

-STORYTELLING

A man who was on his sofa, was interrupted by someone that talked to him and that stranger's voice asked to the man a lot of questions, like:

What is important for you? Maybe the family, a house, the money???
Or perhaps, a dog, don't worry if you don't have any, cuz' everything you're thinking is wrong!!

FOR YOU COFFEE REALLY COUNTS! JEEZ, YOU CAN'T START YOUR DAY WITHOUT A CUP OF FRESH BREWED ITALIAN ESPRESSO, AM I RIGHT?!

Yeah, I know that you are imagining a creamy and intense espresso etc... but we are talking about clothing... so, come into our store to try it!

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ARE YOU DEPRESSO? TRY OUR ESPRESSO!

main adj for brand: INFORMAL, JUVENILE, POP, VERY DIRECT, FUNNY, INNOVATIVE, SUSTAINABLE AND IRONIC

why we use that language: To create a relation with the consumer, and be more credible and friendly.

What are the main references: The main references are the Tarantino humor and the break of the 4th wall, like Marvel does with Deadpool.

who is potential consumer : young people between 16-30 age, and people that like humor and ironic tone of voice.n



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