

# **WASTED ARCHIVE RESEARCH**

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# INTRODUCTION

## AIM OF THE DOCUMENT

This document serves as a detailed research report for the creation and development of a brand identity for a new streetwear brand Wasted Archive. The purpose of the research is to establish a clear and authentic brand identity that suits the target audience and positions itself competitively within the streetwear market. Streetwear is more than just clothes, it's a form of self-expression. Wasted Archive seeks to capture the essence of this lifestyle, blending the latest trends with popular elements of street fashion. It will be accessible to a diverse audience, ranging from fashion driven youth to streetwear enthusiasts who value authenticity and

## BRAND OVERVIEW

Nowadays, in the dynamic and constantly evolving world of streetwear fashion, establishing a unique and compelling brand identity is crucial. This project centers around a new streetwear brand, Wasted Archive, that draws inspiration from urban culture, trends, and contemporary art. The brand aims to embody the spirit of self-expression that defines streetwear, offering high-quality, stylish, and edgy apparel.

The brand draws inspiration from a variety of sources within urban culture. This includes the energy and vibes of urbanistic art, cybersigilism, skateboarding, and graffiti.

The target audience of Wasted Archive, compiles of young, fashion-oriented individuals aged 16-35, who are deeply immersed in urban culture. They are trendsetters and early adapters who value authenticity, creativity, and exclusivity in their fashion choices. This demographic is digitally advanced, heavily influenced by social media, and often seeks to make a statement with their style.

# MARKET RESEARCH

## INDUSTRY OVERVIEW

Streetwear fashion originates from skate, surf, and hip hop cultures. Throughout the years, it has evolved into a major, well recognized segment within the fashion industry. Characterized by casual, comfortable clothing like hoodies, sneakers, and graphic tees, it blends luxury with every day outfits. Because of social media, celebrity influence, and an era of expressive fashion, streetwear industry has seen a rapid rise in popularity. It's significant and growing, estimated to be worth billions of dollars. As mentioned, these are some of the factors which contribute to it:

- **Youth:** Streetwear fashion is strongly connected to younger demographics who value self-expression and individuality.
- **Social Media:** Platforms like Instagram and Tik Tok emphasize trends and offer a connection for brands with their consumers.
- **Celebrity Influence:** Collaborations with celebrities and influencers boost brand visibility and desirability.

Target Audience Analysis (Persona) **only after the survey!**

## COMPETITOR ANALYSIS

The streetwear market consists of various brands ranging from established names to emerging designers. Key players include:

- **CHROME HEARTS**

Chrome Hearts is a high-end streetwear and luxury brand known for its strong, urban designs that most commonly include graphic motifs, silver jewelry, and premium materials. The brand offers a wide range of products including clothing, accessories, jewelry, eyewear, and home goods. Their designs are specific, and often feature crosses, daggers,

and fleur-de-lis motifs. Their silver jewelry is hand-crafted, resulting in high price points.

Founded in 1988 by Richard Stark, the brand has gained an enormous following and is celebrated for its craftsmanship and exclusivity.

## BRAND EXCLUSIVITY

Chrome Hearts is known for its exclusivity. It doesn't follow traditional marketing strategies and often collaborates with specifically selected artists and designers, including Comme des Garçons, Off-White, and Matty Boy. Its products are not widely available, with limited-edition items and limited retail locations worldwide, for which, in order to visit, the appointment must be scheduled in advance.



- **RACER WORLDWIDE**

Racer Worldwide is a streetwear brand founded in 2017 by a group of teenagers in Tallin, Estonia. Over the years, it evolved and became a well-know name in streetwear industry, offering unique and innovative designs which feature a mixture of steampunk and gothic elements. The brand offers a wide range of clothing, such as footwear, outwear, jeans, accessories, and knits. Racer Worldwide, is a brand driven by a desire to continue creating apparel which is unique and community oriented. They emphasize high standards in both design and quality.

## **MARKET ANALYSIS**

Over the years, the brand gained a big online following, balancing social media and vlogs, which show the production process behind the scenes, in order to engage with their consumers. Their transparency provides good outcomes, creating a sense of community and trust. Their designs ideas are heavily drawn from youth culture, resulting in high relevancy. Their target audience consist of younger demographics who seek to express their individuality and creativity through fashion.

To keep their high-demand, the brand sells out new releases quickly by producing less, indicating a sense of urgency and exclusivity.

This furthers the consumer interest and brands sales.



- **NAMED COLLECTIVE**

Named Collective is an independent streetwear brand founded by Georgie, and based in London. It's known for its bold and inclusive designs. The brand started with customized, second-hand items, and evolved into a well-known name in the streetwear industry. Its designs are characterized by bold graphics and meticulous craftsmanship, often featuring rhinestones and unique, 360-degree design approaches. Named Collective emphasizes community, innovation, and dialogue, aiming to shake the ordinary and push the new boundaries of fashion.

## **MARKET ANALYSIS**

Named Collective has gained its reputation through their affective use of Guerilla marketing campaigns. The brand also emphasizes on being ethical and environmentally responsible. They produce



limited runs to avoid excess waste, use organic and recycled materials, and package orders in recycled materials.



## SWOT ANALYSIS FOR WASTED PARIS

The SWOT analysis will help identify the strengths, weaknesses, opportunities, and threats associated with Wasted Archive. It will provide a detailed overview of the internal and external factors that could impact the brand, helping with developing a strategic and affective approach for future growth and sustainability.

### 1. STRENGTHS

- **Unique Brand Identity:** Wasted Archive has a strong and distinctive brand identity rooted in urban culture, bold designs, community commitment, which sets it apart from competitors.

- **High-quality materials:** Commitment to using premium materials ensures durable and high-quality clothing, which can build a loyal customer base.
- **Innovative designs:** Bold designs attract trendsetters and younger generations.
- **Authenticity:** The brand's individuality and deep connection with its consumers forward the brands loyalty
- **Strong online presence:** Digital marketing strategy, including social media engagement and influencer collaborations, enhance brand visibility and reach.

## 2. WEAKNESSES

- **Limited Brand Awareness:** As a new brand on the streetwear market, Wasted Archive may struggle with brand recognition compared to mentioned competitors.
- **Resource Constraints:** Limited resources, like marketing budget and production opportunities, can shake the growth and expansion for a newly created brand.
- **Target Audience Focus:** A specific target audience may limit market potential.

## 3. OPPORTUNITES

- **Collaborations:** Collaborating with influencers and other brands can expand the brands popularity and credibility.
- **Sustainability Trends:** Incorporating sustainable practices and eco-friendly materials can attract environmentally focused consumers and further the brands popularity.
- **Pop-Up Shops and Events:** Hosting pop-up shows and events can increase brands visibility and provide direct customer engagement opportunities.



#### 4. THREATS

- **Competition:** The streetwear industry is highly competitive, with many already established brands with similar objectives.
- **Changing Trends:** Rapid changes in fashion trends require constant adaption, which can be challenging and costly.
- **Property Issues:** Potential for design imitation could harm the brands uniqueness.
- **Supply Chain Disruptions:** Dependence on specific suppliers for high-quality materials may lead to production delays and increased costs.

## BRAND CONCEPT AND POSITIONING

### BRAND MISSION

Wasted Archive aims to redefine streetwear by combining high-quality apparel with bold, edgy, rebellious, and trendy designs that reflect the spirit of urban culture. Our mission is to empower individuals to express their unique identities through fashion that stands out, while creating a community among those individuals which share a passion for streetwear.

### BRAND VISION

Vision of Wasted Archive is to become one of the top well-known streetwear brands in the industry by continually pushing the boundaries of fashion and design, while at the same time fostering a community that celebrates creativity, authenticity, and sustainability.

# WASTED ARCHIVE VALUES

## **1. Authenticity:**

Wasted Archive stays true to the roots of street culture, ensuring that the designs, and brands identity reflects the influences of urbanism, cybersigilism, and street art.

## **2. Creativity:**

Wasted Archives designs push the boundaries of fashion, encouraging innovation and originality. The brand is welcoming for creative environment where bold and unconventional ideas are praised.

## **3. Quality:**

Wasted Archive is committed to using premium materials and maintaining high standards of craftsmanship in all of its products, ensuring that every piece is durable and well-made. Furthermore, the brand prioritizes sustainable practices in sourcing, production, and operations. Its goal is to minimize the environmental impact.

## **4. Community:**

Wasted Archive will build and maintain a strong, engaged community for consumer who share the passion for streetwear, creating a sense of belonging.

## **5. Innovation:**

Wasted Archive constantly seeks new ways to improve in design, materials, and production processes, staying ahead of trends, and setting new standards in the industry.

## **6. Inclusivity:**

Wasted Archive embraces diversity and inclusivity, ensuring that the brand itself appeals to a wide range of individuals.

# **WASTED ARCHIVE PERSONALITY**

## **1. Edgy:**

Wasted Archive embodies a bold and daring spirit. The brand is not afraid to push the boundaries and challenge conventional norms, appealing to individuals who want to make a statement.

## **2. Rebellious:**

With roots in urban culture and street style, Wasted Archive has a rebellious streak. The brand values self-expression and individuality.

## **3. Confident:**

Wasted Archive exudes confidence in its style and messaging. The brand's voice is assertive and self-assured, inspiring customers to feel the same way about their own style choices.

## **4. Innovative:**

Constantly on track with the fashion trends, Wasted Archive is known for its creativity and originality. The brand is always seeking new ways to innovate in design and production, ensuring its deliverables are fresh and edge cutting.

## **5. Inclusive:**

Wasted Archive celebrates diversity and inclusivity. The brand welcomes individuality, creating a community where everyone can find their unique style and be themselves.

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