, Jay Z, and many more iconic rappers.
- Hip-Hop is the genre of music, since collectively they are very strong, they send out a strong provocative message and vibe, also the deep bass just kicks and things automatically start vibrating that high level of frequency.



THE WINDOW DISPLAY.

The window display would reflect the culture which the brand is basing the entire collection on.

The Abstract backdrop will reflect the Cultural Art, it will be a common template with variety of options to alter from.

The garments will be the centre of attention, right in the middle under a spotlight, leaving the backdrop in subtle hints of shadows.





THE SOCIAL MEDIA CAMPAIGN.



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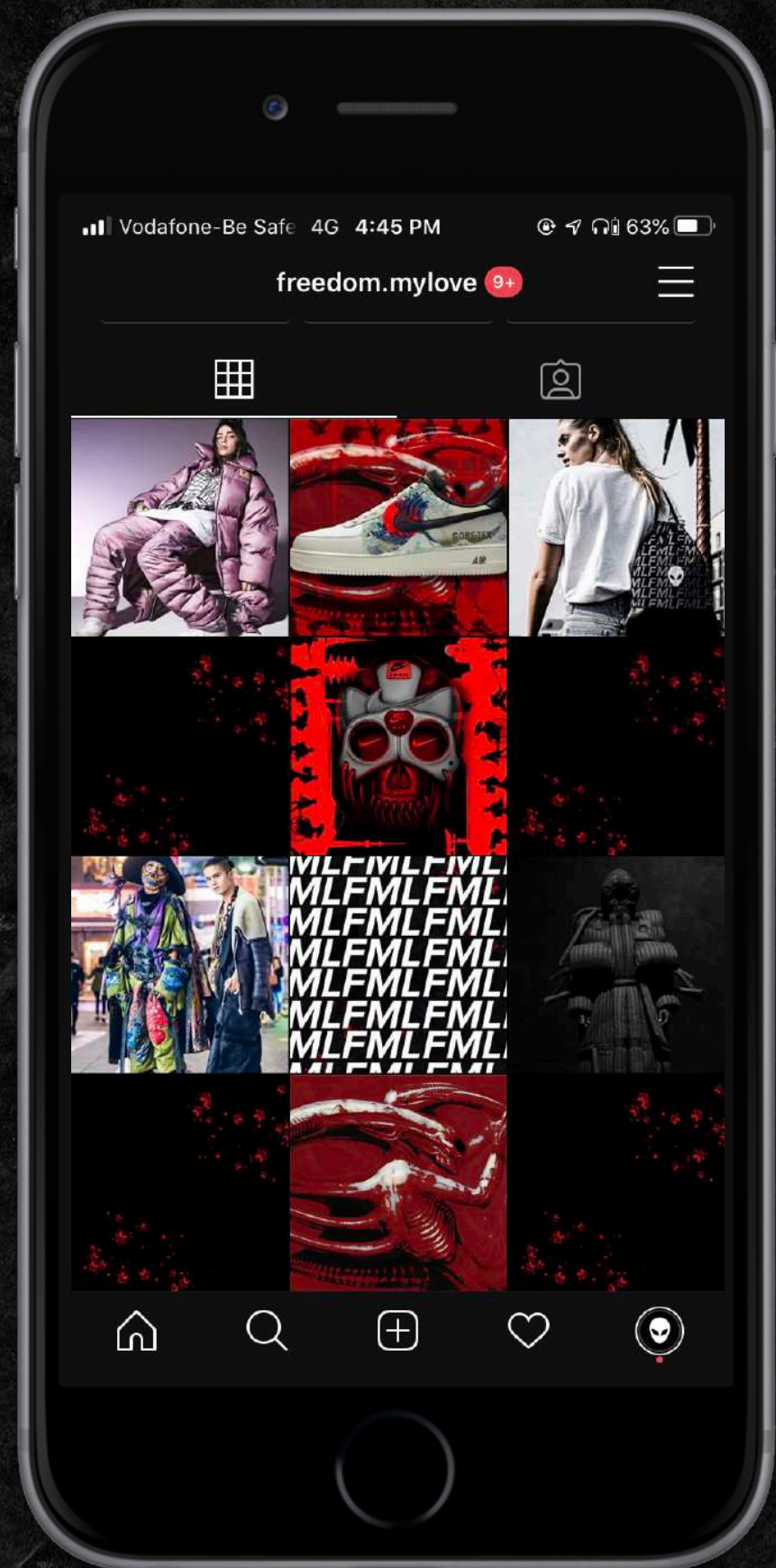
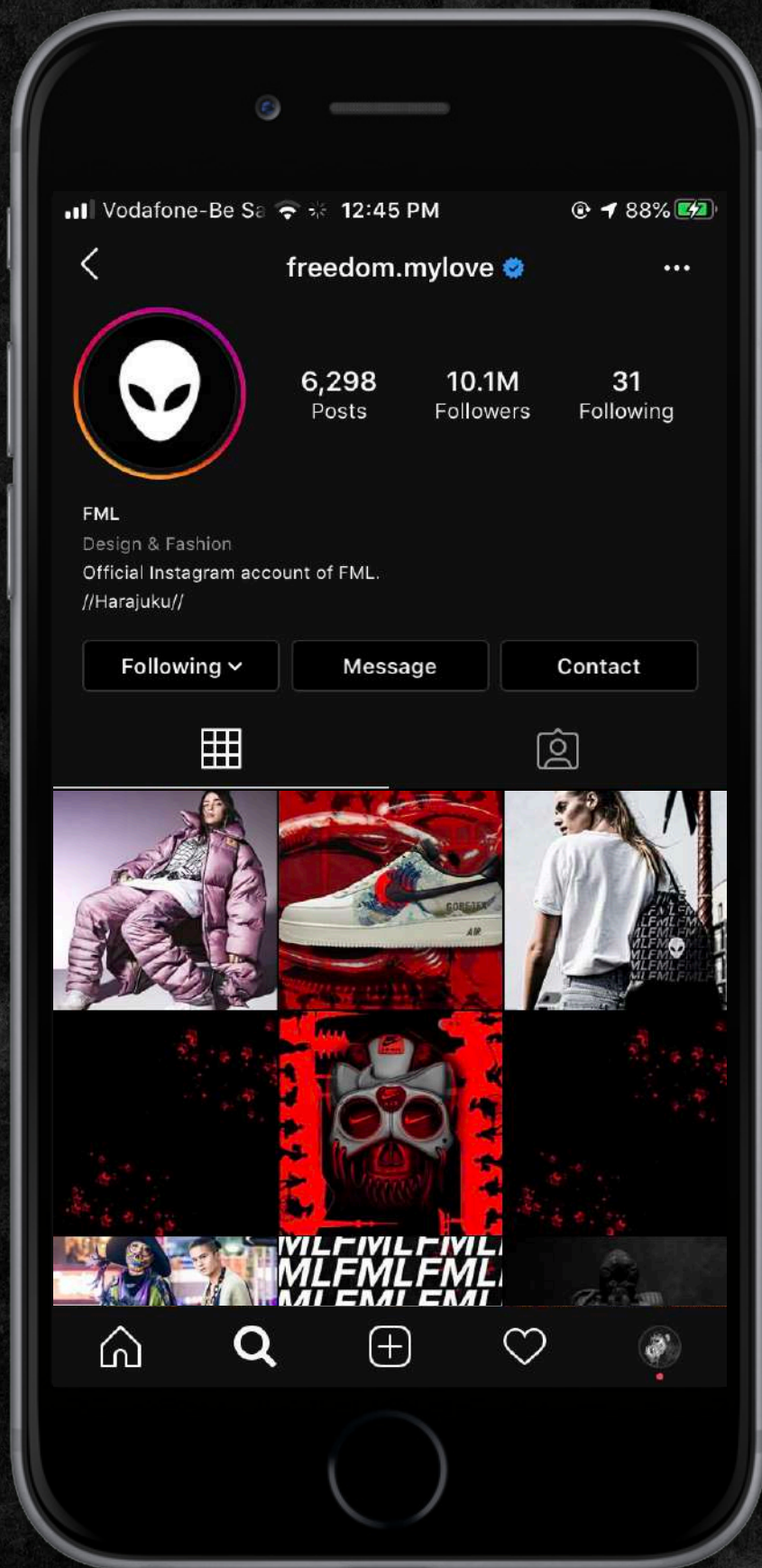
- *For the first season for FML, FML collaborates with Nike and Gore-Tex for their S01 Harajuku to come up with stunning rare sneakers which will be a limited edition.*
- *Each sneaker will be a part of the giveaway that is organised in every store, which will be signed by the CEOs of FML, Nike and Gore-Tex.*



HARAJUKU SWOOSH



HARAJUKU SWOOSH



CONCLUSION.

*This assignment has actually really helped me a lot in terms of a lot of aspects,
The fact that I want to carry this brand forward speaks for itself, FML is not just
restricted to this assignment, it's a vision for my future where I imagine and aspire to
be the getting this brand to where I imagine it to be now,
Thank you for this, I've never been more passionate working on an assignment.*

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