

blooey

KICKASS LABEL

CONCEPT & DESIGN KICKASS

Blooey is proud to be the creative partner of all-new fashion label KICKASS. Blooey is responsible for the art direction of the KICKASS concept and its collection.

www.kickasslabel.com



CONTEXT

Brands are acting as the mega stars of modern day society. They seem to have the power to change our perspective on the world, the people around us and on our self. KICKASS finds it pretty tricky that a brand can claim basically anything without the necessary content.



IDENTITY

What happens to our identity if we feel we are what we are, because of what our brands say we are (supposed to be)?



KICKASS

KICKASS won't claim anything. KICKASS won't enrich your personality, will not get you cool friends on Facebook, and definitely will not revitalize your hair or balance your diet. KICKASS label's simple and inspiring aim is to make t-shirts worth wearing.



HELP WANTED

WE MEAN, CUSTOMERS
PLEASE. BUY SOMETHING!!

VISION

Co-creation brand building. Why would a brand decide for us what a t-shirt should make us feel or look like? KICKASS isn't going to define your identity, it's the other way around, you get to define ours! The people who wear KICKASS will create the KICKASS look, feel and identity on the go.



IDEA

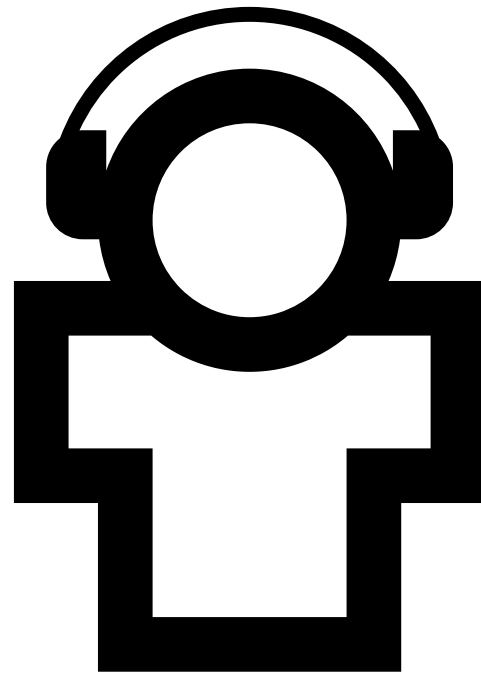
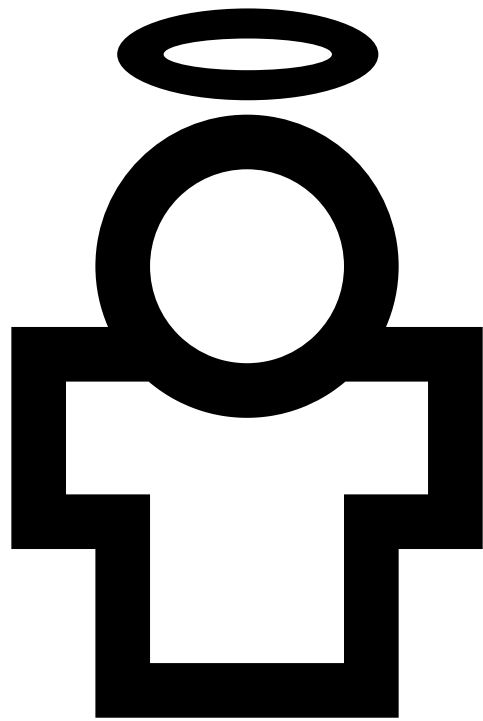
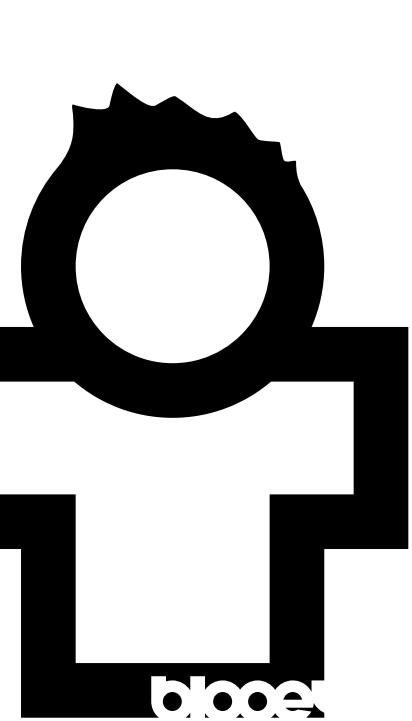
The pretty cheesy name KICKASS hints to the do-good, feel-good theme: 'seize the day'. There is no mission statement or business plan, just a living logo symbolizing the dreams of the people KICKASS works with.

KICKASS™
LABEL

bloey

DESIGN WORDMARK

Design is de messenger not the message. So all design is purely icons and symbols, leaving the identity building to the people who'll wear it. The design of the label's wordmark is based on the most generic font type ever: Helvetica. It's strong, anonymous and thereby perfect for a multi applicable expression. Every collection name is added to the KICKASS wordmark.



DESIGN PRINT

All designs are based on modifications of the T-dude's (no more than a t-shirt with a head) to express the person or organization the shirt is dedicated to. This results in a series of symbolic and super recognizable icons.



CONCEPT

KICKASS can be everything, but we won't claim anything. Working together as a network of co-creators and partners, every collection supports a new dream. KICKASS does the designing, there's a joint promotion campaign and the guys we design for get to keep the money.

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