

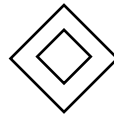
Kramer Chan
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BETTER GET USED TO IT

◆ ————— ◆

Lupara Bianca revives the iconic 50s chic, smart casual menswear style for the modern gentleman, all while hanging onto the essence of what made the 50s so unique.

Picture this ; It's the spring of 1950 in New York, a town recovering from the tremors of World War II that raged in Europe. Trickling down, came the architecture, cars, music and fashion that all echoed the period in stunning detail. As the decade progressed, the fusion of the established European aesthetic and the newfound Americana identity introduced some of the era's most distinct styles and music which reflected the birth of a cool new era.



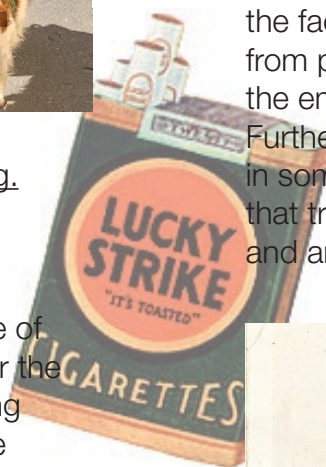
Story



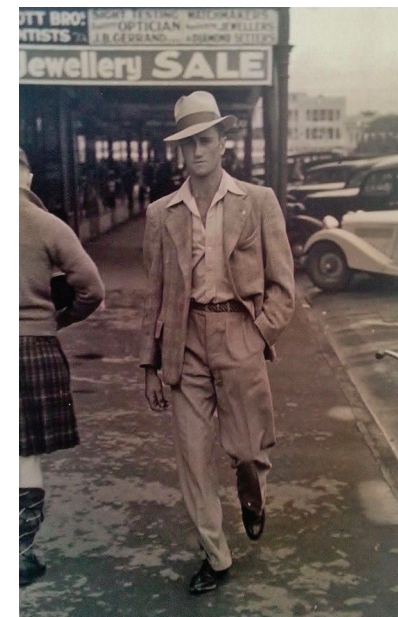


Aspiration for impressing. Timeless chic. Clothing with meaning.

Many Generation Z individuals aspire to dress to impress daily, shying away from the popular casual and ever so oversized aesthetic of social media. Rather, they are attracted to the style of the 1950s and 1970s, slimmer, focused silhouettes suitable for the sleek metropolitan look. This group of individuals are referencing style cues from yesteryear, taking influences from an era before their conception. Key pieces popular among them would include tailored suits, shirting with 70s style spear collars, bowling shirts and cropped slim jackets. They are not afraid to experiment with the colour palette as well, hints of turquoise and burgundy are not uncommon, and prevalent colours include browns and autumn-like hues. This style emanates a luxurious and chic vibe, truly timeless, as attested to by Generation Z. Generation Z are also individuals who are more likely to spend their disposable income on clothing if they feel its worth the price, be it based off materials, aesthetics or even the story and meaning behind the garment. (According to WGSN.)



This is where Lupara Bianca is able to meet the demands of the customer. Many modern fashion brands, especially in the streetwear sector may leverage or claim to take influences from the past but it is often done so in a manner where it is heavily modified to suit today's masses. Lupara Bianca's whole point is to reference the past in an authentic manner, rather than modifying it for today, we would adapt it so that the essence of what made the period so elegant is not lost but it still looks classy in today's fashion economy. Besides the factor of authenticity, the brand will not only take visual influences from past, but rather an entire mood and aesthetic that encapsulates the emotion of said period, for the truest modern adaptation. Furthermore, we pride our brand as being a label of exclusivity and in some ways elusivity, since we want to elicit an emotional response that transcends beyond just consuming clothing, but rather a lifestyle and an attitude.





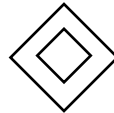
Concept board



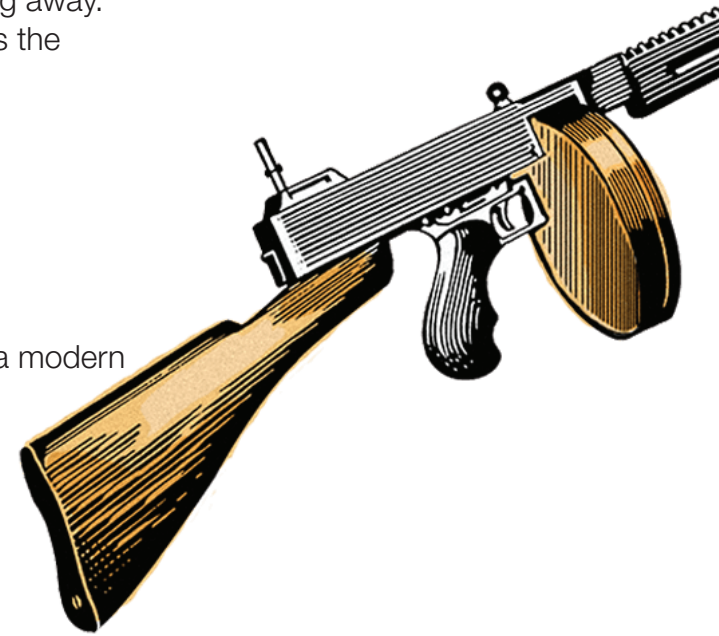
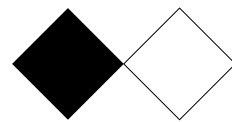
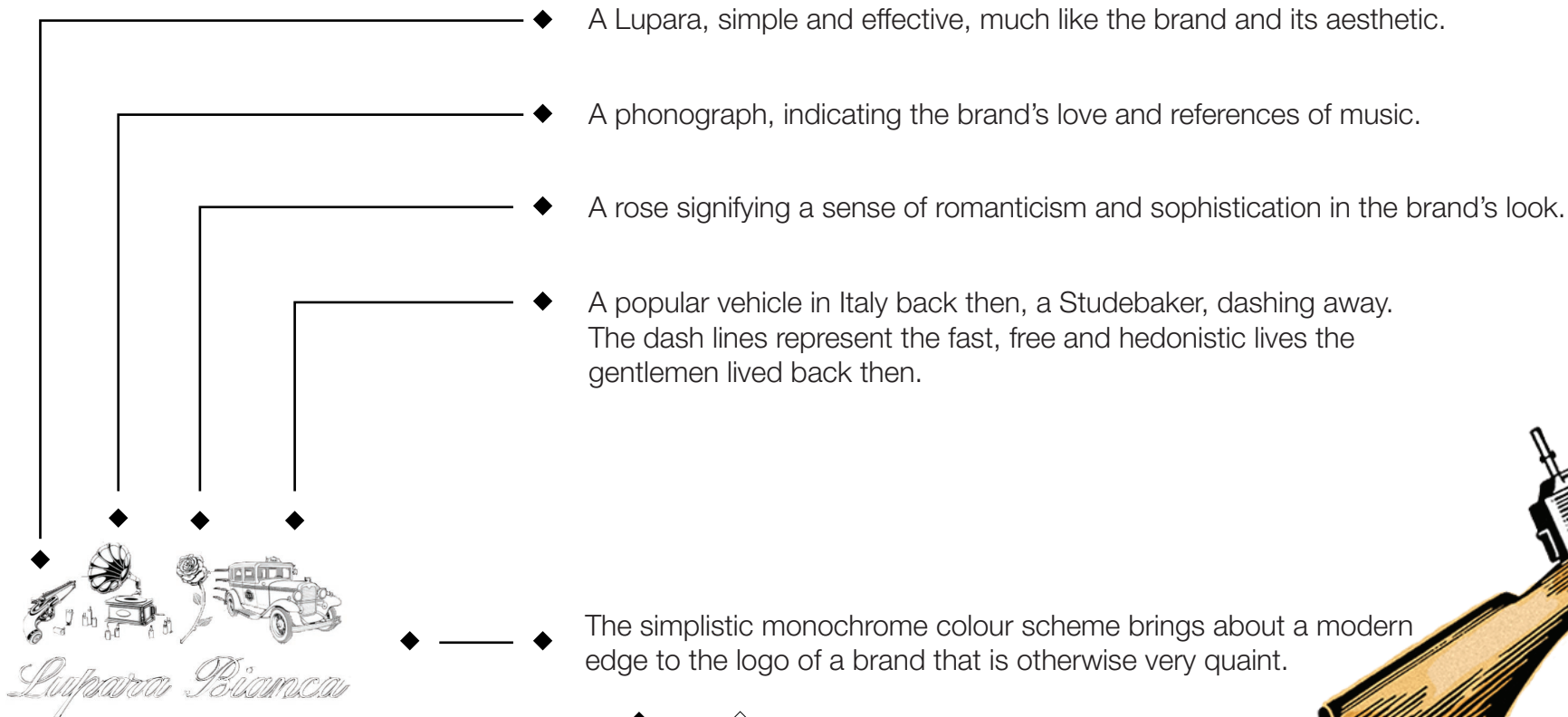
THE WILD ONES

Concentrated on reviving the smart casual style of the 50s, Lupara Bianca will focus on the fit and quality to ensure the utmost authenticity and quality.

Taking inspiration from the bustle of the 1950s, seductive pin-up girls, rock n' roll and a hedonistic free spirit. An ode to the true gentleman with distinct Italian / European references. The two biggest influences play into the brand: the voices of Americana and traditional tailoring. 'Lupara Bianca' is a journalistic term that described a method the Mafia used to kill someone without leaving any trace of their disappearance, the name alludes to its Italian references as well as the "disappearance" of 50s style in today's fashion.

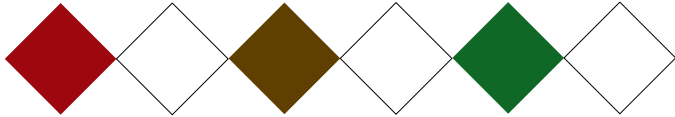


Concept





Various colourways of the Initials Logo. Hues used are reminiscent of Italy and the past.



Lupara Bianca

Alternate logo without icons.

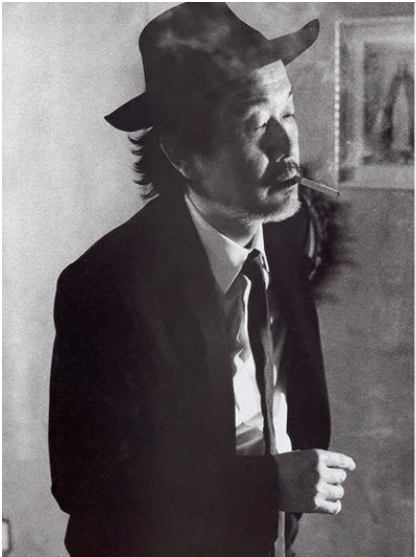
*Lupara
Bianca*

Alternate typeface, inspired by various 1950s automakers' logos.

Lupata
Lupata

Alternate logos to be used on various platforms / collaterals.

Logo



WISEGUY; TOUGH GUY

The brand is a combination of The Rebel and The Ruler. The Rebel at heart opposes any form of authority and always seeks to break the mold of society by breaking the rules. The desire for rebellion and revolution is what fuels him everyday, aiming to be a true individual and an outlaw.

The Ruler could not be anymore different than The Rebel, this individual seeks to restrain disorder by asserting control. Rulers are defined by their desire for security and structure, they aspire to attain and retain influence. The Ruler sees himself as an exemplary individual for others to follow and seeks to provide direction.

What these two have in common, is their aversion for a life without their authority, one without purpose, meaning and joy. One seeks it in defiance while the other pursues it with an astute and stoical frame of mind. In the end, the brand can be described as an outlier and genuine.

Archetype

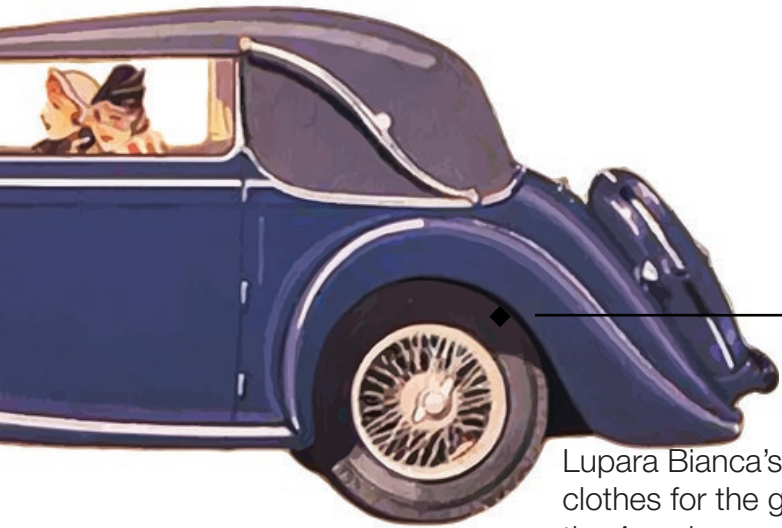
Sincerity : Our brand's overall style and philosophy is very down to earth and honest. We want to translate the unadorned sophisticated nature of the 50s into our clothes as it relays a more genuine connection. Our aesthetic is also unique as we take inspiration from a very niche culture, that is the era of the 1950s, so there is a sense of sentimental value and nostalgia. We also welcome any and every avid fan of the culture.

Excitement : Although our general aesthetic can be seen as vintage, we want our clothes to remain hip and contemporary by modernizing colors and styling to suit today's fashion all while remaining true to the visual essence of the time period. Due to our unique aesthetic, we can be very imaginative. The 50s is our primary source of inspiration and that was a very colorful time in pop culture so our style can also be labeled as bold.

Sophistication : The brand is focusing on a lot on street smart clothing so we want our clothes to mimic a tailored look, jackets will be tighter, trousers will be slimmer, giving off a chic look, suitable for a casual night or certain formal events.

Personality

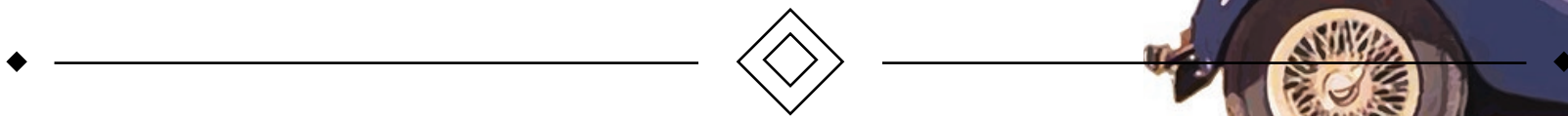




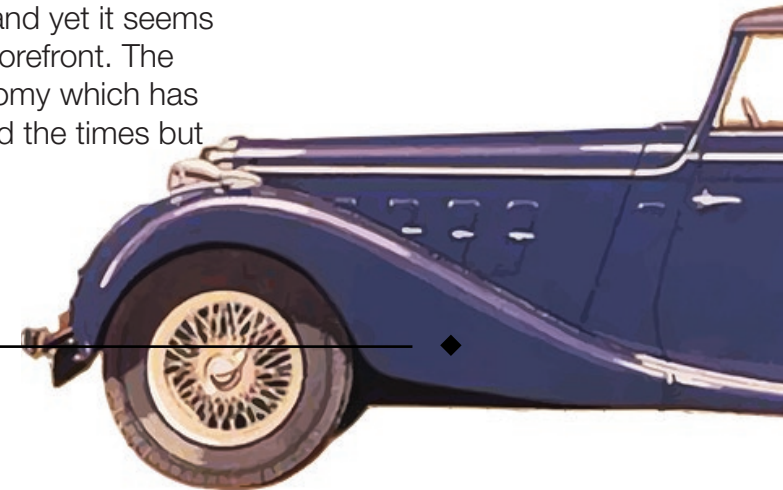
DIVERSITY

Lupara Bianca's penultimate goal is very simple ; produce stylish yesteryear clothes for the gentlemen of today. The brand absorbs influences ranging from the Americas and Italy, particularly in the 1950s, and refracts them through our own eccentric lens, all while maintaining the authenticity. As for graphic prints, making graphics are part of what gives Lupara Bianca a more irreverent side. We will not shy away from a little profanity, and we certainly welcome lewd imagery, but we will always make it a point to execute it tastefully. Simply put, Lupara Bianca aims to present a global cultural epoch under a microscope in a maximalistic way.

Referencing clothes from the past is nothing new and we definitely will participate in that. However, the 50s were such a vibrant and extensive era, and yet it seems there are little to no labels that have brought this aesthetic to the forefront. The brand aims to bring back the retro styling to today's fashion economy which has been lacking in sophistication and charm. The style may be behind the times but elegance and finesse is timeless.



Values





- Mid - Mid-high price range.
- Lifestyle menswear.
- \$70 (T-shirt) - \$400 (Outerwear).

Category





Merchandise Board

Price **\$1500**

WACKO MARIA

NEPENTHES

Lupara Bianca

Adaptive **NEIGHBOURHOOD**

Authentic

\$50

Map

FAIR PLAY

Based on the perceptual map above, on the bases of authenticity in terms of aesthetics and price point, Lupara Bianca is placed near the end of Authentic and just above the mid point for Price. In comparison to a brand like NEIGHBOURHOOD, who over the years have adapted to the trends and produced street appropriate apparel like hoodies and sweatpants, all while keeping it at a relatively affordable price, they are definitely the most entry-level brand on the map. Because of that, they are not as exclusive and their aesthetic has lost its edge of authenticity which are definitely pointers our brand are focused on. Meanwhile, a brand like WACKO MARIA stays fairly true to their aesthetic but keeps their price point incredibly high, with certain outerwear pieces costing upwards of a thousand dollars. While we do preach exclusivity, we still want our pieces to be affordable to most which explains our position on the map ; a brand that is authentic as can be and mid-high prices that edge out the competition.



Map

THE ASPIRING EUROPEAN



Our consumers are 20 - 43 year old males who hold on to the past and are obsessed with nostalgia. The Aspiring European has a fond admiration for the Italian style and demeanor especially in the past. They are generally intellectuals and enjoy niche hobbies or activities like vinyl collecting and exploration of different arts. Their idea of a perfect day consists of a cup of tea and toast for breakfast, while listening to classic tunes, staring out the window looking at the sunrise. As for their physical appearance, they are fairly well kempt, have long hair and wears boots regularly. They usually try to wear different outfits depending on the occasion and the mood as they hate being called out for wearing the same outfit over and over again. They love scouring the Internet for collectibles to display, like vintage Playboy magazines and cigarette cards. Typically reserved individuals who may seem aloof and unapproachable at first due to their subtle anxiety but once they get comfortable, they can be extremely fun people to be around. Due to their enigmatic nature, they are only seen with a small group of friends and confide in few. They love the sophisticated style and generally do not adorn streetwear pieces like hoodies and sweatpants. As such, they adore brands like Wacko Maria and love scouring vintage resale sites like Grailed for pieces that are period authentic, as they believe vintage clothing possess an essence of elegance and timelessness that modern clothing lack.

GRAILED

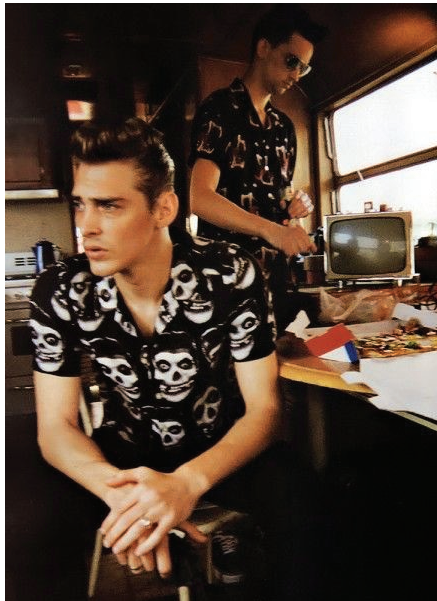


WACKO MARIA

Vestiaire
Collective

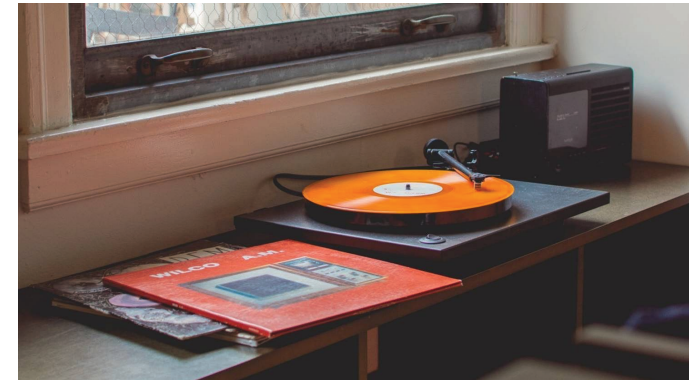
Tribe

THE CHASER OF NOSTALGIA



The Chaser Of Nostalgia is the second consumer tribe, similar to The Aspiring European, they love the vintage aesthetic, however this particular tribe is much more welcoming of all subcultures within the yesteryear period. They dabble in the styles of the Greaser, Teddy Boys and even Rockabilly. They look at the past as their muse and constantly reference them in their work and fashion, always fusing two together for a unique and idiosyncratic style. They are easygoing individuals who do not take other opinions too heavily into account. They love scouring the Internet for collectibles to display, like vintage Playboy magazines and cigarette cards. Unlike the Aspiring European, these individuals are much more extraverted and are the life of the party, they just cannot resist a good time with friends and strangers alike. With their infectious personality and compelling appearance, it is hard to see them alone.

GRAILED



Reedles

ami

alexandre mattiussi

Tribe

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