



Client:

The Brief:

NIKE HOLIDAY COLLECTION 2010 DESIGN

SUMMARY

As young, urban, enthusiastic folk Nicework was perfectly positioned to create a lookbook for Nike's 2010 Holiday Collection. Each item was uniformly photographed and designed into a minimalist layout that allowed the selected items to be the star attraction of the lookbook's pages. The design is consistent with the international brand guidelines of Nike, as well as the graphics and illustrations from the Air Max campaign, which is the key story of the lookbook. Nicework was able to complete the task according to world class design standards within a very limited time frame. High fives all round.

CLIENT: NIKE SOUTH AFRICA

Nike is the dominant sportswear, footwear and sports equipment supplier worldwide. Founded in 1964, Nike continues to be a forerunner in sports retailing with offices and retailers throughout the world. The Nike 'swoosh' is one of the most recognisable logos and stands as a testament to good branding practice.


SERVICES:

Photography, Graphic Design, Publishing


DISCOVERY:

Each season Nike releases a lookbook of sportswear items for media owners who are interested in including Nike products in their publications. Taking its inspiration from a particular sport, each lookbook promotes a specific range for that season. It is essential for each lookbook to maintain the core Nike brand identity in its design and styling for brand continuity. Nike South Africa has recently begun to promote Nike Running- particularly, the concept of running in urban spaces and cities. This campaign has been promoted worldwide in conjunction with Nike products such as the Nike Plus.

EBONY & IVORY.

THE BRIEF:

Nicework was commissioned to create a printed lookbook for Nike's 2010 Holiday Collection.

Lookbook requirements:

- The Nike Air Max range had to feature as the lookbook's key story.
- The Air Max illustration created by a New York illustrator selected by Nike had to feature in some way in the lookbook.
- All copy, design and layout had to be in-line with the Nike brand identity and its key brand icons.
- The design had to be minimalist in terms of layout and design.
- All products had to be uniformly photographed with a focus on capturing unique details of each product.
- Products were to be highlighted against a plain non-coloured background to allow the detail of the product to come to the fore.
- Titling and style codes had to accompany all products.
- A listing of stockists had to feature at the end of the lookbook.

THE CHALLENGE:

Creating a premium quality lookbook that maintained the look and integrity of the Nike brand within a limited time period of a week.



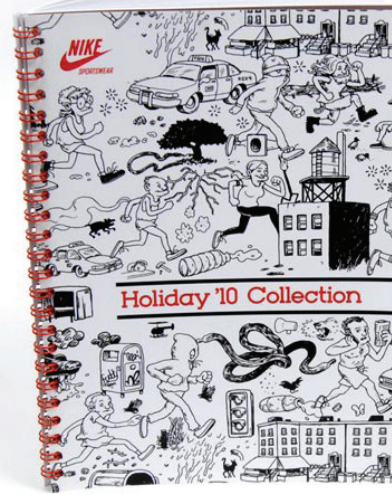
TACKLING THE BRIEF:

Nicework contracted photographer Justin McGee to photograph 62 product shots including footwear, clothing and accessories. McGee was well-equipped to tackle the task as he is familiar with the Nike brand and its styling. All products were photographed on a lightbox to highlight the minute details of each product.

Creative powerhouse Donovan Pugh was selected to design the A5 ring-bound lookbook. A detailed illustration of people running in the city was used as a bold cover image and its graphic style set the tone for a progressive, urban and youthful layout. Red ring binding was used to offset the detailed monochromatic illustration.

The layout of the lookbook incorporated minimal spreads with bold pops of colour in terms of headers and graphic design elements. The clean layout allowed the products to become the central focus of the lookbook. Titling and style codes were placed directly next to products for ease of use. Stockists were supplied at the end of the book.

A DVD of Holiday Collection items was also provided with each lookbook to create a comprehensive media package.



THE RESULT:

- A high-quality lookbook that promotes the Nike Holiday Collection and maintains the energetic brand identity of Nike
- An essential promotional tool for the Nike media launches
- Increased media placement of Nike products
- Promotion of Nike Running and its related merchandise
- A happy client