



# THIS MONTH ON INSIDE OUT



1 MONTH  
1 T-shirt

## We've got your back!

*We've all been there. You're on the train, and you see a cute guy or girl wearing a shirt that says something you love. You want to engage with them and get their opinion on a topic you care about, but you don't know how to approach them?*



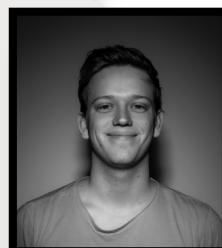
Inside Out is an online magazine for t-shirt lovers.  
+ every article is printed on t-  
shirts exclusive only to our  
readers.

INSIDE OUT

Prototype

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VI HAR BRUG  
FOR NYE  
FORMATER!



# INDSIGTER

*”Content Is King”*



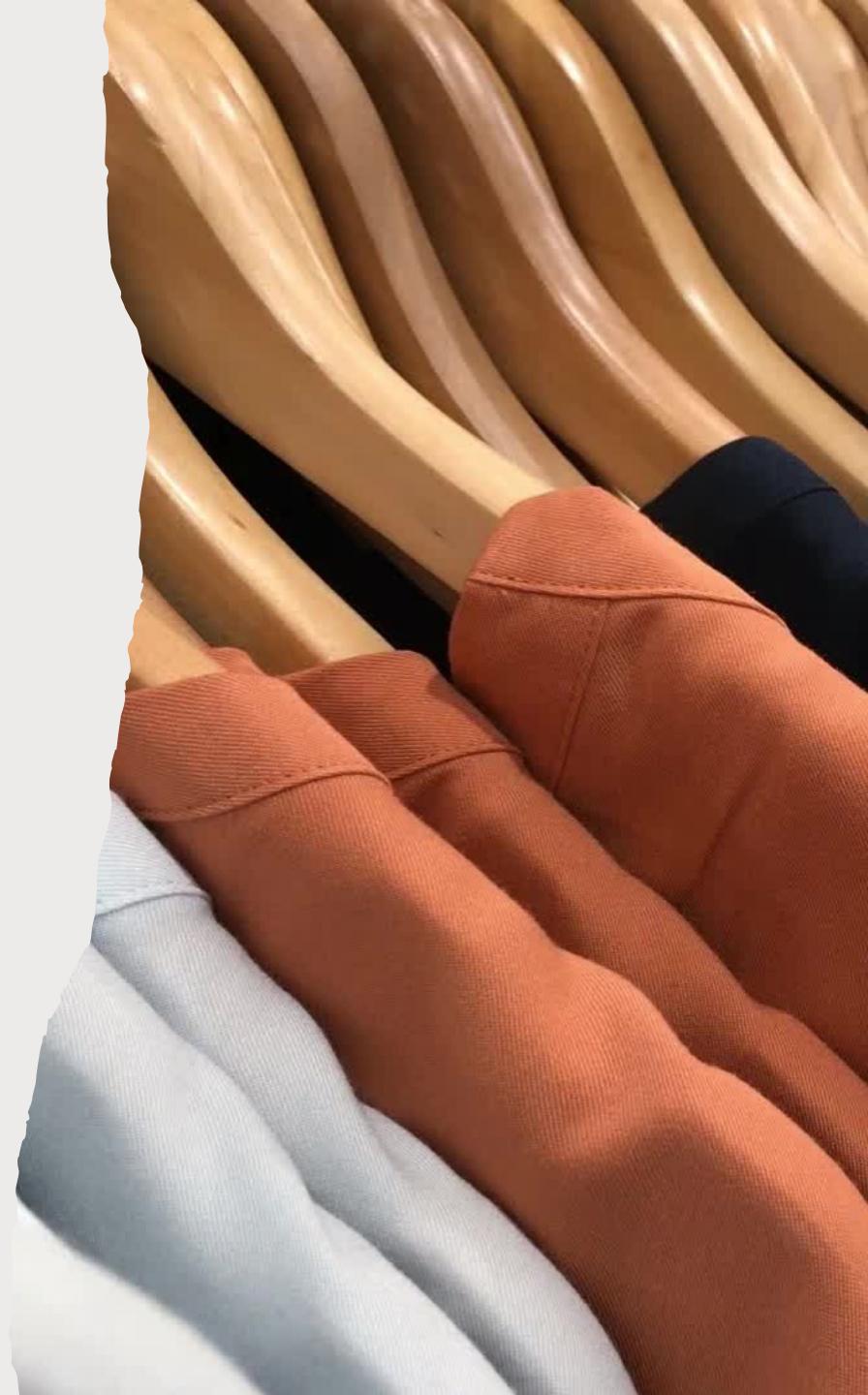
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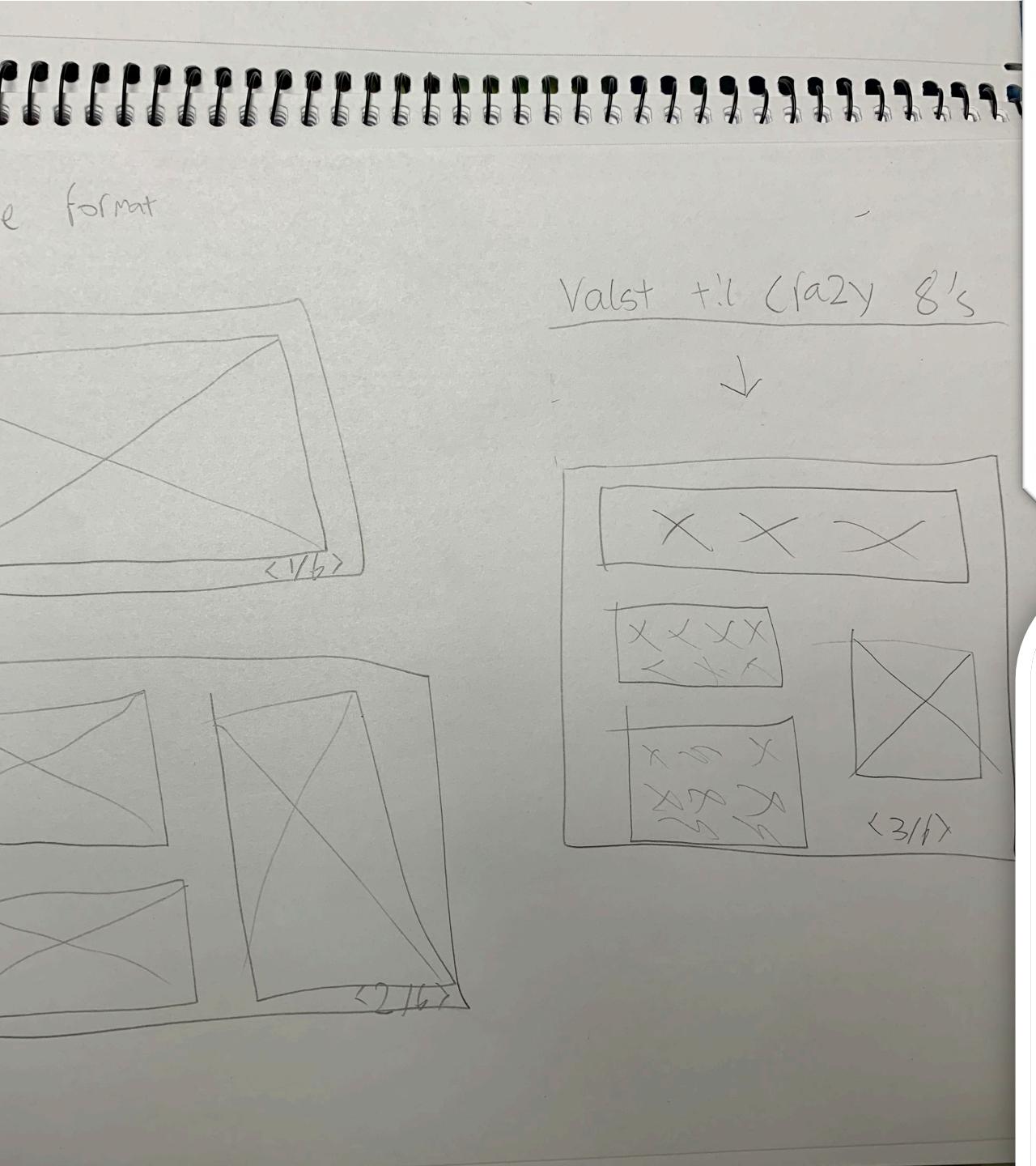
<https://slate.com/technology/2013/06/how-people-read-online-why-you-wont-finish-this-article.html>

<https://www.monitor.co.ug/uganda/oped/columnists/charles-bichachi/why-content-is-king-but-context-is-god--1841290>

# KONCEPT

- Rebrande artikler i T-shirts  
*"Eksklusivt fællesskab igennem T-shirts"*
- Målgruppe:  
*Det Moderne-individ orienterede segment*  
Gallup Kompas





**Dury & Jankel & Turnbull & Gallagher & Payne & Watt-Roy & Charles.**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**Detail tekst**  
Dico Typewriter  
Slab  
200 pt.

**Dette er en H1**  
H1  
Dico Typewriter  
Regular  
40 pt.

**Dette er en Subheading**  
Subheading  
Dico Typewriter  
Italic  
25 pt.

**Bredtekst**  
Courier Std  
Medium  
20 pt.

# THIS MONTH

**PLACE FOR YOUR TITLE**

**PUT YOUR DESCRIPTIVE SUBTITLE HERE**

**Short note may go here**

**ONLY THIS TUESDAY!**

**ADVERTISEMENT!**

**PASTE YOUR TEXT HERE**

**Icons:**

**Farver:**

	#FFFFFF Regular
	#A0A0A0 Regular
	#5D5D5D Regular
	#2A2A2A Regular
	#000000 Regular

**Logo:**

**INSIDE OUT**

**Call To Action:**

**Knapper**

**A BONNER**

**Knapper - Hover**

**A BONNER**

# PROTOTYPE

INSIDE  
OUT

COLLECTION

ACCESSORIES



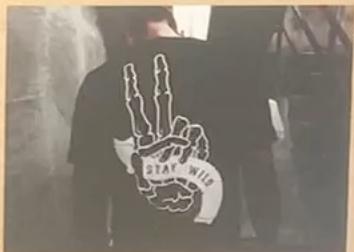
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Inside Out is an online magazine for t-shirt lovers.

# SUM UP

Time delay i stedet for tap funktion på forside



Beskrivelse af print på t-shirt under produktbeskrivelse



Klik-navigation på billeder under produktside (skift til næste produkt)