# JUST A TEE.

## YOU BUY IT YOU BREAK IT

***Issue***
***User, Stakeholders***
***Contextualisation***
***Design Antecedents***
***Design Process***
***Ideation - Prototyping***
***Testing - Development***
***Just A Tee Development***

# Issue

**The design issue I will be exploring is the control that companies and brands have over their respective consumers' chosen lifestyle(s), and the possible lack of awareness of the consumer.**

### Why is this important?

Companies are able to use perceived social values and beliefs of their consumers to develop the brand revolving around their consumers 'needs'. (He, H., Li, Y. and Harris, L., 2012)

Companies are able to fine tune marketing strategies based on their consumers' desirable life-style(s).

Consumers will purchase from companies and brands based on the lifestyle represented, sometimes even sub-consciously. (Murray, R. 2013)

Companies take advantage of what consumers value to ensure sales and profit.

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### How?

Social media has become an essential new cultural and social phenomenon, altering the means of communication and connecting with millions of people and businesses. Due to social media's world wide spread and its ability to instantaneously connect, communicate and share with its users, it's no doubt that it has become one the most essential tools for companies to utilise for online marketing. Social media marketing has made it possible for companies and brands to reach targeted consumers and discover potential new consumers simply, efficiently and instantly. (Adilova, D. 2017)

### Companies and Brands are taking advantage of...

**Consumer Culture:**
A culture where social status, values and activities are centred on the consumption of goods and services.

**Identity Theory:**
"I am what I buy". Consumer psychology suggests that consumers construct their identity and present themselves to other through the brands they choose.

**Beliefs and Values:**
The tenet that people hold to be true. Individuals have a belief within a society but also share collective values with others

**Social Identity Theory:**
The theory where a person's sense of who they are, based on the membership of a group.

## Brands have embedded into people's lifestyle choices and it's making them a lot of money.

### A prime example of a brand embedded lifestyle...

Supreme is an American clothing brand and skateboard shop. Established in 1994 and tailored towards skateboarding, hip-hop and rock cultures as well as youth culture. The method Supreme has used to successfully embed itself within the lives of youths is based simply on rarity and exclusivity. While most brands re-stock everything if they sell out; from launch Supreme have never and probably will never re-stock anything. Supreme is the true definition of limited edition as the demand highly outweighs the supply. The reason for the high demand is a result of the consumers using the brand to reflect their exclusivity and show off, to those within their chosen brand culture and those without. It has come to the point where Supreme can literally produce anything, from bricks to sledgehammers, slap 'Supreme' on top and if it's limited, it will sell. Supreme have complete control over their consumer.

# User + Stakeholders

### Who do I want to address?

*I aim to address the consumers that have allowed brands and companies to become embedded into their lifestyle. Although it is not always a negative thing, it has enabled brands to have a degree of control over their own consumers' lifestyle, sometimes without the consumers' awareness.*

*Identifying with and incorporating brands within lifestyles has become a growing importance in people's lives since it is how people 'showcase' themselves to others both physically and virtually. It has become the norm to present one's self to others and determine the way society perceives one another based of the brands people choose.*

*"Brands represent clarity, reassurance, consistency, status, membership - everything that enables humans to help define themselves... brands represent identity." Wally Olins (2003).*

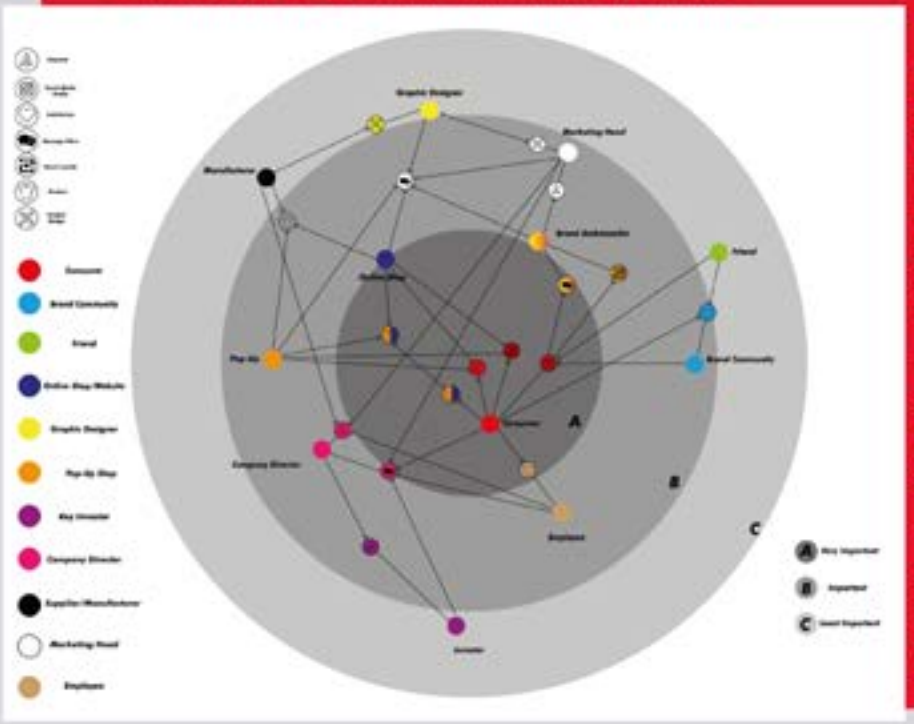
### Persona:

**Age: 18-29**
**Gender: Male + Female**

**About: These individuals believe that brands are an important aspect of their lifestyle and social identify. The brand assists in defining themselves as individuals and how they want to be perceived by others. It also determines how they perceive others, based on the brands they choose. They are unaware that brands are taking advantage of what they socially value in order to make money and profit.**

### Personality:

### Stakeholder Ecosystem: Consumer Experience




### Stakeholder Ecosystem:

*This ecosystem shows the relationships with each stakeholder and the transaction of goods or value between one another, whether this be the product, payment, satisfaction or a message and ethos. I've chosen to present the ecosystem from the perspective of the consumer, each layer of the circle representing the importance of each stakeholder. I decided to present it this way because the consumer is key to the success of the company and brand. Alternatively, the ecosystem could also be shown from the perspective of the company director which would highlight the importance of other stakeholders (i.e. key investor and employees).*

### The Stakeholders:

**Consumer:**

*This group is key to the success of the company and the brand. They are a physical representation of the brand identity and they belong to the community which the company develops and nurtures. These are the company's brand advocates and followers, without them there is no brand.*

**Employees:**

*The Employess are one of the most important stakeholders. They are the company's internal customers. In order to effectively sell the company's goods/services they need to buy into the brand. They will be responsible for developing the social media platform and website, producing the end product and delivering the experience to the brands consumer.*

**Company Director:**

*The company director will be responsible for the management of the company and brand. They will promote the success of the business and the ethos of the brand in order to benefit the companies shareholders and stakeholders. They also have responsibilities to the company's employees, its trading partners, and the country in which it is incorporated. The director will be key in developing the progression of the brand and core values.*

**Head of Marketing:**

*The Head of Marketing will be responsible for guiding the marketing and communication strategies, in collaboration with the Company Director. They will motivate employees to work towards achieving the company goals and adhere to core values. Another key responsibility is to ensure that company's services are aligned with the stakeholders and consumer interests.*

**Key Investor:**

*The Key Investor will be a like minded individual who understands and believes in the company's core values and ethos. This individual will provide sufficient funding to enable the expansion of the brand. They will be key in providing guidance, experience and expertise working with the Company Director and Head of Marketing ensuring the success of the company.*

**Graphic Designer:**

*The Graphic Designer will be responsible for the visual element of the brand. They will complete necessary research to gather information and materials to accomplished set tasks. They will work collaboratively with the Company Director and Head of Marketing to approve design concepts before finalisation.*

# Contextualisation

## Pop-Up Shop:

*The company and brand will be represented in the form of a pop-up shop.*
*The shop will be a space where the products are designed and sold and most importantly, it is where the experience will be delivered to the consumer. The reason for a pop-up shop is to locate the brand in areas where the target consumer is likely to frequent. Another reason is that due to the lack of awareness from the consumer about the issue, the shop provides a physical means of expressing the ethos and message.*

*The shop will sell clothing items and posters with designs that express the values and ethos that the brand aims to communicate. The shop will also be a space where customers can interact with the company and design their own clothing items to order and buy.*

*Location:*

*The pop-up shop will initially be situated within areas such as The Level Skate Park located in the centre of Brighton. The reason for choosing this location is because this area provides a lot of foot traffic but most importantly it is an area well known by the Brighton skateboarding community. As the mainstream skateboarding culture has had a significant impact within this area of consumerism within the fashion industry. Especially when looking at skate oriented brands such as Supreme, Palace Skateboarding and Obey. I feel like The Level would be an ideal location for the pop-up shop to begin. It is for this reason that rural location and small villages are not suitable locations at the commencing stages of the route to commercialisation for this product/service.*

*The nature of the pop-up shop is temporary therefore this provides a degree of flexibility within the confines of lease agreements with local authorities or retail establishments (i.e. Route One/Vans) to move on to new locations within the current city or around the country. The decision to move will influenced by interest and demand. The temporary nature of the shop is also aligned with the product ethos (i.e. fading t-shirt designs).*

## Online Store:

*The company will have an online presence in the form of an online shop accessible from both desktop and mobile through any browser. Not only will this provide an easier shopping experience for existing customers, an online store will also assist in reaching potential new customers, ones that may never enter the physical pop-up shop.*

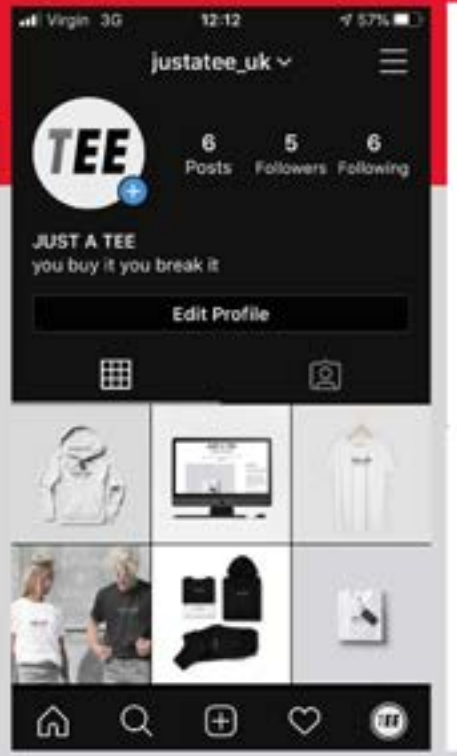
*The online shop will allow customers to browse and purchase the products the brand has to offer, customise their own clothing items to buy and provide a*
*platform where customers can learn about the meaning and ethos behind the brand.*

## Social Media:

*Social Media will be used to assist in the promotion of the company and brand. Platforms such as Instagram and Facebook will be used to reach existing and new customers. These social mediums also provide both the company and the consumer a platform for interaction and the ability to develop an online community.*

*Social media will be used as a channel to direct followers and community members to both the pop-up shop and the online store. Brand ambassadors who have bought into the values of the company will able to share their experiences and promote the brand to others through pictures and video.*

Pop-Up Shop.




Instagram Feed.

Online Store.

# Design Antecedents

**Why These Antecedents:**

*I have chosen these antecedents because each depicts the issue within their respective medium be it film, fashion, propaganda art or music.*

*Fundamentally the issue has not changed throughout time, consumers have been and continue to be unaware of brand manipulation. All of the antecedents endeavour to enlighten the consumer through different forms of messaging. What has changed is the introduction and accessibility of social media, the advent of the influential brand ambassador (often a celebrity) and the establishment of on-line brand communities.*

*All of these antecedents question the value of the brand and the role of the self-obsessed consumer in the success of the brand. I have taken elements of these various antecedents in the development of this project.*

## They Live, John Carpenter 1988:

*The 1988 film directed by John Carpenter (also responsible for Halloween, 1978 and The Thing, 1982) depicts Los Angeles through the eyes of George Nada after he discovers a pair of sunglasses. As Nada wanders the streets of LA, he discovers that these sunglasses uncover the true nature of the world. Uncovering that both the media and government are comprised of subliminal messages aimed to keep the human population subdued. It also uncovers that most of the social elite are actually skull-faced aliens who are bent on world domination. With this shocking discovering, Nada fights to free humanity from the mind-controlling aliens.*

*Carpenter's film is not just a battle against an alien invasion, it is a depiction of the battle against the consumerist culture that society has adopted. The meta narrative of They Live is not the fear of aliens being among us it's the fear that humanity is under the control in the so-called civilised world.*

## OBEY Clothing, Shepard Fairey:

*Shepard Fairey is an American contemporary street artist, graphic designer, activist, illustrator and founder of OBEY clothing. He became widely known during the 2008 U.S presidential election for his Barack Obama "HOPE" poster that became the unofficial front for Obama's campaign.*

*In a 2011 Wired interview, Fairey explains that John Carpenter's They Live had a giant impact on his work. "The film, though somewhat silly, has a rather profound concept, which is that people don't realise they're being manipulated because they're so caught up in consumption... They don't realise they're being controlled by aliens, who are the authoritarians". What struck Fairey the most was the word 'OBEY' which appears regularly in the film. "What do people do subconsciously the most but resist the most consciously if they're confronted with it directly". So Fairey decided to use 'OBEY' in his work along with a propaganda style for people to directly confront the concept of obedience. Ironically nonconformist OBEY clothing is now mainstream conformity, opposite to what it originally set out to be.*

## Barbara Kruger:

*Barbara Kruger is an American conceptual artist and collagist. Most of her work consists of black and white photographs overlaid with a statement in white on red. Her work often utilises pronouns such as "you", "your", "I", "we", and "they". Addressing cultural constructions of power, identity and sexuality. Homage to her work can been seen in John Carpenter's They Live with statements in a similar font to Kruger's Futura Bold which in the film, address conformity and consumption. From there, inspiration was taken by Shepard Fairey and Kruger's style was implemented into 'OBEY' clothing with a similar white on red propaganda style.*

## Menthol 10s, Ari Saal Forman:

*The Ari Menthol 10's is a bootleg shoe designed by Ari Saal Forman in 2006 that simultaneously took on two absolute giants within the fashion and tobacco industry, Nike and Newport.*

*Forman explained in a VICE interview that due to Nike's lack of creativity it provided an opportunity for smaller brands to be adventurous. A big influence on Forman was in the form of the successful Bathing Ape 'bootleg' trainer that Tomoaki Nagao designed. What this proved was that trainers didn't have to be Nike or Adidas to be successful and the 'bootleg' trainer could even be more valuable than the original.*

*Frustrated with the lack of creativity from Nike and the fact that Newport had successfully marketed a product that would essentially kill the user by using glossy and colourful packaging. Forman created a case study in the form of an art piece that posed a question to both these brands.*

*The Menthol 10's shoe box resembles a huge cigarette pack, taking homage to Newport's vintage classic packing. Forman says "It's a shame that what's in it is so poisonous, but this is a beautiful packing design". The cigarette warning label has been edited to read, General Warning: Get Off The Brandwagon. According to Forman, this suggests that smaller brands have much more to say and more content to give than brands that are more considered. Other features included an insole that represents a cigarette filter, small money signs on the front tip and a corporate message that reads 'blah blah blah blah blah blah blah blah'.*

*Within the shoe itself comes a provocative message on the inside tag...*

*"This sneaker is dedicated to the two brands who have taken the most and given the least. Thanks for the motivation, now it's our turn"*

## Supreme & Kruger

*The most prominent and recognised brand that uses the iconic style of Barbara Kruger's work is none other than the American clothing and skateboard brand Supreme. Supreme uses the Futura font in white on red on almost every product they produce. Although Kruger's work has been used to address cultural issues and concept of conformity and consumerism in other pieces of work, Supreme is the complete definition of an obedient consumerist culture revolving around the brand.*

## Supreme is Consumerism

# Design Antecedents

## Nikes, Frank Ocean:

**"Nikes" is a song that appears on the 2016 album Blonde, produced by American singer and record producer Frank Ocean. Amongst many things, "Nikes" touches on consumerism, love, human nature and the failing of the justice system.**

*"These b*tches want Nikes (This is a setup)They looking for a check (Oh my god)Tell em it ain't likely (This b*tch tryna set me up)Said she need a ring like Carmelo (Hands up, oh my god)Must be on that white like Othello (Oh my, it's a real life angel)All you want is Nikes (Yeah)."*

**Ocean begins the track by touching on class, greed and materialism. The girls Ocean refers to want "Nikes", they're "looking for a check"and they "need a ring like Carmelo" (Carmelo Anthony, a New York Knicks player who famously never secured an NBA championship ring).**

**Ocean then introduces another type of greed - one for drugs, particularly in the form of cocaine. "Must be on that white like Othello", followed with "Oh my, it's a real life angel" which references a line in Shakespeare's play Othello, when he speaks to his doomed wife: "Lest, being like one of heaven, the devils themselves/should fear to seize thee". The girls appear to be angels but the devils themselves know better. They're after designer good, fame, power and fortune.**

## The Burning of Supreme:

**In February 2020, the internet craze of burning highly valued streetwear items became a viral sensation. Online Youtubers and Instagrammers were gaining thousands of views by burning and destroying Supreme garments.**

**Supreme garments are so highly valued that for some advocates their collection is solely kept protected and hidden within their wardrobes for safekeeping. The protection for these items is facilitated by the fact that these hyped and limited items often get sold on for multiple times the original price, providing resellers a significant profit. Therefore, the act of destroying a piece of Supreme would be considered an act of blasphemy in the eyes of hard-core fans.**

**In one video, Tristan Wick infamously uses a sharpie and writes 'Nothing Matters' over his $400 Supreme t-shirt. Another influencer, Eric Whiteback who is known online as 'the Supreme Guy' customises his Supreme gear using tie-dyes and coloured pens. Whiteback told the Guardian that he customises and destroys his high-valued t-shirts to remind people that, at the end of the day, they're just clothes. "Too many people view their Supreme items as sacred – never taking off the tags and leaving the items in their closets for years. I want to break that mould and do something fun, creative, and shocking."**

## Antisocial Social Club?

**Anti Social Social Club is an American clothing brand founded in 2015 by Neek Lurk who had worked for other notable clothing brands such as Stussy, Supreme and The Hundred. Anti Social Social Club originally was created as joke, representing the anti social behaviour society has adopted following the development of smartphones, the internet and social media. While other clothing brands appear to promote ideas of hustling and success, Anti Social Social Club is not one of them. Neek's brand constantly speaks of and makes awareness of isolation and loneliness. Because of this, they have made a connection with a growing youthful audience.**

## Sales Ends, Banksy:

**Sale Ends is a piece of art created by Banksy in 2006 for his iconic American show 'Barely Legal'. The art depicts a group of four cloaked women starkly outlined in Banksy's signature black-and-white stencilled style on a white background.**

**"The women shown are reminiscent of figures typically seen at the base of the crucifixion in Renaissance paintings. The bold red sign bears the words 'SALE ENDS TODAY' in large white capitals, and is the only coloured element of the composition, evoking typical shop signs designed to catch people's attention and make them buy products they don't necessarily need, in an obvious critique of our materialistic society.**

**Through this piece, the artist is pointing at the near-religious fervour with which contemporary society regards consumerism, particularly around such events as Black Friday and Amazon Prime Day. The women in Sale Ends seem to be both mourning the last day of the sale and worshipping capitalism."**

## Girl With Balloon:

**In October 2018 a famous painting by Banksy was sold during an auction for $1.4 million. The piece was a copy of one of the artist's most famous works, an image of a girl releasing a red balloon. Moments after the piece was sold the painting self-destructed, shredding itself while onlookers watched.**

**In a video, Banksy explained that he had secretly installed a shredder in the frame of the painting to destroy it if it ever went up for auction. The anonymous artist is known for creating satirical and subversive political art, and by shredding the painting, he essentially turned the auction itself into a work of art and sent a f-you to consumerism, quoting artist Picasso in an Instagram post: "the urge to destroy is also a creative urge."**

## Triple Decker Record, Jack White:

**In 2010, singer and producer Jack White announced a new format of vinyl record that in-cased an unreleased 7" record within a 12" record. In order to listen to the 7" record the user must crack open the 12" record. As a consequence sacrificing the ability to listen to the original 12" record. This vinyl provided the consumer with a choice, destroy and sacrifice the value of the record or keep intact and never listen to the secret track.**

# Design Process

## Design Approaches:

**Critical Design:**

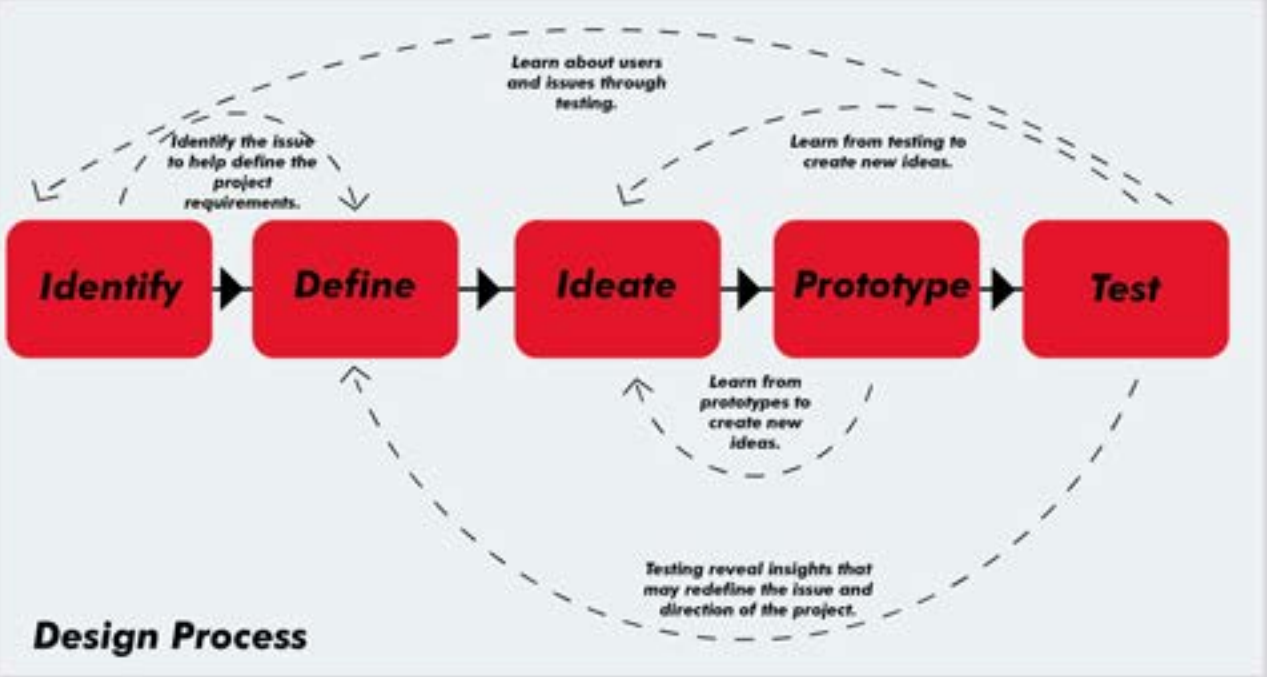
I used design fiction and speculative design proposals to challenge assumptions and conceptions about the role of brands in everyday consumer lifestyle.

**Disruptive Design:**

The design intends to intervene and disrupt the system of consumerism and conformity between brands and their consumers. With the intent of encouraging the consumer to challenge the consumerist nature society has adopted.

**Design for Commercialisation :**

I intend for elements of my design to be commercialised to assist in the funding of the brand. This will also allow consumers to purchase products as a chance to join the movement and increase the awareness of the issue to more people.




Design Process

## Design Requirements:

. The design must be engaging, understandable and aim to raise awareness of the issue.

. The design must allow the target audience to question and challenge their own consumerism and conformity.

. The design should have an element of commercialisation.

. The design should provide an ethos for the target audience to believe and advocate.

. The design will not slander or defame any companies, brands or individual.

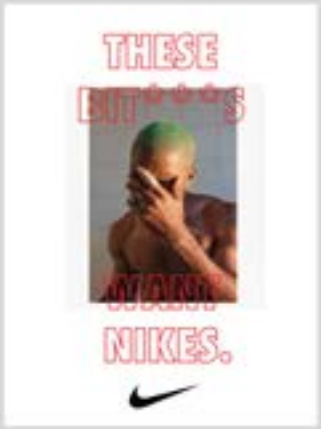
# Ideation - Prototype - Test

### Anti-Brand Activist Exhibition:

*This concept featured a series of posters that will be displayed within an exhibition. The posters aim to highlight the issue of consumerism and conformity between brands and consumers. The exhibition would also aim to encourage the visitors to question and challenge their own conformity and obedience towards brands, with the intention to disrupt the system society has adopted and accepted.*

*Inspiration was drawn from the concept that Shepard Fairey introduced in the form of Obey Clothing which had the intention to disrupt the concept of obedience. Although Obey eventually became what it set out to address, the underlining message of Obey still exists. I also took inspiration from Banksy's range of anti-consumerist art that makes viewers aware of our materialistic society.*

*I decided not to pursue this concept any further because although it may successfully address the issue it may not have the breadth of impact due to limited exposure. The exhibition relies on visitors already having the understanding and interest of the subject. This is a problem as it does not address the sub-conscious nature of the topic.*



### Honest Slogan Posters Prototypes:

*The posters that would be displayed within the exhibition come in the form of honest company slogan posters. The posters attempt to communicate the true meaning or agenda behind famous brands. Viewers of the provocative posters would then become aware of what that may already be subconsciously buying into. Subsequently viewers are provided the opportunity to question and challenge their own conformity towards brands and companies.*

### Virtual Exhibition:

*If I were to further develop this concept I would look into creating an online virtual exhibition. This would also be a great avenue in the current time of Covid-19 to address my issue with social distancing procedures.*

# Ideation - Prototype - Test

### Customised T-shirt Exchange:

*Taking inspiration from Ari Forman with his bootleg trainer, this idea provides the consumer with creative control over the design.*

*This idea involves customers designing and personalising t-shirts. Once designed, purchased and worn, the item can be exchanged for another customer's customised t-shirt.*

*I decided against developing this concept further because although it provided customers with creative control rather then being pushed corporate ideologies, this idea lacks the ability to be a successfully commercialised product. This is because the option to exchange a t-shirt rather than purchased another is not commercially viable. This idea did however later evolve to become part of a service proposition (see development).*

### Rent A Tee:

*This idea consists of an on-going subscription that a consumer would pay for in exchange for weekly or monthly clothing items. This concept removes the element of ownership and subsequently that of attachment. This idea wasn't developed any further but the concept of removing attachment has been developed further.*

### Fading T-shirt Prototypes:

Wash 1.

Wash 3.

Wash 5.

### Fading T-shirt Designs:

*This concept features a series of t-shirt designs that provide a provocative message. Taking inspiration from the 2020 viral internet fad that had online personalities destroying and burning expensive clothing garments. The intention behind this shocking trend was to express to clothing fanatics that at the end of the day nothing matters and they're just clothes.*

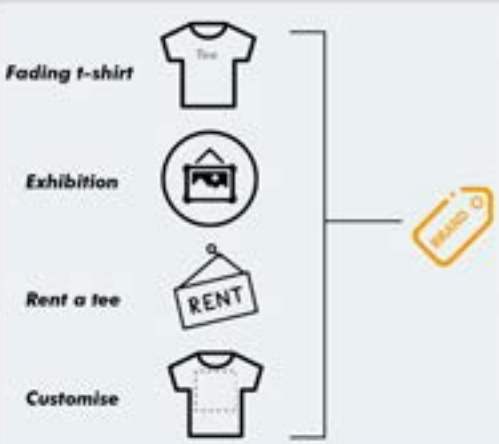
*What differentiates this concept from that of customising or destroying popular branded items is that the printed logos are designed to fade away over time. The more the consumer wears the item the faster the design fades away. Inspiration for this element of the concept comes from the self-destruction of Banky's art piece after it is sold during an auction. This idea attempts to assist the consumer to disassociate the branding from the clothing and help disrupt the current behaviour pattern of consumerism.*

### Testing The Tees:

*To test this concept I printed a design onto a blank t-shirt using washable wax crayons. I did this by ironing a backward drawn template of the design onto the fabric. After every wash of the t-shirt the design slowly faded away until I was left with just a blank t-shirt. Although this method was successful it requires intensive manual labour*

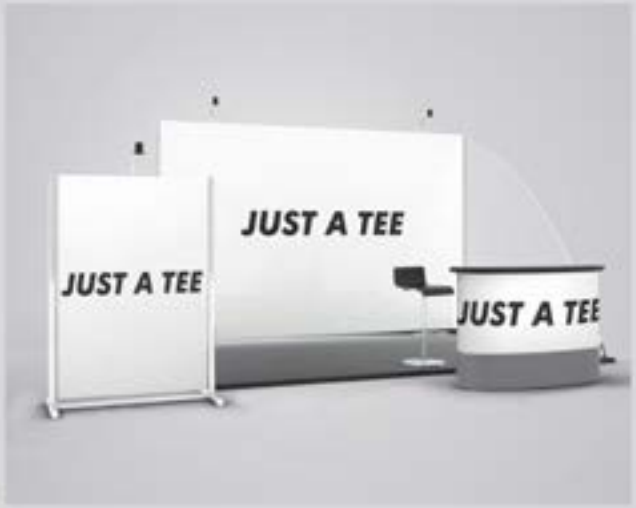
*Another method that could potentially achieve the same result is using "For Now Ink". This is ink that is used for temporary tattoos which fade and disappear naturally. Unfortunately I was unable to test this avenue.*

# Ideation - Prototype - Test - Development




### Just A Tee Brand:

*This concept combines elements from previously thought ideations including the fade away t-shirt, customisation, temporary ownership and the exhibition to formulate a brand. The brand will consist of an on-going service that produces clothing items with designs that fade and eventually disappear when worn (i.e. temporary ownership of the design).*




### Pop-Up Display:

*I took the concept of the exhibition to showcase anti-consumerist art and developed it into a pop-up display. The reason for this was to increase the potential breadth of awareness the display could generate. The display could also be a space to not only present art and sell clothing but at space where the consumer can experience the brand and the message first hand. By it's very nature a pop-up display is temporary mirroring the temporary design on the t-shirts sold.*

### On-Going Service:

*This area of the concept combines elements from the customised t-shirt exchange, rent a tee and the fading t-shirt idea. The on-going service consists of consumers purchasing customised clothing with designs that eventually fade away. Once the design has faded and disappeared the consumer can replace the design on the now blank t-shirt with at a discounted price. This provides the consumer the creative control to design their own clothing but the fading of the t-shirts encourages the repeated use of the service.*

*This diagram shows a simple sequence of the product and it's features, how it is intended to be used and returned.*

### Online Store:

*As well as a temporary pop-up shop the brand will also be accessible via a website. This will increase the breath of impact the brand will achieve due to the increased awareness. Consumer will be able to visit the site, discover the brand, purchase products and be linked to the brands social media accounts.*

### Consumer Journey:

*This diagram shows the potential consumer journey when using the on-going service. This service will provide multiple avenues that the consumer may choose to follow. This also shows how the brand and the consumer connect*

### Poster For Sale:

*Posters that were originally displayed within the exhibition concept will be displayed and sold within the pop-up display and on the website. The posters aim to communicate the true meaning or agenda behind famous brands. Viewers or buyers of the provocative posters would then become aware of what that may already be subconsciously buying into. As a result consumer provided the opportunity to challenge the conformity towards brands.*

# Development: Just A Tee

## JUST A TEE.

### YOU BUY IT YOU BREAK IT

*Just A Tee is an anti brand brand that uses obedience, conformity and narcissism as the foundation of its brand ethos but at the same time asks the consumer to question 'Who's in Control?'.*

*A brand should not define what you wear, who you are, who you wear it for, or where you wear it. It doesn't matter about the brand it is just a t-shirt. Just A Tee focuses moving the subconscious to the conscious, so that the consumer is aware that they are buying into the brand but at the end of the day it is only an item of clothing. This links back to the viral trend of Instagram personalities destroying and burning "sacred" streetwear items and claiming that "nothing matters" and "they're just clothes".*

*The semblance of control, is that the consumer can choose the design, they can chose to wear the item or not, but ultimately if worn, the design fades to nothing. However, Just A Tee offers a service which enables the consumer to return the now blank t-shirt, for another temporary printed design at a discounted price. Control is now back with Just A Tee.*

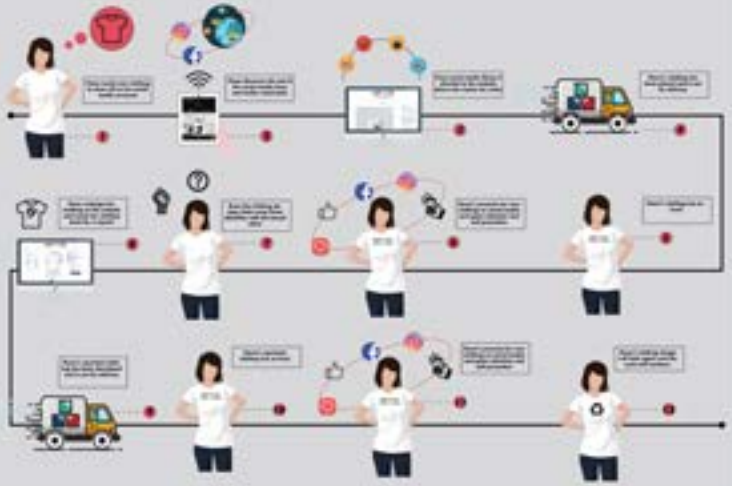
*"Just A Tee" takes inspiration from the message behind the burning of Supreme clothing which was a reminder that "they're just clothes". "You Buy It You Break It" is a play on the notable unwritten "You Break It You Buy It". This is to suggest that after purchases the t-shirt it will "break" during use as the design will fade away.*

*Example of a fading t-shirt design featuring the brand logo and slogan.*

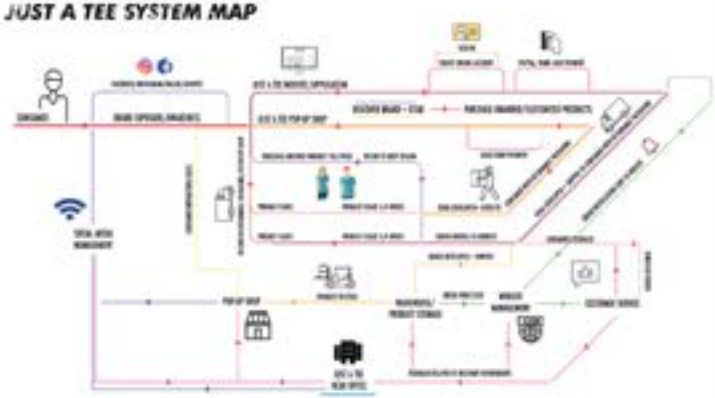
### *Developed Just A Tee Pop-Up Shop:*

*Evolved from the pop-up display this shop provides a temporary space for the branded t-shirts and posters to be sold. More importantly is provides consumers a suitable space to discover and experience the brand first hand. The shop also provides a space for consumer to design their own fading clothing design and later order for delivery.*

### *USER EXPERIENCE JOURNEY*



### *JUST A TEE SYSTEM MAP*



### *Service Development:*

*This on-going service has multiple choices and avenues the consumer may choose to follow. When purchasing from the brand consumers are presented with a choice. To wear what they have recently bought or to collect it. If the consumer decides to wear their newly bought item it will 'self-destruct' over usage, leaving the consumer with a blank product. However, an on-going service is provided to accommodate those who choose to wear; unlimited discounted re-prints on their previously bought t-shirt.*

*Alternatively, consumers may decided to collect and keep the product they have bought. Preserving the design and the 'value' of the item. However, this decision come with consequence. Firstly, the item can never be worn otherwise the design will fade. Secondly, if the consumer wanted to purchase another item they would have to pay the full price.*

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