



juun.j

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introducing juun j.

As a South Korean designer, Juun J made his debut at Seoul Fashion Week, with his own label called 'Lone Costumes' which quickly becoming a sought after brand that featured in notable publication such as Asia Times, Juun J continued to take the fashion industry by storm, showcasing his first collection at Paris Fashion Week 2007 under the current brand name.

His background in tailoring and strong knowledge on silhouette and shape, allowed Juun J to establish himself as a one of the most innovative designers in menswear. Juun J's goal as a Menswear designer in the 21st century was to reconstruct the notions of classic silhouette; creating a modern approach to tailoring and infusing it with youth culture to create a style known as 'Street Tailoring', a term adopted by the likes of Yohji Yamamoto and Craig Green.

This revolutionary approach to fashion became a unique selling point for Juun J, as he fused the importance of classic tailoring with modern, street inspired elements in his collections.



‘diversion of classic’

brand concept.

As a brand, Juun J designs clothes for the outlandish. Although he is predominantly a menswear designer, he has admitted that he does not have a gender in mind when designing his garments, and imagines anybody wearing them, creating an androgynous approach to his work. Juun J's hopes as a brand, is to continue to be 'unpredictable', using his eye for deconstruction to create avant garde pieces for his audience.



via Pinterest, 2018



via Pinterest, 2018

brand identity.

Juun J has a strong brand identity when it comes to the aesthetic of his garments. All of his designs have a strong tailoring influence, using classic silhouette's as the base of his designs (such as a trench coat or shirt) he then plays with the structure and construction of the garment, to create an avant garde silhouette.

There is a continuous theme of military and utility in Juun J's work, stemming back from the time he spent in the South Korean Military, as part of his national service. Buckles, belts, straps, pockets, drawstrings and padding are all elements that are added to various garments in a collection. Fusing the idea of fashion and utility, whilst conforming to the current streetwear trends.

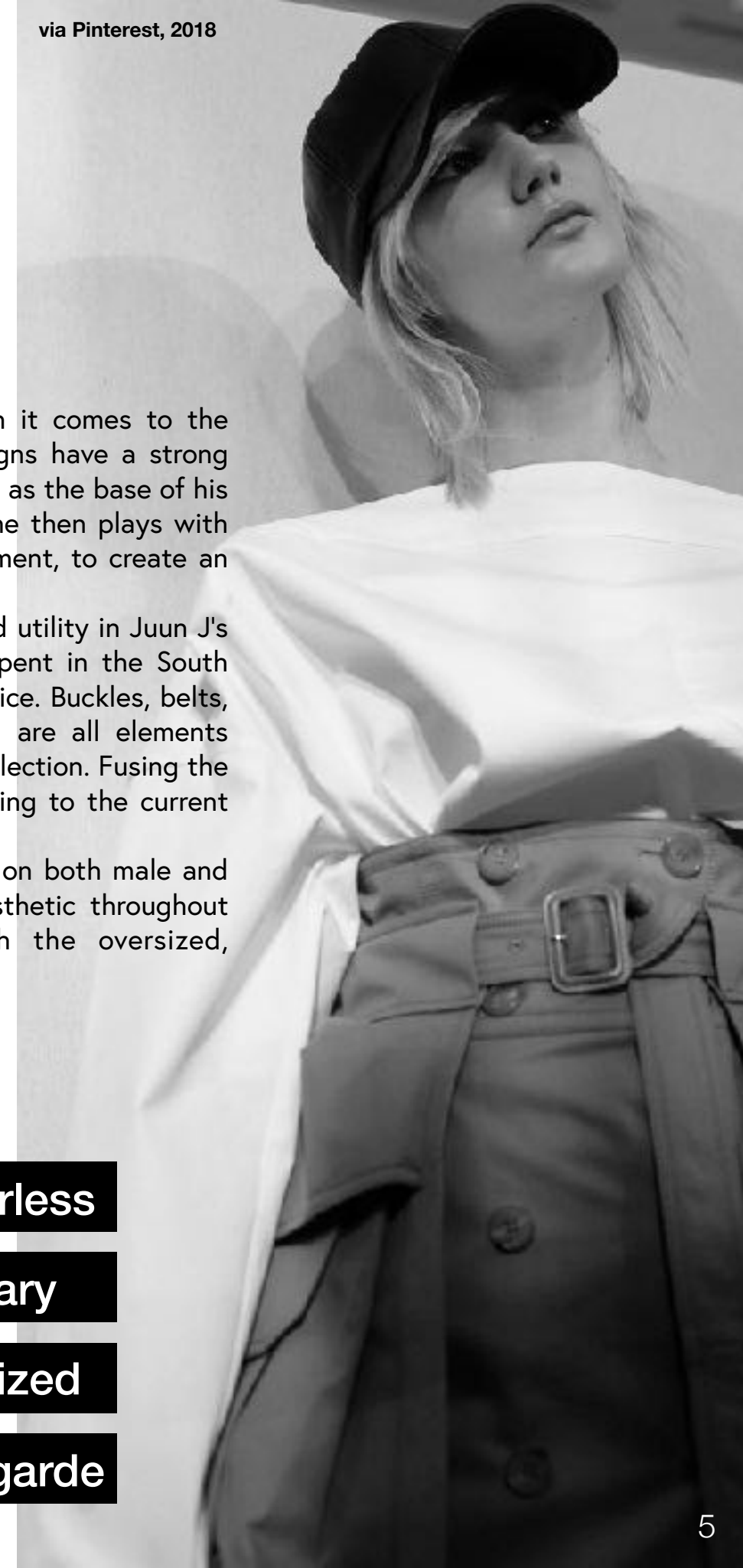
As well as this, Juun J shows his designs on both male and female models, creating a genderless aesthetic throughout his work, which is supported through the oversized, unproportional silhouettes he produces.

genderless

military

oversized

avant garde





monochromatic

visual focus

dark colours

minimalism

simple font

casual tone

neon theme

brand expression.

Juun J has a very distinctive style which runs across all methods of promotion.

More recently Juun J has become renowned for the use of neon in his garments and promotion, however Juun J as a brand have always stuck to a monochromatic colour palette, usually black with white writing although other darker colours are often used too.

Juun J uses the same font for his logo, and sticks to simple, easy to read text. His website is structured and minimal, with a focus on visuals.

When posting onto social media, Juun J use a casual, relaxed tone, often stating what the image is in a caption. There is very limited brand-consumer interaction on all platforms.



personality

Juun J is a Korean based brand aimed at a niche type of consumer, however it has the opportunity to branch out to a wider audience. The current consumer is between the ages of 20-29 as the designs and garments are both youthful and street inspired, appealing to people born in the 90's and 00's. Whilst Juun J is predominately a menswear brand, female models have been used both on catwalks and promotional campaigns suggesting the clothing is gender neutral. Juun J's connection to Seoul and South Korea would appeal to the consumer, as a rising creative hub for fashion, art and technology.

customer analysis.

aspirations

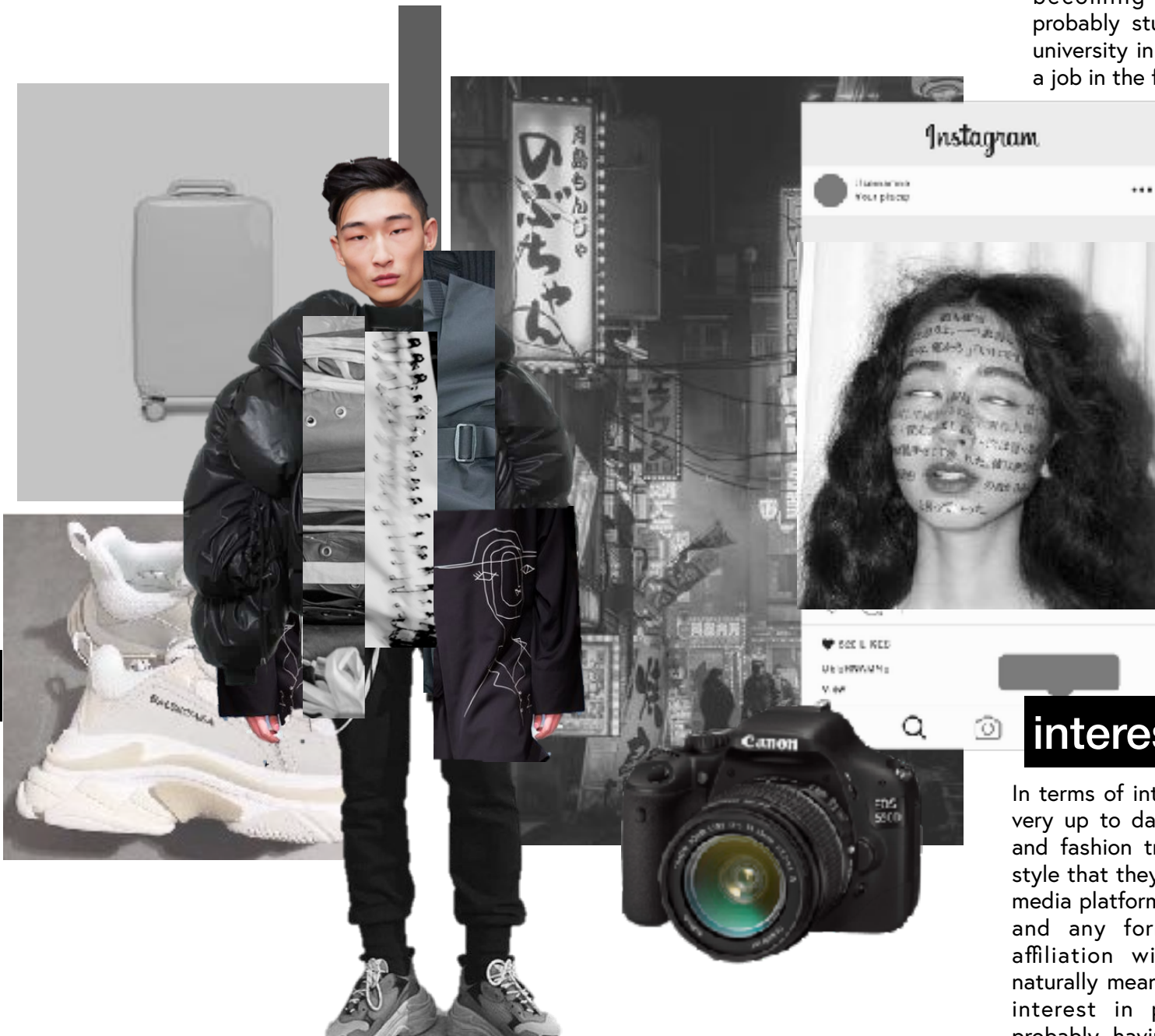
This tech savvy consumer dreams of becoming an Instagram blogger, probably studying a creative course at university in the hope that they can get a job in the fashion industry

style

Other brands that would appeal to this collection of individuals would be designers such as Raf Simmons, Xander Zhou, Craig Green, Rick Owens and Maison Margeila, not forgetting the Balenciaga trainers or newest season Yeezys. I imagine them having a lot of disposable income, spending large sums of money on the latest trends and technological advancements.

interests

In terms of interests my consumer would be very up to date with the latest technology and fashion trends, adopting an outlandish style that they would enjoy sharing on social media platforms such as Instagram, Pinterest and any form of personal blogs. This affiliation with art and culture would naturally mean the consumer would have an interest in politics and public affairs, probably having strong opinions that they would express through dress and social media. Other interests would include, photography, travelling, streetwear, music and magazines; and they would most likely have the newest apple products on the market



This map shows the region where Juun J was most searched via the google search engine. Asia was the continent with the most amount of searches - specifically South Korea.

Perhaps as expected, South Korea was the top region to search for Juun J. This is due to the amount of exposure they have in capitals like Seoul, where fashion week is held annually.



via google trends, 2018

1	South Korea	100	<div><div></div></div>
2	Hong Kong	63	<div><div></div></div>
3	Canada	14	<div><div></div></div>
4	Japan	13	<div><div></div></div>
5	France	11	<div><div></div></div>

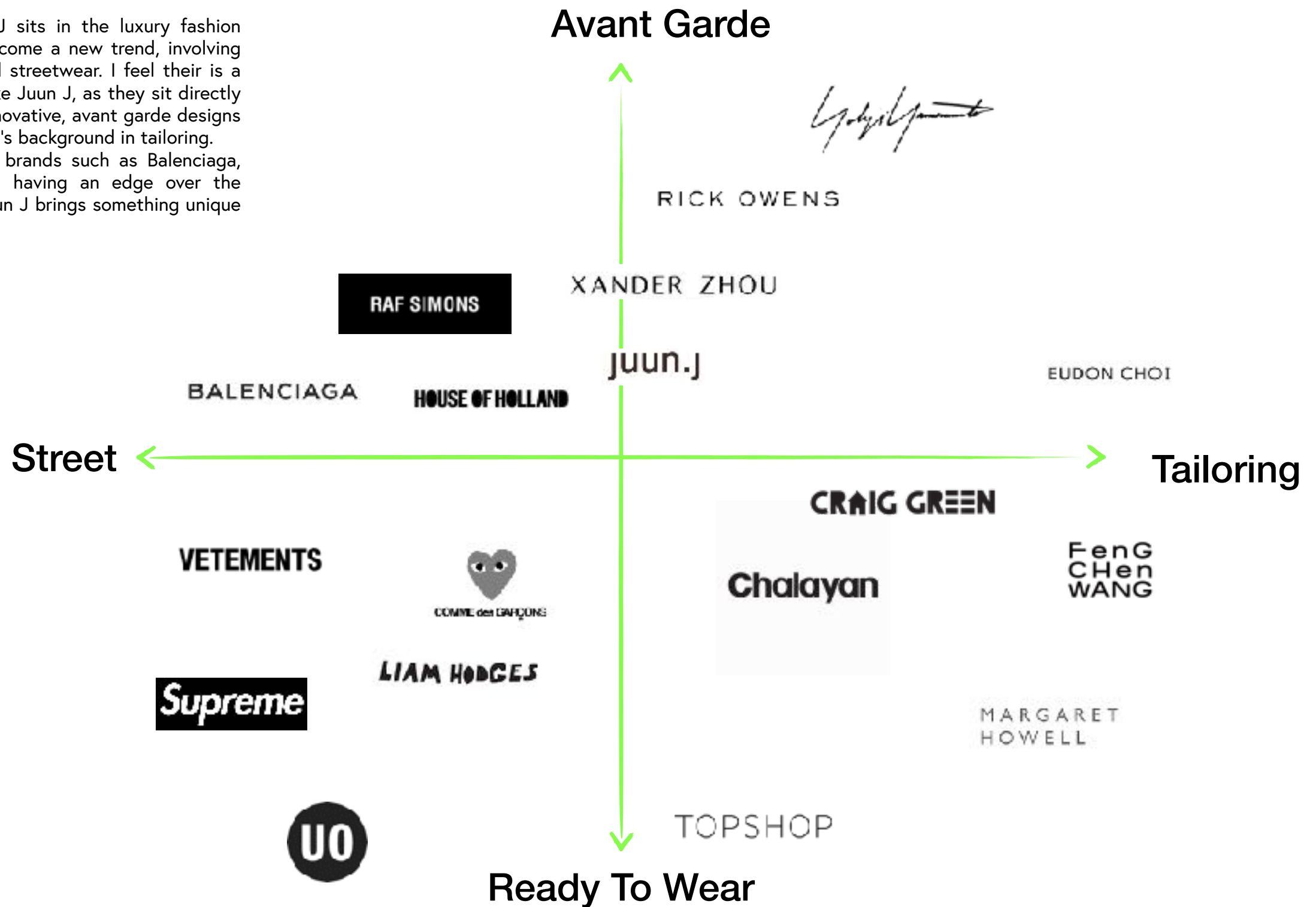
☒ Include low search volume regions

< Showing 1-5 of 10 regions >

The UK and Europe had very limited searches, again this is down to exposure, Juun J is not as well known in the west, however has the opportunity to gain customers with the rise in interest of Korean designers. Although Juun J is starting to go global, it is important for them to start promoting in the west, through stores and events, to gain maximum exposure in the industry.

market position.

This chart shows where Juun J sits in the luxury fashion industry. Street tailoring has become a new trend, involving the merge of classic design and streetwear. I feel there is a gap in the market for a brand like Juun J, as they sit directly in-between the two. Creating innovative, avant garde designs to a high standard, due to Juun J's background in tailoring. Big competitors for Juun J are brands such as Balenciaga, Vetements and Raf Simmons having an edge over the streetwear industry, however Juun J brings something unique to the scene.





strengths of the brand.

modern and fresh

edgy streetwear

high fashion

innovation

quality

youthful

Juun J's background in tailoring acting as an advantage over competitive sportswear brands. The merge of streetwear and classic tailoring creates a modern, fresh style that appeals particularly to the younger generation, combining neon colours and striking silhouettes with fastenings and utility straps. This captures the attention of individuals looking for edgy, offbeat streetwear.





no flagship store

niche consumer

limited followers

poor on social media

expensive

93k followers

instagram

78,571 people like this

facebook

Followers
729

twitter

weaknesses of the brand.

Whilst Juun J has a dedicated following and a niche consumer, this can become difficult to reach out to customers in a different demographic. Juun J is not as well established as other streetwear brands such as Balenciaga and Raf Simmons, having a quarter of the amount of followers. The brand do not have a flagship store but instead only stock in department stores or pop up shops. Their clothes are expensive and whilst people don't mind paying big money for well known brands, only a few would be prepared to spend on something that isn't a recognisable brand.

SEOUL
FASHION
WEEK

gaining global audience

rise of korean designers

evolving streetwear trend

seoul fashion week

unique clothing

a political voice

korean designer juun.j is going global

He broadcast his message loud and clear at Pitti Uomo, emblazoning garments with the motto 'GENDERLESS, BOUNDARYLESS.'

opportunities for the brand.

The rise of Seoul Fashion Week could be a huge asset to the brand. With more people becoming interested in Korean designers and streetwear people are looking for unique clothing to make a statement - Juun J has the perfect audience to sell to.

VETEMENTS

BALENCIAGA



vetements_official

Follow

4,767 posts

3.1m followers

0 following

VETEMENTS

youtu.be/S0S5vhul2fc

fairly unknown in industry

no customer interactions

lack of online exposure

bigger brands like
vetements/balenciaga

competitors

BALENCIAGA

balenciaga

Follow

1,444 posts

8.1m followers

0 following

Balenciaga

balenciaga.com

Followed by mashareva, walesbonner, voltmag - 64 more



Spring 19 ...



Spring 19 ...



Winter 18 ...



Summer 1...



WFP

threats for the brand.

A potential threat to the brand could be other brands like Balenciaga and Vetements having an edge over the streetwear market, as well as this, as streetwear is a growing trend there is more competition in the industry.

Juun J's lack of exposure and customer interaction online could cause them to lose customers and get forgotten.

social media audit.

Facebook: 78K

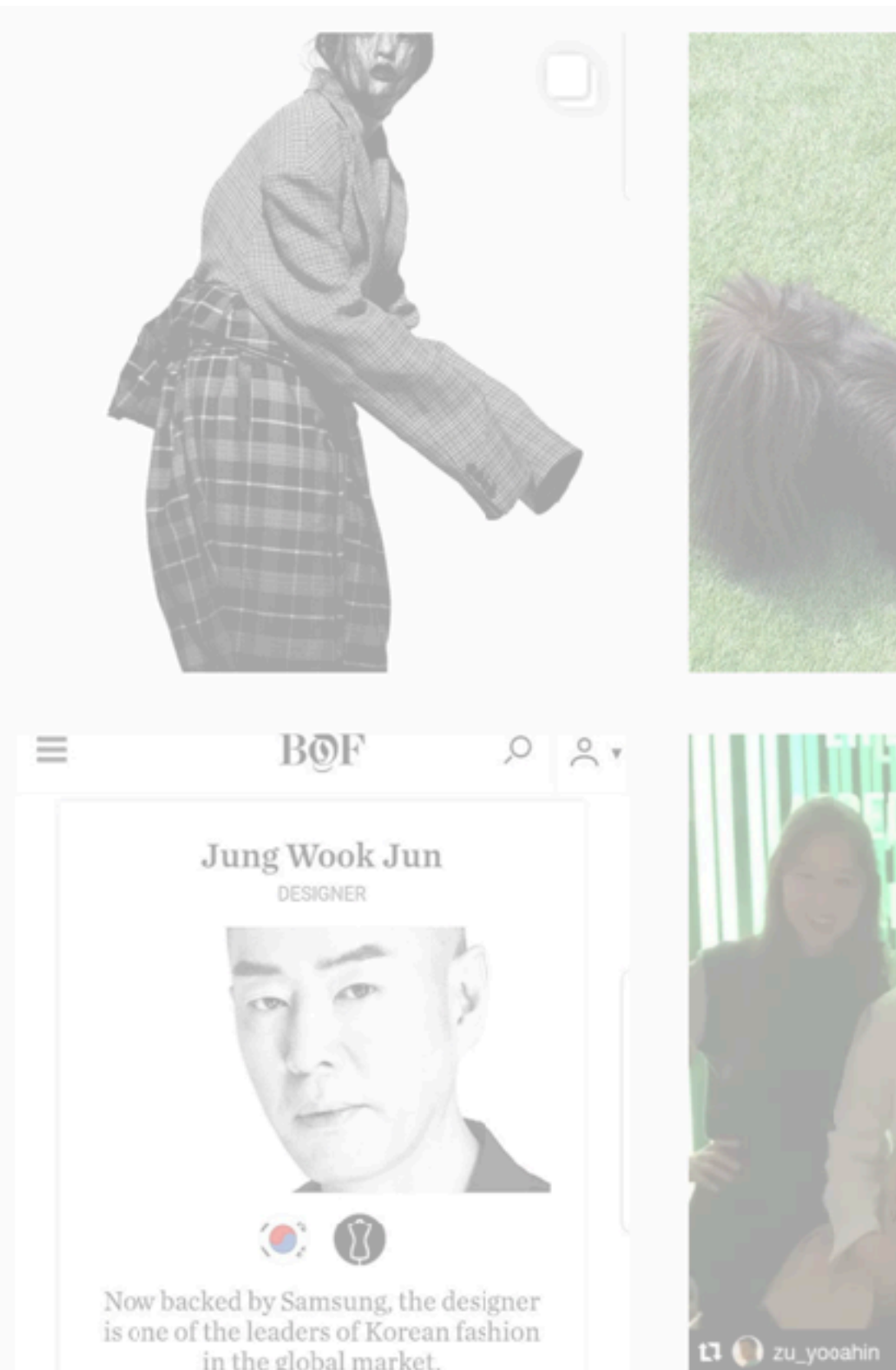
Instagram: 91.7K

Twitter: 9.7K

General amount of likes per post on Instagram is between 990 likes to just under 4000 likes, currently has a neon theme. Juun J has his website linked in his Instagram, Facebook and twitter accounts

Featured on FF Channel (YouTube) which gets anywhere from 1k to 12m views and the channel itself has 666k subscribers and posts multiple videos a day of all different designers so it will have a constant audience.

As well as featuring online, Juun J has affiliation with various fashion weeks worldwide (in particular Seoul Fashion Week – where he was discovered). He has featured on their social media networks in both written and visual format.





juun_j

Following



695 posts

93k followers

347 following

Juun J

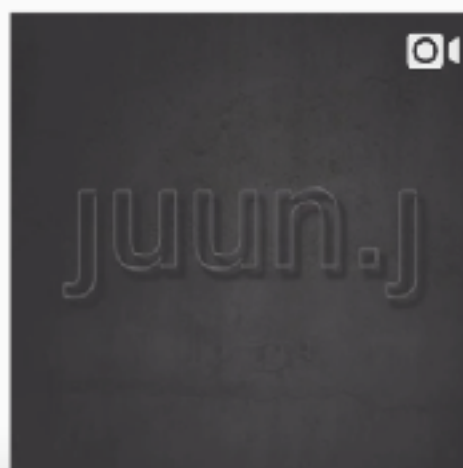
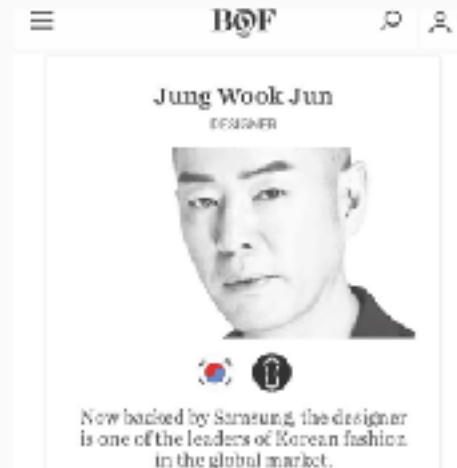
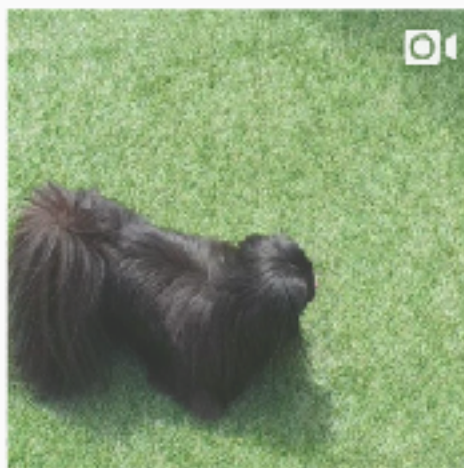
#juunj

www.juunj.com

Followed by mathildebaud, callumsmith, sammiey_hughes + 2 more

POSTS

TAGGED



instagram.

- Not much consumer - brand relationship, limited comments
- Mainly reposts of campaigns and magazine features.
- Doesn't use snap story, highlights or IGTV
- Nothing consumers can interact with other than a hashtag #juunj
- Some verified accounts comment but very few
- Comments seem like spam, emojis and generic comments

Compared to competitors I feel like Juun J could represent themselves a lot better online, through the use of Instagram stories and posting more interactive style posts. GIFS, events visually aesthetic, like Vetements / Balenciaga , to feature on explore page, close ups of garments, inspirations etc..

facebook.



JUUN.J

Design & fashion

Watch Video

Message



Liked



Following



Write a
recommenda...



Save



78,571 people like this

- Not much consumer - brand relationship, limited comments
- Comments seem like spam, emojis and generic comments
- Doesn't use Facebook story
- uses Facebook to show catwalk shows and images
- Limited content

twitter.



Follow

juunj_com

@juunj_com

Followed by no one you follow

The official Twitter page of JUUN.J

Joined November 2010

27 Following 729 Followers

Tweets

Tweets & replies

Media

Likes

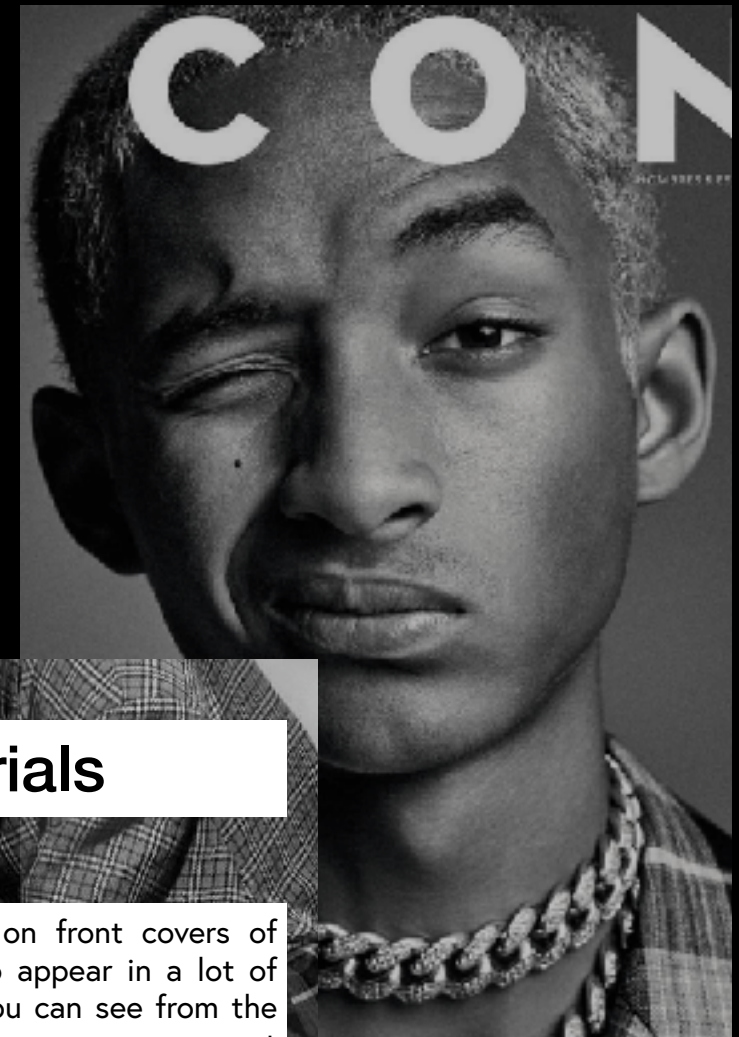


juunj_com @juunj_com · 28/01/2014
youtube.com/watch?v=Gaxs4P... Juun.J's
Journey from his creative process to the
presentation of his collectiin on the Paris
runway

- Under 1000 followers
- No verification - is it affiliated with the brand?
- Last active 2014
- Limited content
- Low interaction rate
- Grammatical errors

brand marketing.

VOGUE
HOMMES



magazine features

Here is an example of some of the magazines Juun J features in, as well as featuring in well known publications such as Vogue, Juun J has also featured in smaller magazines such as Suited and Schon.

When appearing on front covers, it is usually an item of clothing that the face of the issue has been styled in. Such as Jaden Smith for ICON, this gives the brand exposure through the method of celebrity endorsement.

editorials

As well as appearing on front covers of magazines, Juun J also appear in a lot of editorial spreads. As you can see from the pictures below, the images are garment focused, experimenting with silhouette and shape, a classic trait of Juun J. These avant garde editorials are always posted on the brands Instagram page with a tag of where the image came from, often crediting the photographer.

juun.j

via juunj.com, 2018

juun.j

brand marketing .

stores

Although Juun J sell globally, all of their stores are either pop up or part of a department store. Even in Seoul, Juun J do not have a flagship store, this could be to make their collections exclusive, encouraging people to buy it when they see it. However, this could have a negative effect on consumer relationships, as it takes away the experience of shopping with the brand. For example, the assistants working in a department store would not have maximum knowledge on the brand, as they manage a selection of them.

However, pop up stores are engaging and popular with youth culture, the excitement of a one week event for example creates a hype around the brand and would encourage people to buy into it.

In terms of online store, again Juun J do not have their own store connected to their website, instead they sell on designer and streetwear sites such as farfetch and ssense.

Australia

Malaysia

Bahrain

Netherlands

Belgium

Nigeria

Canada

Portugal

China

Qatar

Denmark

Russia

Dubai

Saudi Arabia

France

Singapore

Germany

South Korea

Greece

Spain

Hong Kong

Switzerland

Italy

Taiwan

Japan

Thailand

Kazakstan

Turkey

Kuwait

UK

Lebanon

USA



brand marketing .

juun.J

SPRING SUMMER 2018

via juunj.com, 2018

catwalks

Like most brands, one of Juun J's biggest marketing methods is exhibiting at Fashion Weeks. Juun J's catwalk shows are a perfect display of character for the brand, showcasing their garments to edgy digitalised music, a minimalist display set up and of course a collection that shows Juun J's knowledge on tailoring and its relevance in the modern fashion industry. The catwalks are exclusive and although a video is posted on the website afterwards, they do not livestream the event - something that might benefit them to consider in the future. E.g Through IGTV or Instagram Live Stories.

action plan.



juunj x dsm



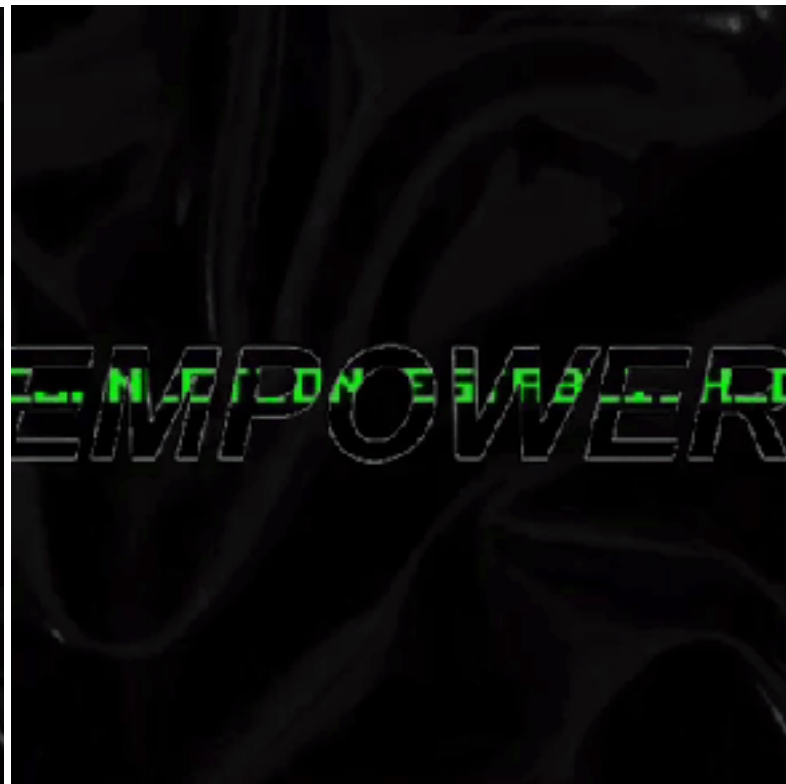
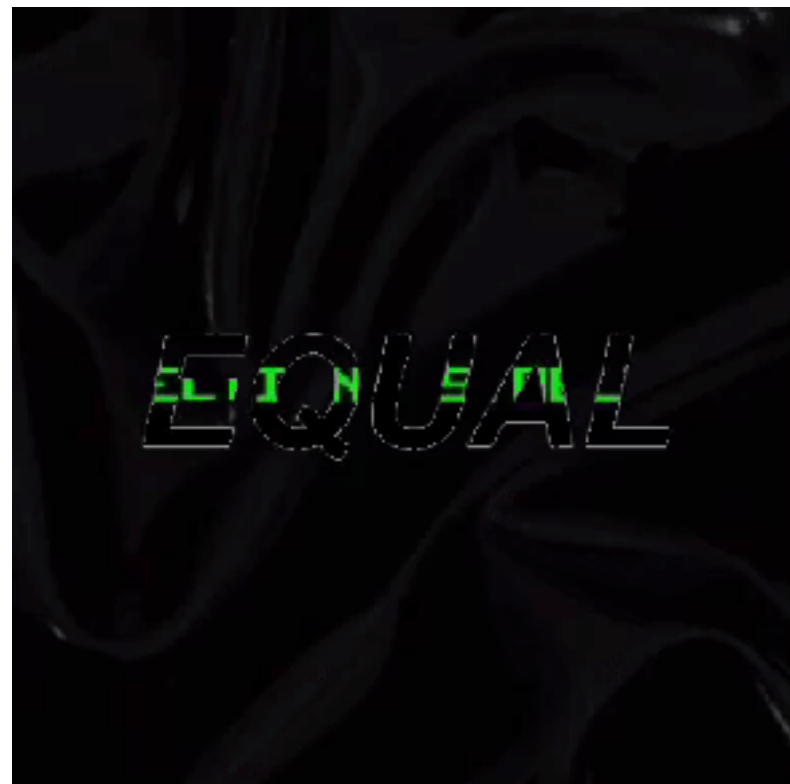
As part of my social media campaign I want to promote a collaboration between Juun J and Dover Street Market London. Juun J do not currently stock here however I feel it would be a great opportunity for them to gain more exposure. I am marketing this collaboration as a fashion film screening event that introduce Juun J as a brand whilst showcasing a new collection. The images pictured show briefly how I would want the store layout to look like. The big screens would show the fashion film and promotional gifs, alongside a section of garments and on launch day live models wearing the clothes.

promotional posters.



For my campaign, I have designed some potential posters that the brand could put up around London to advertise the event, as well as part of social media posts. I imagine the poster put up in an underground, around Dover Street and in creative settlements like Shoreditch, amongst street art and other posters. I also designed a sticker which could be stuck on to lampposts around London that if scanned open an image of the poster.

social media campaign .



instagram

youtube

official website

IGTV

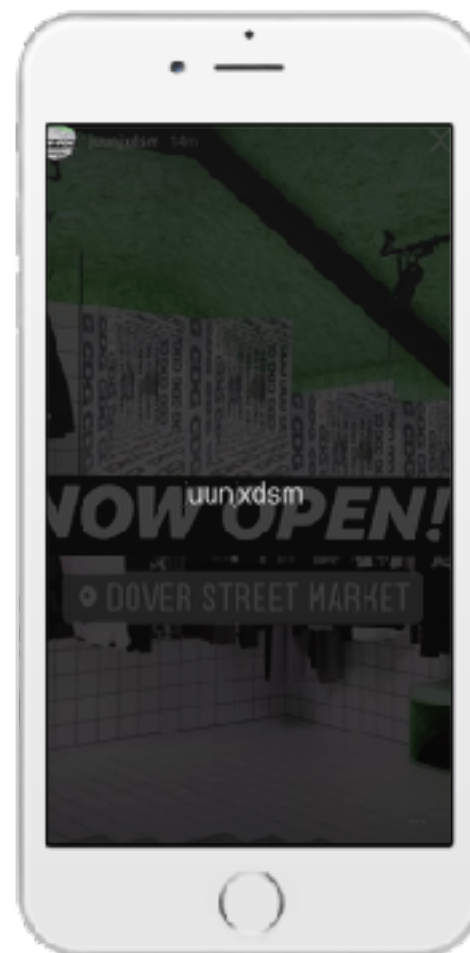
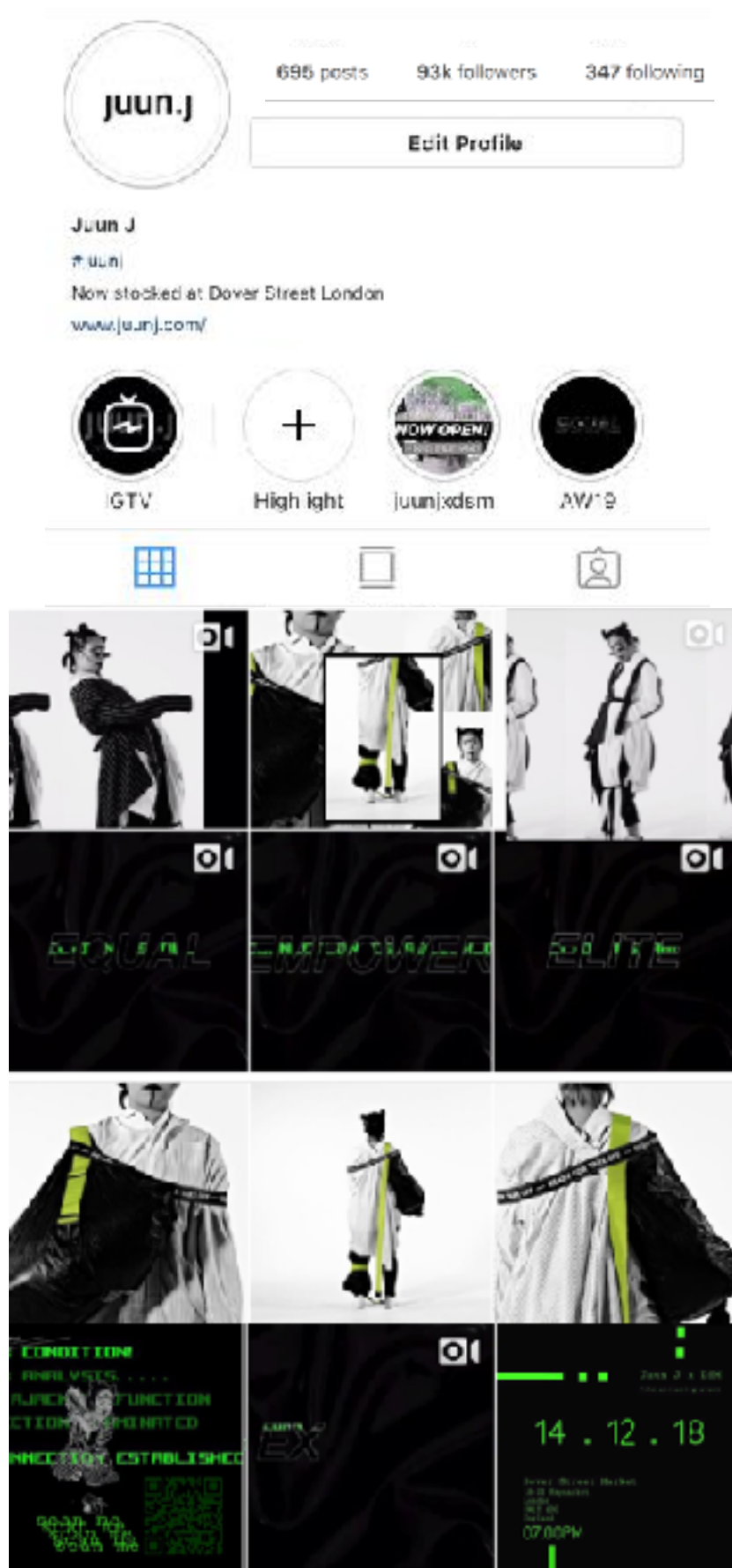


In terms of promoting my film across the brands social media platforms, I would use Instagram as my main source of advertising. From my research I can see that this is where the brand get most interactions and have the largest audience on this platform, as well as this, my customer analytics show that Juun J's potential consumer would be using visual social apps such as Instagram.

Here are the four moving images I would post to promote my film, each one includes one of the words used in my film (which promote Juun J's ethos) and an accompanying visual.

I would also post my fashion film to YouTube and on Juun J's website.

social media calendar.



06.12.18 / Poster (via instagram)

07.12.18 / First campaign gif and alternative poster (via instagram)

08.12.18 / Collection preview - 3 images (via instagram)

09.12.18 / Second campaign gif (via instagram)

10.12.18 / Third campaign gif (via instagram)

11.12.18 / Fourth campaign gif (via instagram)

12.12.18 / Fashion Film Teaser (via instagram)

13.12.18 / Collection Preview (via instagram)

14.12.18 / Fashion Film Teaser - OPEN NOW! (via instagram)

14.12.18 / OPEN NOW - 10AM (via instagram story)

14.12.18 / GOING LIVE - 6PM (via instagram story)

14.12.18 / Live Footage from event - 7PM onwards (via instagram live and IGTV)

15.12.18 / Post fashion film online (via Youtube and JuunJ.com)



rationale of creative.

The purpose of 'The Flowering Knights' is to visually show Juun J's brand mission, whilst promoting a new collection which would be showcased at a pop up shop in Dover Street Market. As a brand that appeals to a younger audience, it is important for Juun J to be more active on social media and show their morals as a brand, this allows consumers to connect to them on a more personal level.

I have used instagram as my main social media platform as this is where Juun J has the most following. Previously Juun J have not used instagram to its full potential, only posting editorials and catwalk images occasionally, as part of my campaign I want them to engage with viewers through features such as Instagram stories, Highlights and IGTV/Instagram Live. Any potential consumers would be using these platform, and would be knowledgeable on how the added features work, using them frequently, this is an opportunity for Juun J to visual attract more customers, whilst staying engaged with their existing ones. The final fashion film would also be added to Juun J's website, again to give new content to existing customers, and to Youtube as this is a creative hub used for showcasing videos and short films.

From my customer analysis, I discovered that Juun J is perhaps not as well known in the UK as other streetwear brands, only stocking in limited department stores such as Selfridges. For this reason I have chosen Dover Street Market as the location for the pop up store and is to a youth central environment, already stocking existing streetwear brands such as Raf Simons, Balenciaga and Comme De Garçons. This is the perfect opportunity for Juun J to attract new customers who already have an interest in the streetwear industry, whilst becoming more recognised in the UK.

When thinking about promoting this event, while social media is the obvious choice, I considered other methods of promotion which would attract younger people to attend the event. From my consumer research i discovered that Juun J is often brought by creative individuals, usually studying in urban settlements, with this in mind I decided posters and scannable stickers may be an interesting addition to the campaign ; displaying the posters in creative hubs such as Shoreditch and Camden, among other street art and posters.

Overall this campaign would give Juun J the exposure they need to flourish, gaining a stronger international market, whilst staying true to who they are as a brand.

press release.

The Flowering Knights / Juun J
Film Screening
01.12.18
immediate release
14.12.18 | 7PM
Dover Street Market
18-22 Haymarket
London, SW1Y 4DG



To launch the collaboration between Juun J and Dover Street Market LDN, Juun J is hosting an exclusive event and film screening to showcase their new collection 'The Flowering Knights'. The event will take place at Dover Street Market on Friday 14th December 2018. The store will be open from 10AM and a special film screening will take place at 7PM. Guests will have a first look at the short film, whilst being able to have an exclusive view of the AW19 collection, which will be displayed on live models throughout the day.

The Flowering Knights collection is inspired by the ancient Korean warriors known as the Hwarang. The Hwarang were an elite band of warriors who trained in self control, self defence and self confidence, through the medium of martial arts. Trained by the Wohwa, an organisation founded by two women, the Hwarang had a great deal of respect for their peers; regardless of gender, social status and house/rank.

This poignant message founded the concept behind Juun J's new collection, inspired by empowerment, equality, elitism and expression.

To accompany the collection a short fashion film was created, based on the concepts and aesthetics of AW19. Created by young film maker, Laura Bruton, the film explores the modern Juun J warrior, whilst giving a strong political message which highlights the ethos of Juun J and their unique creative identity.

From Friday 14th December 2018, 'The Flowering Knights' collection will be available to buy exclusively from Dover Street Market LDN, prior to its release in 2019. The event will be live streamed through the brands instagram @juun_j from 7PM onwards.

— NOTE TO EDITOR —

Juun J and Dover Street Market LDN are hosting an event to showcase 'The Flowering Knights' collection and an exclusive film screening of the accompanying fashion film. The event will take place at Dover Street Market on Friday 14th December 2018, store opens at 10AM and film screening starts at 7PM. The event will also be live streamed on the brands instagram @juun_j.

for more information contact events@juunj.com

fashion film.



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11
E

(Finish)