

Things to discuss in the future

- ☐ **What makes the brand unique compared to others currently out there to entice an audience and make people want to purchase our clothing items?**
 - Environment friendly
 - JIT manufacturing, sell fuck ups
 - affordable
 - local
 - Uk brand
 - unisex (possibly)
 - made to order
 - have an identity, have viewers feel like they know the company, can trust them
- ☐ **Who is the brand's target audience?**
 - students, 18 to 30, climbers
- ☐ **What will/could be in the first collection?**
 - T shirts, hats/beanie, scrunchies, bags
- ☐ **What themes should the first collection focus on?**
 - Famous rock locations/boulders to put on designs, local, UK wide, use pigmentation, styles
 - Screen print, detailed stitching/embroidery
- ☐ **What is realistically possible for the first collection?**
(located above)
- ☐ **What will be some of the brand's key characteristics that are recognisable across all of our social platforms, website, possibly clothing etc.**
 - possibly unique panelling, colours, fonts jada jada
 - the storror whistle, audio motif
 - TALK TO WILL!
- ☒ ~~What is everyone on the team currently capable of doing?~~
- ☒ ~~What is everyone on the team interested in trying in the future?~~
- ☒ ~~What is everyone's plan for university? E.g. Placement year/graduation/final year.~~
- ☐ What is needed for the upcoming pitch to the university?
- ☐ If successful, what would be the next steps after the pitch to the university?
- ☐ **What methods of advertising/promotion will we use? E.g. Digital, tiktok, instagram, print, posters, etc.**
 - social media, mixed media short content, people climbing in the clothes, look at storror parkour advertisements for their clothing, have a face to the brand, use ravelin for filming, work with climbing society, work with bouldering gyms
- ☐ **Who could we work with to promote the brand? E.g. Climbing Society, friends & family. Etc.**
 - Climbing society, influencers, (look at how rugne took over social media), talk to local bouldering gyms, chimera, southampton. Approach everyone, take any opportunity.

- ☐ What styles do we want to work with? E.g. Mixed media, 3D, animation, motion graphics. Etc.

Zack - Graduating in July, travelling after uni - unavailable

- Happy to be involved, design website based, more coding based

Ben - Graduating in July, hopefully achieving a job role in guildford or cambridge ish area, happy to continue on after uni

- More understanding of industry, meet some nice people, leadership, workflow models

John - Doing a placement in London, available to continue

- Likes rocks, happy to do anything, knowledge in climbing

Dee - Going into second year and happy to continue

- Anything video, compositing, editing

Millie - Placement year, happy to continue

- Fabrics, sustainability, outsourcing and information

Joe - Placement year, happy to continue

- Industry learn, apply film and current knowledge

Oscar - Placement year, happy to continue

- Learn anything & everything

Will - Placement year, happy to continue

- Graphics

CONCEPTS/IDEAS BROUGHT UP:

MYSTERY CLOTHING DROPS

SPORT WEAR? VERSATILE TO FIT CLIMBING, SKATING AND OTHER ACTIVITIES

MARKET RESEARCH IN PERSON AT GYMS - GOOD FOR PITCH

POSTERS FOR ADVERTISEMENTS

GOOGLE DOC FORM FOR QUESTIONS ON WHAT CLIMBERS WANT

EMBROIDERY COULD GET HEAVY ON LARGER DESIGNS?

GENERAL DIGITAL DESIGNS

MILLIES TOTE BAG IRL THEME SHOWING

MILLIE TALK TO CHARLOTTE ABOUT START UP FUND POSSIBLY

LOOK AT WEBSITES TO SELL, SHOPIFY

LOOK AT COMPETITION

FLASKS, WATERBOTTLES, STICKERS

AGENDA, EVALUATE BRAND, DESIGN PILLARS, INSPIRATION, CONCEPTS (MAYBE MORE IN FUTURE)

ASCEND CLOTHING

ASK WILL TO PROTOTYPE SOME LOGO IDEAS TO MATCH

Do pop ups at universities to advertise and sell