

Dragster

Get a Grip

CONCEPTBOOK

INTRO

Laid out in front of you is the Dragster concept book with the central theme: 'Get a Grip'

This concept book shows both in words and images the vision, mission, central, - functional, - and expressive values of the Dragster jeans brand.

Dragster is not about ego and grandeur; it is about honesty and sincerity. That is why overview and clarity are central in the layout of this concept book. We hope you will enjoy reading and looking through this book!

Brigid Hemmen
Rolf den Hertog

Honesty and sincerity are diametrically opposed to today's world image. A consumer society with too much innovation, in which 'values' are exploited and hardly mean anything real to the individual. Consumers long for something that is 'real', and offers them overview and a sense of security.



VISION

MISSION

In this chaotic, uncertain society, Dragster has laid it upon itself to – through her honesty and undiluted existing – provide a safe haven for her consumers from which one can be nothing but oneself.



Let's be fair...

C O N C E P T

The phrase 'What you see is what you get' does not apply to Dragster. In fact, the brand represents something you do not expect. Dragster is not about materialism, image, ego, and grandeur, but about honesty and sincerity. The fundamental idea about this brand is to offer a high standard quality product, created with passion. And where many consumers pay a fortune for a 'created identity' for themselves, Dragster offers room for an own interpretation. The brand offers her followers safety and security, by providing them with something that is not fake and really has value. Dragster distinguishes herself by her transparency and sincerity, which makes her one of a kind. With Dragster, you will not be deceived, but feel fulfilled. You are you, you are real.



STRAIGHT UP

Dragster is not about materialism, image, ego, and grandeur, but about purity and honesty. These are the values that reflect the soul of the brand. Dragster does not pretend to be something she is not and with that, she offers the consumer the security of a safe basis. With Dragster, you will not be deceived, but feel fulfilled.

H O N E S T







f u n c t i o n a l
V A L U E S

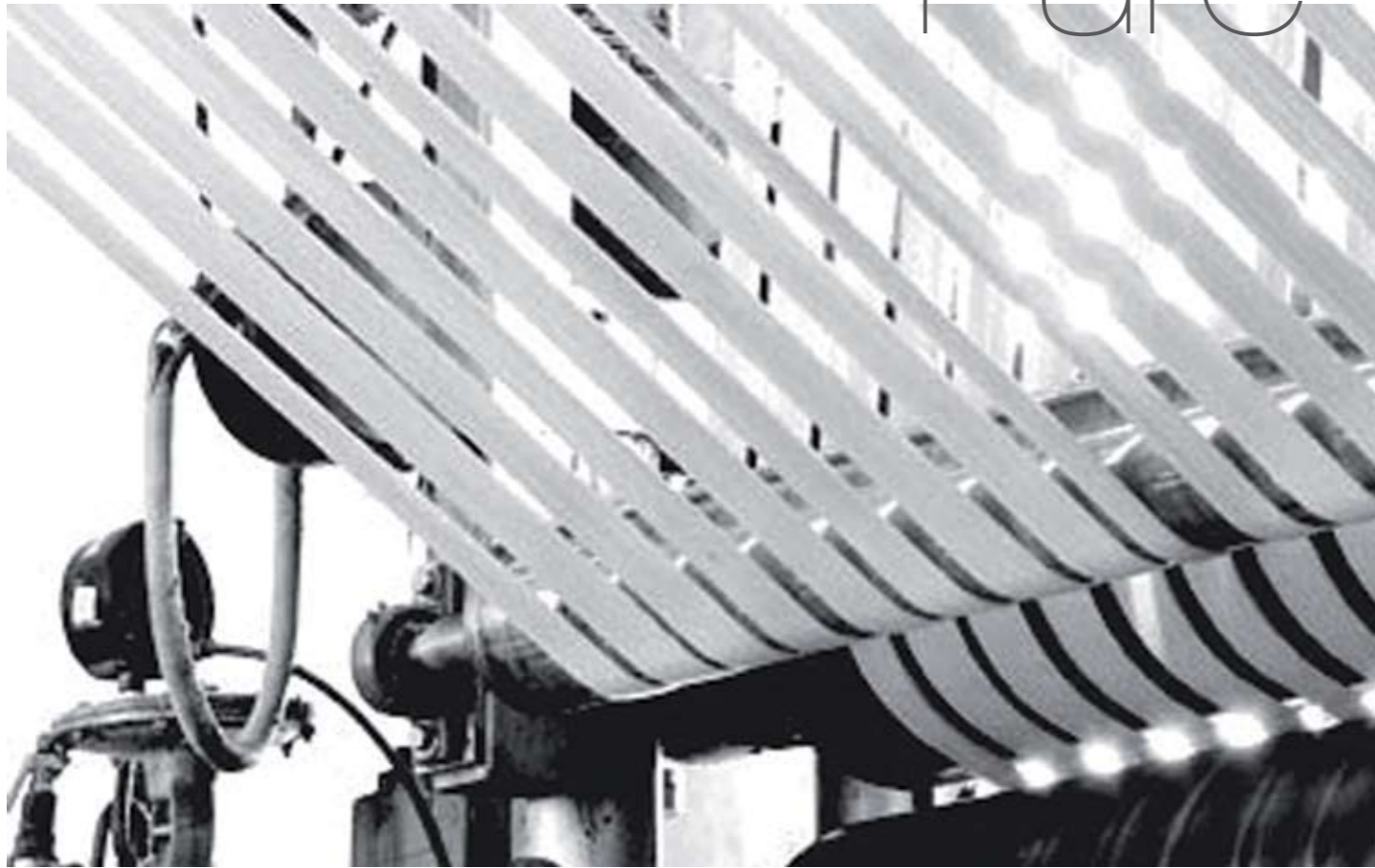
MADE WITH PASSION

The fundamental idea about Dragster is to offer a high standard quality product, created with passion. Dragster jeans are manufactured of first-rate denim fabrics of well-established fabric suppliers. Dragster does not force anything upon her consumers, but offers them something with which they can be themselves.

QUALITY



Pure

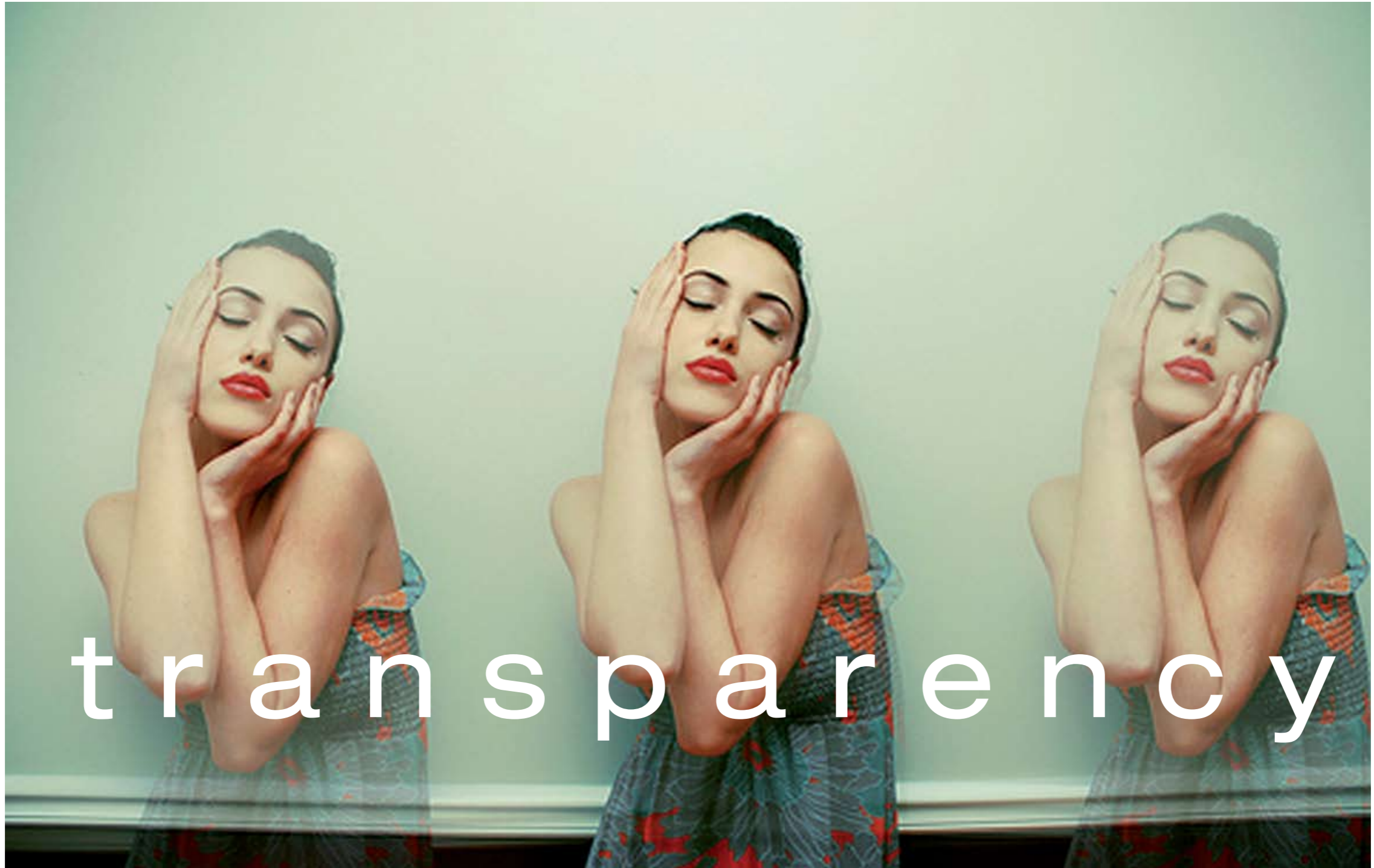


PLEASURE
SURE

e x p r e s
s i v e
v a l
u e s

Open

Dragster is honest and unpolished. Therefore, the brand is very transparent and open in all of her expressions, in which she communicates her core and functional values. The tone of voice is informal and personal.



transparency



personally

This concept book was published by:

Cotton Casual b.v.
Prins Hendriklaan 13B
3743 KA Baarn
Tel: +31 35 656 55 11
Fax: +31 35 541 01 39
www.dragsterjeans.com
info@dragsterjeans.com

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