

#Back To The Roots Of The Future

REVOLAB aims to be the epitome of revolutionary thinking in the fashion industry - put into effect in terms of a newly manufactured synergy between fashion, humanity and the forward thinking world.

REVOLABs values are **REVOLUTION, EMPOWERMENT** and **TRUTHFULNESS**.

These values are the base of a space where fashion, empowerment and authenticity collide and fusion into a movement which celebrates diversity in all its shapes, sizes and colours. Seeing the fast-paced digital developments and potential in outreach through social media, **REVOLAB** explores the possibilities of creating communal spirit through DIGITAL FASHION.

In **REVOLABs** case, DIGITAL FASHION defines as garments which are not physically produced but applied to customers photos as filters by professional 3D graphic designers.

The company's name expresses everything the brand is standing for - revolution and laboratory. **REVO** signifies a short term for revolution; **LAB** represents the scientific approach to producing fashion with not only a valuable background but an extraordinarily share on digital innovation.

The logo for REVOLAB is displayed on a bright yellow rectangular background. It features a large, stylized, grey-outlined letter 'R' on the left. To its right, the word 'EVOLAB' is written in a smaller, grey-outlined, sans-serif font, with each letter spaced out. The entire logo is centered horizontally within the yellow box.

REVOLAB

Vision



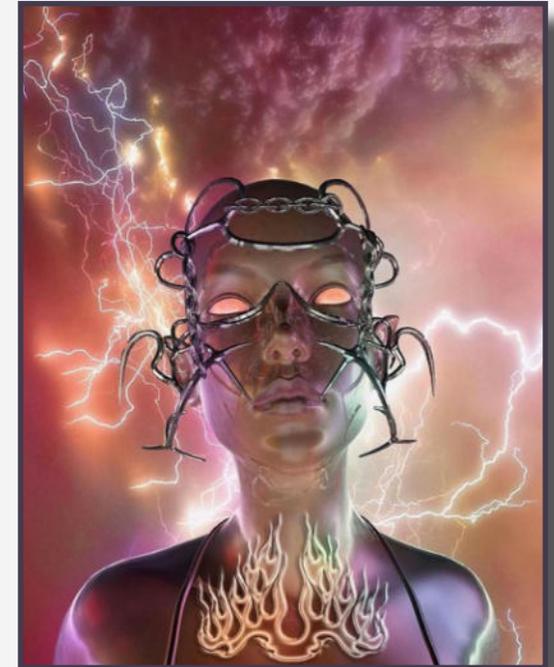
TRUTHFULNESS

A FACT OF BEING TRUE TO YOURSELF, AS WELL AS ACCEPTING YOURSELF FOR WHO YOU REALLY ARE. REACHING FOR TRANSPARENCY AND HONESTY IN OUR COMPANY.



REVOLUTION

A COMPLETE CHANGE IN WAYS OF THINKING IN FAVOR TO ACHIEVE THE SUSTAINABLE FUTURE EQUALITY OF RACES, GENDERS AND BODY POSITIVITY.



EMPOWERMENT

A RIGHT TO SPEAK UP. AUTHORITY OR POWER GIVEN TO PERSON TO BECOME STRONGER AND MORE CONFIDENT, ESPECIALLY IN CONTROLLING ONE'S LIFE.

#Collection Introduction

Creating garments which tell stories and refer to meaningful topics are the primary design purpose of REVOLAB. These garments will be represented via 5 cohesive outfits within 4 collections per year. Reasoning behind this is the required time to form a valuable collection comprehensively representing its topics. Since REVOLAB is determined to bring back the valuable and communicational character of garments, a smaller number of collections nudges the customer towards an elevated appreciation.

The single pieces of the outfits symbolize a certain message all together yet they can be purchased and applied individually. This way REVOLAB ensures a higher level of customer approval which leads to higher revenues.

For **2020's first collection** - which will launch for F/W - the subject of *going through pain* will be represented. The collection launches under the name "**euphonic malady**" and expresses the beauty of finding strength through speaking up. It operates in a way of finding encouragement and enfolds the wearer in the melancholic voice of those who suffered from *malaise* but chose to transform it into movements, art or music. It stresses the fact that heart-touching melodies are not created with solely minor or major keys but with an interplay of both.

As REVOLABs customer is longing for expressing his views and having an impact on society, the garments portray a perfect body of sound and enable the forward-thinker to fusion fashion with meaning. REVOLABs first collection's garments are hereby designed to empower the wearer to unapologetically express himself with all of his different facets - the wistful and the reckless. Metaphorically spoken, the customer wears a cape whose communicated feelings, experiences, transformations or point of views coincide with his own.

#Collection Introduction

The Shadow behind Bipolar Disorder - honoring Amy Winehouse:

This garment depicts the bitter sweetness born out of the malady of bipolar phases. It references the great artistry and meaningful creations of musician Amy Winehouse, who deeply struggled with the consequences from suffering polar-opposite perceptions of the world - the maniac and the depressive ones.

The Iridescent World of Drag Culture:

This part of the collection praises the courage and strength of all those who hazarded the consequences of living their true self. It represents the painful doubts and judgements which have been made towards individual personalities and an entire community - the drag community. The garment invites the wearer to indulge into palatial performance of the own identity!

Fighting for Awareness, Respect and Acceptance of all ethnic roots - inspired by Angela Davis:

This outfit represents the strong spirit of an equal rights fighter born into an environment, where experience of racism was a burden present in daily life. Angela Davis has been - and still is - a pioneer for an academic career used for purposes of bringing humankind together and opposing to political situations and governments which systematically oppressed people of colour.

Her bravery and willingness to give up her own safety and freedom for a bigger cause are being interpreted with these two garments.

Freedom and Definition of Womanhood - iconizing Frida Kahlo:

An homage to the first female artist openly depicting struggles especially related to women in her artworks. Suffering a great deal of both physical and psychological pain, Kahlo became an embodiment of female strength after her death. This part of the collection celebrates womanhood in all its complexity and cherishes the joint force which is born out of compassion.

Future Warriors - Development of Humankind:

This interpretation deals with the subtle yet ever-present subconscious discomfort which is created by the unknown future of human-kind. The double-sided appraisal of the interplay of technical and human forces creates both fear and excitement simultaneously. Many feel like the uncertainty of the evolution and existence of humankind are threatened by artificial intelligence and cyborg innovations.