

# VICE GOLF

CASE STUDY

# 1. Mood board - Performance Golf Wear

## Minimalist Elegance

- *Fashion Design Trend:* Minimalism continues to dominate the fashion world, focusing on clean lines and simple silhouettes.
- *Golf Wear Aesthetic:* Golf wear will adopt minimalist aesthetics with sleek designs and refined details. Think tailored polo shirts with sharp tailoring but in the line of performance it will be functional and comfortable during long hours on the course.
- Design that seamlessly blend fashion and function.



## Heritage-Inspired Designs

- Men's golf wear will draw inspiration from classic and heritage designs, incorporating retro elements such as vintage logos, traditional patterns, and nostalgic color schemes.
- Think throwback polo shirts, argyle sweaters, and retro-inspired accessories that add a touch of old-school charm to modern golf attire.
- This trend adds a timeless and sophisticated touch to modern golf apparel, appealing to golfers of all ages.

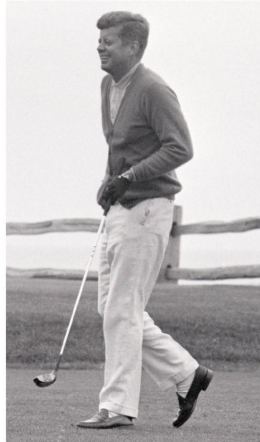
**SCOTTISH**



**AMERICAN**



**COOL**



## Sustainable Fabrics

- Golf wear will prioritize sustainability, incorporating eco-friendly materials like recycled polyester, organic cotton, and bamboo fibers. Sustainable manufacturing processes, minimal waste packaging, and fair labor practices will be key considerations for golf apparel brands, appealing to environmentally conscious golfers who seek stylish and sustainable clothing options.



## Athleisure Fusion

- The athleisure trend blurs the line between athletic wear and casual fashion, emphasizing comfort, versatility, and sporty aesthetics.
- Golf wear will embrace the athleisure fusion, offering clothing that seamlessly transitions from the course to everyday life. Expect hybrid pieces like golf joggers, performance polo shirts, and zip-up jackets that combine athletic functionality with casual style, catering to the modern golfer's active lifestyle.





## 2. How can Vice Golf differentiate itself as a newcomer in the apparel sector from competitors and achieve rapid success?

### Collaborations and Limited Editions

- *Reasoning:* Collaborations between golf apparel brands and renowned designers, athletes, or influencers will create excitement and exclusivity in the men's golf wear market. Limited edition collections featuring unique designs and special collaborations will appeal to collectors and fashion-conscious golfers.

#### EXAMPLE GUCCI AND ADIDAS COLLABORATION



### Customization and Personalization

- *Reasoning:* Personalization options will be a key trend in men's golf wear, allowing players to customize their apparel with monograms, logos, and unique color combinations. This trend caters to individual preferences and adds a personalized touch to the golfer's wardrobe.



3. Show a few examples of small yet significant details with which you would distinguish a men's and women's golf polo shirt from competitors.

Men's Golf Polo Shirt:

- 1.Mens silhouette in form, fit, pattern and color.
- 2.Contrast tipping on collar and sleeves.
- 3.Initial monogram on the front left side of the polo shirt.
- 4.Buttoned chest pocket.

Women's Golf Polo Shirt:

- 1.Feminine silhouette in form , fit, pattern and color.
- 2.Darting details for the feminine form.
- 3.Initial monogram on the back side of the polo shirt.
- 4.V neckline with one button.

What significance does packaging hold for you, for example, a polo shirt? Which brands, in your opinion, excel in this aspect, and why? Should packaging differ for women compared to men?

Packaging for a polo shirt holds the significance of being the first physical touchpoint between the brand and the customer, akin to the opening scene of a well-crafted story. It's not merely a container but an introduction to the brand's narrative, setting the tone for the wearer's experience. Exceptional packaging acts as a silent ambassador, conveying the brand's values, quality, and attention to detail before the shirt even touches the skin.

In this realm, one brand that stands out is Etro. The packaging itself is a work of art, adorned with the brand's iconic paisley motif in rich, jewel-toned hues. In a world where luxury is often synonymous with excess, Etro's packaging stands out for its understated elegance and timeless appeal. It's a testament to the brand's belief that true luxury lies in the art of storytelling.

As for the difference between packaging for men and women, it's less about gender stereotypes and more about understanding the unique preferences and lifestyles of each demographic. For women, packaging might incorporate softer hues, tactile textures, and elegant embellishments like ribbons or floral motifs, evoking a sense of luxury and femininity. Meanwhile, men's packaging might feature bold typography, sleek lines, and functional elements that appeal to their practical sensibilities and desire for efficiency.



## 5. Develop a draft for a men's full-print polo shirt that is eye-catching and primarily targets the age group 20-40.

Design Concept: Neo-tradicional British aristocracy concept

Description:

Our men's full-print polo shirt is a bold fusion of neo-geometric tartan patterns and urban aesthetics, designed to ignite the senses and capture attention wherever you go. Drawing inspiration from the vibrant energy of the royal blue color and the geometric precision of tartan design, this shirt is a statement piece for the fashion-forward golf man.

Key Features: Dynamic Print, Contemporary Fit.

Target Audience:

Our target audience is the modern man aged 20-40 who values individuality, creativity, and self-expression. He is confident, adventurous, and unafraid to push boundaries when it comes to fashion. Whether he's exploring the city or making a statement on the golf course, he seeks clothing that reflects his dynamic lifestyle and personality.

Marketing Message:

"Elevate your style game with our Neo-Traditional Brits Fusion polo shirt. Inspired by the energy of the past royalty and the precision of modern design, this shirt is a bold expression of individuality and creativity. Stand out from the crowd and make a statement wherever you go with our electrifying full-print design. Dare to be different. Dare to be bold. Dare to be you."

## Fashion illustration



# Technical Drawing - Mens Polo Shirt

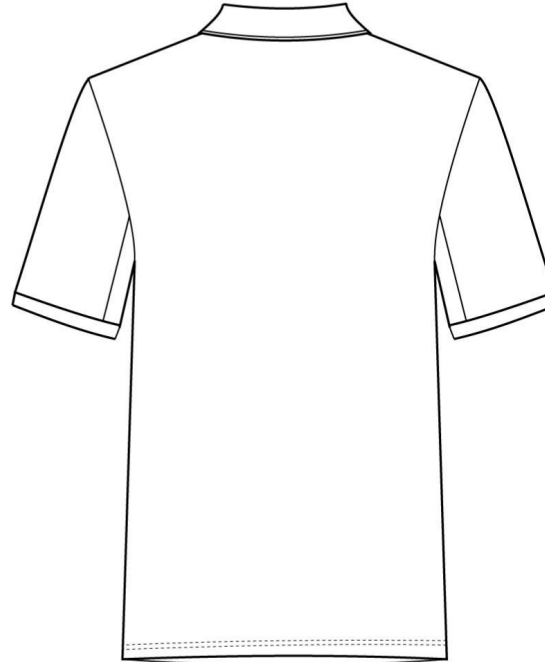
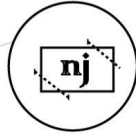
button with two holes  
in line with the diagonal lines



button hole placed  
diagonally in line with  
all the design elements



personalised  
label with initials  
sewn on the side  
of the pocket



## Fabric



## Bias cut



All concepts, ideas, and designs presented here are the intellectual property of Nikola Jovanovski.

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