



BRANDING & PROTOTYPING

Affliction—Success Story

Affliction Clothing is a Southern California manufacturer of quality, edgy, contemporary apparel with stores in the US, Russia, Africa, and Asia. The company was founded in 2005, quickly achieving phenomenal growth and sales approaching \$200 million through its reliance on a half-dozen, individually designed stores and shop-n-shops in better department stores and boutiques as its primary method of retail sales. In 2009, the company embarked on a plan of expansion which entailed the introduction of a new architectural brand and prototype which would propel the company into its next level of growth. The new brand would be implemented in a nationwide and international rollout program.

MENEMSHA'S SOLUTION

Immersing themselves in the various elements of the Affliction brand, the Menemsha branding and architectural design team created a new architectural language which translated the handcrafted graphics of the Affliction apparel design team into architectural elements. The team extended this language into the design of the fixtures and graphics for the space. This full-fledged branding program included:

- Existing brand analysis
- Internal and external audits
- Creation of a branding kit of parts
- Customer's journey analysis and redefinition
- Architectural kit of parts
- Lighting design
- Complete fixture design

Upon completion of the prototype, Menemsha's construction and design team reduced costs through the use of a national vendor program and defined unit costs for all fixtures and design elements. This seamless collaboration allowed the client to make the necessary adjustments for a timely and highly successful program rollout.

RESULTS

- Affliction Clothing is in the process of a national and international rollout of its prototype. The US projects are seamlessly executed by the Menemsha construction team.
- In turn, the international projects take advantage of a pre-established national vendor group and a prototype which sets standards for all elements of the design before local architects apply the local laws and regulations to the specific projects.