

ANTHONY VIZARD

INSPIRE

BETTER SOLUTIONS - BETTER SALES

Lead Initiatives and Contributions

STEP 1
Align Brand
With Vision

- 1. **Making the Brand Mainline (Define and Design)**
 - 1.2. Concept/Proposal (Make Evergreen EVISU)
 - 1.3. 5-year brand action plan

Own initiative

CCO request

STEP 2
Align Product
To Brand Values

- 2. **2.1 Brand Values/Brand Purpose**
 - 2.2. Better denim by design/denim done differently
 - 2.3. Key Statement Supports

CEO request

Own initiative

STEP 3
Align Media
To Marketing

- 3.1 **3.1. Collaboration Concept, i.e.:**
 - 3.2. Travis Scott connection
 - 3.3. Palace proposal

Own initiative

3.2. Social Media ideas

- a. Mobilization/M-commerce
- b. Motivate by connecting. Success East & West

CSO request

Own initiative

+. Say it Better

- ~. Simple Statements - Serious Solutions
- X. Word Power

Own Initiative

LEADING BY GUIDING MOTIVATION

**ALIGN BRAND VALUE
WITH BRAND VISION**

**ALIGN PRODUCT TO
AUTHENTIC VALUES**

**ALIGN MEDIA WITH
MARKET INFLUENCE**

BETTER BY DESIGN

STEP 1

LEADING BY GUIDEING

ALIGN BRAND VALUE WITH BRAND VISION

- Influence a strategic brand vision
- Nurture brand sensemaking to envision success

Make EVISU Evergreen

Inspired by personal initiative. Concept presented to the CEO July, 2012

Thoughts and Insights. EVISU Evergreen.

"It would be a good starting point for 2012 to create an EVISU charter representing EVISU tomorrow. With the goal of clarifying the purpose, style, direction and strategy behind each line. Ensuring everyone is on the same page and collectively managing expectations.

I want to focus on what we understand as a part of the current core business, Evergreen. Rather than look to downscale this or reach for it as a back-up, I'd personally like to start the design process here. To work on consistently evolving this line so it remains on trend and exciting, while at the same time remaining true to EVISU. I believe it offers greater potential for the business.

Evergreen carries the core classic designs of the EVISU brand. It offers seasonless style with well considered updates, and new seasonal fabrication and color. Evergreen should offer 'Forever Fashion' style that's right for everyday through an EVISU lens, and we should look to expand the product offer to include EVISU versions of market trends while reestablishing overlooked, missed opportunities from the Archive. We should also expand the denim product offer across each category, with each product fit & detail focused.

Evergreen also offers the opportunity to get more commercially creative with the graphic and garment style combinations. Combining clever use of brand logos together with style details, without drifting into Theme related graphics or styling. Instead Evergreen should be about reinterpreting and reinventing true EVISU style from 91 through to today, remaining relevant and continuing to support and define the brand tomorrow.

I'd like to Personally work on this area on a continual basis. This line should not start and stop with the season development schedule of Spring/Summer - Autumn/Winter. This area should be Concept driven and be constantly evolving. It should not be Theme led. Themed collections change drastically from one season to the next and this is not the formula for a consistent, yet evolving framework. By being concept driven we can add a dimension of research and development to the brand, something that currently simply doesn't exist.

I genuinely see this as an opportunity to move the brand forward from the core of the business up, rather than looking for newness and future growth only from new fashion lines.

"From Impressionism to Pop Art, the commonplace have become ingredients for the artist's cauldron. What Cézanne did with apples and Duchamp with urinals makes it clear that revelation does not depend upon grandiose themes. The problem of the artist is to defamiliarize the ordinary' - Paul Rand.

The concept of "defamiliarizing the ordinary" or "making the familiar appear new" should be the concept for Evergreen. Making ordinary product special, making familiar product feel fresh and new.

Nurture Newness

2007, Present CEO/Owner acquires EVISU 9(excluding Japan/Korea market)

2007-2015 Evisu tried several lines
Evisu Mainline / Evisu Genes / Evisu Black Label / Evisu Playful / Evisu Heritage
Since 2015, everything became Evergreen. Evergreen is Evisu

Greater business potential

Lead in denim

Redefine EVISU yesterday for tomorrow

I'd like to focus on this opportunity

Developing brand values foremost

Thesis: Make EVISU Evergreen

Above: Creating the Evisu Evergreen collection narrative.
I reframed then guided the collection into main business, by turnover, since 2012

2012, I started with 20 SKU. By 2017 it grew to 180 SKU
Since 2012 Evergreen has contributed over 9-figures USD sales

5-Year Brand Action Plan

Leading by Guiding

Concept created November, 2019. Evisu tomorrow? Request of CEO

Context and framing are crucial to recognize Evisu's potential and understand its value, yesterday, today, tomorrow:

Context:
Evisu debuted in 1991, Osaka, Japan.
Streetwear became global in the 1990s, intersecting with hip-hop. Streetwear and hip-hop define the zeitgeist, converging into a single trajectory as we forward through time to the present.

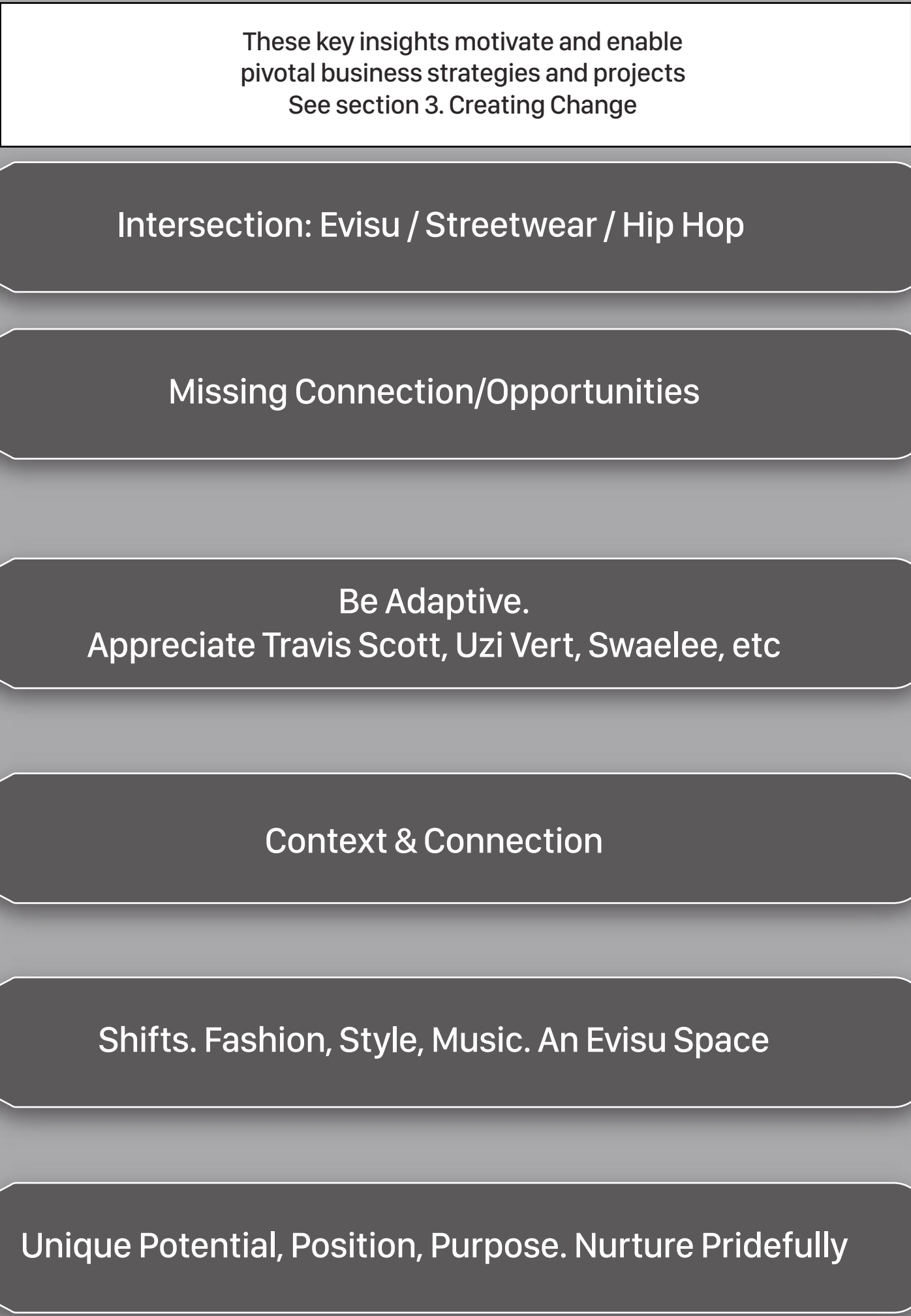
"My jeans is 300 These ain't Diesel, nigga, these is Evisu." Jay-Z, 2002.
"I got Ms on the back like Evisu." Jay-Z, 2018.

Fact: From the onset through to today, hip-hop legends are hardcore patrons of Evisu.
This alone illuminates the Brands future untapped potential in America and the Streetwear arena globally, where Evisu is one of the most underrated brands. A claim based not on subjective taste, but on its clientele.

Framing:
Acknowledge that Evisu is adaptable, as is hip-hop, as is the notion of streetwear, as are Luxury brands. View Evisu through this lens: unbroken organic evolution from Jay-Z* through to **Travis Scott, to Lil Uzi and Swaelee****. These are true-blue celebrity fans who purchase Evisu by choice. That alone should be enough said. In this view, Evisu's potential is underrated and underutilized. It's future-proof and "un-crowd-out-able". It has a leg in legacy* and contemporary culture**. It needs to be understood on its own terms, as self-contradictory and comfortable with it. It's overt and classic, iconic and iconoclastic i.e.: the best-made jeans in the business, with a Daicock on top and a lifestyle brand beyond that too. Align the correct clientele to the concept, the rest will flow.

Framing in context:
Let's now correlate the clear connection between hip-hop, street-culture, and style. The acknowledgment of the importance of streetwear and irony, at luxury prices, can be traced to the appointment of Demna at Balenciaga in 2016. Off the back of Vetements, Demna changed the character of luxury and the price point of street-style simultaneously. From this came a seminal moment: Kim Jones Supreme X Louis Vuitton collection. A show which brought together streetwear-culture and high-fashion. Highly-branded, highly-priced, highly-prized (particularly in Asia). With Jones's departure, step in to frame **Virgil Abloh, who replaced Kim Jones in Spring 2019. The creator of Off-White, with Kanye connections, becomes the first designer of color to be Artistic Director of a European Luxury powerhouse. This spotlights a paradigm shift in fashion. It completes a circuit between Afro-cultural creativity in style and music. This fusion of hip-hop, streetwear and luxury fashion is a space where Evisu exists.**

Conclusion:
In context: Suppose Virgil remains with LV until 2025 — street-style will co-evolve future-fashion. A fair statement considering Kim Jones stayed for seven and Mark Jacobs for sixteen years. In parallel, hip-hop's dominance and ability to evolve with street culture will remain healthy throughout the same period. In concision: **Streetwear will remain globally impactful, resonating global youth culture, Gen-Z, and across China through 2025.** Within which Evisu a globally recognized brand from Jay-Z to Gen-Z and has unique potential, position, and purpose, that needs to be nurtured with pride to prosper its potential.



Above: Framing and far-sight outlook for CEO
Imagine Tomorrow

Wayfinding and Placefinding. Crafting a narrative

STEP 2

IMAGINE AND NURTURE

**ALIGN PRODUCT WITH
AUTHENTIC VALUES**

Brand Values/Brand Purpose

Contribute Clarity

From July 2015 Presentation to Evisu CEO / Company

Define Evisu today for tomorrow

What's the Brand message?
What's unique about EVISU?
What EVISU's point of difference?

EVISU's an Asian brand of Japanese origin. Built on a proven history of quality, craftsmanship, tradition and expertise.

But alone, these characteristics are not exclusive to Evisu. What's more unique to Evisu is these assets are only our starting point.

EVISU's true character emerges when we go beyond these conventions. EVISU's point of difference is juxtaposing these qualities with a sense of irony, a disruptive, irreverent and carefree attitude. Combined these create EVISU's Brand character.

It's this special blend of qualities, these points of difference that's drifted away from the brand, and from people's perception of the brand. We're now looking to now dial-up, celebrate and re-own this unique mix. We want to communicate this at the fore, in all Brand touch points.

The Evisu spirit is subverting tradition and reinventing the familiar. At the same time it captures and succinctly executes a balance of Sophistication and a sense of humor.

Sophistication as Craft / Tradition / Quality / Attention to detail.

Humor as Irony / Irreverence / Subversion / Satire

Challenge Convention:
Look afresh at the way in which something is usually done.

Evisu is built on quality, tradition, and expertise
BUT
Uniquely EVISU starts here.

EVISU's USP has been neglected
Realize this and re-own the Amatoria legacy

Understand denim style and fabric archetypes first
THEN
Look afresh at the way things are usually done

Above: Create and define the Evisu Brand narrative.

Reaffirming Brand Direction

CEO requested, concept created. Presented Oct, 2016 to Evisu CCO and CEO

"Define EVISU Evergreen."

Evergreen's meaning is not that it's always the same, rather that it's always afresh.

Emerging from Evergreen, everything Evisu emanates.

From Evisu core 5 pocket signature crafted denim that upholds Evisu's legacy, through to unique brand talismans such as the Daicock. Within Evergreen we do denim differently: Indigo beyond denim, Evisu Legends, Neo-Craft and Brand Boldness are the cornerstones of Evisu's evolution through Evergreen: Elevating Evisu's elements, while maintaining brand relevance and brand character. Upholding brand integrity.

Evisu is an avant-garde denim brand. There is no pretense in that statement: EVISU EVERGREEN brings new, unusual ideas with denim a point of view. Not confined by convention and dogma. Because of this we embrace uniqueness and sharing a different point of view. We embrace those who aspire to be positively different: Themselves.

EVISU is one of the most recognizable, influential names in Japanese denim and one of the original "Osaka Five" denim brands originating from Japan*. Founded in 1991. It is named after Evisu the Japanese God of prosperity & fortune.

EVISU is reputedly the iconic brand most responsible for the 90s boom in Japanese selvedge denim. Instigating the proceeding super-premium paradigm shift in the denim category globally. This effect is still being felt today. This founding premise maintains as the conduit powering the brands unique selling point. Within denim; Evisu has its own lane.

EVISU was created out of a growing discontent with the quality of familiar denim brands. EVISU studied the golden age of jeans making. Reasserting and reestablishing the quality found therein. The results created the genesis of Evisu. This fundamental forming principle shapes the brand today, and inspires its future.

While remaining faithful to the roots of well-crafted denim, Evisu is nonetheless boldly experimental. This dichotomy is its trademark, legacy and mandate. EVISU spearheaded a revival that reinvigorated the declining textile industry in Kurashiki, Okayama, where most of the fabric was woven. Here EVISU pushed the limits of Japanese denim from dyeing to weaving to sewing. Today the world of denim is a larger place resulting directly from the presence of EVISU and its atypical approach to denim.

Raising Brand Values

Evisu core 5 pocket signature crafted denim upholds Evisu's legacy, through to unique brand talismans such as the Daicock. With Evergreen we do denim differently: maintaining brand relevance and brand character, upholding brand integrity.

See: 2.2. Better denim by design/denim done differently

EVERGREEN bring new, unusual ideas with denim a point of view beyond convention and dogma. We embrace uniqueness and sharing a different point of view. We embrace those who aspire to be positively different.

See: 1.3. 5-year Action Plan & 3.2a. East-West Success

Understand Amatoria

Remain faithful to the roots of well-crafted denim.

See: 2.1. Brand Values/Brand Purpose

Above: Create, lead and continue to evolve the Evisu Evergreen collection narrative.

Brand Values/Brand Purpose

all about

運命の
デニムの
エビス様

EVISU エビス

The Brand. The Business.
EVISU GROUP LTD

Excerpt Edition

The contents of this document are confidential. The information within intended solely for the recipient company. We appreciate your guidance in this regard.

EVISU GROUP LTD

CONTENTS

エビス

all about EVISU

The Brand. The Business.

03. The Legend. 25 Years In the making.
04. The Legend. The Next 25 Years.
06. Line Architecture.
08. Denim Architecture.
09. Denim ID
10. Visual ID
11. 5 Pocket - 5 Fit Program.
12. The Legend Is In The Details.
13. Boldly EVISU. The Dalcok.
14. Subtle Style. The Sign-off Seagull.
15. One For All. Wild - Iconic - Mild.
16. Raw to Wash.
17. Brand Campaign Material.
18. The Milestones.
19. The Beginning.

A Legend. 25 Years in the making.

EVISU is the most recognizable, influential name in Japanese denim and one of the original "Oaaka Five" denim brands originating from Japan. Founded in 1991. It's named after Ebisu the Japanese God of prosperity & fortune.

EVISU is reputedly the iconic brand most responsible for the boom in Japanese selvedge denim. Initiating the proceeding super-premium paradigm shift in the denim category globally. This effect is still being felt today. This founding premise maintains as the conduit powering the brands unique selling point. Within the world of denim Evisu has its own lane.

Created out of discontent with the quality of established denim brands, Evisu studied the golden age of jeans making. Reasserting and reestablishing the quality found therein. The results created the genesis of Evisu. This fundamental forming principle shapes the brand today, and inspires its future.

While remaining faithful to the roots of well-crafted denim, Evisu is nonetheless boldly experimental. This dichotomy is its trademark, legacy and mandate. Evisu spearheaded a revival that reinvigorated the declining textile industry in Kurashiki, Okayama, where most of the fabric were woven. Here Evisu pushed the limits of Japanese denim from dyeing to weaving to sewing. Today the world of denim is a larger place resulting directly from the presence of Evisu and its atypical approach to denim.

[*Evisu, Denime, Fullcount, Studio D'Artisan, Warehouse]

A Legend. The next 25 Years.

Asia-Pacific has been at the vanguard focus of the evolving brand market growth since 2010. A booming aspirational consumer teamed with growing sophistication in luxury preferences behooves Evisu's pedigree. These assets combine to underwrite the growth of Evisu in the premium and super-premium jeans category in Asia-Pacific.

Evisu seeks to continue this journey, maintaining its unique point of view in the otherwise saturated denim market. Rekindling its presence with a new found purpose in Europe, and the Americas from 2016. Leveraging its firm foundation in Asia-Pacific to establish a unique presence in these markets anew.

Evisu is keenly aware how the zeitgeist of a brand has become as much about image making as it is about clothes. In this environment Evisu seeks to find like-minded partners with foresight and vision to share and amplify our brand potential. Partners to ensure Evisu as a collection gets appropriately merchandised to reinforce the brand image in these new markets. Positioning the brand with pride of place alongside its peers. Those aspirational pioneering brands with unique points of view within and beyond the world of denim... lifestyle culture brands for the millennial generation mindset. Brands that connect with their core consumers cravings.

In essence Evisu is...
A legend. A boldly brazen lifestyle brand built on denim. Blurring the lines between Japanese obsession and timely urban appeal through a Pan-Asian lens.

NOW BEYOND

LINE ARCHITECTURE

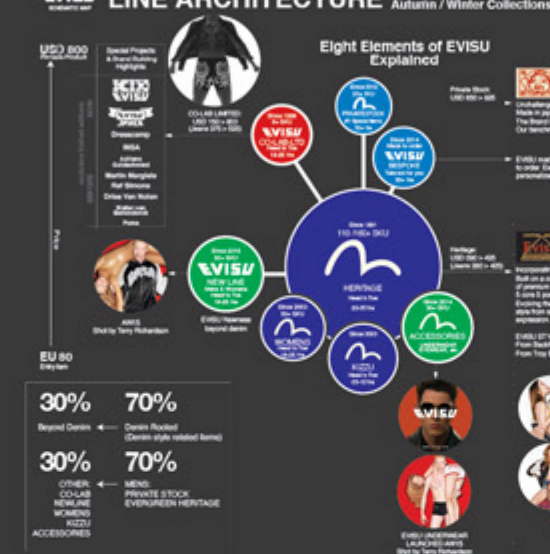
Evisu Launches Two Seasonal collections per annum. Spring / Summer & Autumn / Winter deliveries per year.



EVISU ARC

LINE ARCHITECTURE

Spring / Summer & Autumn / Winter Collections



EVISU ARC

EVISU DENIM ARCHITECTURE

EVERGREEN HERITAGE	PRIVATE STOCK
#0 Internal Ref	#1 Internal Ref
Non Japan	Made in Japan
Leather Patch	#1 Canvas Patch
Signature Seam	Signature COO label
Signature Seagull	Standard Seagull
Signature Rivet	Signature Rivet



EVISU DENIMID



EVISU CORE 5FT

15 Signature Style Details Define An Evisu Difference In Denim.

Style, fit and quality are corner stones of clothing and fashion. However style and fit are subjective. They are vagaries of taste and perception. We believe we have the measure of these for our customer. Quality however is tangible. It can be evaluated. It transcends both style and fashion. We protect our quality is unequalled. Evisu delivers unequalled design quality that withstands the test of time.



EVISU WASH

EVISU BRAND CAMPAIGN MATERIAL



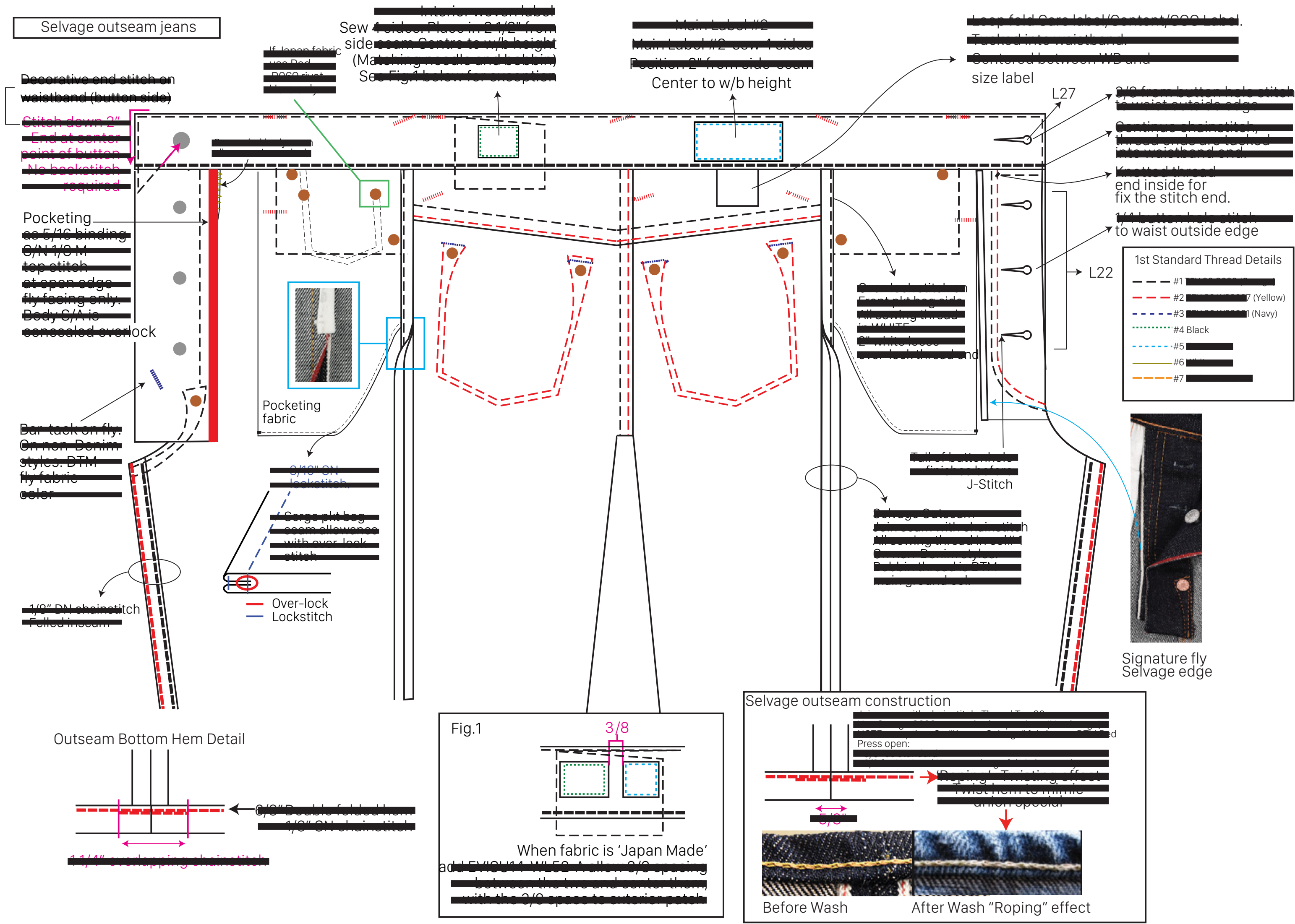
EVISU EVOLVED



EVISU GROUP LTD

Better Denim By Design

Remain faithful to the roots of well-crafted denim.



Archtype Jean Construction

Remain faithful to the roots of well-crafted denim.



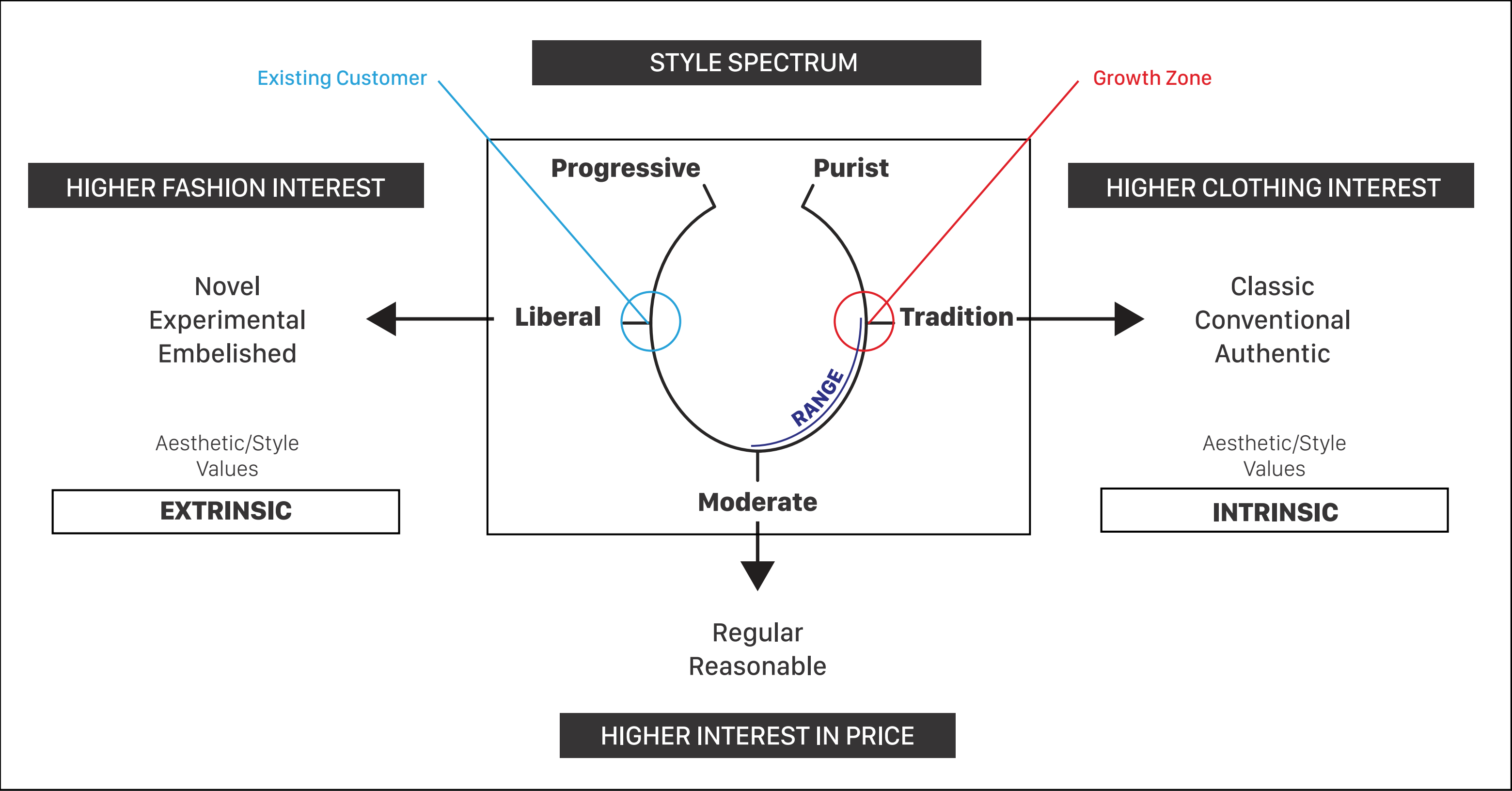
Denim Done Differently

DESIGNING GROWTH BY BROADER BRAND SENSIBILITY
Direct denim concepts curated to customer types



Denim Done Differently

Diverse opportunities of culture-driven values.



Key Statement Supports

1/

Anthony Vizard
2016 perspective.
To: David

Sent - Evisu. 4 January 2017 at 9:31 AM

AV

David,

Happy New Year. A big 2017 is here.

I'm not aware of the company business position for the year 2016 regarding budgets, or if there is another reason for my quandary. I also appreciate you've many things going. I respect that. So its with good intentions that I highlight the following.

Without giving or intending to receive angst I'd like to share some key points of my contribution last year to Evisu. I feel these have been overlooked, undermined, miscommunicated, or misrepresented to you, giving a false perception of me.

I am working as hard as ever. My commitment and effort to the "real work" is unfaltering. Largely because I like what I do, and do that the best I can. This is constant, no different last year. To deliver that I start and leave on time. I believe in authentic use of time, and using time effectively and diligently. This too is consistent.

We have known each other through many stages of Evisu. Please believe when I say that I design the Evergreen collection most keenly, and I'm the best person for stability and longevity of that portion of your business. If your presented a different story, please question what you hear.

Nowadays the design process is increasingly staged, effectively causing tweaks and changes. However the designs are created, and executed by me, from scratch through to proto. That is the lions share of the design responsibility of Evergreen.

While it can be said changes are made to the collection typically out of 10 changes; two are good, two are bad. The rest are negligible, costing more in time. Again if that's presented differently to you, please question it.

From just 20 SKU in 2011, Evergreen grew to something like 70 SKU in 2013. This grew further to incorporate Heritage and became over 140 SKU in around 2015. 2016 I also incorporated what was playful SKU. What I "genuinely" handled in 2016 tops 180 SKU, with accessories. I alone need to create this from scratch. I needed to build that platform before any tweaking can happen. This needed to be done within an increasingly shrinking timeframe allocated to designing, and more hurdles. (Time between SKU plan and TP handover).

Its a reasonable assertion to say that the sales of Evergreen (rounded down), contribute over 50% of the business. Not taking into account underwear, or derivatives from Evergreen used in the outlet line, womens, etc.

Simplifying, I can say I'm delivering 50% of the design sales: and with significantly less than 5% of design budget spent by me, and no design budget allocated to me. And this is in parallel to a general move as a brand, away from denim in recent seasons: through new lines, Marketing and other points of brand influencing that impact sales.

Lets say there are now another 9 design members. 10 if we include Enami. I am simplifying here:
Through Evergreen I contribute 50% of sales vs 50% for the balance, shared between 10 persons. Crudely put 50% compared to 5% per person. Work-wise you can see that most visibly: If we each did 180 SKU as with Evergreen, you'd have a nearly 2000 SKU line output each season coming from design.

This isn't a complaint about the amount of work. Nor request for help with the work. My aim is to directly isolate and rebalance the perception of my contribution in the most clear, objective way.

Best Wishes,
Anthony

2/

Anthony Vizard
Congratulations and clarifications.
To: David

8 December 2017 at 10:31 PM

AV

Hi David,

Congratulations on your Entrepreneur Of The Year China award. A sure milestone of recognition. With further good intention I'd like to bring up the following and find a resolution. Below summaries key performance points I'd like to address and clarify. I bring this up, not as an attack, but in defence of myself. Fair, just and comprehensive:

I've created and sold more designs than anyone at Evisu Group. 2012-2017 my design sell-in was around 70% for 12 seasons straight. Before and during different managers, staff, brand directions, etc. A system that worked, was supported, profitable and still has clear brand DNA.

4/

Blanchard de Wave · 3 days ago
FINALLY! Evisu has come back.... to fashion
18 ^ | v Reply Share ›

yasin.rhodes → Blanchard de Wave · 2 days ago
its about damn time!!
^ | v Reply Share ›

rubbrbnds · 3 days ago
I would rather wear this than HBA, been trill, etc. Evisu make good clothes.
20 ^ | 1 v Reply Share ›

siruche · 3 days ago
Details, details, details. Strong comeback for Evisu.
18 ^ | 1 v Reply Share ›

Hypebeast excerpt - Evisu Evergreen 2013

3/

Anthony Vizard
The age of the Asian consumer has arrived
To: Maurizio, Cc: David

Archive - MobileMe 2 June 2014 at 2:15 PM

Details

AV

Hi all,

Wanted to share this:
<http://www.cnbc.com/id/101706281>

Not new news in itself, yet interesting to further consider the implications of what's known as the East-West dichotomy. The difference between Eastern world and Western cultures. In our case the difference in aesthetic values at a product level across fabric, wash and style references. It's especially important as we implement plans for EU and US expansion whilst continuing to grow in AP.

Aesthetic hybridity may be the new future opportunity for pioneering brands. Especially as a way to evolve post-heritage, post-tradition, post-nostalgia. Not least these values don't translate well in product terms into AP.

It's interesting the attention HBA has generated (just announced as runner-up LVMH 2014 young designer). In this context it's not insignificant that Shayne Oliver's a Black American designer. He brings an alternative future forward vision that's contrary to the established fashion world vision of nostalgic Americana. His IAO (interest, attitudes and opinions) variables reflect different values. The same principle can apply to the difference in dynamics and IAO of an Asian consumer.

Cheers,
Anthony

1 / July 2017. To: Evisu CEO

From 20 SKU in 2012, I led the Evergreen collection to 180 SKU by 2016
My designs contribute ~50% of total turnover in 2016 and ~80% circa 2012-2015

2/ December 2017. To: Evisu CEO

I have created and sold more product than anyone in the history of Evisu Group by 2016

3/ December 2014. To: Evisu CEO

Acknowledging diverse opportunities between Chinese and Western customers.
Highlighting opportunities to champion culture-driven diversity in values and voices

STEP 3.1

Guide Collaboration Concept/Align 5-year Brand Plan

CREATE CHANGE

- EVISU X PALACE
- EVISU X TRAVIS SCOTT
- HERITAGE X HIP-HOP

Travis Scott & Palace Proposal

Lead The Collaboration Concept

Create the Concept: Diversify and Focus Jan, 2018, to CEO / CCO

Opportunities

See Hypebeast/Complex
Activated, April, 2020

Consider Travis as the model for a collab capsule and US campaign. After a Virgil collab would be easier and more likely.

Rather than brand collab angle, see celebrity collaboration collections, i.e.: KanyeXAddidas This, but Evisu for China. Or this for Evisu for US* Back in the day H&M kicked off with Karl Lagerfeld in 2004.

Celebrities have become brands. Working with them on collections, and endorsement may be lucrative and have less baggage than working with them. Either way it offers an alternative.

See Complex.com
EvisuXRap, Aug, 2020

*US is better market to get foothold than UK/EU. Re-attach to Hip Hop on today's terms.

This is what made Evisu global in the first place. Today Hip Hop is like ASAP & Dior... we're missing a trick.

*Making / getting notice with such a celebrity capsule collaboration, with US celebrities, influences the UK. Whereas US is less likely to follow UK in this way. So better to focus on US.

Focus on something - like Hip Hop. Then build that network and connect to that culture, and build resonance.

Keep seeding UK: Krept and Konan are in the top frequency of web mentions. Troy Boi is on continuous tour at key clubs and festivals: US and Europe for exposure leads. Maintain these and build this list up...

Conversely: how can Evisu work in partnership with US influencers to build a brand "boutique" and "curated" collection for US. Plan, plant, and promote Evisu reentering the US.

FYI: Off-White store design is New York architect Dong Ping Wong of Family NY. Check out: <http://familynewyork.com>

The key is reaching out to the right brands & building momentum going forward and upwards.

Reach out to the right brands to build momentum, forward and upward perception.

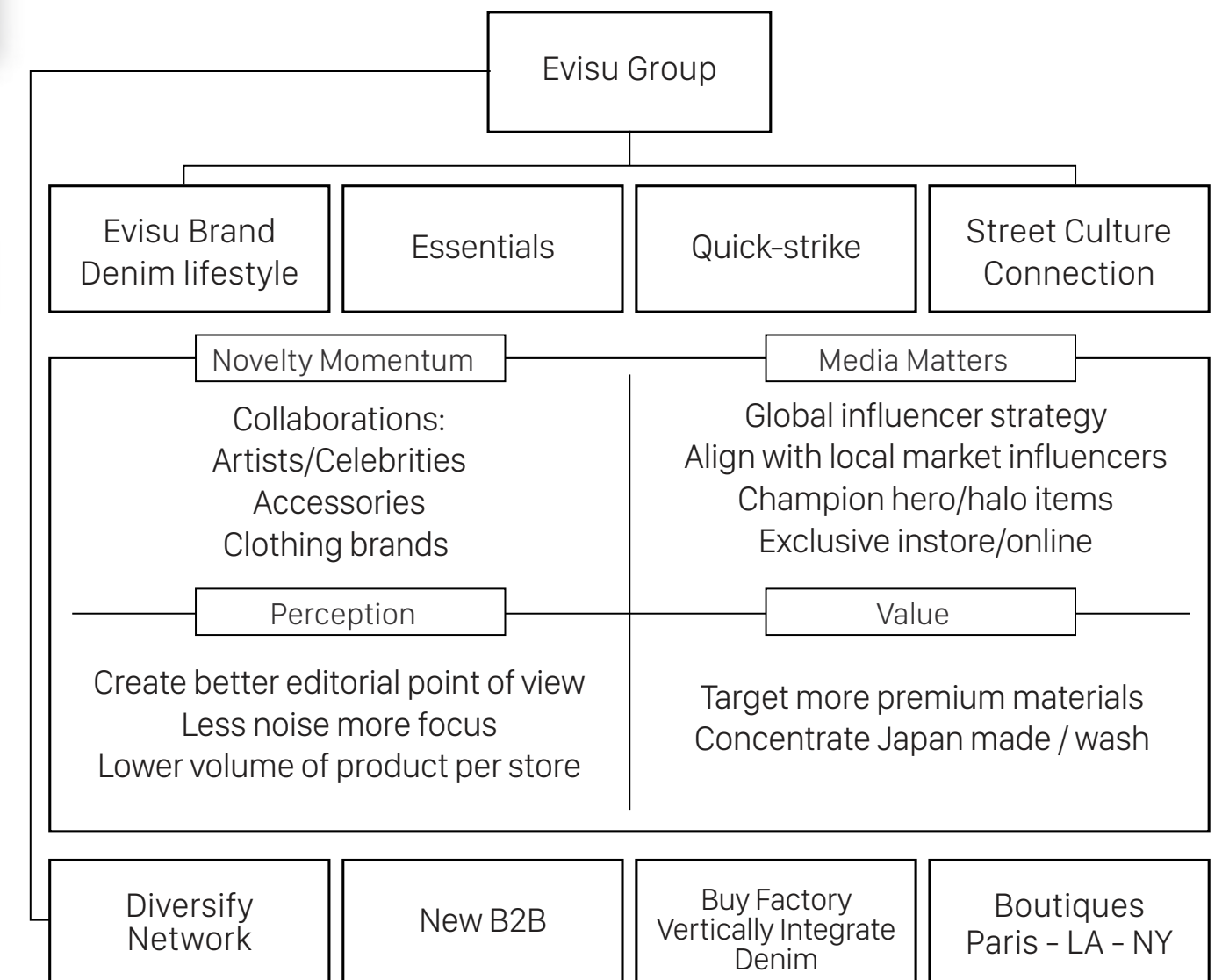
Target collaboration AW19.

Palace
Kith

See Palace/Resell
Actualized, April, 2020

Kering "empowered autonomy" attributed key to success. Promote design leading decision process
Gvasalia says "designs have to be good commercial, and not a compromise that is designed by a merchandising director".
<https://www.ft.com/content/b8da67b2-f09b-11e7-b220-857e26d1aca4>

Map overall strategy and purpose



Bape reopens Paris
Evisu had Paris store

Release the number of SKU producing the bottom 20% turnover into a quick-strike capsule. Refocus and manage best selling items to sell out at full price.

China market is broad. We need not be only bold and loud.

Connect to other consumers, like PVH: CK, Tommy have vast capital for investing in China. They are focused on a more conservative customer aesthetically. Also high end, luxury priced streetwear is on the up, expected to grow thru 2020

Another angle: make Evisu Group Vertical. Buy or create and run a denim factory. Then can also offer complete service to brands. Also, in this way can create a closer to market Evisu version of quick strike / quick response capsules. Evisu main collection to in-store is too long to maximize latest fashion trends.

Teams design, and developing winter & summer simultaneously. You pair this with an Essentials collection team: who edit down items from the main collection for best price, and then a Quick Strike team. This QS product provides a fashion, and color injection on top of the previously created main collections. For example 80% of product (and budget) follows existing longer to market time-frame, this is supplemented with the quick strike product, bought say 3 months from actual delivery.

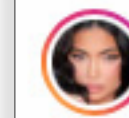
How Evisu Became Lil Uzi Vert and Travis Scott's Favorite Premium Denim Brand



There may be a Travis Scott x Evisu collaboration on the way. Evisu hasn't confirmed, but they did post an image of Scott wearing an ivory denim set with Evisu's seagull logos and [Cactus Jack](#) motifs to its Instagram page.

Artists have always looked to Evisu for its premium, Japanese denim—Jay-Z and Lil Wayne were big fans in the early Aughts. But Evisu started to trend again once entertainers like Scott and [Lil Uzi Vert](#) started wearing the denim. [Ahead of the Cactus Jack x Evisu collab, we thought](#) we'd chart how the brand started, how it evolved, and why it's become so popular with celebrities.

Current [rap favorites](#) like Lil Uzi Vert have been spotted wearing a pair of the seagull-branded jeans, and recently, [Evisu confirmed an upcoming Travis Scott](#) collaboration via [Instagram](#). The Houston rapper is a longtime fan of the brand, rocking a pair to NBA games and, most recently, [teased the collab](#) at Khloe Kardashian's birthday party.



kyliejenner • Follow



7,755,953 likes

HYPEBEAST

LATEST SECTIONS VIDEOS BRANDS STORE

5-Year X Collab Plan in Action

Q evisu travis scott



Fashion

Travis Scott Reveals Rumored Cactus Jack x EVISU Collab

Showing off his love of the Japanese brand.

By Nicolaus Li / Jul 6, 2020

31,460 Hypes 11 Comments



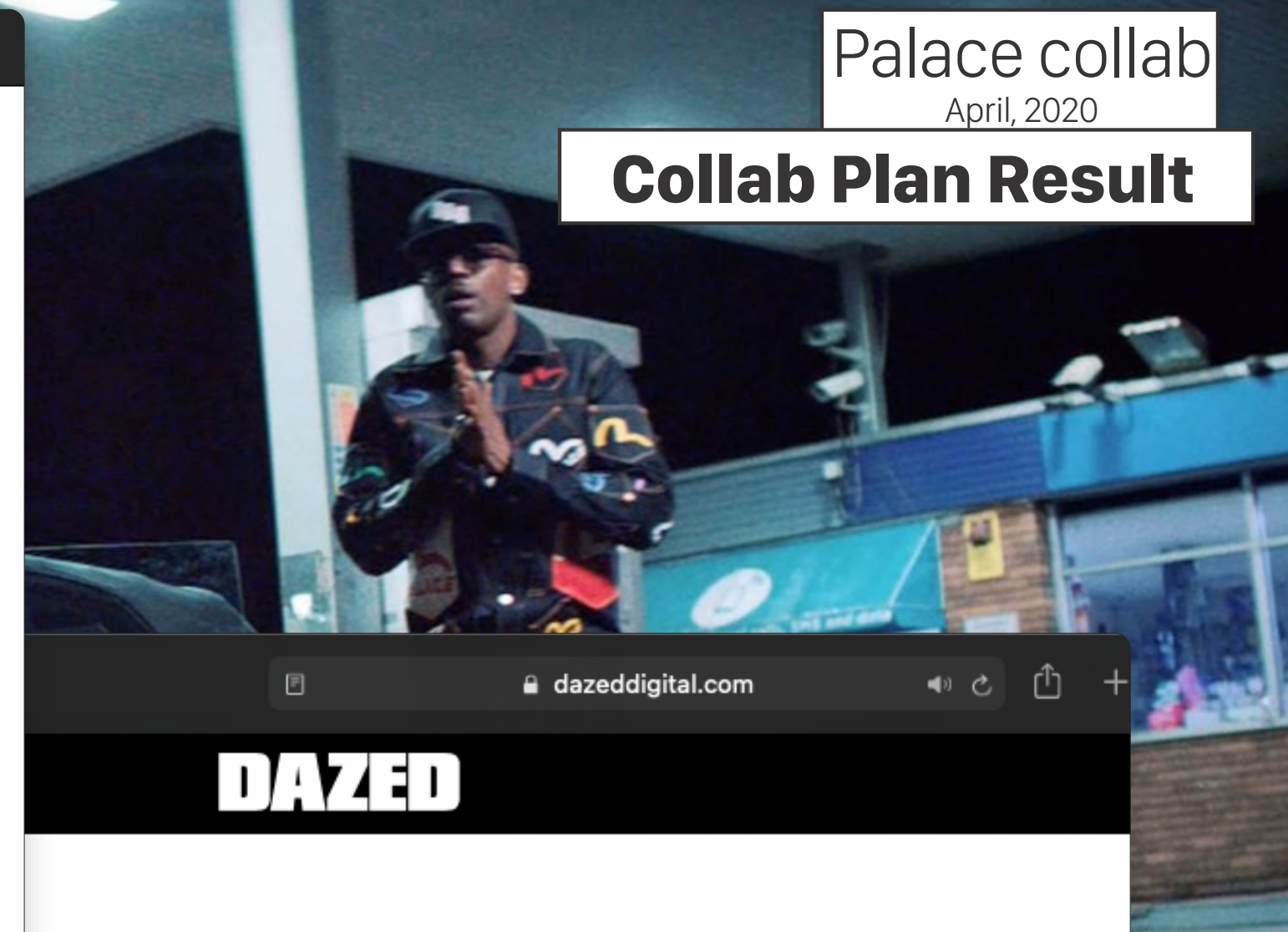
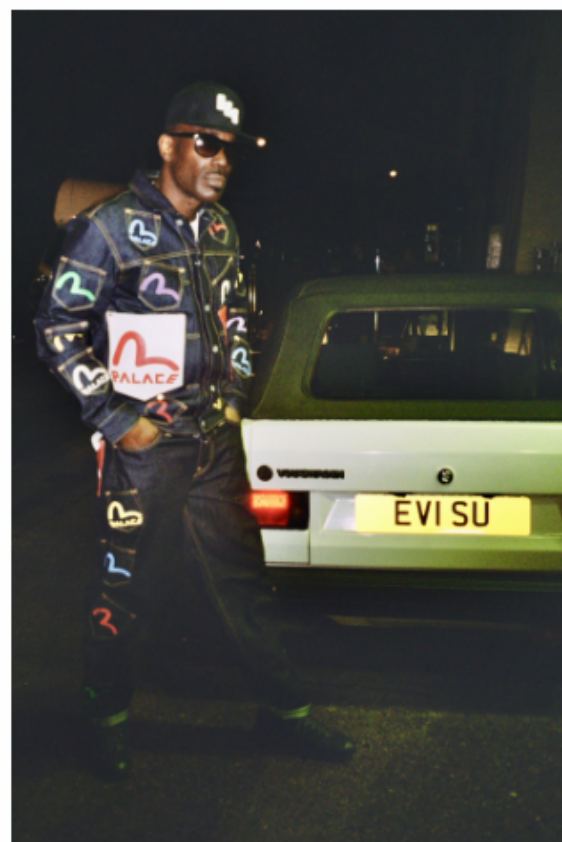
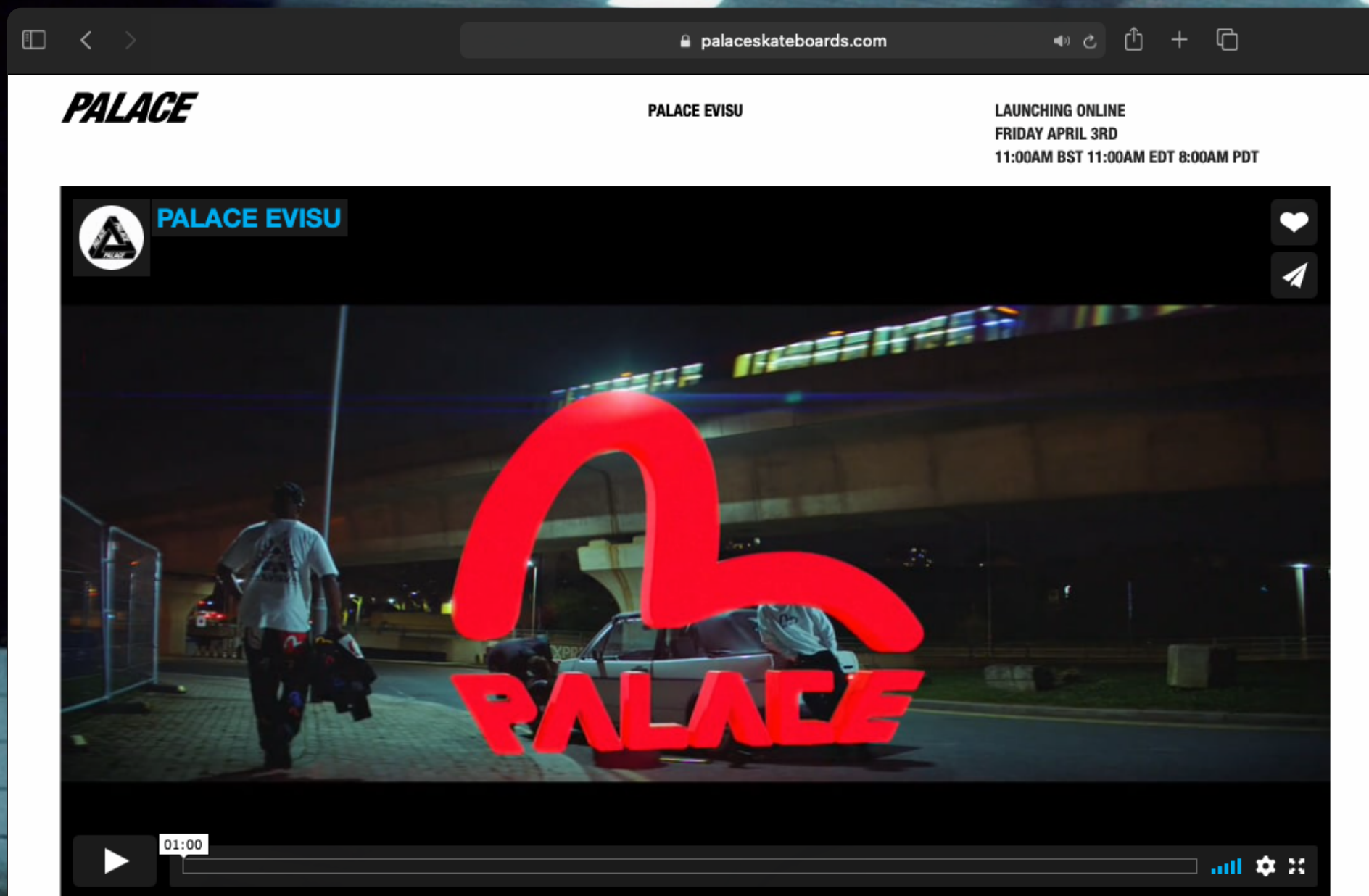
Fashion

RAYSCORRUPTEDMIND Offers Another Look at Travis Scott in Cactus Jack x EVISU Collab

Revealing a matching shirt.

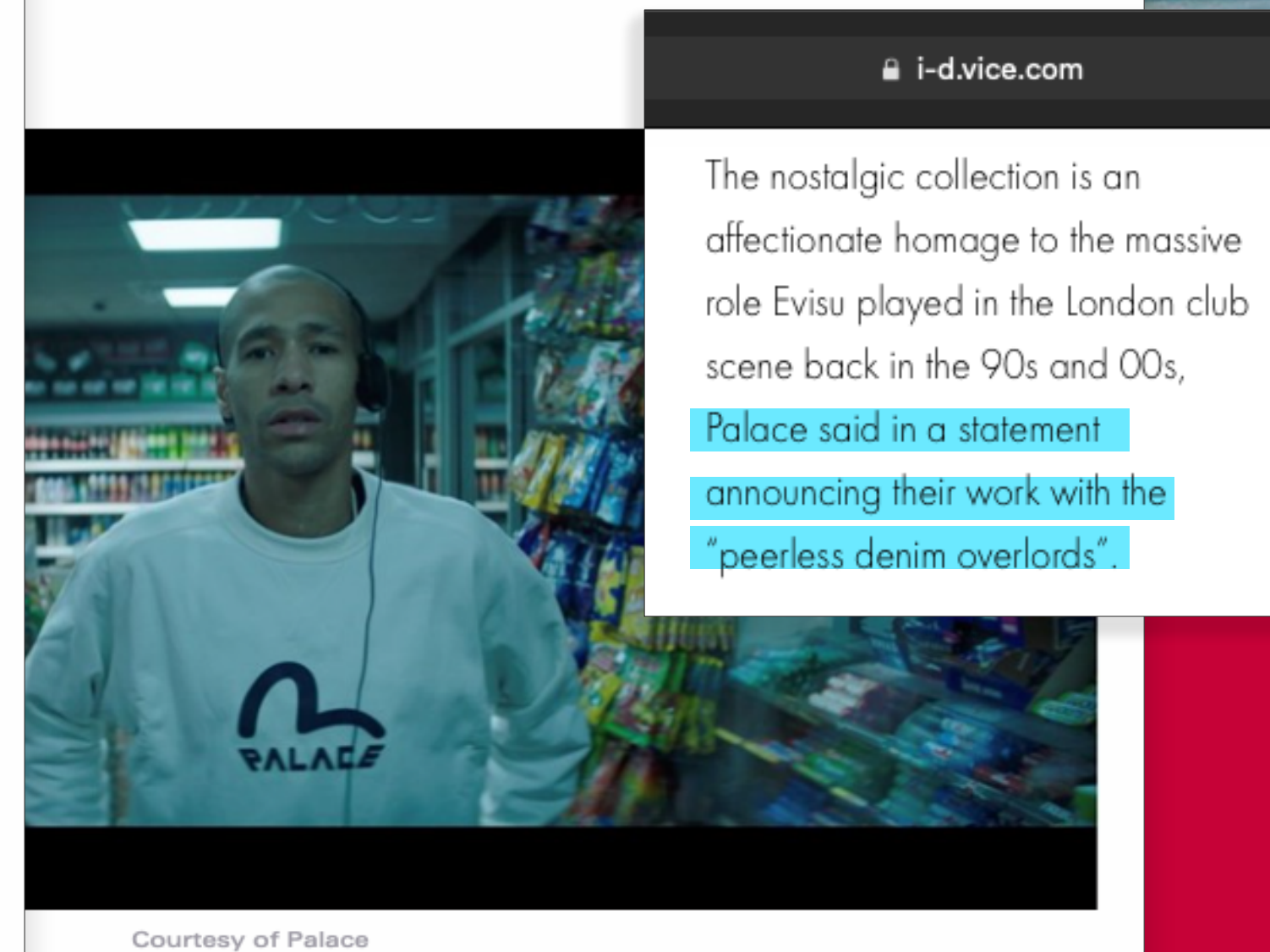
By Nicolaus Li / Jul 14, 2020

10,197 Hypes 3 Comments



Palace collab
April, 2020

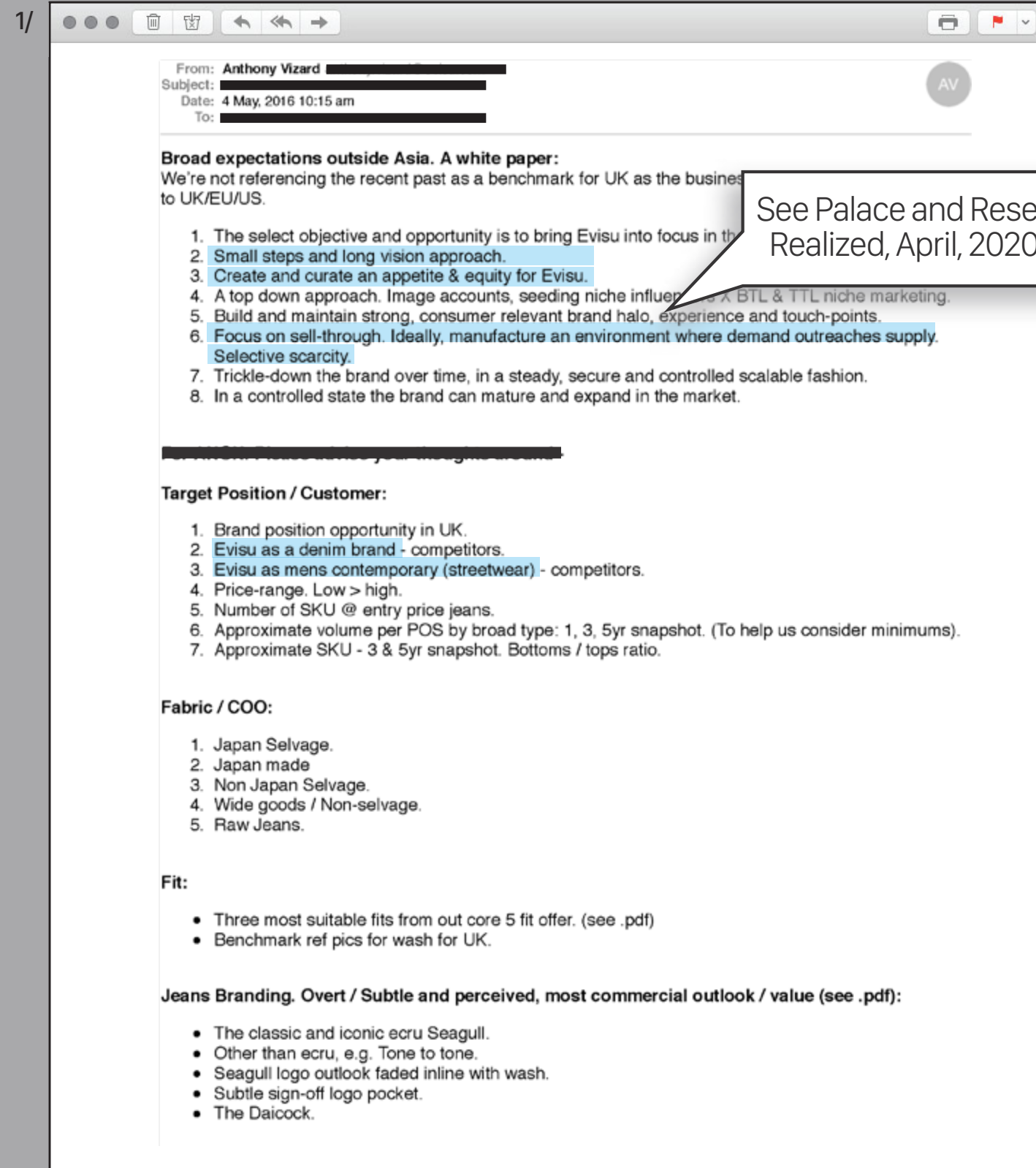
Collab Plan Result



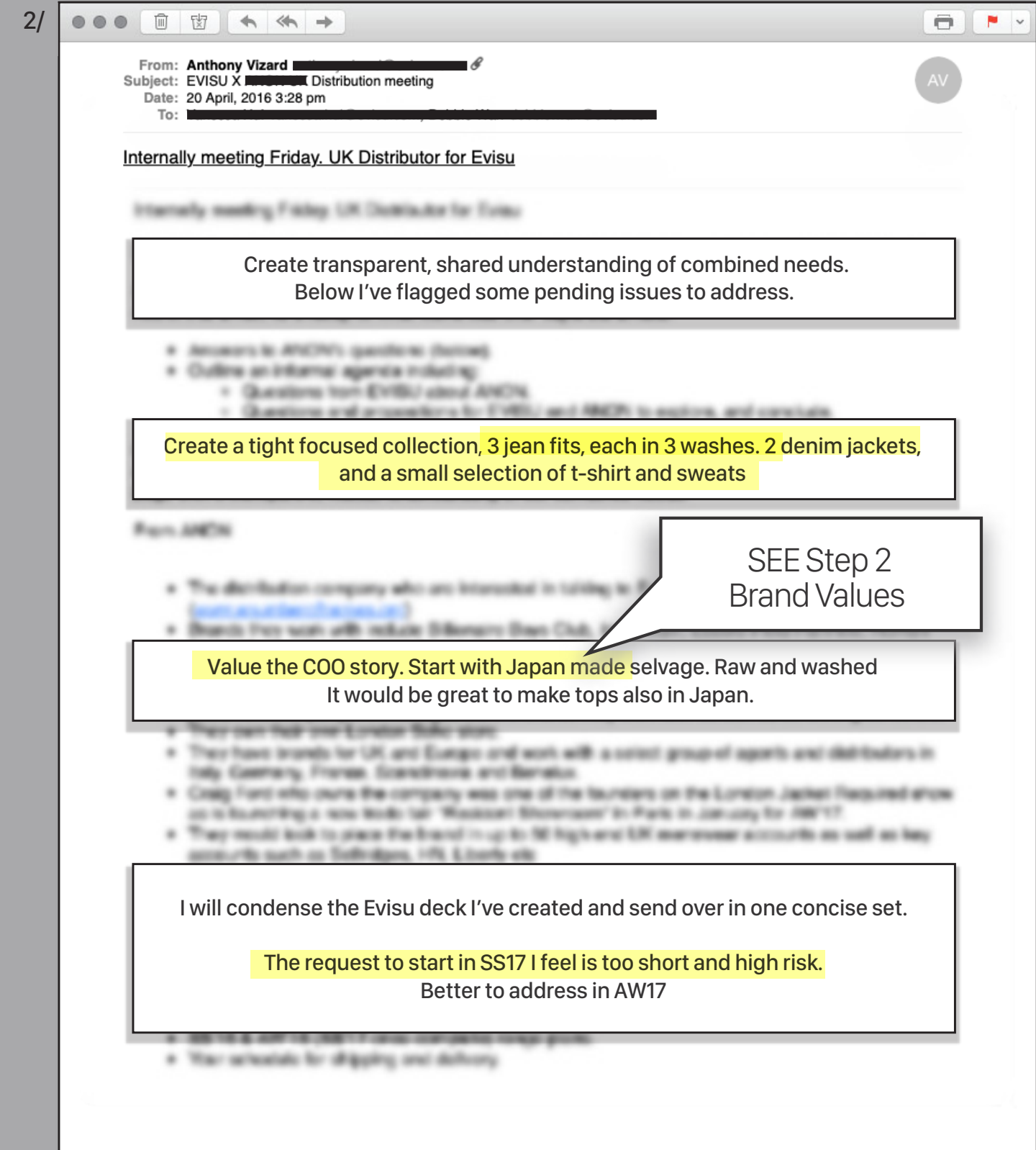
Palace joins forces with cult 90s denim label Evisu on a new collab

Raising Opportunities

Bridging Opportunities



Above: Initial direction, May, 2016. Result = PALACE collaboration, 2020



Above: April 2016, lead brand design into sales strategy

1 / May 2016. To: Evisu CEO

Develop a strategy of selective scarcity. Use small step long vision approach
Align business with streetwear sell through / sell-out / resell model

2/ December 2017. To: Evisu CEO, CCO

Direct and coordinate collaboration for UK distribution, and highlight risk

GRAILED

Search

Search

Opportunities Achieved

DESIGNERS

BROWSE BY CATEGORY ▾

SNEAKERS

FOOTWEAR

TOPS

OUTERWEAR

STAFF PICKS

COLLECTIONS

WOMENSWEAR

[All Palace Categories](#) > [Palace bottoms](#) > [Palace Denim](#) > [Multi Pocket Jeans](#) > Palace Evisu Multi Pocket Jean 32x30

AT&T 4:59 PM 24%
shop-usa.palaceskateboards.com



Palace × Evisu

Palace Evisu Multi Pocket Jean 32x30

Size: US 32 / EU 48

Color: Indigo


Condition: New

114

\$3,000

Offer

Message

 **Buyer Protection Guarantee** →
Your purchase is protected.



Blair__S (146)



47 Feedback

[87 Listings for Sale](#)

 FOLLOW

Description

Brand new from palace

Thinkin bout keepin them but If the price is right

Color indigo

Size : 32x30

Hit me up

STEP 3.2

Communicate - Reflect

ALIGN MEDIA WITH MARKET INFLUENCE

NURTURE THE COLLABORATION CONCEPT
ALIGN THE 5-YEAR BRAND ACTION PLAN
CO-CREATE CHANGE AND CONNECT INSPIRATIONS

3.2 a. Mobilization/M-commerce

Get more out of IG

New followers. New customers. Repeat.

The best place for 10X growth potential.

People follow people (and engage) more than "Brands". Post like a celebrity.
The medium is best mediated through Brand ambassadors. See all channels as growth.

10X Goals * 10X Actions

Seek new followers ISO finding likes from existing followers.¹⁻⁵
Posts need to reach people beyond #Evisu
Draw followers from influencer accounts we can associate with.

1. IG Business "insights" will reveal interactions:
By location, by age, by gender
And a lot more...
(E.U. may have removed age, gender metrics 10/12/20)
2. Is Evisu1991 reaching its IG base? (by location, age & purchase potential).
3. Of current followers, how many are inactive?
4. How many are located in the US?
5. How many buy premium denim?
6. What ratio are POC?

Consider investing financially in social media platforms as the main marketing portal.

Appeal to POC

18-34 yrs. American influenced.
Starting with Gen-Z Hip Hop fans.

scheduled posts accordingly.

HK -12hrs New York
HK -15 California
HK -08 UK

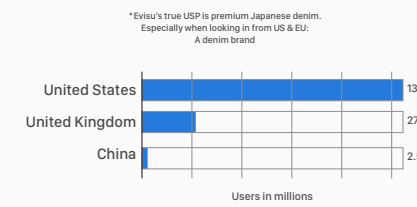
Balenciaga
Cardi B is new face of Balenciaga
Sept. 2020

Dior X Nike
Travis Scott Dons Dior "Air Dior" Capsule Collection
Nike Jordan 1 released at 2,000 USD (5000 pairs)
Re-sale upto 13,000 USD

IG eyeballs

IG audience means U.S. audience

Connect to consumers.
Project Evisu' lifestyle.

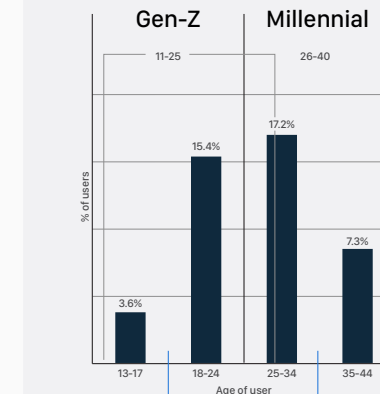


Learn more > US, Gen-Z

The minority share of the US Population 18-24yrs is 46% (non-white, non-hispanic)

IG audience

Millennial & Gen-Z
Millennial influencers are closer to Gen-Z (closer to 20 than 40)



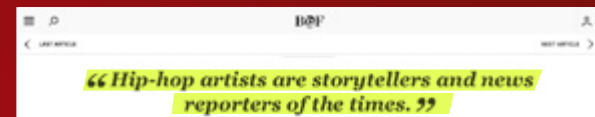
Celebrate Evisu Celebs

Take the low hanging fruit.

Focus on influencers in Evisu

Formula = under 30 x POC x US x Hip Hop.^{1,2,3}

1. Seek, build and extend genuine relationships:
> Rappers wear Evisu organically.
> Evisu has a genuine history in hip-hop
2. Hip hop artists are mainly Black & American.
> Rappers are conspicuous consumers.
> Rappers front load their lives showing-off wealth & freedom.
3. Hip-hop Culture is streetwear Culture.
Hip-hop and streetwear evolve with culture.



1. COO awareness is high in USA. The raw ingredients count. Japanese = Premium denim matters.
2. USA, Fit, fabric, wash options rate over overly decorated denim. Black artists tend to go for Classic Seagull & Dalcok.
> Bold style but classic logo signoffs. Fit, fabric, details, wash, COO.
3. Part of the appeal is (high) price. Price makes it exclusive. A status symbol of sorts. But balance:
> create a limited selection & quantity of 100% Japanese raw denim at 250-400usd with free delivery.
> take lower mark up to achieve. Limit risk with limited volume to intentionally sellout, and reach-out.
> use Palace / Supreme streetwear "scheduled scarcity" formula.

Rappers Rep Evisu



Explore more >

Formula

Celebrities post tropes.

1. Cars.
2. Cash.
3. Color-cast.
4. Situational.
5. Jet set.
6. Blunt.
7. Nightlife.
8. Not standing for it.
9. Top shots.
10. iSelf.
11. ATVs
12. Fake it to make it.
13. Up-close

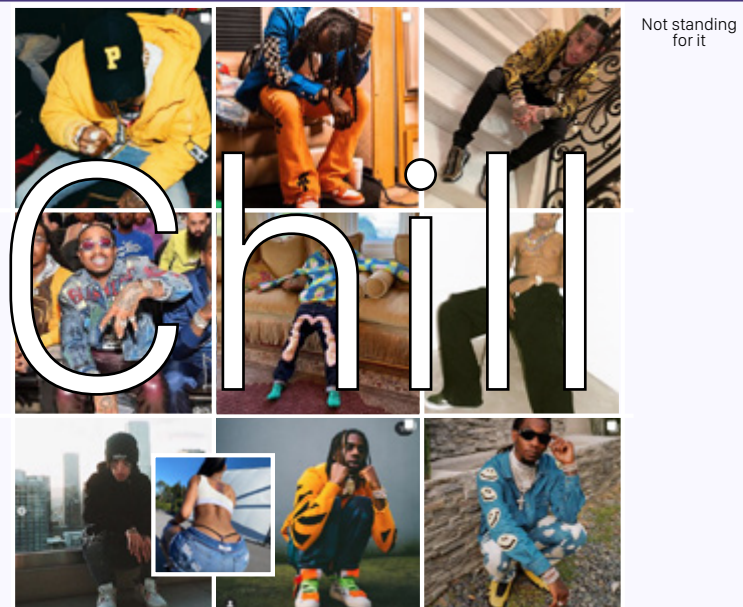
Post Personality

Connect like a celebrity. Share like a Star.

Act like a seven figure sensation.^{1,2,3,4}

If it works, copy it. Don't reinvent the wheel.

1. Put personality before product. Attitude before Advertising mindset.
> Mindset = selling a lifestyle (a dream) over selling product.
2. Post like a 20 something multi-millionaire: surprise, mystery & mayhem. Vice signaling.
3. Ego & character portrayed over practical & conscientious curation.
4. Benchmark celebrity confidence & charisma.
> Pick talents comfortable expressing celebrity size self-confidence.
> More character-model (celebrity-like) & less clotheshorse (model-like).
> Reference celebrity style beyond the clothes: hair, accessories, setting.



Western Influencer Successes

Motivate by Connecting

EVISU global tribe in my designs include Travis Scott, Lil Uzi Vert, Swaelee, Dadju, Don Toliver, Krept n Konan, Floyd Mayweather, Yellow Claw, Nef Pharaoh, Nimmo, Troy Boi & Aleali May, SZA



Eastern Influencer Successes

APAC Celebrity Style Features

My designs on: 王嘉爾 WANG Jackson, 王源 WANG Roy, 黃景瑜 HUANG Johnny, 王一博 WANG Yibo, 黃景瑜 HUANG Johnny, 周湯豪 CHOU Nick, 吳尊 WU Chun, 羅雲熙 LUO Yunxi, 溫雅 WEN Winnie, 滿舒克 YOUNG Nick, 汪東城 WANG Jiro, 張藝興 ZHANG Lay, 付辛博 FU Xinbo, 周延 Gai Zouh, 王俊 WANG Junkai



CLARIFY

SIMPLE SUGGESTIONS - SERIOUS SOLUTIONS:

- 100% of products need graphics to sell. Yet graphics gets 1% of staffing budget
- The Brands 'No1 Jean' concept contributes >1% sales. I have a solution strategy

Word Power

Ebisu - A Japanese god

Legacy Narrative

New Narrative

~~ONE
GOD
BRAND~~

DENIM
DEITY

Word Power

Ebisu - A Japanese god

Cese & Decist Challenge
Against "Mighty"

Smarter Brand Value
Solution

MIGHTY
EVISU

ALMIGHTY
EVISU

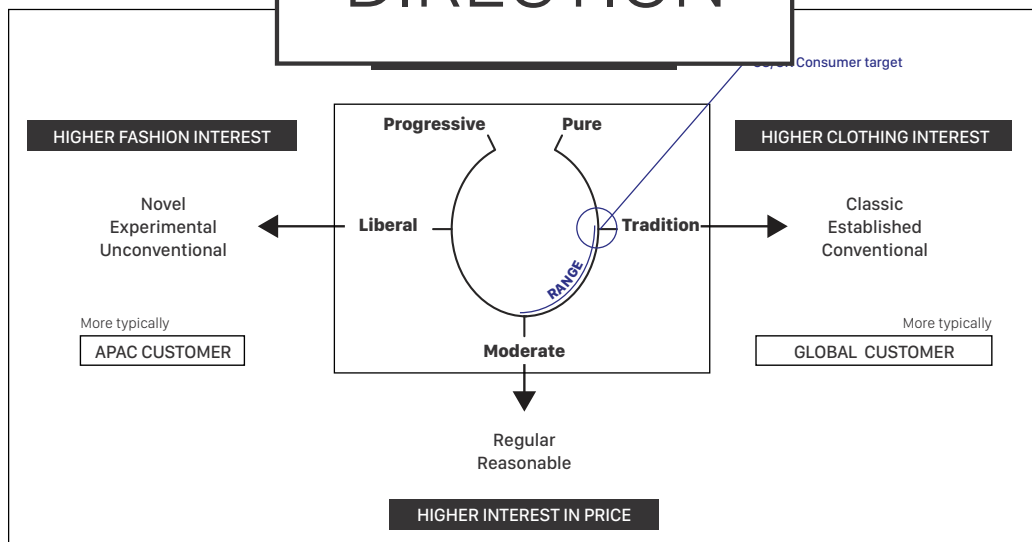
VISION



DISTRIBUTOR AND INVESTOR DECK. ALL CONTENT CREATOR

FEB 2016

DIRECTION



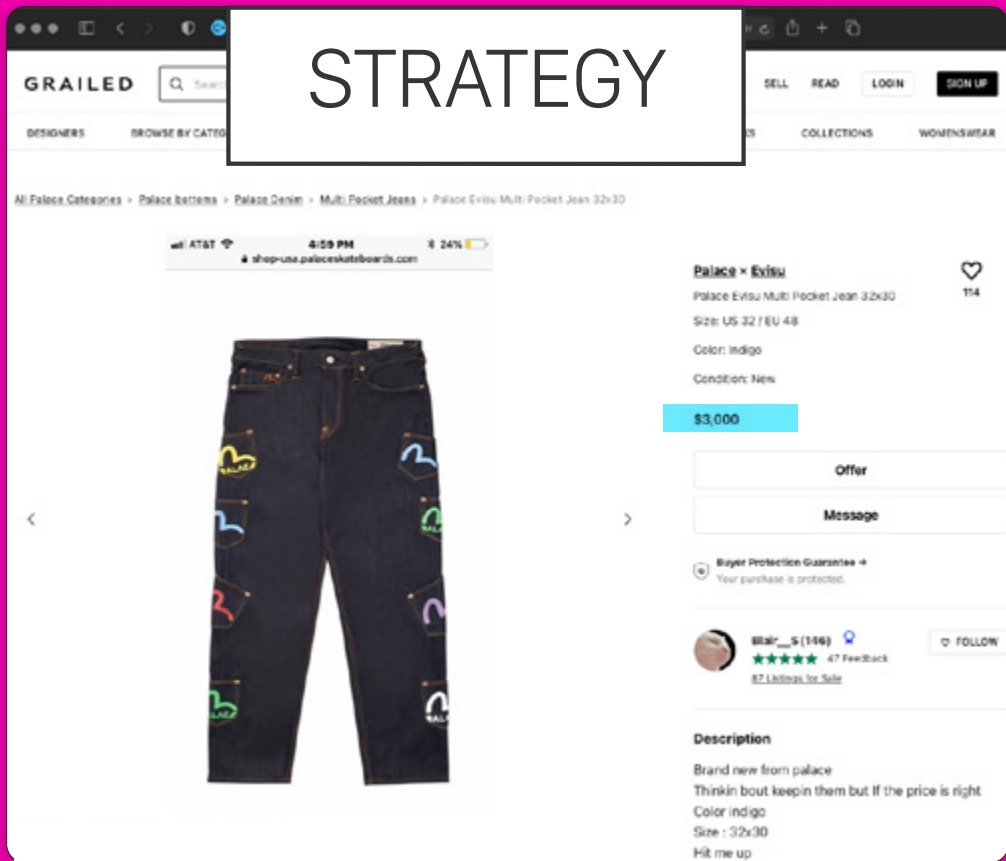
Low-resolution summary:

- Gen Z is more conservative than many realize — businessinsider.com
- There is a higher interest in clothing over fashion at a premium price
- There is a higher interest in price over fashion as a basic value
- There is a culture shift towards minimalism. "clothes become straightforward." — Raf Simons

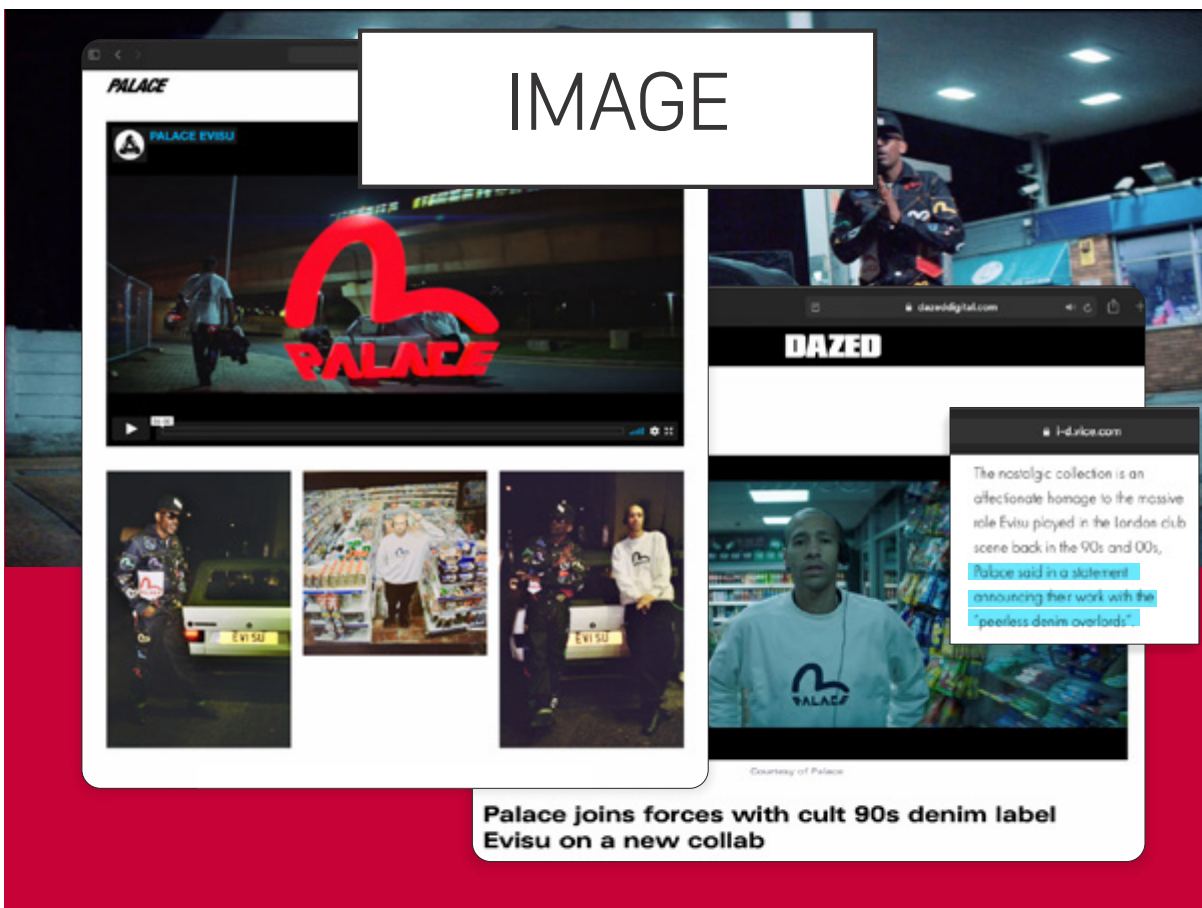
CONNECTION



STRATEGY



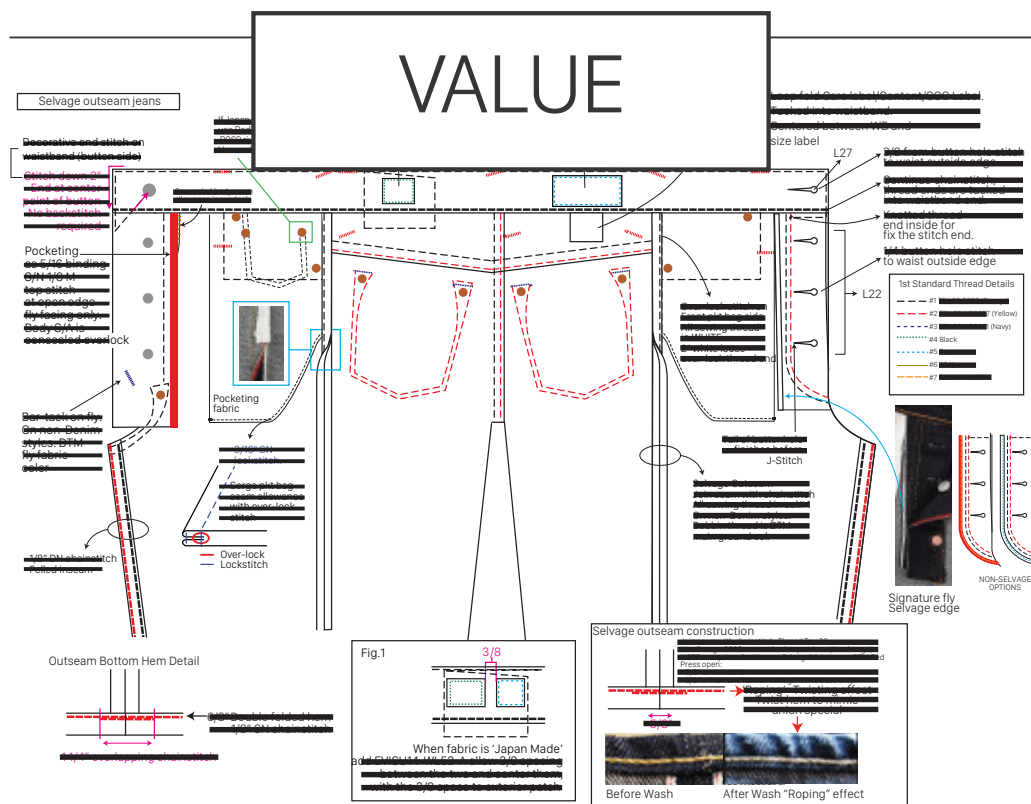
IMAGE



GROWTH



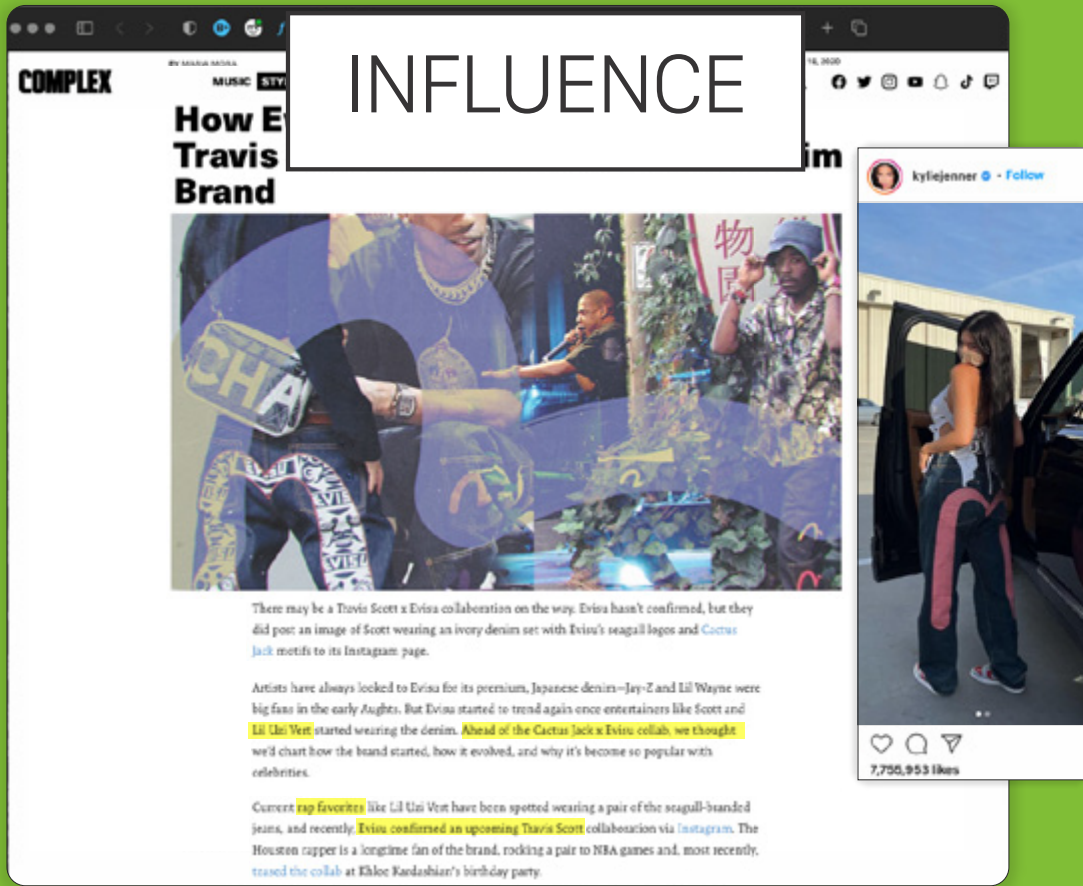
VALUE



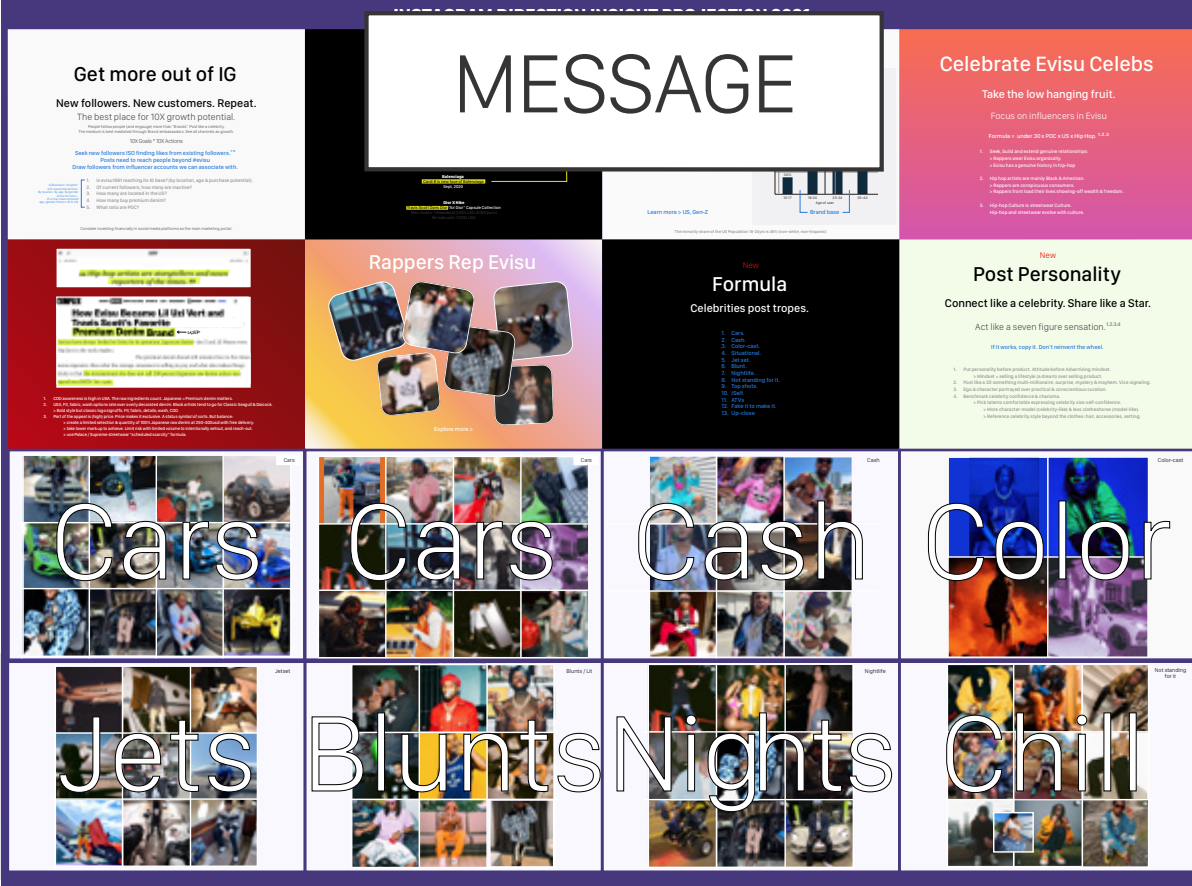
ARCHTYPE JEAN CONSTRUCTION

SS 2015

INFLUENCE



MESSAGE



Align - Co-Create - Engage

BETTER BY DESIGN

- Vision
- Directions
- Connections

- Strategies
- Purpose
- Growth

- Values
- Perceptions
- Communications