

PHLEMUNS

ASSIGNMENT 01
TYPE DOMINANT DESIGN
ALAIJAH HAMPTON

RESEARCH.

ABOUT THE BRAND.

+ EXECUTIVE SUMMARY.

Phlemons is an expressive, unisex brand that designs with everyone in mind. It lives on the edge of social expectations by, “thinking outside the norms of convention” and exists as a mode of “creating the perfect fluidity of reconstruction of old to new.”

James Flemons, the designer and founder of the L.A based label, creates work that are a representation of the communities he's apart of. To be black, queer, and sexually fluid is to be a part of marginalized communities with distinctive identifiers that lie beyond set social and cultural binaries.



STRATEGY.

SOLVING A PROBLEM.

+ CHALLENGE.

There is a powerful message behind the thinking of Phlemuns. Individuality and self expression are the main conceptual ideologies that drive the designs of the fashion brand. How can these thematic elements be conveyed within a campaign.

+ STRATEGY.

As a brand passionate about personal expression and inclusivity. Phelmuns has a bold, distinct personality. It's unapologetically genuine and is vocal about intentional designs made accessible for all. It's imperative that the visual treatment enhances the campaign's messaging and is demonstrative of these ideas. It needs to be energetic, spirited, and evocative.

COPY.

WHAT'S BEING SAID?

+ IDIOMATIC EXPRESSIONS WITH UNEXPECTED TWISTS

The concept behind the copy is transforming common idioms into a powerful message. By defying expectations, it provides a unique voice with a lot of opportunity for expansion.

+ PHRASE LIST

EYE OF THE BEHOLDER

EYES ARE THE WINDOWS TO THE SOUL

TURNING A BLIND EYE

SPEAK OF THE DEVIL

DON'T JUDGE A BOOK BY ITS COVER

ACTIONS SPEAK LOUDER THAN WORDS

BEST OF BOTH WORLDS

WHEN LIFE GIVES YOU LEMONS

BUTTERFLIES IN MY STOMACH

A DIME A DOZEN

BURNING BRIDGES

LIKE TWO PEAS IN A POD

CAN'T MAKE AN OMELETTE WITHOUT BREAKING A FEW EGGS

KILL TWO BIRDS WITH ONE STONE

BE YOUR OWN MAN

MAN UP

IT'S A MAN'S WORLD

DRESSED TO THE NINES

FISH OUT OF WATER

WHEN PIGS FLY

COPY.

WHAT'S BEING SAID?

+ STATEMENTS

What am I? The best of both worlds, now keep it moving.

When life gives you lemons, squirt someone in the eye.

Keep coming a dime a dozen. It leaves room for you to be the whole dollar bill.

My Gender? A 10 dressed to the nines.

