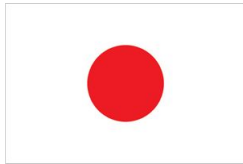


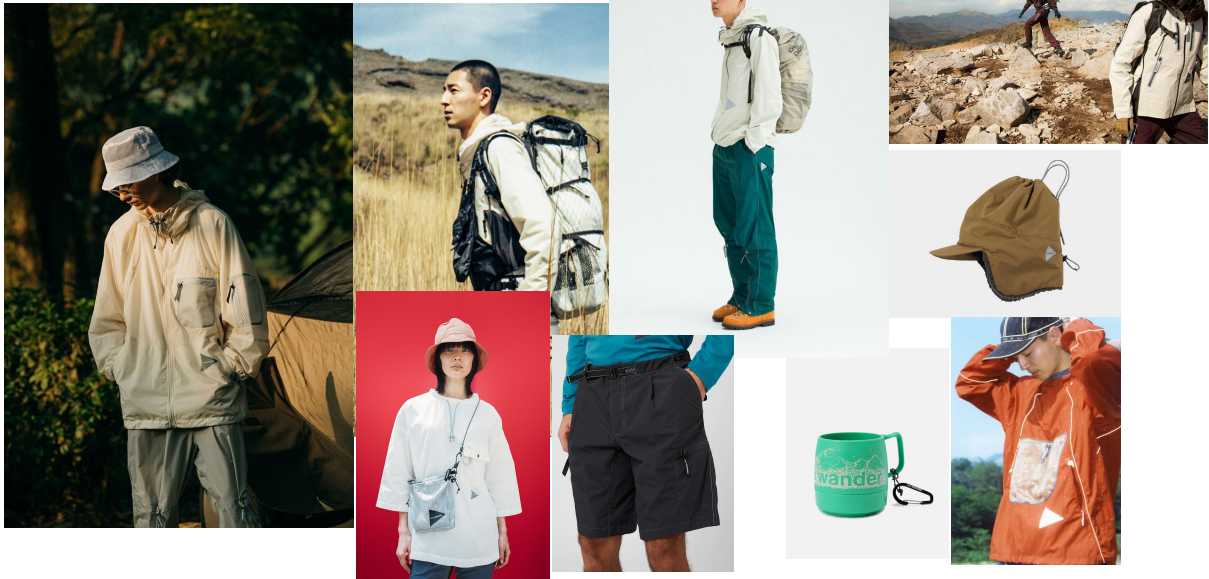
JAPAN x Wales

SPECIALIST CLOTHING MARKETING CAMPAIGN
Andwander Brand

Gan Gethin Elwyn



Andwander clothing



Andwander is a high end outdoor clothing brand from Japan specialising in appealing to young people, encouraging them to live closer to nature. **A quote from Andwander:** The Inspiration comes from various experiences; as we are outdoor people ourselves each time we think how to improve our products, be it developing new fabrics, seeking new (and old) sewing technologies, and of course the general mood of trends, culture and art. Having our own store also gives us the feedback from our staff or clients.

Video - ビデオ



Research & Info. (The brands meaning)

“And Wander won the 2016 Tokyo Fashion Award for innovatively combining fashion and performance. Even though they come from haute couture, the two designers running the brand want their fashion to create a desire for nature.”

- <https://www.the-spin-off.com/news/comment/Brand-Profile-Discover-Japanese-outdoor-brand-And-Wander-14236>

“I hope many people will come to interact with mountains and nature and learn about their appeal.”

- <https://tokion.jp/en/2022/05/15/interview-keita-ikeuchi-and-mihoko-mori-the-designers-of-and-wander/>

These further quotes show some of the main aspects of my research into the brand.

Research & Info.



They have collaborated with Barbour, Salomon, Adidas. - <https://www.andwander.com>

From my research I found its design being of practicality has means to minimalism. I searched pinterst for tags of minimalism and found a similarity to the photographs produced by andwander.

https://www.pinterest.co.uk/gethin_elwyn/minimalism/

“The garments themselves had a sophisticated and cool vibe akin to minimalist and contemporary clothes one would find in the city.”

-<https://tokion.jp/en/2022/05/15/interview-keita-ikeuchi-and-mihoko-mori-the-designers-of-and-wander/>

And Wander: We are considering some different concept shops to emphasize the brand worldview, also enhancing the functionality of the products that have been successful. - <https://www.sevenstore.com/editorial/and-wander/>

As you saw in the video the brand has collaborated with filmmakers and I would aspire to develop a marketing campaign for their product.
This makes me think of Wales's potential in a worldview.

Synopsis of the Project

Title - Japan x Wales

Synopsis - The project is a chance to practice and develop my creative skills and portfolio. With the aim of being recognised and gaining employment.

The **Basic Narrative** is a Japanese branded jacket that will be worn through Welsh countryside by a model/actor.

The project's **purpose** is to show that this jacket is suitable for Wales's outdoors. To show open a new market. Giving artistic choices using my interpretation of the brand and its potential.

Strapline: Dragons collaborate

I've chosen this title because it conveys the basic concept of the collaboration of two nations in a developing a new market.

Moodboards

Wales and Japan - close to nature



Welsh themes

Textures and designs

Leading on from the previous slide. As one of the key descriptions of this brand is that it is minimalist. I have thought of these ideas, images, themes. From these I can see influence to the final video.

Chosen media for the strategy and rationale

Character : Could be the jacket shown in bad weather.

Or the actor/model. As i'd like to form a story with a reference to welsh mysticism and old tales of Japan.

Community:



Convenience: Its convenience will be that it is a wrapped project from end to end. Meaning seamlessness in its publishment. With ease of access points. With linking from brand, across platform through tagging to its culture and viewer participation. Clear statement when posted. And maintaining a high standard.

Media: Video Photographs Poster Stickers Website

First of all I would release a video on youtube and vimeo because it can reach many audiences and can encapsulate the main profile of the campaign through its audio visual. Secondly releasing Photographs set indoors replicating the themes of the outdoors with a model wearing the jacket on instagram. A poster with word and this photography last on instagram. Stickers with a Qr Code link released around the town once all is published to a website giving some behind the scenes knowledge and for the campaigns documentation.

Role/purpose of characters within story world and narrative;

I would be focusing on the use of one character to begin with. He would be modelling a jacket.

I would create a memorable campaign set here in Wales with Japanese influence.

The settings and locations I would use will convey nature, simplicity and cultural references. For example carrying a stone to the top of Cadair Idris.

My purpose would be to share this with Andwader and gain their interest or possibly any other brands to collaborate with me.

For example there is a story Idris was a giant a poet, astronomer and philosopher who once used the mountain as his throne. It is said that the huge boulders at the bottom of the mountain were stones he shook out of his shoe. Idris may have actually been a hero linked with King Arthur who was killed in battle by the Saxons in around 630 AD. And many other possibilities combining nature with myths and legend. Old and new.

Examples of any experiments



I think the campaign has other formats or software that could be used for further development and stylistic promotion.



Heres an example of a fashion outfit speaking for Wales and Japan. This is an experiment of image and paint. It indicates the kind of experimental root that I would take in devising the poster in this product.

What next?

Japanese film directors experimental/abstract

Fashion adverts

Further inspiration from myths and legends.

Test out production.

Create the work in time constraint.

