



**V**  
**VEST**



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## INTRODUCTION

VEST brand is a high-end yet sustainable ready-to-wear fashion brand offering casual, elegant sportswear for smart and comfortable looks. VEST means "**V**egan, **E**cological, **S**ustainable and **T**echnologic".

The VEST brand is one of the rare brands that offers wearable technology in a sustainable way.

One of the main goals of this brand is to support the healthy lifestyle and sustainability to keep nature and the environment in a healthy

balance. The entire collection consists of fabrics, recycled plastic and polyester. All products with leather details are used in the vegan leather and animal-free, while some of the products with embroidery details are made of fibers and leaves of pineapple fruit which are also chemical and animal-free.

Some of the apparel products of the brand have an intelligent, technological chip system that measures the heart rhythm.





## TARGET CUSTOMER

The target customers of the brand are those who love to be comfortable in addition to being beautiful and stylish in their lives and who also attach importance to comfortable wear while giving importance to their health in a sustainable way.

The VEST customers do not have a certain age. They are the people who express themselves free spirited and this is one of their most important needs in their life.

They want to be unique and know that investing in quality and design is worth as surrounding themselves with good things.



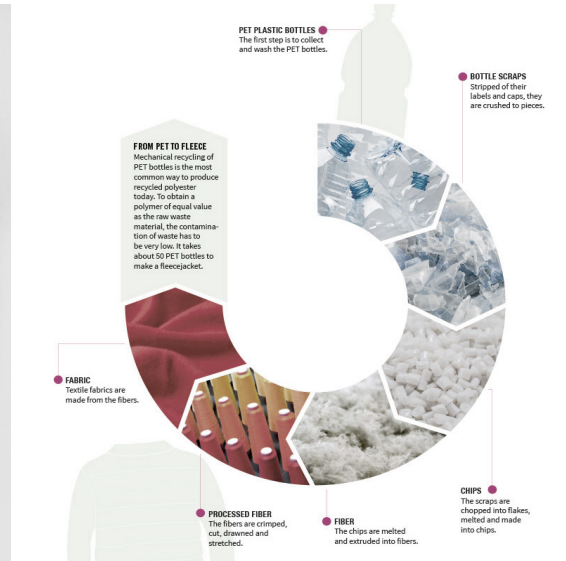


## LIFESTYLE / TARGET MARKET

The VEST brand offers a lifestyle for those who want to see themselves as part of the brand. VEST was established in Turkey. The starting point of the brand's target market audience is Istanbul. It also has stores in only the capitals of Asia, America and Europe, and pop-up stores only in selected cities.







## SUSTAINABLE APPROACH

The VEST brand was created for people who care about this sustainable life in fashion and the environment. In order to be sustainable, the brand produces all its products from recycled polyester, plastic and at the same time creates leather detailed products from “vegan leather”, the skin of grapes with a small touches of minimalist beauty.

The fashion industry has a clear opportunity to behave differently, maintain profit and growth, as well as create new value and deeper wealth for society and therefore the world economy. Environmental, social and ethical improvements to the agenda of the management come with an urgent need. The aim of sustainable fashion is to create ecosystems and communities that develop through their activities.

All embroidery details in the products are made from the fibers of the leaves which are the waste part of the pineapple plant. As a BlueSign system partner established for sustainability, technology and sustainability have been combined and technological jackets have been designed to think about the future.



## WEARABLE & SUSTAINABLE TECHNOLOGY

The VEST brand is one of the few brands that combines **technology** and **sustainability**. Wearable Technology collection includes products for men and women and there are jackets, sports bras, t-shirts.

Particularly in jackets made of recycled plastic, the special chip system is embroidered on the product. For this reason, the jackets are both technological and sustainable in embroidered way. Therefore VEST tech-jackets go beyond the usual sports jackets.

The chip system measures the heart rhythm and calculates the number of steps and calories. The rhythm and calorie counts of the VEST brand can be easily monitored in the "heart" section of the mobile application after the membership is started.







## PRODUCT RANGE

VEST is a clothing brand that provides comfort and elegance to women and men at the same time. In addition to brand fashion trends, there is a range of products aimed at continuity and permanence and aimed at multi-purpose use.

In addition to technological jackets, a VEST jacket is never a “one” jacket because it is reversible.  
YUZE10

### WOMEN

**Tops:** Basic tops, Shirts, Jackets, Tech-Jackets, Bras, Bralettes, Sweatshirts, Coats

**Bottoms:** Leggings, Trousers, Shorts, Skirts

**Full Piece:** Dresses, Jumpsuits

**Accessories:** Belt Bag, Zippered Socks, “Blood Circulation Stockings, UV Sun Visor”

### MEN

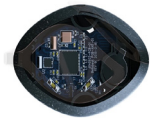
**Tops:** Basic tops, Shirts, Jackets, Tech-Jackets, Sweatshirts, Coats

**Bottoms:** Trousers, Shorts

**Accessories:** Belt Bag, Zippered Socks, Blood Circulation Stockings, UV Sun Visor



## PRODUCTS / WOMEN COLLECTION



Tech-Jackets  
with embroidered chip  
system \$ 850  
- \$ 2000



Belt Bags  
\$ 80 - \$ 95



Sports bra and leg-  
gings  
\$ 120 - \$ 260

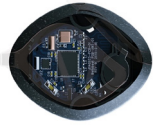


Blood circulation stockings &  
Zippered socks  
\$ 50 - \$ 80





## PRODUCTS / MEN COLLECTION



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Sports T-shirt and leg-  
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Zippered socks  
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PRICE POINT & CERTIFICATE CARD

The brand keeps itself at an affordable mid-range designer market level. Prices range from \$ 50 for an accessory up to \$ 2000 for a tech-jacket - all depending on the product.

The brand also sells \$ 150, \$ 250 and \$ 350 cards as a certificate / gift card. As with all purchases on these cards, "A Child's Hope International and Helping Paws Pet Rescue INC." donations to institutions.

While 1% of each purchase is donated in two institutions, these certificate cards are completely donated to the institutions. Thus, the brand aims to help customers while providing shopping services.

GIFT CARD AMOUNT

Choose an amount

- 1 +

Add to cart

GIFT CARD AMOUNT

Choose an amount

Choose an amount

150 \$

250 \$

350 \$



## COMPETITORS

### **Sustainability/Production Nube**

Nube brand believes in saving materials and uses recycled plastic and polyester. VEST and Nube brand has similar ideology about, if a brand has identified its foundation as sustainable, it should be recycled packaging and labels. Besides these Nube and VEST brands are uses local manufacturing which is very important about the make production by working ethically and correctly.

For more: <https://nubeusa.com/pages/about>

nube

### **Technology/Smart Acronym**

Acronym is a technologic clothing brand as VEST. These two brands use technology in jackets. Such as Acronym brand has a tech-jacket which has a magnetic collar for holding headphones near the neck. The tech-jackets for VEST have the chip system that measures heart rhythm and calculates the steps.

For more: <https://acrnrm.com/>

ACRONYM®





## SPECIALIZATION

This brand aims to provide a memorable experience to enhance sustainability along with technological innovation in the fashion industry.

Combining technology and sustainability to match current and future times, this brand offers the potential for a lifetime of value.

VEST aims to protect the nature, animals and children as well as to make a good contribution to the world and environment as it is known from the name “**V**egan, **E**cological, **S**ustainable and **T**echnologic”.

The brand has two separate collections “**Sustainable**” and **Wearable Sustainable Technology**”. The collections are stretchy-comfortable and aim to have a long life cycle. Some of the products are reversible designed for multiple use.

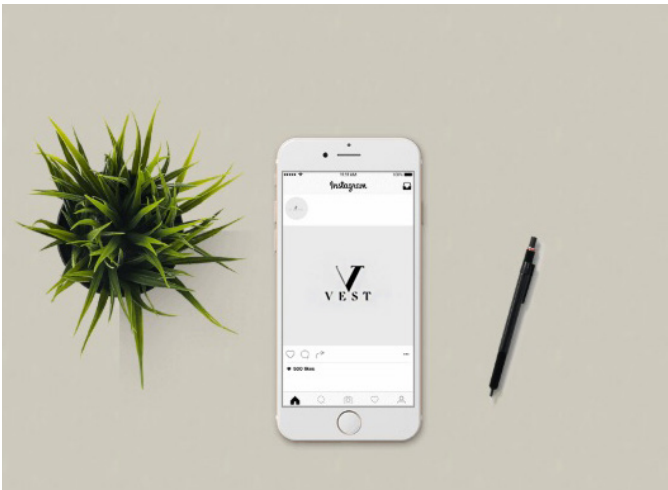
The wearable sustainable technology collection has a chip system products measuring the heart rhythm. In addition calorie and step meter features, are found in the form of embroidery outside of the product. To see the rhythm of the heart can be followed from the Heart section of the brand's mobile application.







## LOGO APPLICATIONS



Being sustainable is also important in packaging as well as products because a brand's package is actually one of the best ads. The packaging is important for the customer to feel special and Vest shopping bags, recycled plastic bra bags and boxes are allows customers to use multiple purchases.





## BRAND COLLABORATION

The VEST brand always aims to provide a unique experience to its customers. Acne Studios and VEST brand collaborations are made for creating different experiences, reaching different audiences and campaigns.

In this collaboration, Acne Studios' new department, Acne Sport by VEST is designed to add a new direction to the brand.



Acne Studios X VEST





## BRAND CAMPAIGNS

Brand campaigns are one of the most effective strategies of the brand. Vest brand has campaigns with four influencers. First of all, Valeria Lipovetsky is an influencer that brings together the brands VEST and ACNE SPORT.

@ | Instagram

Ara



valerialipovetsky

Takiptesin

2.533 gönderi

469bin takipçi

757 takip

Valeria Lipovetsky

Influencer + CEO/Creative Director  
(VALERIA INC.)

BTS of my life as a mom, model & holistic nutritionist

You Won't BELIEVE Who I'm Modelling For

[youtu.be/dibA9VVApw4](https://youtu.be/dibA9VVApw4)

tugceetoker, chiaraferagni, jagodafurtado + 2 diğer kişi takip ediyor



COMMUNI...



EXERCISE



BEAUTY



OUTFITS



FILM



LEIA



INSPIRATI...





## CAMPAIGN IDEAS

**Try-on Haul Videos;** Valeria will record try-on haul videos for her youtube and instagram pages. She will combine and exchange the Acne sport by VEST products in sporty, daily and chic way. She will demonstrate the multi-use aspect of the products and will also be a style guide for the customers.

**7 Days Challenge;** For just 1 week, Valeria Lipovetsky will broadcast live from instagram with daily sections on hers, Acne Studios and VEST instagram pages. The Vest's mobile app will be active with a membership and will calculate the steps. At the end of the challenge week, among the members of the brand's mobile application, 10 people who have taken the most steps at the end of 7 days with Valeria will be able to participate in the launch of the brand.



15 Minute Full Body Workout For Beginners | Quick Home Workout

72.370 görüntüleme •

3 B 33 PAYLAŞ KAYDET ...

Valeria Lipovetsky  
1,31 Mn abone

ABONE OL



9 Most Worn Items In My Closet | \*\* OBSESSED \*\*

83.934 görüntüleme •

3,6 B 46 PAYLAŞ KAYDET ...

Valeria Lipovetsky  
1,31 Mn abone

ABONE OL

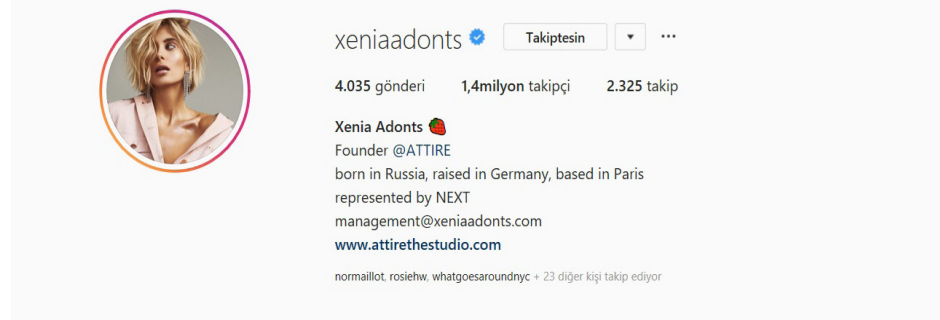


## BRAND CAMPAIGNS

**Xenia Adonts** is one of the influencers who value sustainability.

### CAMPAIGN IDEA

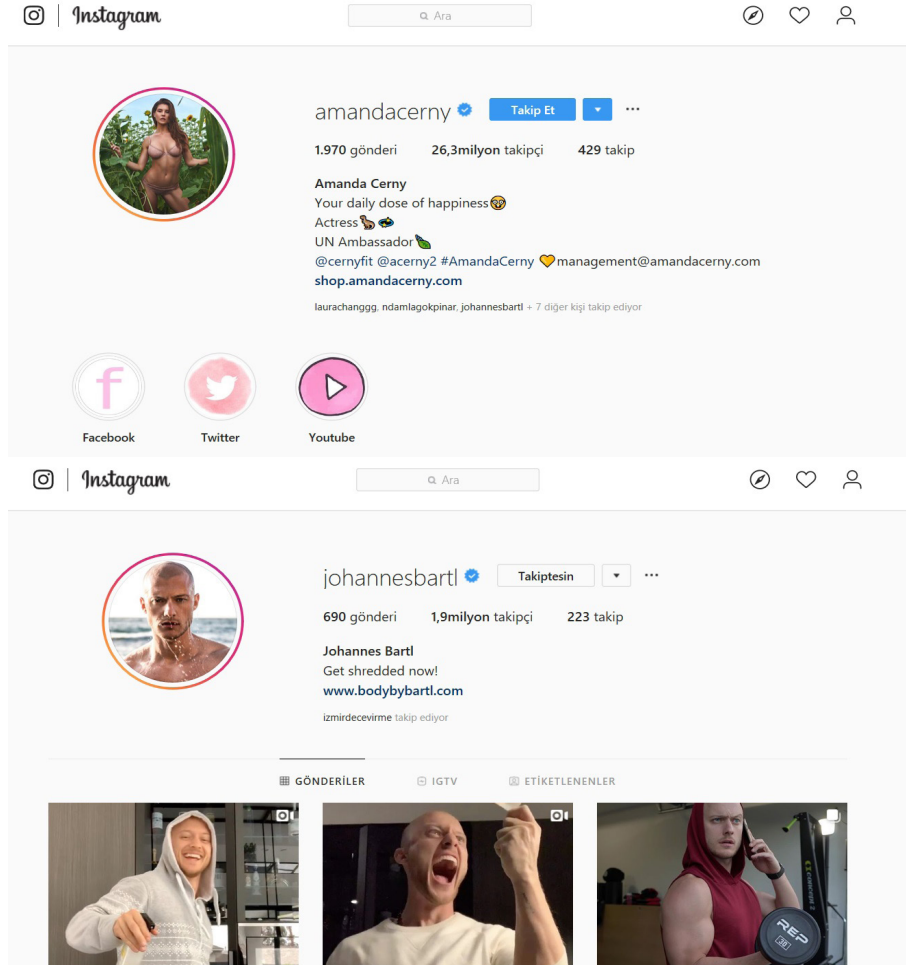
**#WithVEST;** The marketing campaign with Xenia Adonts will be on Instagram as a photo shoot and Xenia will show VEST products to its followers with its unique stylish style. Besides this, Xenia will share what she has added to her life when she wears the technological jacket of the VEST brand throughout the day on Instagram stories and posts.





## BRAND CAMPAIGNS

**Amanda Cerny** and **Johannes Bartl** are two influencers focused on sports, wellness and models at the same time.

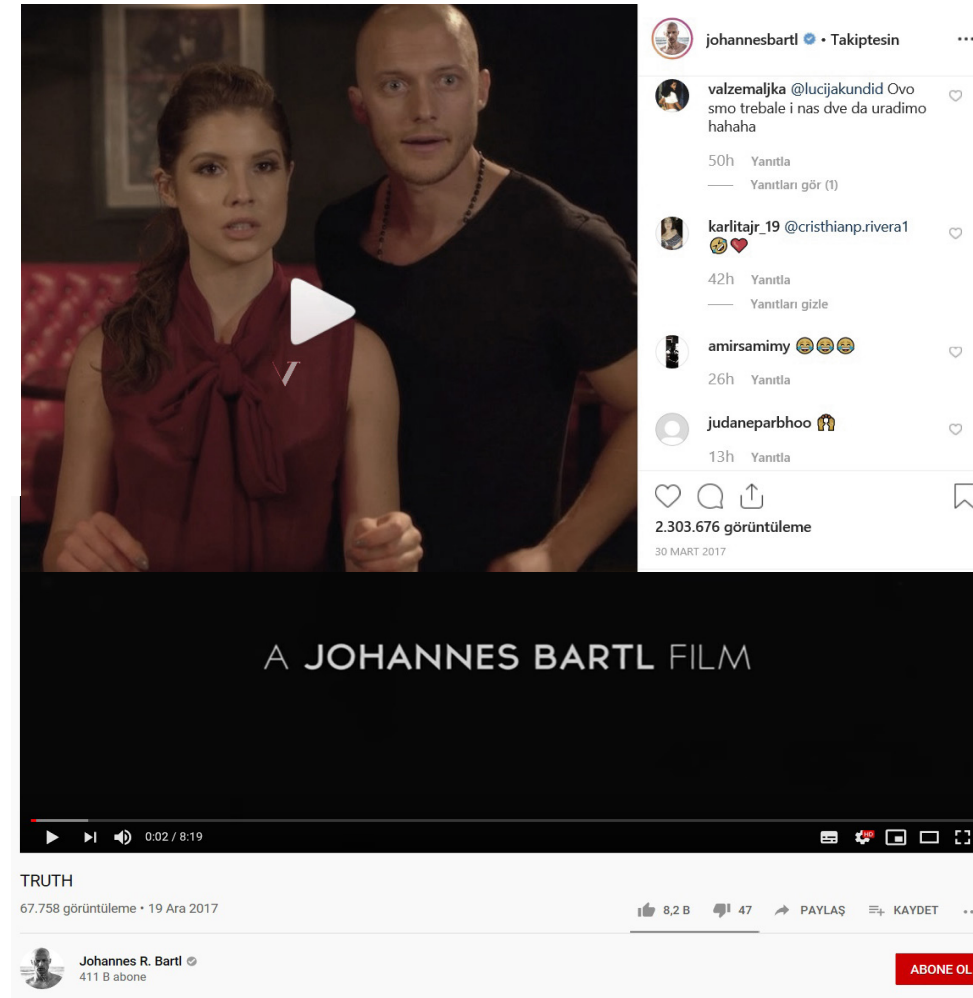




## CAMPAIGN IDEAS

**#SponsoredbyVEST;** The couple will publish episodes on their Instagram and Youtube accounts such as an internet series that includes several short films with the products of VEST brands wearable and sustainable technology collection.

**#VESTman;** For VESTman campaign Johannes Bartl will be a model for the photoshoots of the male section of the brand.







ILAYDA ADALI  
2019/20