



## TO THE LNG WORLD...

- Please come with us on this amazing creative journey

# Content

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LNG / DESIGN BRAND VISION

## 1. Design Brand Vision

- Brands to aspire to / Benchmarks
- Mood & looks / Overall feeling
- Mood Video
- Collection structure

Essentials / Sports Fashion / Trend

- Natural approach

## 2. Q2 2011 Design direction teaser

- Design direction & inspiration
- Color inspiration
- Styling & looks

## 3. Future steps

- Collection Drivers / Proposal
- Jeans Collaboration / Proposal
- Next steps & deliverables for April HQ meeting

## BRANDS WE ASPIRE TO...

- Looks and identity's that will be mixed together to create LNG feel

# Benchmarks

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# Brands to aspire to / Benchmarks

## Uniqlo



## Giordano / Ochirley



## Adidas Originals

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# Brands to aspire to / Benchmarks

Converse

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## MOOD & SETTING...

- Rooted in Chinese culture, big cities and sports





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## Brand Identity: Mood & setting

- The new and positive China, creative, joyful and place that evolves rapidly

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# Brand Identity: Mood & setting

- Big city feel, deeply rooted in the Chinese culture & everyday life of the Chinese youth

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## MOOD & LOOKS...

- A diversified brand identity
- Giving LNG the opportunity to cover different segments and evolve simultaneously
  - Taking the Li-Ning knowledge to create a updated fashion look

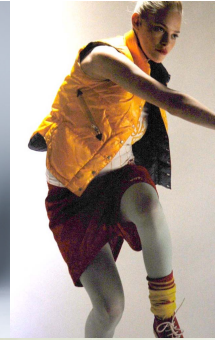




# Brand Identity: Mood & Look

- Covering from Essential through Sports Fashion to Trend

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# STRUCTURE...

- Making sure that we have all bases covered by segmenting and structuring collection



# Collection structure

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## 1. Essentials

- Benchmark: Uniqlo
- Updated, better quality basic's with interesting detailing and shapes
- Deep color offer

## 2. Sports Fashion

- Benchmark: Adidas Originals
- Sports inspired Fashion clothing
- Contrast color blockings, piping and sports codes twisted
- Sports silhouettes modernized

## 3. Trend

- Benchmark: Giordano / Ochirley
- Inspired by the Fashion world rooted in sports materials and coding

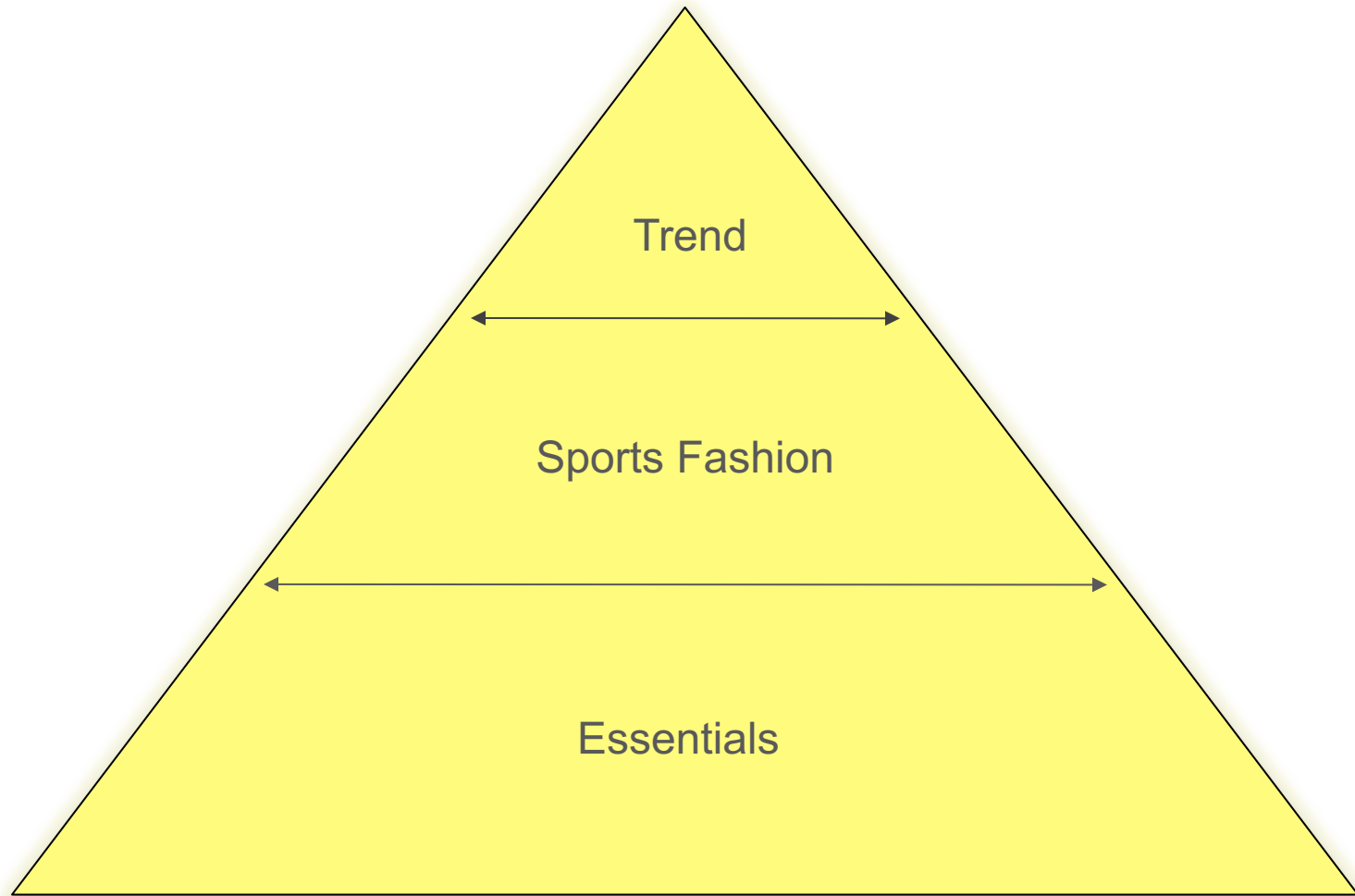
**LNG Collection: 1 coherent collection that covers: Basic looks through fashion sports & trend looks**

# Collection Structure - Overview

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- Covering from Essential through Sports Fashion to Trend

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# ESSENTIALS...

- Everything you need in your closet in terms of basic's and for your Sunday chill outs

# Collection Structure

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# Essential Look



# Essential Look

- Its all about color and comfortable shapes with a modern interpretation

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# SPORTS FASHION...

- Showing off the Li-Ning Heritage and making street statements

# Collection Structure

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# Sports Fashion Look

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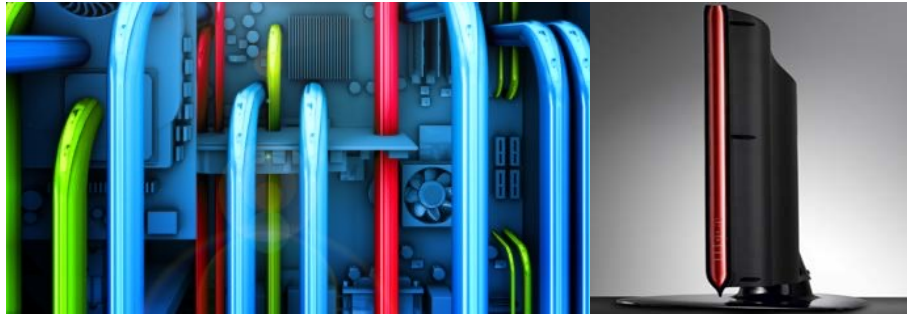




# Sports Fashion Look

- Focus on sports codes: Color blocking / Piping / Stripes / Graphic driven

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## TREND...

- Eye catchers / Window stopper / What evolves the collection and brand

# Collection Structure

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## Trend Look – Women's

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## Trend Look – Men's



# Trend Look - Shapes

- Connecting with sports: **Using recognizable sport sill. as design starting point**

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# Trend Look - Materials

- Connecting with sports: **Sports specific materials**

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**NATURAL...**

- ???

# Natural & environmentally friendly approach



# Natural & environmentally friendly approach

- Essential Capsule: Basic Tee and sweats that are made of 100% organic Cotton

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# Q2 2011

## Design Direction & Inspiration

### Teaser

# Q2 2011 – Design direction & inspiration

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## Q2 2011 – Design direction & inspiration / Essentials

- Approach: Small fashion detailing, layering and playing with tonal colors in garment

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# Q2 2011 – Design direction & inspiration

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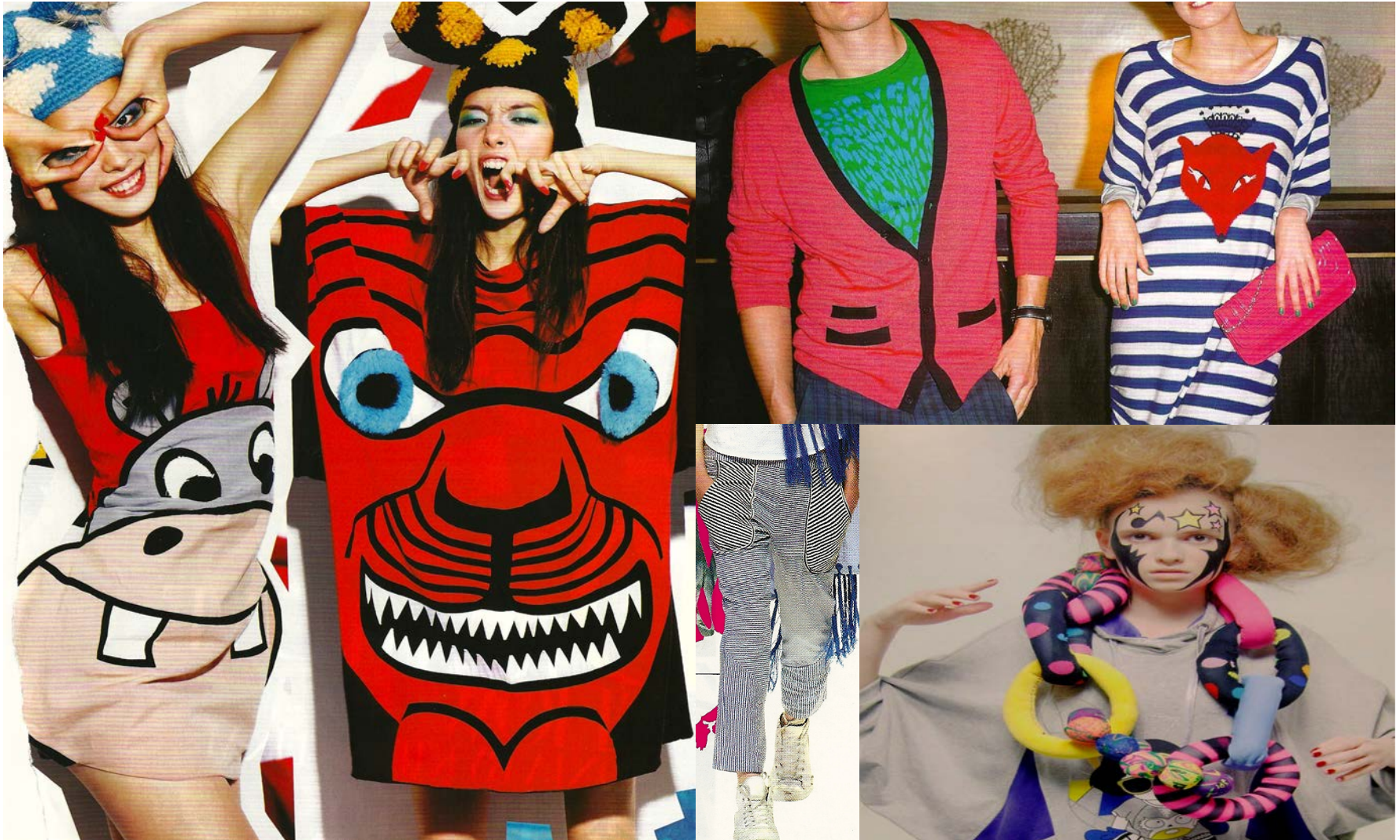
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## Q2 2011 – Design direction & inspiration / Sports Fashion

- Approach: Humorous, colorful, big graphic's, stripes and colourblocked

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# Q2 2011 – Design direction & inspiration

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## Q2 2011 – Design direction & inspiration / Trend

- Approach: Constructed, sculptural, pleading, layers and mixing materials

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# Q2 2011 – Design direction & inspiration

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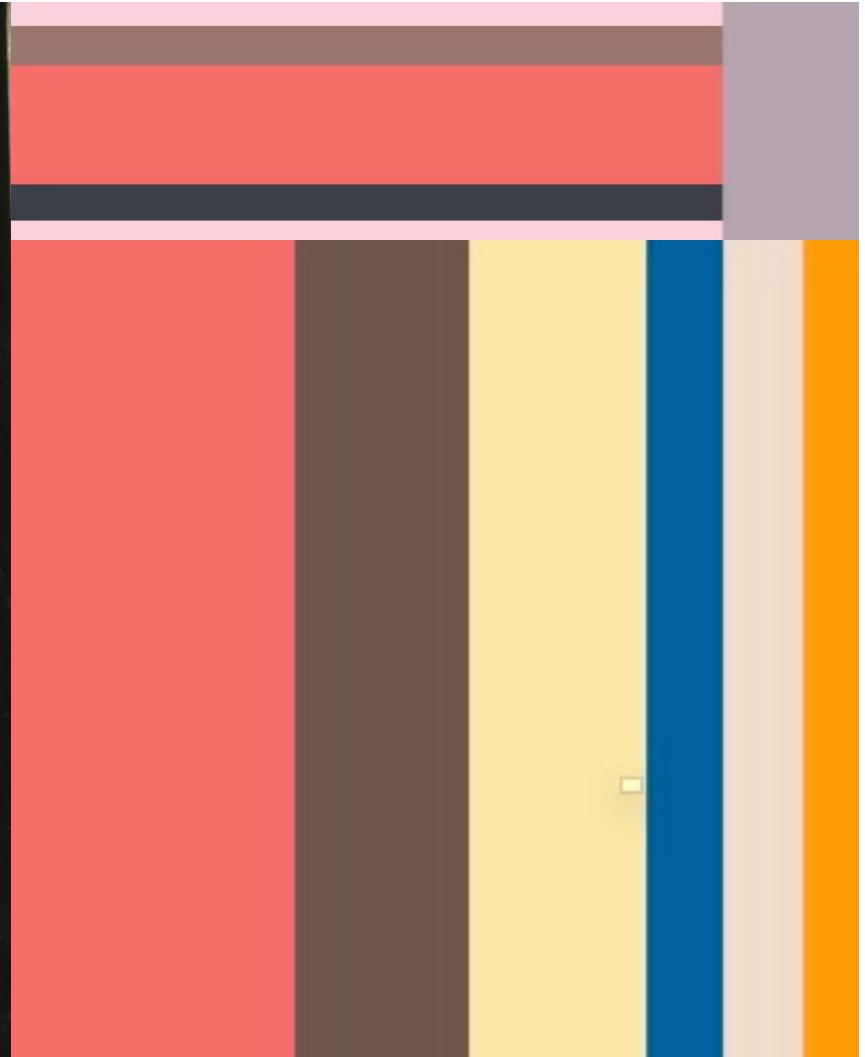
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## Q2 2011 – Colors

- Deep pastels mixed with earth colors

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# Q2 2011 – Design direction & inspiration

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## Q2 2011 - Styling and looks / A little taster

Essential Styling



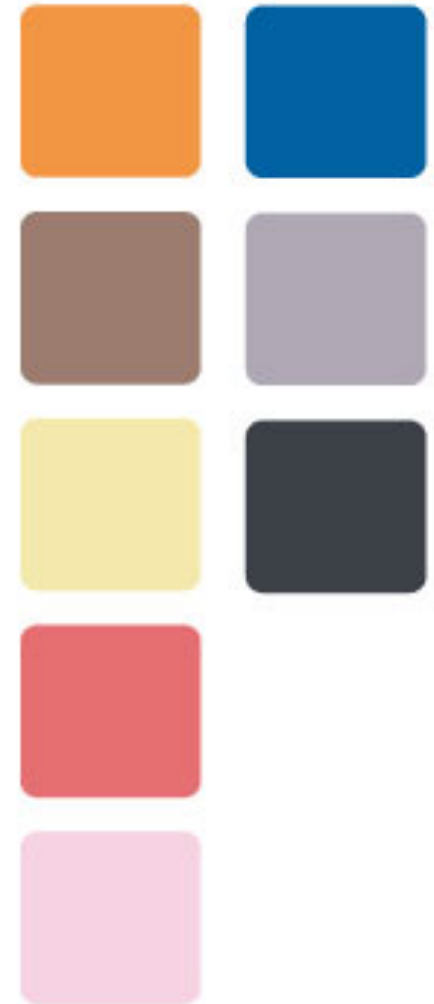
Sports Fashion Styling



Trend Styling



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# What's next?

# First

- We create the best and most beautiful collection

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**And then...**

# Collection drivers / Guerilla Marketing - Proposal

- Endorsing known Chinese DJ's, Fashion Magazine Editors, Stylist etc.

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## DJ's

- Massive growing interest and underground scene
- Young and hip
- Easier to endorse than Celebrities





# Collection drivers / Celebrities – Proposal

- Using Chinese celebrities for advertising or endorsing them

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## Lin Zhi Ling

-Chinese Movie and pop star  
-Baidu.com / Chinese Web search Engine:  
The highest numbers of Downloads and searched hits  
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## Edison Chen

-Chinese movie and pop star  
-Know for his obsession with sneakers



## JJ Lin

- Chinese pop star  
-Baidu.com / Chinese Web search Engine:  
3<sup>rd</sup> Most downloaded song choice



# Jeans Collaboration – Proposal

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- Cheap Monday
- Swedish Brand
- Provides both Jeans and apparel collection
- Edgy and Fashiony
- Has not made any collaborations yet
- Reasonable priced (Around 60-80 Euro depending on Model)





# Jeans Collaboration – Proposal

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- GStar
- Dutch Brand
- Provides both Jeans and apparel collection
- Constructed and workwear based
- Has not made any collaborations with sportswear companies yet

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# Next steps

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## Expectations for next HQ meeting – End of April:

- Design Brand Vision finalized
- Q2 Design Direction, color card, material, trim and graphic input
- Final calendar for Q2 2011 Design process
- Linelist proposal, including drops, structure split and price points
- Final European Design team structure proposal, with CV and portfolios
- Process discussion / Implementation strategy

## MD Only:

- HQ Material research (Apparel, Footwear and Accessories)
- HQ Trim research selection
- Pick up PCC Graphic technique books X2
- Hand inn initial New Fabric Dev.