

DESIGN BRIEF

CONTEST THE LAB GC



A.BUFFIN & H.COURNEE

SCOPE

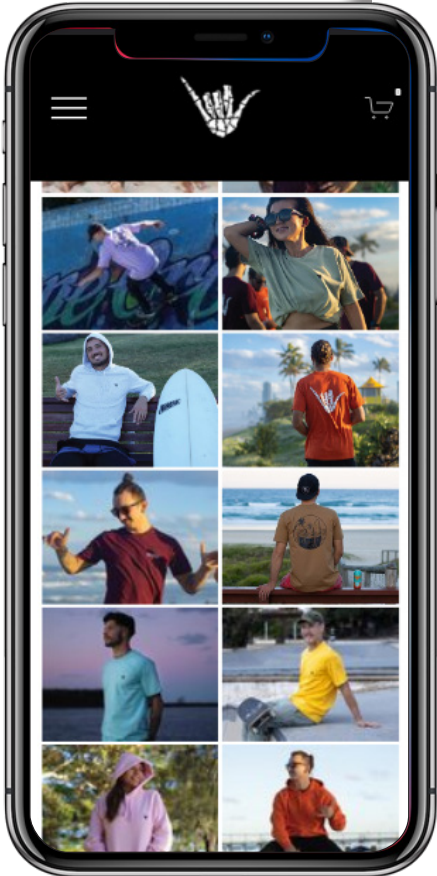
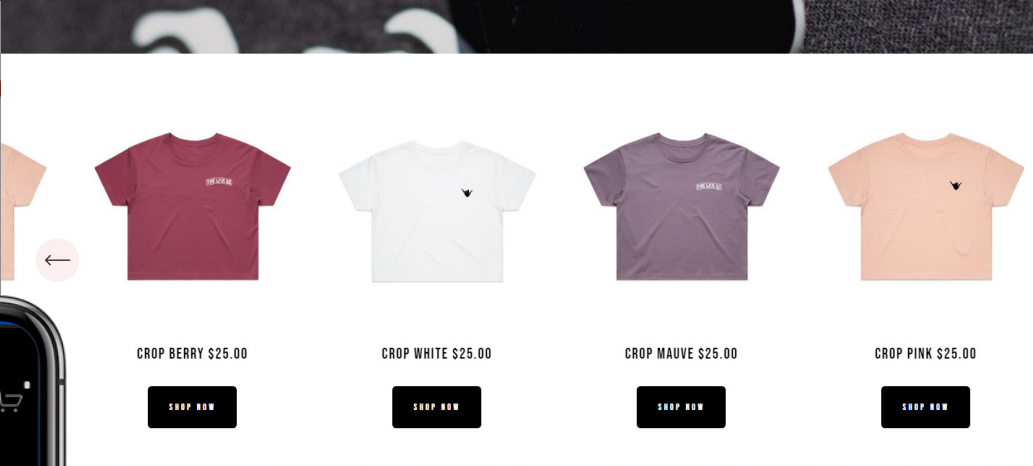
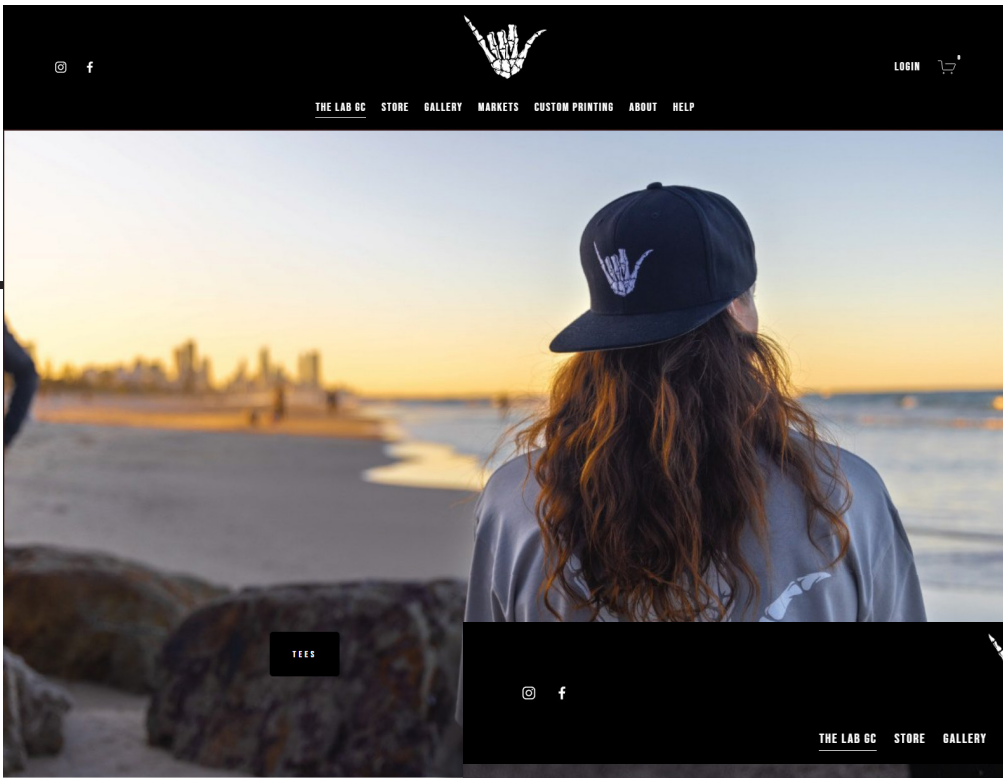
Create a new design for a growing fashion brand active on the Gold Coast since 2020 that desires to spread its values and new products

REQUIREMENTS

- Black and white, no nuances or gradients
- You can suggest a variant of your design with a Pantone Selection
- The final design will be proposed on a white t-shirt
- Format **280mm width x 300mm height** with inside bleed 10mm max
Shape : Circle (preferred)
- You can create a design purely **typographic** or **Illustrative**
- Adapt your design with a left chest logo (manita or Retro Stamp)
- Format required : **PDF high quality CMYK (Black 100%Black)**

▸ **Be creative, have fun, look for inspiration!!**





THELABGC.COM

THE COMPANY

The Lab GC was born during the Covid Pandemic when the founder, following his passion for surf and his wish to reunite people and minds in a garage to share and create new things.

The name “The Lab” came from the fact that his friends and himself were constantly experimenting new things such as crafting beer, shaping board, painting, handcrafting, plants growing.

It was a melting pot of creation and the name The Lab stayed when Adrien created the brand.

Since The Lab GC receive a lot of support, and has been able to spread its values and products through markets, digital content, social media and events, targeting the inhabitant of the Gold Coast and attracting overseas clientele, by promoting hand-made screenprinting techniques and ethical practices regarding clothing manufacturing.



VISION & PHILOSOPHY

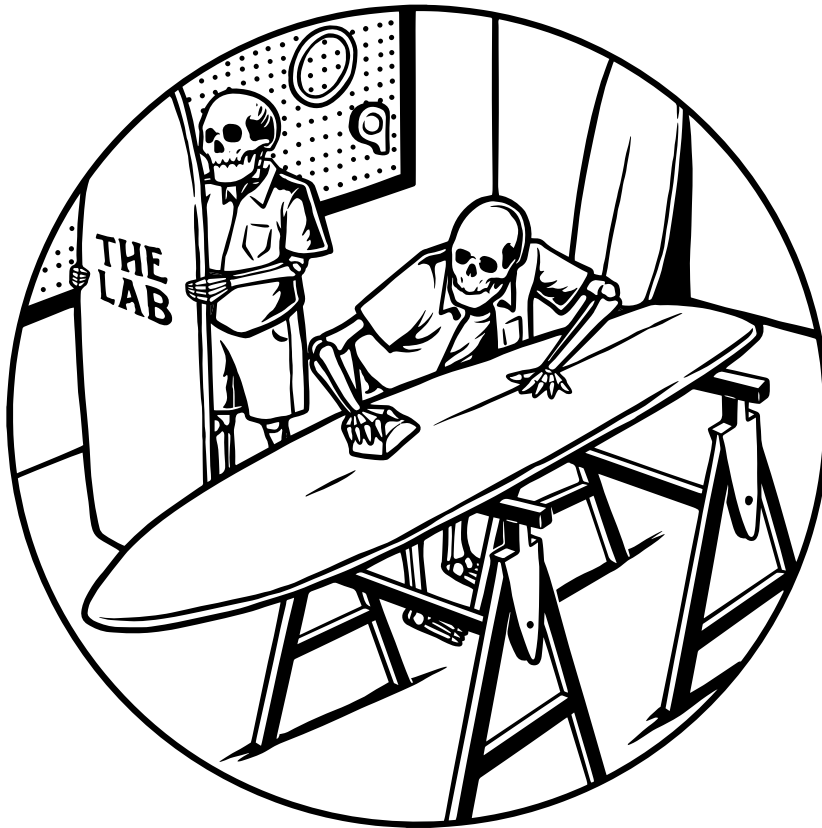
“Ca part de là” - for “It goes from here” in English sharing a laid-back attitude, aiming to reach your goals with an easy-going mindset and “chilled” lifestyle, promoting hard work and experimenting.

“When surf’s up, we surf, when it’s flat we work” - Drift 2013 is the quote defining the best The Lab GC

The Shaka sign came naturally due to the high popularity of the sign in the surfing community and as Gold Coast has a strong surfing culture, people would identify with the brand easier.

TARGET AUDIENCE

- 15-45 yo
- Male / Female
- Medium to High Income
- People enjoying outdoors activities : sport, surf, aquatic activities
- People who like to stand out from the crowd
- People living on the coast (close to the beach) with the lifestyle associated





ENJOY ! HAVE FUN ! _____