JD SPORTS 905 VINTAGE SWAP



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JD ATHLEISURE













The following images are athleisure style pieces that are currently on sale on JD Sports website. Popular brands are New Balance, Nike, Adidas and Champion, which are leaders in the athleisure industry. Today's athleisure revolves around comfort, while being up to date with brands and current trends. This research creates an understanding to what JD currently sell, and presents a gap for a retro collection that is environmentally friendly.

STREET STYLE







Street style today reflects individuals personal fashion sense without following current fashion trends. Presenting confidence, people wear what they enjoy, instead of following typical fashion norms, presenting confidence in their styling ability.











Harper's Bazaar, 2021

ATHLEISURE STREET STYLE



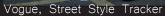






Narrowing it down to athleisure street style, this helps to understand the combined theme easier. Many outfits are based from comfort, with oversized fits and garments. Again, presenting confidence within the clothes they wear.













90S STREET STYLE FASHION



Very Advanced Instagram, 2019



Elle, 2020



, 2020



Esquire, 2018



My Black Clothing, 2021



GQ Magazine, 2020



Who What Wear, 2021

Oversized clothing were a popular choice in the 90s, from jeans, jackets and jumpers to joggers and tshirts. This adds to the understanding of the general fashion trends in the 90s, to make sure the photographs reflect the theme.

90S ATHLETIC CLOTHING



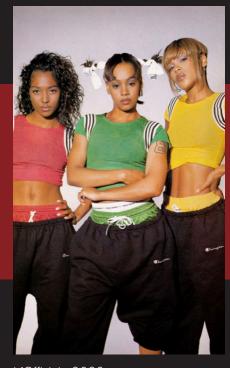
Who What Wear, 2021



L'Officiel, 2020



Marie Claire, 2021



L'Officiel, 2020



Bleacher Report, 2014



Go Social, n.d

Athletic wear was a popular choice in the 90s, with styles such as matching tracksuit co-ords, overiszed joggers and sweatshirts. Brands such as Nike, Kappa and Champion were popular. This inspires the clothing choices for the photography.

90S VINTAGE FASHION TODAY







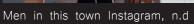


90s fashion is still very much popular today, whether new vintage inspired collections or thrifted vintage pieces. This inspires me for the type of clothes to use for the photoshoot, to get the 90s inspired aspect, while keeping it modern and up to date to refelect current trends.



Top Trends Guide, 2021









Pinterest, n.d

Aqualeaf, n.d

PHOTOGRAPHY INSPIRATION







Amy Faith Photography, 2017



Pinterest, n.d



Pinterest, n.o

The following images inspire my photography with regard to colour, background and editing. The colours on the photography could create a contrast from the background against the clothing item. Bright photography entices people to pay more attention to the photo, compared to dull, dark photographs.



PH Learn, n.d



Mind Sparkle Mag. 2018

COLOUR PALETTE



GRAPHIC DEVELOPMENT



graphics. Bold, geographic shapes with strong outlines are used throughout, along with shadows and memphis style patterns. These images inspired me to create the illustrations (above) to use on the promotional material and a new logo for the campaign. Colour will be added to the illustrations to match the colour scheme of the campaign.

Free Vector, n.d

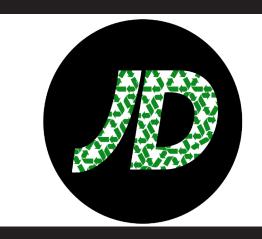
Creative Fabrica, n.d

GRAPHIC DEVELOPMENT: LOGO

To add to the photography of the collection, the addition of a revamped logo would portray the theme clearer and to add variation to the current logo. As the collection promotes the idea of recycling and reusing pre-loved garments, I used the universally known recycling logo.



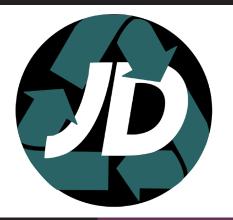




To incorporate the recycling logo and the JD logo, I tried adding small recycling logos within the lettering. However, this looks too messy and not proportional to the JD logo.



Developing on, I added a larger recycling logo over the JD logo. However, I found that 'JD' was hidden, and the attention was drawn away from the JD logo.



I removed some of the recycling logo around the lettering to make it clearer. I changed the colour to match the 90s colour scheme.

GRAPHIC DEVELOPMENT: LOGO



Experimented adding additional colours from the colour scheme to the recycling logo. I found this was successful, but needed more detail to enhance the 90s theme.







After deciding on using blue for the recycling logo, as this would link the closest to the current logo while keeping to the chosen colour scheme. After my initial experiment of the retro shapes and graphics, I chose four different designs to include on the logo.. I drew the shapes using a drawing tablet and and experimented the placement of the shapes, to make sure the JD and recycling logo were the main aspect of the design.

This is the final design I chose to add to the photographs and social media posts instead of the usual JD logo. The shapes reflect the 1990s theme, while not taking too much attention away from the message. This would be used on the JD website promoting the vintage clothes swap, social media posts and promotional images. I chose to only use four retro shapes to prevent the focus being on the shapes rather than the recycling logo.

FASHION STYLING PLAN

Taking inspiration from my moodboards, I have decided on outfits following the oversized fit along with brands that JD stock to attract current customers, while reflecting the vintage 90s feel, to portray the message of clothes swap. As the clothing items will be vintage, it would be difficult to find the exact pieces. This is more of an ideal outfit, that reflects the theme.



Baggy joggers were popular in the 90s and will be worn for the shoot. Both cotton and polyester track pants were worn. The main aspect will be the oversized, wide leg look.

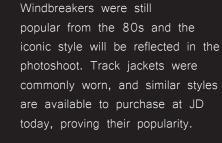


Reddit, n.d

Oversized, branded sweatshirts are vintage staple. The colour will not affect the overall outcome of the photoshoot, but it is important to have a vintage jumper that reflects the 90s era.



Grailled, n.d





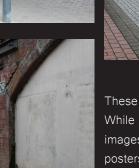
DEVELOPMENT IMAGES: LOCATION

My photography development started off in Leeds City Centre to find potential locations to take photographs. I explored different locations to find different textures, walls and buildings to use as a background for my images.



The following images explore different texture walls which have been weather damaged. However, I found these backgrounds too messy and dull, and the final photoshoot would be unsuccessful with these backgrounds.









These images (above) show streets in Leeds City Centre. While the weather did not assist with the brightness of the images, there are too many messy features, such as retail posters and advertisements and signs.



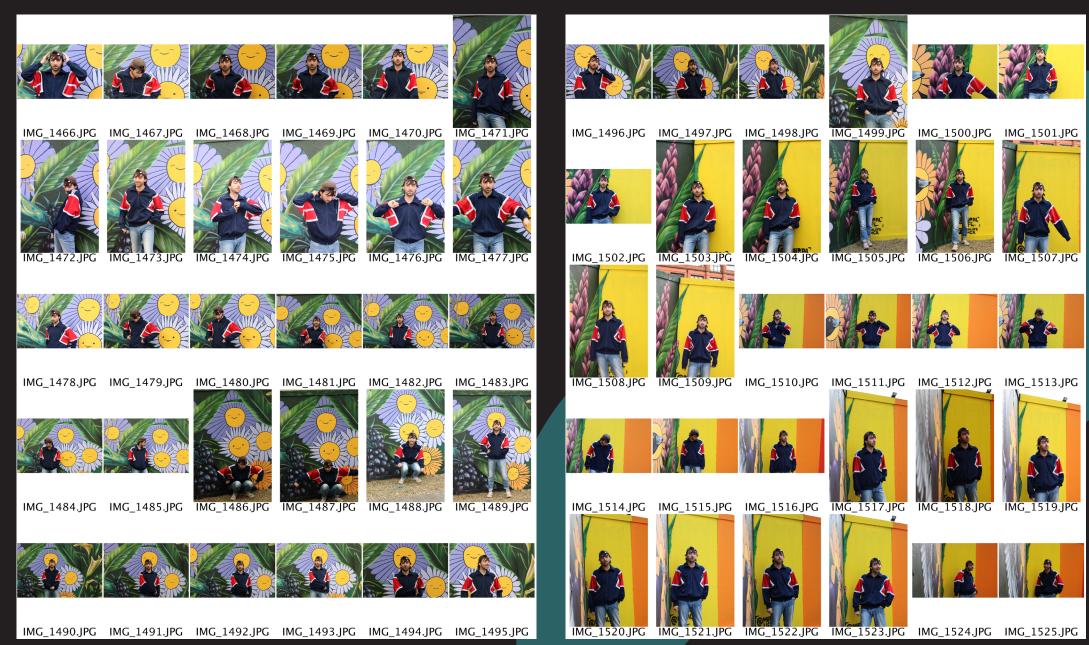


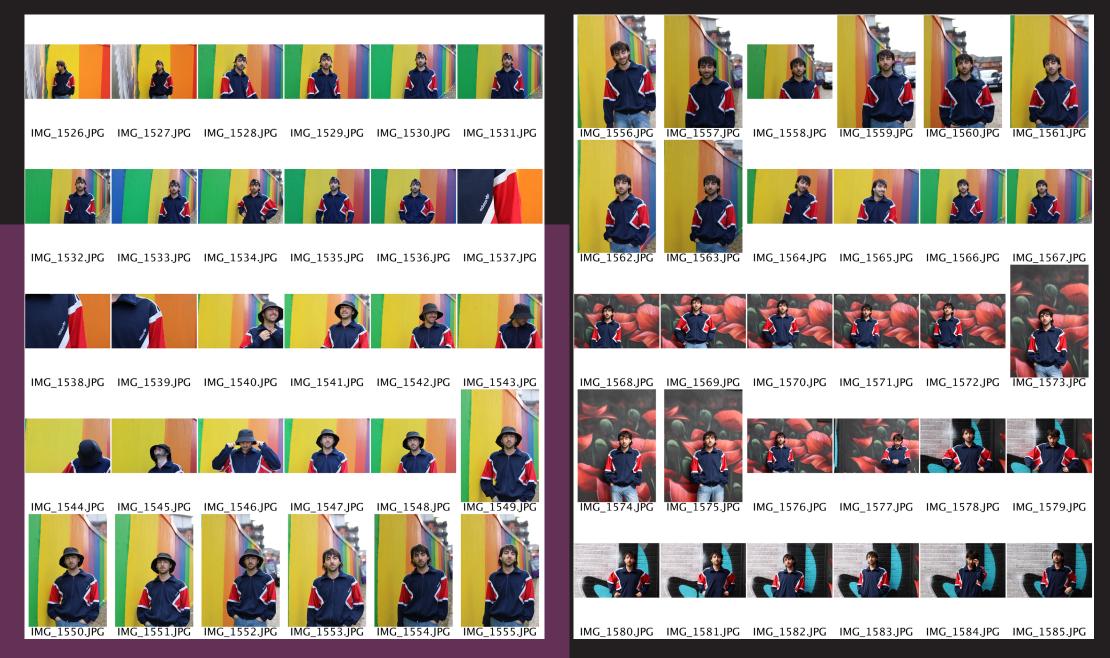




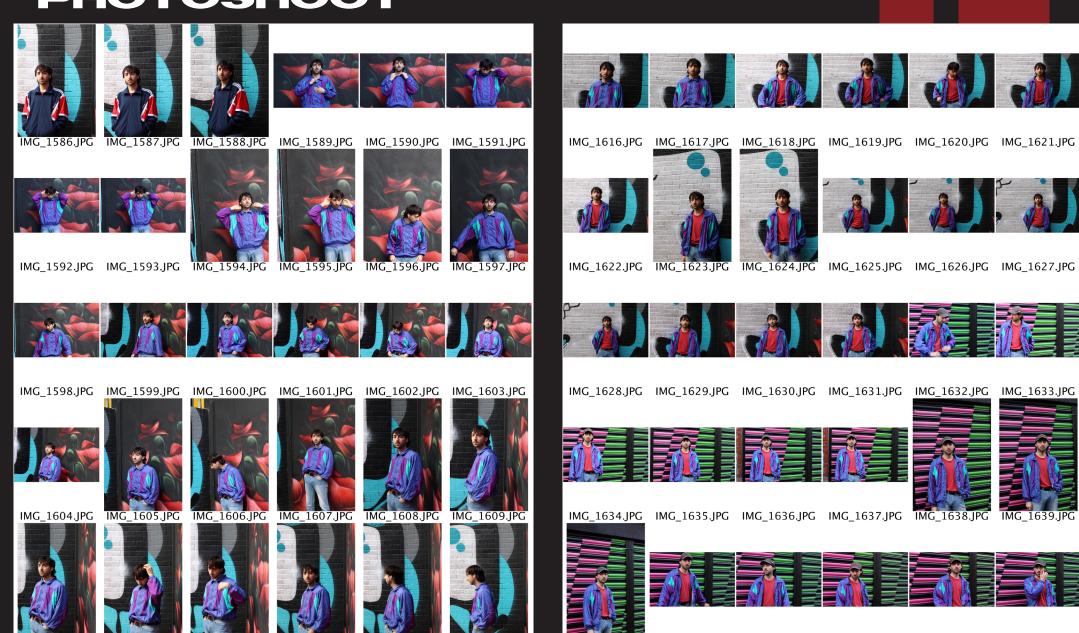


After exploring more of the city centre, I found many pieces of street art and graffiti. I found this idea interesting to use as backgrounds, to add more detail to the photographs, and link the colour of the garments to the colour of the background. Street art links to the idea of street style, of taking photos street level, while choosing where to take images to make sure the photographs look professional.

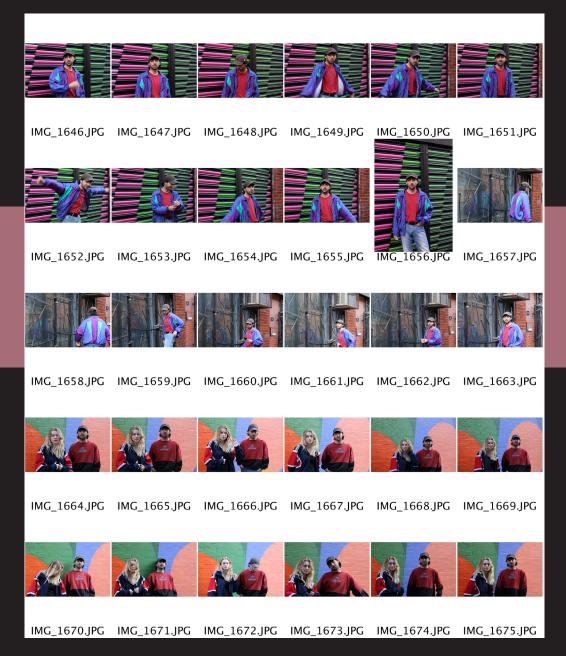




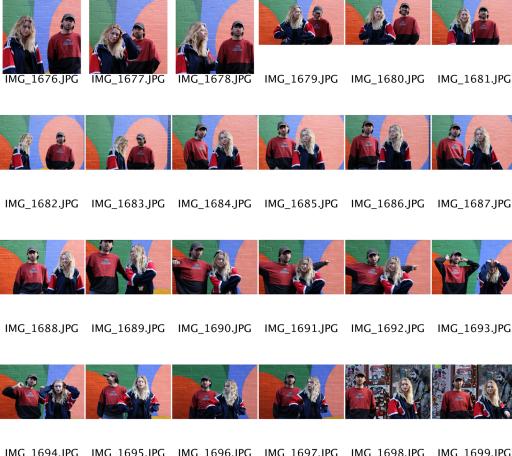
IMG 1612.JPG IMG 1613.JPG

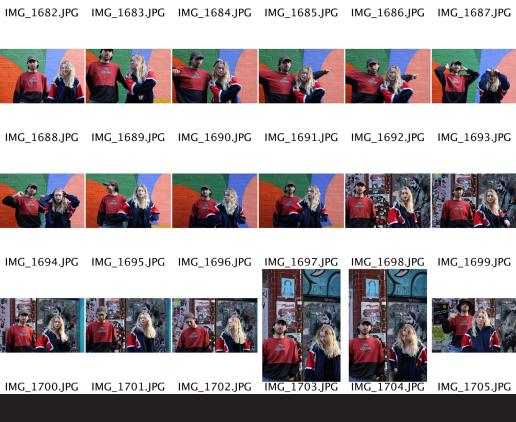


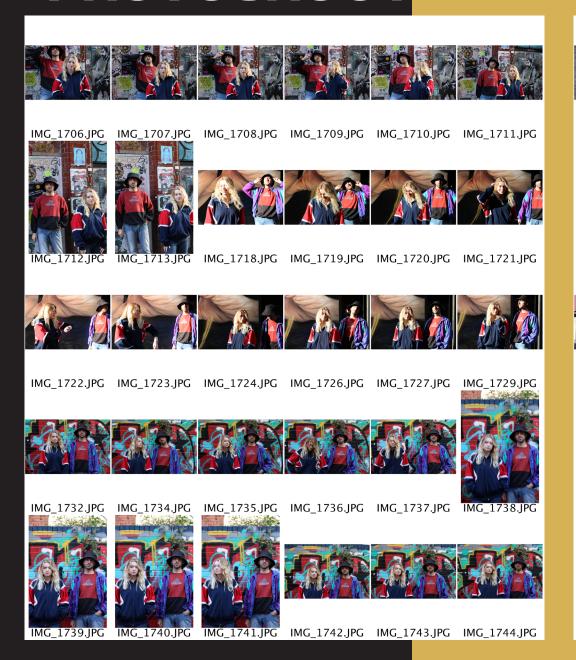
IMG_1641.JPG IMG_1642.JPG IMG_1643.JPG IMG_1644.JPG IMG_1645.JPG

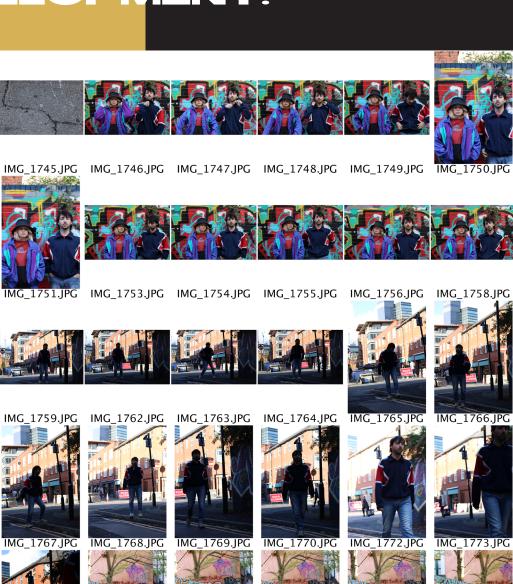












IMG 1775.JPG IMG 1776.JPG IMG 1777.JPG

IMG 1778.JPG







IMG_1821.JPG

PHOTOGRAPHY DEVELOPMENT

I explored different photography styles during my photoshoot, including street style and street art, along with different poses to make sure the I portrayed the clothing items most successfully.



While I planned to take more garment focussed photographs, I experimented taking images street style, with regular streets as the background. However, I found the focus was not going towards the clothing, but everything around the image, such as road signs and the buildings.







Using street art as the background, I used the natural sunlight to my advantage to take these images. While these images are aesthetically appealing, I don't think these match the overall style of photography I am aiming for. The images do not get the full background in, which results in an uneven and odd background.

After the more regular and less staged street style images, I took images of the models with the street art background, with a more relaxed approach. However, I did not find these successful as the background removes the focus from the models and garments along with being too busy with colours and patterns.





DEVELOPMENT IMAGES: EDITING

From inspiration earlier, I feel really inspired by the colourful backgrounds matching the colours in the clothing items, to really enhance the colour scheme and 90s vintage theme.





Final Edit



Final Edit

Original

Vibrance +26 Levels

Saturation +13 Input 217

Hue +3

Output 229

Lightness -4





DEVELOPMENT IMAGES: EDITING

Original



Final Edit



Vibrance +16
Saturation +19
Hue +9
Lightness -5
Red +8
Green +4

Final Edit

Blue +3





Original



Hue +6

DEVELOPMENT IMAGES: EDITING

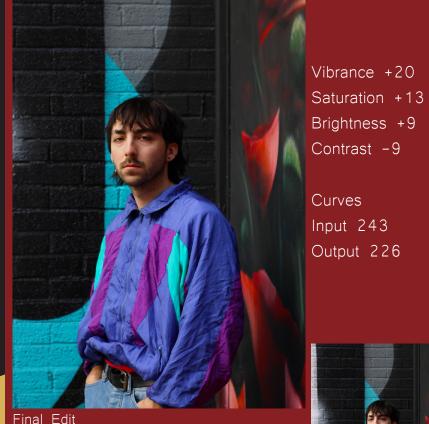


Final Edit



Vibrance +15 Saturation +13 Lightness -12 Hue +5

Levels Input 230 Output 211



Curves Input 243

Output 226



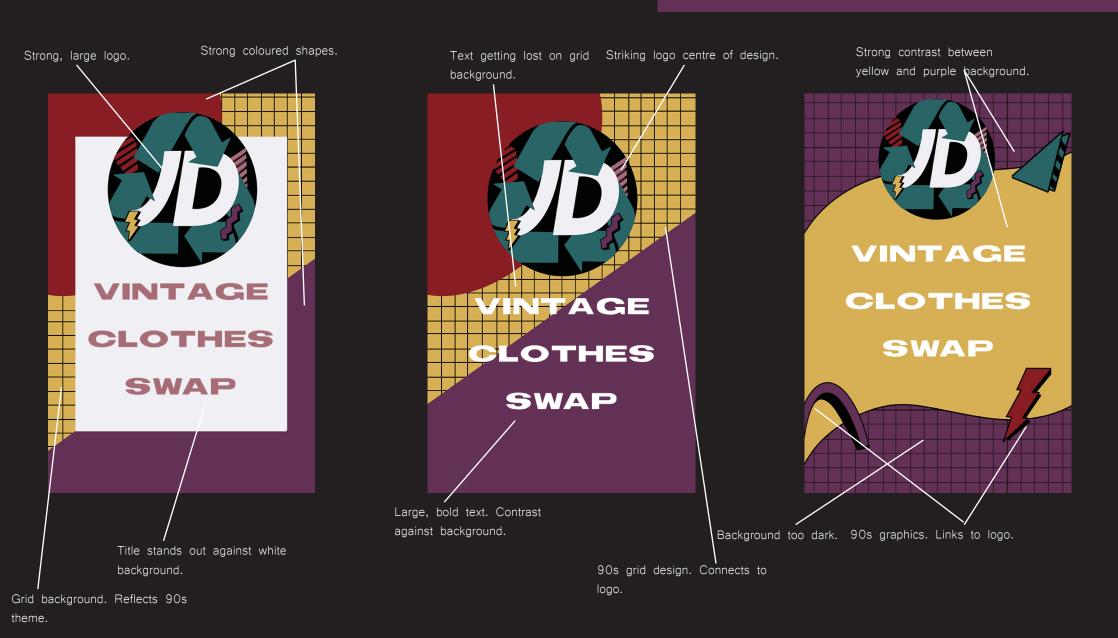
Original

SOCIAL MEDIA PROMOTION DEVELOPMENT: INSTAGRAM STORIES

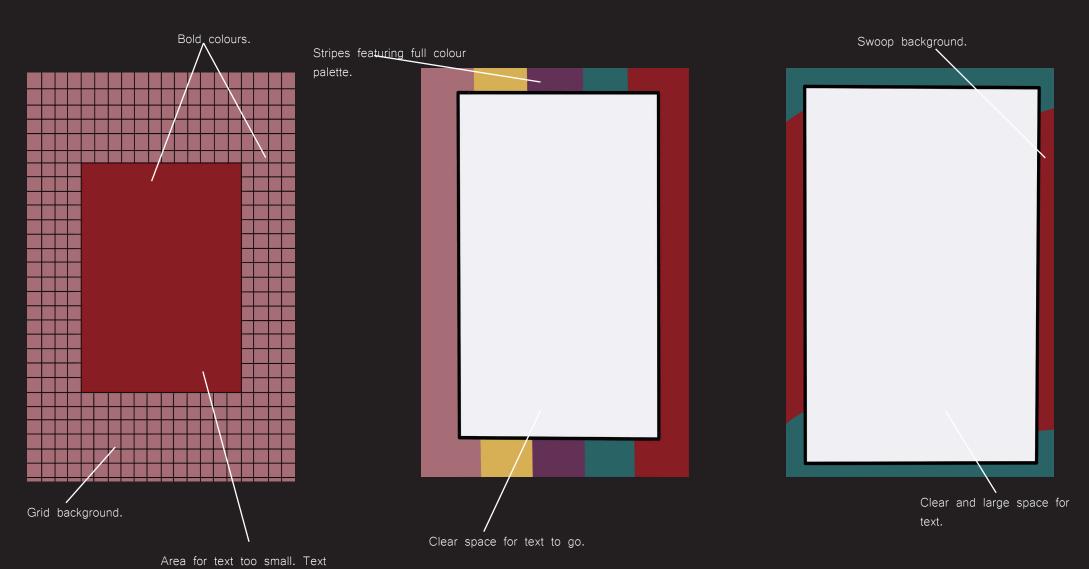
To explain and promote the vintage swap concept, I have designed different first slides for Instagram Stories. There will be more slides to explain the concept.



SOCIAL MEDIA PROMOTION DEVELOPMENT: INSTAGRAM STORIES



SOCIAL MEDIA PROMOTION DEVELOPMENT: INSTAGRAM STORIES -TEXT BACKGROUND.

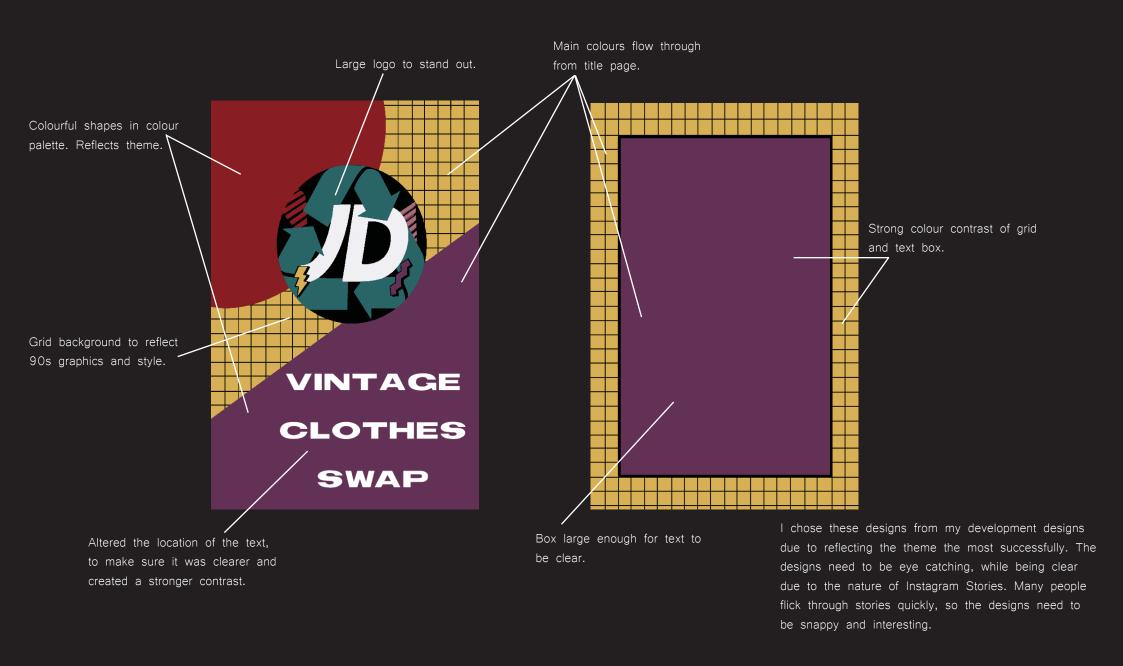


would be too cramped.

SOCIAL MEDIA PROMOTION DEVELOPMENT: INSTAGRAM STORIES



FINAL INSTAGRAM STORIES LAYOUT



FINAL SOCIAL MEDIA PROMOTION: INSTAGRAM STORIES



HOW
JD
VINTAGE
SWAP
WORKS





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