

ANTHONY VIZARD

GUIDE

COLLABORATIVE LEADERSHIP

GUIDING GROUP PROJECTS

LISCENSING LEAD

- 1.1. License Power
- 1.2. Keith Haring
- 1.3. Pepsi
- 1.4. Coke

Lead initiative

Report to CCO

COLLABORATION LEAD

- 2.1. D*face
- 2.2. Ebassa
- 2.3. New Era
- 2.4 INSA

Report to CEO

Report to CSO

Report to CEO

Report to CEO

NEW LINE BRAND LEAD

- 3.1. N.Y. Creative Agency Group Work
- 3.2. Street Goth Frame
- 3.3. Brand New Line

Report to CEO

STORE CONCEPT

- 4.1 Bozarthfornell Architects & Alt-254
- 4.2 Urban Anchor, Hong Kong
- 4.3 Carnaby Boutique, London

Report to CEO

MARKETING MATTERS

- 5.1. Campaign Director, Tokyo - Keiichi Nitta
- 5.2. Campaign Director, HK - Edison Cheng (x2)
- 5.3. Campaign Coauthor - Richardson (x3)
- 5.4. Campaign Coauthor - Ehcalie Engman

Report to CEO

LICENSING LEAD

COLLABORATIVE LEADERSHIP

1.1 POTENTIAL POWER OF LICENSING

**LICENSING A SMART APPROACH
POWER-UP THE BRAND KUDOS
THERE IS A COST EFFICIENCY
THERE'S REDUCED COMPLEXITY
CAN BE AS SIMPLE AS 1-2 SKU
BUT HAPPENS FREQUENTLY
ALONGSIDE OR CAN BE AN
ALTERNATIVE APPROACH TO THE
CONCEPT OF DESIGNER X BRAND**

WHAT'S WITH THIS FREAKY IMAGE ON A TEE?

Owning Kudos



Context of Fashion
(2014)

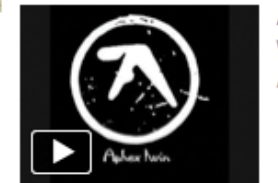
THE INSIDER OUTSIDER TACTIC

Cult status
Context of Origin
(1996)

Tribal communication
Context of Inspiration
(2011)



Skrillex
my fav song of all time fyi [http://w](http://www.youtube.com/watch?v=...)



Aphex Twin -
[www.youtube.c](http://www.youtube.com/watch?v=...)
Aphex Twin - F

HBA Brand Halo Power Up. Not through collaboration but smart licensing & affiliation.
This connection buy kudos in the EDM scene - through in the know association.
This is same as Supreme's 'Insiders Outsider' tactic.
Using the popular celebrities favorite inspiration, rather than the star themselves

SUPREME X CDG - ARTWORK = LICENSED



This is insider outsider tactics at work
Remember HBA & Aphex Twin before

RAF SIMONS SS15



Point is not about commercialism here of the above garments. Point is even at the top level runway designs use licensed images. This is something we need to appropriate. In the above case they're artworks from deceased artists in the public domain. Death +80 years. Also the photography would have been sourced and purchased from on-line image libraries. We should employ both tactics. Both require no form of collaborative complications.

POP CULTURE IRONY

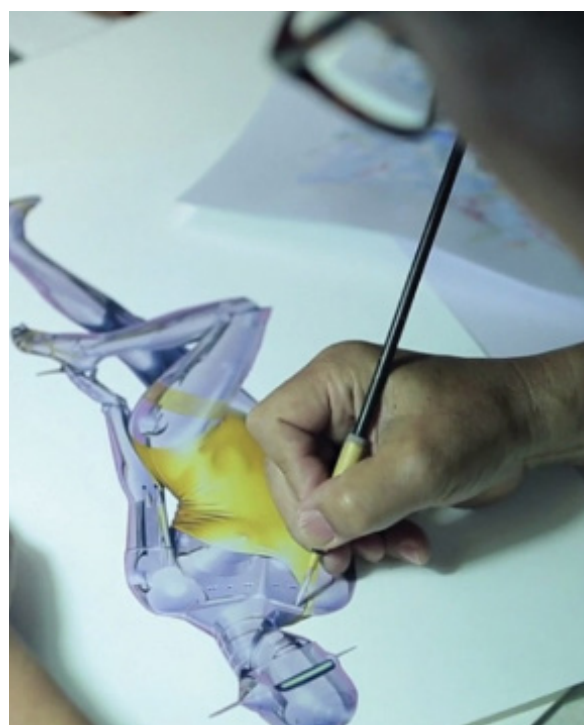


BASQUIAT



**Basquiat X Evisu
Realized 2020**

SORAYAMA



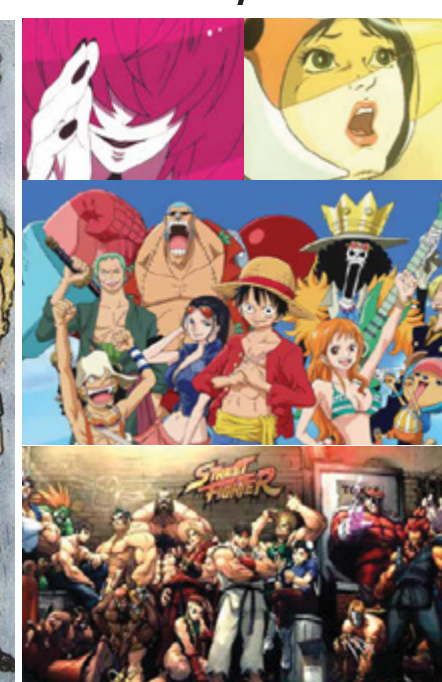
EDO POP: PAUL BINNIE



MADSAKI



MANGA/GAMES



GATCHAMAN CROWDS STREET FIGHTER ONE PIECE G-FORCE



IRONIC ICONIC



ARAKI

K. HARING

COLLABORATIVE LEADERSHIP







PEPSI

COLLABORATIVE LEADERSHIP



EVISU
x
pepsi





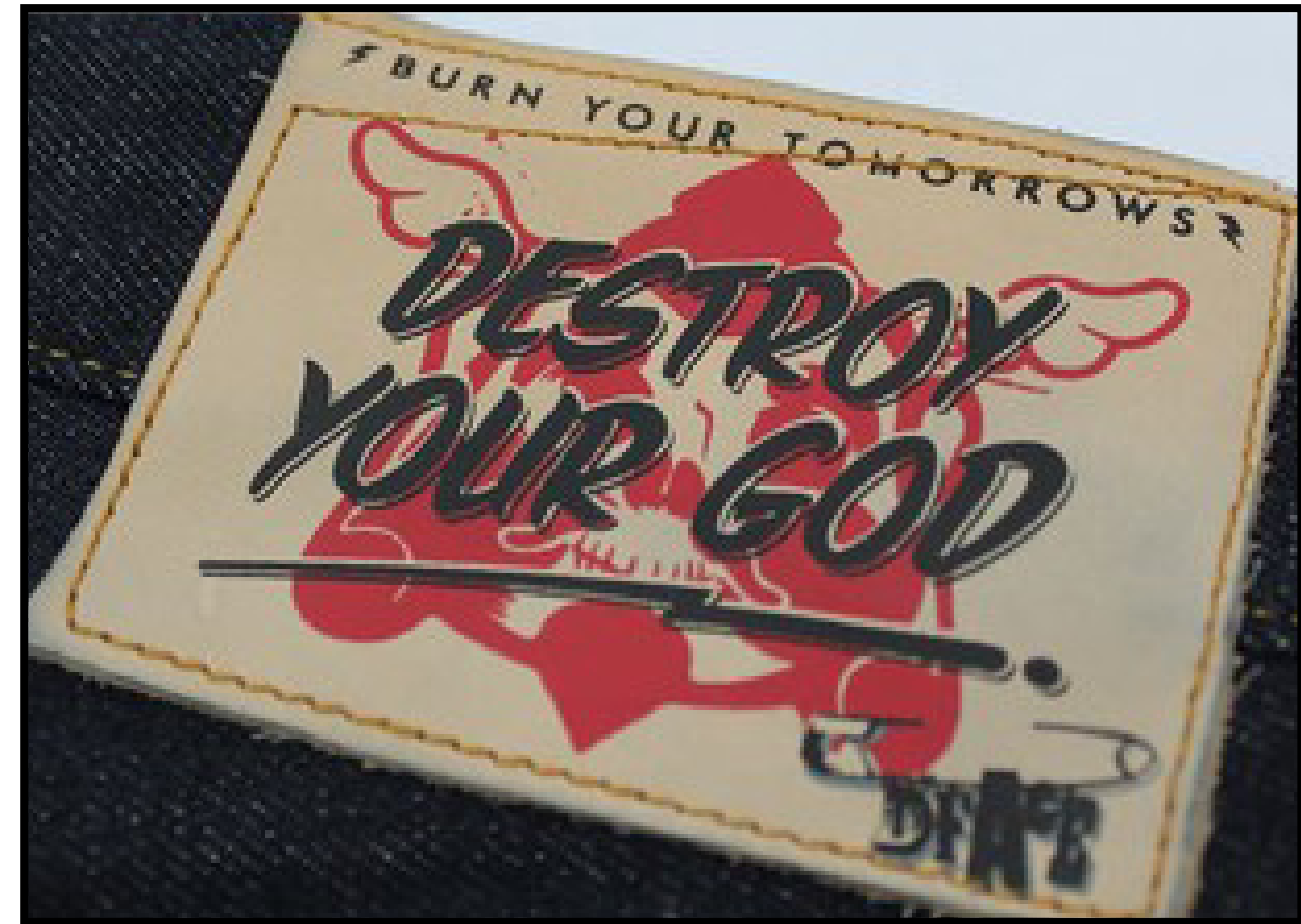
COLLAB LEAD

COLLABORATIVE LEADERSHIP

D*FACE

COLLABORATIVE LEADERSHIP









SFERA EBBASTA

COLLABORATIVE LEADERSHIP





pausemag.co.uk

AA



Evisu Explores its Archive with Sfera Ebbasta For Capsule Collection

Tom Barker · October 12, 2021

Japanese denim label Evisu has a long **history with hip hop**, being worn by the likes of Jay Z and Lil Wayne in the 2000s and by Travis Scott and Lil Uzi Vert in the modern-day. Honouring this tradition, the brand has worked together with Italian rapper Sfera Ebbasta on a 14-piece collection.

The **streetwear capsule** re-imagines EVISU denim, **inspired by its vast archives** from the '90s. Denim two-pieces feature the brand's signature seagull logo in red with a paint drip effect, covering the back of the garments. This is included alongside a range of monochrome t-shirts and jumpers that also highlight red-hued branding.

Speaking on the collection, Ebbasta said in a statement that, "I definitely like to bring my full creativity to any project that I am involved in – and for this collaboration with Evisu it has gone even deeper as I always dreamed about buying their jeans as a young boy."

Evisu Explores its Archive with Sfera Ebbasta For Capsule Collection

Concept Lead



OFF-WHITE SEAGULL
CARROT FIT RAW DENIM
JEANS #2017

€309

Sold out



SEAGULL DENIM JACKET

€345

Sold out



EVISU X SFERA EBBASTA
2017 PKTS DAICOCK JEANS

€435

Sold out



EVISU X SFERA EBBASTA
2017 GRAFFITI LOGO JEANS

€469

Sold out



EVISU X SFERA EBBASTA
GRAFFITI LOGO DENIM
JACKET

€499

NEW ERA

COLLABORATIVE LEADERSHIP

Street Goth



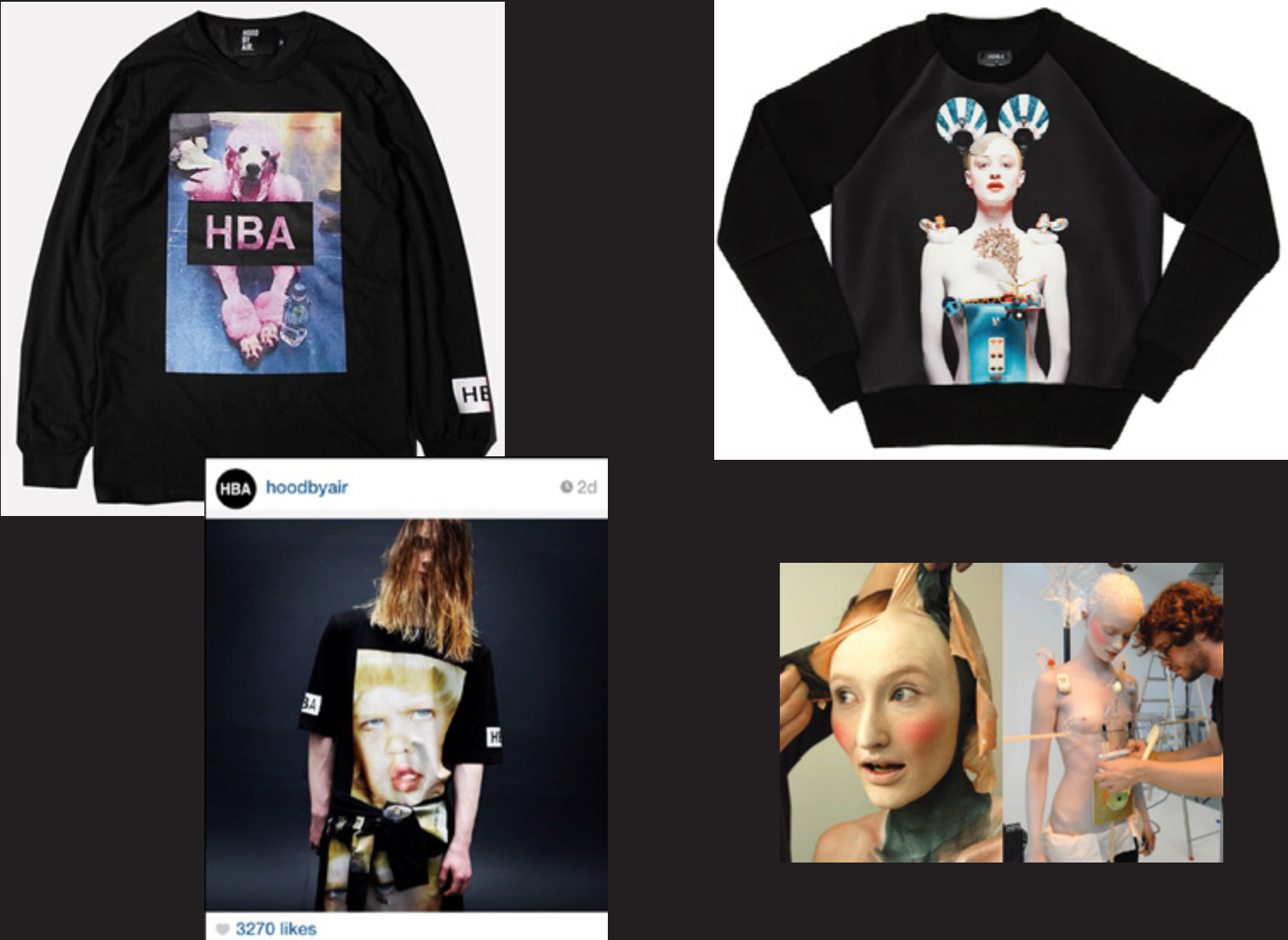
Commercial takeaway:
DKNY @ Opening Ceremony

Decorated minimalism. New sophistication. Mute screaming



Introverted extrovert

Irony, Embrace Distaste & New Creative Partnerships



Collaborating with MyUberLife led to the Street Goth concept..
First incorporated in the New Era Collaboration, then in to Evisu Kuro collection. (Evisu's second line)



Developing a cap to tie-in the Street Goth concept
Creating all black, and all white 9Fifty variations



N.Y. CREATIVE AGENCY GROUP WORK

COLLABORATIVE LEADERSHIP



Contents

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Culture Lens.....	P5
Brand Lens.....	P7
Target Lens.....	P9
Next Steps.....	P11
Safari Sundays Role.....	P12

Safari Sundays

Market Lens

INSIGHTS

- Other brands are making similar claims at lower price points
- Tough to compete with new technology (hyper-color, scratch and sniff) especially as Naked and Famous are owning this space
- Exclusivity versus volume

IDEAS

- Denim art as a way of thinking, own art and utilize denim to showcase
- New fabrics cashmere denim
- Hijack heritage (in an irreverent way)

BIG QUESTION

- Will a lower price point devalue you?
- Should we do away with the lower price point range?

Safari Sundays

Culture Lens

IDEAS

- Disrupt Western seriousness, especially their understanding of Eastern/Asian Culture as serious
- Now everyone does selvedge denim, what is the new visible mark of quality we can own?
- Craft/selvedge is not enough of a competitive edge, what will we use as Evisu's Competitive Edge?
- Consumers still don't totally understand details of the craft/denim, how do we define and teach?
- Denim is accepted everywhere
- Versatility is demanded with this new acceptability

BIG QUESTION

- Are we looking at an Asian platform instead of Japanese?
- Will it be more impactful to look across Asian platform?

Safari Sundays

Brand Lens

INSIGHTS

- We can't compete on technology
- Private stock: purist, Japanese consumer
- EU specialty stores want only authentic Japanese premium

IDEAS

- Denim art and art form as a uniquely Japanese trait, how do we emphasize and own this?
- Denim as a component of personal art expression as the uniform that is uniquely personal
- Unexpected denim/fabric combinations
- Loud in a different light
- New interpretation of coldness
- Free and easy with contemporary Tokyo- brands like Engineered Garments and WWM do this well

BIG QUESTION

- How do we evolve out of the pigeon hole of "heritage" line?
- Should we be doing genes?
- U.S.--> "seed planting" strategy rather than big splash— build new image slowly, under the radar, in order to build longevity strategy.

Safari Sundays



We played back what we learned from the decks (3 targets) and followed up with questions around how the brand will speak to all three (quite different) target segments, and determined that there needs to be quite a bit of refinement on these in terms of price point, product and brand differentiation.

Target Lens

INSIGHT

- Target is neither leader nor fashion follower yet they have a confidence in the brand.

BIG QUESTION

- How do we approach communicating to a future Western Target Market, thus creating an aspirational "want" for Evisu in the East.

Safari Sundays

Next Steps

- Create SOW and Roadmap
- Research and Development to achieve strategic clarity
- Formulate Brand, Targets, Market, and Culture insights and POVs relating to Evisu
- Deep dive analyze of the competitive set in Western Market
- Produce positioning and strategy platforms and alignment around opportunities for the brand.
- Finalize positioning, strategy and creative brief.
- Examine launch opportunities
- Determine the brand's future path and reclaim its spot in the Western Markets to best ensure lasting global brand success
- Creative Development: Core look and feel, naming and brand architecture exploration.
Will determine the mix of Premium Stock, Mainline, Youth market and Heritage, and determine benchmark brands for this market
- Activation Development

Safari Sundays

Our Role

We will partner and collaborate with you as the creative brain trust, be the strategic and creative lead throughout the process, shape the direction and the standard for all other partner agencies and manage the process



Safari Sundays

FATHOM
HATCH



A RAPID
BRANDING
WORKSESSION

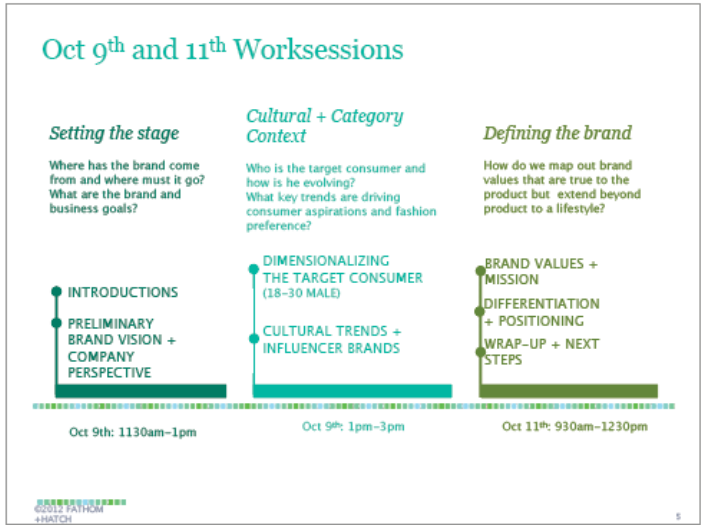
Oct 9th + 11th, 2013



Working Together with Evisu

We believe that a rapid planning session in New York would serve as a thought-starter for the Evisu team, creating greater clarity around:

- The **TARGET**: Who is the target consumer? What drives him? What aspirations does he have?
- The **CATEGORY**: What are the key dynamics of the denim category? The male fashion world?
- The **BRAND**: How can Evisu be best positioned to succeed with this target, in this category, and in this market?



Setting the stage

Discussion Topics

Key Objectives and Goals (short, medium and long-term)
What are the overarching brand and business goals?
Biggest challenges to entering the US market?

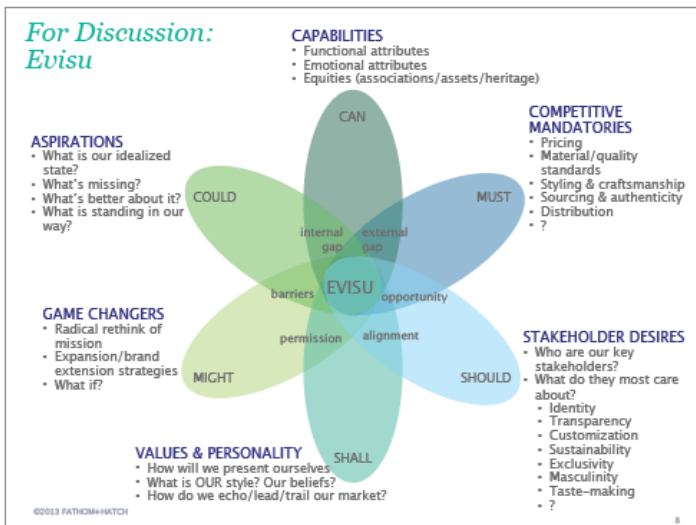
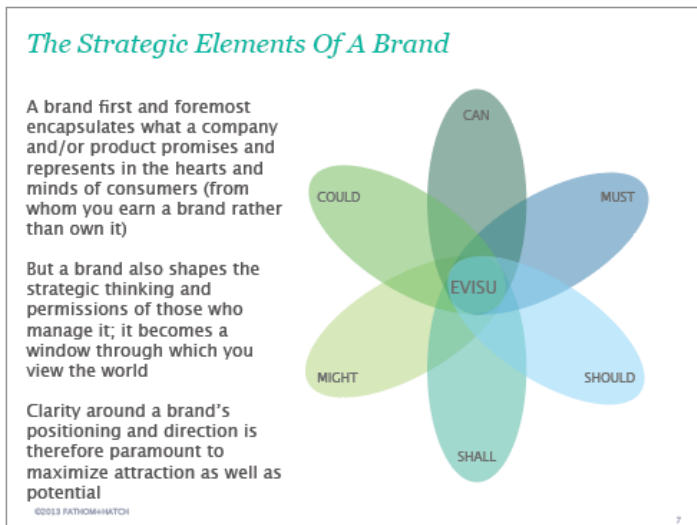
Current Brand Articulation + Future Desired Perception
Mission, Vision, Values

Brand Trajectory
Where has the brand come from and where must it go?

Evisu's Competitive Landscape

- Denim
- Fashion
- Lifestyle

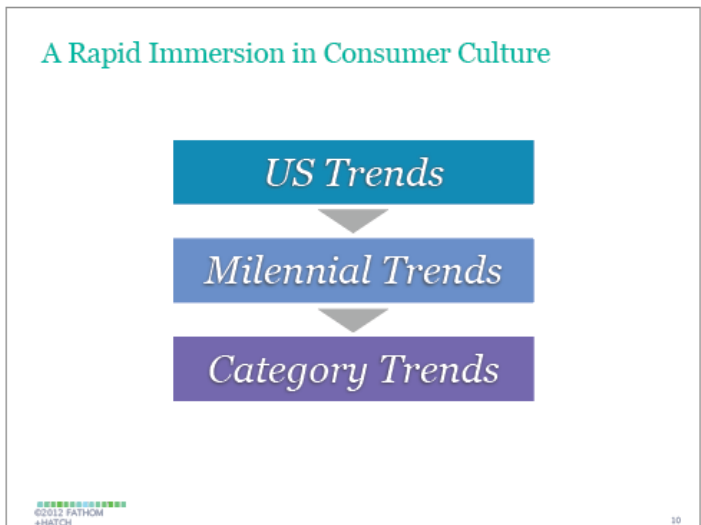
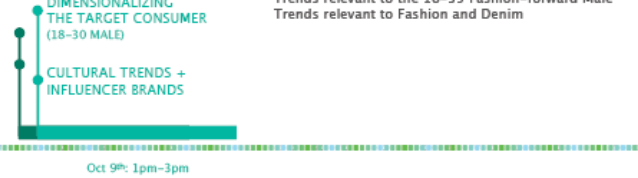
Price-point Strategy



Oct 9th and 11th Worksessions

Cultural + Category Context

Who is the target consumer and how is he evolving?
What key trends are driving consumer aspirations and fashion preference?



Millennial Trend: Life Stage-



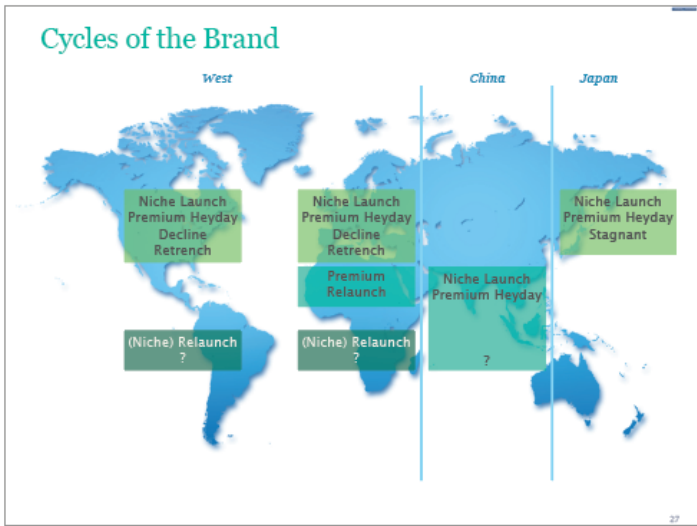
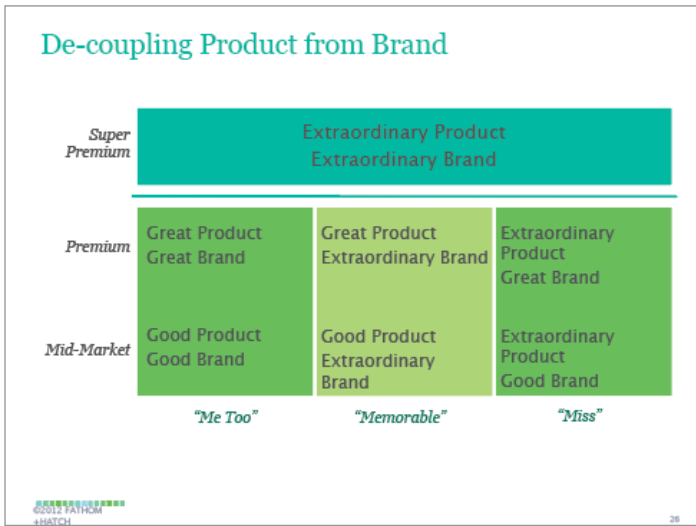
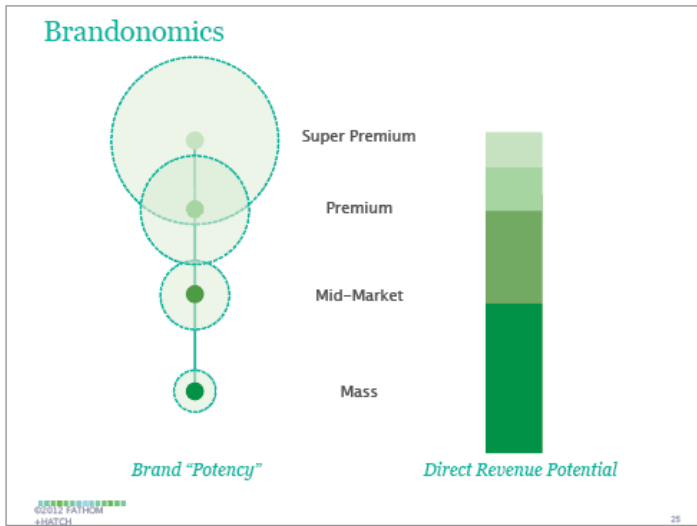
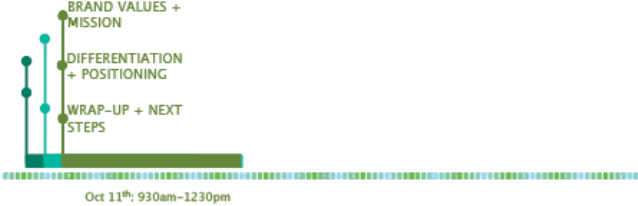
Discussion

What is most relevant to Evisu?
Which trends present opportunities for Evisu? Challenges?
How are these trends different in Japan? China? Europe?

Day 2Worksession

Defining the brand

How do we map out brand values that are true to the product but extend beyond product to a lifestyle?

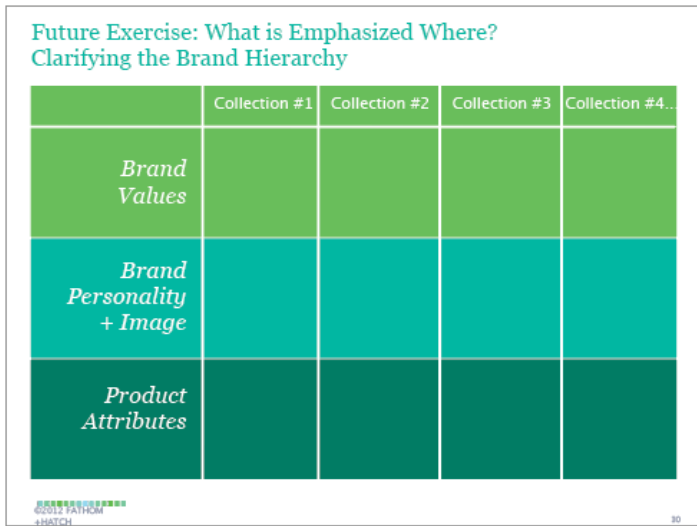


Exercise: Envisioning the Brand Essence

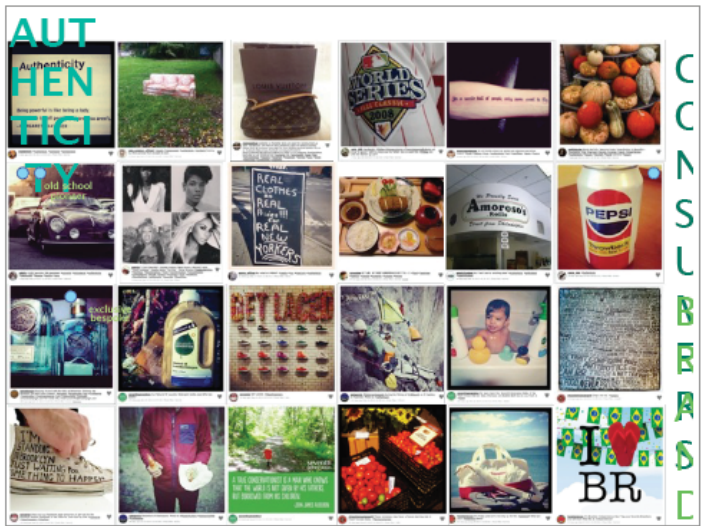
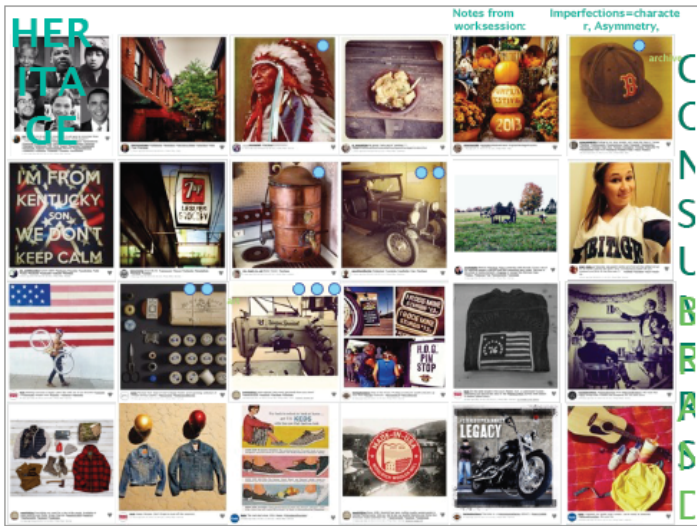
Which images resonate with the Evisu brand?
What's surprising?
What's missing?

Exercise: Let's Articulate Evisu's Brand Positioning.

VALUES	ATTRIBUTES	POSITIONING	PERSONALITY (CHARACTER)
		TO: Target Who are your "customers"? Who are your aspirants?	
		Evisu IS: Description Competitive arena What is it?	
		THAT: Distinctive proposition What do you do unlike anyone else?	
		BECAUSE: Reasons To Believe Supporting assets and attributes	



Marketing Plan: Navigating Tensions





EVISU PROPOSAL

Statement of confidentiality

The information contained in this document is proprietary to MyÜberLife, Inc. and is privileged and Confidential. MyÜberLife, Inc. submits this document to Evisu with the understanding that Evisu and its employees, associates, agents and assignees will hold it in the strictest confidence. This document will not be disclosed, duplicated in any manner, or used, in whole or in part, for any purpose other than the evaluation of Evisu qualifications for the proposed project. Any disclosure, duplication, or use, in whole or in part of this document may only be obtained with the prior written consent of MyÜberLife, Inc.

EVISU Group
HK Office
1st Floor, International Industrial Building.
No.175 Hoi Bun Road, Kwun Tong, Hong Kong

PROPOSED SERVICES

Based on the meeting with the Evisu team on October 11th, 2013, MyÜberLife (MUL) recommends a comprehensive brand audit of Evisu, analysis of Evisu’s existing and potential target market(s), the development and/or expansion of Evisu’s bi-directional communication channel(s) against industry best practices, and the development of a tailored strategy designed to maximize Evisu’s brand awareness & overall sales revenue potential in Evisu’s United States (US) markets. To do this, MUL will use a combination of proprietary market research techniques and visual documentation. In addition, MUL will evaluate Evisu’s social media assets and other online touchpoints (*online points of interaction with Evisu’s target audience*) to develop a seamless market strategy, content distribution guidelines, and overall brand communication structure designed to increase brand exposure

and Evisu’s content visibility (*both of which reinforce on and offline Evisu revenue potential*). Below is a detailed breakdown of the services to be provided.

MUL Brand Development, Brand Management, & Strategic Marketing | Creative Direction

STEPS	DELIVERABLES FOR PROPOSAL
1	<u>Market Analysis</u>
1.1	Inter-Commodity Analysis (<i>an analysis of the best practices for the top companies Evisu is competing against for potential customer revenue- (I.e Relevant Fortune 500 Companies.)</i>)
1.2	Inter-Competitive Analysis (<i>a straightforward analysis of Evisu's direct competitors - Denim Brands</i>)
1.3	Macroeconomic Analysis (<i>a general analysis of economic trends in domestic and global markets that could affect a potential course of direction. Ex: European debt crisis, gov't trade regulations & policy changes, etc.)</i>)
1.4	Target Market Analysis (<i>an analysis of target audience consumption patterns, spheres of influence, & psychographic profile.</i>)
1.4.1	*Visual Documentation Trend Spotting (Photo and/or video documentation of existing and emerging trends amongst potential target audiences of socioeconomic interest to Evisu.
2	<u>Brand Audit</u>
2.1	Value Proposition (<i>Identify, develop, or adjust the perceived value of the Evisu brand to better match & align with target audience consumption culture</i>)
3	<u>Communication & Overall Customer Touchpoint Assessment & Development</u>
3.1	Evisu Communication Structure & Guideline Evaluation (<i>evaluate Evisu as a brand. Assess existing and potential value proposition(s), market analysis data, and social media asset analysis to formulate a consistent and cohesive communication structure and guideline</i>)
	ADDED VALUE: Work with Evisu's marketing manager to manage all required third party creative services and marketing development activities.
	ADDED VALUE: Work with Evisu's marketing manager to implement new marketing strategies.
	<i>Notes: MUL's standard rate for hourly consultation is \$149.00 USD / hr. However, a 15% Strategic Partnership Discount was given to Evisu Group, bringing the monthly rate to \$125.00USD / hr.</i>

BRAND NEW LINE LEAD

COLLABORATIVE LEADERSHIP

FRAMING
STRATEGY

MOTIVATING AND INSPIRING

EVISU

EVERGREEN

Style

Crafted Integrity

Earthy

Denim Rooted

Indigo Exploration

Natural Fibers.

Crisp & Dry

Less Stretch

Denim

KURO

Fashion

From Outside In

New applications

Synthetic

Trend Focused

New Aesthetics Exploration

Innovative Blends.

Fancy & Tech

More Stretch

Beyond Denim



Introverted extrovert

Creating the sample collection and tone. Initial proposal was a collaboration with Mastermind Japan for collection launch

RETAIL DESIGN COLLABORATIONS

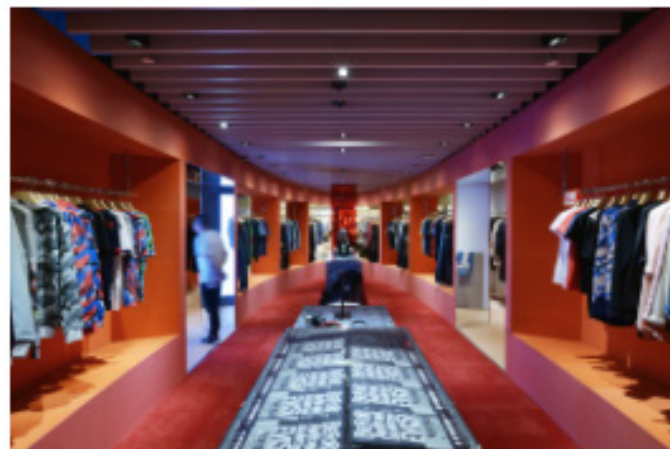
**LONDON STORE
HK CONCEPT STORE
HK FUTURE STORE**

Bozarthfornell Architects | ALT-254 | EVISU Project collaborator

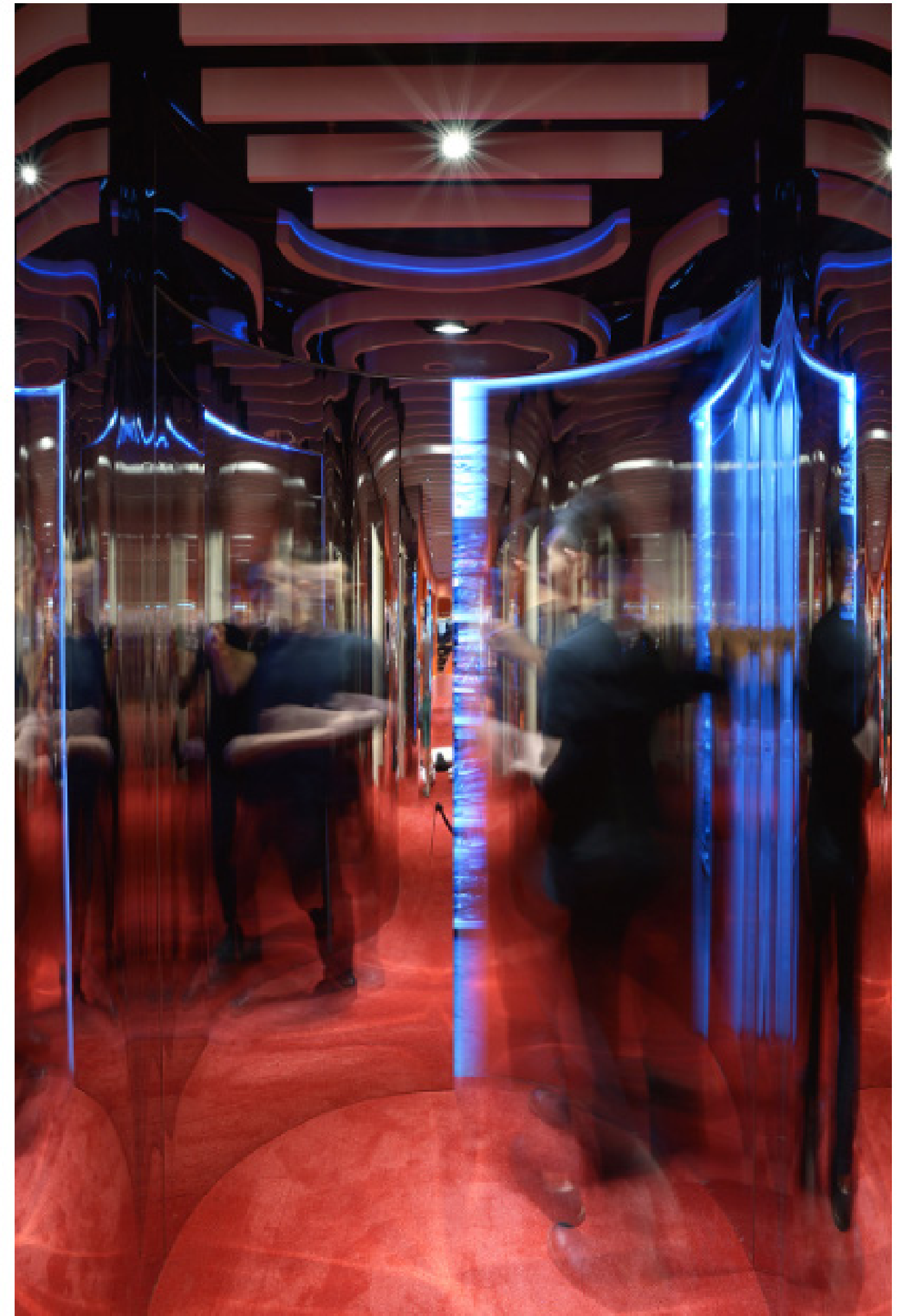


ALT-254 is a design and project management group based in Hong Kong. ALT has recently completed a series of commercial and retail projects in Hong Kong and the UK.

EVISU Store, Hong Kong



ALT-254 in collaboration with Bozarthfornell Architects developed and delivered a new concept store in Hong Kong for the Japanese fashion brand EVISU. The Store located in New Town Plaza, Sha Tin has been specifically designed to display EVISU's new line of clothing. Simple materials and bold colors allow the store to reflect EVISU's design ethos.



Bozarthfornell Architects | ALT-254 | EVISU Project collaborator



Urban Anchor Architects | Project Lead collaborator



Store sign designer



Retail design consultant



D*face project manager

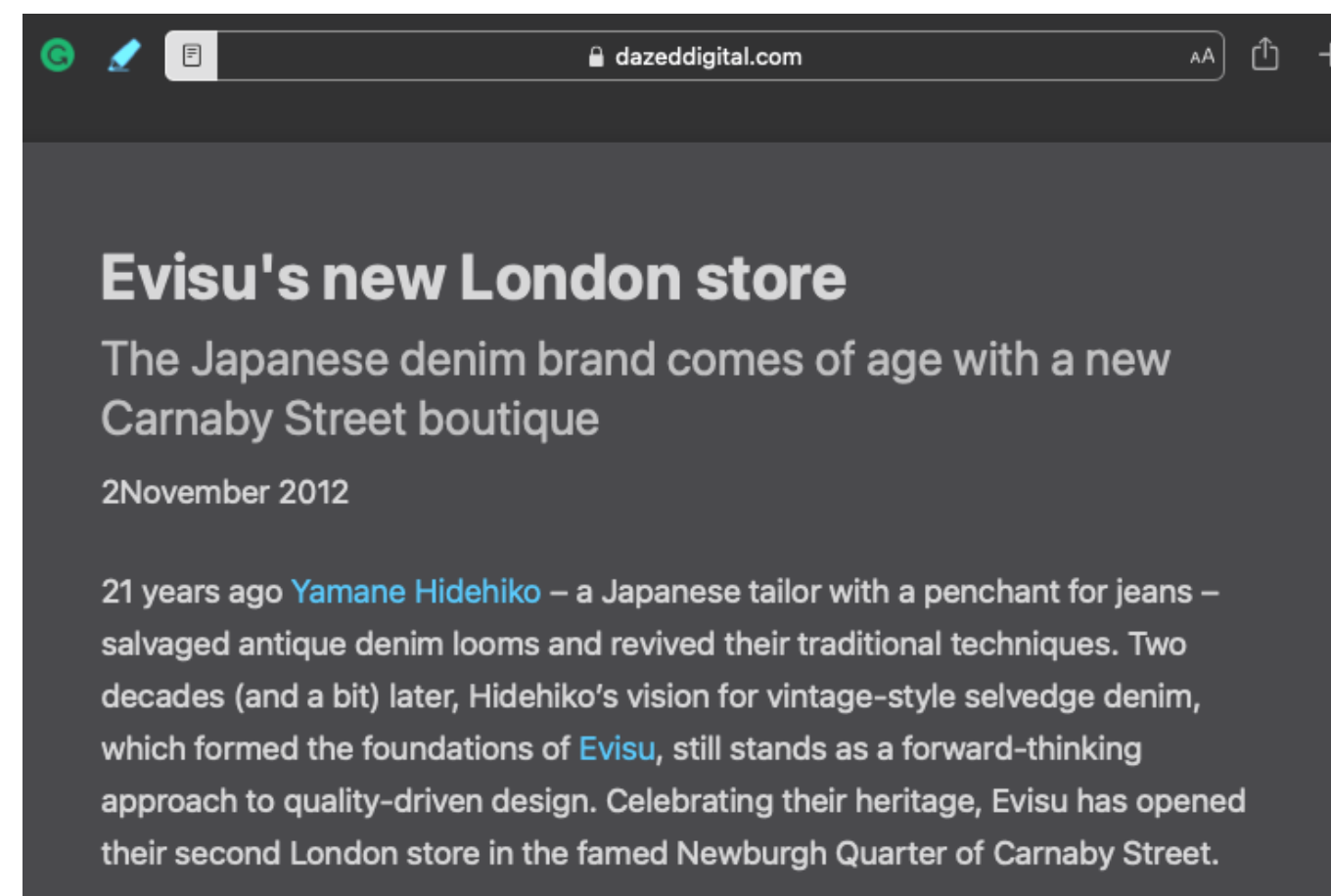


INSA project manager

Carnaby Street boutique | Project Lead collaborator



Concept Lead



**CAMPAIGN DIRECTOR
BRAND VISION
MARKETING MATTERS**

COLLABORATIVE LEADERSHIP



Blanchard de Wave

FINALLY! Evisu has come back.... to fashion

18 ^ | v Reply Share



yasin.rhodes → Blanchard de Wave

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



fenga papit

Evisu is so 2004.

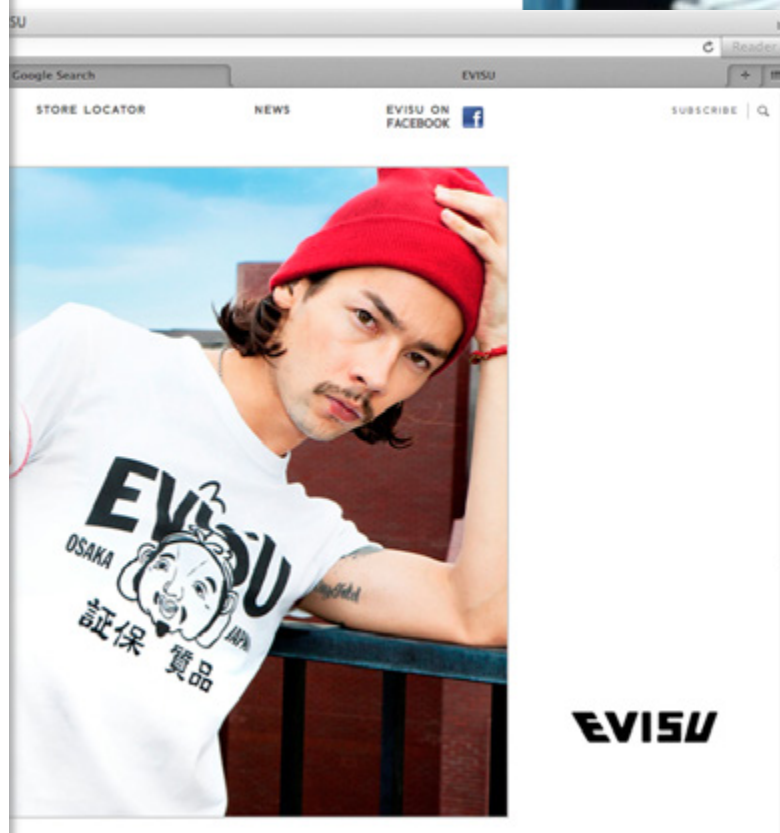
3 ^ | 5 v Reply Share



cooogi → fenga papit · 3 days ago

fashion is cyclical brahhh, any dunce knows that.

14 ^ | 1 v Reply Share





我們特別走訪了 EVISU 的設計師 Anthony Vizard，讓他帶我們更深入了解 EVISU 的牛仔世界，同時分析一下 Denim 熱潮。

S : SOGO A : Anthony

S : 您覺得品牌本身有甚麼特點？

A : 創辦人山根先生憑藉對製作牛仔褲的認真和執著態度創立了 EVISU，加上日本人的「KAIZEN」態度，令品牌在結合傳統牛仔工藝和幽默感的前提下，不斷向前推進。

S : 可以列舉出一些品牌之最嗎？

A : 當然是極富標誌性的 Daicock 圖案，這個大 M 圖案象徵著 EVISU；而我們更運用不同的製作方法，令這個圖案呈現出不同的效果，以不同形象示人。

S : 今年 Denim 大熱，EVISU 的產品如何融合於這個潮流趨勢？

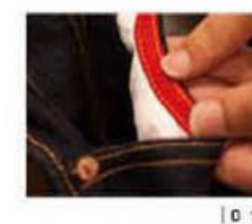
A : 品牌一直以來著重「重新發現」和「重新演繹」的精神。今年，我們以黑、白色來演繹常規是藍色的 Denim，再配以 Graphic Print，為大家帶來新鮮感。

S : 您覺得 Denim 在時裝潮流中扮演著甚麼角色？

A : 自 50 年代開始，Denim 無處不在。它是可塑性極高的布料，無論您用它來做甚麼服飾，它都應付自如。它象徵著年輕、活力、不斷向前推進的精神，在時裝潮流中永不過時。

S : 可以用一句說話形容一下您眼中的 Denim 服飾嗎？

A : Denim 是兩面性的東西，既 Classic 又富當代元素。在時裝世界裡，它無處不在，既可融入時裝之中，但又已超越了時裝的



01



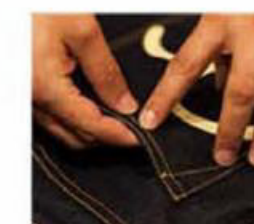
02



03



04



05



06



07

01. 褲袋車有紅色布邊，提高使用時的舒適感。

02. 褲袋底部特別選用布質，盛載物件更為方便。

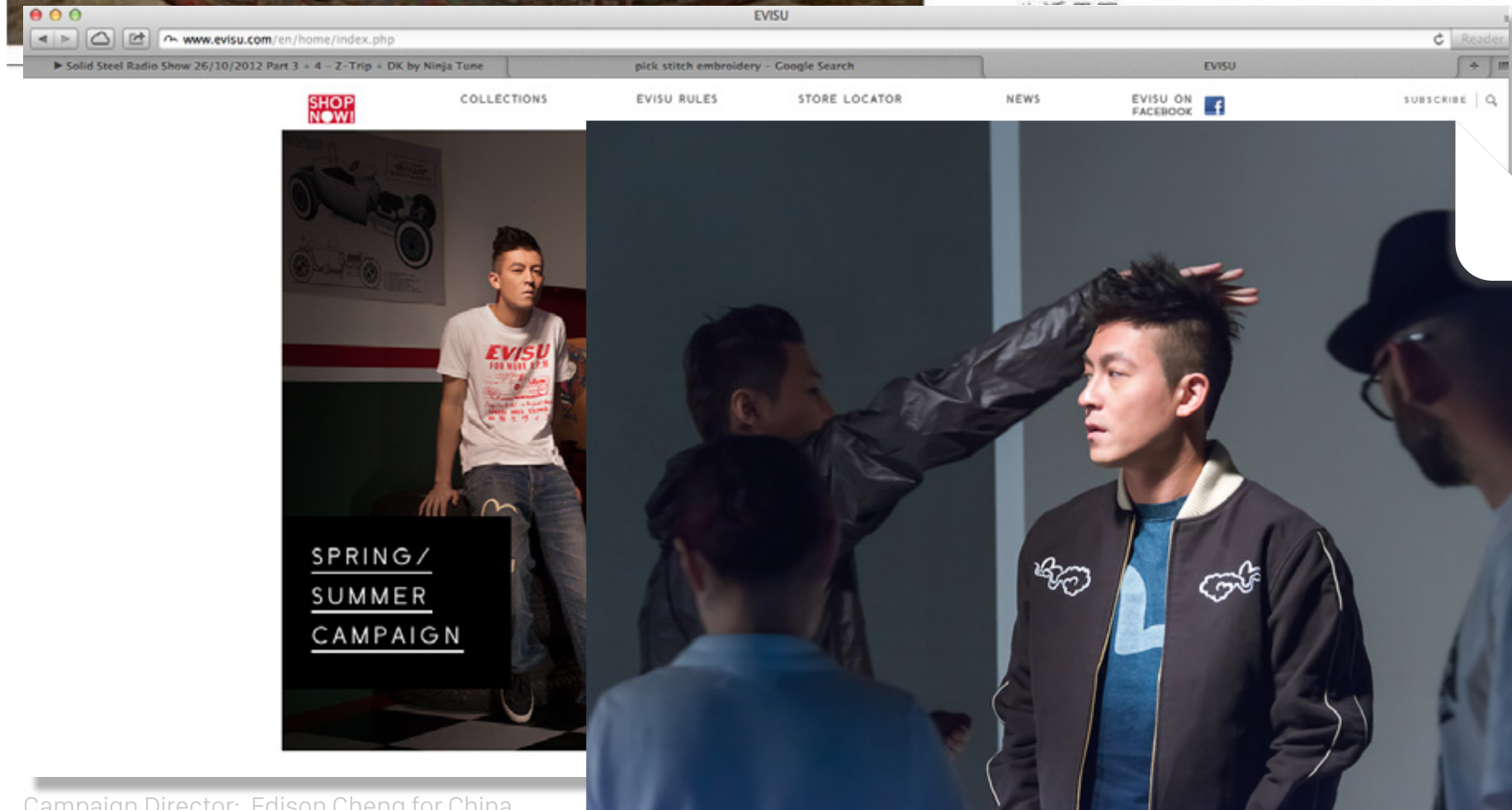
03. 小口袋的車線以一條線車好，最後車出海鷗 LOGO，既考功夫，又富心思。

04. 褲腳反摺起可以看見 EVISU Selvage Denim 的白色紅線車邊。

05. 後袋以車線以黃、橙作配搭。

06. 袋口位除了以弧線車成外，再加上一行配色車線令袋口更加穩固。

07. 背部的腰帶位特別偏右半吋，令配戴腰帶時更舒服。





PURIST TONE FOR UK



PURIST TONE FOR UK



**CAMPAIGN PROCUCT CREATOR
CAMPAIGN DIRECTION COAUTHOR**

COLLABORATIVE LEADERSHIP







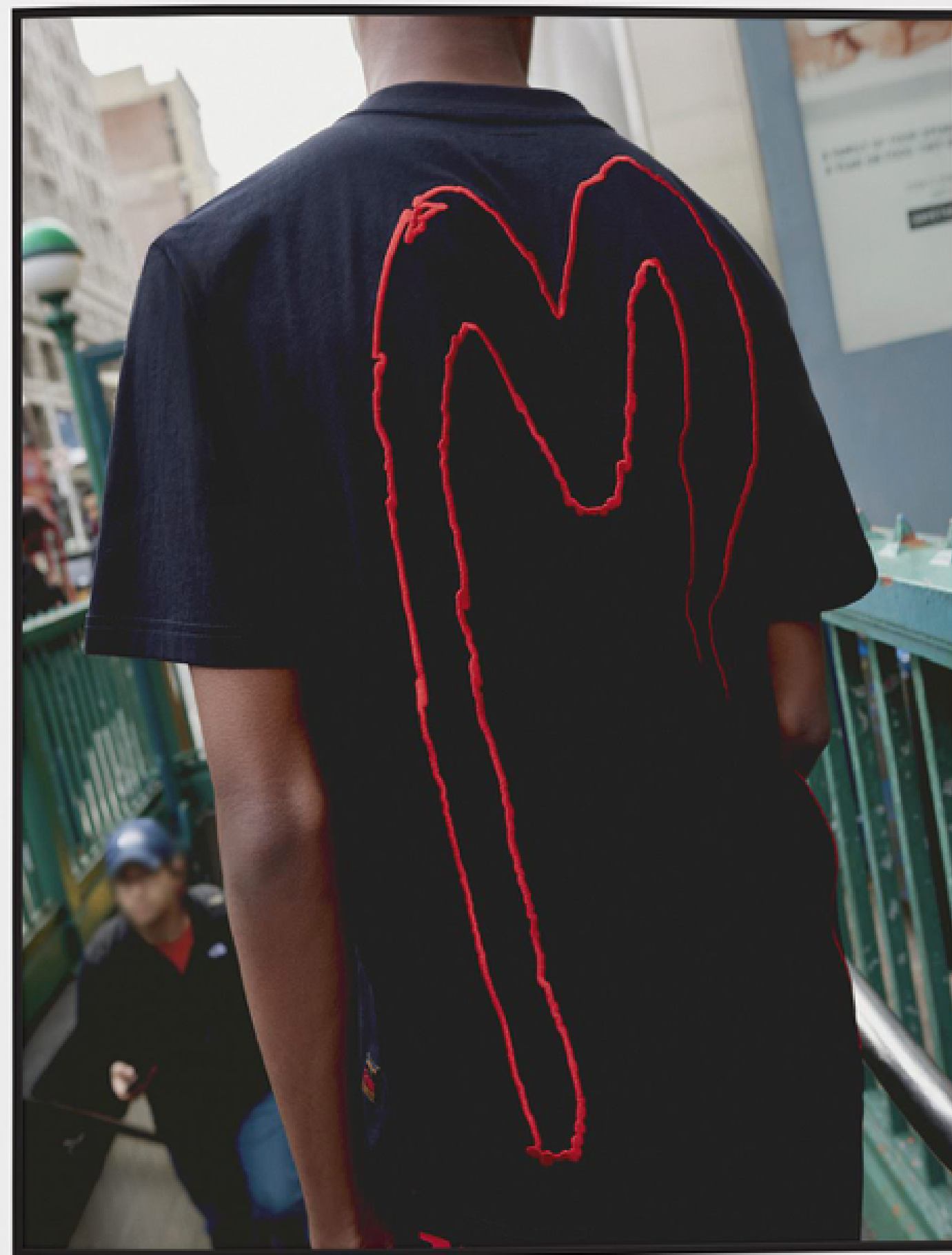


PROGRESSIVE TONE FOR ASIA

Product Design: Anthony Vizard
Photography: Terry Richardson
Art Direction: Studio Ongarato

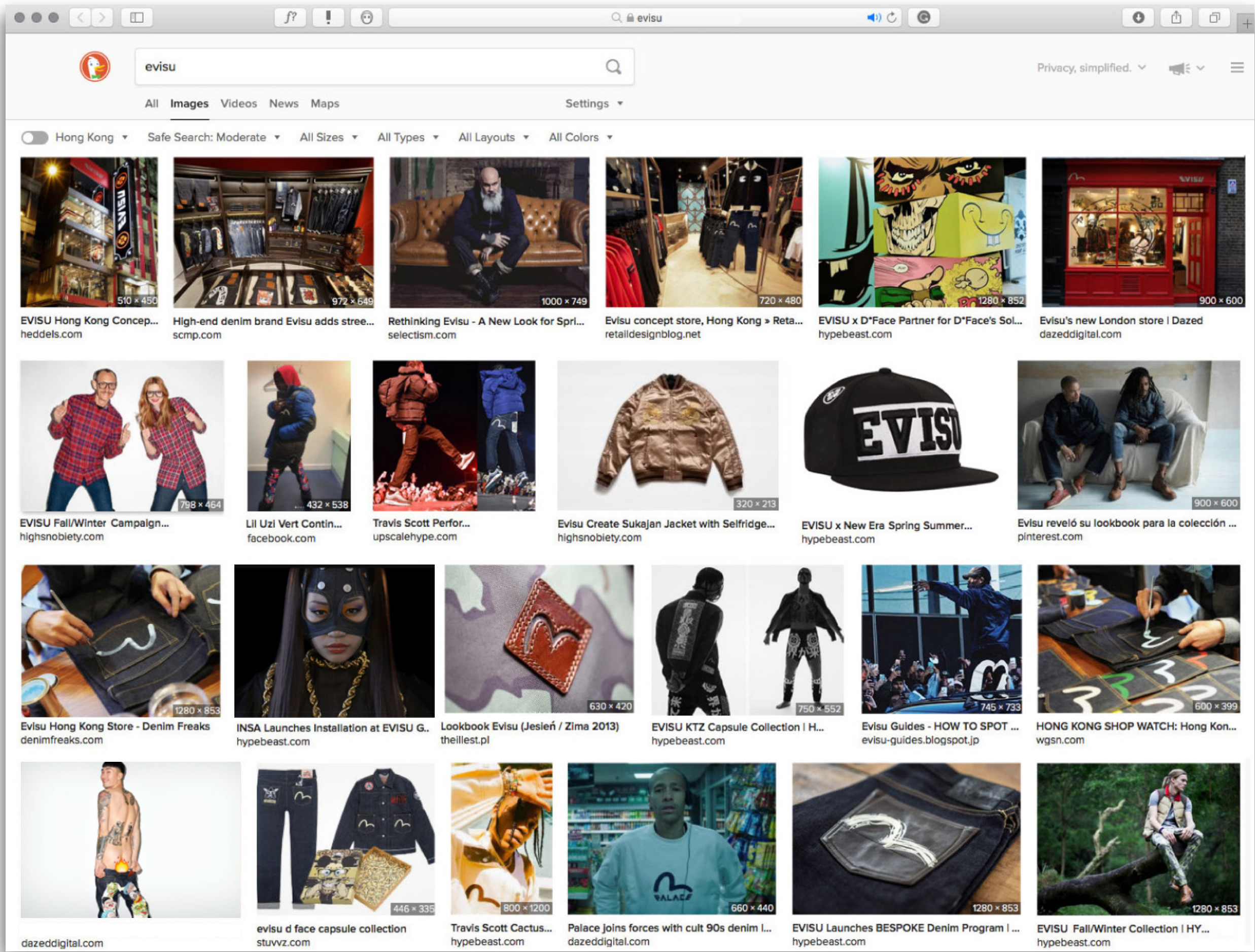


EVISU.COM



EVISU

From UK to HK. From NY to Tokyo.
Below showcases projects I have led, created and shaped through collaboration



1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.
13.	14.	15.	16.	17.	18.
19.	20.	21.	22.	23.	24.

1. Evisu concept store HK. Consultant, curator, creative lead
2. Evisu store interior
3. Evisu - A minimal aesthetic attuned to the UK traditional to purist
4. Creating collections, concept forming and collaborating the tone for Evisu concept store
5. Ideation of Evisu D*face exhibition within Evisu concept store
6. Concept and direction for Evisu London store exterior and interior
7. Collaborative consultant for Evisu Campaigns working with Ontario Design and Terry Richardson Studio
- 8-9. Lili Uzi Vert. Unsolicited customer of my Evisu product
10. Creator: Evisu X Selfridges collection described as "streamlined and refined exclusively for London's Selfridges"
11. Evisu NewEra concept creator and lead designer

12. Evisu UK collection shot by Dazed
14. Project manager Evisu x INSA
15. Evisu accessories detail from hypebeast lookbook
16. Collaborator of Evisu X KTZ along with Matthew Drinkwater - FIA
17. La Flame stepping out in Evisu daicock denim
19. Campaign product designer and project co-author
20. Evisu D*face project manager
21. Instigator Evisu X Travis Scott collaboration
23. Contributor and creator Evisu Bespoke
24. Collection designer for hypebeast feature

GLOBAL & APAC PROJECTS

LISCENSING PROJECT LEAD
COLLABORATION PROJECT LEAD
NEW LINE BRAND LEAD
STORE DESIGN COLLABORATOR
SEASONAL CAMPAIGN DIRECTOR
SEASONAL CAMPAIGN COAUTHOR

WHILE LEADING DESIGN/SALES
CONTRIBUTION COLLABORATIVELY