

FASHION DESIGN INNOVATION

COMPANY: **OUR SHIFT**

SCHOOL: **ROYAL DANISH ACADEMY**

TALENTS: **CAMILLA MARIA THERMANN & ASTRID TAMBO BREDMOSE**



USER

Our user: OurShift, is a newer brand that is still becoming the best version of itself. In many ways they operate as a well knit family, who take in new members in form of interns and friends. As this passion-driven brand opens up to the world around them, we tried to help them choose which story to tell first, in order to protect all the great work and the well-built foundations the brand stands on. Seen from our point of view, the brand only gets better and bigger the more you know about them and in our ideal scenario, new friends of OurShift would more immediately come to love the OurShift family as much as we now do.

In the process of figuring out who **OUR SHIFT's** target group is, we made it a point to first frame the brand itself. In the hunt for answers on direction and hierarchy of presented information, we tried to shape two major target group. The first one became the primary group we would continue to use as guideline for the digital brand presentation. The second group became what we concluded to be their present main user.

