

YIN is a clothing brand that combines art curation and fashion design. It carries the elements of art exhibitions and excavates High Street Fashion brand with deeper value in art exhibitions.

艺 YIN

BACKGROUND



Target audience

Post-90s; Trendsetters

Unmet needs

Personalized clothing; Diversified shopping experience

Context

·Yin wants to become a high street fashion brand in China
China's clothing industry has a huge market, but there is basically no high street brand carrying Chinese culture

·Yin wants to do modular fashion design
Young people are increasingly pursuing personalization, and personalized clothing is increasingly demanded.

·Yin wants to combine art exhibition with Clothing brand
The potential value of art exhibition elements is huge, but it has not been sufficiently applied. The combination of art exhibition elements and clothing can not only guarantee the unique sense of design for consumers, but also create greater value for art elements.



BACKGROUND RESEARCH

| Number of launches | | Third tier and below cities | | Second-tier cities | | New first tier cities | | First-tier cities | | | |
|--------------------|--|-----------------------------|--|-----------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------|--|
| Northern | | Southern | | <p>Yichang 0</p> <p>Handan 0</p> <p>0</p> <p>0</p> <p>Shaoguan 0</p> <p>0</p> <p>Anshun 0</p> | | <p>Wenzhou 1</p> <p>Anyang 0</p> <p>TOP1 Shijiazhuang 5</p> <p>Foshan 1</p> <p>Guizhou 0</p> <p>Zhuhai 1</p> <p>TOP2 Xiamen 3</p> | | <p>Ningbo 1</p> <p>TOP2 Tianjin 13</p> <p>TOP3 Shenyang 12</p> <p>Hangzhou 15</p> <p>Chengdu 13</p> <p>Chongqing 5</p> <p>Nanjing 7</p> | | <p>Guangzhou 9</p> <p>TOP2 Beijing 79</p> <p>TOP1 Shanghai 111</p> <p>TOP3 Shenzhen 15</p> | |

CONCEPT

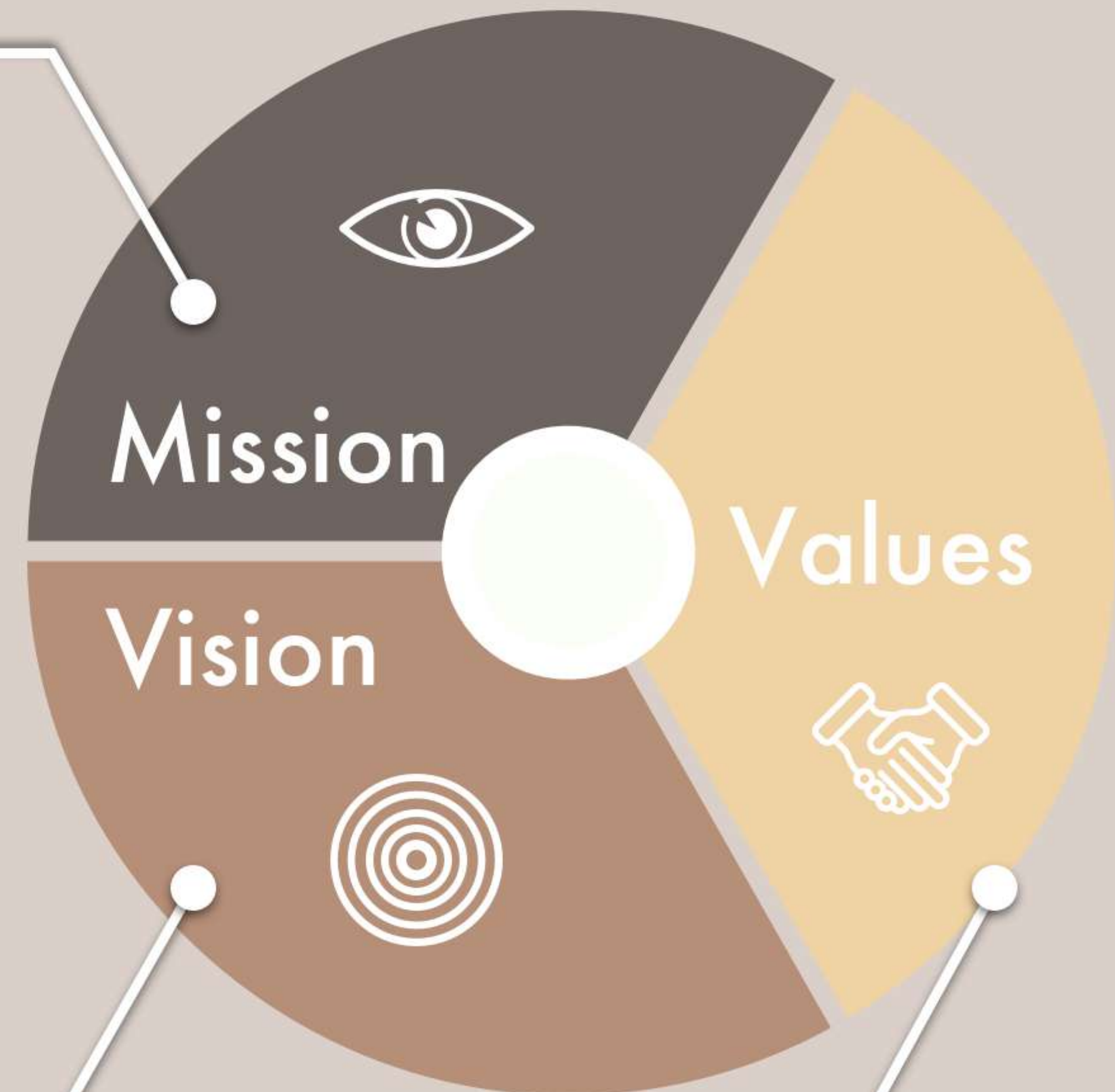
터키

Vision, Mission, Values
Business Scope
4P(Product, Price, Promotion, Place)
Touchpoint Wheel
Strategy Canvas

VISION & MISSION & VALUES

In the simplest way, let consumers define their own fashion design. At the same time, let the artistic elements give full play to their value through the combination with art exhibition.

Push Chinese fashion to the world.



Maximum use of resources
Continuous improvement
Compassion
Innovation
Collaboration
Respect

BUSINESS SCOPE

Serve Customers

Shopping Experience:

By combining clothing stores with art exhibitions, consumers can enjoy art while shopping.

Personalized Design:

Consumers can easily design their own clothes by using the pattern provided by Yin in the app or pad.

Artistic value:

Each season's art exhibition will pick out selected elements for consumers to put in their personalized costumes, so that art exhibition can create greater value.

Develop Products

Clothing:

Yin's clothing is applies the Velcro to combine icon and clothing to match different kinds of clothing.

Icon:

Combined with other art exhibitions, they hold exhibitions, Yin designs icon.

Website & app:

Introduce our service, complete personalized design, order online.

Interior design:

Yin displays various icons and art exhibits, with ipad putting aside for consumers to complete their design work. Generally, the store special arrangement is simple and neat, entailing stylistic seasonal exhibits' feature, the exhibits change in every season.

Fill Orders

Delivery mode of online shopping

View online art pictures - choose your favorite Icon - match the icon to personalise your design- Online order

Delivery mode of offline shopping

Watch the art exhibition - choose your favorite Icon - use pad or app to match the icon to personalise your design - delivery



Product Tactics

- Ensure the sense of design without sacrificing comfort.
- Clothes and icons can be purchased separately.
- Icon is divided into long-term sale (A-Z letter collocation, city theme) and period limit (art exhibition theme)



Pricing Tactics

- The price of clothing will be lower than 20% of the same style of UNIQLO.
- The long term sale of icon is designed for unified pricing, while the limited icon is priced according to the scale of the exhibition, and it's limitedly provided, and the brand premium is achieved through the icon.
- The more icons you buy at one time, the greater the discount.

BUSINESS SCOPE



Promoting Tactics

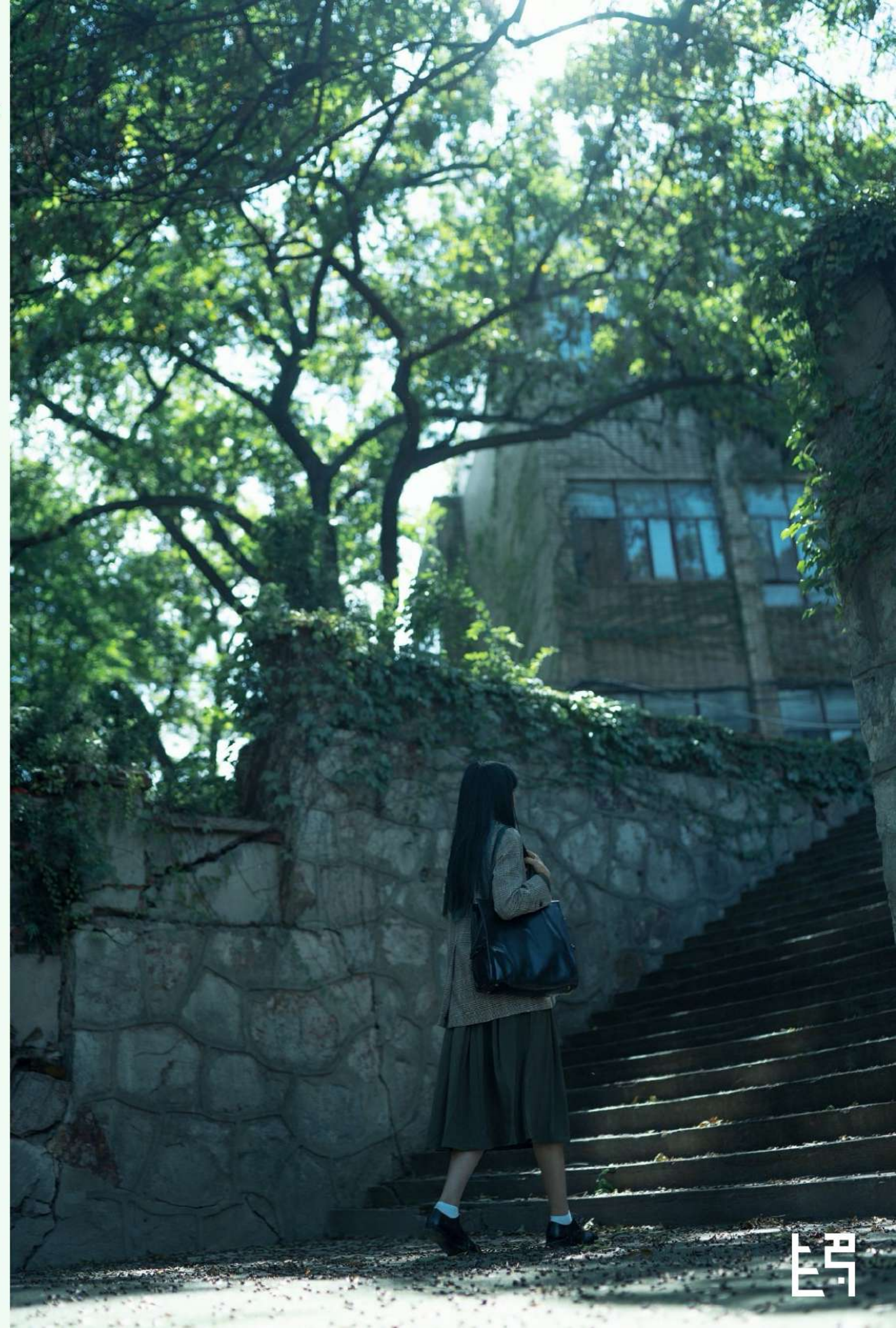
- KOLs recommendation, cooperate with art exhibitions and celebrities to enhance brand awareness.
- The price of icon of classic theme remains unchanged, and the art exhibition theme will be sold in limited quantity so that the brand icon has more collection value.
- Cooperate with bloggers to show Yin's shopping experience with vlog.



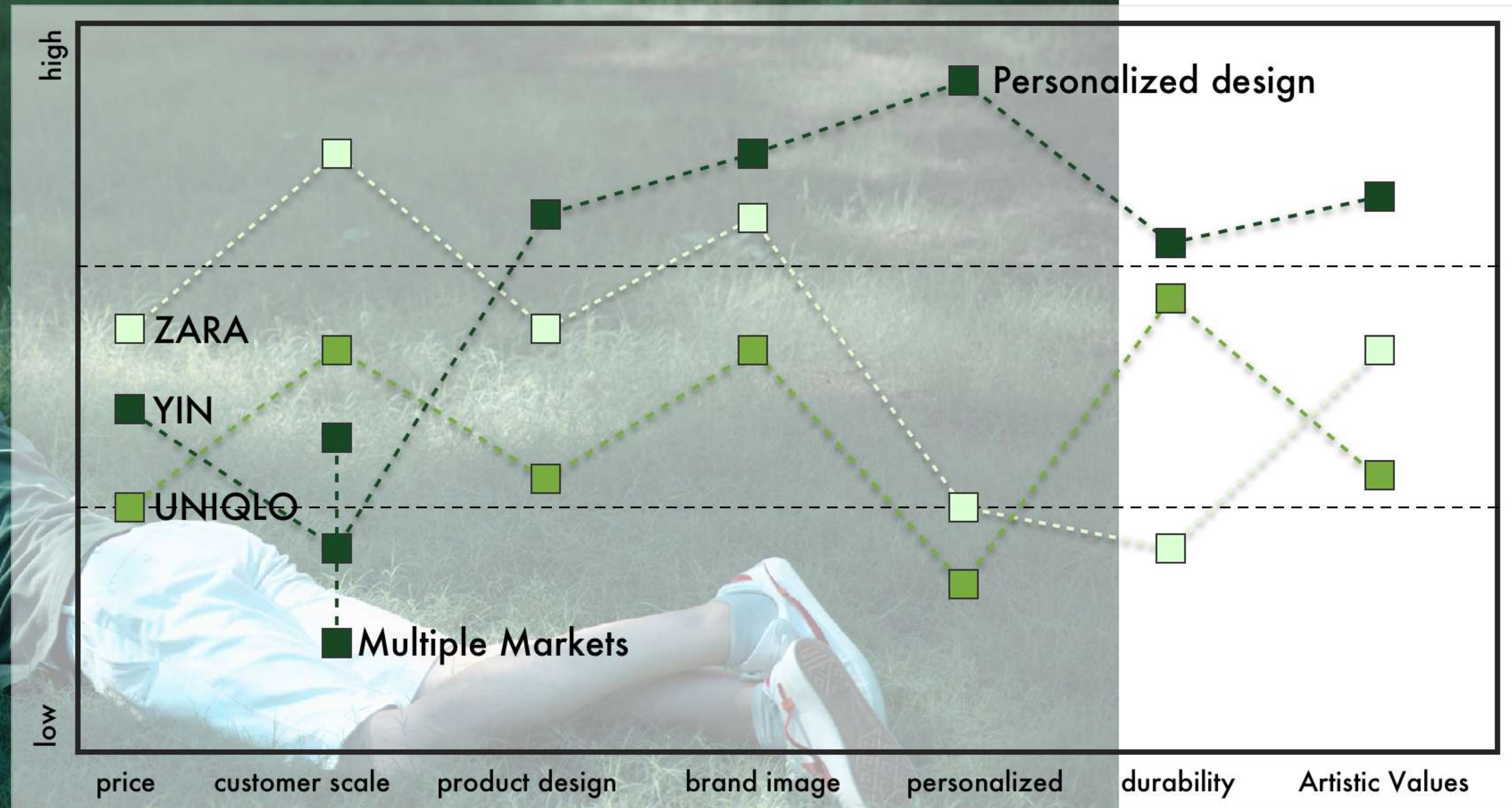
Placing Tactics

- Establish brand image in trading area.
- The flash shops around the art exhibition aim at target users.
- Carry out brand promotion for 3-4 countries and cities, and attract consumers to visit art exhibitions to promote consumption.

BRAND TOUCHPOINT WHEEL



STRATEGY CANVAS



As the carrier of artistic elements, Yin has greater artistic value and make clothing more personalized. Finally, Yin realizes multi markets through flash store, offline store and online purchase.

LOGO DESIGN



Key Words

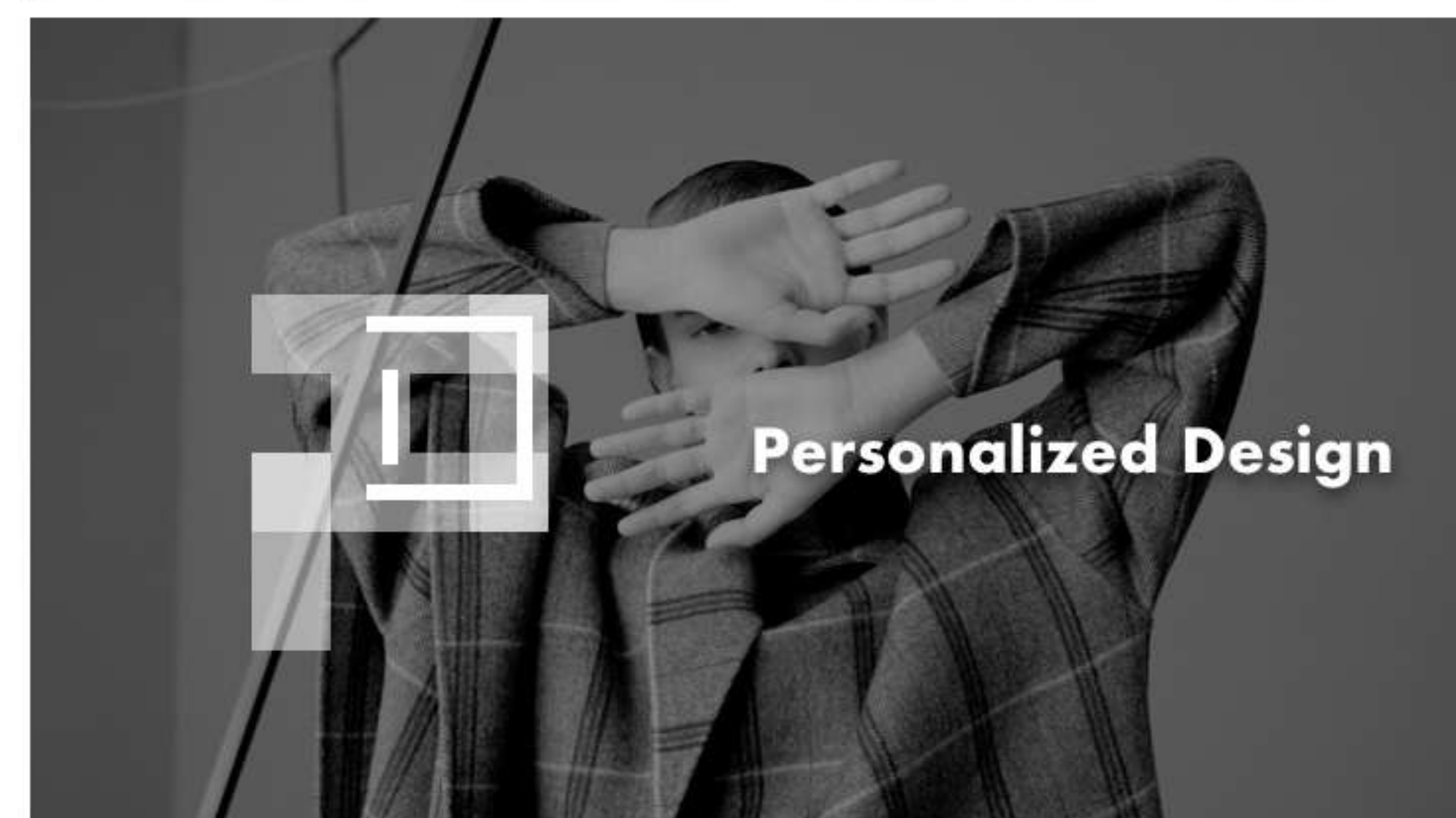
Personalized design, Art exhibition, Chinese fashion

We Believe

Everyone is the creator and inspiration is boundless. Yin encourages the exchange of inspiration and individual participation and creation, because Yin believes that experience is not a one-way giving, but the interaction and integration of idea spark and sensory enjoyment.



Art Exhibition



Personalized Design



Insight

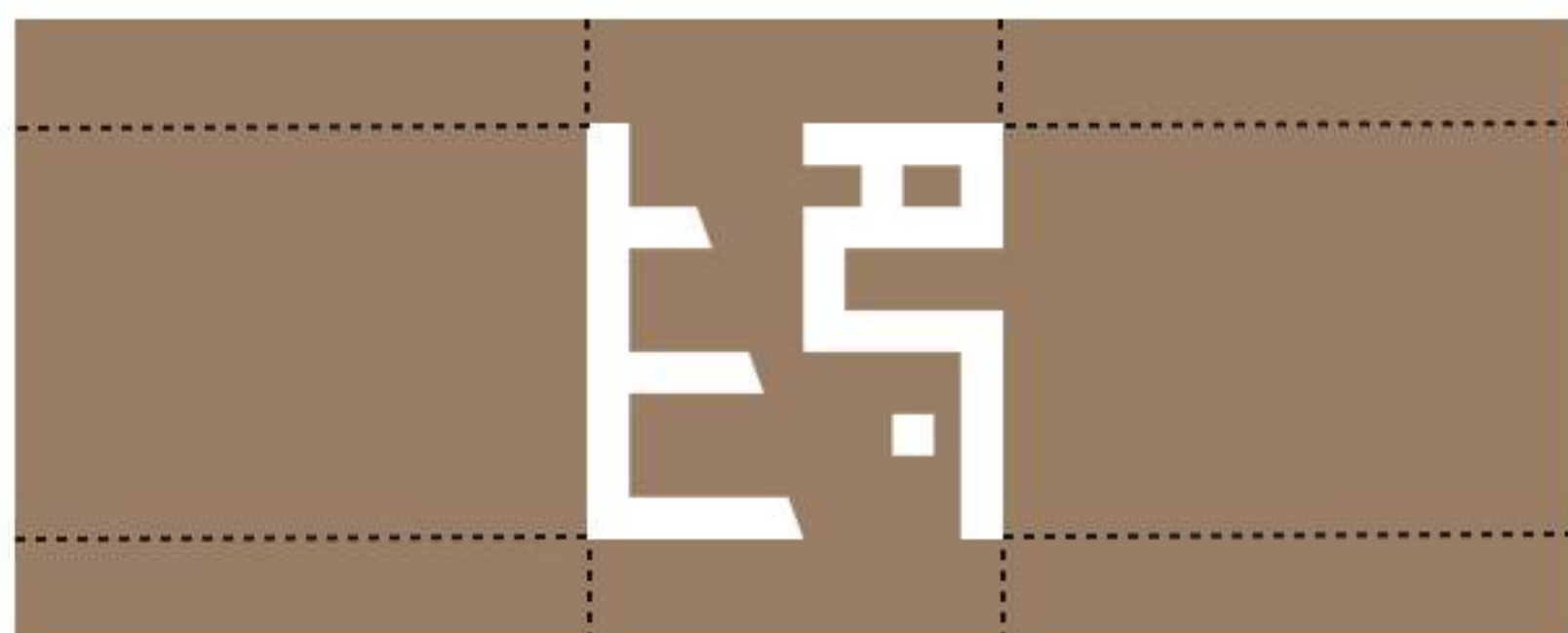
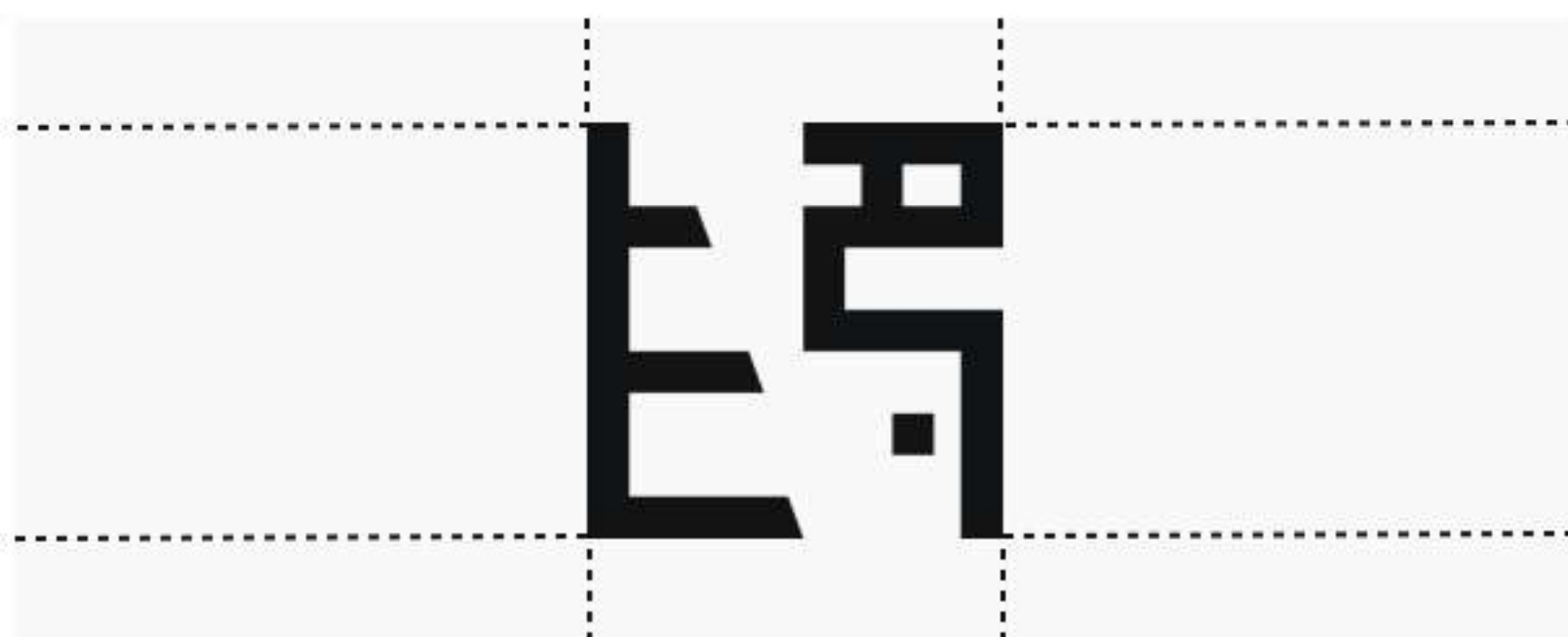
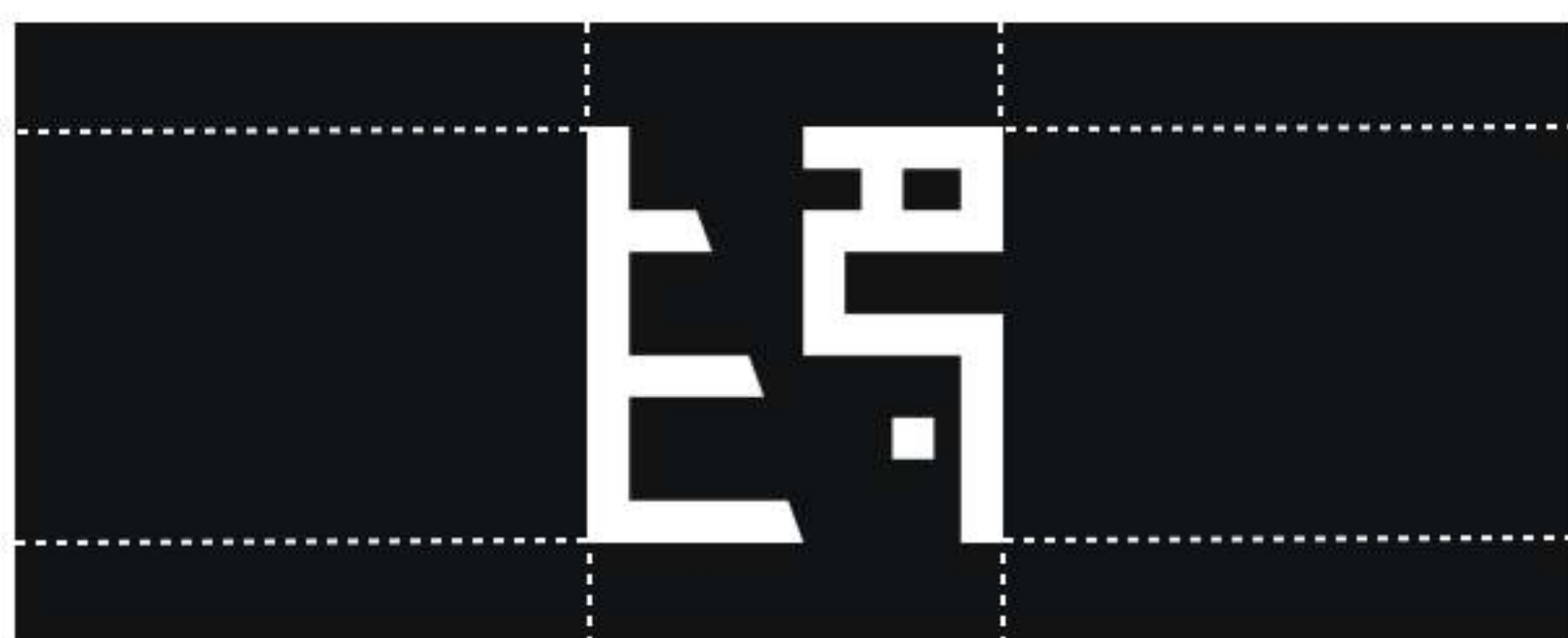


Ancient Chinese Character

STYLE GUIDELINE

Logomark

This logotype is preferred over all other brand marks and should be used whenever possible.



Full-color logo

This logotype is used for clothing brand and store design.



App Logo

This logotype is used for APP and web pages.



Primary Colors

-  **Black**
RGB: R18 G19 B20
HEX: #131415
CMYK: C10 M5 Y0 K92
-  **White**
RGB: R255 G255 B255
HEX: #FFFFFF
CMYK: C0 M0 Y0 K0
-  **Light Grey**
RGB: R227 G227 B227
HEX: #E3E3E3
CMYK: C0 M0 Y0 K11

Secondary Colors

-  **Army Green**
RGB: R95 G107 B85
HEX: #5F6B55
CMYK: C11 M0 Y21 K58
-  **Light coffee**
RGB: R153 G126 B101
HEX: #997E65
CMYK: C0 M18 Y34 K40

LOGO APPLICATION IMAGE



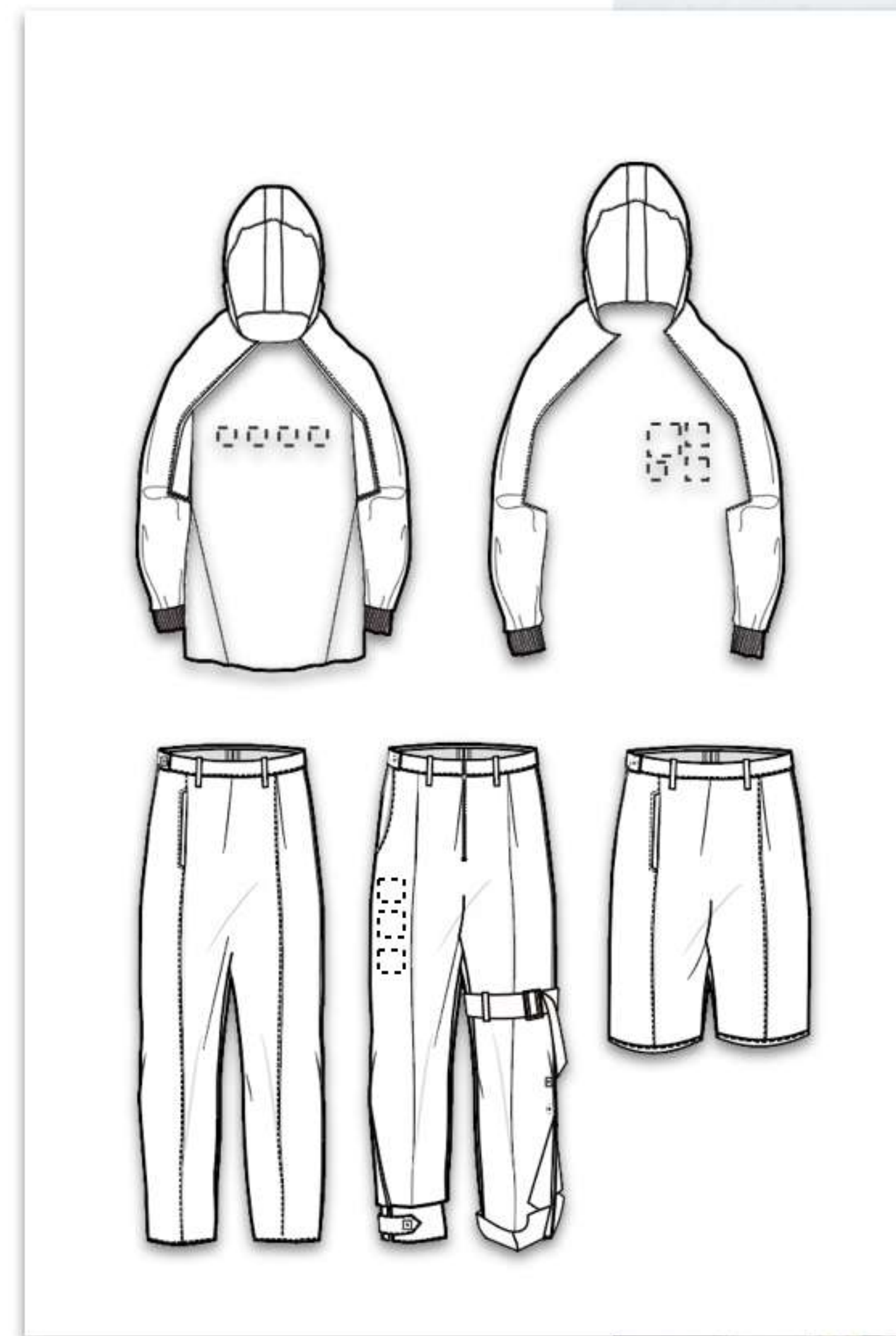
CLOTHING DESIGN



In today's popular co branding, cross-border cooperation is common. Yin completes fashion design through simple fashion design, combined with elements of art exhibition. The following design is the imaginary cohesion of Dali and Yin co branding design.



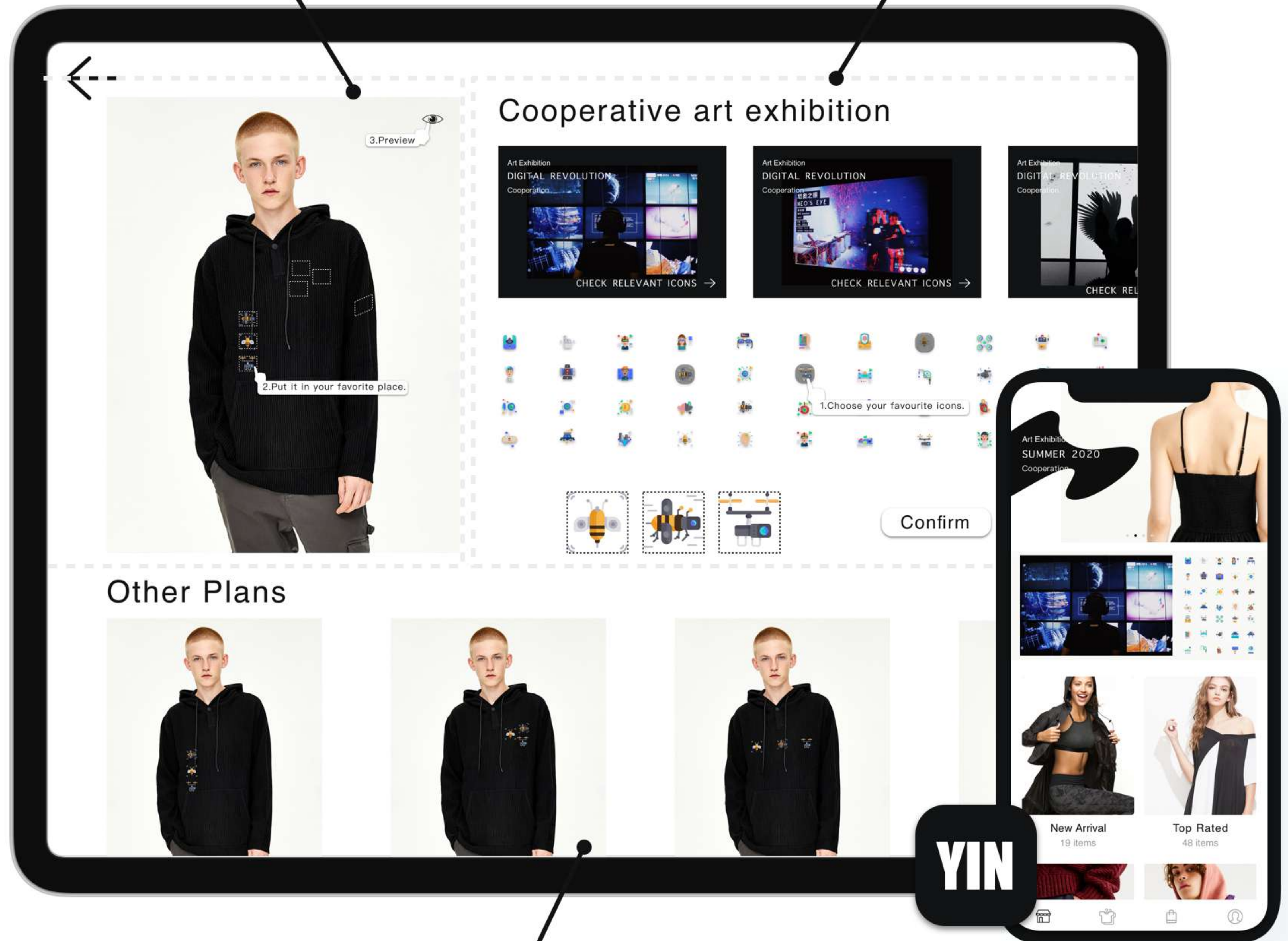
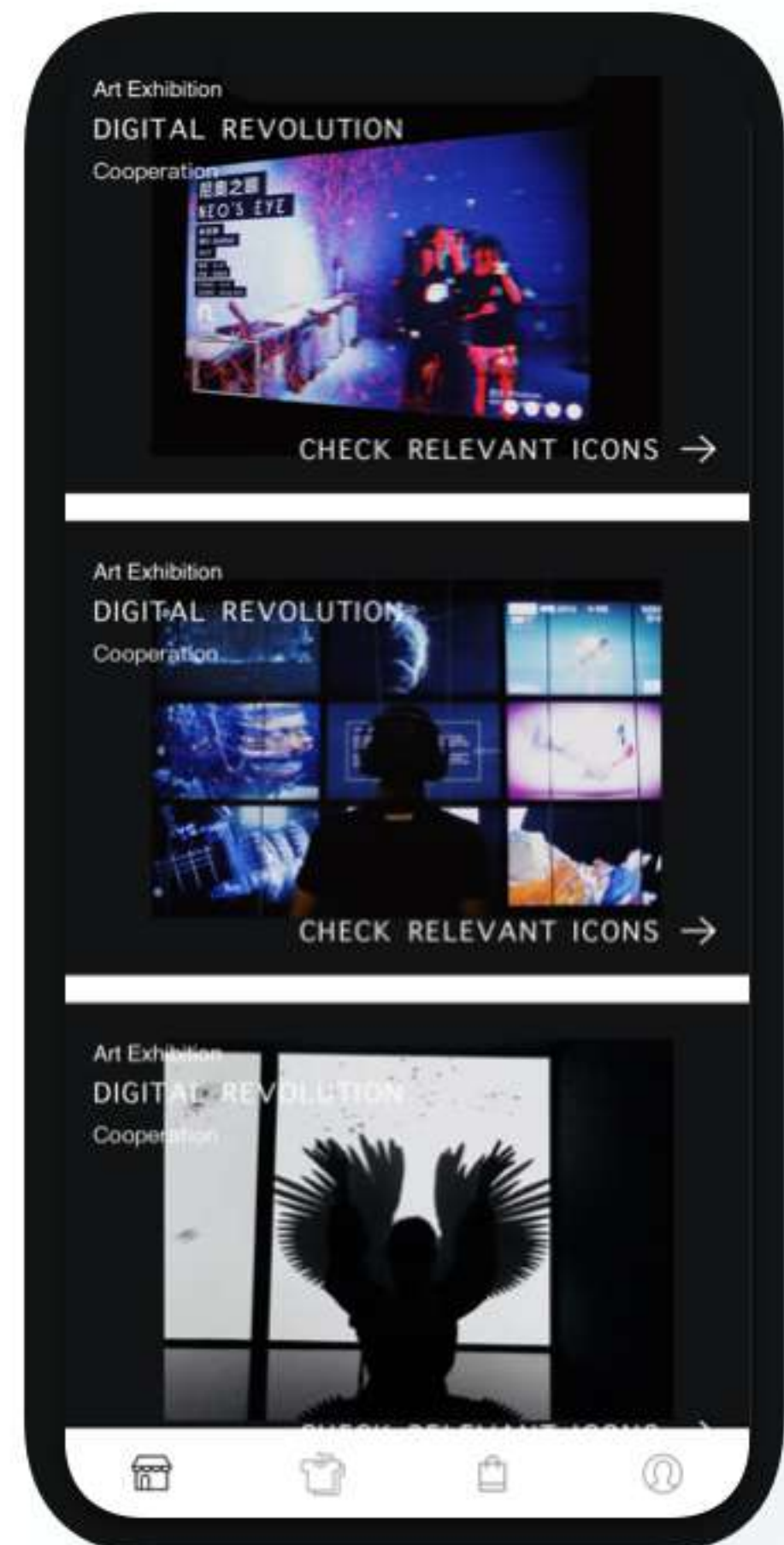
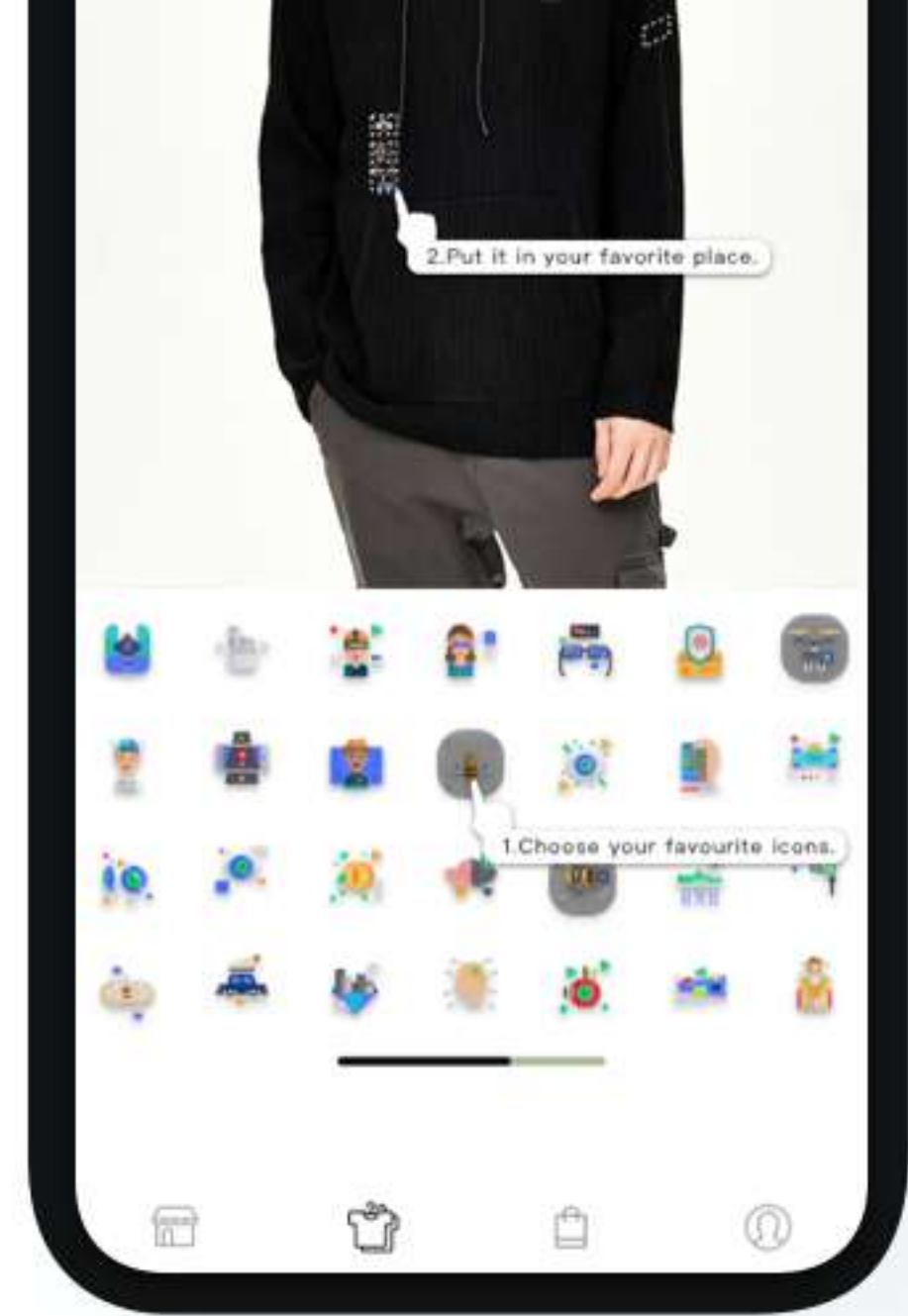
Salvador Domingo Felipe Jacinto Dali i Domenech X YIN



APP DESIGN

Personalized design

Source of icons, select icons.



Matching scheme

STORE DESIGN

