

**LES HOMMES**

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**IT IS ALL ABOUT THE BRAND**



**LES HOMMES was founded by Tom Notte and Bart Vandeboosch in 2005. Both graduated from the Royal Academy of Fine Arts in Antwerp, Belgium. During their experiences they discovered a mutual sense of style in particular and aesthetics in general. They share a hunger for beauty with each having their own different approach. It is their complementary philosophies which are the source of LES HOMMES, a collision of contrasting ideas and opinions.**

# 01

# BRAND HERITAGE

ACADEMIE - ANTWERP SOUL – FASHION KNOWLEDGE

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“UNIFICATION OF OPPOSITES”

- TWO WORLDS COMING TOGETHER -

- FUSION OF TAILORING AND SPORTSWEAR -

- CREATIVE AND INNOVATIVE KNITWEAR -

# 02

# BRAND MISSION

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- LES HOMMES IS A DESIGNER BRAND -
- WHO WANTS TO EMOTIONALLY UPLIFT FASHION -
- LOVING MEN THROUGH CONTEMPORARY ELEGANT DESIGN -

**03**

# **BRAND ESSENCE**

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**LES HOMMES**

**IS CONTEMPORARY ELEGANCE**



# CONTEMPORARY ELEGANCE



# 04

# BRAND DNA

## ARCHITAILORS

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- CREATION THROUGH DE-CONSTRUCTING & RE-CONSTRUCTION -
- CREATION OF UNIQUENESS THROUGH  
HYBRID SPECIAL PIECES ELABORATE AND DETAILED -
- A SHARP AND MINIMAL HOMMES-COUTURE WITH MIX & MATCH OF FABRICS -
- INNOVATIVE AND UNIQUE TAILORING CHARTERISED  
BY LEATHER INSERTS AND A ORIGINAL DETAILS -



# HOMME COUTURE





# LES HOMMES MAN



# COMMUNICATION AUDIENCE LANDSCAPE GENERATION INDEX

## X

**BORN: 1965-1976**  
**COMING OF AGE: 1988-1994**  
**AGE IN 2017: 51 TO 41**  
**CURRENT POPULATION: 41 MILLION**

The generation born right around the end of the 1960s baby boomer cultural takeover, basically anyone born after 1965 and before 1977. The title Generation X was designated by the media to indicate a distinct group population for marketing purposes. Generation X members are generally considered laid back (slackers), market savvy (having been inundated by the mass media), prone to psychological disorders (the first generation with a majority to have grown up with absent or divorced parents), and considered less important than baby boomers. Generational trends however suggest that Gen Xers are smarter than people think, are more capable and hard working than expected.

## Y

**MILLENNIALS**  
**BORN: 1977-1994**  
**COMING OF AGE: 1998-2006**  
**AGE IN 2017: 40 TO 23**  
**CURRENT POPULATION: 71 MILLION**

Generation Y are also called the Echo-boom generation because their parents are Boomers. This is the last generation to remember the 20th century and the time before the fully digital age. Some grew up with no internet, others remember when dial-up was the big thing, before HDTV, before cell phones were commonplace, when CD players were a must have, when basic cable was luxury and when you went to the video store to rent a VHS and remember the days of Super Nintendo and Sega Genesis. The cutoff for Generation Z is not 9/11 as earlier thought, it is the mid 1990s, normally 1994. While some of Generation Y is certainly over obsessed with social networking and is very narcissistic, it is still the last generation to remember the pre-Youtube/Facebook/Myspace era and to have connection to the 20th century. Early Yers remember the Cold War, good MTV and all Yers remember when kids TV meant something.

## Z

**BORN: 1995-2012**  
**COMING OF AGE: 2013-2020**  
**AGE IN 2017: 22 TO -**  
**CURRENT POPULATION: 23 MILLION AND GROWING**

The generation born completely within the technological age, war on terror, and multiculturalism. This generation is the first true global culture as their characteristics and trend is more uniform across the globe as they become the most open minded generation to date. The earliest will vaguely remembers the 20th century, little affinity or no memory of September 11th 2001, and the last golden years of TV animations in the western world, in Asia and elsewhere. Rise in standard of living, exposure to Computer and Internet and grow up in the reduction in moral, traditional values. As of 2010 however, Generation Z culture are rising, they are predicted to be more cautious, more conservative and connected than ever with everyone around the globe. Despite the trend of them conforming to the Postmodernism counterculture or "spoiled culture". Generation Z's awareness will certainly derived them from the former generation mindset. They will help shape the fragile 21st century into a new understanding and approach of the global society.

# LH MILLENNIALS

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graph TD; A[LH MILLENNIALS] --> B[FOLLOWERS]; A --> C[METROSEXUAL]; A --> D[CONTEMPORARY FORMAL]; A --> E[INDIPENDENT SOUL];
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## FOLLOWERS

STYLE-CONSCIOUS MEN  
WHO EMBRACE TRENDS WHEN  
THEY FEEL THE AFFINITY.  
AWARE OF THE FASHION SYSTEM.

## METROSEXUAL

MEN WHO LOVE VERY HIGH-STANDARDS  
AND WANT EXCLUSIVITY. THEY TEND TO POINT OUT  
THEIR INDEPENDENT SPIRIT BY  
DETACHING FROM THE ESTABLISHMENT.  
PART OF THE CLUBBING SCENE.

## CONTEMPORARY FORMAL

THE ESSENCE OF FORMAL WEAR  
WITH A CONTEMPORARY TWIST TO  
ADD COOLNESS AND STAND OUT.

## INDIPENDENT SOUL

TRUE STYLISH INDIVIDUALS WHO  
FEEL FREE TO WEAR WHAT THEY  
LIKE AND MAKE A STATEMENT OF IT.

**LES HOMMES MAN**

# **THE DAZZLER**

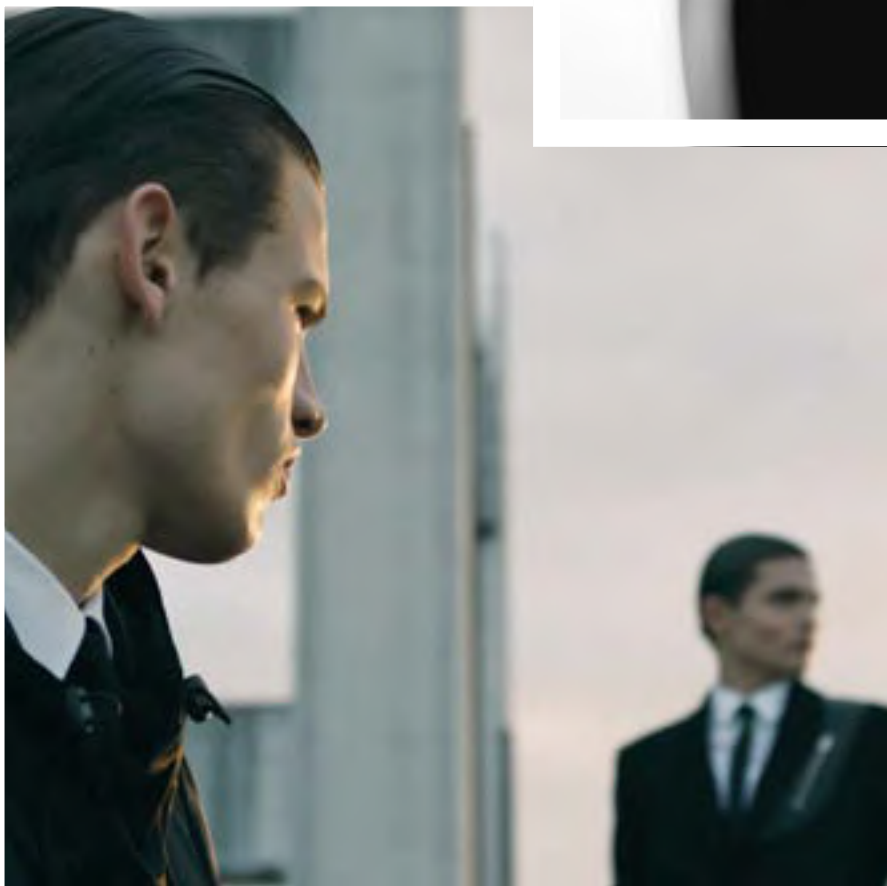
**SOPHISTICATED - ASPIRATIONAL – SELF CONFIDENT**

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**- IN SEARCH FOR BEAUTY AND GOOD TASTE -**

**- THE NEW MASCULINE CHARME -**





# **BRAND POSITIONING**



# STYLE POSITIONING

## POSH BRAND

DOLCE & GABBANA  
DIOR HOMME  
ALEXANDER MCQUEEN  
YSL  
NEIL BARRETT  
BALMAIN  
LES HOMMES  
DSQUARED

## ARTISTIC BRAND

ANN DEMEULEMEESTER  
YOHJI YAMAMOTO  
COMME DES GARCONS  
MARNI  
RICK OWENS  
MARTIN MARGIELA  
DRIES VAN NOTEN

## ADVANCED CONTEMPORARY BRAND

VETEMENTS  
HERON PRESTON  
BALENCIAGA  
OFF WHITE

# PRICE POSITIONING

## **SUPER BRAND** - HIGH PRICE -

**DOLCE & GABBANA  
DIOR HOMME  
ALEXANDER MCQUEEN  
YSL  
BALMAIN**

## **DESIGNER BRAND** - MEDIUM HIGH PRICE -

**MARNI  
DRIES VAN NOTEN  
LES HOMMES  
NEIL BARRETT  
DSQUARED**

## **ARTISTIC BRAND** - HIGH PRICE -

**ANN DEMEULEMEESTER  
YOHJI YAMAMOTO  
COMME DE GARCONS  
RICK OWENS  
MARTIN MARGIELA**

## **ADVANCED CONTEMPORARY BRAND** - HIGH PRICE -

**VETEMENTS  
BALENCIAGA  
OFF WHITE**

# **HOW WE BUILD THE BRAND**

# HOW WE BUILD THE BRAND

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- FASHION SHOWS -
- RETAIL CONCEPT LES HOMMES -
- RETAIL DEVELOPMENT -
- CELEBRITIES AND INFLUENCERS -
- ADV CAMPAIGN -
- EDITORIALS -
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- SPECIAL PROJECTS -

# BRAND EXTENSIONS

## - LICENSES -

### SHOES



### EYEWEAR



### PERFUME



# PRE-COLLECTION

## FW 20



**FASHION SHOWS**



**SHOW  
SS 20**







**SHOW  
SS 20**



**SHOW  
FW 19**





**SHOW  
FW 19**



**SHOW  
SS 19**







**SHOW  
FW 18**

**RETAIL CONCEPT LES HOMMES**



# SOFT CORNER LES HOMMES





# RETAIL DEVELOPMENT

MILANO



MILANO





# ANTWERP



ANTWERP





ANTWERP



## IRAN MALL





# INTERNATIONAL CELEBRITIES



**RICKY MARTIN**



**DUA LIPA**



**ROSS BUTLER**



**KEVIN DE BRUYNE**



**JAY-Z**



**DRIES MERTENS**



**GEORGE LOPEZ**



**CALEB MCLAUGHLIN**



**TRACEE ELLIS ROSS**



**KARL LAGERFELD**



**LI YI FENG**



**LIKE MIKE**



**GAVIN LEATHERWOOD**



**JORDAN FISHER**



**CHARLES MELTON**



**GARI DOURDAN**



**WILL.I.AM**



**DAVID MORALES**



# NATIONAL CELEBRITIES



**LUCA TOMMASSINI**



**MANESKIN**



**CAPO PLAZA**



**EROS RAMAZZOTTI**



**EMIS KILLA**



**MARCO MENGONI**



**JOVANOTTI**



**FRANCESCO ARCA**

# CHINESE CELEBRITIES



WANG JUNKAI



KRIS WU



JACKSON YEE



YANG YANG



XIAO ZHAN



HUA CHENYU



ZHU YI LONG



CAI XU KUN



LI YI FENG



# INFLUENCERS



ALE\_MAGNI



MARCO FANTINI



TBR\_BASTIAN



DENNISVANPEEL



ALE\_MAGNI



TIMORWORLD



TIMORWORLD



KADU DANTAS

# ADV CAMPAIGN

SPRING SUMMER 20



CAMPAIGN 2019 - ANTIWARP HAVE CULTURE AS BEEN BY CREATIVE DIRECTIONS TOMMY HILTY & MARK HANDELSEN - SHOT IN ANTWERP NOVEMBER 17TH 2019

**LES HOMMES**  
- CONTEMPORARY ELEGANCE -



# ADV CAMPAIGN

# FALL WINTER 19



## LES HOMMES



## LES HOMMES



## LES HOMMES

# ADV CAMPAIGN

FALL WINTER 18





# ADV CAMPAIGN

SPRING SUMMER 18



**LES HOMMES** SHOTBYSTEVENKLEIN

# EDITORIALS





# SOCIAL MEDIA & E-COMMERCE

## INSTAGRAM POST



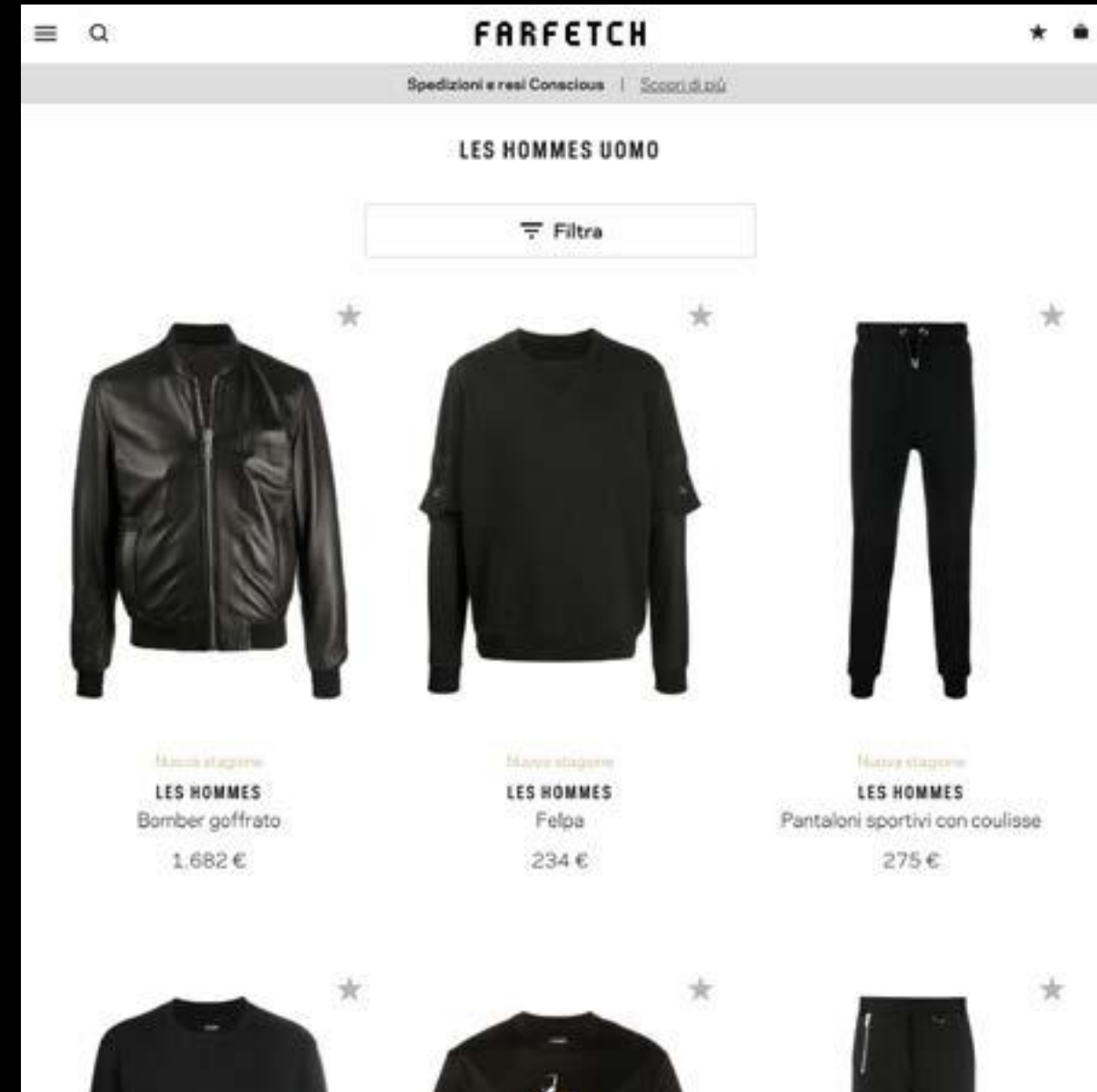
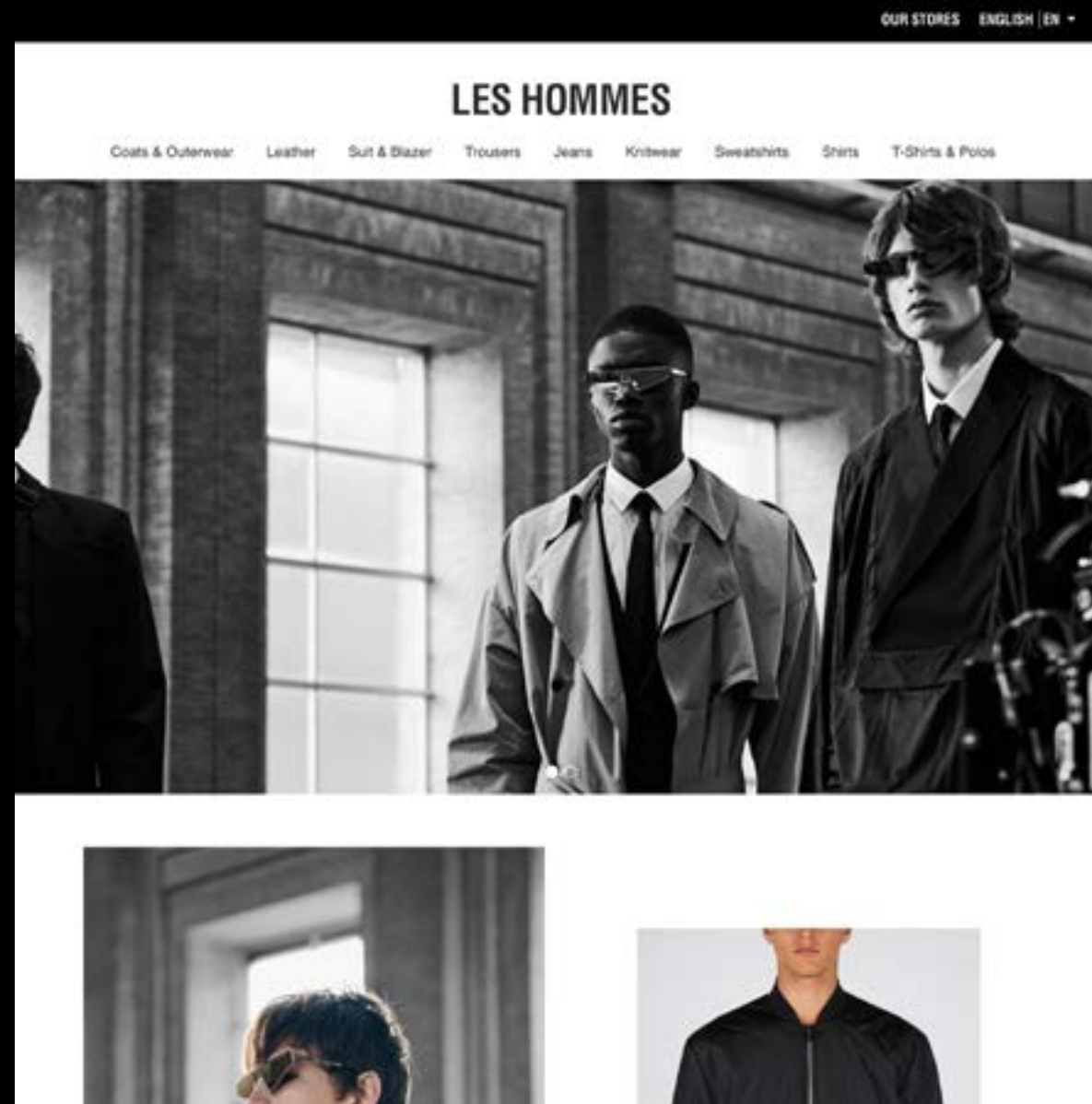
# SOCIAL MEDIA & E-COMMERCE

## INSTAGRAM VIDEO



# SOCIAL MEDIA & E-COMMERCE

## E-COMMERCE





# **SPECIAL PROJECTS**

## THE JANE



Les Hommes Pre Collection Presentation - The Jane Antwerp



**Manchester City soccer player Kevin De Bruyne wearing Les Hommes  
and Italian Soccer Dries Mertens**

## BEIJING SHOW





## BEIJING SHOW





# SHANGHAI FASHION SHOW



## SHANGHAI FASHION SHOW



**THANK YOU**