

# TRANSLATING TRENDS

FROM AMSTERDAM  
TO AN  
INTERNATIONAL  
MARKET



MONTGOMERY MAHAFFEY



FUNCTIONALITY



ELEVATED



DURABILITY



# THREE TRENDS

## ELEVATED STAPLES WORN CASUALLY

Elevated staples such as a button down or a tailored garment is something everyone has in their closet, however why is it that we only wear them for special occasions or as workwear? Amsterdam fashion exemplifies how you can wear them as an everyday item that not only has to be worn for professional reasons but can be worn casually.





WHO WOULD BUY THIS?

# TARGET MARKET

Going from a 9-5 every week day is repetitive and tiring, and its often easy to get trapped into the same loop. Our target market therefore targets those stuck in this cycle; middle to upper class Millennials who want to improve their staples in a fun way whilst incorporating their own individual style.



## WHAT THEY PRIORITIZE:

STAPLES- EASY TO STYLE AND ADD TO PREEXISTANT WARDROBE

A FOCUS ON QUALITY - LONG LASTING ITEMS

TREND FORWARD- KNOW WHAT THEY WANT BUT NOT HOW TO GET IT



# PRODUCT CONCEPTS

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## ELEVATED STAPLES WORN CASUALLY: COLORFUL/PASTEL TRANSFORMATIVE BUTTON DOWNS

A simple button down can be worn a multitude of ways and can be styled in every which way you desire. A great button down can be transformed in seconds to accommodate any event you may encounter. From a casual day out to a work event, this button down has you covered.



The first way to style this button down is to wear as is! An oversized button down that can be worn casually whether you tuck it in or let it loose. The button down is accompanied by a dangling detail of two strings or ties that create a free flowing effect.

The second way to style this button down is to tie the strings in the back of the shirt to create a cinched effect that will elevate the button down to be worn for a more professional event.

This style shows a striped patterned iteration to the original button down that expands the possibilities for more colorways and styling options.



# RETAIL STRATEGY

(10)

Our store front gives customers a sense of our brand and emphasises the ideas of practicality, durability, functionality, and simplicity.

## HOW DO WE CONCEPTUALIZE THIS:

- VISUAL DISPLAY FEATURING ITEMS IN A UNIQUE WAY
- EYE CATCHING ART DISPLAYS → QR TREE
- IMPLEMENTATION OF TECHNOLOGY- QR CODES FOR TRACEABILITY AND PRODUCT KNOWLEDGE
- WORKED BY INDUSTRY AND STYLING FANATICS

Whilst our in person store will target a specific demographic, there are equally other techniques targeted to each of our products.





# MARKETING

ELEVATED STAPLES WORN CASUALLY: THE BUTTON DOWN

**WORK TO WERK EVENT:**  
**A TRANSITIONAL EVENT WHERE WORK AND PLAY COINCIDE**

MORNING/EARLY AFTERNOON: THE SPACE IS A MULTI-USE WORKSPACE

MID AFTERNOON: THE ELEVATED AND TRANSITIONAL BUTTON DOWN WORKSHOP

NIGHT: THE SPACE TRANSFORMS INTO AN ELEVATED PARTY WITH A DJ AND FULL BAR TO COMPLIMENT THE TRANSFORMATION OF THE BUTTON DOWN

Work to Werk  
*A transitional event where work and play coincide*

August 5, 2026 | Soho

FEATURING

*Morning/Early Afternoon: The space is a multi-use workspace*

*Mid Afternoon: The elevated and transitional button down workshop*

*Night: The space transforms into an elevated party with a DJ and full bar to compliment the transformation of the button down*

Get your tickets now!



# SUMMARY

## BRINGING AMSTERDAM TO NYC

Overall, our concept store aims to bring Amsterdam's joie-de-vivre to New York!

Utilizing fun marketing techniques as well as local talent, we aim to fuse Amsterdam trends whilst keeping in mind a specific demographic.

In order to achieve this, we believe the transformative button-down sum up local fashion, and make way for a new market in the US; one for people looking to go one step forward in their own style and further sustainable pieces and fun.





THANK YOU, ANY QUESTIONS?

THE  
END

