



WEEKDAY[®]

sex essentials

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Graduation Project

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your sexual rights

The right to equality and non-discrimination.

The right to be free from torture or to cruel, inhumane or degrading treatment or punishment.

The right to privacy.

The right to the highest attainable standard of health (including sexual health) and social security.

The right to marry and to found a family and enter into marriage with the free and full consent of the intending spouses, and to equality in and at the dissolution of marriage.

The right to decide the number and spacing of one's children.

The right to information, as well as education.

The right to freedom of opinion and expression.

The right to an effective remedy for violations of fundamental rights.

— World Health Organization



sexual health

“Sexual Health is a state of physical, emotional, mental and social well-being in relation to sexuality; it is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. For sexual health to be attained and maintained, the sexual rights of all persons must be respected, protected and fulfilled.”

— *World Health Organization*

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introduction

This concept book serves as an introduction to Weekday's latest concept: Sex Essentials by Weekday. This booklet highlights what brings the concept to life, from visual style to packaging and from campaign to in-store communication.

The new extension-line is based on the opportunity for fashion brands that exists in the health and wellness category. It aims to strengthen Weekday's desired brand image, as a brand that cares about the future of society and aims to achieve more brand loyalty with its current target group, urban, conscious and style-aware young adults.





weekday

Weekday is a Swedish denim and fashion brand founded in 2002, influenced by youth culture and street style. Weekday's style balances between masculine and feminine and appeals to urban, conscious and style-aware young adults.

Weekday is committed to keeping both the future of fashion and the future of society in mind. Its philosophy is to speak-up for humanity. With this philosophy, the brand has covered subjects such as, social media addiction; women's rights; self-love/and acceptance; mental health; and gender equality. Weekday likes to push boundaries and isn't afraid to try new things.

“Weekday’s philosophy is to speak up for humanity.”

Weekday currently ships to 18 different markets and has stores in nine countries. Its stores offer a dynamic shopping experience with store made printing stations and DJ booths. Besides their own in-house brands (MTWTFSS Weekday and Weekday Collection), Weekday carries a selection of external brands, such as Cheap Monday, Rains, Rodebjer, Carin Wester, Back and Whyred.



reason

There is a clear opportunity in the health and wellness space for fashion brands, mainly due to the increase of technology and social media. Issues relating to anxiety, mental health, self-esteem and exhaustion are on the up. Consumers are looking to better themselves both physically and mentally. Sex and sexuality are now being aligned with health and wellbeing —particularly for younger generations.

problem

Sexually Transmitted Diseases (STDs) are on the rise. Young people (between the ages of 18 to 26), members of ethnic minorities and men who have sex with other men are at the greatest risk of getting an STD. Although the number of STDs increases, the use of condoms is decreasing.

opportunity

Millennials are the most 'sexperimental' generation of all time. This is due to the fact that they are more focused on the self and less on social rules.

Millennials start having sex at a younger age and experiment more. They are often not well informed because traditional sex education doesn't take the new sexual preferences of young people into account. Experts argue for a new, more broad and varied way of teaching sex education.





concept

Weekday is committed to keeping both the future of fashion and the future of society in mind. Weekday tries to think beyond - and wants to take care of the people around themselves.

Because of the rapidly growing number of STDs amongst its target audience and their experimental approach towards sex, Weekday not only felt a responsibility but also saw an exciting opportunity to encourage a positive attitude towards (safe) sex and (experimental) sexuality. This resulted in a product line and a campaign that is focussed on the normalisation of these subjects in a progressive, inclusive, positive and socially conscious manner.

With this approach, Weekday aims to become a place where customers feel comfortable buying these products and make the act as routine and common as buying a pair of jeans.

***Sex Essentials by Weekday:
a progressive, inclusive, positive,
socially conscious approach to
sexual health and happiness.***





step 1

great sex = safe sex

In order to have great sex, you should have safe sex. Not only to secure not getting pregnant, but also to avoid catching an STD.

An STD is usually passed on from one person to another during oral, anal or vaginal sex. There are lots of different STDs. Some are carried in body fluids like cum, vaginal fluids and blood. Others can be passed just from skin-to-skin touching with an infected body area. Using barriers like condoms and dams helps you to avoid contact with fluids and some types of skin-to-skin contact during sex. So, when you don't use a condom or a dam, your chance of getting an STD goes up. Your body is a temple, do not pollute it.

Safe sex, that's hot.

condoms

Colour: Weekday Green

Price: €10 (for 12 condoms)

Material: 100% natural latex

A condom is the only contraceptive that, in addition to protection against pregnancy, also provides protection against STDs. Weekday condoms are made of ultra-thin latex and provide a heightened sexual experience with no compromise in safety. Lubricated inside and out for extra comfort.

Try to carry them with you at any time. Sexual desire is, after all, most often aroused tumultuously and unexpectedly – triggering a spontaneous quickie at your partners home or in the loo at the club.



dams

Colour: Weekday Green

Price: €10 (for 12 dams)

Material: 100% natural latex

A dam is a square piece, made of ultra-thin latex that is used to cover the genitals so there is no direct mouth-to-genital or mouth-to-anus contact. To put it bluntly: with dams, you can pretty much lick anything. If used correctly, they will protect you against the same STDs that condoms protect you from.





step 2

make yourself comfortable

These products are all about helping you feel and be your best, whether you are enjoying your partner or having fun alone, with or without a toy. Simply put, their first job is to make you feel totally comfortable and confident.

A little help can't hurt nobody.

lube

Colour: Neon Orange

Price: €10 (for 50ml)

Water-based

Male and female, gay and straight, young and old — lube makes sex better for everyone by reducing friction, not sensation. Lube can be used during sexual acts such as intercourse and masturbation to reduce friction or between the penis and vagina, anus, other body parts. Also, It can be applied on sex toys to reduce friction or to ease penetration.

Weekday's lube is water-based and versatile. It is compatible with all types of toys and condoms, great for sensitive skin, plus its composition makes it a breeze to clean up.



booty douche

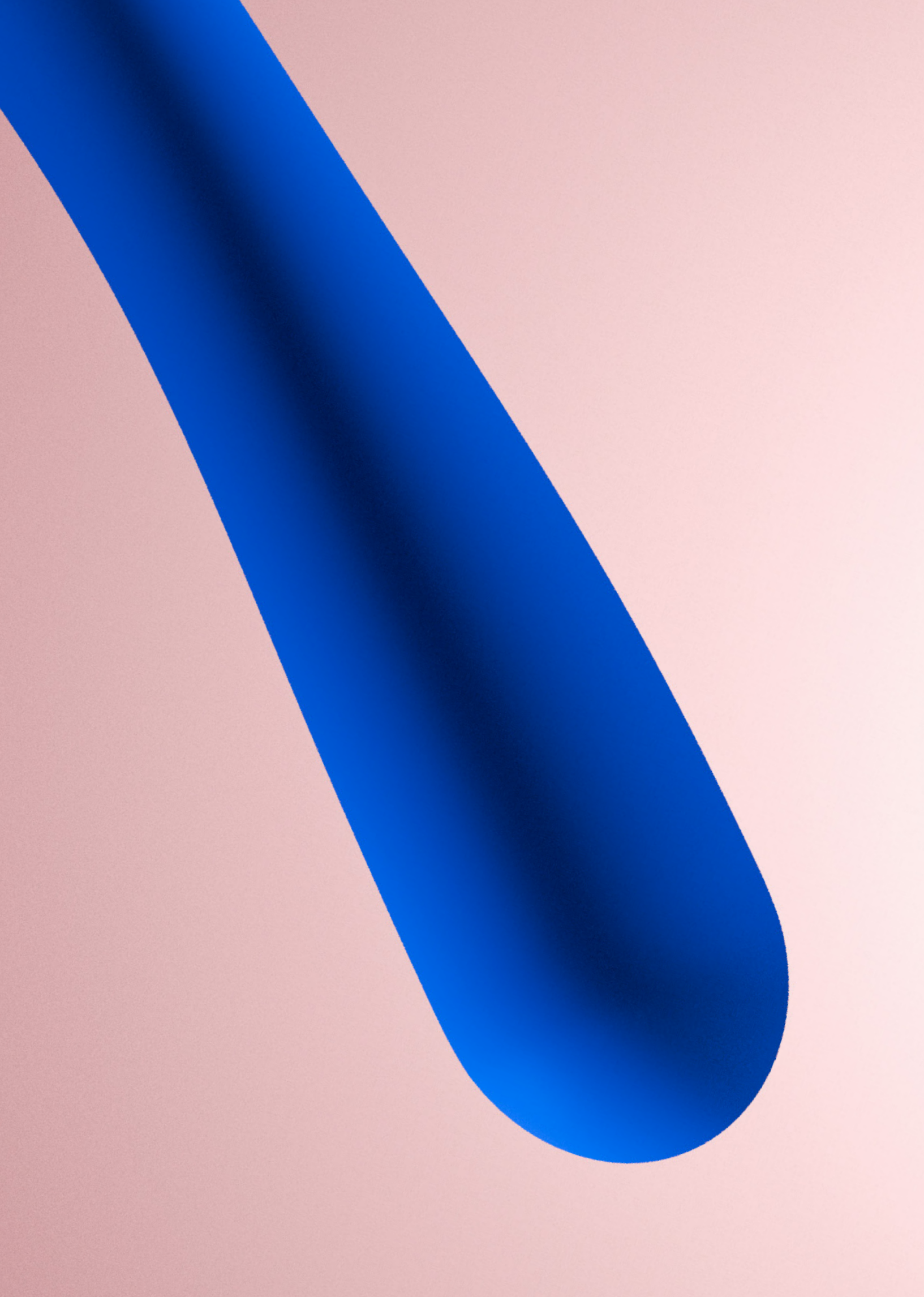
Colour: Baby Blue

Price: €15

Material: Made from silky, skin-friendly and odourless medical silicone

If you don't want to be bothered by poo during anal sex, you can give yourself an enema, which means flushing out your ass with water. This is also known as anal douching or rectal douching. Weekday's booty douche is a small baby blue hand pump that you can fill with water to rinse you behind.





step 3

play by your own rules

Let's play and explore. You make the rules. These toys can be used during sex or while masturbating. Don't be afraid to experiment: only this way you can figure out what you really like.

Sit back, relax and explore!

booty toy

Colour: Dark Green

Price: €15

Material: body-safe, latex-free, non-phthalate PVC

A booty toy is a sex toy that is designed to be inserted into the ass for sexual pleasure. In some ways, they are similar to a dildo, but they are shorter and have a flanged end to prevent the device from being lost inside the rectum. The design of a booty toy isn't based on gender, which makes it a great toy for everyone.

Weekday's booty toy is sized to be suitable for beginners and made of body-safe, latex-free, non-phthalate PVC. It's the ideal toy to further explore your body and undiscovered erogenous zones.



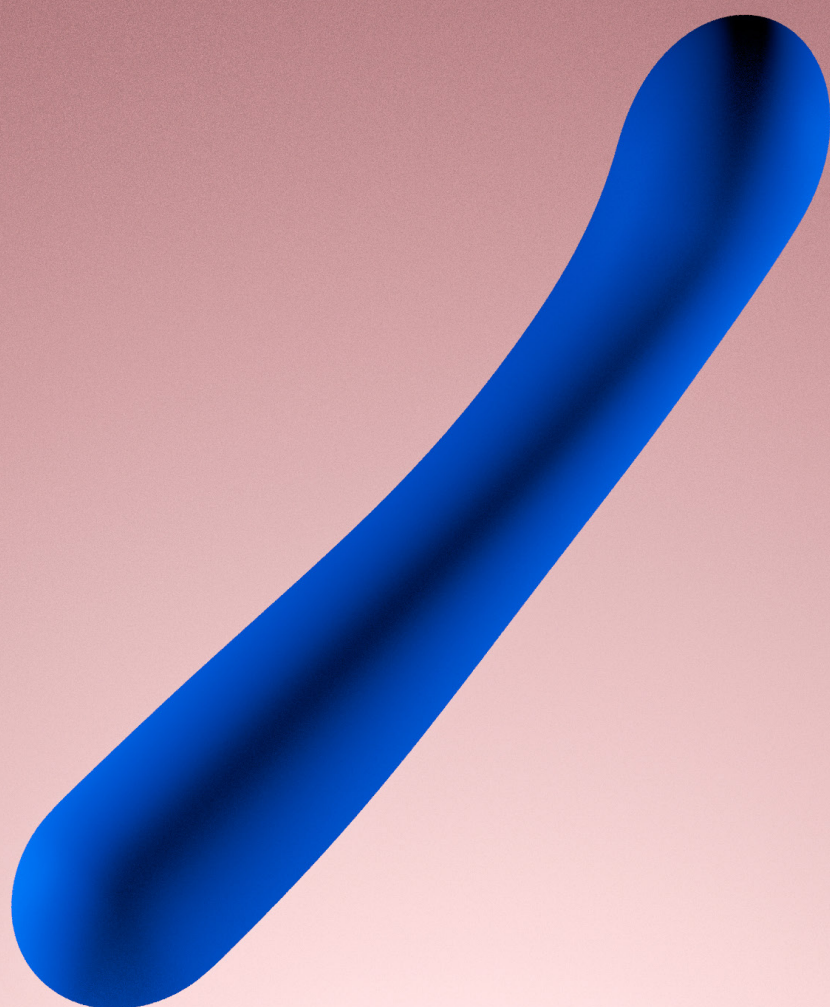
dildo

Colour: Night Blue

Price: €20

Material: Made from silky, skin-friendly and odourless medical silicone

A dildo is a sex toy intended for sexual penetration or other sexual activity during masturbation or with having sex. Weekday's dildo is very versatile and sized to be suitable for beginners. The sleek curved ends makes the dildo ideal for intense internal stimulations and external massages.



instruction manuals

Every product comes with its own instruction manual. The manuals are straight to point and written in contemporary language that speaks to the target audience. They explain the buyer how to safely use the product.

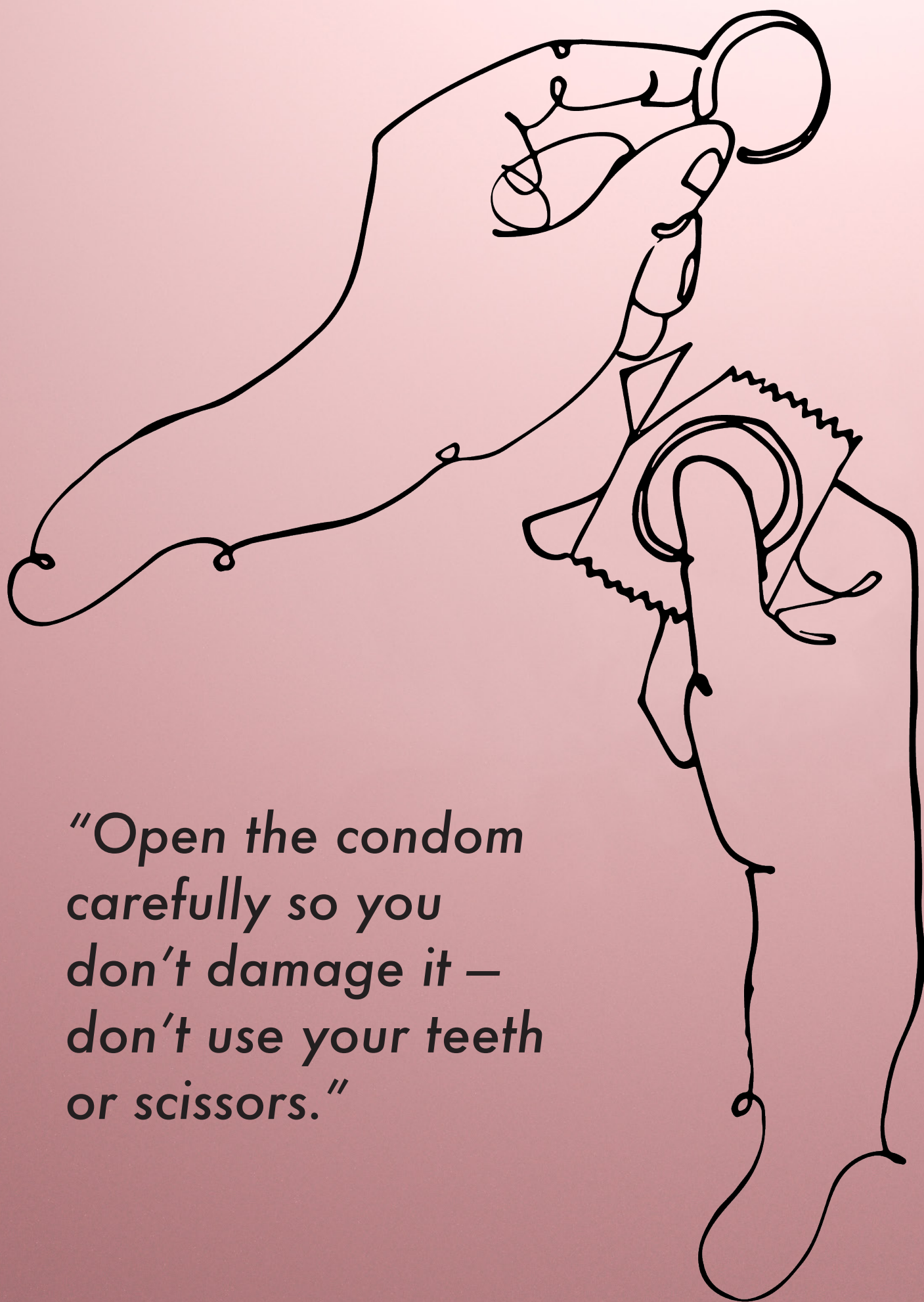
Each manual comes with artful illustrations that aim to be in contrast with the clinical and dull illustration provided by the Centers for Disease Control and Prevention (CDC).

Here is an example:

condoms

If you want the condom to work, you've got to use it correctly. Luckily, it's really easy. Here's what you need to know:

1. Condoms last a long time, but you should always check the expiration date printed on the wrapper or box. Open the condom carefully so you don't damage it — don't use your teeth or scissors.
2. Make sure the condom is ready to roll on the right way: the rim should be on the outside so it looks like a little hat, and it will unroll easily. You can unroll it a little bit before putting it on to make sure it's right-side out. If you accidentally put a condom on inside out, do NOT flip it around and re-use it — get a new one.



"Open the condom
carefully so you
don't damage it –
don't use your teeth
or scissors."

3. Pinch the tip of the condom and place it on the head of the penis. Leave a little bit of space at the top to collect cum. If uncircumcised, it might be more comfortable to pull the foreskin back before placing the condom on the tip of the penis and rolling it down.
4. Unroll the condom down the shaft of the penis all the way to the base.
5. Have sex! But don't be afraid to say 'no' if you've changed your mind.
6. After cumming, hold onto the rim of the condom and pull the penis out of the partner's body. Do this BEFORE the penis goes soft, so the condom doesn't get too loose and let semen out.
7. Carefully take off the condom away from the partner so you don't accidentally spill cum on them. Throw the condom away in the garbage — don't flush it down the toilet (it can clog pipes).

*"Pinch the tip of the
condom and place
it on the head of
the penis."*



Good to know:

Don't worry if the penis gets soft while wearing a condom — this is very common. If this happens change condoms. Just take the condom off, relax, and once the penis is hard again, roll on a new one.

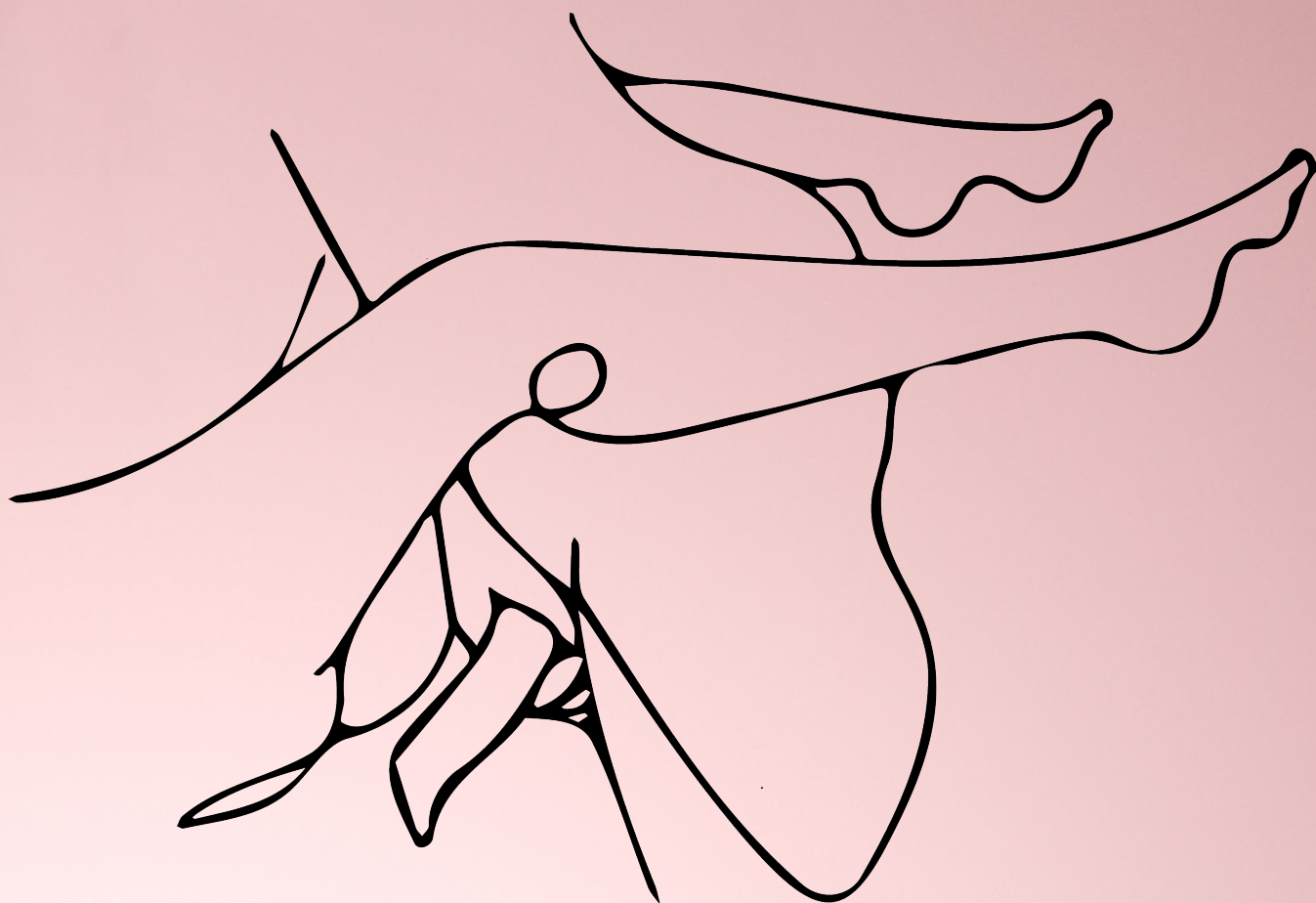
Don't use anything that has oil in it with latex condoms, like Vaseline, lotion, baby oil, butter, or cooking oils. Oil damages latex condoms and may cause them to break.

It's easy to make condoms fun and sexy — all it takes is a little creativity and a positive attitude! For many people, condoms are a natural part of foreplay. Having your partner roll on the condom, applying lube, and stimulating each other and saying sexy stuff while putting condoms on keeps things hot AND safe. Plus, knowing you're protecting each other from pregnancy and/or STDs lets everyone relax and focus on feelin' good.

Practice makes perfect, so it's a good idea to get used to putting on condoms before you actually use one for sex. You can practice putting a condom on your own penis, or a banana, cucumber, or slim bottle — anything penis-shaped will do! Becoming a condom pro BEFORE you have sex makes it much easier to use them correctly when it really matters.



*"Have sex! But don't be afraid to say
'no' if you've changed your mind."*





product design

The core of the idea was to design products that would be simple, inviting and appealing to a wide group of people. Weekday aimed to create sexual health and happiness products that could breakthrough the various misgivings in society.

“Weekday aimed to create sexual health and happiness products that could breakthrough the various misgivings in society.”

The actual product line consists of playful and colourful entry-level products, that encourages customers to safely and comfortable move from one world of desires or orientation to another, in search of more intense and different sensations.

To make it as simple as possible for customers to safely explore their sexuality, a step-by-step plan was created.



product values

Made for everyone

The products do not focus on gender, skin colour, age or sexual orientation. They are geared towards all identities. Weekday avoids gendering the products or telling people how the products are 'supposed' to be used. There's no such thing as a toy that's solely 'for couples only' or 'just for women'; every product can be used by anybody.

Simple and easy

Weekday created entry-level sex essentials that are small and easy to use, hoping it will make people feel more comfortable. Resulting in a minimalistic look and feel that fits the brand perfectly. To let the user be in total control of the product and its experience, there are no electricity driven products used.

Colours

The chosen colours are some of Weekday's favourites. In order to create a range of products that are not suggestive or intimidating, they stay away from colours that can remind consumers of bodily substances or fluids. The colours are also aligned to Weekday's brand and personality.

Toxic-free

The products are made of materials that are not harmful to the human body in any way.

Pricing strategy

In order to be taken seriously in the market of sexual health and happiness products, Weekday focused on a pricing strategy that is competitive with drugstore prices.

Accessibility

The products will be sold online and in all Weekday stores. Weekday aims to become a place where customers can feel comfortable buying these products. Rather than being embarrassed about buying these products, Weekday hopes to make the act as routine and common as buying a pair of jeans. To make the products even more accessible in Weekday's online store, they will be shipped free for a full year after the product's introduction.





product strategy

Taking into account the risks of creating an extension-line based on market penetration, the 'Sex Essentials by Weekday' range will have a trial period of two years. This time period will give time for customers to get used to Weekday being their usual place to buy sexual health and happiness products. If after two years the extension line is considered a success, it will be permanently added to the product range of Weekday.

“The product line will ‘grow’ together with its customers, in search of different sensations, but will hold its entry-level principle.”

Every six-months the product line will evolve with new colours and products. The product line will 'grow' together with its customers, in search of different sensations, but will hold its entry-level principle. The campaign will evolve every six-months as well.



packaging

All products come in a silver coloured box or seal bag (a colour often used by Weekday to indicate festive events or collections). Not only is the colour a strategic choice, because it goes well with all the different product colours, it also serves as a steady point of recognition for customers due to the evolving colour pallet of the products themselves. The colour silver fits the concept perfectly, by being attractive for boys and girls and everything in between.

Every product comes with its own playful and modern instruction manual, explaining the buyer how to safely use the product.

“It reminds consumers, that buying these products is buying a gift for yourself: you are respecting your needs and desires and you take care of your mental and physical health.”

Every box or seal-bag comes with silver confetti inside, reinforcing Weekday's positive approach to sexual health and happiness. It reminds consumers, that buying these products is buying a gift for yourself: you are respecting your needs and desires and you take care of your mental and physical health.

All these elements combined with the actual product, make buying and unboxing these products a very Instagrammable moment; an important aspect for the target audience to consider a purchase.

WEEKDAY[®]
WEEKDAY[®]
WEEKDAY[®]
CONDOMS
WEEKDAY[®]
WEEKDAY[®]
WEEKDAY[®]

campaign

The line will be launched with the "I am sexual" campaign. The campaign visualises Weekday's progressive, inclusive, positive, socially conscious approach to sexual health and happiness. The campaign is focused on changing the image of sexual health and happiness products by showing that sexual product imagery doesn't have to be suggestive, triggering or discriminatory. It also clarifies that advertisements for sexual products don't have to make viewers feel uncomfortable, unwelcome, judged or excluded. Its aim is to normalize the subject in a progressive, inclusive, positive and socially conscious manner. Making it a subject free of prejudices, shame or guilt.

The campaign always consists of a combination of a product image and a portrait. There are no fixed combinations of images made, because pre-set combinations of person and product would contradict the concept.

"Its aim is to normalize the subject in a progressive, inclusive, positive and socially conscious manner. Making it a subject free of prejudices, shame or guilt."



WEEKDAY®

I AM SEXUAL

sex essentials by Weekday

WEEKDAY®



I AM SEXUAL

sex essentials by Weekday



WEEKDAY®

I AM SEXUAL

sex essentials by Weekday

posters

The main focus of the campaign is focussed on Millennials, while its message is directed to all kinds of people. So, where do we reach all kinds of different people? On the street. A communication tool often used by brands like Acne and Loewe, is putting posters of their campaign images on the streets. The result of using posters is getting your message and products across to all different kind of people. Posters also create a very Instagrammable moment.

In every city Weekday has a store, posters will be put up for a period of three weeks, after the products hit stores.

“The result of using posters is getting your message and products across to all different kind of people. Posters also create a very Instagrammable moment.”

NO
TRESPASSING

WEEKDAY WEEKDAY WEEKDAY

SEXUAL

essentials by Weekday

I AM SEXUAL

sex essentials by Weekday

I AM SEX

sex essentials by Weekday



in-store communication

As part of the lines in-store communication strategy, all mirrors of every Weekday store will be provided with stickers of the campaign's tagline and Weekday's logo, for a period of three weeks after the products hit stores. This way, Weekday's target group has the chance to become part of the campaign by doing what they love most: taking a selfie.

“This way, Weekday’s target group has the chance to become part of the campaign by doing what they love most: taking a selfie.”

WEEKDAY®

I AM SEXUAL

sex essentials by Weekday



zeitgeist t-shirt

Zeitgeist is Weekday's weekly print project, wherein the brand creates a new design reflecting on current events in popular culture and society. All t-shirts are screen printed in Weekday's store studios and available in limited quantities in select stores and online, for one week.

In celebration of the new line, Weekday will dedicate the Zeitgeist T-shirts to it, highlighting all products and its campaign. There will be six different versions in total. They will be sold for three weeks, instead of one.

instagram

Urban, conscious and style-aware young adults spend a lot of their time online and on Instagram. Instagram is the perfect online platform to grab their attention and share with them the exciting news of Weekday's new line.

Teasers

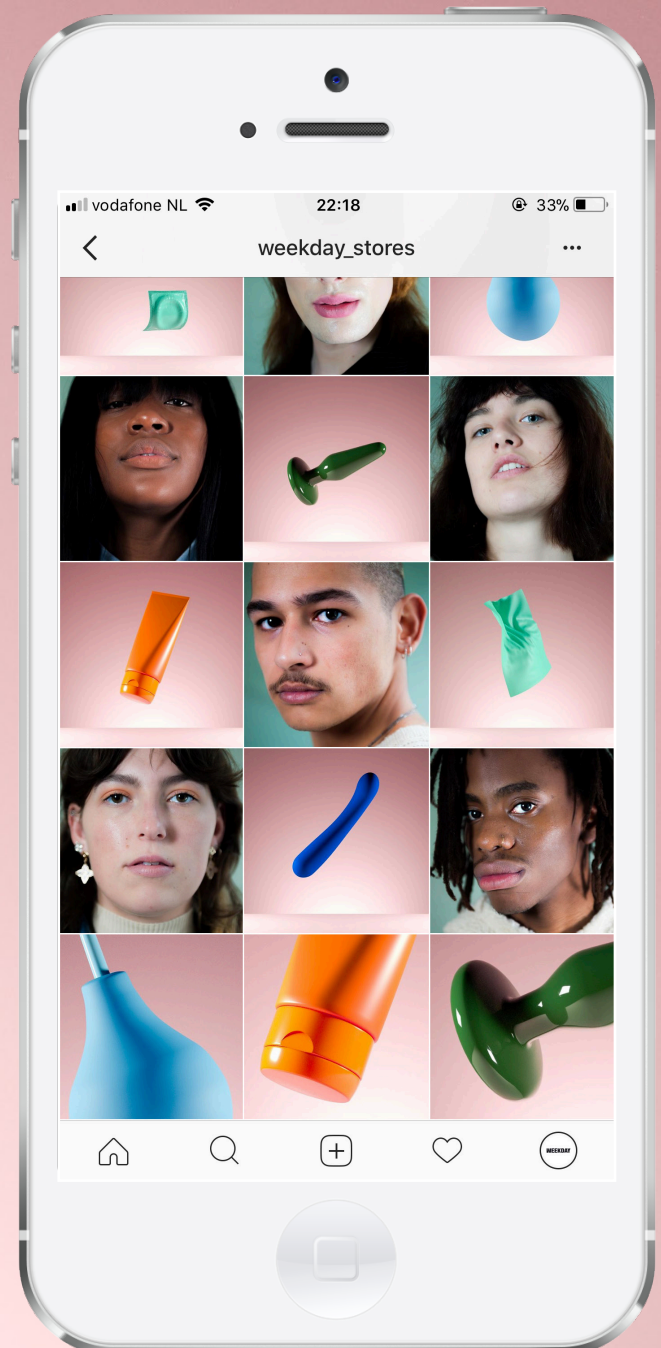
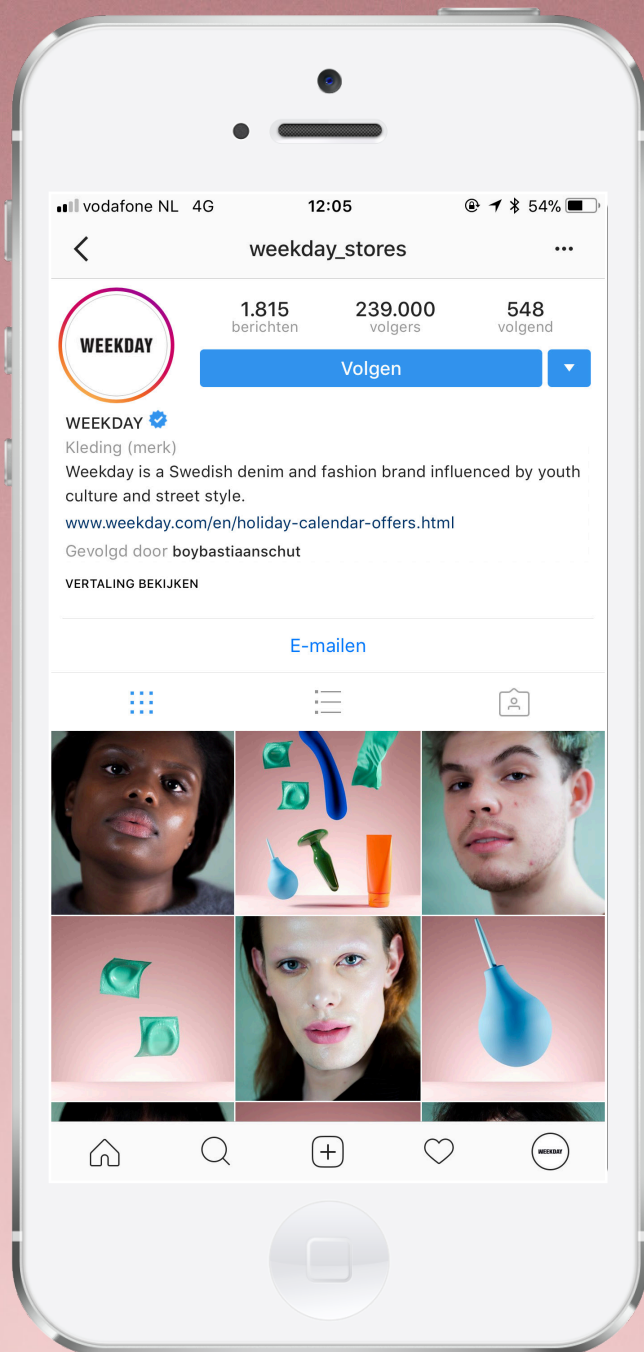
To create a little anticipation for the new line, Weekday will post abstract images of the products accompanied with mysterious captions.

People

The teasers are followed up by product GIFs and portraits. The portraits together with its captions will show Weekday's inclusive approach to the subject. They will communicate that the products are made for everyone, no matter gender, skin colour, age or sexual orientation.

Product GIFs

To reveal the products, the focus lies on a universally accessible idea: movement. The goal was not only to create a set of GIFs that aim to dilute the stigma of sexual health and happiness products, but also to create a set of visuals so that the products were able to do what they were designed to do: play. Every product GIF comes with a caption that explains what kind of product it is.



press release

Weekday introduces Sex Essentials by Weekday

Wednesday 24 January (Amsterdam, The Netherlands): Swedish denim retailer, Weekday, have today launched a new range of Sex Essentials, which embraces experimental sexuality and encourages safe sex.

The new range of sexual health and happiness products are a first for the retailer, and will be available in all Weekday stores and online.

Creative Director, Sex Essentials by Weekday, Boy Bastiaan Schut, says, *"Weekday customers are predominantly Millennials. More and more young people are experimenting with sex and so Weekday not only felt a responsibility, but also saw an exciting opportunity, to encourage and support healthy and happy sex."*

"Our new products are available to everyone, they are geared towards all identities, we avoid gendering our products or telling people how our toys are 'supposed' to be used. There's no such thing as a toy that's solely 'for couples only' or 'just for women'; every product can be used by anybody!"

"We want it to be as easy and fun for our Weekday customers to pick-up a booty toy or a dam, as they would a pair of jeans."

The first products to be available include:

- Condoms
- Dams
- Lube
- A Booty Douche
- A Dildo
- A Booty Toy

New products will be added to the range every sixth months.

The products will be launched with the "I am sexual" campaign. The campaign visualizes Weekday's progressive, inclusive, positive, socially conscious approach to sexual health and happiness. It aims to make sexuality a topic people can discuss without fear or shame.

Weekday is a Swedish denim and fashion brand founded in 2002. Weekday currently ships to 18 different markets and has stores in nine countries. Weekday also carries an eclectic selection of external designers, such as Cheap Monday, Rains, Rodebjer, Carin Wester, Back and Whyred.

Note to Editors: A selection of campaign images is attached to this release, however more images are available on request.

