

RECA GROUP
ISKO I-SKOOL DENIM AWARDS 2017
DESIGN AWARD
/SPECIAL PROJECTS

THEME 2017
ISKO I-SKOOL
GENDERFUL





RECA GROUP
ISKO I-SKOOL DENIM AWARDS 2017
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LABELS HANGTAGS PACKAGING **RECA GROUP**

A detail here, an accessory there; are the little touches that make all the difference. This is Reca Group's philosophy in its search for the unique, the personal and the exclusive.

Labels, hangtags, and packaging; whether simple or elaborate, they are defining a brand. Since its establishment in 1960, the Italian company from Carpi (Modena) is enjoying international recognition as a leader in its market due to its chic, up-to-date accessories that center stage as meaningful fashion code details.

An enterprising, young and dynamic company, Reca Group has succeeded in reinventing, redesigning and repackaging fashions in bold new styles. Attentive to every particular: creative design, avant-garde technology, successful strategic choices, in-depth knowledge of different markets, and above all perfectly calibrated tailor-made solutions for clients.

Reca Group is also present in USA, in New York and in China, in Hong Kong.

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LABELS HANGTAGS
PACKAGING
RECA GROUP





RECA GROUP

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RECA GROUP
 identity design

LABELS
 HANGTAGS
 PACKAGING
 COOL ACCESSORIES



La volpe e il coccodrillo
 disputavano chi dei due fosse più nobile. Il coccodrillo, dopo aver illustrato minutamente le glorie dei suoi antenati, alla fine ammise che i suoi progenitori erano stati lottatori. E allora la volpe: "Non c'è bisogno di dirlo. Si vede anche dalla tua pelle, che hai un allungamento di lingua data negli esercizi ginnici".

Così, anche tra gli uomini, i bugiardi sono smascherati alla prova dei fatti.
 Esopo (620 a.C.)

The fox and the crocodile
 were arguing about their nobility. The crocodile, after outlining in detail the glories of his ancestors, finally admitted that his progenitors were wrestlers. So the fox said: "There is no need to say it. It is obvious from your skin, that you have dedicated many years in gymnastics training".

Thus, even among men, liars are exposed by the proof of facts.
 Aesop (620 BC)

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Self-determination beyond the confines of nature and biological data, following your own subjective perception, your instincts and your changeable impulses. While the traditional categories of gender are in the process of being dismantled, Reca Group welcomes the transformations taking place, and interprets them in the world of design by formulating new images which make multiplicity and the flexibility of borders their added value... beyond gender.

Identity design is the latent payoff behind the last ten years of Reca Group's communications, in the conviction that label accessories characterise a garment, making it unique, exceptional and exclusive. Labels, hangtags and packaging outline a product's gender by orientating its style and forging its identity: creative and playful artefacts in continuous evolution, designed to represent the multiplicity of ways in which selfhood can be expressed.



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PROJECT 2017 ISKO I-SKOOL RECA GROUP



Imagining new hybrid and interbred visual codes, whose languages are irreverent and culturally sustainable, which give form to out of the ordinary design objects that interpret contemporariness by reshuffling the multiplicity of materials and of production techniques.

RECA GROUP BRANDING /PROJECT 2017
 logo, label, hangtag, packaging

REQUIREMENTS
 contaminated sustainable no-ordinary
 hybrid playful provocative contemporary



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PROJECT 2017 ISKO I-SKOOL DELIVERABLES

The project must be represented in detail via the following graphic sheets:

tavola 1. LOGO /logo of the brand and brief description of the concept which inspired it

info page 9

tavola 2. MOODBOARD /the images which inspired the collection, inspirational brands, trendy world keys and colour palettes

info page 10

tavola 3. COLLECTION /submit the definitive accessories collection (labels and hangtags) in vector format 100% scale

Note: Get inspired on the accessories typologies using page 11. Customize your accessories collection using details from your own clothes collection.

info page 12

tavola 4. TECHNICAL /the technical designs of the collection in 100% scale, complete with descriptions and relative explanatory images

info page 13/14

tavola 5. PACKAGING /packaging designs in vector format, in 50% or 75% scale, complete with descriptions and relative explanatory images and handmade prototype

info page 15

Each sheet must be labelled with the student's name and surname, name of the school and name of project.

The dimension of the sheet should be A3, the format should be modifiable PDF with Adobe Illustrator CS4 and subsequent versions.



RECA GROUP
labels hangtags packaging

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PROJECT 2017 ISKO I-SKOOL DEADLINE

DEADLINE

February 27, 2017 /briefing ONLINE available

March 13-15, 2017 DENIM SEMINAR /Reca Group's presentation, project consulting and briefing

Creative Room, *Castelfranco Veneto* IT

April 24-31, 2017 PROJECT HANDOVER /projects' delivery

Creative Room, *Castelfranco Veneto* IT

ISKO I-SKOOL DENIM AWARDS

EDUCATION,
INNOVATION.



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PROJECT 2017
ISKO I-SKOOL
**RECA GROUP
AWARD**

RECA GROUP AWARD

Reca Group will award the contest winner by producing his own private accessories' collection (labels, hangtags and packaging), within a budget of EUR 3000,00.



RECA GROUP /TAVOLA 1. LOGO
INDIGO WHALE
DENIMWEAR /vintage

*Indigo
Whale*
1958
AUTHENTIC DENIM BRAND
NEW YORK, N.Y.

CONCEPT

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Indigo Whale
1958
AUTHENTIC DENIM BRAND
NEW YORK, N.Y.



RECA GROUP /TAVOLA 2. MOODBOARD
INDIGO WHALE

DENIMWEAR /vintage

inspiration brand WRANGLER, REPLAY, LEE

key trendy world #destroyed #reborn #guado dyed #stone washed
#vintage mood #treated denim



DESIGN ALL THIS LABELS AND HANGTAGS AND PACKAGING





Indigo Whale
1958
AUTHENTIC DENIM BRAND
NEW YORK, N.Y.



RECA GROUP /TAVOLA 3. COLLECTION
INDIGO WHALE
DENIMWEAR /vintage

inspiration brand WRANGLER, REPLAY, LEE
key trendy world #destroyed #reborn #guado dyed #stone washed
#vintage mood #treated denim



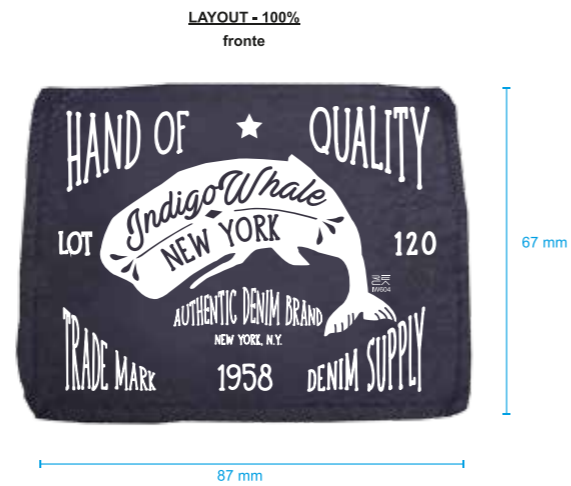
RECA GROUP /TAVOLA 4A. TECHNICAL
INDIGO WHALE
DENIMWEAR /vintage



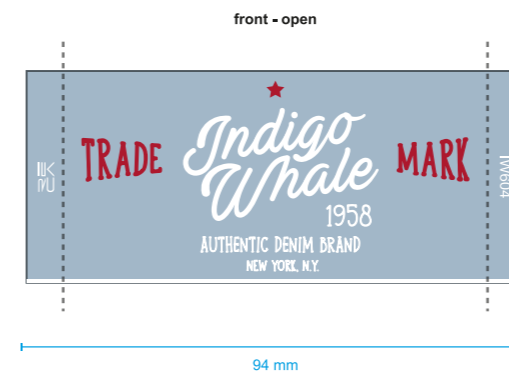
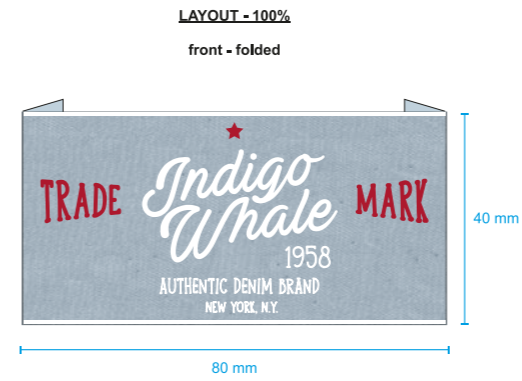
RECA GROUP /TAVOLA 4B. TECHNICAL
INDIGO WHALE
DENIMWEAR /vintage



jacron label



□ = formato etichetta
■ = bianco NON ottico



□ = shape of the label
- - - = folding line
■ = blue light col. as per "Replay" sample
■ = red match. pantone 187C, matt yarn
■ = white col. match pantone 11-0103 TPX



woven label



Indigo Whale
1958
AUTHENTIC DENIM BRAND
NEW YORK, N.Y.



RECA GROUP /TAVOLA 5. PACKAGING
INDIGO WHALE
DENIMWEAR /vintage

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