BLIXIN

united in movement

united in movement

what
we do?

We craft **limited edition,**

comfort-styled, durable and timeless

expedition, **sport** and **streetwear**

apparel and **accessories** in

collaboration with **like-minded** individuals, companies and organisations.

Our collaboration partners share and subscribe to **our core values**.

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what we do?

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Our product range can be described as **'styled active wear'**

for both the **outdoor** and **urban** setting.

It's for those **'spirited at heart'** – whether scaling a mountain, trekking in the veld, surfing a wave, composing a work of art or commuting in suburbia.

www.Patagonia.com

www.bleed-clothing.com

www.noahny.com

www.outerknow.com

www.knowledgecottonapparel.com

www.treetribe.com

www.ecoalf.com

www.bravegentleman.com

www.kingsleyheath.com

Comparative brands

why we do it – living our core values

*we strive to be an impact brand

Our merch enable us to **unite people in movement** towards a united cause of leaving behind a 'better world'. We strive to achieve this through our core values-

Collaborate.

Explore.

Conserve.

Inspire.

Unite.

movement **ma**kers

…collaborate, explore, discover, create, and inspire.

…they unite and define a new way.

…it's a mind-set , not an occupation.

they're urban

they're outdoor

they're authentic to the 'new agenda'.

CONCEPT

THE STORY OF MOVEMENT MAKERS

Movement makers are explorers and engineers, teachers, rock stars and doctors, artists, moms and dads, sports stars, dreamers …

they collaborate, explore, discover, create and inspire.

they **unite and define** a new way.

they're **urban**; they're **outdoor**; they're authentic in their search for a better tomorrow.

they are **'spirited at heart'** – whether scaling a mountain, trekking in the veld, surfing a wave, composing a work of art or commuting in suburbia.

CREATE **NARATIVE GRAVITY**

CONCEPT

IDENTITY & CAUSE

The identity of a **'movement maker'**. A person who is **progressive**, '**spirited at hear**t' and whom believes in the cause of leaving behind a **'better world'**.

CONCEPT

VALUES AND MEANING

The meaning and values anchoring our brand -

Collaborate.

Explore.

Conserve.

Inspire.

Unite.

(3) AUTHENTICITY

TO STORY / CAUSE :

THROUGH DESIGN. MANU. & MATERIALS

CREATE **NARATIVE GRAVITY**

UPCYCLING INTEGRATION

Uniqueness in the market is established through integrating the concept of 'upcycling' – which takes our products from "just another garment or duffel bag" and adds a story, a statement about your life philosophy; a higher cause; a tribe; a belonging; a tribute. It has a conscious; it has a sole; it has a purpose.

We are not about upcycling; but we believe that we should strive to leave a positive impact – socially and environmentally. The integration of Upcycling can achieve this. The level of upcycling in a product can vary.

Forming a core part of our product design philosophy and manufacturing, upcycling allows us to incorporate historical significance and environmental awareness into our products. Upcycling is about integrating an authentic, real story / narrative into our products.

The upcycled materials either form the core of a product; or adds authenticity through selective application as a part of the whole.

Raw materials used for upcycling integration tell a distinct story. It evidences character.

LIMITED

Limited product range, due to discerningly sourced raw materials that are unique and limited.

COLLABORATION

collaboration with **like-minded** individuals, companies and organisations.

Our collaboration partners share and subscribe to **our core values**.

CERTIFICATION

Product certification on one of two levels or both:

1. Some products are audited and certified as limited by auditors – SCARCITY CERTIFICATION
2. Water restoration, carbon-footprint off-set certification, etc – ENVIRONMENTAL CERTIFICATION

BRAND

NAME + LOGO

our **name**

should embody and communicate our values

+

talk to our market strategy / differentiation

our **name**

BLIXIN

blixin.co.za

blixin.com

LIGHTNING

a pure, source that embodies energy, authenticity and impact. A source with the ability to affect change towards a 'new agenda'.

LIGHTNING

BLIXIN

ONE WORD – ONE SYMBOL that
defines our core values-

a of force of **action**, an element of
change and **impact**

a metaphor for the **enlightenment**
of the soul

custodian of the **spark of life** and
regeneration

the search for **a purer connection** to our
natural environment

unforgivingly bold, progression and self-
expression

BLIXIN

A play on 'blitzen' meaning lightning / spark / flash

Noun: abrupt electric discharge from cloud to cloud or from cloud to earth accompanied by the emission of light and thunder.

Verb: *meaning "great," "amazing," or "cool"*

ASSOCIATION

being of **force of action**, an **element of change** and **having impact**

SPARK

Lightning is believed to have provided the spark needed for the circle of life to begin i.e. **– a force of action.**

CHANGE

Initiated the circle of life – i.e. **game changer / agent of change / initiator of change.**

IMPACT

Lightning shapes life on earth i.e. **it has impact.**

our **slogan**

Stands for **inclusivity** (united), association with a **cause** (movement), **value and status** (association with a movement), being **belief driven and responsive** (united & movement) and **trust** (united).

BLIXIN

united in movement

our **logo**
(in search of)

?

our **logo**
(in search of)

ELEMENTS

NAME

SYMBOL

SLOGAN

our **logo**
(in search of)

ELEMENTS

| NAME | ✓ |

| SYMBOL |

| SLOGAN | ✓ |