

YMCA
for Men & Young Men
Autumn/Winter 2020/21



Young Men's Christian Association
no longer presidents but prophets





dirección
artística
del proyecto

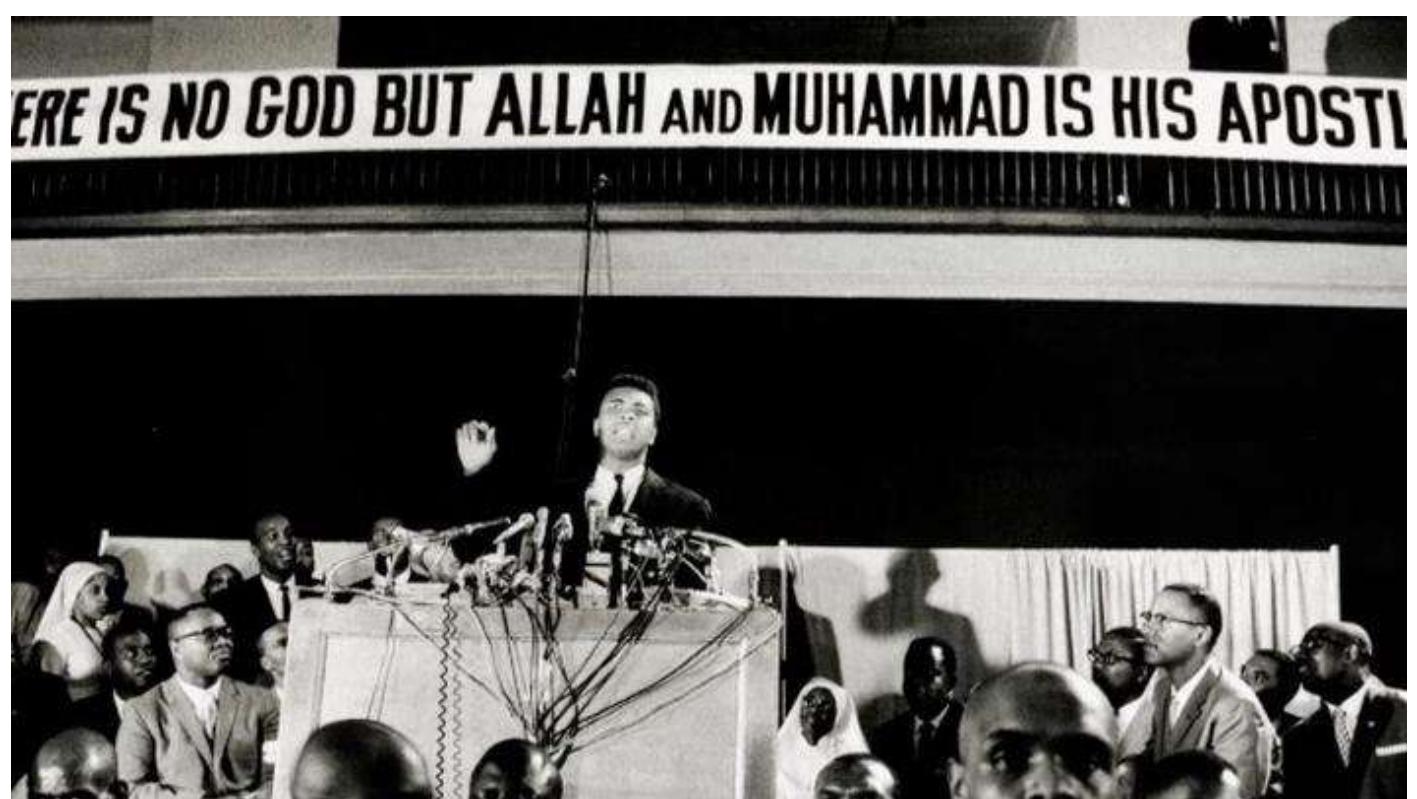
Encontré inspiración en Young Men's Christian Association (**YMCA**), conocida en algunos países como Asociación Cristiana de Jóvenes, que es un movimiento social juvenil ecuménico. La actividad de la **YMCA** incluye instituciones educativas, campamentos juveniles y grupos deportivos.

La gran referencia fotográfica e inspiración para la línea artística del proyecto ha sido la obra maestra de **Robert Frank**, en concreto su álbum de fotografías en blanco y negro, *The Americans* (1958). El trabajo de este fotógrafo Suizo cumple el desafío de representar la visión de, a la vez, alta y baja clase de la sociedad estadounidense de aquella época y el escepticismo sobre los valores contemporáneos.

Me fascina el sur de Estados Unidos, especialmente la parte de *Cinturón de la Biblia* (Bible Belt) que es una extensa región donde el cristianismo evangélico tiene un profundo arraigo social, circunstancia que se manifiesta nítidamente en la forma de vida de la población, en la moral y en la política.

Durante mi proceso creativo mi objetivo principal ha sido poder crear el ambiente que se pueda explicar con palabras: **silencio, pausado, estático**, slow-motion, dormido, **nostálgico** pero a la vez representar el **frescor de la juventud, la curiosidad, la búsqueda de uno mismo**, con un toque de secreto que comparten exclusivamente los miembros de su tribu que es una visión alternativa y pacifista a los diferentes gangs violentos y los problemas que tiene que enfrentar la sociedad de Estados Unidos, y en realidad todo el mundo occidental, en la actualidad.

*You're not any less
of a man,
If you don't pull
the trigger
You're not necessary
a man,
If you do.*



anexo tecnico

ad 1	carta de tejidos
ad 2	carta de fornitures
ad 3	carta de color

100% Wool

Designtex
Group

PANTONE
19-4826 TCX
Dragonfly

100% Wool

Designtex
Group

PANTONE
19-4326 TCX
Reflecting
Pond

100% Wool

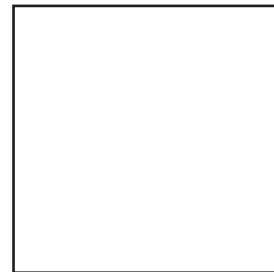
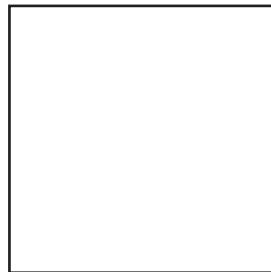
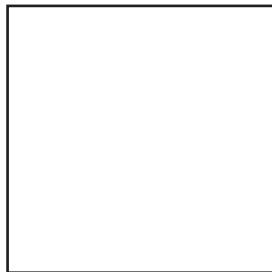
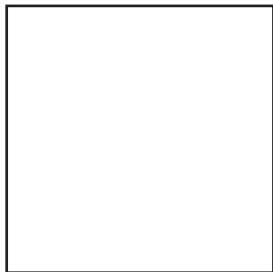
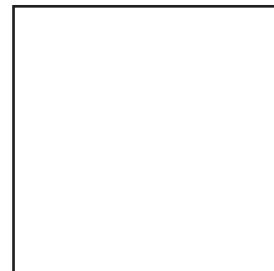
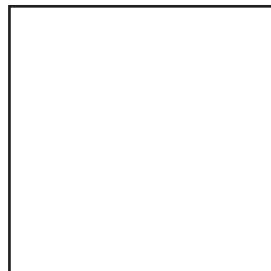
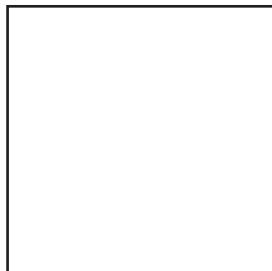
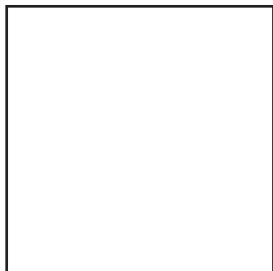
Designtex
Group

PANTONE
19-4007 TCX
Anthracite

80% Nylon
20% Spandex

B&J Fabrics

PANTONE
18-3949 TPX
Dazzling Blue



70% Linen
30% Wool

B&J Fabrics

PANTONE
13-5410 TPG
Iced Aqua

100% Cashmere

B&J Fabrics

PANTONE
17-4408 TPX
Lead

100% Cotton

Joann Fabric
& Craft

PANTONE
18-4039 TCX
Regatta

100% Wool

Designtex
Group

PANTONE
16-3118 TPX
Cyclamen

100% Wool

Designtex
Group

PANTONE
17-4015 TPX
Infinity

100% Wool

Designtex
Group

PANTONE
19-4818 TPG
Mallard Green

100% Wool

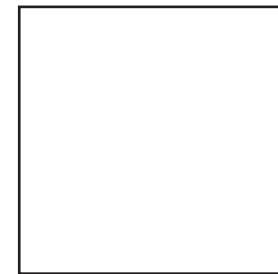
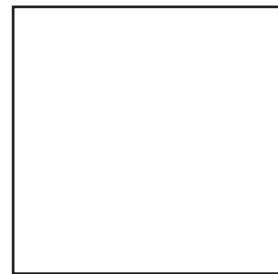
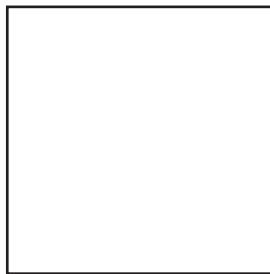
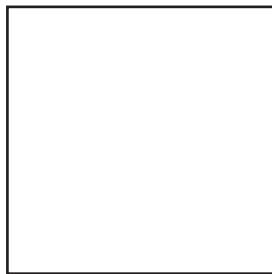
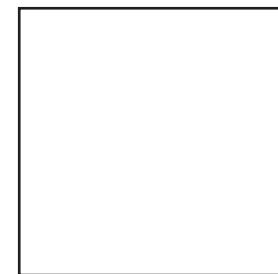
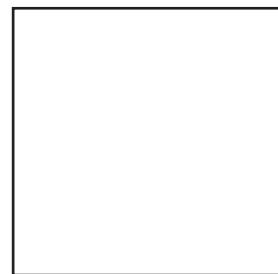
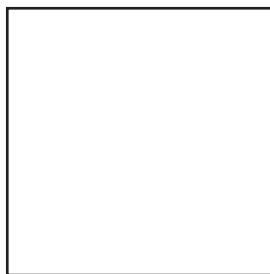
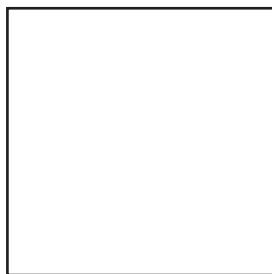
Designtex
Group

PANTONE
16-5101 TPX
Wet Weather

100% Wool

Designtex
Group

PANTONE
19-4030 TPX
True Navy



100% Wool

Designtex
Group

PANTONE
18-1031 TPX
Toffee

100% Wool

Joann Fabric
& Craft

PANTONE
17-1045 TPX
Apple Cinnam-

100% Wool

Designtex
Group

PANTONE
19-3712 TPG
Nightshade

100% Cotton

Joann Fabric
& Craft

PANTONE
11-0106 TPG
Sweet Corn

100%
Polyester

Designtex
Group

PANTONE
12-0605 TPG
Angora

100%
Polyester

Designtex
Group

PANTONE
15-4323 TPX
Ethereal Blue

100%
Polyester

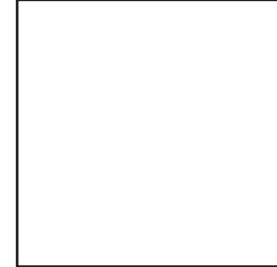
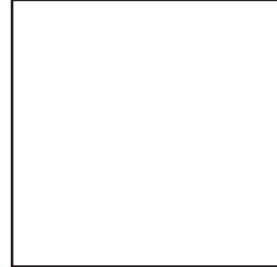
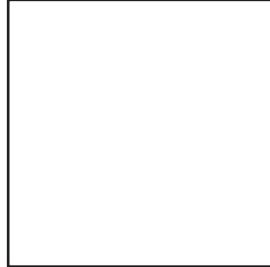
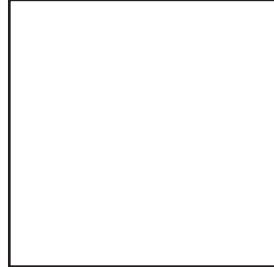
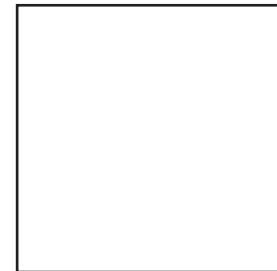
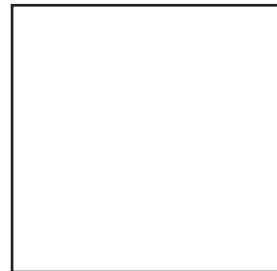
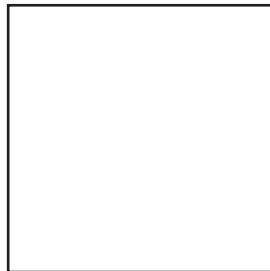
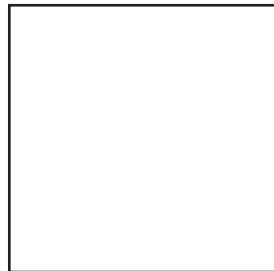
Designtex
Group

PANTONE
11-4604 TPX
Billowing
Sail

100%
Cotton

B&J Fabrics

PANTONE
11-0615 TCX
Pear Sorbet



100%
Polyester

Joann Fabric
& Craft

PANTONE
12-4302 TCX
Vaporous Gray

100%
Polyester

B&J Fabrics

PANTONE
13-4403 TPX
Silver Birch

100%
Polyester

Joann Fabric
& Craft

PANTONE
14-4503 TPX
Metal

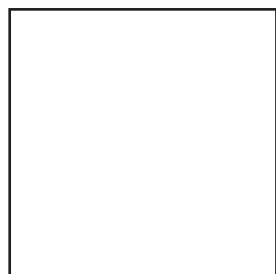
100%
Polyester

Joann Fabric
& Craft

PANTONE
17-3917 TCX
Stonewash

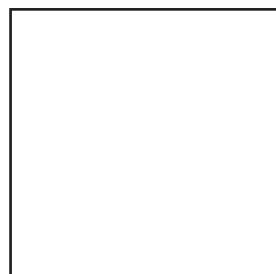
100% Silk

Joel Ferrin



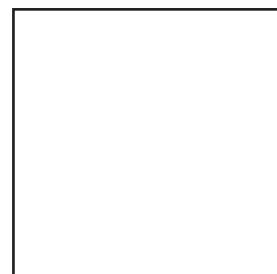
100% Silk

Balenciaga



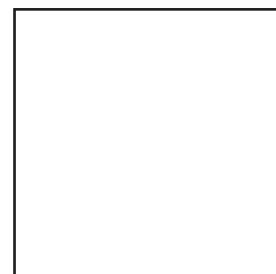
100% Silk

Ted Baker



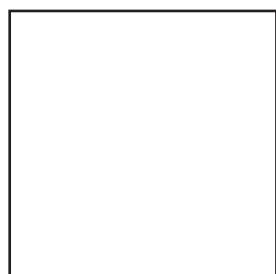
100% Silk

Balenciaga



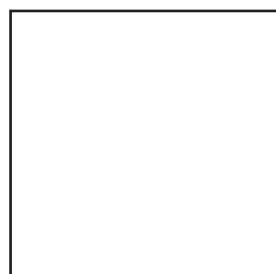
100% Silk

Kenzo



100% Silk

Nordstrom

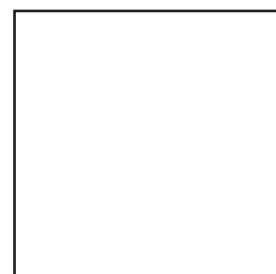
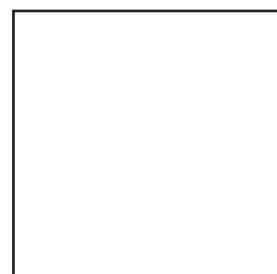


100% Silk

Nordstrom

100% Silk

Joel Ferrin





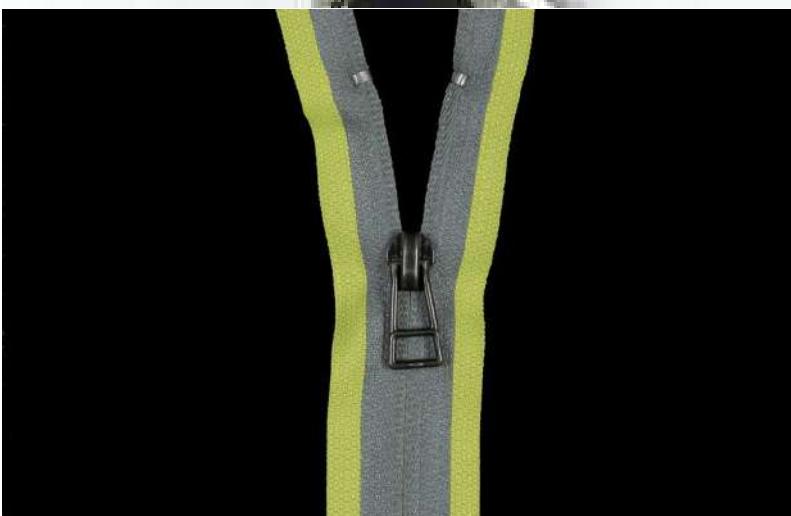
20L gray,
two-holed
wooden buttons



32L gray,
two-holed
wooden button



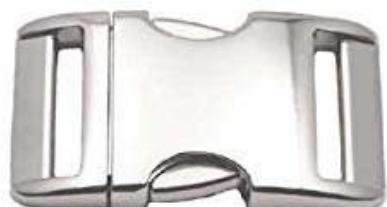
#5 full black and silver
2-ways
metal close ended zipper



#5 invisible
fluorescent yellow reflective
1/2-zipper



20L nickel magnetic snaps
in silver



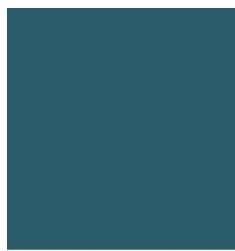
metal highly polished,
nickel plated,
buckle fastener
with mirror-like finish



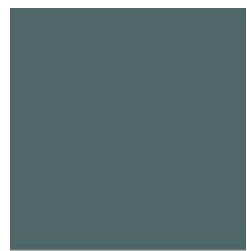
5mm metal highly polished,
nickel plated
2-hole cord flat stopper



5,5 mm metal
highly polished,
nickel plated eyelets



PANTONE®
19-4826 TCX
Dragonfly



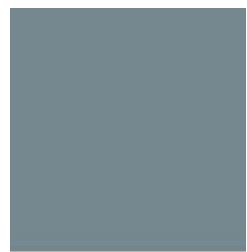
PANTONE®
19-4818 TPG
Mallard Green



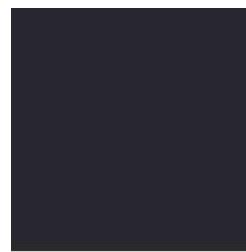
PANTONE®
19-4326 TCX
Reflecting Pond



PANTONE®
16-5101 TPX
Wet Weather



PANTONE®
17-4408 TPX
Lead



PANTONE®
19-4007 TCX
Anthracite



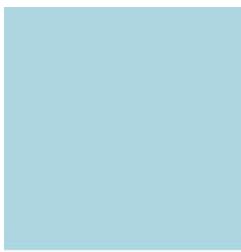
PANTONE®
18-4039 TCX
Regatta



PANTONE®
18-3949 TPX
Dazzling Blue



PANTONE®
16-3118 TPX
Cyclamen



PANTONE®
13-5410 TPG
Iced Aqua



PANTONE®
17-4015 TPX
Infinity



PANTONE®
19-4030 TPX
True Navy



PANTONE®
17-1045 TPX
Apple Cinnamon



PANTONE®
18-1031 TPX
Toffee



PANTONE®
19-3712 TPG
Nightshade



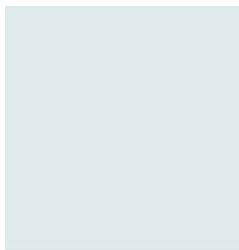
PANTONE®
11-0106 TPG
Sweet Corn



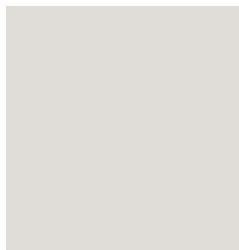
PANTONE®
11-0615 TCX
Pear Sorbet



PANTONE®
13-4403 TPX
Silver Birch



PANTONE®
11-4604 TPX
Billowing Sail



PANTONE®
12-4302 TCX
Vaporous Gray



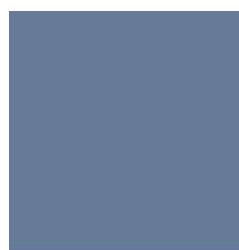
PANTONE®
14-4503 TPX
Metal



PANTONE®
15-4323 TPX
Ethereal Blue



PANTONE®
17-3917 TCX
Stonewash



PANTONE®
17-4015 TPX
Infinity

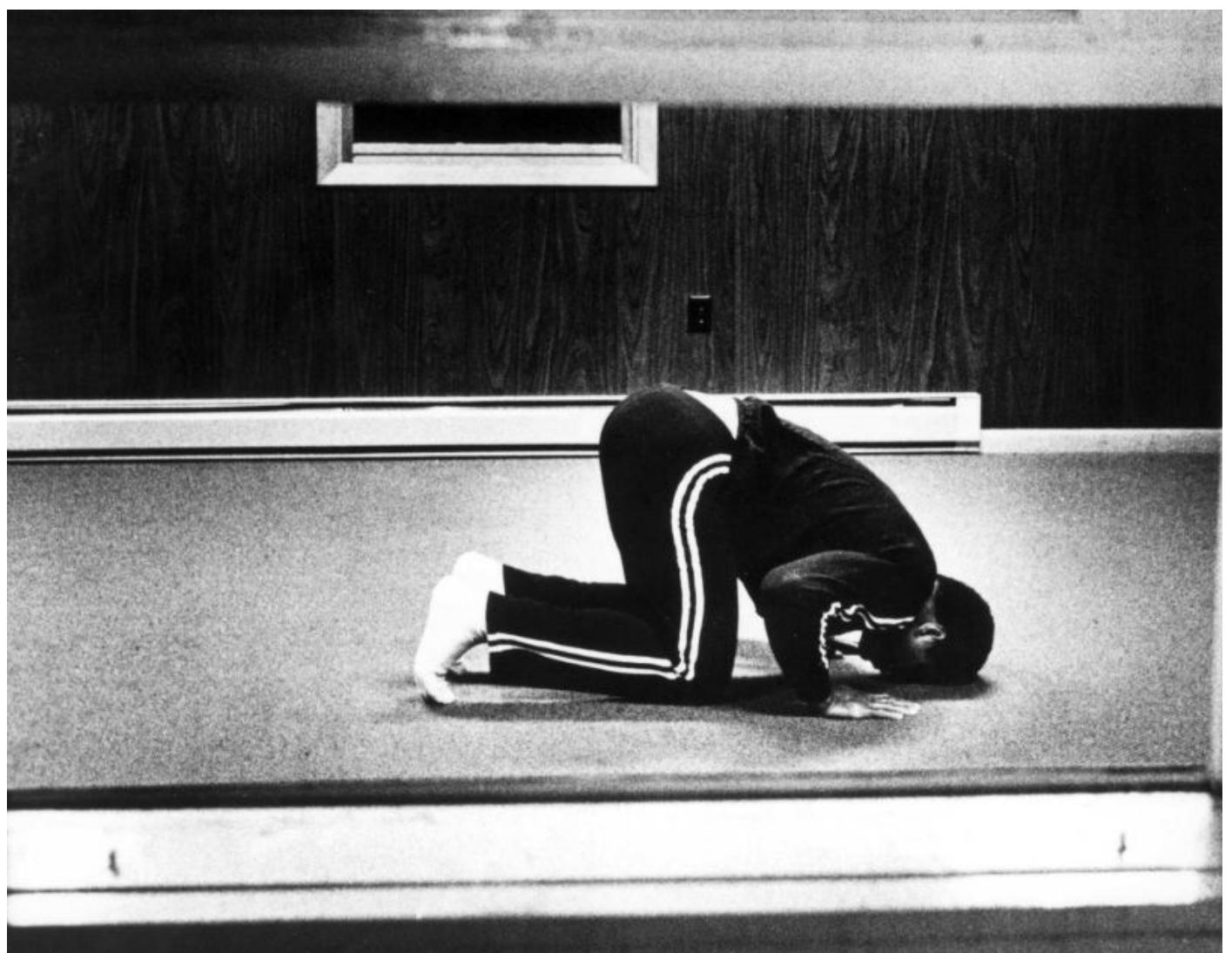
line up

YMCA

for Men & Young Men
Autumn/Winter 2020/21

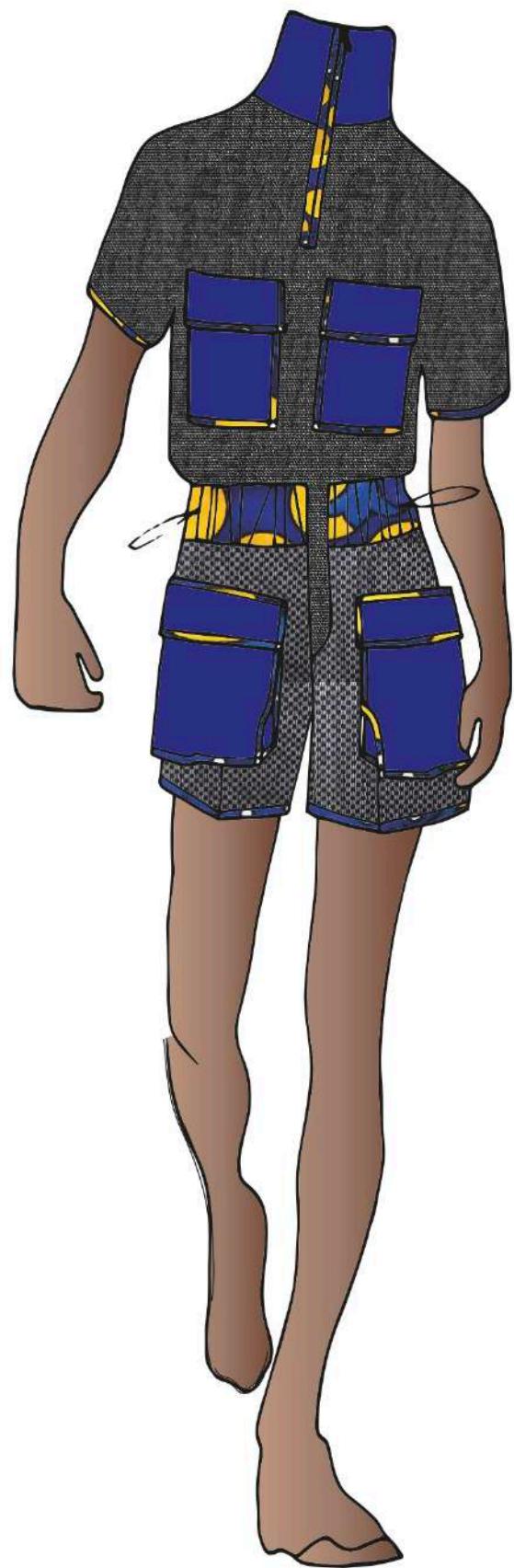
Young Men's Christian Association
no longer presidents but prophets

gracias Victor







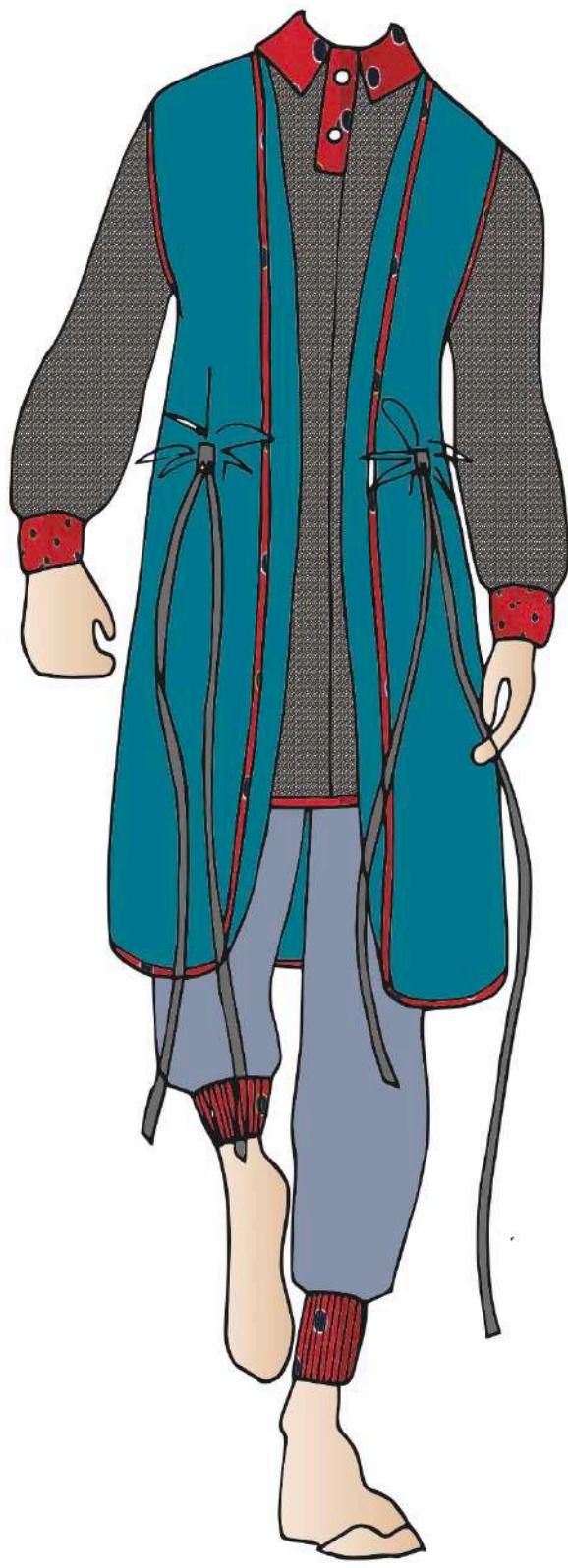






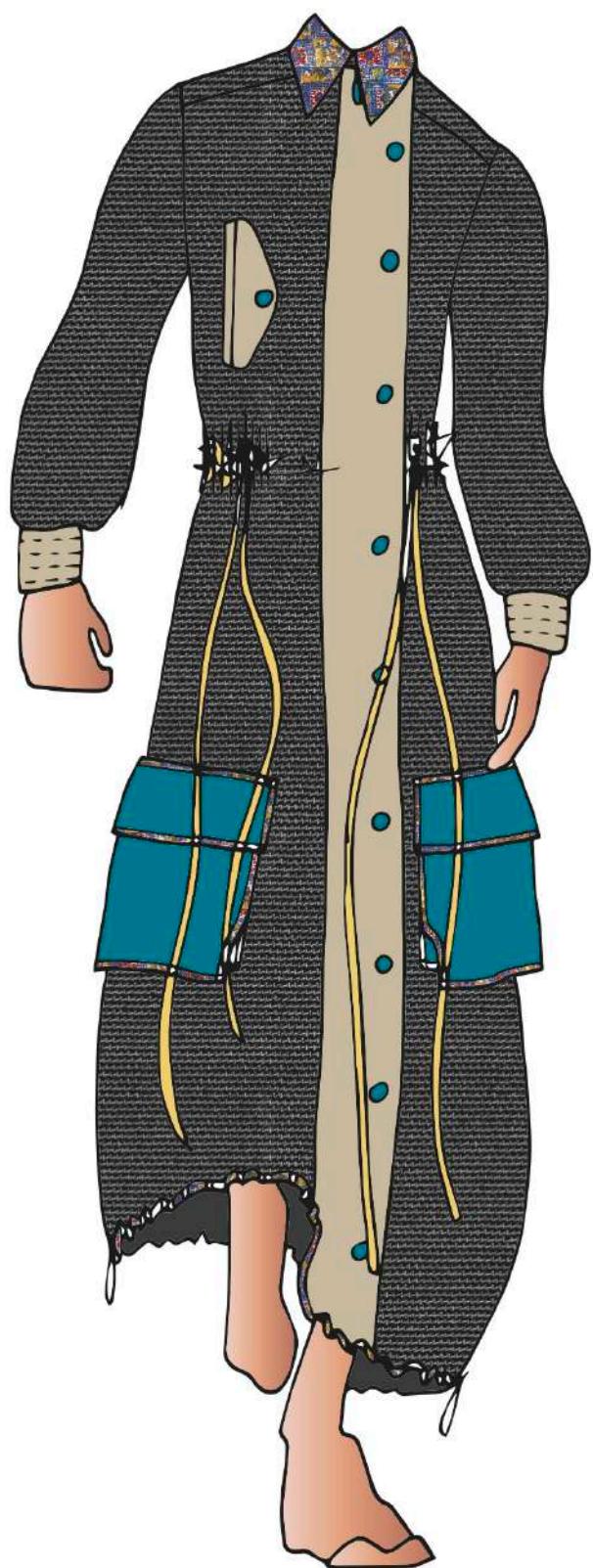










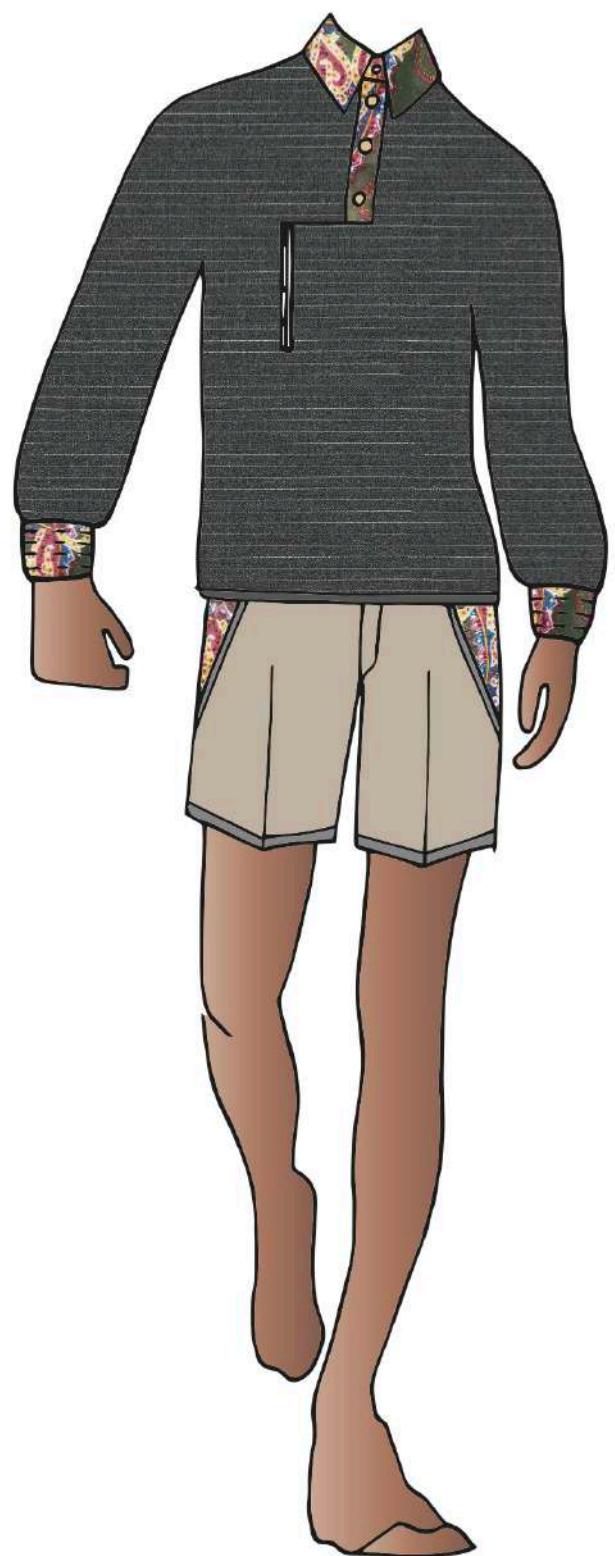


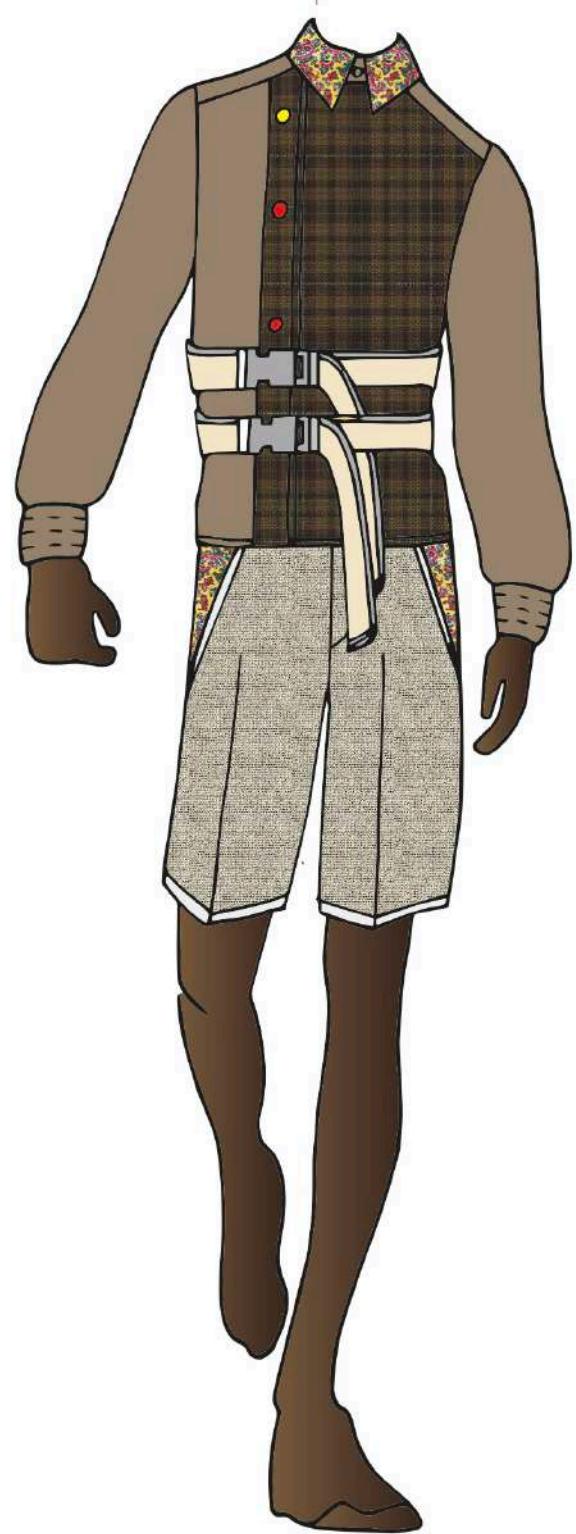


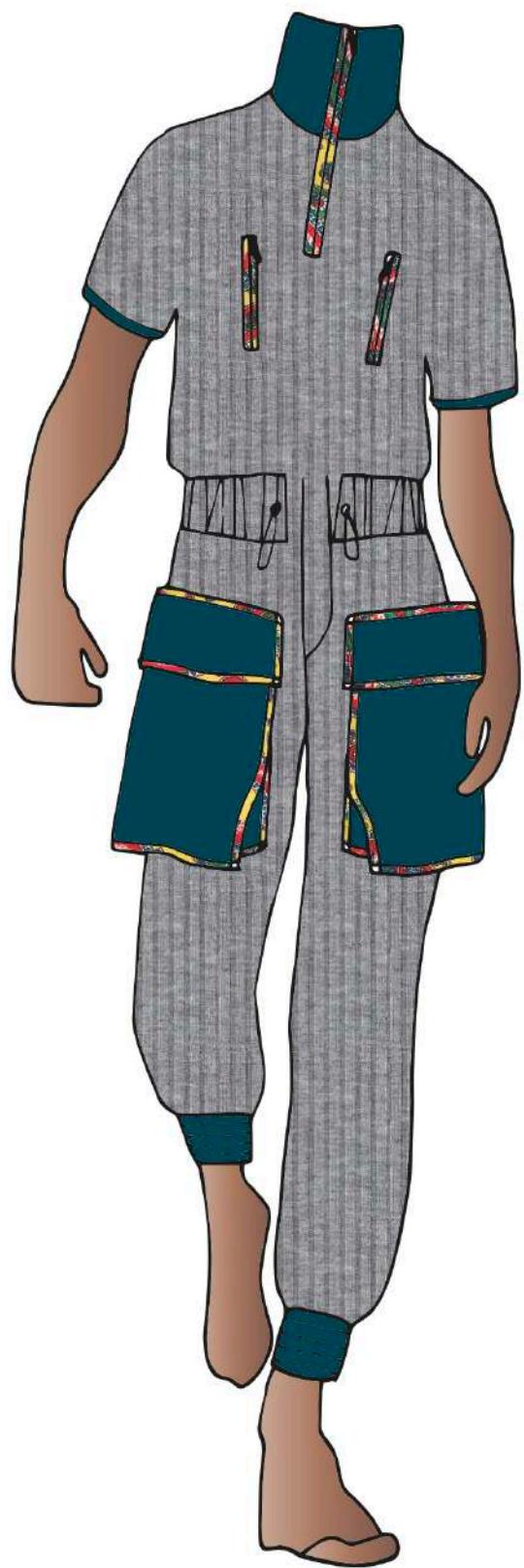












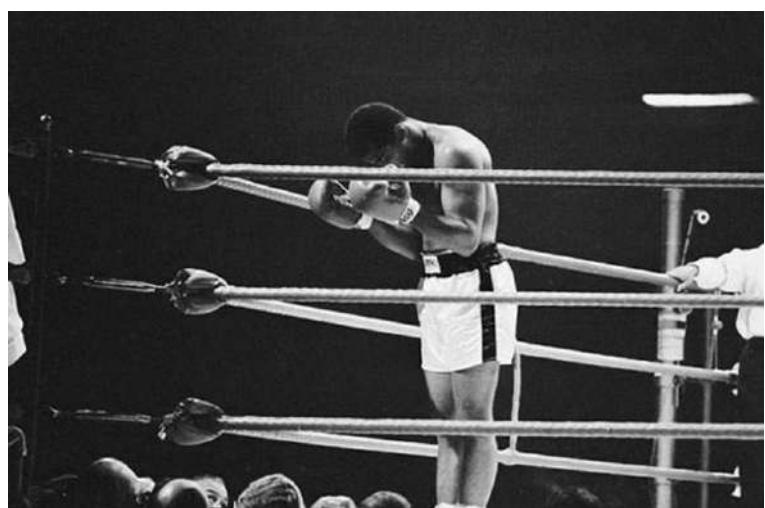












estrategia
de la marca

personalidad de la marca

- + RE-made y moderno
- + estilo de ropa bien definido y claro
- + excelente calidad
- + no produce en fast fashion
- + Sostenible, crea nuevos estilos para el cliente innovador
- + Exclusivo
- + Mezcla elementos vintage con un diseño nuevo y vanguardista
- + PEOPLE AND PLANET cambio positivo y duradero

estrategia de la marca

+ STORYTELLING = estás creando tu propia historia

+ RENEW AND RECYCLE = colección fabricada de tejidos vintage y recortes de tejidos

Aplicación para descargar para los clientes O LA OPCION de devolver a la tienda una prenda rota y tenerlo arreglado por la compañía GRATIS (garantía de larga duración)

+ REDUCIR EL IMPACTO EN EL MEDIO AMBIENTE = todo (incluyendo copia de recibo, las etiquetas, envase) reducido al mínimo y, sobre todo, para consultar por el cliente en la app

brand promotion

+ Aspiraciones del consumidor:
Crear, conversación, conciencia, interés, acción

+ DIGITAL CONTENT
App
PODCASTS
workshops

logo de la marca
el slogan



maKe into jam
listen to the way we pulsate
the jam

master en diseño de moda

karolina katarzyna,
urbanowicz

kkurbanowicz@gmail.com
633 85 00 06



