

Research for writers

A discussion with #ODW2




A prompt




Turning research into writing (reading sources)

- Videos
 - How OFF-WHITE Became OFF-WHITE (The Real Story) 2018


• Virgil Abloh is saving luxury with streetwear in the Studio

-  <https://www.youtube.com/watch?v=bzZsGeyg3Kw>


- Behind-the-Scenes at Virgil Abloh's Louis Vuitton Men's Fall-Winter 2019 Show

-  <https://www.youtube.com/watch?v=pYt8hMp2lrM>


- Virgil Abloh's Lecture at Harvard's Graduate School of Design

-  <https://www.youtube.com/watch?v=biFlrzTJets>


- Virgil Abloh at Columbia

-  <https://www.youtube.com/watch?v=zKYp1t0-xYw>


- Virgil Abloh - "Theoretically Speaking" at Rhode Island School of Design

-  <https://www.youtube.com/watch?v=B9iPGr0fQA4>

- VIRGIL ABLOH & HERON PRESTON INTERVIEW @ COMMUNIVERSITY

-  <https://www.youtube.com/watch?v=q33Rzus2ILI>

- Virgil Abloh mentors up-and-coming streetwear brand St-Dié

-  https://www.youtube.com/watch?v=U3g43_zatZM

- Interviews

- I started my fashion brand to do architecture says Virgil Abloh



- Videos

- How OFF-WHITE Became OFF-WHITE (The Real Story) 2018

Turning research into writing (taking notes)

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- All contributed. Been Trill was all about fashion & branding. Collaborated with Hoodbyair.
- RSVP Gallery was about curating art.
- [\[\[Donda\]\]](#) was about deconstructed fashion. ([\[\[Kanye West\]\]](#))
- 2012 = PYREX VISION. Fashion experiment. "Pyrex stirs turned into Cavalli furs". Mix street wear and art - conceptually trying to take his versions. Discounted Champion and Polo garments + Jordan number. Endorsement of celebrity collections.
- 2014 = Off White first collection "audaciously branded with giant logos and striped graphics". Off White would read like the name of a jersey. Every article of clothing would announce itself when worn together. Team uniform for the sport of being an eclectic fashionista"
- Began to produce more considered designs, making clothes that received acclaim. Began to look at home among other street wear. Becomes equal to peers.
 - [\[\[Repetitive Branding\]\]](#)
 - Deconstructed garments
 - Jordan references
 - Stripes
 - Repurposing garments
 - [\[\[Celebrity Influencers\]\]](#) validate the product [\[\[Build Community First\]\]](#)



Turning research into writing (extracting insights)

- Main ideas

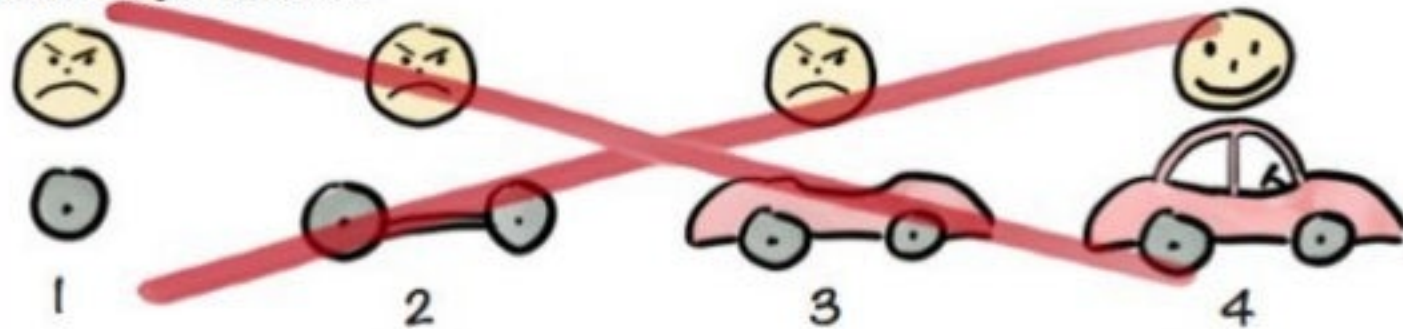
- [[Build Community First]]

- Use other people's factories to make art
 - "Do you feel like an individual or do you feel like we are a collective design studio and we collaborate"
 - "We all have mentors. Noone invented anything."
 - "One of the new tools in design and creativity is to take the DNA of previous generations and carry that through"
 - "You can also see more traction if you close the loop on your community. I like your Instagram basically being your website. The Instagram is your community where they can come and experience. That's where they find out if a new video dropped or if a t-shirt will drop on a certain day, then I will go and buy it. They should feel like they are almost buying it on your Instagram. That way you have a destination point. If people go on your website, they don't follow you. You never know. They just typing it and going. If people are into your brand and they start following your Instagram, they follow you and you have a better metric. Then they wear your items and tag you and you can create a dialogue."



“Grow” the piece instead of “writing” it

Not like this....



Like this!

