



## **AMPHITRITE COLLECTION**

**TYLER BRUCE**

Phase 4: Deploy

April 23, 2021

## **PHASE 1: Define**

## **BACKGROUND-**

The Amphitrite Collection is a product line created by Retro House that uses single-use plastic waste collected from waterways and the Ocean to create the polyester used to create the garments in the product line.

## **TARGET MARKET (PRIMARY)-**

*“Liberal-Leaning College Student-Type”*

- Age: 18-24
- Education: Currently Enrolled
- Socially Progressive
- Innate desire to make an impact

## **TARGET MARKET (SECONDARY)-**

*“Suburban Housewife-Type”*

- Age: 25-34
- Education: College/Some College
- Gender: Female
- “Trendy” Conservationist

## **OPPORTUNITY-**

- Clean-up water ways and oceans while also inspiring the next generation of conservationists.
- Teach consumers about the long-term impact of their actions and show them what they can do to make a difference.
- The production and use of polyester garments allows us access to DTG (Direct-to-Garment) capabilities, in turn allowing us to use full-color artwork on our garments.
- Millennials are finding their place in the workforce and starting to bring in more disposable income; which they are spending on fashion.

## **GOALS-**

- 1) Within the first 5 years, remove one metric-ton of plastics from waterways and oceans.
- 2) Within the first 3 years, begin doing the retrieving and recycling processes in-house.
- 3) Within the first 2 years, have collection featured in a major fashion publication.

## **BRAND STATEMENT**

**We don't make clothes that appeal to everybody and that's because we don't make clothes like anybody else; with out innovative manufacturing process, we are able to turn plastic water bottles and other commonly disposed plastics into a useful commodity. With high-quality cotton-polyester garments that feature beautiful full colored artwork, you will be happy with your purchase and feel good about it too!**



## BRAND ATTRIBUTES



**ACCOUNTABLE**



**MARINE**



**EXCLUSIVE**



**REFINED**



**ECO-FRIENDLY**

## CATAGORY LANDSCAPE

### ***SUSTAINABLE FASHION-***



### ***OCEAN/WATER CONSERVATION-***



### ***MARINE LIFE CONSERVATION-***



## **BRAND CONCEPT**

### **FOR PEOPLE WHO WANT TO SAVE THE WORLD**

The Amphitrite Collection strives to not only use its resources and processes to help with Ocean cleanup and Conservation but also, to create a product that allows the customers' purchase to go towards helping the environment, rather than contributing to the second most wasteful industry in the world, fast fashion.

## **PHASE 2: Design**

# NAMING

## THE CHALLENGE

To create a sustainable clothing line made from plastic pollution that has been collected from bodies of water. The name of the collection should reflect the bounty that we are creating from this plastic waste.

## THE NAME

Amphitrite was the wife of Posieden and the female personification of the sea. She is rarely pictured as a person, but rather used as a poetic name that is synonymous with the bounty of the Seas. Theologically, she spawned and looked after all the seas' fish and marine life; as a corporate entity we aim to do the same thing.

**NAMING**

AMPHITRITE COLLECTION

# CONCEPT

## AMPHITRITE COLLECTION

A clam is ugly and dirty on the outside, but inside it could hold a beautiful and valuable bounty of the Sea. This is symbolic of our process of turning an ugly concept like water pollution into something beautiful and aesthetically pleasing like high fashion, haute couture garments.

# CONCEPT

## BRANDMARK



## LOGOTYPE

AMPHITRITE  
COLLECTION

## BRAND LOGO



## MONOGRAM



## COLOR PALETTE

BLACK PEARL #0B0A08	PEARL #E9DFC9
SMOKE GREY #454645	SANDY PASTEL PINK #DEBFB5
WOLF GREY #CDC8C3	SOFT BLUE #5076AA

## TYPOGRAPHY

Ambroise Std (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Semplicita Pro (Regular)

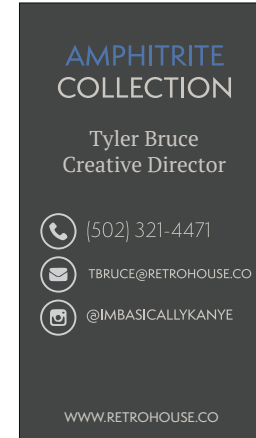
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# STATIONERY SYSTEM



**2 IN X 3-1/2 IN  
BUSINESS CARD  
(FRONT)**



**2 IN X 3-1/2 IN  
BUSINESS CARD  
(BACK)**

## **PHASE 3: Activation**

# SIGNAGE



# VEHICLES



# BAGS





# ACCESSORIES



# APPAREL





# APPAREL

