

Off-White c/o Virgil Abloh

"Upcycled Consumer Product"

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"Business & Sales"

Off-White is a **luxury fashion brand** founded in Milan, Italy, in 2013 by Virgil Abloh.

The brand is known for being very **collaborative**. Past collaborators include IKEA, Levi's, and Nike.

LVMH has a majority stake in the company, holding 60% of the shares. The remaining 40% is owned by Abloh's Estate.



Mission Statement™

"Off-White c/o Virgil Abloh™ embarks on a new narrative where **free thinking** inspires a pioneering format for the **future**, where **the age of imagination is the product of reality.**"



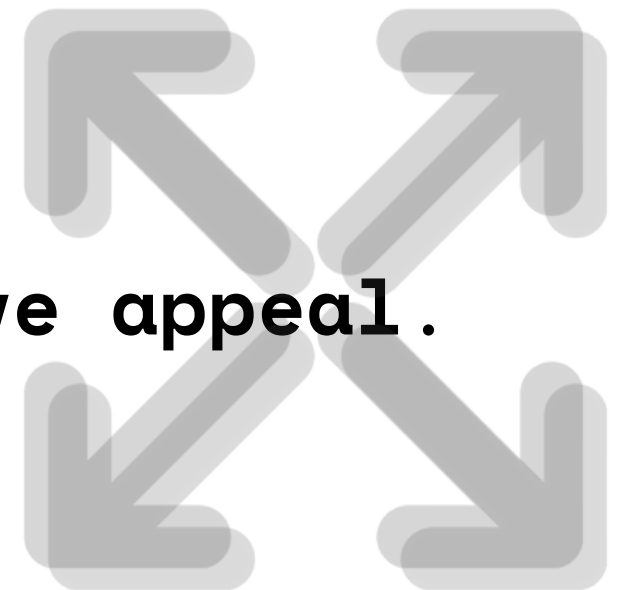
"Competitive Advantage"

With a highly specialised niche market, Off-White is a **common ground between high fashion and streetwear.**

It brings a strong sense of **community**, a clear **aesthetic** & an **identity.**

Off-White invests in an **intellectual approach** to design that challenges & appeals to the **status quo.** Its aesthetic depends on **irony** and could be deemed **offensively transparent.**

A limited number of stores and retailers add to its **exclusive appeal.**
It is a **low-investment - high-profit** company.



SustainabilityTM

Off-White shares **little to no information** regarding sustainability, production, sourcing, code of Conduct, worker treatment, or how they impact the planet and the global community.

CLIMATE IMPACT?

WASTE MANAGEMENT?

COVID-19?

SOURCING ?

SUPPLIERS?

ANIMAL ABUSE?



"Target Customer"

DEMOGRAPHICS

Millennials, Gen Z, Gen Alpha (18-30),
Middle and Upper Class,
70\$ per annum, and
In college or graduated.

GEOGRAPHICS

Fashion Capitals in:

- USA (NYC, Miami, L.A., At1)
- Europe (Paris, Milan, London, Stockholm, Germany)
- Asia (Japan, Seoul)

PSYCHOGRAPHIC

Want to stand out,
Self-expression,
Trend Setter, and
Quality & detail-oriented.

LIFESTYLE

Early adopters of trends,
Outgoing and experimental,
Work or want to work in
the fashion industry, and
Social media oriented.



Target PersonaTM

DEMOGRAPHICS:

Age: 24 years old

Pronouns: They/Them

Education: Bachelors of arts

Occupation: Creative director at a photo studio

Income: \$95,000/year

LOCATION:

Brooklyn, NYC



PSYCHOGRAPHIC:

Like to stand out in the room.

Value self expression.

want to create the trend, not follow it.

Strive to be ahead of the curve.

LIFESTYLE:

Spending time with friends doing creative photoshoots and art projects.

Going to music festivals and art fairs.

"Target Persona"

DEMOGRAPHICS:

Age: 29 years old

Pronouns: she/her

Education: Bachelors in
Business Studies

Occupation: Marketing
agency

Income: \$165,000/year

LOCATION:

Santa Monica, California



PSYCHOGRAPHIC:

She wants to be a trendsetter in her friend group.

Focused on the quality and value of garments she purchases.

Detail oriented in her work and style.

LIFESTYLE:

Going out to fun bars and clubs with friends.

Travelling whenever she gets the chance.

Going to art galleries and museums.

Off-White™ *Coca-Cola*



"Recycled"

PRESS STATEMENT

Off-White x Coca-Cola offers a new packaging design inspired by the multi-creative persona of Virgil Abloh. This collaboration provides a provocative viewpoint on how the future considers design and innovation in the context of waste. **We are presenting Off-White Beauty Boxes with new and inspiring packaging, expanding the assortment as we move forward. Through limited-edition, sequential releases, we will introduce a new way to repurpose waste plastic and aluminium as we broaden our understanding of what both beauty and accessory truly mean.**

The Boxes are both conceptual collector's pieces and **practical ways to reduce waste**. For the consumers, the collaboration represents **uniqueness** and the **willingness to turn everyday objects into a part of their art gallery**. Off-White and Coca-Cola's attention to detail and devotion toward **sustainability and ethical production** help provide a feeling of making positive changes to both your home and your community, one purchase at a time.

Our companies are driven by a desire to move with the youth, and the future is ours to seize. Coca-Cola and Off-White aim to surprise, delight and engage global audiences through unexpected tastes, moments and collaborations – something we know our audience has come to expect from us. This collaboration represents infinite possibilities and infinite ways to connect with each other.

Market Analysis™



Supreme Toolbox
Ebay - 245\$



Gucci x adidas
2,200\$



JW Anderson
890\$



Off-White
Olfactory Box
394\$



Helmut Lang
160\$



IKEA X Off-White
Grailed - 375\$



Cult Gaia
Neiman Marcus - 318\$

"Cost"

- The recyclable material will be provided by The Coca-Cola Company
- **\$8.50** per pound to convert the bottles into workable material
- **\$0.32** per pound to melt the recycled aluminum
- **\$16.38** per hour cost of labor

Total of: **\$25.20**



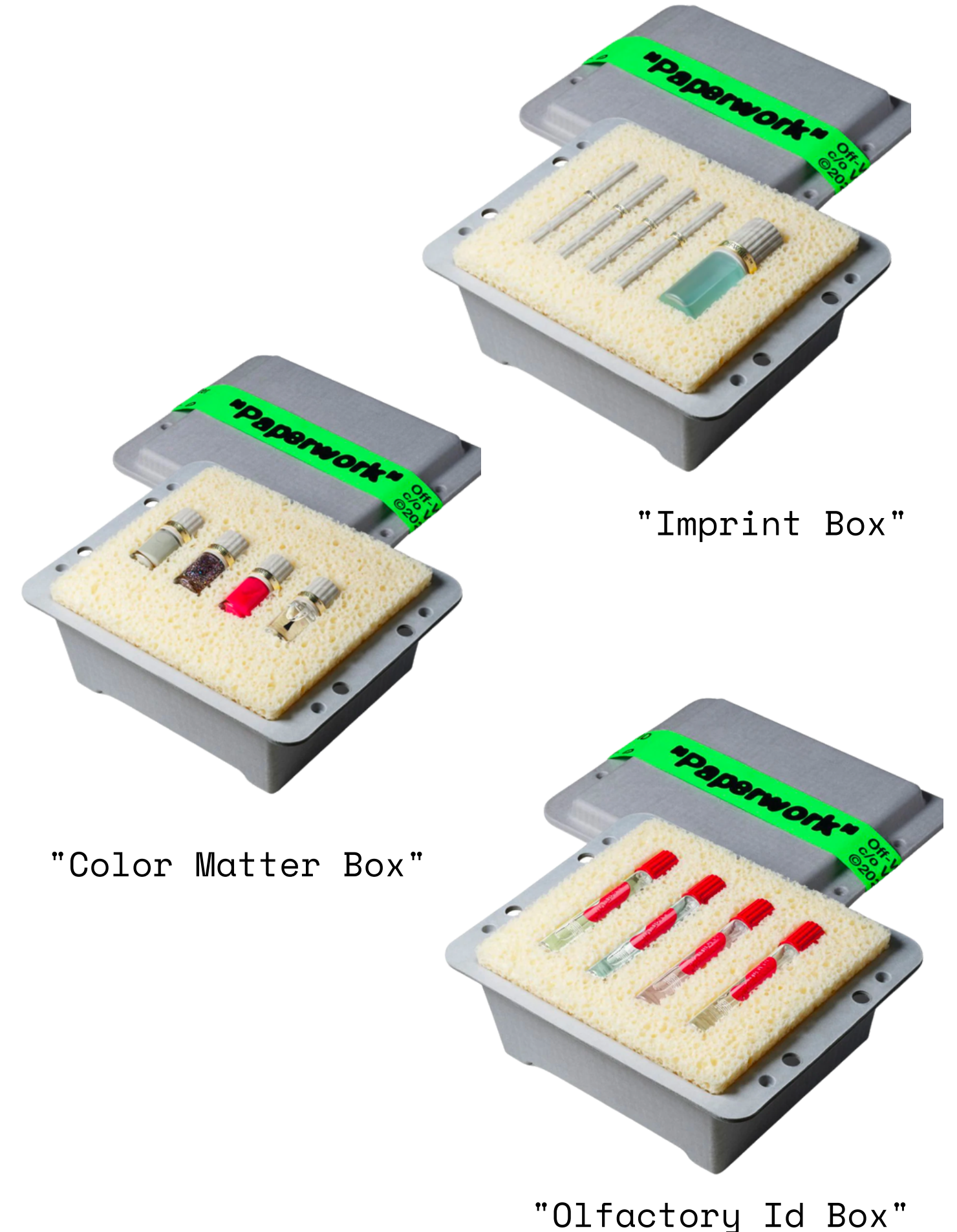
PricingTM

The **current prices** of the Beauty Boxes are:

- \$297 for the Color Matter Box
- \$356 for the Imprint Box
- \$416 for the Olfactory Id Box

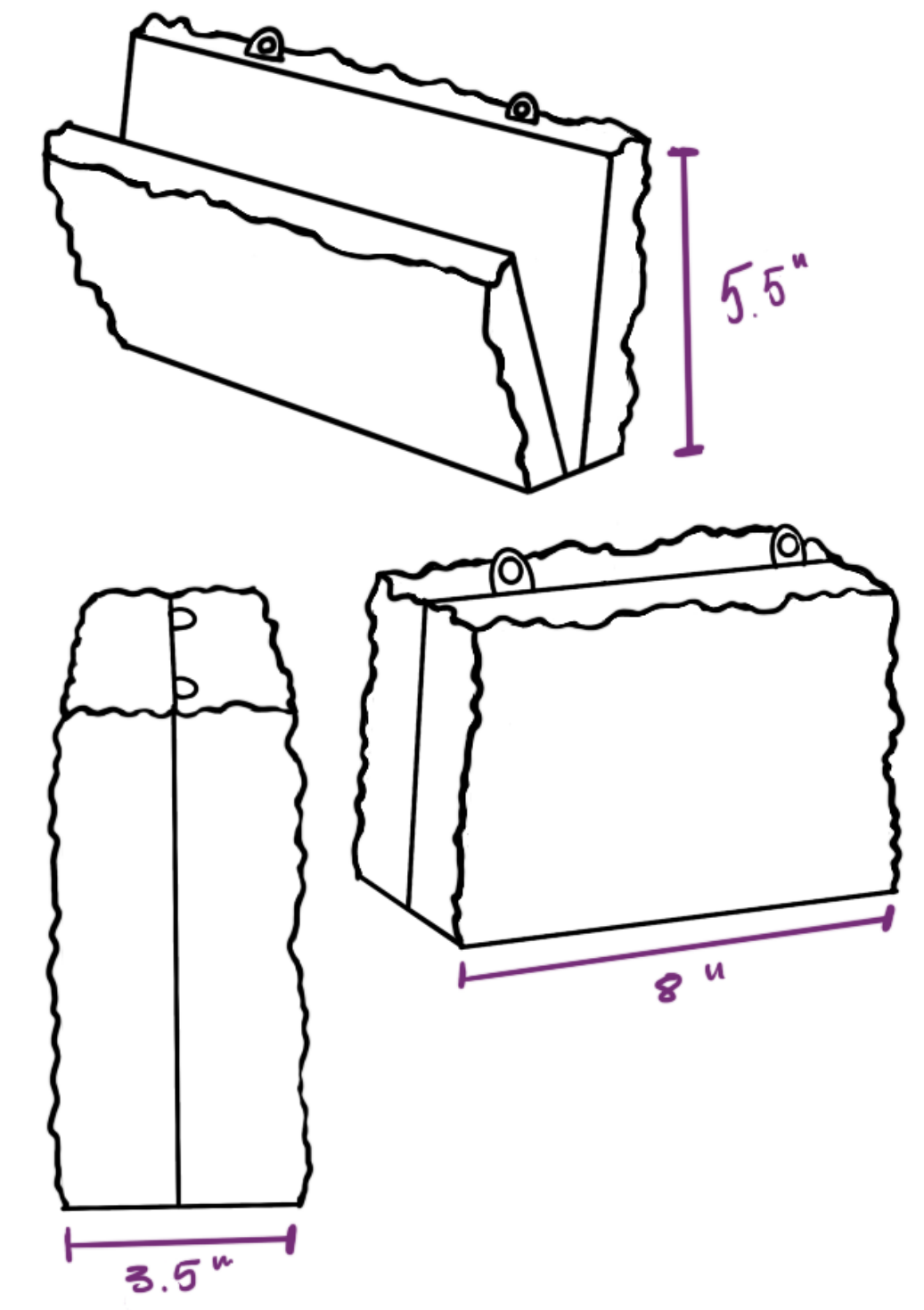

We plan to add **\$100 dollars** to each box price for the special edition bag:

- \$397 for the Color Matter Box
- \$456 for the Imprint Box
- \$516 for the Olfactory Id Box



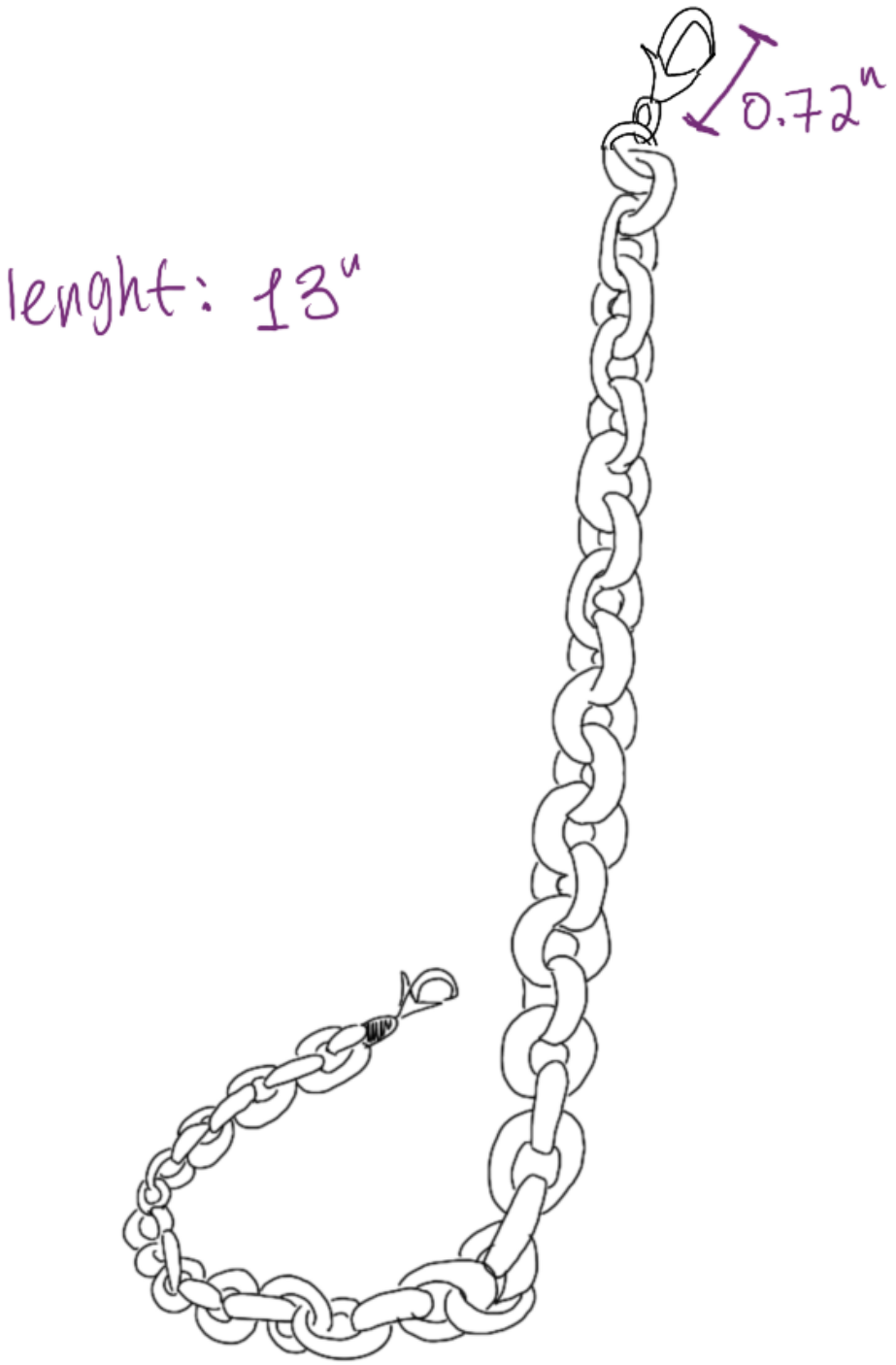
"How is rPET made?"

1. PET bottles are **collected and sterilized**.
2. They are **dried out and crushed up** into tiny, chip-sized pieces.
3. The pieces of PET are **heated up and poured** into the moulds

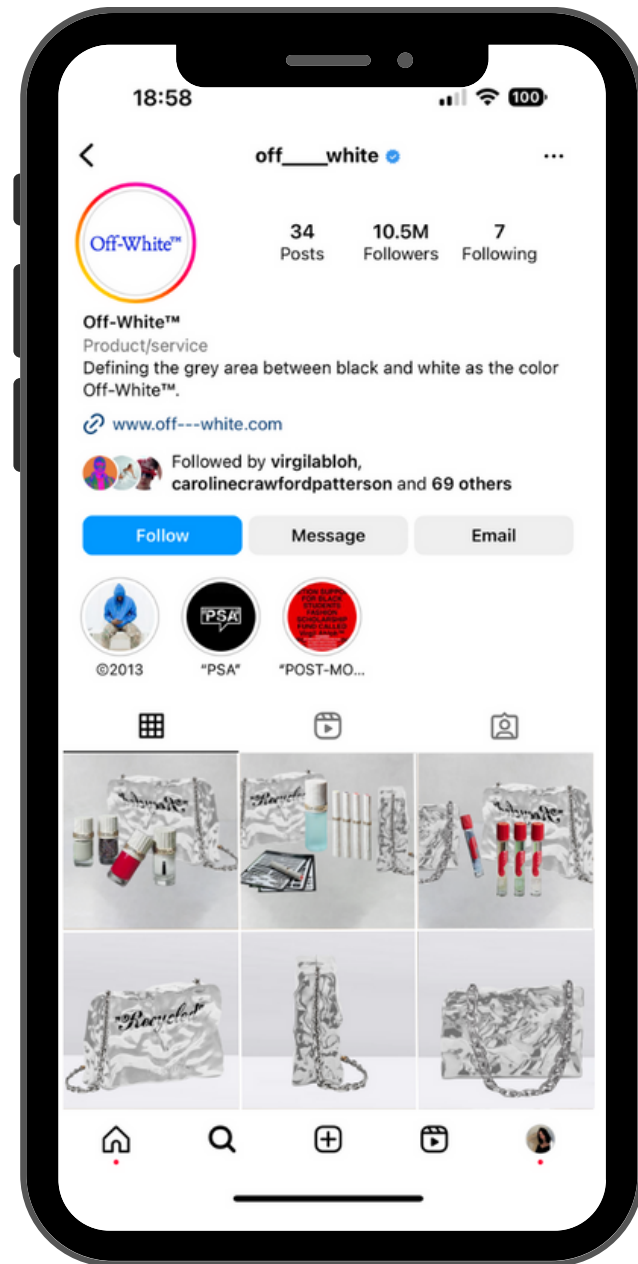
Brand: <i>Off White x Coke</i>	Product Name: <i>Recycled</i>	Logo:
Date: <i>03/20/25</i>	Description: <i>Plastic clutch</i>	
		
Materials: <i>rPET molded to the right shape</i>		

How is Aluminum recycled?

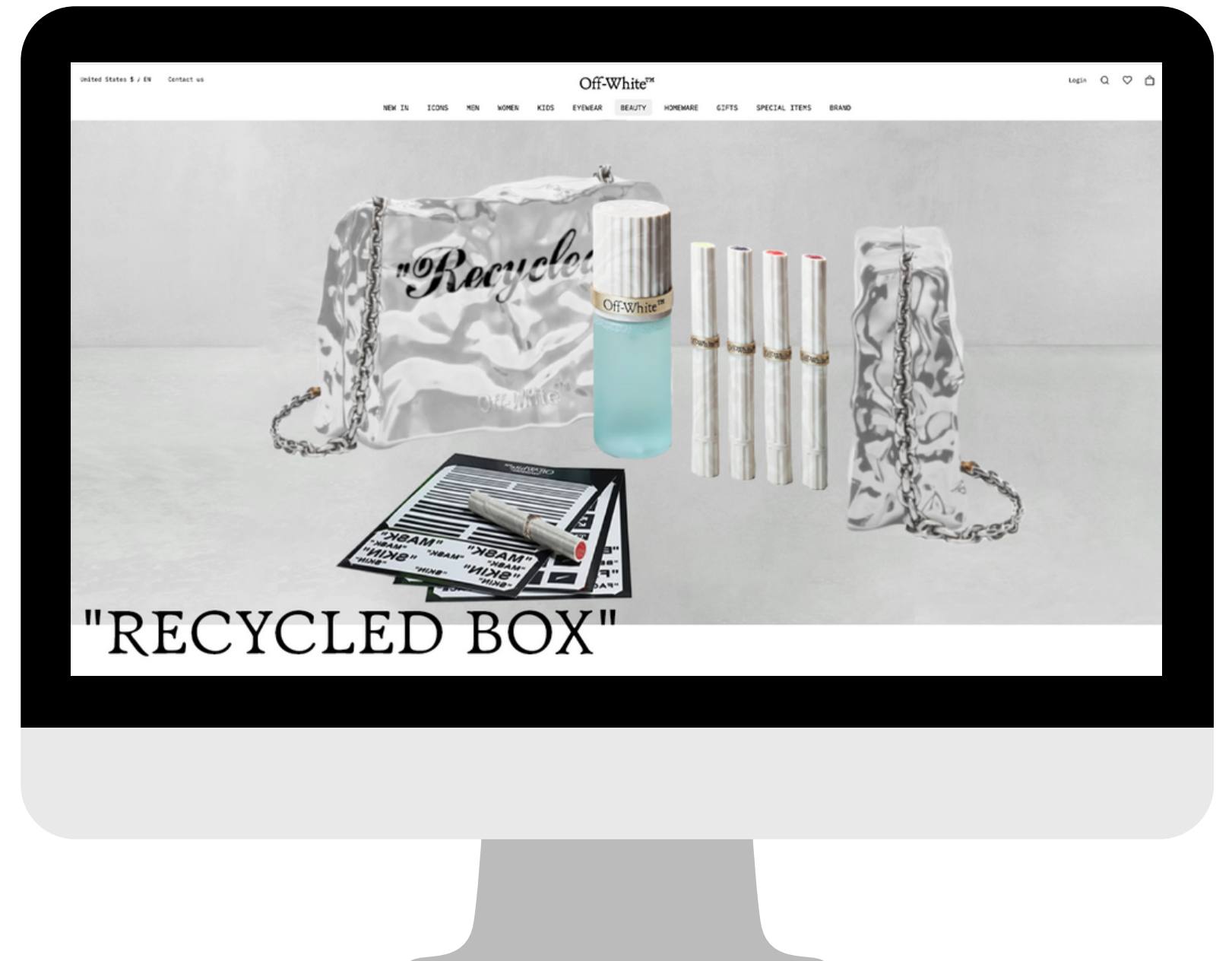
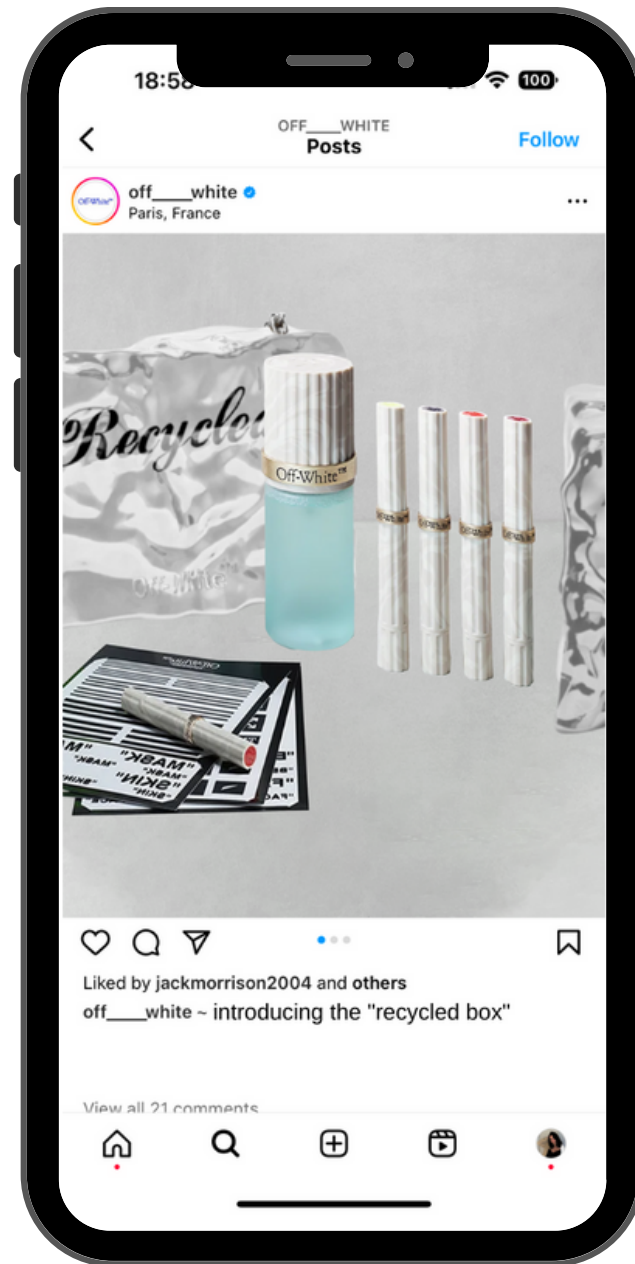
1. Cans are **collected**
2. They are sent to a recycling facility
3. Cans are **cleaned, sorted and crushed**
4. They are moved to an **aluminium manufacturing plant**
5. **Shredded & Remelted**
6. **Solidified** into needed shapes

Brand: <i>Off White x Coke</i>	Product Name: <i>"Recycled"</i>	Logo:
Date: <i>03/20/25</i>	Description: <i>detachable chain</i>	
 <p>length: 13" 0.72"</p>		
Materials:		
<i>Recycled aluminum from Coke cans</i>		

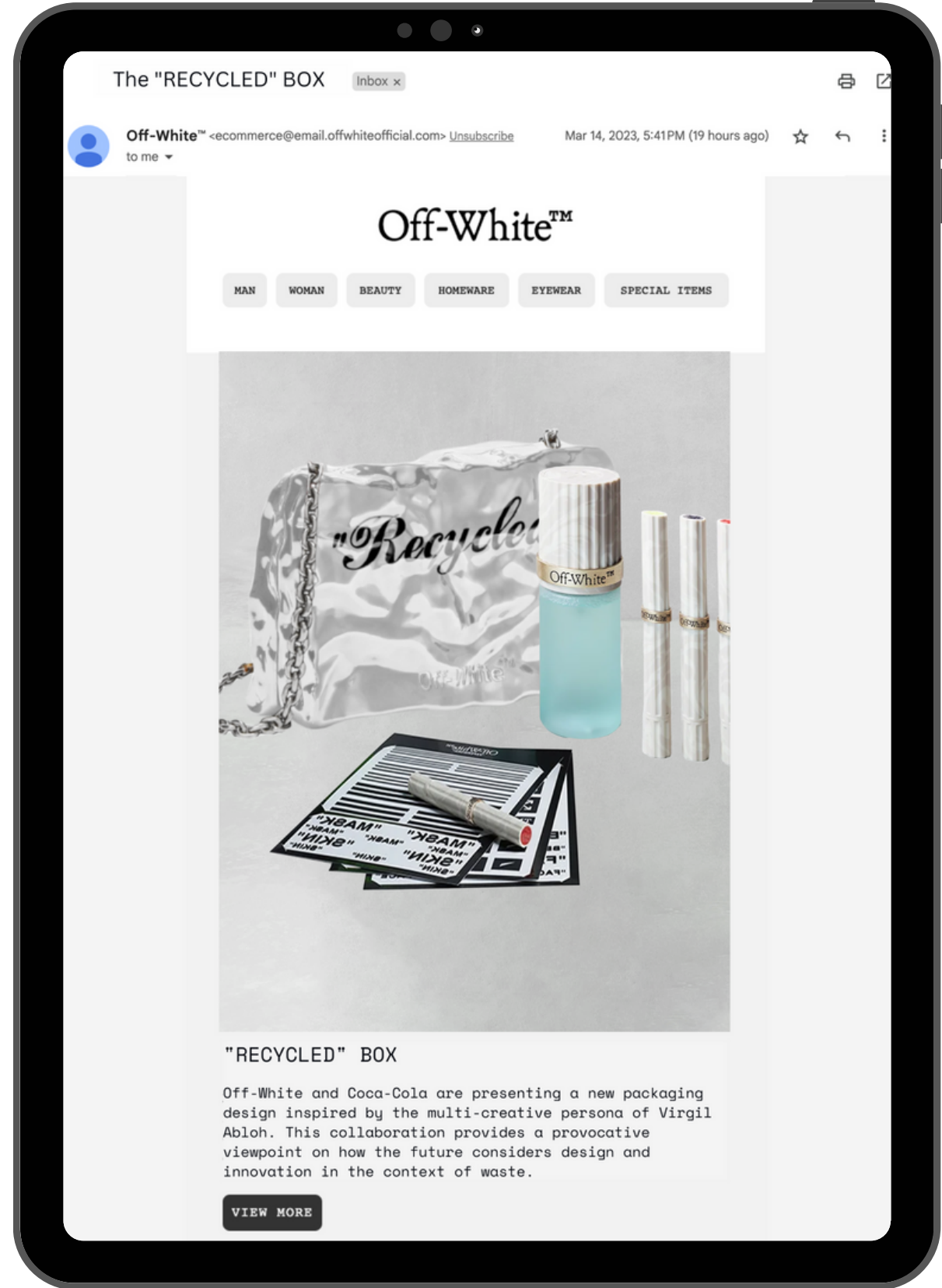
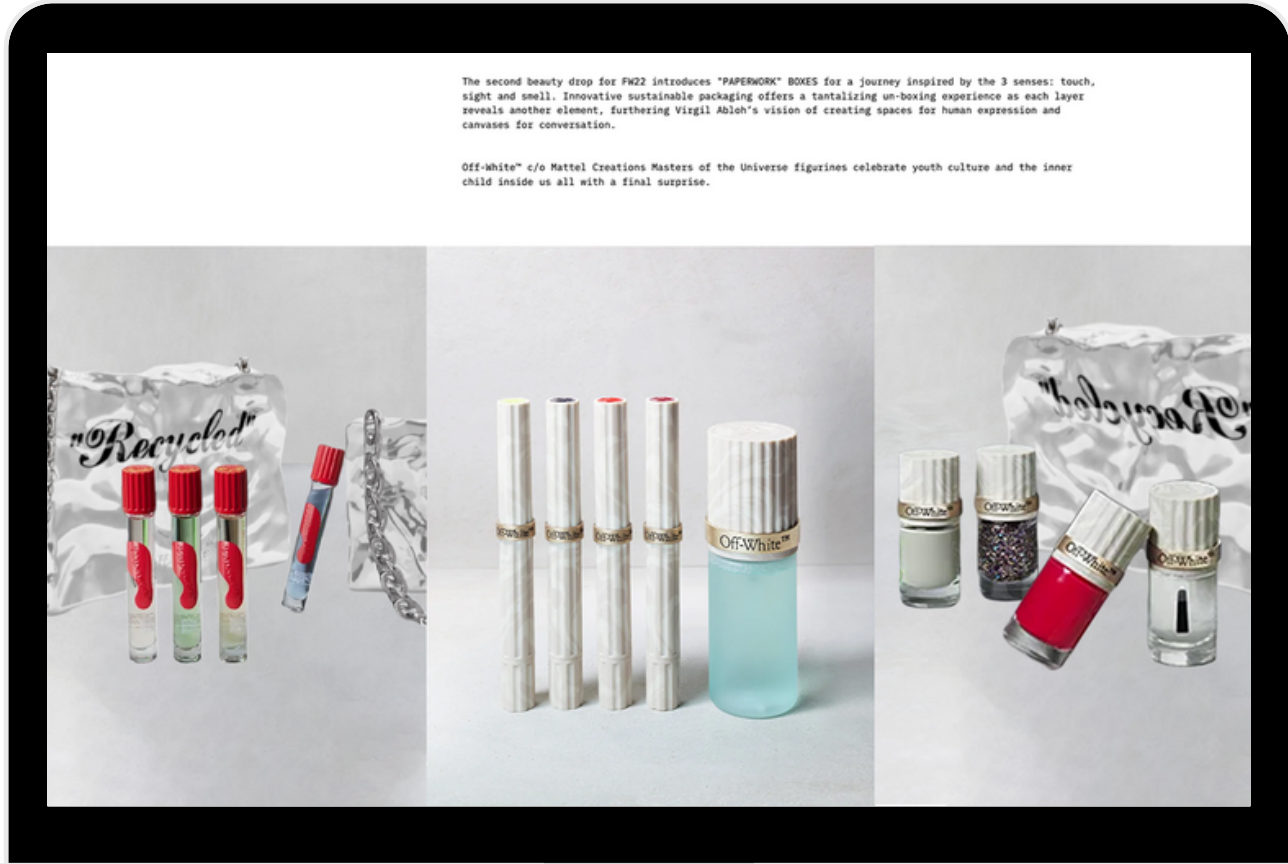
"Digital Marketing"



SOCIAL MEDIA



WEBSITE



EMAIL

InteriorTM



"Exterior"



DevelopmentTM

Off-WhiteTM
Coca-Cola

Off-WhiteTM
Coca-Cola

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