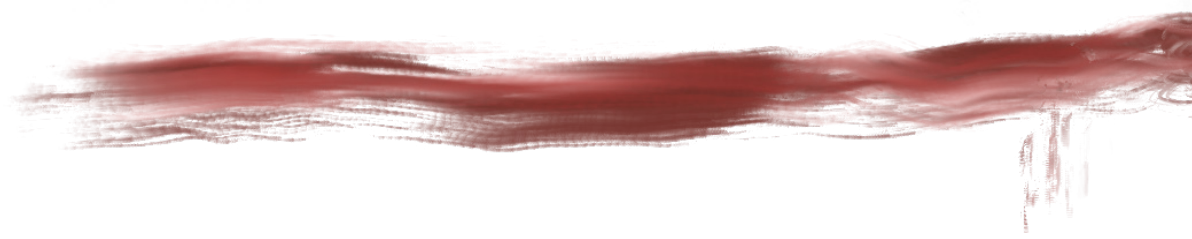


nudie skin





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 - 02 VISION, MISSION & VALUES
 - 03 CONSUMER IDENTITY
 - 04 COLLECTION
 - 05 COMMITMENT
 - 06 MARKET POSITIONING
 - 07 PROMOTION
 - 08 VISUAL IDENTITY
 - 09 RETAIL ENVIRONMENT



01

INTRODUCTION

WHO ARE WE ?

The cover of this book feels soft and soothing, almost like skin. But as comforting this might feel, the world out there is not. Gen Z; the coming of age generation is becoming more aware of that. From a young age, they start educating themselves and each other; protesting and being loud about what matters. We, as Nudie Skin, want to support these irresistible events. We create collections, exclusively made from vegan leather. We give a second skin to the vibrant individuals out there. A skin that keeps you warm and gives you the confidence to speak up and chant louder than anyone else.

A SKIN
THAT KEEPS YOU WARM
AND GIVES YOU THE
CONFIDENCE TO SPEAK UP
AND CHANT LOUDER THAN
ANYONE ELSE

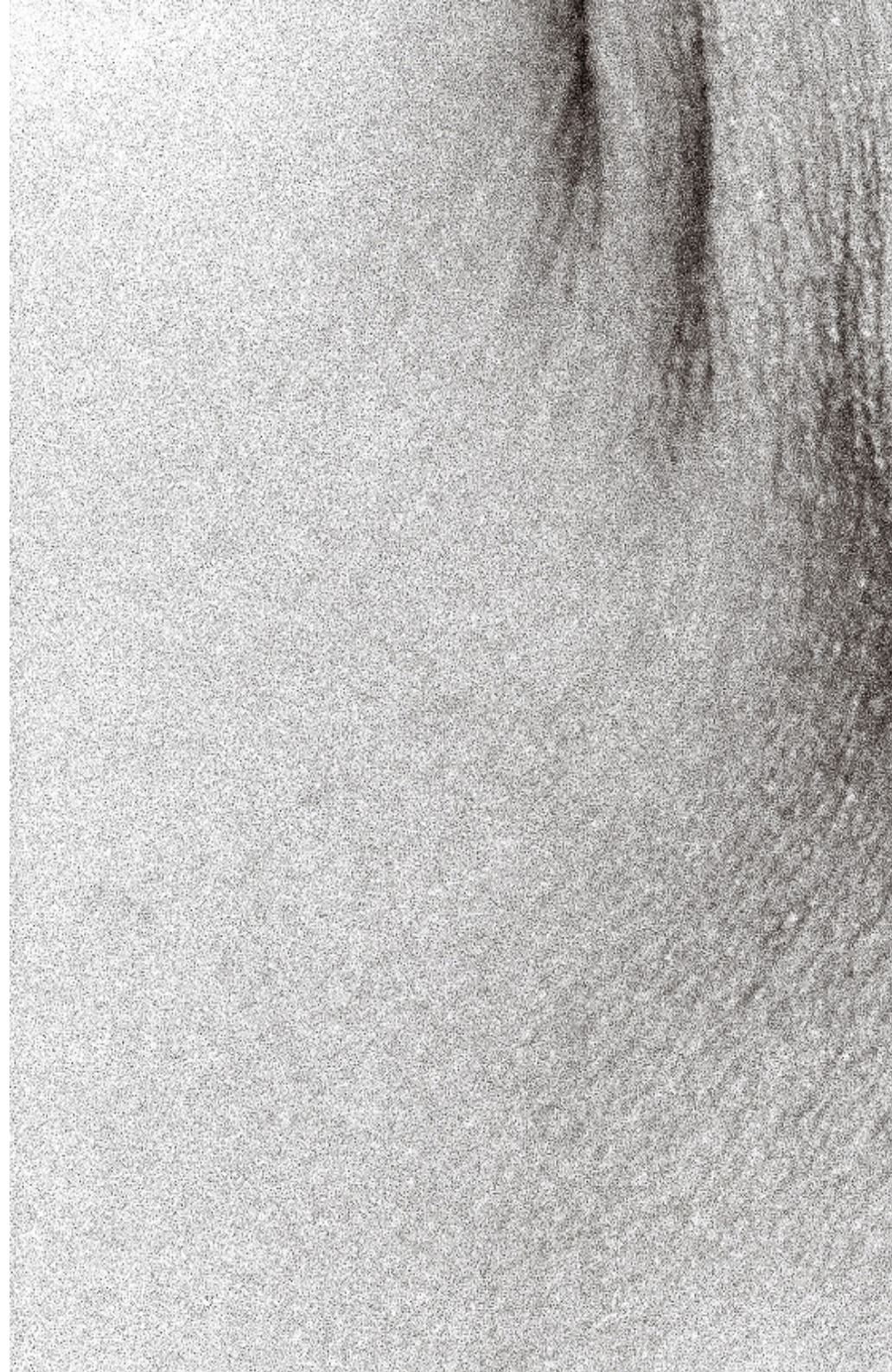
"Nudie Skin" is evolving from "Nudie Jeans", the Swedish brand popular for its sustainable approach to denim. But when confronting power, you need something even more resistant and impressive than denim: You need Leather. A guiltless, shameless black leather; produced from the coffee grounds you just drank to get more energy each day. Whether it be for the next future protest, to dance at your favorite gay club or when creating art with your friends - Nudie Leather is meant to be taken out to the streets; we got you covered. Get into your second skin and show the world who you are!

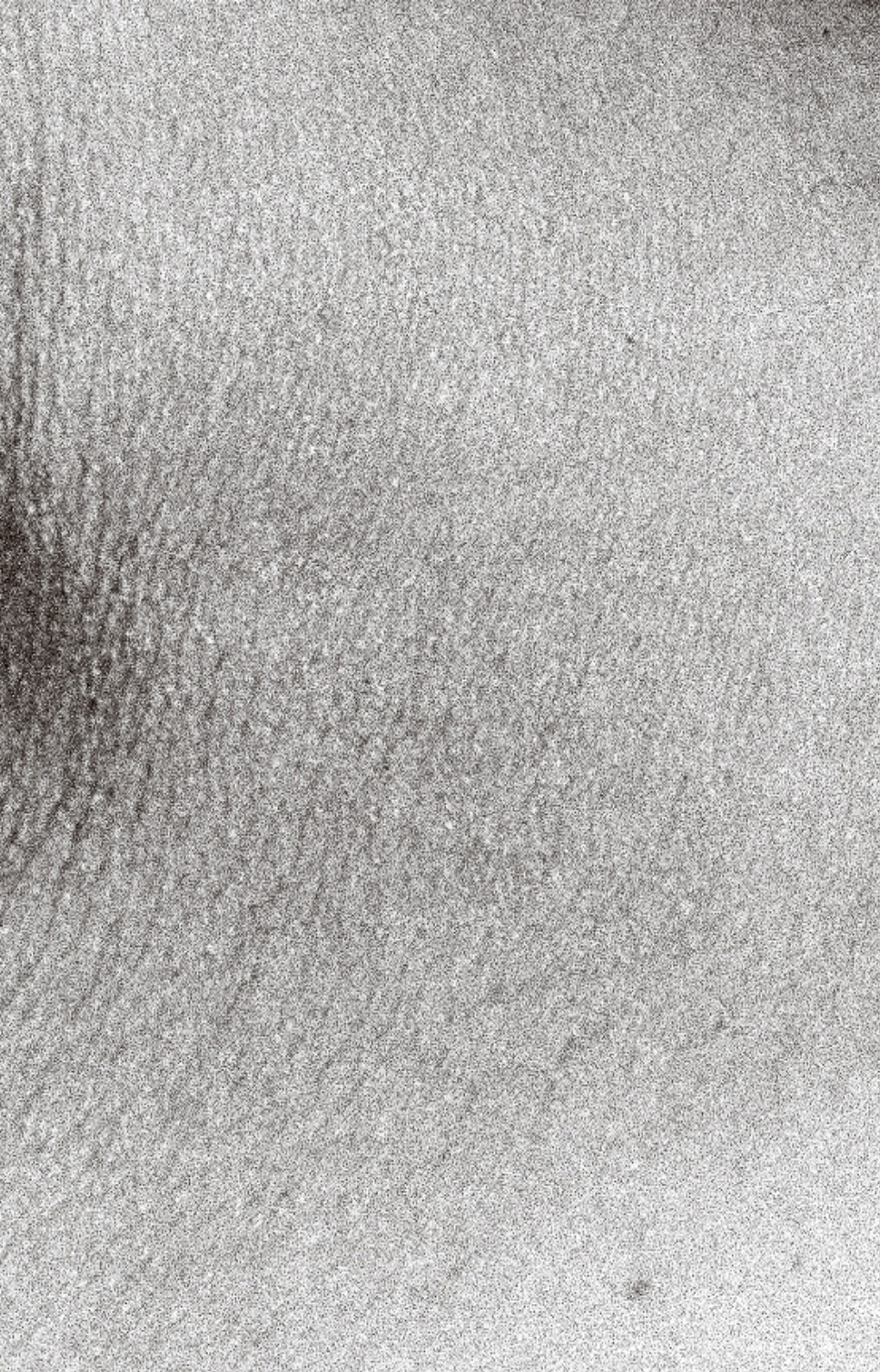
WE GOT YOU COVERED !



02

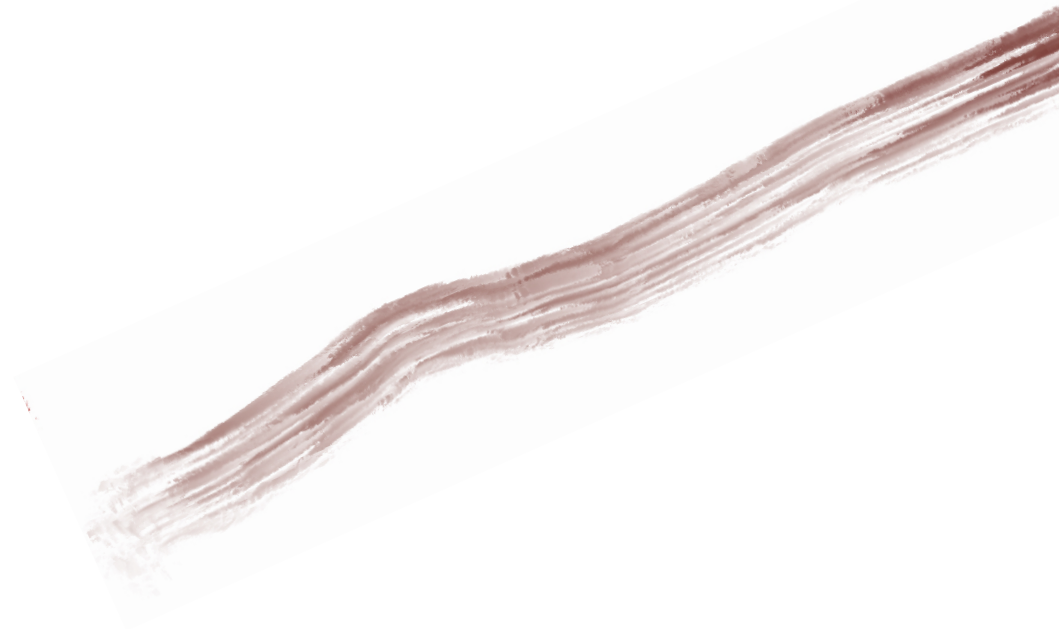
VISION,
MISSION &
VALUES





Nudie skin wants to educate a new generation of inspirational, persevering and shameless beings to express their naked self to the world.

vision



Mission

Through our vegan leather designs we want to give our customer a second skin that gives them the confidence to stand up for what they believe in.





VALUE PROPOSITION

Nudie skin is as meaty as your opinion and stance. Our durable leather gear protects you like a second skin, but our bloodfree leather comes without guilt. We inspire you to stand up and chant for what you believe in.

OUR VALUES

NON CONFIRMIST

EXPRESSIVE

CONSCIOUS

03

CONSUMER IDENTITY





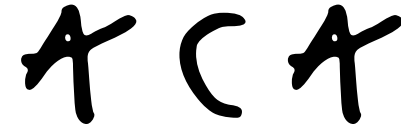
THE AWARE CREATIVE ARTISTS

TOLERANT, EXPRESSIVE, PURPOSE SEEKING, PRIVILEGED,
SOCIAL CHANGERS, HIGHLY EDUCATED, INDIVIDUALISTIC





CONSUMER DESCRIPTION



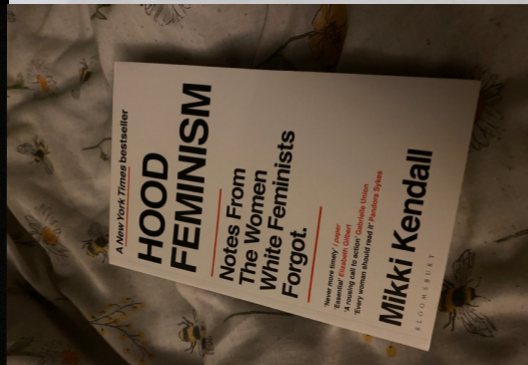
To start a good day, Linsey needs a cup of artisan coffee on the left hand and a self rolled cigarette on the right. She leans out on the window of her industrially curated apartment and looks down on the people walking through Rozengracht. A cosy black leather couch, a few huge plants and Basquiat prints on the wall can be found in her home.

Linsey recently went with her best friend to get a tattoo and a septum piercing, she has to take care of that before getting ready. Abstract and vibrant shapes were drawn around her waist after researching a tattoo artist she's been following for some while.

After brushing her teeth with her bamboo toothbrush and styling her shag with a Lush curl cream, she spends a few hours in front of her closet.

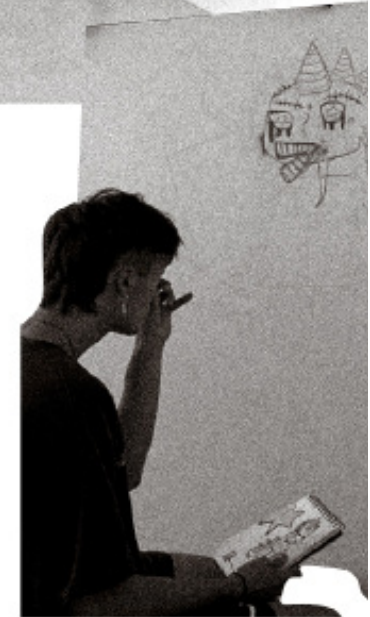
She tries to decide between black tight fitted, black loose or black leather.

Every garment in her wardrobe is carefully chosen by her expectations of quality and a design that conducts with her desire for individuality, always trying to find the right balance between standing out and fitting in with her peers. She finally decides to wear her thrifted black leather coat, Peter Do pants and New Rock Platforms.



As an open minded individual interested in art and culture, she made the choice to study at Rietveld academy. Once at uni, she discusses her current project with her international classmates. It's a collaborative work where everyone can apply their personal talent. Linsey loves that, she sees her peer group as inspiration for her art. Unfortunately, today she can't feel inspired. It can be very hard to come up with original ideas with so much talent going on next to her. This project is about income segregation. For the first time, Linsey cannot help but stay quiet. As they wrap up the project, it's time to post it on her systematised public Instagram account with a short rationale and some cheeky emojis to reach numerous people

On a random Tuesday she goes out whether it be for the launching event of her friend's jewellery collection, at Kriterion watching an indie film, at Roski Yard looking at curated vintage or at Ron Mandos Gallery meeting some old family friends.



When she rolls up with her clique; they always look like they are just coming from a fashion show.

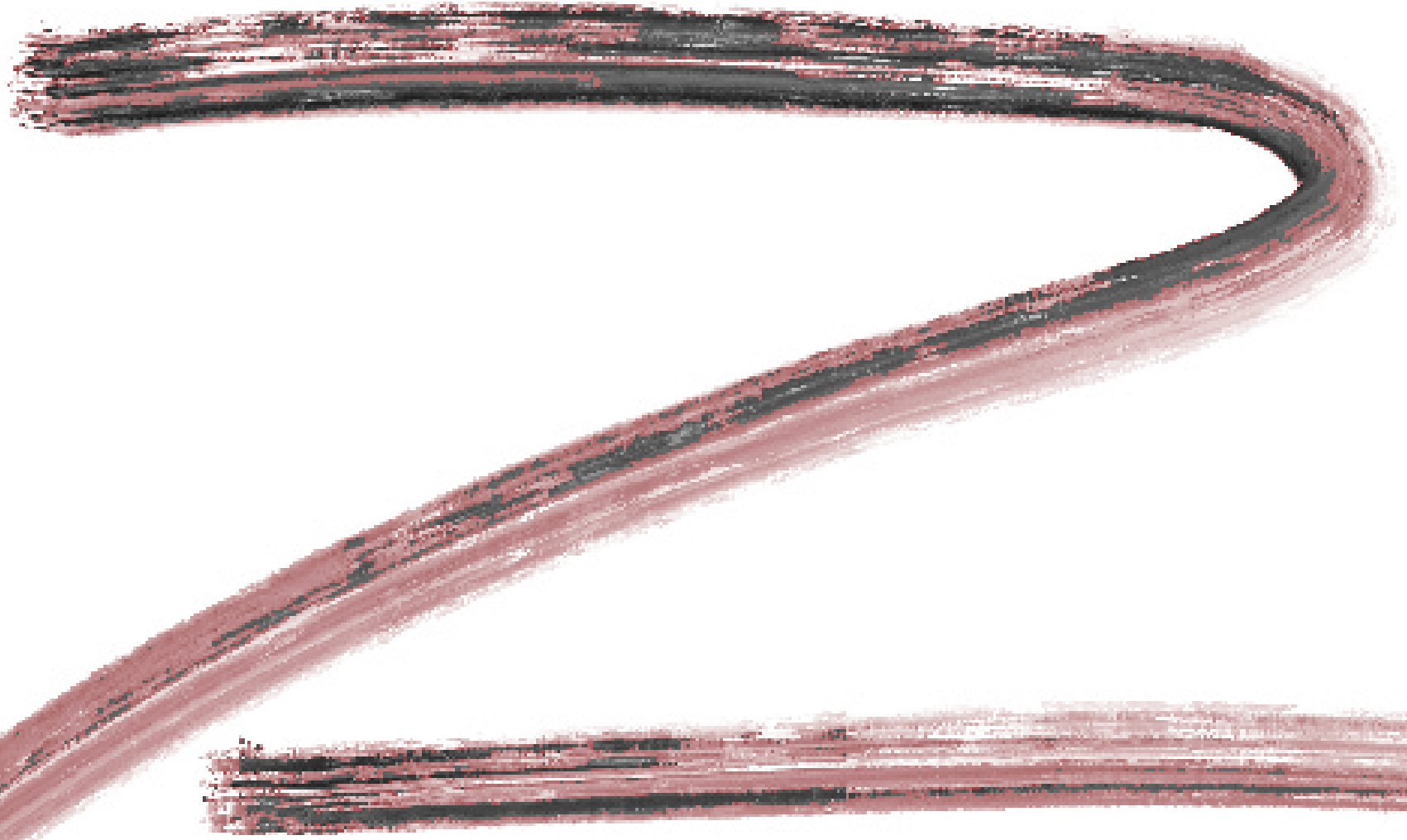
Occasionally they will be in the mood to experience Amsterdam's nightlife, when this occurs, they are found dancing to electronic music in club Parallel.

On Sunday evenings Linsey loves to stay in, drink a glass of red wine and read her new book 'hood feminism'. Recently she's also very much into "The Social Matters Podcast".

When checking her iPhone 13, she gets flooded by shocking news of the current Palestine conflict and decides to post it on Instagram. After letting the disturbing news sink in, she realises that it's not enough, tomorrow, she will attend the protest with her peers.

To get an easy rest, she checks her feed and chuckles at @rietveldmeme account; a page dedicated to critically making fun of the art world and faculty.






04

COLLECTION



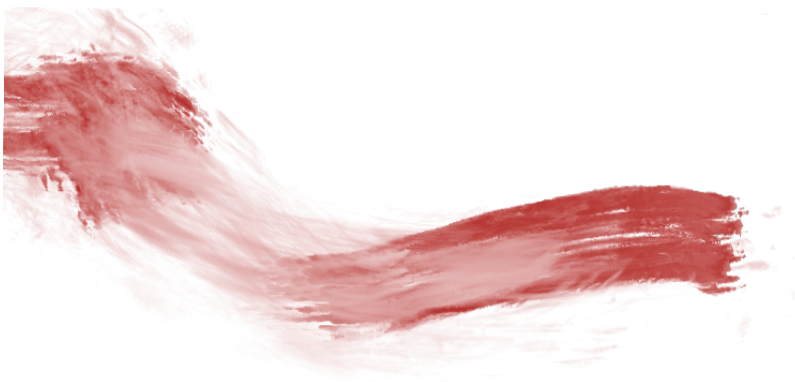
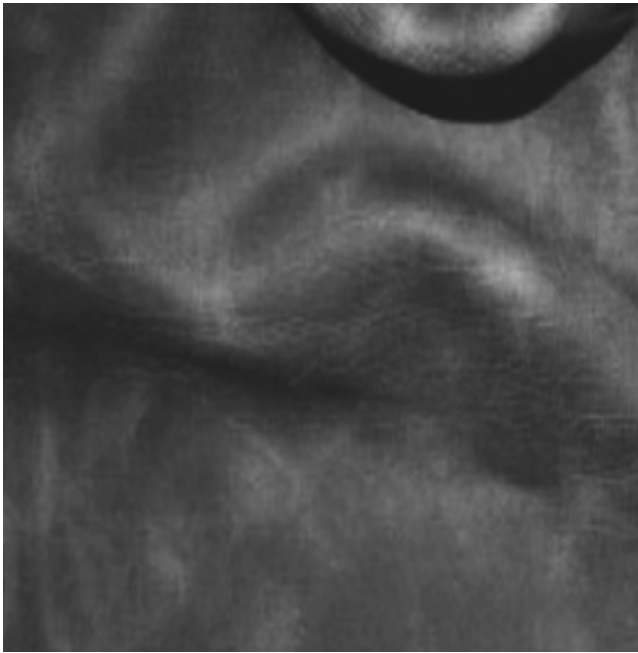
A SECOND SKIN

AS BOLD AS YOUR OPINION



INVINCIBLE SKIN

For our A/W collection we chose black as the main colour, as research proved that the targeted group wears mostly black. For Nudie Skin RED is the colour of activism, it speeds up your heart rate, blood flow and body temperature. Red stimulates the adrenal gland making people more prone to action. With red accents we show the non conformist nature of our brand. Inspired by our mother brand we took a look into the silhouettes and design principles followed. Nudie Skin wants to provide a second, protective skin for everyone - therefore our looks are genderless and can be worn by everyone who wants to change matters, in small (S) or big scale (XXXXL). Next to this invincible layer of bloodless leather skin, we also offer bags to keep all your tools - let it be a megafone, spray paint or cigarettes; everything fits.



OUR VEGAN LEATHER







05

COMMITMENT

SOCIAL AND ENVIRONMENTAL COMMITMENT

Just as our mother brand "nudie jeans", social and environmental engagement plays a crucial role in "nudie skin's" structure. The leather we use for our designs is fully vegan, recycling coffee grounds. It is produced by our cooperating leather manufacturer in Denmark. In order to make sure that the production is being executed under fair conditions, we have assigned an employees representative, who is shuttling between our headquarter in Stockholm and our production facilities all over Denmark and Sweden, making sure that everyone is satisfied. In order to ensure a sustainable production, we have also assigned a sustainability representative who is constantly trying to improve our brand's impact on the environment, so that your grandchildren can still wear our designs.

Nudie skin doesn't offer you a second skin, but also a third, fourth or fifth. Your nudie skin is washed out? Just send it to us and we will give it a pimp up, so that you, or somebody else can enjoy it as if it was new. By doing that, we keep the production low and have a few pieces circulating. Taking inspiration from nudie's founder Maria Erixon, we have a huge emphasis on a healthy work-life balance and to create a modern, vibrant working environment, in order for our employees to deliver their personal best. But we, as "Nudie skin" mainly want to inspire you: to act, to stand up, educate yourself and others about important matters and to never shut up about them. We provide you with a skin thick enough to shape the future how YOU like it.



06

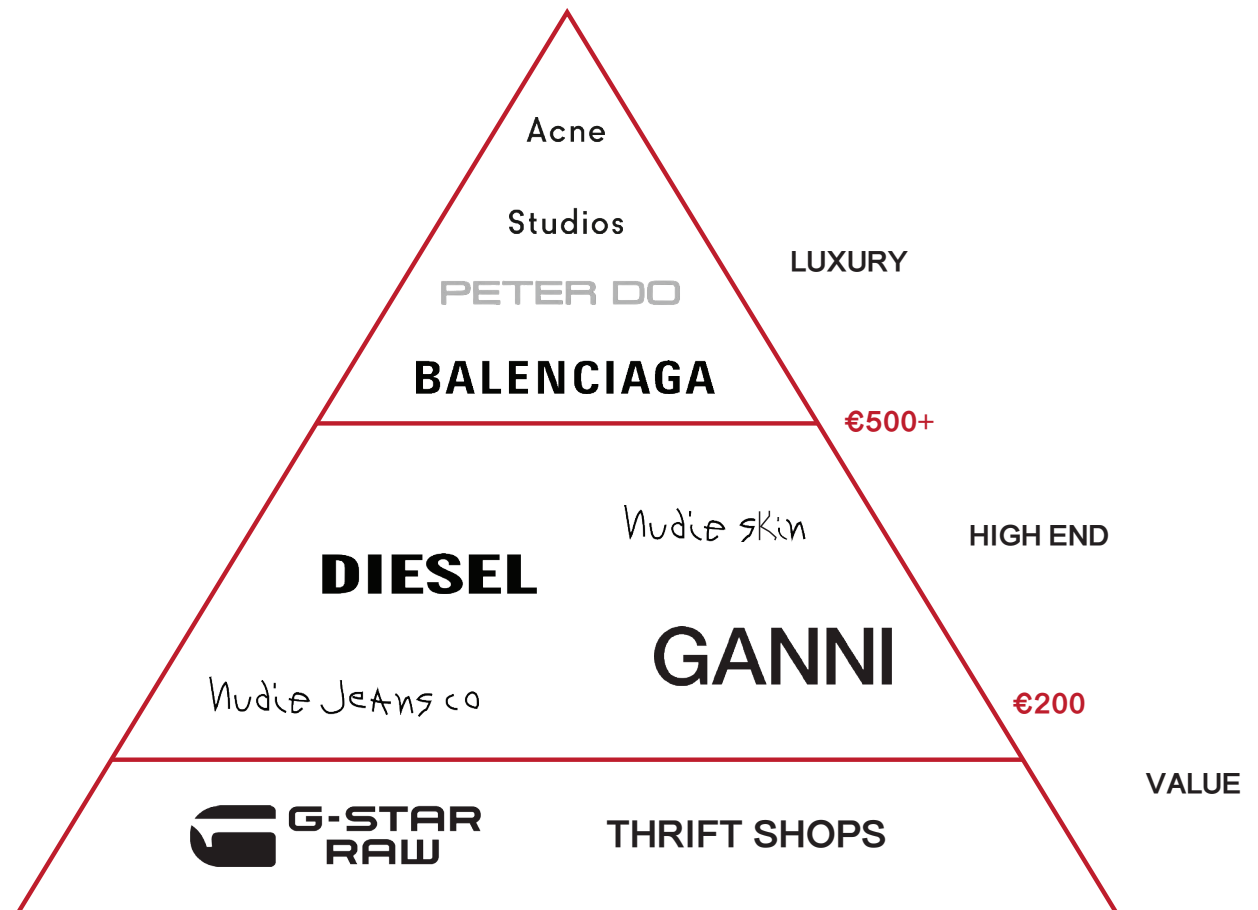
MARKET

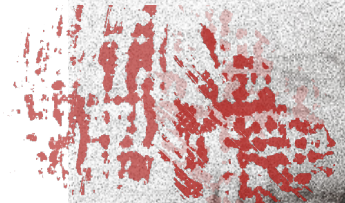
POSITIONING

Nudie Skin will still be part of the High end retail sector as Nudie Jeans. The price range will have to go up as manufacturing for vegan leather is more expensive.

As shown on the price segmentation diagram which includes our target group brand preferences and our main competitors, they tend to go for high end and luxury brands.

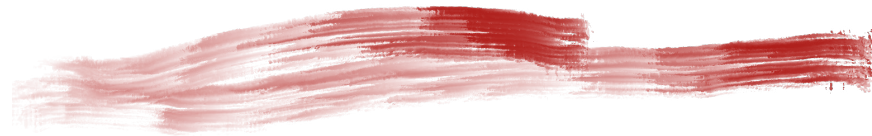
Upping our price ranges will not drive consumers away as quality, materials, and time taken to produce will match the price points.
Price Range: €200 - €500





07

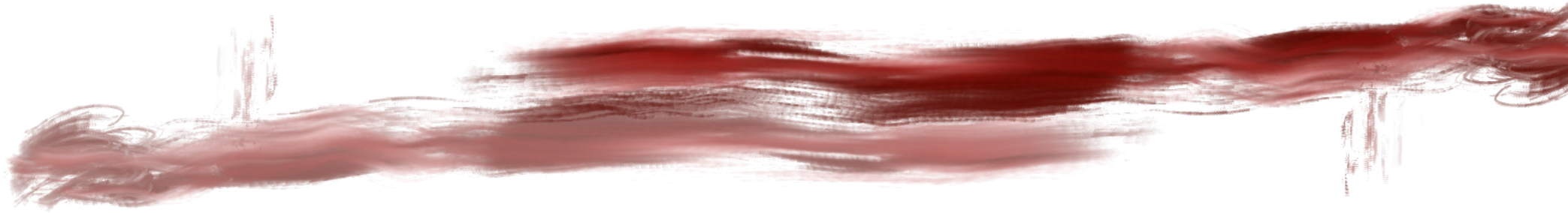
PROMOTION



TONE OF VOICE

Nudie Skin is bold, shameless and provocative and so is our language. As a brand that cares about activism and change in the world we are not afraid to speak the truth as it is. We want people to be encouraged and empowered to express themselves.

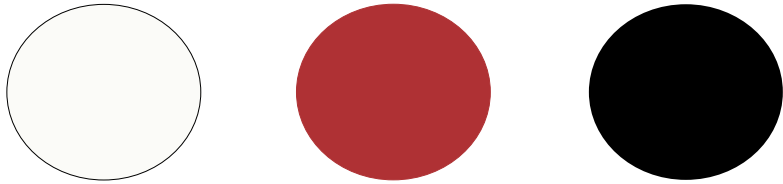




08

VISUAL IDENTITY

COLOUR CHOICES



USAGE

MAIN COLOUR = WHITE + BLACK

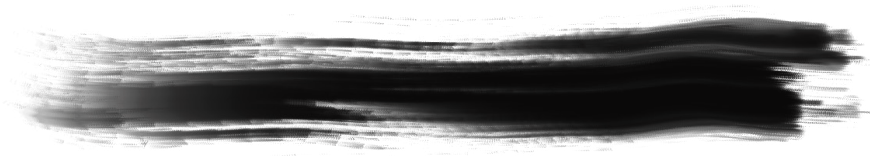
ACCENT COLOUR = RED

SYMBOLISM

In color psychology, red is a physical stimulant; It can speed up our heart rate, blood flow and body temperature. Red stimulates the adrenal gland, making us more prone to take action.

Black is associated with power, strength, darkness and danger. It is also the main colour that attract out tagret group.

White is the opposite. It refers to purity, clarity, truth, sophistication, cleanliness and hygiene.



This is a simple harmony that is based on one colour and black and white. Since black and white are achromatic, this colour combination creates a focus on the colour red. It also contains an effective contrast between the darkness of black and red and the lightness of white.

COLOUR COMMUNICATION

DESIGN ANALYSIS



This colour combination balances the emotional energy of red with the stability and serious qualities of black. We encourage people to stand up for themselves so a vibrant, provocative colour choice like red is essential for our visual identity.

TYPOGRAPHY

WE AT NUDIE SKIN

REPRESENT THE CREATIVE ARTISTS!

THAT'S WHY IT IS ESSENTIAL FOR OUR

VISUAL IDENTITY TO INCLUDE SKETCHES

AND LOOSE HANDWRITING

THAT'S WHY WE DEVELOPED THIS

BOLD, UNIQUE HANDWRITING FONT

FOR OUR KEYMESSAGES AND SUBTITLES

PRIMARY TYPEFACES

TYPEFONT
Acumin Variable Concept

0123

4567

8910

A a

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A a

THIN

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A a

SEMI CONDENSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A a

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



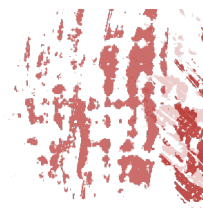
HOUSE STYLE

HEADLINE EXAMPLE

OUR HEADLINES ARE AS LOUD AS OUR VOICE.
WE WANT EVERYONE TO KNOW WHAT'S
GOING ON. SO PLEASE MAKE SURE TO ALWAYS
USE ACUMIN VARIABLE CONCEPT MEDIUM

ACUMIN VARIABLE CONCEPT MEDIUM

62 PT / SPACE 130 / LEADING 20 PT



HOUSE STYLE

THIS IS A SUBTITLE EXAMPLE

NUDIE SKIN HANDWRITING FONT

60 PT / LEADING 72

AND THIS RIGHT HERE

IS A QUOTE EXAMPLE SO

YOU CAN GO CRAZY AND USE

OUR PROVOCATIVE RED

NUDIE SKIN HANDWRITING FONT / RED

46 PT / LEADING 55 PT

HOUSE STYLE

NUDIE SKIN

TEXT LAYOUT EXAMPLE

Nudie skin is as meaty as your opinion and stance. Our durable leather gear protects you like a second skin, but our bloodfree leather comes without guilt. We inspire you to stand up and chant for what you believe in.

Nudie skin is as meaty as your opinion and stance. Our durable leather gear protects you like a second skin, but our bloodfree leather comes without guilt. We inspire you to stand up and chant for what you believe in.



It is important to us to maintain a certain structure in our visual identity. We like it artsy and messy whilst remaining our hierarchy for all communications. The regular weight headline should be paired with our handwriting font. Our text formats always come in block sections.

ACUMIN VARIABLE CONCEPT REGULAR

11 PT / SPACE 150 / LEADING 20 PT

ARTISTIC EXTRAS

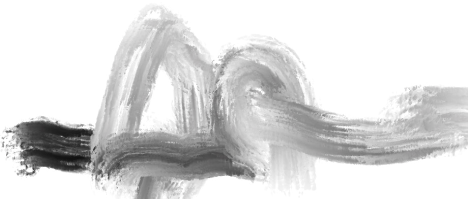
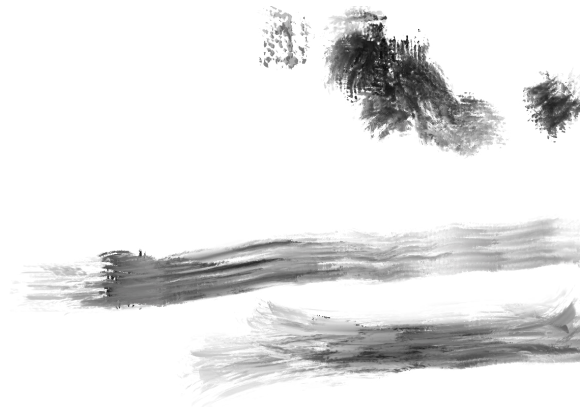
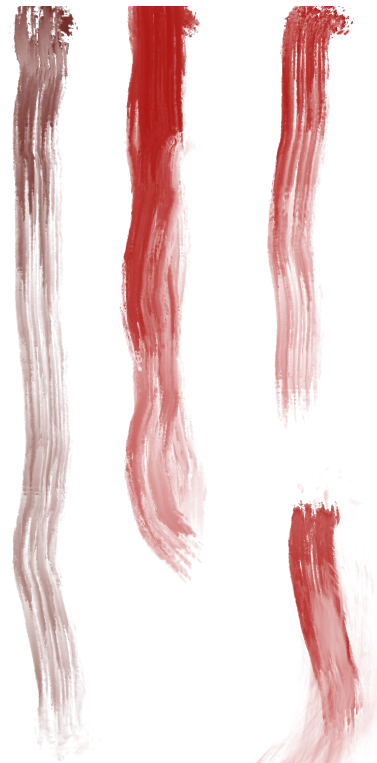
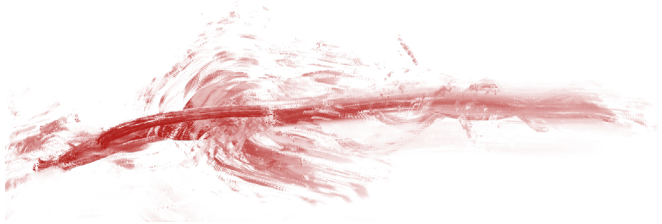
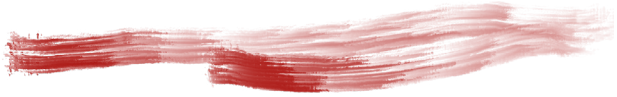
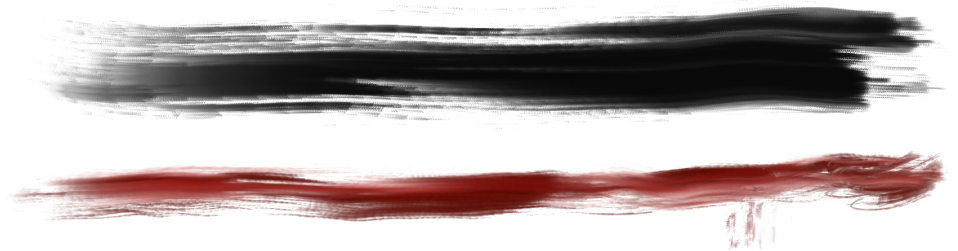
WE HAVE A LOT OF IMPORTANT THINGS TO SAY SO

WE WANT PEOPLE TO PAY ATTENTION!

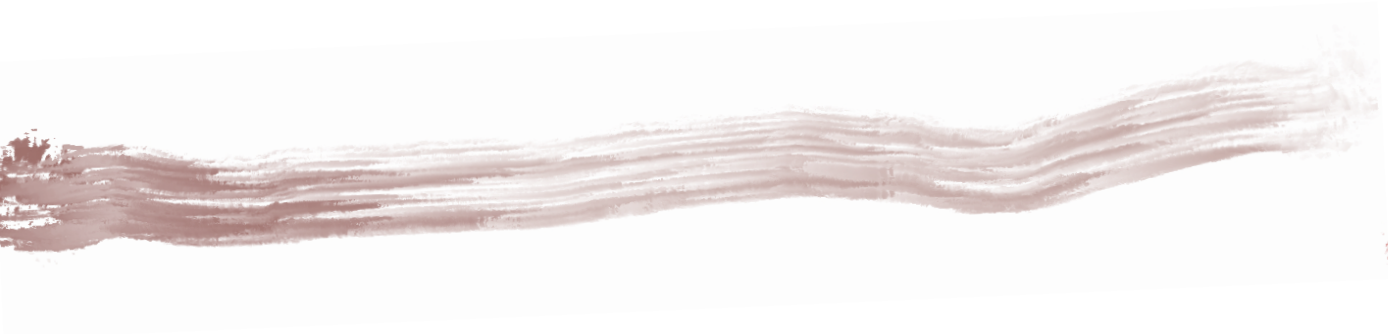
TO MAKE SURE THEY DO WE HIGHLIGHT EVERYTHING

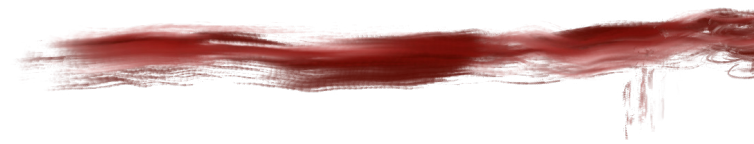
WITH OUR INDIVIDUAL NUDE SKIN SKETCHES

ARITSTIC EXTRAS



GRAPHIC IDENTITY









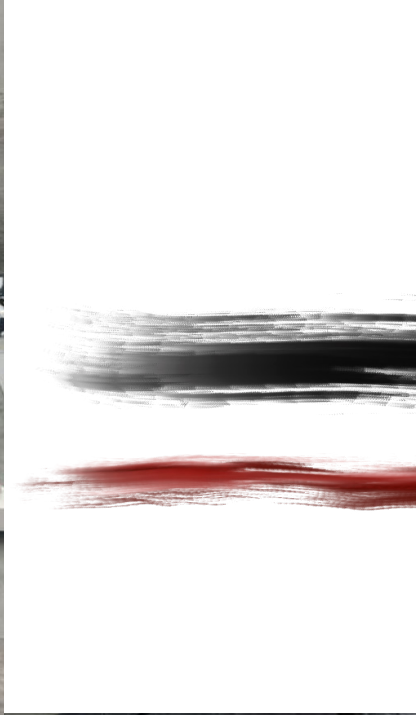
0020/0100

08

RETAIL

ENVIRONMENT





ALFRED
HITCHCOCK

128 MINUTE
RUN TIME

VERTIGO

VERTIGO

RELEASED 1958

CAST

| | |
|----------------|---------------|
| KIM NOVAK | JULY BARTON |
| JAMES STEWART | JOHN FEROLSON |
| BARBARA GEDDES | MIKE WOOD |
| TOM HELMORE | GAVIN ELSTER |

9
MAY





SHAMELESS

BOLD

PROVOCATIVE

nudie skin by
andrea osorio remy, leonie kampen and antonia ochs

