

2023

Digital Creativity

Portfolio

OLIVA REID

Designer

MDS

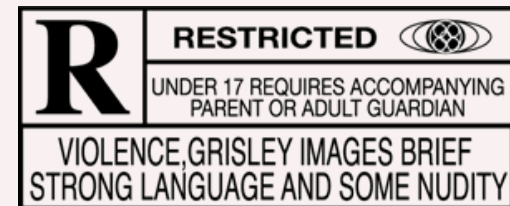
Hello!

Talofa, I'm **Oli**, an aspiring **fashion designer** and student. I love creating things, whether it be digitally mocking up a brand campaign or getting hands on with pattern making.

Using the arts as a means to present yourself in the way you want to be perceived has always been such an intriguing concept to me, I find that I am best able to do this in my graphic designs and fashion concepts.

Throughout my design journey I have **developed brand identities**, applied design thinking to create promotional materials aswell as designing and creating fashion pieces in my own time.

Skills



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KATHOROS



And when consumers throw away clothing in the garbage, not only does it waste money and resources, but it can take 200+ years for the materials to decompose in a landfill.



Campaign

For my campaign, I have aimed to promote a brand campaign for kathoros; a small business that offers a service in sneaker cleaning, repairing and restoring catering to sneakerheads, specializing in brands such as New Balance, Salomon, Saucony, Nike etc. Kathoros aims to help create a more sustainable environment in sneaker culture, reducing industry wastage by repairing the shoes we already have rather than purchasing new pairs. This campaign will be centered around the advertisement and consumer engagement with the brand. Consumer engagement with a brand is quite important in this day and age as people tend to value feeling heard and acknowledged, and in terms of advertisement tangible things such as magazines are quite important as people value tangible things they can have.

Personally, fashion, especially sneaker culture is my passion. The idea for the brand kathoros was born out of my passion for shoes. The fashion industry contributes to around 10% of global carbon emissions, more than international flights and shipping combined. The constant consumption of fashion generates needless waste. I want future generations to be able to continue to appreciate sneaker culture as much as I have, in a more sustainable and eco conscious world.

I've chosen 18-25 year olds as sneaker culture nowadays is mainly dominated by this age demographic, alot of sneaker enthusiasts these days are quite invested in keeping their kicks clean. This age range is also where most young adults will have a job that earns them a disposable income of some sort, meaning our business will provide a service to an audience that is willing and able to pay for it/afford it. As seen in a recent 2023 study by figure NZ; the 18-25 age range contributed to the larger group of employed pupils in NZ, either self employment or employed by a company.

As stated before, a majority of sneakerheads/enthusiasts are within the 18-25 age bracket. A major factor that will resonate with alot of people will be that our business model is created around the idea of sustainability and reducing waste. Those within the sneakerhead sphere that are environmentally conscious in their fashion spending, those who condemn the rise of fast fashion and rapid consumerism. Global warming awareness is quickly on the rise and increasingly more of our youth are becoming mindful of their carbon footprint. Seeing as our service caters to both sneaker culture and sustainability, this age range will be highly attracted to our organization.



Deliverables

For the deliverables in this campaign, I proposed things that would easily reach our target audience.

Having a storefront for Kathoros is one of the more important deliverables within the campaign, though our target audience is more likely to just order products/services online via their devices, it is important for a brand like Kathoros to have a physical and staple presence. Having an actual store location mock up will be beneficial as it puts a face to the name, when you think of Nike you think of the shoes, the clothes and at some point you think of that big tick at the front of a store. It also doubles as an experience, people value (especially our target audience) real life environments where they can try out products.

Posters are the de facto deliverable and for good reason as they are so effective, advertising Kathoros' services in large public areas e.g. highways, town squares, bus stops etc are great as they reach an even wider audience than just digital advertising alone. People driving on their way to work or just walking past will be exposed to the brand, it may only resonate with a few who see it, but the point of the campaign is to advertise to our target audience not the entire country.

A look book would be really nifty, the target audience Kathoros targets really values tangible physical things, a look book would work really well as it's something they could have and display around their room or house. It also works great as possible promotional material, though our target audience are addicted to their phones there is still a niche market of young adults who still read that we can cater too, enforcing a stronger connection with our audience.

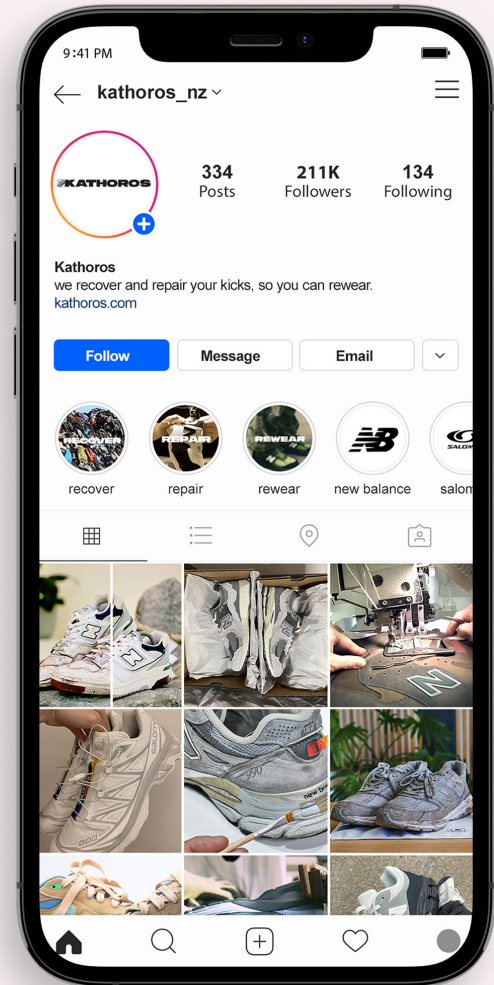
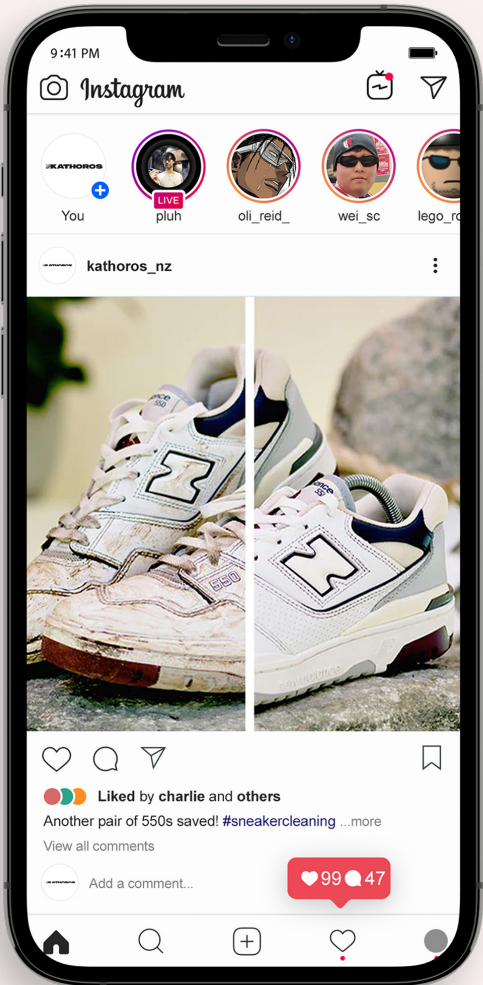
Social media pages: Going back to the theme of the target audience being on their phones all the time, it would make sense for Kathoros to have a social media presence. Not only is it one of the best ways to advertise products to the 18-25 age range, but it is also a perfect opportunity for consumer engagement e.g. Instagram stories with suggestions or giveaways. Having multiple social media pages for Kathoros will be beneficial as it could target the different ages within our range plus the different sub groups e.g. The 18-19 year olds are more likely able to access an Instagram page whilst the older 23-25 range may resonate more with a Twitter page.



 **KATHOROS**









KATHOROS LOOK BOOK, CONTAINS PROCESSES
AND METHODS USED TO RECOVER, REPAIR AND REWEAR YOUR KICKS
WE AIM TO REDUCE FASHION WASTAGE BY RECYCLING YOUR WORN,
OLD OR TORN SNEAKERS.

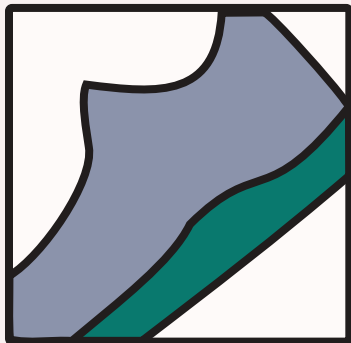
Campaign development

Logo development

When it came to my initial logo development i tried to keep a grounded feel as to help convey Kathoros' core value of striving towards sustainability, corporate looking logos give off too much of unpassionate vibe, when people think of Kathoros i wanted them to also think 'authentic' and 'environmentally conscious'.

I had initially gone with this logo, it is pretty simple and gets the point across that kathoros is all about shoes, but when starting this campaign I decided that it was too 'unfinished' and wanted to refine it further.

I eventually came up with this logo; I believe this logo is miles better in terms of versatility and refinement. The main kathoros typeface is bold, easy to read at almost any size it is displayed in. The shoe icon conveys that kathoros is about sneakers but it also doubles as a great short form of the logo, it can be applied to smaller items such as merch.



KATHOROS

Poster development

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When it came to developing the posters for kathoros i wanted to go with an industrial feel, i was inspired by virgil abloh's design language utilising simple and bold typefaces with large yet balanced negative/postive spaces.

I had come up with several different concepts for the posters to begin with, I had decided to go with these two posters in the end. I was quite attracted to using subtle grunge aesthetics combined with an industrial feel, applying light film grain effects and overlaying a plastic wrap texture to give the desired industrial/authentic effect.

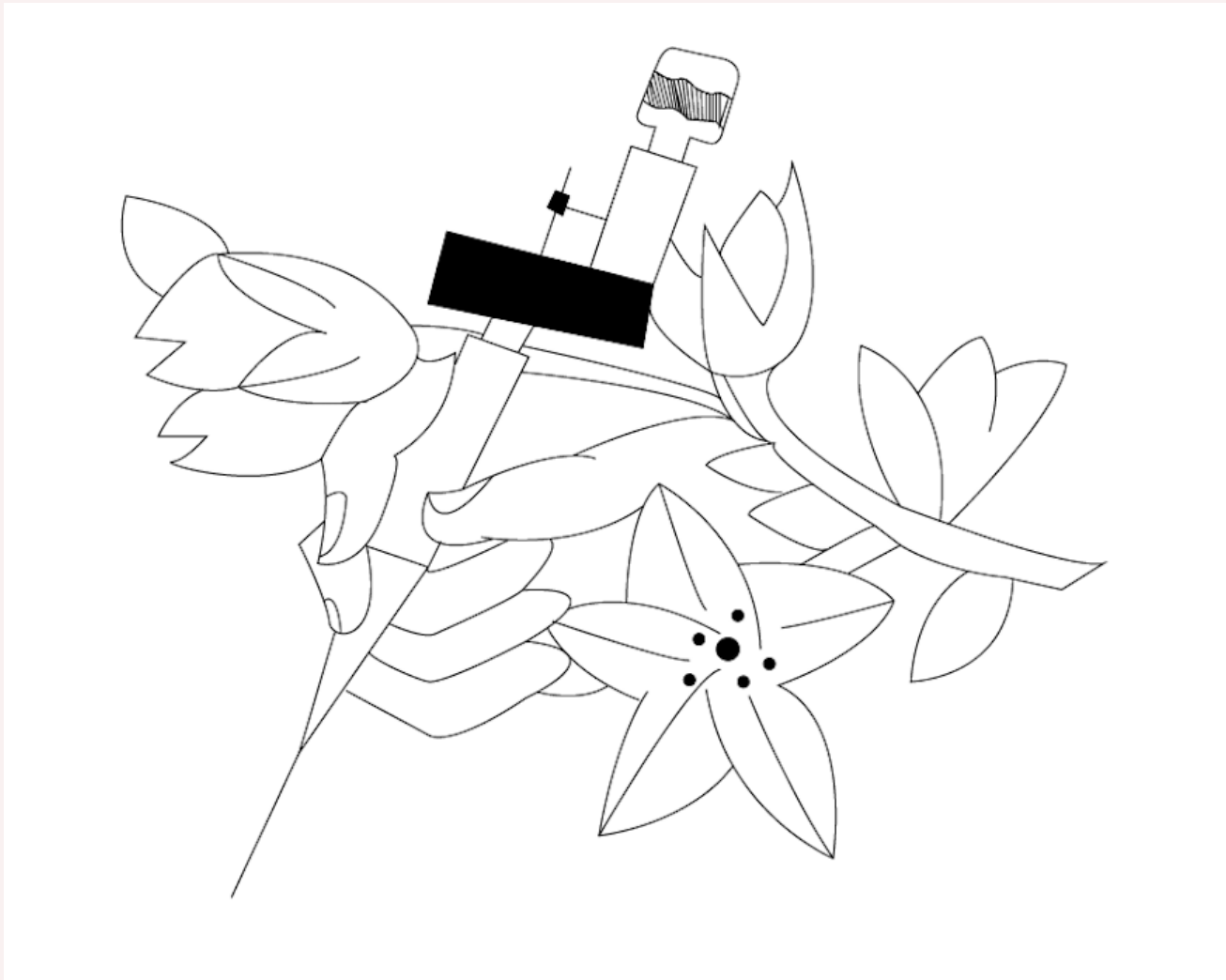
It was also important for me to utilise different kathoros colours for the posters, i aimed to demonstrate the various approved colours of the brand to convey the same kathoros values in differing aesthetics, showing versatility within the brand's identity.



DCF Works

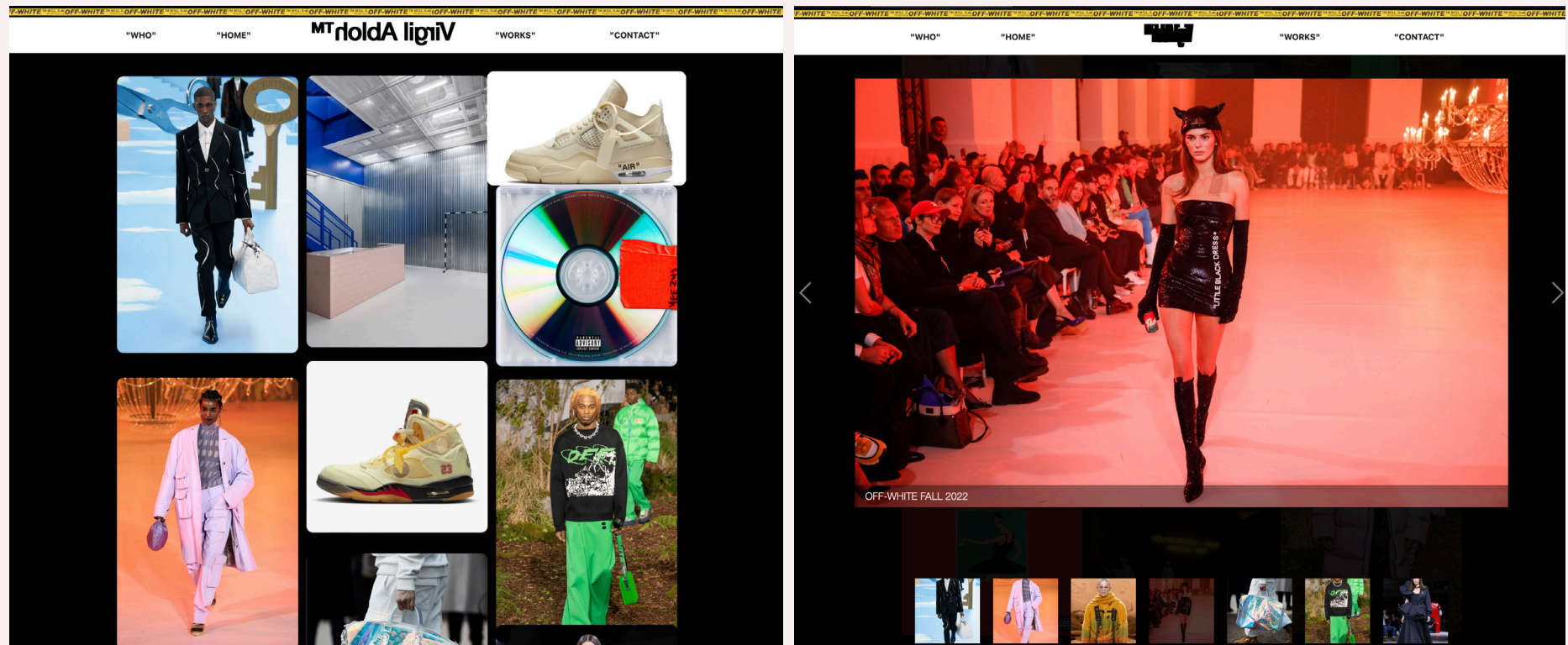
Culture logo

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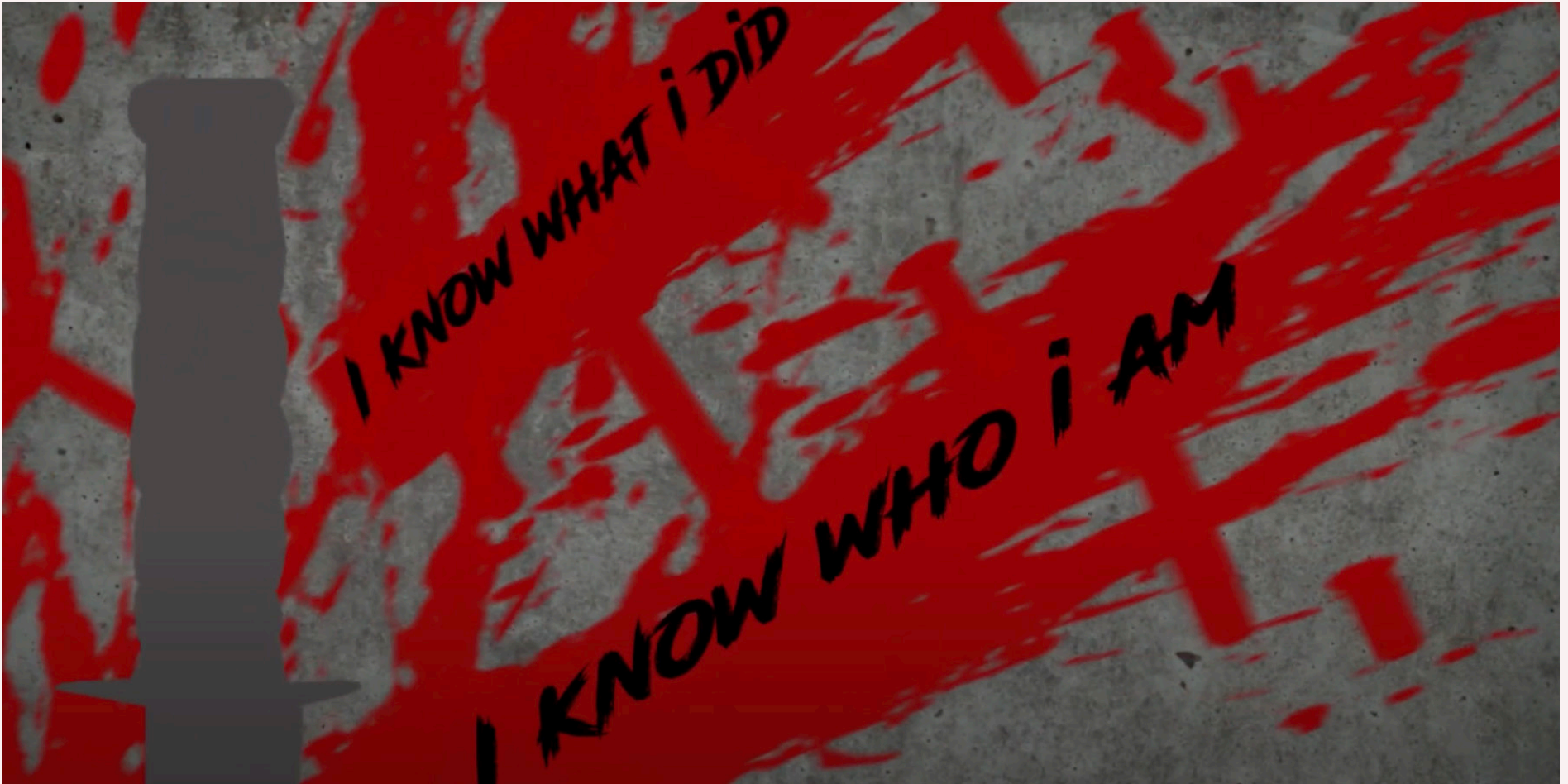
When I first started my course at MDS we were tasked with designing a logo for a culture we were a part of/interested in as well as a promotional poster featuring the logo. I had decided to go with Japanese tattoo culture, irezumi tattoos are something I am very interested in (I am currently saving up for my sleeve). My strengths are with graphic/hands on design, so this was one of the most enjoyable components for me

Web design



Web design was the most difficult and my least enjoyed part of our course, despite this I was really pleased with the final product I produced. I created a gallery/contact page for Virgil Abloh. Abloh is a role model of mine and is the reason I want to pursue fashion design.

Kenetic typography



This component was very difficult for me as working with animation was completely a new concept to me, it was fun learning all the laws of animation and applying the skills i learnt to animate a video for punisher the court scene from daredevil.

2023

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Kathoros

Personal works

Photography

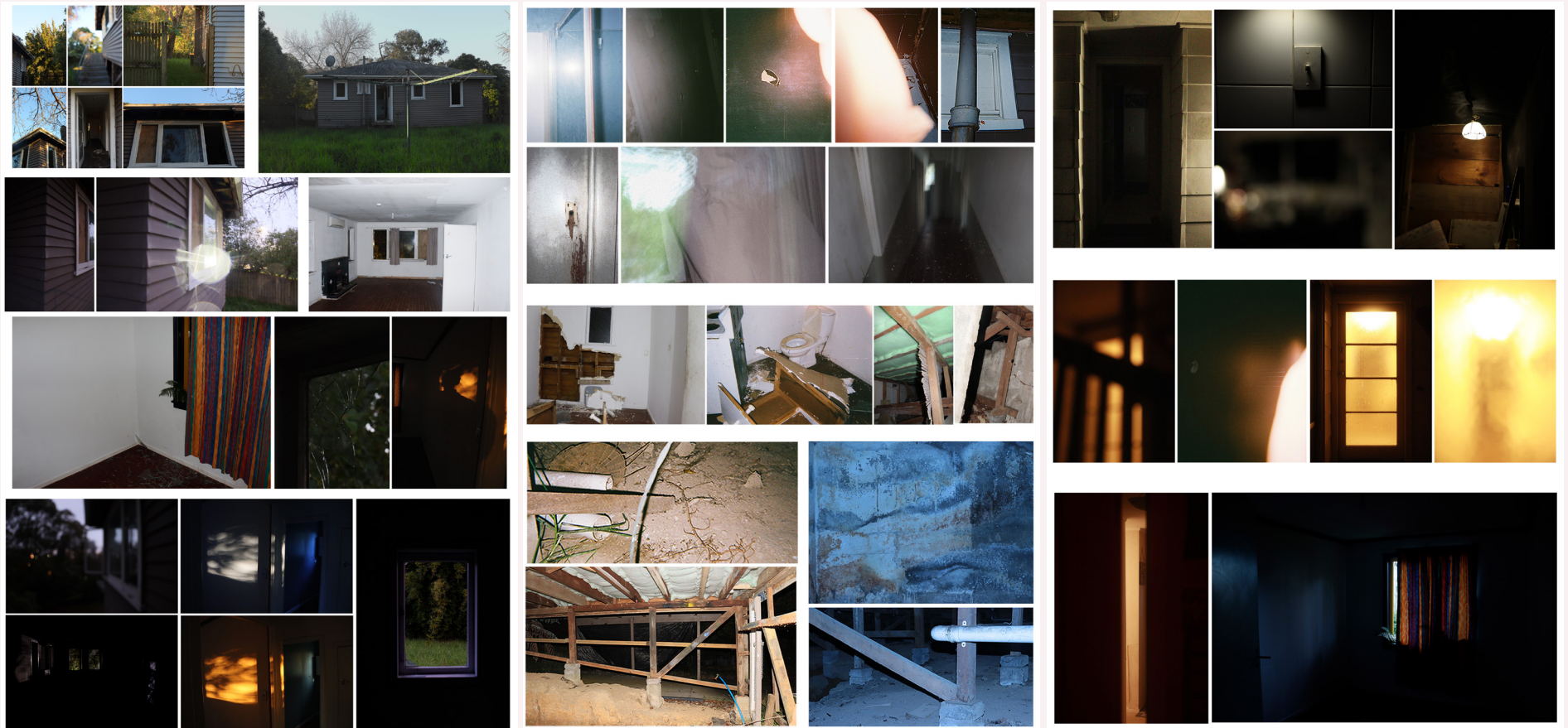
Oliva Reid

Salvaged surplus



For my level 3 design class, our folio board assessment was for us to develop a brief brand identity with additional advertising/promotional materials for the brand. I made up this brand named salvaged surplus, a brand which takes military surplus and turns it into fashion pieces.

"this house should have been a home"²²



I based my level 3 filo board on the idea of not feeling welcome in your own home. My fave work i've produced this year all together

Contact me:

I look forward to hearing from you!

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