



OFF-WHITE c/o VIRGIL ABLOH™



Elizabeth Powers



OFF-WHITE

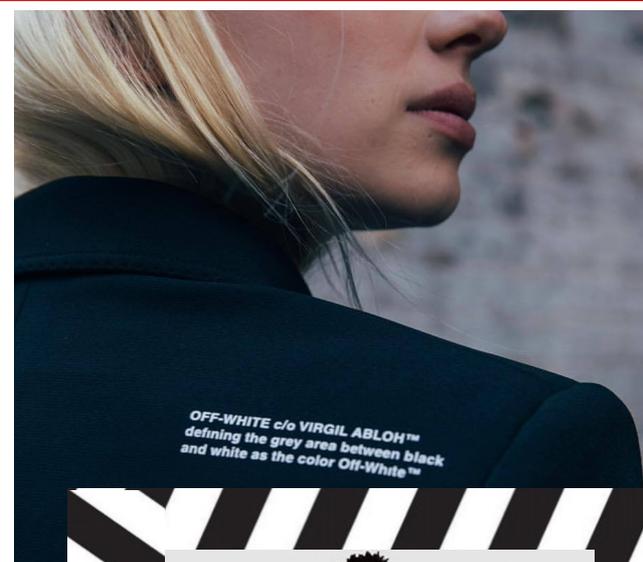
“THE CAMPAIGN”



OFF-WHITE

Brand positioning statement

- « Off-White » is derived from Virgil Abloh's efforts to distinguish the grey area between white and black. Off-White is renowned for its striped logo, branded specifically through Abloh's twitter feed. Just like the color isn't quite pure, made up of yellow and grey accents, Off-White itself isn't pure. Abloh strives to always find the in-between, mixing luxury streetwear and high-end fashion.
- Off-White combines 90s inspired New York street styles with tailored mens/womenswear.
- « *I want to give my point of view and merge street sensibilities in a proper fashion context. I think that if I can merge the two, It'll make something interesting.* »
- Virgil Abloh
- The goal of Off-White is to make clothing that is fashion forward and trendy while also being unique in its own way. The use of diagonal lines, simple citations and a limited color scheme form the brand's specific trademark. Garments are produced sourcing the best available materials and using specific opinions when discussing fabrication, fit and fabric.



OFF-WHITE

› Brand personality

- › Hypebeast. strong, interactive, cultured, unique, visionary, innovative, active lifestyle, clout, non-conforming, disruptive.
- › Heavily inspired by social media, including Twitter and Instagram. Star-obsessed. Follows the music scene. In the know with up and coming hip-hop artists.
- › Places strong value on feeling unique when purchasing an exclusive Off-White product.
- › Personal style is fluid, controversial with a strong emphasis on the combination of functionality, lifestyle and luxury.
- › « *I want to reach the generation of millennials. They have different needs and different cultural codes.* » - Virgil Abloh
- › Emotionally connected to the foundation of Off-White, avid interaction/follower of Virgil's online platforms.



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➤ Communication objectives

- To communicate the new collection through the unconventional emphasis on the brand's personal connection with the consumer.

➤ Output

- Digital advertising on social media platforms including Twitter and Instagram.

➤ Target audience

- Hypebeast, ironic trendsetter, cultured with an eye for exclusive high-quality products. Non-conforming Millennials/Generation Y wanting to disrupt the stereotypical channels of fashion. Heavily active on social media.
- Inspired slightly older consumer, looking to remain up-to-date in fluid fashion, feels younger and is interested in the « clout » effect.



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➤ Key product characteristics description

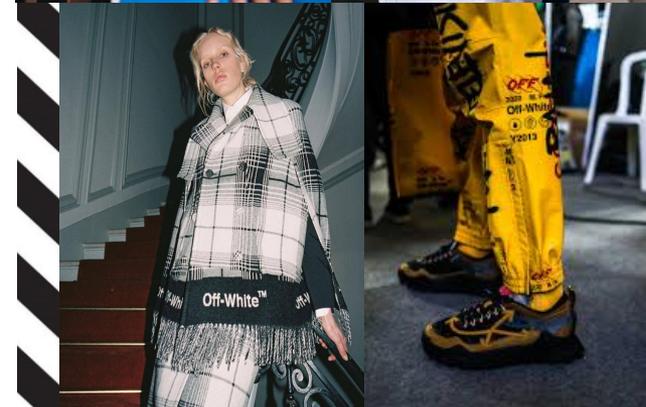
- Creative streetstyle fashion, unconventional typically trademarked with diagonal stripes or simple citations.
- High quality fabrics, industrial packaging, mix of luxury streetwear and high-end fashion inspired by 90s style streetwear.

➤ Consumer purchase behavior

- Impulsive, must-have purchasing behavior. Loyal customer aligning themselves with Off-White's values.
- Buys ahead of the trends. Typically purchasing one/two items from each new collection.
- Apparel: due to limited quantity, buys based off supply. Knows cost of product and is willing to buy for sense of show-off and self pride.
- Accessories & "For All" : impulsive, more affordable, more attractive to a wider market that can't afford apparel.

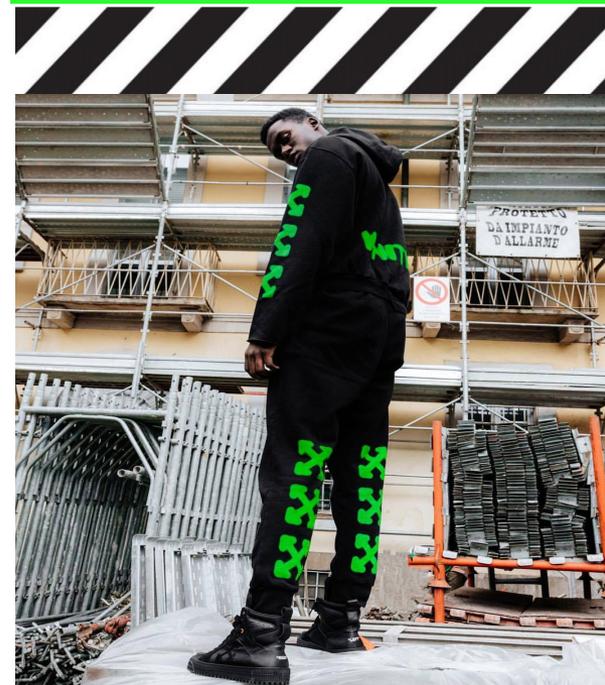
➤ How consumers use the product

- Everyday streetwear. Worn in a show-off, way. Combined with a variety of other brands for a total disruptive look. Worn for comfort, lifestyle, creativity, quality and aesthetic.



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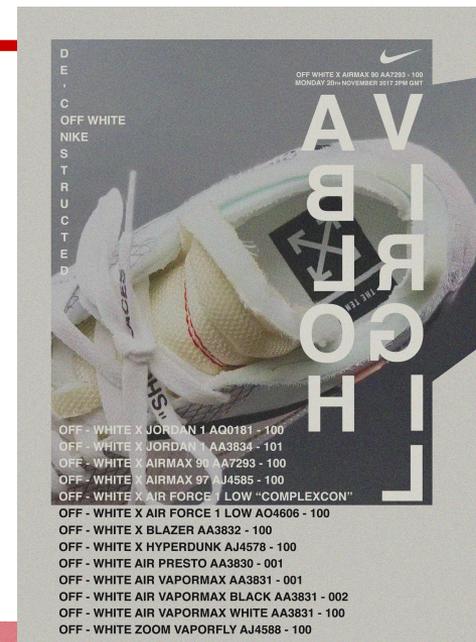
- **What customers think about my brand?**
 - Off-White is a streetstyle brand intertwined with the most popular celebrities, hip-hop artists, and wealthy millennials. Simple and approachable, but ironic tones give deeper meaning than intended. Directly related to “clout”.
- **What would we like they think about it? (marketing challenge)**
 - Off-White should be seen as an art project. Clothing is just a cog in the wheel in order to paint a bigger picture that fashion should have a brand with someone behind it who cares about different contexts.
 - *“An Off-White T-shirt is like 200 bucks, and a hoodie is like \$300. Don’t let Zara and Uniqlo educate you on the price of a garment because that’s not fashion. That’s McDonald’s. Your health is tied to that 99-cent nugget.”*



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Competitive set

- DIRECT:
 - SUPREME: experimentation and exclusive streetstyle concept similarities. Lacking “high-end” fashion appeal that Off-White has secured.
- INDIRECT:
 - ADIDAS: comfort and sporty, but lesser quality fabrics, no innovation and wider market.
 - NIKE: hypebeast appeal with collaborations/exclusive shoes, but missing “high luxury” design elements in clothing.
 - GIVENCHY: seen as an inspiration for the brand, similar essence but more reputable and renowned than Off-White.
 - BALENCIAGA: higher luxury market than Off-White, only some products compare in streetwear (triple S sneakers, oversized hoodies).
 - VETEMENTS: higher luxury market, innovation and edgy modern inspiration similarities.



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Product benefit

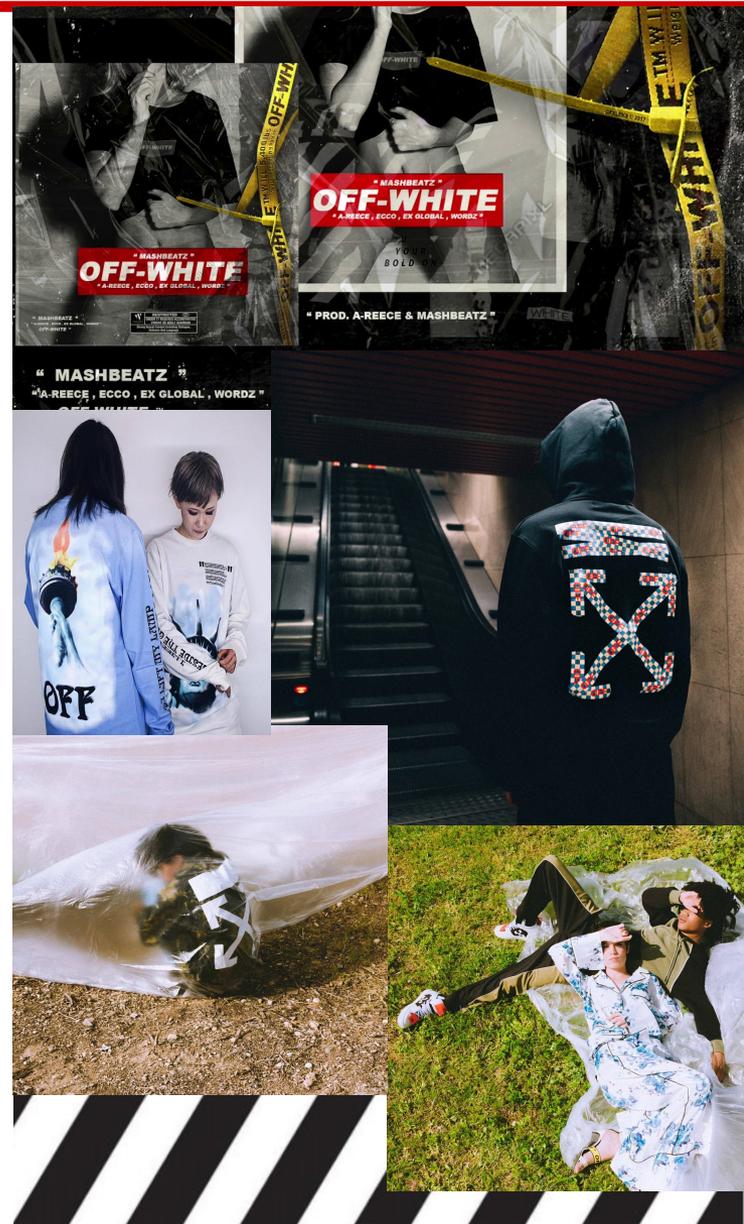
- Quality, functionality, exclusivity, unconventional, continuity.

Reason why (product attributes)

- Virgil's reputation. Off-White's exclusive positioning. Hypebeast importance. High quality brand inspired by the youth.

Consumer benefit

- The consumer, through the purchase of clothing, is automatically associated with the essence of Off-White. Gaining clout and demonstrating a mentality of being sporty, young, wealthy, stylish and unconventional.
- Off-White gives a sense of confidence and cockiness to millennials as well as a sense of belonging to the same culture of the artists and celebrities associated with the brand.



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➤ What is the most important single element the consumers should retain from the advertising? (Unique Selling Proposition)

- Off-White is recognizable based off of reputation. Off-White is disrupting conventional streetstyle and pushing the boundaries through exclusivity, art and irony.

➤ Tone of Voice

- Ironic, innovative, high-end, cultured, youthful, demanding, creative.
- Direct correlation to clout, attention grabbing, loud.

