

Category:

Core: Branding

Submitted by: Merch Ape Team:

Zoopie

Abstract:

This proposal aims to fuel the increasing demand for merchandise and tangible goods as a means of spreading cultural and brand recognition globally. We believe it is an opportune moment to introduce ApeCoin-branded luxury merchandise. Apparel and memorabilia are key avenues for personal expression, and it seems only fitting that ApeCoin should have its own merchandise to mirror our community's sentiments, ideas, and individual tastes! We envision these ApeCoin Cloud Varsity Jackets to be available to community members. This limited-edition line will not only boost ApeCoin's visibility but also reinforce our commitment to culture and community engagement.

[

ApeCoin Dao Back Varsity Jacket Collar

1920×1288 86.4 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/5b834ff1117f7d969f3741a552ad485353911dbc.jpeg)

Please note that the product design is a mockup and may be subject to change.

Here are some sample images showcasing the work that the manufacturer has done in the past:

Exhibit 1

[

Kith Photo Varsity Jacket - 1

1254×1384 263 KB

](https://global.discourse-cdn.com/apecoin/original/2X/0/020a483582f698ae591a44e41be497456cead8c0.jpeg)

Exhibit 2

[

Kith Photo Varsity Jacket - 2

1081×1513 120 KB

](https://global.discourse-cdn.com/apecoin/original/2X/8/8d4a41ecb56be9cd5523f4c3b71232084ab38255.jpeg)

Please be advised that all the images in question are the property of Kith NYC

twitter.com

[Zoopie | Bay Area Realtor](#)

[@theZoopie](#)

Bored in Miami 🌴

[8:24 PM - 8 Dec 2022](#) 110

6

Pictured: Garment that I designed and featured during Art Basel Miami 2022.

Our aim is to assess the community's interest in this preorder, with the potential to scale up production based on the response. These jackets will be offered to holders possessing a minimum of 250 ApeCoin, with ApeCoin being the sole accepted form of payment. ApeCoin community members will have the opportunity to collect this limited-edition piece for the equivalent of around \$669 USD in \$APE coin. Additionally, to commemorate this first-edition release, we will raffle off 5 varsity jackets to the community free of charge, to community members who hold at least 250 ApeCoin.

This initiative marks the beginning of our efforts to expand the range of accessories and products available under ApeCoin DAO. We believe that the incorporation of our brand into everyday streetwear plays a vital role in fostering a sense of shared

identity and pride within our community, thereby helping us grow and develop together.

Team/Author Description

I have been a member of BAYC since January of 2022 and am also a member of the Bay Area Apes and Chinese Ape Club. I have been doing business in the streetwear market since 2015 with a great understanding of streetwear design, luxury garment trends, and high-end fabric and design.

Motivation

Bringing in hype and culture into the DAO, our mission statement stated that we are here to cultivate community and culture, merch is one way to bring all of us together allowing us to be who we are and represent what we love. We want everyone to know that ApeCoin DAO isn't boring. We want people to wear something cool, represent the DAO, and also build a brand with the community. This is the beginning of what we want to create, a step towards nurturing our community around items of cultural value.

Rationale

This varsity jacket is just the spark that lights the flame! It's our first step in introducing a wider range of products into the DAO. We've heard our community members voicing their desire for clothing and other items that allow them to visibly represent the DAO. We're here to deliver on that request!

Imagine having a piece of memorabilia that not only commemorates your involvement with the DAO but also sparks conversation and ignites curiosity. But this is just the beginning - envision a future filled with exciting collaborations and innovative products.

We're not just creating merchandise; we're building a powerful, recognizable brand for our DAO. The time is ripe, and the moment is now. Let's seize this opportunity and turn our dreams into reality!

Benefit to the ApeCoin DAO Ecosystem

We're incredibly excited about the impact that stylish merchandise can have on the ApeCoin DAO community! Envision it as more than just merchandise; think of it as a community builder, an icebreaker, and a conversation starter all rolled into one. Our goal is to achieve widespread adoption, and fashionable merch serves as a fantastic way for people to connect, learn, and feel part of an exclusive club.

I experienced this firsthand when I wore my first sample of a trench coach jacket. People stopped me to ask where I got it, and many of them had never even heard of crypto or NFTs before. That's the power of great design—it transcends boundaries and introduces our unique community to a broader audience.

So, to truly go mainstream, we need merchandise that turns heads, starts conversations, and gets everyone excited about ApeCoin!

Specifications

This contemporary-fitting varsity jacket is meticulously hand-crafted in the United States. Crafted from the finest wool fabric, it showcases detailed, fully embroidered embellishments across the chest and back, and is accented with a ribbed collar, cuffs, and waistband.

We are requesting to secure the approval for the use of the ApeCoin logo for this limited-release drop of up to 100 varsity jackets, as the ApeCoin logo will be used on our tags. We request that the official ApeCoin Twitter account retweet at least six specific announcements: First, when the initial set of five varsity jackets is ready to be raffled off to the community, plus the other five are available for purchase. Second, we request ApeCoin retweet again when pre-orders are open for wave 2 which is the next batch of 100 varsity jackets. Third, we will submit tweet requests through forms for additional announcements to be shared to the community. Finally, we request ApeCoin to retweet any community member's post about their ApeCoin varsity jackets if deemed appropriate.

We acknowledge that the Ape Foundation provides marketing support to ecosystem projects at its own discretion.

Sizing

Contemporary Fit

Size

Chest

Sleeve

Center back length

XS

36 - 37

33~

24

S

38 - 39

34.5~

25

M

40 - 41

35~

26

L

42 - 43

36~

27

XL

44 - 45

37~

28

XXL

46 - 47

37.5~

29

~Measurement are in inches

Note: Lining adds a little bulk to the inside of the jacket. Please note that these jackets are subject to change.

Steps to implement

1. Create a mockup design for the varsity jacket Completed
2. Formulate a survey to estimate production quantity In Progress
3. Collaborate with manufacturers to produce an initial run of up to 100 units (1 - 2 months) In Progress
4. Develop a website that exclusively accepts ApeCoin as a form of payment Not Started
5. Host a raffle to distribute 5~ or more pieces among our community members Not Started
6. Work with Apecoin Twitter to promote varsity jacket Not Started
7. Make the remaining varsity jackets available on our website on a first-come, first-served basis Not Started

Timeline

Upon the DAO's approval of this AIP, we will release a website for pre-orders, and commence production while providing regular updates via Discourse. We anticipate that the production process will span a period of 1 to 2 months.

Overall Cost:

0 Cost

We kindly request your participation in this survey. Your input will greatly assist us in accurately assessing demand and sizing considerations.

[Google Docs](#)

Merch Apes Survey

We kindly request your participation in this survey. Your input will greatly assist us in accurately assessing demand and sizing considerations.

For any questions please message @TheZoopie on Twitter.