



SMOOTH COLLECTOR

Amandine, Liya, Shirine, Inès, Mathéo

Summary

Step 1 : Concept

Step 2 : Marketing / target positioning

Step 3 : Budget

Step 4 : Collection and collection plan

Step 5 : Means of communication and distribution



CONCEPT

Concept

SMOOTH COLLECTOR

1. Our name :

Our Smooth Collector brand is **inspired by the world of music** and the iconic song **“Smooth Operator”** by **Sade** (1984), which embodies timeless elegance, natural fluidity and a subtle groove. The name reflects a refined, controlled attitude, just like our multi-functional, adaptable and durable clothes. It also reflects our desire to fuse fashion and music in a sensory experience where style and sound meet with sophistication and accessibility.

2. Our team :

Everyone in our team plays a key role in bringing our eco-responsible brand to life. **Amandine** is in charge of creating the collection, making sure that the pieces we offer are in line with our identity and values. **Inès** looks after the CSR side of things, making sure that our products respect a responsible approach, from their origin to their life cycle. **Shirine** and **Liya** are in charge of press and public relations, ensuring that our project gets the attention of our community and the media. Finally, **Mathéo** is our web designer : he's in charge of the website and visual communications to ensure a strong, consistent identity. Together, we're putting our skills to work on a project that's close to our hearts.



Concept

OUR VISION

1. Education and awareness

Our concept is to create an eco-responsible fashion collection that we will distribute at a number of music festivals in France. Our aim is to create useful, modular garments from the dormant stocks of major fashion houses. We'll be setting up stands selling our collection, and organising upcycling workshops and conferences to raise awareness of ethical and eco-responsible practices.

2. Cultural and intergenerational openness

The distribution of our collection through various festivals will enable us to reach several generations. In fact, we'll be targeting festivals with different audiences, of all ages, from the Alpha generation to raise awareness at an early age, to the older generations.

We'll also be targeting a range of musical styles so that we can integrate this ethical and eco-responsible fashion practice across as many cultures as possible. Music is a universal art form that is very much part of our way of life, and we believe that it is the best way to help our society evolve into a healthier world.

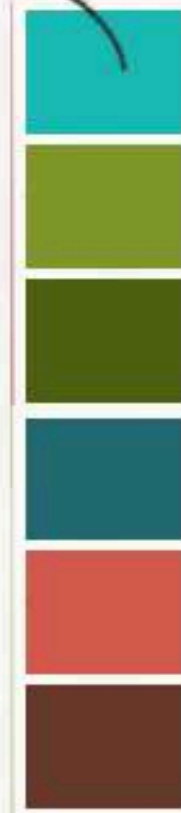


MOODBOARD

Upcycled



Inclusivity



Consume better by consuming less,
choosing quality over quantity for a
positive impact on our future.

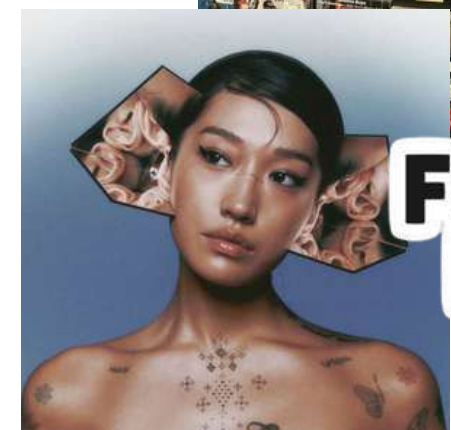
FASHION & MUSIC

Smooth Collector : Fashion and Music, a Committed Concept

Smooth Collector is a multi-functional upcycling fashion brand which, in its first years, will be distributed through our touring music events in France. Our concept is based on the organisation of mini-festivals throughout the year and open airs - open-air music stages - from May to September. These events will be much more than just concerts : they will be real cultural hubs, encouraging exchanges between generations around fashion, music and eco-responsibility. As well as musical performances, we'll be offering upcycling workshops and conferences on sustainable fashion.

Each city will host a musical programme tailored to its identity and audience, based on our observations and market research. In Marseille, the emphasis will be on rap and hip-hop; in Paris, we'll be exploring rap, pop and electro house; Lyon will be showcasing pop and R&B; while Bordeaux will be vibrating to the sound of electro and rock. This choice is directly influenced by our team, who hail from these different cities, and by our knowledge of local musical trends.

In the long term, our ambition is to organise fewer events, but with greater impact, and to open our own concept store, a hybrid space combining fashion, music and coffee. The store will feature a corner dedicated to the Smooth Collector collection, enhanced by an immersive experience where each item of clothing will be accompanied by a playlist accessible via QR code. These playlists will feature artists from our events as well as emerging talents, who will also have a dedicated space in the boutique to share their musical universe.



Eclectic music scene

FASHION & MUSIC

A Concept Store Inspired by Innovative References :

For our concept store, we were inspired by models that have successfully combined fashion, culture and lifestyle, such as **The Broken Arm** and Ramdane Touhami's **Ramdane concept store** in Paris.

The Broken Arm, located in the Marais district of Paris, is much more than a fashion boutique. It's a hybrid space combining high-end ready-to-wear, a bookshop and a café. The concept is based on a cutting-edge selection of clothes, accessories and design objects, while offering a place to meet and chat over a coffee. The atmosphere is minimalist and uncluttered, with a focus on no-frills pieces that reflect our vision of fashion.

As for the Ramdane concept store, opened by Ramdane Touhami - known for his work on Officine Universelle Buly - this is a unique space dedicated to crafts, culture and sensory experiences. The place combines rare objects, beauty products and a real setting that stimulates the senses, offering total immersion in a creative and refined universe.



CREATIVE MUSICAL
CONCEPT
MOODBOARD

Stand collection mode

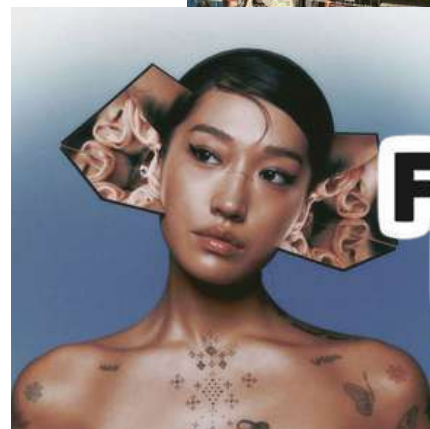
Talk
sensibilisation



Workshops
upcycling



DJ set



FONTAINES
D.C.



Vinyl / Cd / Cassette

Eclectic, multicultural music events, an open stage, open-air DJ sets, a fashion stand (our collection), ecological awareness-raising and upcycling workshops.



STORYTELLING

Smooth Collector is fashion that moves, adapts and lives. Fashion that captures the energy of festivals, the breath of music and the desire for a more conscious, more responsible future. There's no mass production here, no disposable trends. We recover, transform and reinvent. Each piece already has a story, so we give it a new one - and you write it.

Our playground ? Open-air stages, crowds on the move, where sound makes bodies and minds vibrate. We mix genres, styles and generations to create fashion with meaning and rhythm. Clothes designed to last, to move with the times, to support those who move forward with style and conviction.

We don't just want to sell clothes. We want to get a message across, shake up people's consciences without giving lessons. To make ethics rhyme with aesthetics, commitment with pleasure. Because a more responsible world starts with what we wear.



SMOOTH BY NATURE, RESPONSIBLE BY CHOICE



TARGET / POSITIONING

TARGETS / NICHE DETERMINATION :

We have chosen to position our brand in the middle price range, offering accessible pieces while maintaining high standards of quality and durability.

Our primary target is Generation Z, a demographic passionate about music and committed to more responsible fashion. Attuned to new trends and environmental issues, they represent a receptive audience for our concept, which blends fashion and musical culture.

As a secondary target, we aim to engage Generation Alpha, introducing them to the music scene and raising awareness from an early age about sustainable and conscious fashion.

Finally, we also target Generation Y (and even X), providing them with an opportunity to reconnect with music, rebuild intergenerational connections, and embrace more responsible consumption in the fashion industry.

Niche Determination :

- **Eco-conscious fashion enthusiasts:** Consumers committed to finding sustainable, aesthetic, and ethical clothing.
- **Music and cultural event lovers:** Individuals looking to experience authentic and meaningful musical events.
- **Connected families and generations:** Parents and children eager to share cultural, educational, and creative moments centered around responsible values.



NICHE CHALLENGES :

Problems, Concerns, and Desires of the Selected Niches:

Eco-conscious Fashion Enthusiasts:

- Fear of the environmental impact of the textile industry.
- Difficulty finding clothing that is both aesthetic and sustainable.
- Willingness to consume ethically but a lack of accessible options.
- Desire to express personal style without compromising values.
- Frustration with brands engaging in greenwashing.
- Frustration with people and generations uneducated about responsible fashion.

Music and Cultural Event Enthusiasts:

- Lack of events that combine music with eco-conscious engagement.
- Fear that festivals and concert concepts are not sustainable.
- Desire for immersive and ethical musical experiences.
- Frustration with high event prices.
- Need to discover new artists.
- Interest in exploring music through another creative industry (fashion) and creating deeper connections with it.
- Need to be exposed to and introduced to multiple musical genres.

Connected Families and Generations:

- Lack of cultural spaces suitable for both children and adults.
- Desire to share meaningful experiences as a family.
- Concern that younger generations are not being educated on environmental issues.
- Difficulty finding educational and entertaining activities related to fashion and music.
- Willingness to introduce children to creativity and ecological awareness in a fun way.

Most Important Problem or Desire:

Creating immersive and eco-conscious experiences that blend fashion and music, accessible to all generations.



CURRENT SITUATION VS. DESIRED SITUATION :

Current Situation :

- Few events combining sustainable fashion and music.
- Difficulty finding responsible and aesthetically pleasing clothing.
- Lack of cultural spaces where multiple generations can share the same experience.
- Limited knowledge about the music industry and responsible culture.

Desired Situation :

- A festival or regular events that bring together music and sustainable fashion.
- An easily accessible selection of ethical and stylish clothing.
- Intergenerational spaces where parents, children, and young adults can explore together.
- Exposure to different musical genres and the culture of the music scene.

To solve these issues, we need :

- Knowledge in sustainable fashion and a network of committed designers.
- The ability to organize musical and cultural events.
- An understanding of the needs of different generations.
- A viable business model to make the offering accessible.



POSITIONING :

Our company is the ecosystem that merges eco-conscious fashion and music to create immersive and intergenerational experiences. We are committed to rethinking how fashion and culture intersect by offering durable and aesthetic clothing, as well as engaged musical events.

Through an approach that combines responsible textile creation, artistic programming, and shared spaces, we provide a platform where every generation can come together, exchange, and express themselves around common values. Our mission is to make ethical fashion and musical culture more accessible while promoting conscious consumption and collective engagement.



PERSONA :

Persona Generation Z (18-25 years old)

Name: Zoé, 22 years old

Characteristics:

- **Occupation:** Design student, part-time worker at a café.
- **Values:** Zoé is passionate about music, art, and eco-conscious fashion. She advocates for environmental causes and is interested in ethical fashion.
- **Buying Behavior:** Zoé favors brands that are transparent about their production processes and offer sustainable products. She researches companies' practices before making a purchase. She prefers buying vintage clothing or items made through upcycling. As a result, she primarily shops at independent brands, on Vinted, and at flea markets.

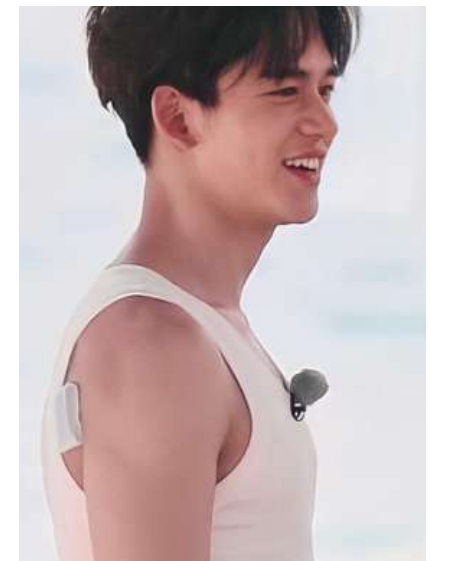


Persona Generation Alpha (10-18 years old)

Name: Lucas, 14 years old

Characteristics:

- **Occupation:** Middle school student, passionate about music and new technologies (video games, etc.).
- **Values:** Very influenced by his parents, Lucas is aware of environmental issues but is unsure how to act accordingly. He is also curious to explore various musical styles.
- **Buying Behavior:** He primarily discovers products through social media and influencer recommendations. He prefers to buy items from collaborations between designers and artists. However, his parents buy him more responsible clothing (like Veja shoes, for example).



Persona Generation Y (29 - 45 years old)

Name: Sophie, 32 years old

Characteristics:

- **Occupation:** Marketing executive in a tech company, mother of a 5-year-old child.
- **Values:** Sophie is concerned about the future of the planet and seeks to integrate eco-conscious practices into her daily life. She also enjoys attending music and cultural events.
- **Buying Behavior:** Sophie favors responsible brands that offer products that are both functional and aesthetic. She is also interested in experiences where she can spend time with her family.





BUDGET

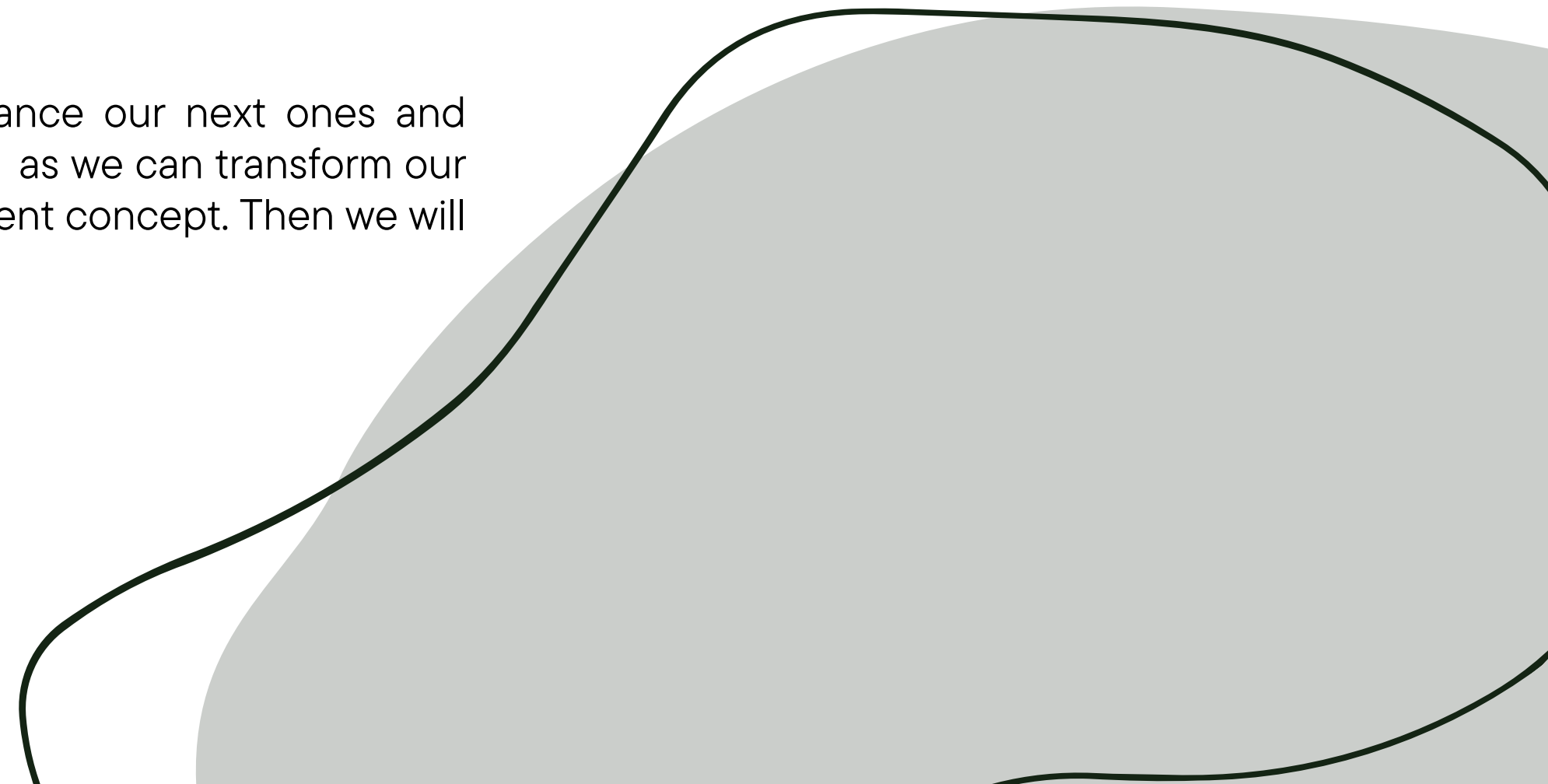
1. Budget

As we are a small collective we will start our project with a minimal part of **common personal investment** to buy our first goodwills and for our first pop-up but we also base our budget for events essentially on :

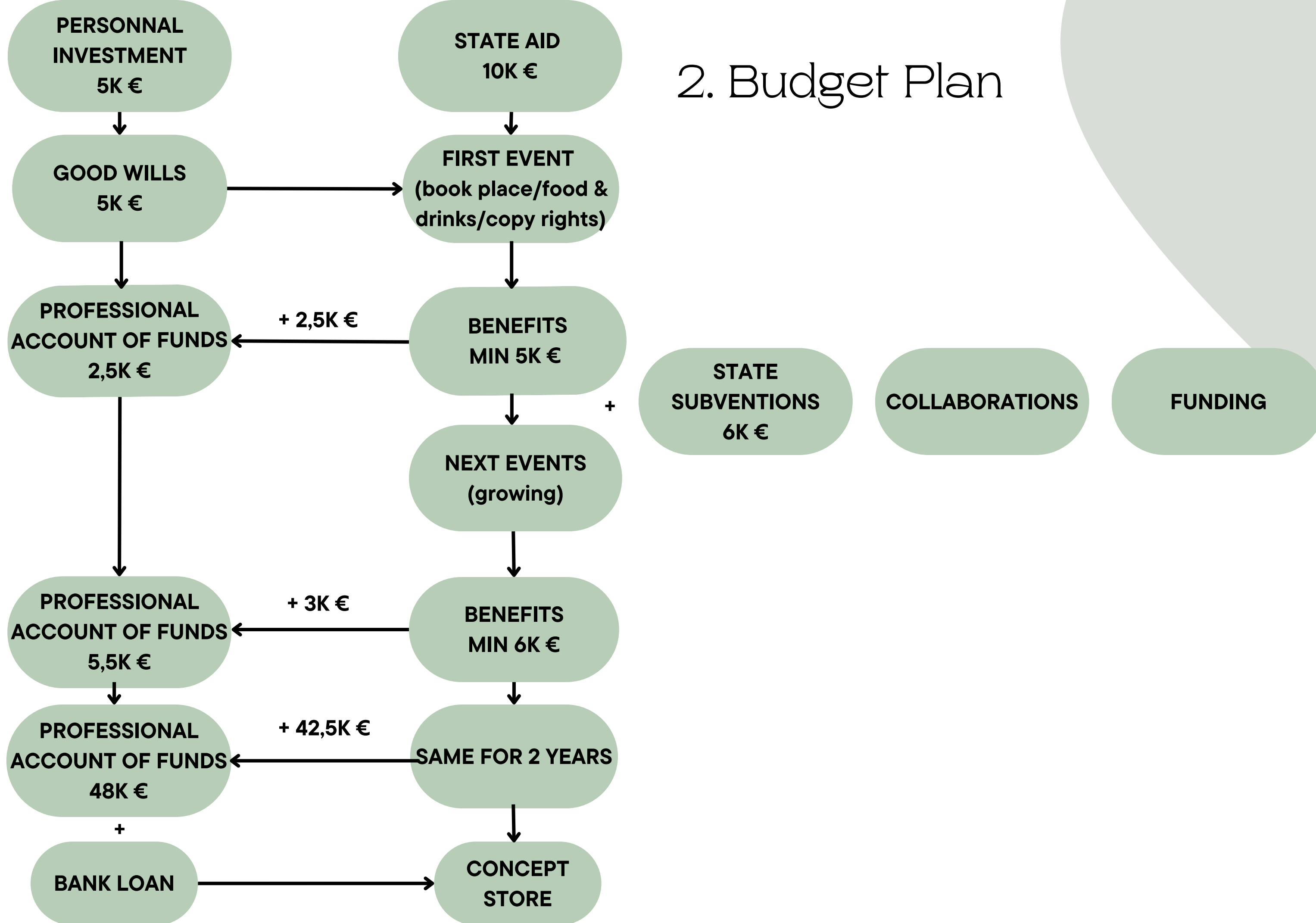
- **State aid scheme** for cultural and creative industries which can go up to 10 000 € depending on a punctual, multi-year or transversal aid.
- **State subsidies**, there are three of them which can concern our project : Subsidies by action, investment subsidies and nature subsidies. Those depend on the social reach of our events and the amount depends of municipalities.
- **Funding from record companies** we work with when we program their artists on our events. We will negotiate with them to share benefits of the selling of food and drinks for exemple. It is an exchange of good and services, they give finances to us while we brought them visibility.
- Scheduling events in **existing structures**, like le point éphémère in Paris for exemple, with who we will **share the benefits** of the entry (the price will be freely setted by the participants)

From the benefits we will make at our firsts events, a part will finance our next ones and another one in the funds of our collective, on, a professional account, as we can transform our structure as a society in the future when we will open our first permanent concept. Then we will have a considerable financial contribution to do a bank loan. Thus, we can considere our budget as a **circular economy**.

Let's see a **plan** with **plausible and potential amounts** :



2. Budget Plan





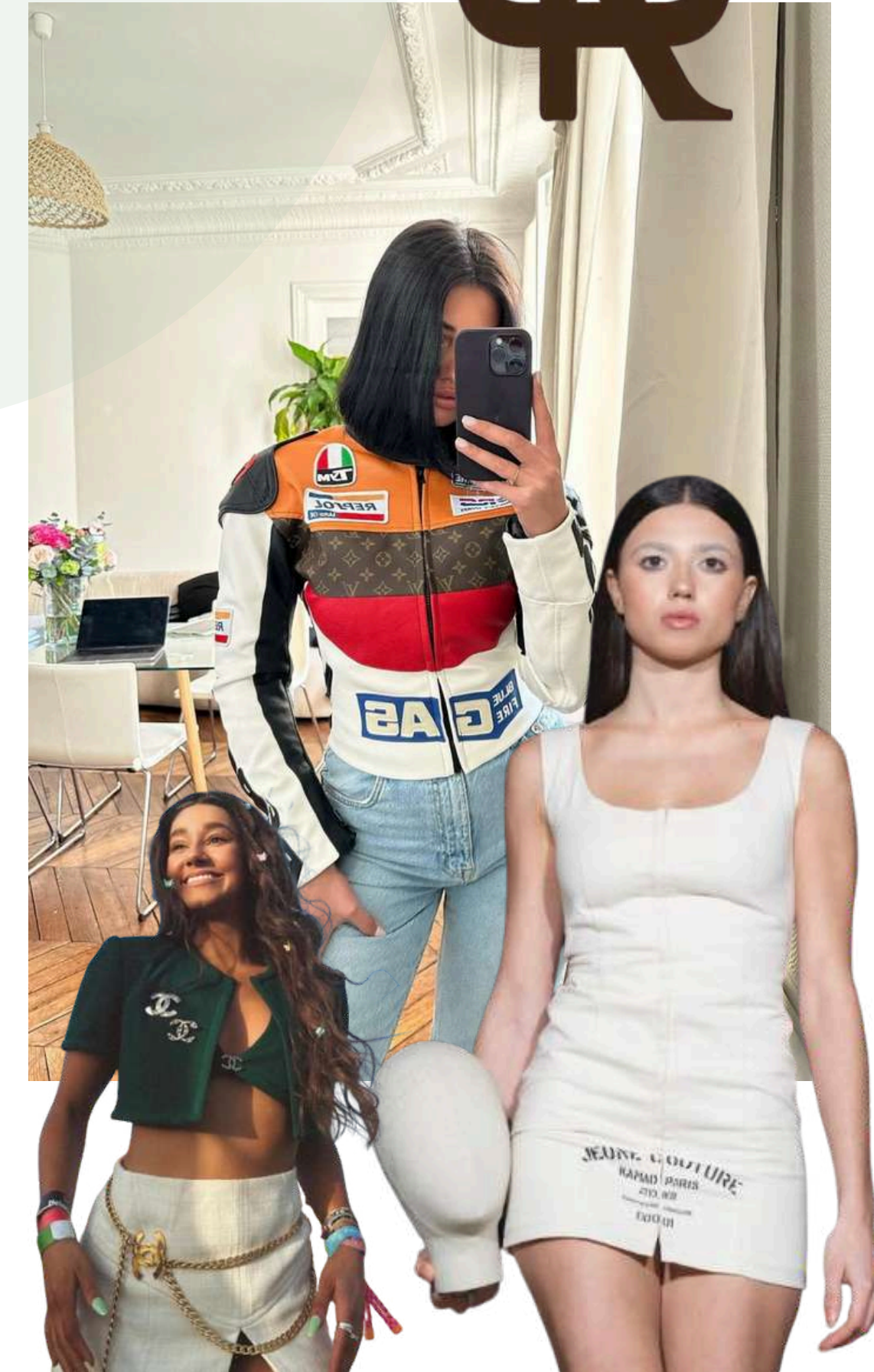
COLLECTION CREATION

COMPETITIVE BENCHMARK

To better anticipate the positioning of our brand, we decided to carry out a comparative analysis of 3 second-hand fashion brands specialising in upcycling : **Kamad Paris**, **Andrea Crews** and **Paris RE Made**.

1. Kamad Paris

- **Offer** : Kamad Paris offers upcycled luxury clothing and accessories, including jackets, trench coats, hats and jewellery. Each piece is unique and made from vintage fabrics and accessories from leading luxury houses.
- **Average price** : Prices vary according to the rarity of the materials and the time it takes to make them. For example, jewellery is made from luxury jacket buttons and stainless steel or gold-plated chains.
- **Materials used** : The brand uses fine rolls of fabric sourced from major brands via the Nona Source platform, as well as vintage buttons and accessories.
- **Origin of materials** : The materials are sourced in France, in particular through Nona Source, an LVMH Group platform dedicated to the resale of exceptional materials.
- **Production model** : The pieces are made in their Paris workshop, with an inclusive and genderless approach. The brand promotes French know-how and upcycling by transforming existing materials into unique pieces.
- **Communication strategy** : Kamad Paris relies on a strong presence on social networks and works with influencers to increase its visibility. The brand also organises events, such as fashion shows, to present its collections.



COMPETITIVE BENCHMARK

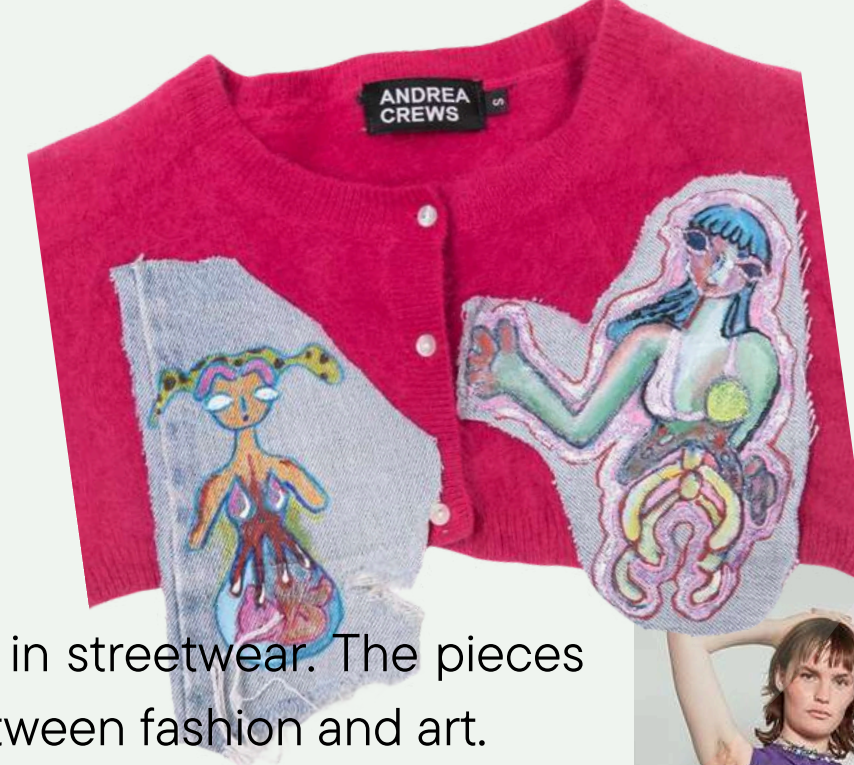
2. Andrea Crews

- **Offer** : Andrea Crews' collections are characterised by a bold, colourful style rooted in streetwear. The pieces are often unisex, with oversized cuts and unstructured designs, reflecting a fusion between fashion and art.
- **Average price** : Prices vary depending on the piece and the collection, with a distinction between the High Street line and the artisanal line. The High Street line is distributed in concept stores around the world, while the upcycling artisanal line is available in very limited production in their flagship store in Paris or in exclusive locations.
- **Materials used** : The brand uses a variety of materials, often from recycled textiles, to create unique pieces. This approach allows for a hybridisation of materials, contributing to the brand's distinctive aesthetic.
- **Origin of materials** : The materials come mainly from second-hand clothes and unsold stock, reflecting the brand's commitment to upcycling and reducing textile waste.
- **Production model** : Andrea Crews adopts a hybrid model:

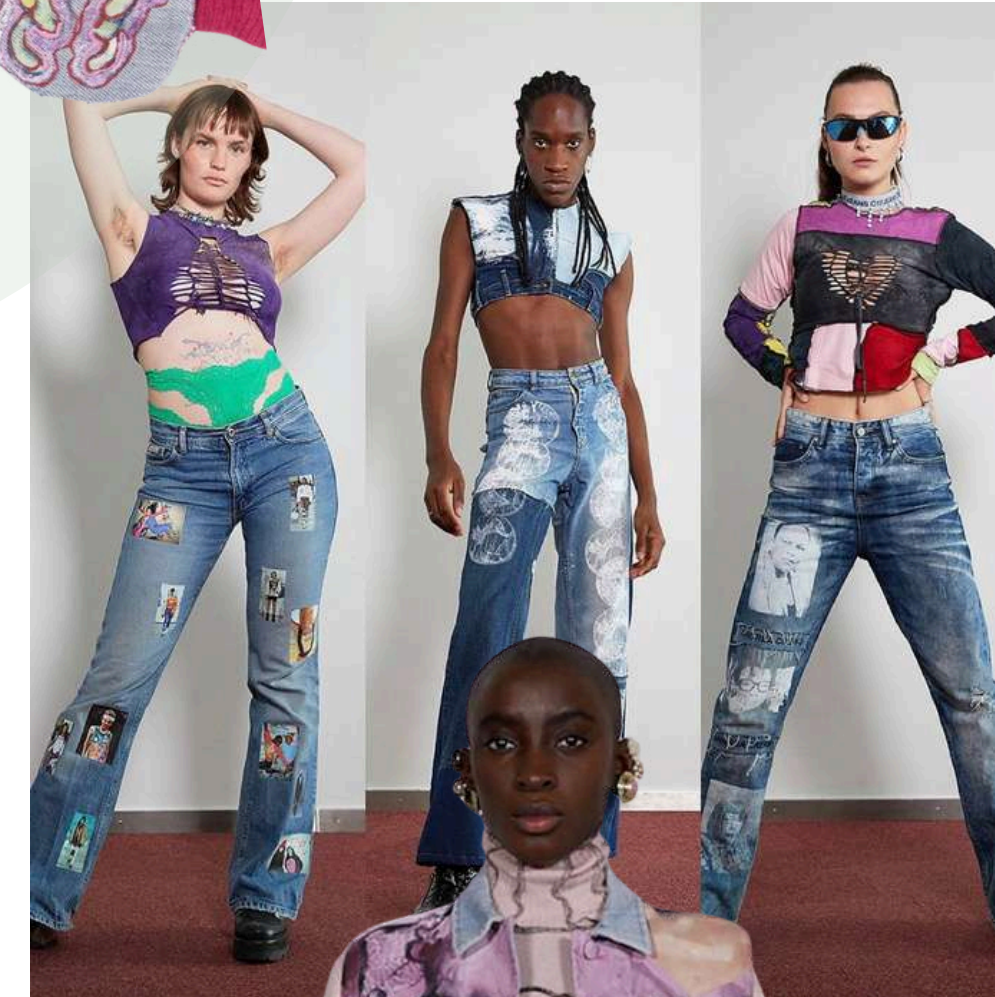
High Street line : This is the heart of the collection, enabling it to be distributed in the traditional sense in concept stores around the world.

Craft line : Based on upcycling, this line is available in very limited production, reflecting the brand's commitment to craftsmanship and sustainability.

- **Communication strategy** : The brand's communications focus on innovation, boldness and social commitment. It organises participatory events, artistic performances and collaborations with other brands to raise public awareness of upcycling and eco-responsible fashion.



ANDREA CREWS



COMPETITIVE BENCHMARK

3. Paris RE Made

- **Offer** : Paris RE Made offers one-off pieces or pieces from end-of-stock textiles, which it transforms into a revamped wardrobe. The brand embellishes the second-hand clothes and fabrics it finds to create unique creations full of creativity.
- **Average price** : Prices vary according to the complexity of the parts and the materials used.
- **Materials used** : The brand uses one-off pieces or end-of-stock textiles, which it transforms into new creations.
- **Origin of materials** : The materials come from second-hand clothes and fabrics sourced by the brand.
- **Production model** : Paris RE Made is steeped in circular fashion, embellishing second-hand clothes and fabrics to create unique and creative designs.
- **Communication strategy** : The brand promotes upcycling and circular fashion, highlighting the creativity and uniqueness of its pieces to attract customers who are sensitive to sustainable fashion.



PR
LM

Paris *RE* Made



CONCLUSION

1. Opportunities

An innovative and immersive distribution model :

- Unlike the brands we studied, which prefer traditional distribution channels (boutiques, multi-brand retailers, social networks), our distribution via festivals enables direct contact with the public.
- This encourages an immersive and engaging shopping experience, which can create a strong emotional attachment to our brand.

A commitment to education and participation :

- The integration of upcycling workshops and conferences on eco-responsible practices is a unique approach.
- This educational dimension can strengthen our credibility and encourage a lasting adoption of the values of upcycling.

Broad, intergenerational targeting :

- By targeting different generations and musical styles, we are broadening our audience well beyond the traditional ethical fashion audience.
- This approach enables us to reach both young people looking for alternative fashion and older generations, who are potentially more sensitive to environmental issues.

Top-of-the-range sourcing :

- The use of dormant stocks from major houses (via Nona Source) guarantees attractive quality and aesthetics, comparable to those of Kamad Paris.
- This positions us in a premium upcycling segment, valuing craftsmanship and exclusivity.

Strong cultural roots through music : Combining ethical fashion and music is a powerful concept, helping to raise public awareness and support through a cultural and artistic approach.

CONCLUSION

2. Threats and Challenges

The logistics and profitability of a nomadic model :

- Unlike brands such as Kamad Paris or Paris RE Made, which have centralised production and fixed points of sale, a festival-based model involves more complex logistics (transporting clothes, stocks, setting up stands, managing teams).
- Profitability could be a challenge, not least because of the costs of registering for festivals and managing stock on the move.

A public not necessarily in “buying mode” :

- At a festival, people come first and foremost for the music and the social experience, not to buy clothes.
- It will be essential to work on effective capture strategies (limited offers, collaborations with artists, interactive concepts) to turn this audience into loyal customers.

Strong competition in the eco-responsible fashion sector :

- The upcycling market is growing fast, and many new brands are emerging.
- Our differentiation is based on the event experience, but we have to make sure that our concept is not perceived as mere ‘entertainment’ and that our brand identity is firmly established.

Acceptance of modularity in clothing :

- Offering useful, modular clothing is a very good idea, but public acceptance will depend on the practicality and aesthetic appeal of our pieces.
- The benefits of modularity must be clearly communicated and the design must be attractive and functional..

Eco-design

SMOOTH COLLECTOR

Materials

1. Dormant stock recovery

To reduce our environmental impact, our brand works with fashion companies and factories to recover their surplus fabrics. This includes end-of-rolls, production off-cuts and unsold items. We will also be turning to specialist platforms such as Nona Source, which offers dormant stocks from luxury houses.

2. Organisation of a textile collection

We're going to set up a system for collecting textiles from private individuals, which can be an excellent way of sourcing raw materials. We will also be organising collections in schools, partner shops and at our cultural events. To encourage people to take part, it is possible to offer discounts or rewards to donors. Awareness-raising events, such as creative workshops, will be organised at our events to communicate the importance of upcycling.



Eco-conception

SMOOTH COLLECTOR

Design Thinking

3. Materials processing and recovery

Once the fabrics have been recovered, our production focuses on recycling them. We work with our designers and specialist craftspeople to experiment with different techniques such as patchwork, silk-screening and material assembly.

To limit the environmental impact, we will use colours and dormant stocks as they are, avoiding the use of additional chemical dyes.

We favour limited series collections and also offer customisable pieces. Customers can choose from our back stock to create a unique piece that reflects their image, while making the most of existing materials.



NOTHING WRITTEN

Eco-conception

SMOOTH COLLECTOR

Design Thinking

4. Minimalist design and multifunctionality

We will take a minimalist approach to design, creating simple pieces that require little finishing. Our garments will focus on simplicity, functionality and restraint in the use of colour, shape and materials to ensure a clean, timeless aesthetic.

What's more, we want our clothes to be functional and multi-functional, by making them reversible and interchangeable. This concept is in line with a current trend seen in Japanese brands such as Yohji Yamamoto, as well as Zomer and Heliot Emil, which emphasise adaptability in fashion.

By incorporating this multifunctional aspect, our aim is to create versatile pieces that can be worn in different ways, offering the wearer greater flexibility and durability.



Eco-conception

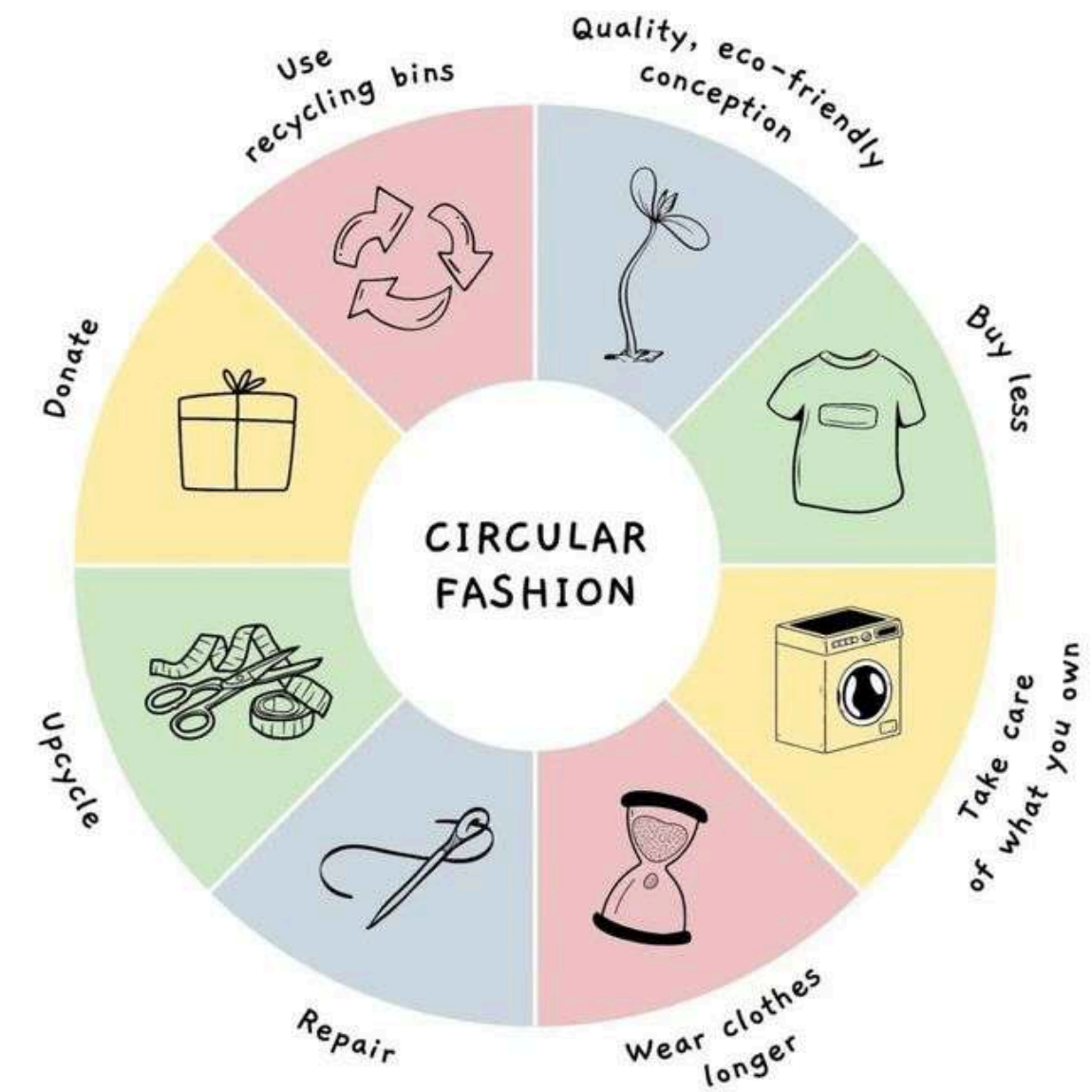
FIN DU CYCLE DE VIE PRODUIT

Fin de Vie & Recyclage

- **Collecte et Recyclage :**
 - Reprise des vêtements usagés pour les transformer en nouvelles créations.
 - Organisation d'ateliers pour sensibiliser à l'upcycling et à l'entretien des vêtements.
- **Don et Réutilisation :**
 - Redistribution des pièces non revendues à des associations ou dans le cadre de projets solidaires.

Bilan & Amélioration Continue

- **Évaluation de l'Impact :**
 - Analyse des retours clients sur la durabilité, le style et l'expérience.
 - Bilan des événements culturels en termes d'impact social et environnemental.
- **Adaptation et Innovation :**
 - Améliorer les pratiques de production et les concepts d'événements selon les retours et les nouvelles tendances.
 - Intégrer davantage de collaborations artistiques et musicales.



Collection and collection plan

Look 1 : Oversized Hoodie & Denim Jacket with Cargo Pants



- Deep purple and white, creating a bold contrast that reflects 90s rap aesthetics. The purple gives a luxurious, slightly rebellious edge, while the white hoodie softens the look, bringing balance.
- Strongly tied to the Suprême NTM era, where dark-toned denim and baggy silhouettes were the uniform of Parisian rap culture. The deep purple adds a royal, standout element, reminiscent of early 2000s streetwear brands like Kappa and FUBU worn in the banlieues.
- The denim jacket can be reworked from old Levi's or Diesel pieces, dyed in deep purple for a refreshed take. The cargo pants can be cut from vintage workwear, ensuring durability while giving them a second life.
- Jacket : Removable sleeves turn it into a denim vest, a classic summer look seen in early French rap videos.
- Pants : Knee zippers allow conversion into capris or cargo shorts, adapting to seasonal wear and layering options.

Collection and collection plan

Look 2 : Oversized Mesh Sweater & Cargo Pants



- Deep green tones give this look a natural, rugged aesthetic, with a nod to military surplus fashion, which was huge in early French rap styles.
- Strong ties to IAM's urban warrior aesthetic, especially Akhenaton's futuristic yet raw fashion choices in the 90s. The dark green mesh is reminiscent of sports jerseys often worn oversized in rap videos, symbolizing a connection between hip-hop, basketball, and streetwear culture.
- The mesh sweater can be reconstructed from old football jerseys, making it both breathable and visually striking. The cargo pants can be upcycled from deadstock military gear, a nod to the combat-ready aesthetic often embraced in French hip-hop's rebellious spirit.
- Mesh panels can be detachable, allowing the wearer to adjust the level of ventilation depending on the season or activity.
- Cargo pants feature adjustable straps to change the silhouette, offering both wide-leg and tapered fits.

Collection and collection plan

Look 3 : Plaid Oversized Jacket & Cargo Pants



- Warm mustard yellow and deep blue, creating an earthy yet street-ready look that feels both vintage and modern. The yellow plaid jacket instantly recalls 90s workwear aesthetics, while the blue cargo pants ground the outfit with a cool, utilitarian touch.
- This look mirrors Fonky Family's Marseille streetwear, where rugged plaid shirts were mixed with industrial elements to create a distinctive Southern rap style.
- The plaid jacket can be reconstructed from vintage Carhartt or Dickies flannels, enhanced with deadstock materials. The pants can be sourced from repurposed workwear, reinforcing functionality and durability.
- The jacket features hidden snap buttons, letting it be worn as a shirt or a lightweight outer layer.
- The cargo pants have detachable lower sections, transforming them into different-length pants based on season or style preference.

Collection and collection plan

Look 4 : Cropped Tank & Oversized Work Jacket



- A mix of deep blue and neutral tones, making it versatile and urban. The quilted jacket in blue adds a layer of texture, while the light beige pants balance the silhouette with a softer contrast.
- Inspired by early Diam's and Lady Laistee, who played with masculine silhouettes while adding personal touches that made the looks their own. The quilted oversized jacket is reminiscent of puffer coats worn in 2000s rap videos, often styled open over crop tops for a gender-fluid aesthetic.
- The quilted jacket can be sourced from vintage puffer coats, maintaining the authentic insulation effect while reducing textile waste. The cargo pants can be made from deconstructed chino trousers, a classic nod to early 2000s streetwear brands.
- :The jacket has a removable quilted lining, making it adaptable for different temperatures.
- The cargo pants feature snap-on utility pockets, allowing for modular storage based on the wearer's needs.

Collection and collection plan

Look 5 : Denim Layered Jacket with Patchwork Cargo Pants



- Cool-toned blue dominates the denim jacket, while the cargo pants mix neutral, brown, and off-white tones, creating a raw, deconstructed aesthetic. The contrast between structured denim and asymmetrical patchwork enhances the DIY, upcycled feel.
- Reflects the mid-2000s fusion of streetwear and customization, as seen in Rohff and Booba's rise in designer-infused street fashion. The blue-washed denim jacket recalls classic US influences but is distorted through French underground aesthetics.
- The denim jacket's layers can be reconstructed from multiple old Levi's or Wrangler pieces, dyed for a customized, worn-in effect.
- The patchwork cargo pants repurpose deadstock fabrics and vintage military garments, embracing the mix-and-match culture of streetwear.
- The jacket's hem can be extended or cropped with snap panels, adjusting for different styling preferences.
- The cargo pants have reversible sections, offering a completely different colorway when flipped inside out.

Collection and collection plan

Look 6 : Large Hoodie with Cargo Pants



- Soft gray hoodie with a bold red swoosh, contrasting with warm-toned pink cargo pants and bright orange sneakers. The playful color mix adds a dynamic energy to the classic streetwear silhouette.
- Evokes Mafia K'1 Fry and early 113, when oversized hoodies and baggy cargo pants defined the Parisian banlieue aesthetic. The Nike-style swoosh recalls the sportswear-heavy influence on French hip-hop fashion, blending American sneaker culture with French street authenticity.
- The hoodie can be sourced from second-hand Champion or Nike sweatshirts, retaining the authentic sportswear feel.
- The cargo pants can be crafted from surplus parachute fabric or lightweight military textiles, ensuring a sustainable, lightweight finish.
- A removable kangaroo pouch can be added, allowing the hoodie to function as a crossbody storage piece.
- The pants feature an adjustable drawstring system, letting the wearer switch between wide-leg and tapered fits for a customized silhouette.

Collection and collection plan

Look 7 : Hoodie with Utility Overalls



- Rich purple hoodie contrasted against black overalls, making it a statement color choice that reflects 90s-2000s rap music videos. The purple hue feels both luxurious and rebellious, reinforcing the underground hip-hop aesthetic.
- Pays direct homage to DJ Mehdi, 113, and early 2000s workwear aesthetics, where industrial clothing met hip-hop styling. This look was common among graffiti artists, DJs, and breakdancers, reflecting the DIY ethos of French rap culture.
- The overalls can be sourced from vintage industrial workwear (e.g., old Lafont or Carhartt pieces), reinforcing a utilitarian approach.
- The hoodie can be made from upcycled Champion sweatshirts, dyed purple to rejuvenate second-hand pieces.
- The overalls can detach at the bib, transforming them into cargo pants.
- The hoodie sleeves can be unzipped, converting it into a short-sleeve hoodie, perfect for layering.

Collection and collection plan

Look 8 : Pinstriped Oversized Jacket & Mixed-Fabric Cargo Pants



- Deep navy pinstriped jacket paired with a mix of purple and off-white cargo pants, creating a high-fashion meets streetwear contrast. The structured upper body contrasts with the fluidity of the asymmetrical pants.
- Inspired by Booba's "Ouest Side" era, when streetwear transitioned into luxury territory. The pinstriped jacket is a direct nod to the French rap scene's growing connection with high-end fashion, reflecting the blurring of rap and designer aesthetics.
- The jacket can be made from repurposed men's suits, deconstructing corporate wear into a streetwear staple.
- The cargo pants feature mixed-fabric elements, using leftover textiles from previous designs, making each pair one-of-a-kind.
- The pants feature reversible panels, allowing wearers to switch between classic workwear and avant-garde styling.
- The jacket has a removable inner lining, adapting it for different seasons and layering possibilities.



COMMUNICATION AND DISTRIBUTION

Means of communication and distribution

1. Realistic, low-budget communication Strategy

To raise awareness of Smooth Collector and engage our community, we have devised an accessible, scalable communications strategy based on low-cost, high-impact channels. With a limited budget at launch, we are focusing on targeted, organic actions that can generate visibility without requiring major investment.

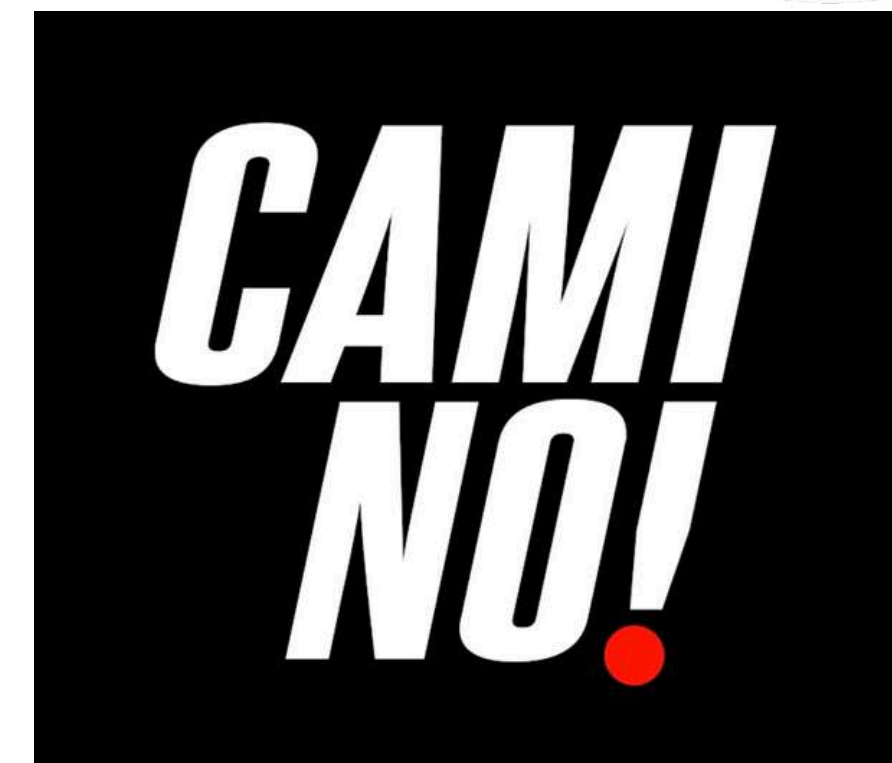
With this approach, we rely on low-cost, high-impact tools that enable us to maximise our visibility while respecting the financial constraints of a young project. Smooth Collector doesn't just want to exist, but to make its mark in an intelligent way, by creating organic and engaging communication that is accessible to everyone.

1.1 Visibility in engaged media (minimal cost)

We'll start by reaching out to media that are close to our world and our values, such as VIEWZ, Camino TV, Brut, Le Bonbon and Ancre Magazine. These platforms, followed by an audience sensitive to new cultural trends and responsible initiatives, will enable us to establish our identity and capture an audience receptive to our message.

It's a winning strategy because these media are accessible and often open to young, committed creators.

ANCRÉ



1.2 Outdoor advertising & interactive QR Codes (very low cost)

To appeal directly to the public in an urban environment, we'll be using minimalist posters with QR codes, placed in strategic locations.

Billboard advertising is an inexpensive but highly effective way of creating mystery and curiosity. By scanning these codes, passers-by can access our website, exclusive content (collection teasers, playlists, events) or our online shop.

1.3 Twitch & live sessions (zero cost, high engagement)

We'll be setting up a Twitch account to offer interactive lives based around fashion and music. On the programme :

- **Discussions on eco-responsible fashion with experts and designers,**
- **Live upcycling sessions to show how clothes are transformed,**
- **DJ sets and live performances by artists close to our world.**

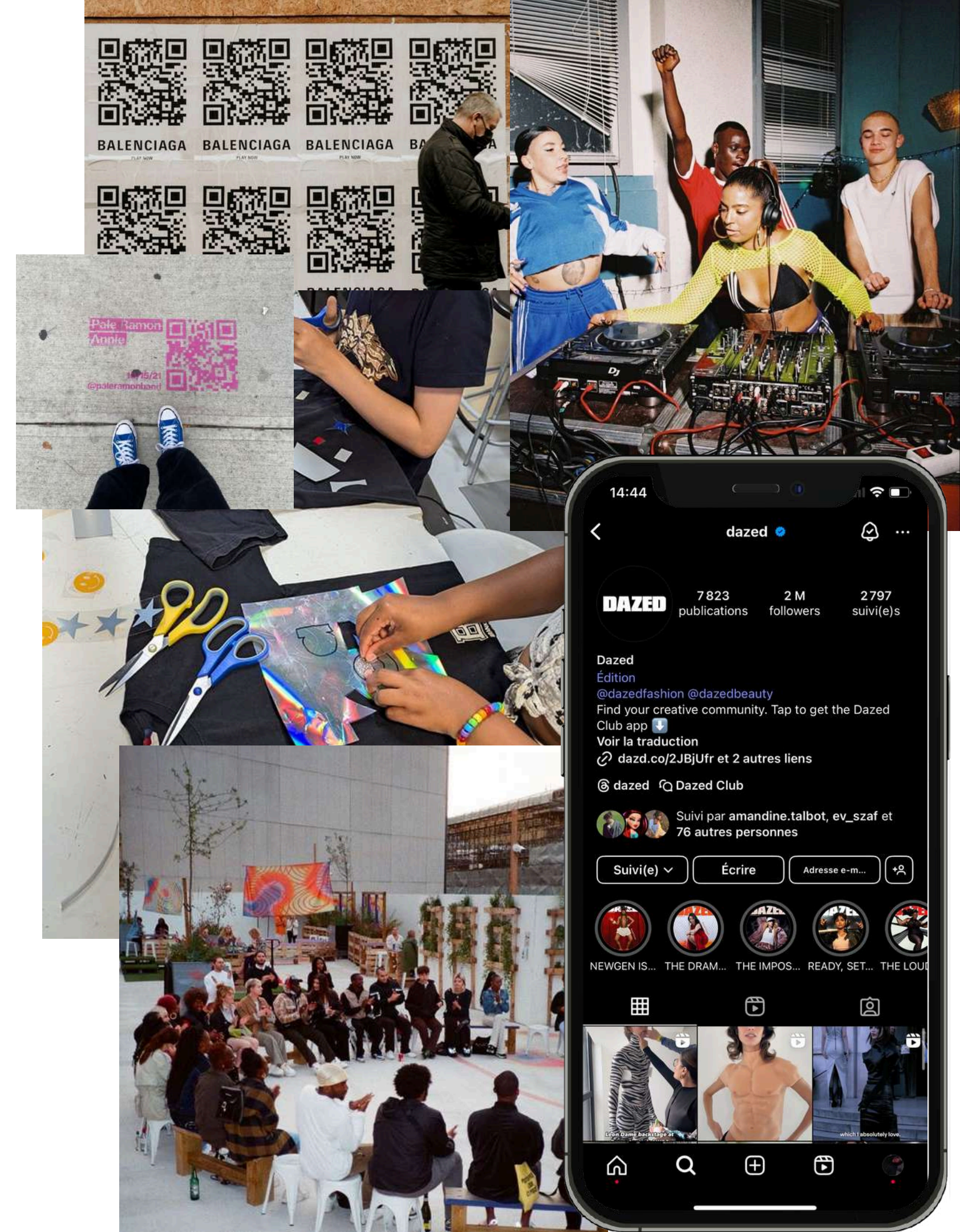
Twitch is a free platform that allows us to create an engaged community without any advertising investment.

1.4 A digital magazine & a committed newsletter (low cost, high added value)

In the longer term, we will be launching a digital magazine dedicated to eco-responsible fashion, culture and ecological commitment. This format will enable us to explore our themes in greater depth, highlight the movers and shakers of change and inspire our audience with high-quality editorial content.

At the same time, a quarterly newsletter will be sent out to share news, interviews and focus on our new collections and events.

A low-cost digital format that builds community loyalty and strengthens our credibility.



2. A multi-channel and progressive distribution

Because we are totally unknown from our future public which belongs to a niche, we opted for a progressive distribution, year by year and step by step, but also multi-channel to promote ourselves apart from all the events where we can have a physical distribution.

We chose to think it in a chronological way to be coherent with our evolution and our means :

2.1 First year of activity

- Setting **short-lived stands in music festivals** as guests - three times a month during the festival season : we will propose, at first, a **physical distribution** of a small selection of pieces, temporary, in small corners that reflects our identity at events where we will be hosted temporarily. This strategy of distribution is a way for us to test our target and our capacities.
- Hosted our first **pop-ups** in a second time : We will rent small spaces in different cities of France where we will set a bigger selection of our collection. A **full space**, arranged like a little shop, dedicated to expose our products **physically**, once a trimestre.

2.2 Second year of activity

- We will **keep a physical distribution** on the same model as the first year
- We will introduce our **website** to extend our target, nationally and hopefully worldwide later : Proposing all of our collections on a **dematerialized surface** and allowing more persons to buy our products.

2.3 Third and fourth years of activity

- We will keep the **physical distribution** : By hosting more events, pop-ups, entirely dedicated to our brand and collaboration we will propose a whole physical experience : Buying our pieces of course but also making a souvenir of them by proposing activities, food and drinks and concerts.
- We will **improve our website** and its performances to ship to other European countries, considering to rent some **dispatched warehouses** to **limit our carbon footprint**.

2.4 Fifth year of activity

- We will keep our **website** and still search for ecological way to improve its performance.
- We will keep our **events** activity but in a **minor frequency**, still in France exclusively.
- We will open our **first permanent concept** store in Marseille, a city really improved by the culture and CSR evolution last years : By opening a permanent shop in this city we hope to create a sensation of exclusivity while being more accessible in the other hand. Thus, we will also set a **consignment sale area** to get back old pieces of our brand to **upcycle** them.

2.5 Sixth, seventh and eighth years of activity

- We will keep our **online presence** by improving our website.
- We will keep our **physical presence** by deploying our events to other **European countries** on the same distribution model of our first two years of activity.
- We will keep our **physical and authentic presence** with our **store** in Marseille.

2.6 Ninth year of activity

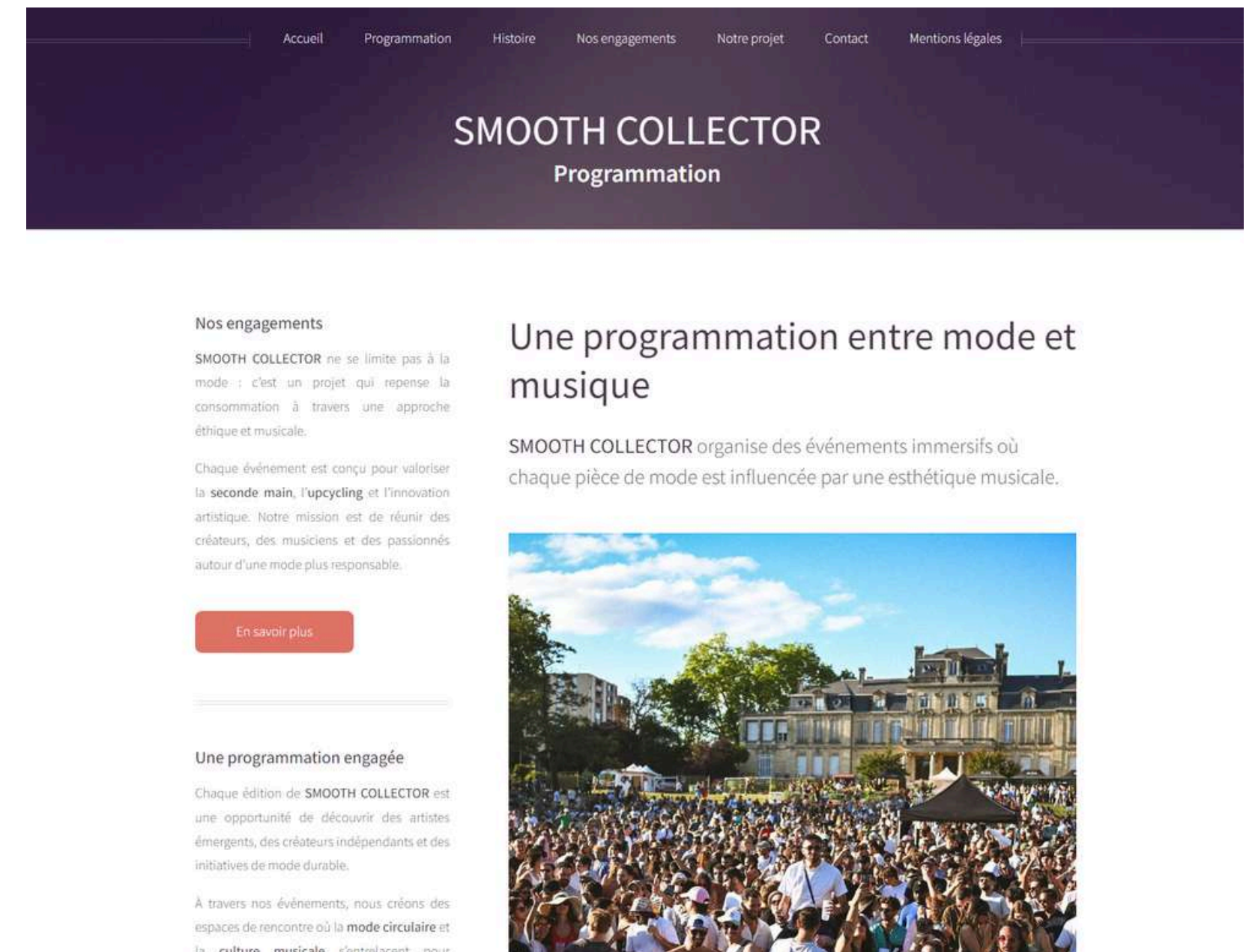
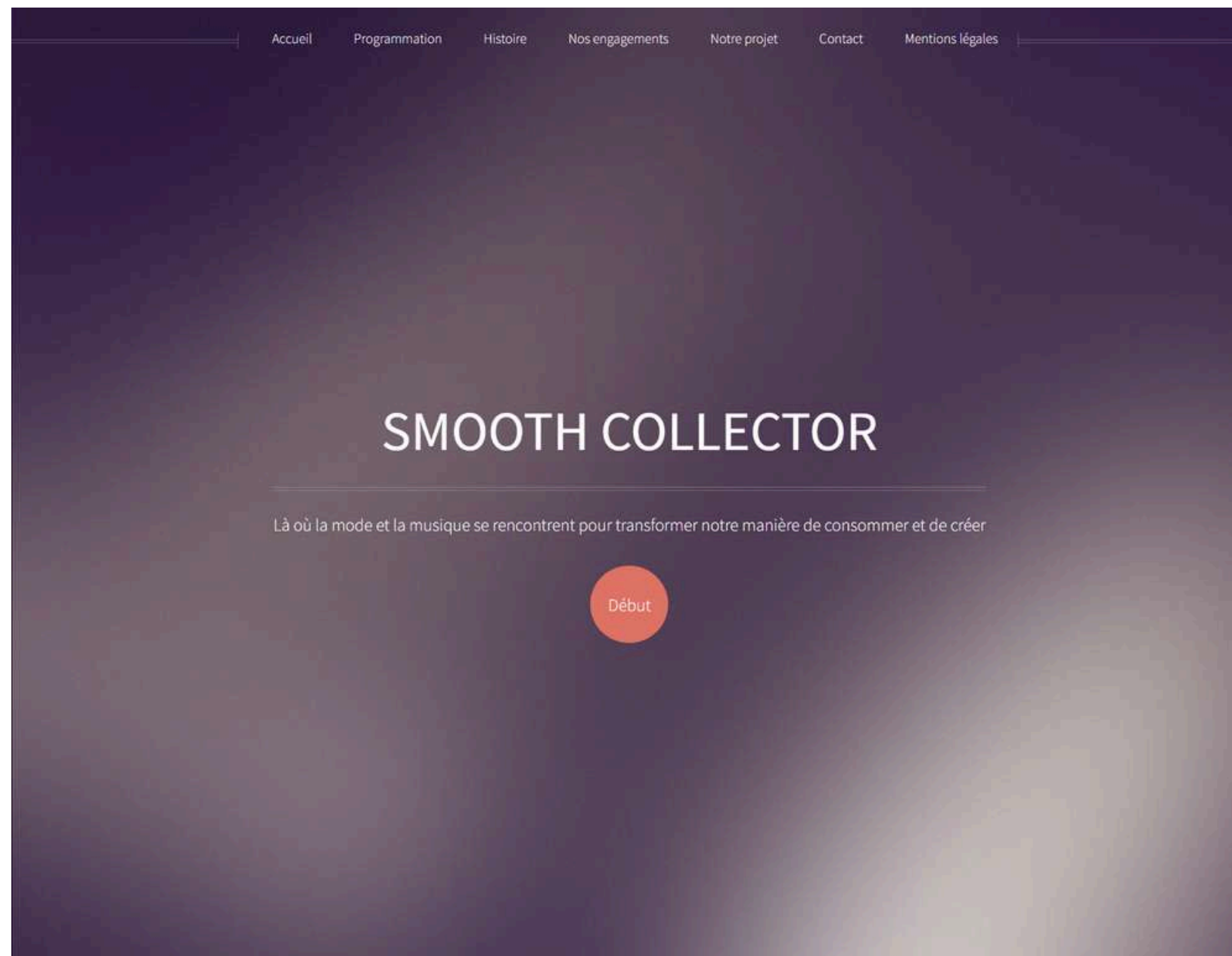
- We will keep our **online presence** and deploy our website to a **worldwide shipping**, only for the drop of our new collection to **limit the shipments** and their impact.
- We will keep our **physical presence** by hosting **events** and develop it **worldly**.
- We will keep the store in Marseille.

2.7 Tenth year of activity

- We will improve our **worldwide website**.
- We will reduce the frequency of our events but keep a **worldwide physical presence**.
- We will improve our **physical presence nationally** by opening a **second permanent store in Paris**.

Discover our Website

www.smoothcollector.com





THANK
YOU!

**Way back to
us in store or
in collection
points**

**Worn and
washed**

**bought by
our
consumers**

**upcycled
fabrics/fabri
c straps**

**Worked as
new clothes
in our studio**

**Taking place
on our
different
selling points**