

BRANDBOOK

CHARLOTTE-CHRISTIN GUDER



C.C.G.

SS/22 COLLECTION

INHALT



BRAN-
DING



COMMUNI-
CATION

OUR CON-
SUMER

ABOUT CCG

AS A BRAND WE PROMISE TO SATISFY OUR CREATIVE, DIVERSE AND FUN-LOVING COMMUNITY WITH OUR COLORFUL, UNIQUE PRINTS SHINES THAT OUR CUSTOMER SHINES IS A PROMISE.

...OUR VALUES

WE ARE A BRAND WITH A VOICE, A BRAND WITH AN INDIVIDUALISTIC APPROACH TO LIFE, A BRAND THAT FLOURISHES IN THE BEAUTY OF DIVERSITY

...OUR PROMISE



OUR MISSION

THE BRAND STANDS FOR MORE COURAGE IN MEN'S FASHION, WHICH HAS BEEN SUBJECT TO FORMAL CONSTRAINTS FOR CENTURIES. THE WAY IS TO BREAK OUT AND BREAK AWAY FROM OLD PATTERNS.. OUR GOAL IS TO OFFER A PRODUCT ASSORTMENT , DAS DEN WUNSCH NACH FREIHEIT UND EXCLUSIVITÄT ERFÜLLT. OUR GOAL IS TO OFFER A PRODUCT ASSORTMENT THAT FULFILLS THE DESIRE FOR FREEDOM AND EXCLUSIVITY

Leo würde es Lieeeeeeeeeeben.



MENSWEAR COLLECTION

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OUR VISION FOR THE SS / 22 MENSWEAR COLLECTION IS TO GIVE MENSWEAR INDIVIDUALITY AND TO GIVE THE WEARER MORE COURAGE FOR NONCONFORMITY.

UNBREAKABLE, FREES ITSELF FROM SOCIAL CONSTRAINTS THAT HAVE EXISTED IN MEN'S FASHION FOR CENTURIES. NEW MASCULINITY AND CROSS DRESSING, WHICH MEANS COMBINING DIFFERENT LOOKS AND MATERIALS WITH HIGH CONTRASTS.

WITH BOXING AS INSPIRATION IS A HIGH CONTRAST CREATED BETWEEN STRENGTH AND FRAGILITY OF MEN. THE FORMALITY OF NOT WANTING TO ATTRACT ATTENTION AS A MAN IS BROKEN. SO I WORK WITH STYLE BREAKS AND EYE-CATCHING, AVANT-GARDE PRINTS TO SHOW FRAGILITY AND UNBREAKABILITY IN SHARP CONTRAST. MARBLE TEXTURES ON CLOTHING AND PRINTS THAT I DEVELOPED FROM PHOTOS OF DELICATE PORCELAIN BRING OUT THE CONTRAST. WITH THIS COLLECTION I SHOW C.C.G.'S INDIVIDUALITY AND EXPRESSION.





WE ARE CONTINUING TO INVEST IN THE GROWTH OF. OUR ONLINE MARKET. WE AIM TO EXPAND OUR BRAND ACROSS THE GLOBE MAKING OUR CONSUMERS AVAILABLE TO THE WORLD ONLINE MARKET. WE WILL CREATE MORE OPPORTUNITIES TO EXPAND INTERNATIONALLY

OUR VISION



PASSIONATE

FREE

DIRECT

COLORFUL

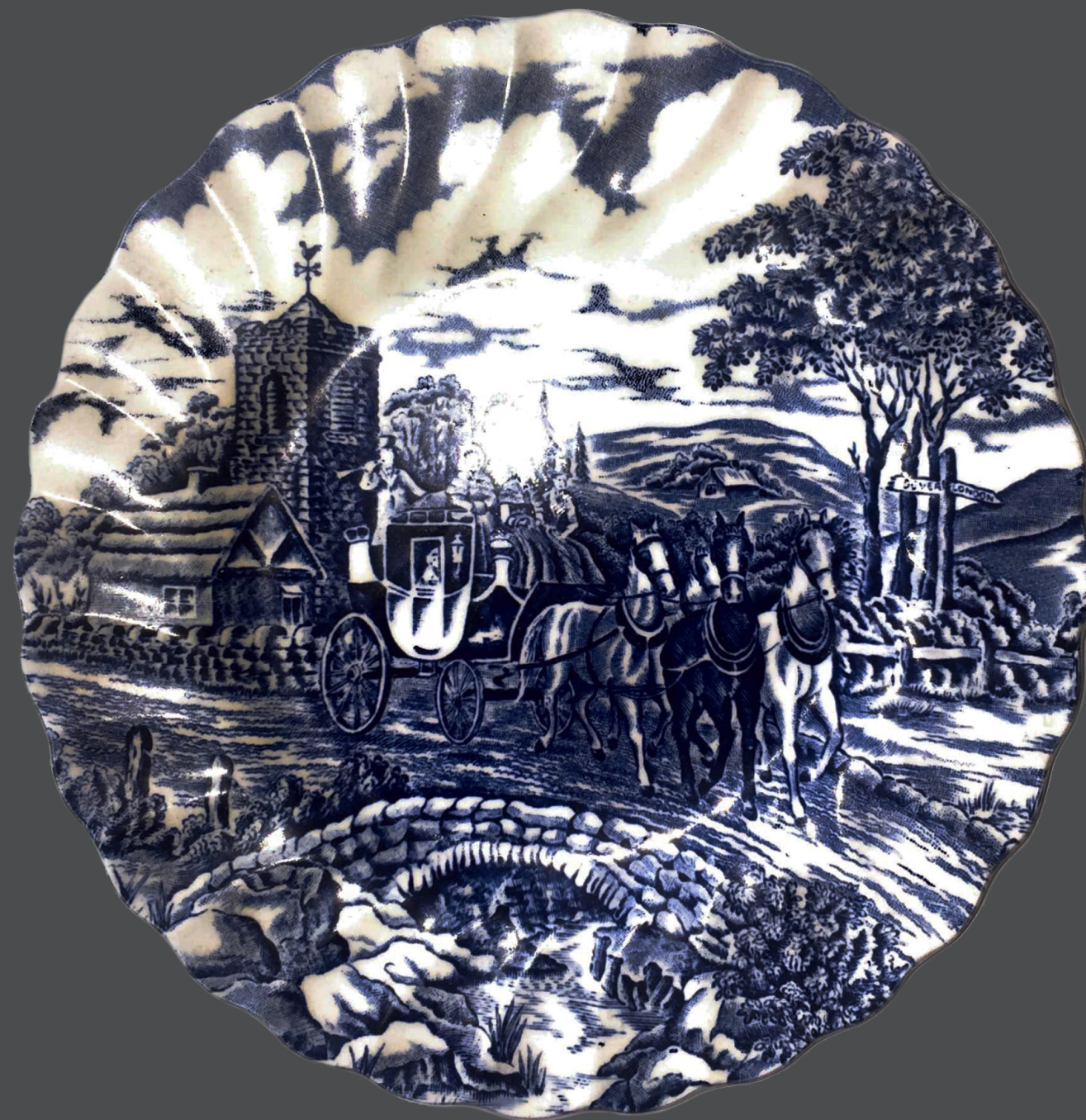
HONEST

DIVERSE

SPIRITED

CONFIDENT

STRONG











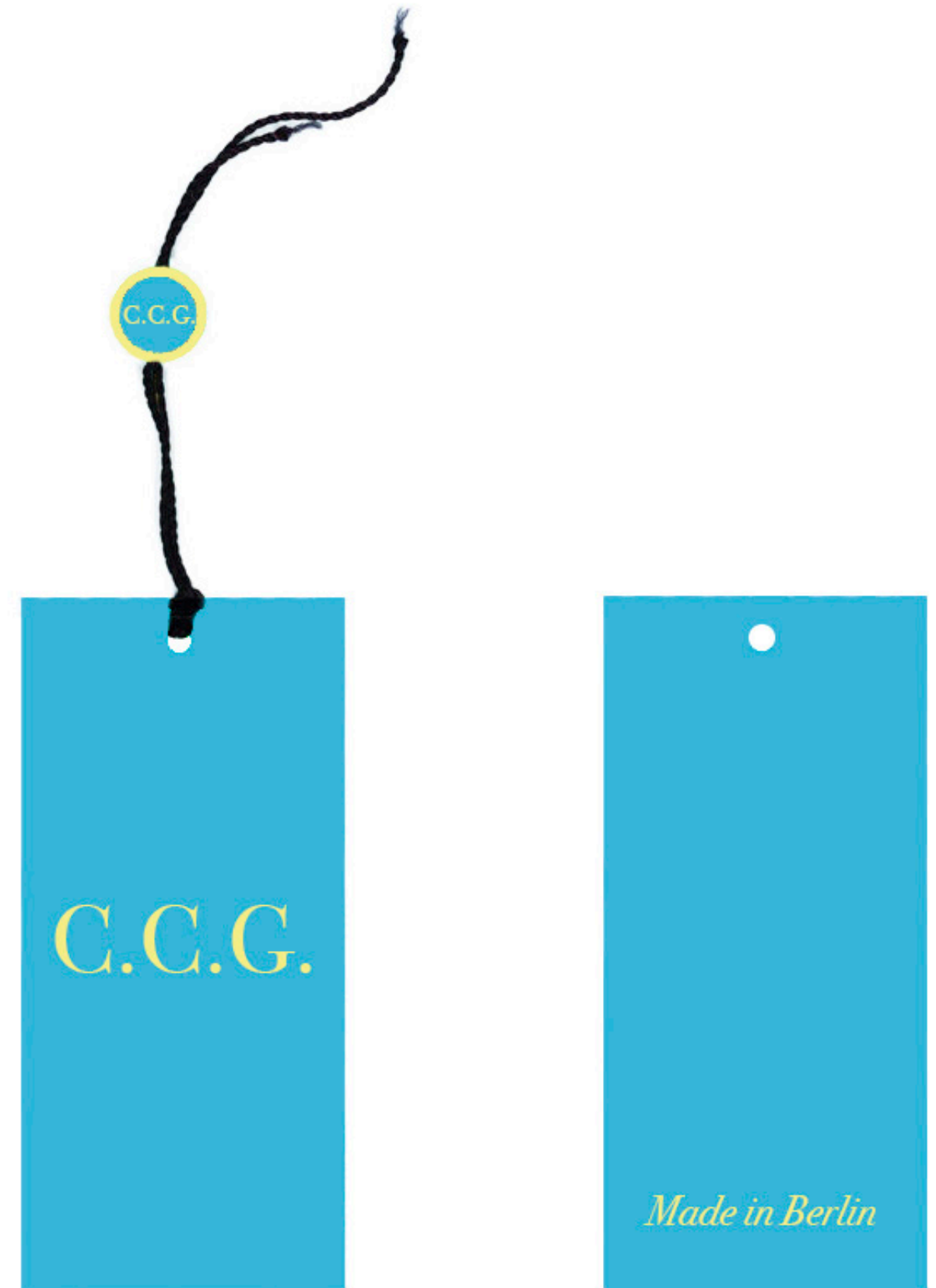
"It's time to give menswear
individuality and more
courage for nonconformity"

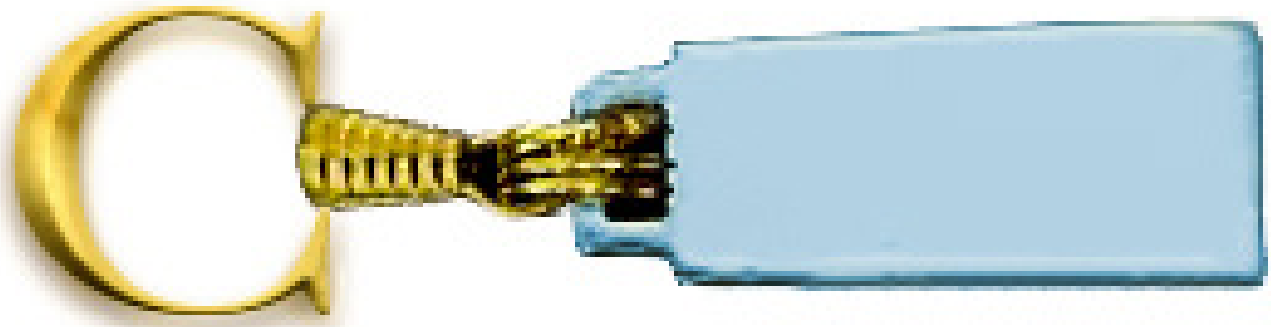
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- C.C.G -



BRANDING



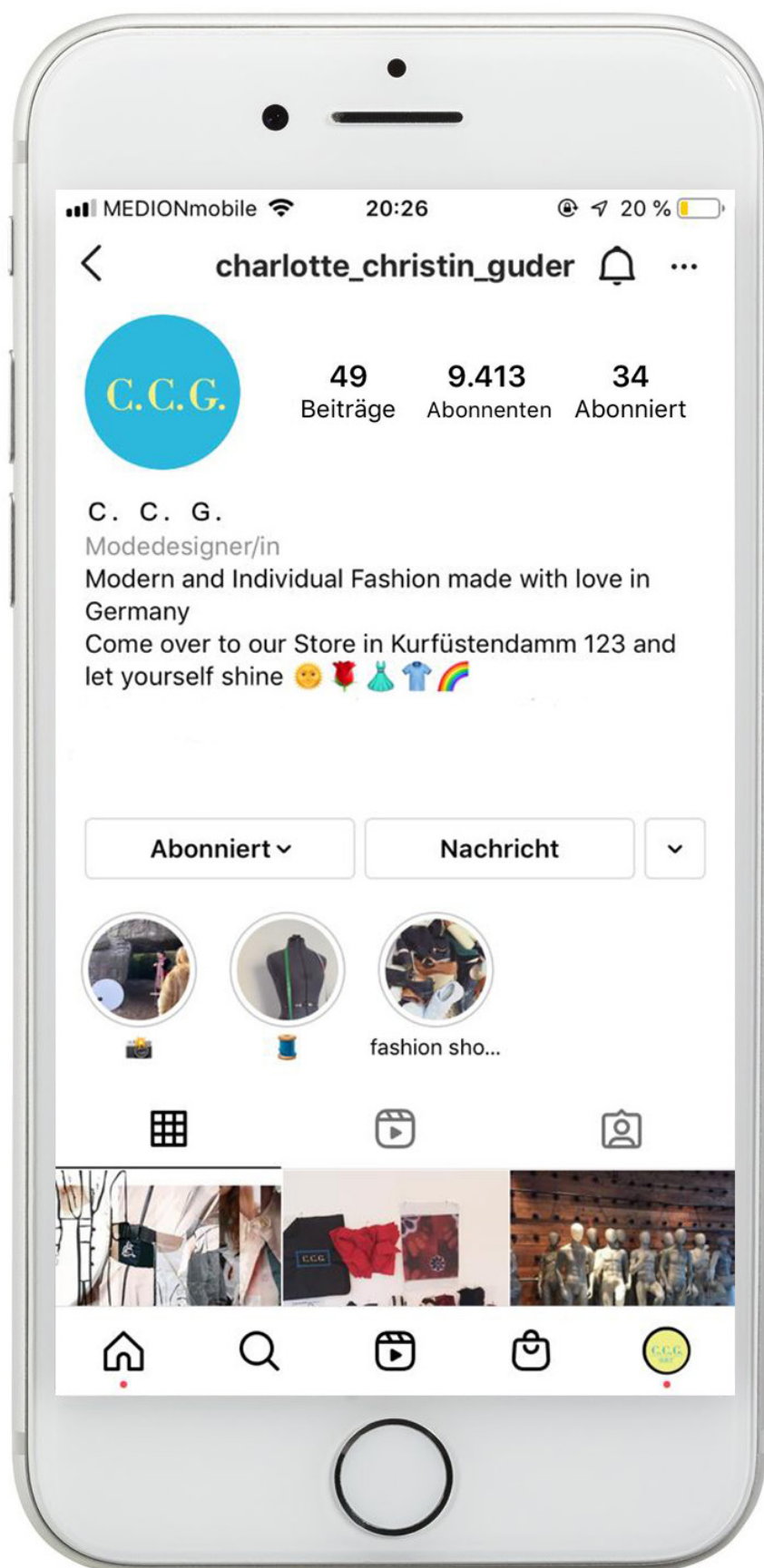


OUR COLOURS

OUR BRAND LOVES DETAILS. EMBROIDERIES ON INTERESTING SURFACES BECOME PATCHES THAT ARE OFTEN USED IN COLLECTIONS. THE COLORS AZURE BLUE AND GOLD / MONEY ARE THE MAIN COLORS OF THE BRAND AND ARE OFTEN USED FOR COLLECTIONS.







COMMUNI- CATION

OUR VOICE IS OUR CONSUMERS VOICE. WE BELIEVE IN COMMUNICATING ON THE SAME LEVEL AS THOSE WE ARE TALKING TO. OUR BRAND CONSUMER RELATIONSHIP HAS GROWN STRONGER THANKS TO OUR ONLINE CHANNELS OF COMMUNICATION

C.C.G. UP CLOSE

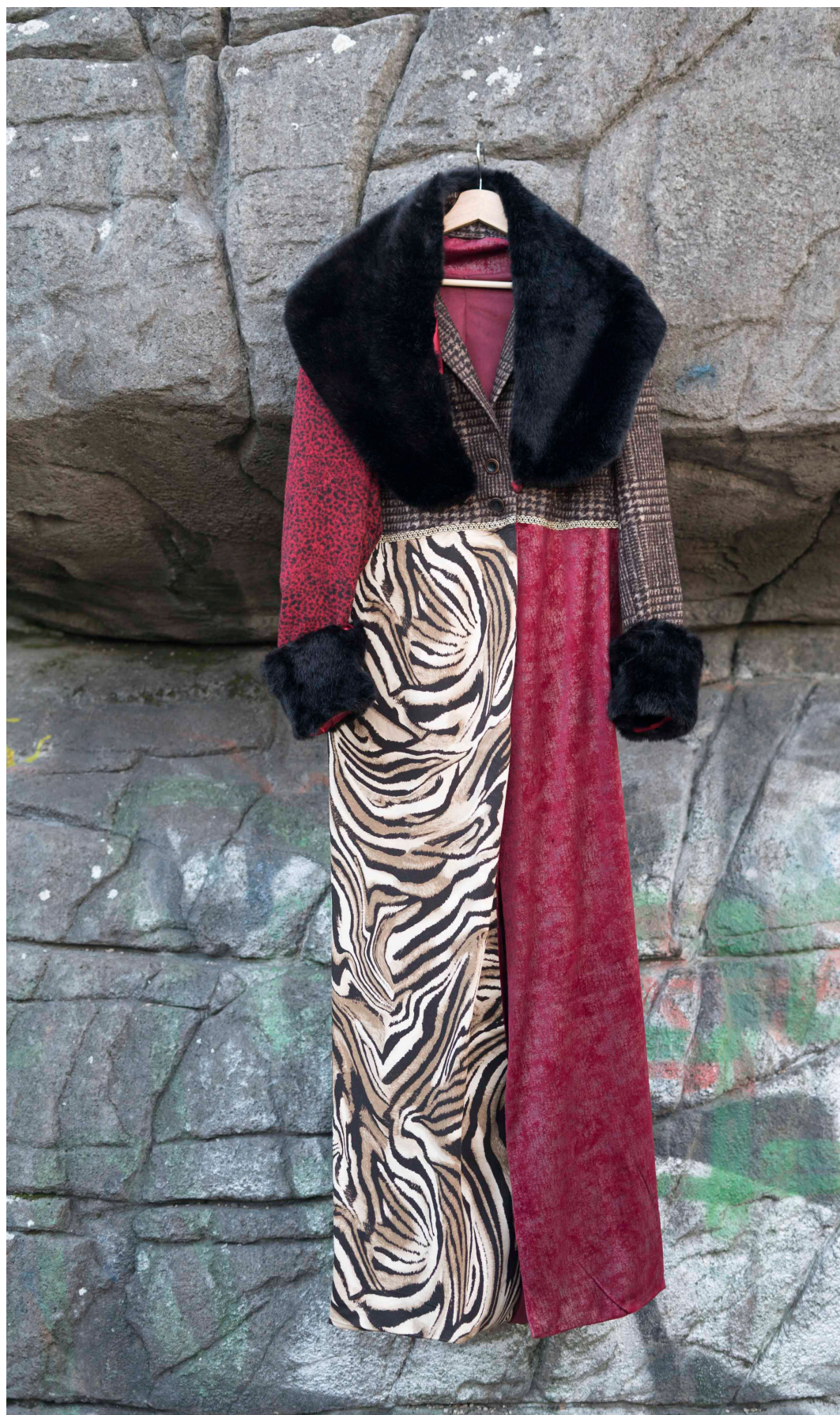
C.C.G.



WE HAVE A SHABBY CHIC, AND RETRO INTERIOR IN OUR STORES. IT IS IMPORTANT TO US TO PRESENT THE LATEST COLLECTION ITEMS IN BRIGHT ROOMS, THAT HAS BEEN REVIVED WITH COLOR, URBAN ART AND FASHION - THE STORES SHOW WHO WE ARE AND SHOULD PROVIDE A PLEASANT SHOPPING EXPERIENCE. THE LAID BACK ATMOSPHERE FOR EASY SHOPPING AND RELAXED, PLEASURABLE EXPERIENCE.











INSIGHTS

INTERESTED IN SPORT, BODY-CONSCIOUS, SUCCESSFUL
CONFIDENT, PRONOUNCED MEDIA CONSUMPTION, ESPECIALLY
PRINT AFFINE, INDIVIDUALISTIC, QUALITY CONSCIOUS



AMBITIOUS

EDUCATED

HABITUAL

**QUALITY-
ORIENTED**

CONFIDENT









SPECIAL THANKS TO

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C.C.G.

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