



## Outdoor Fashion



‘RE-’ uncovers the untold stories of outdoor clothing.

Through the journey of an individual's clothing, RE- aims to reduce the impractical consumption of outdoor fashion.



This film presents the relationship between a dog and its owner. Using the dog as a metaphor for the jacket, as the dog gets attacked it protects the owner, just like the jacket would.

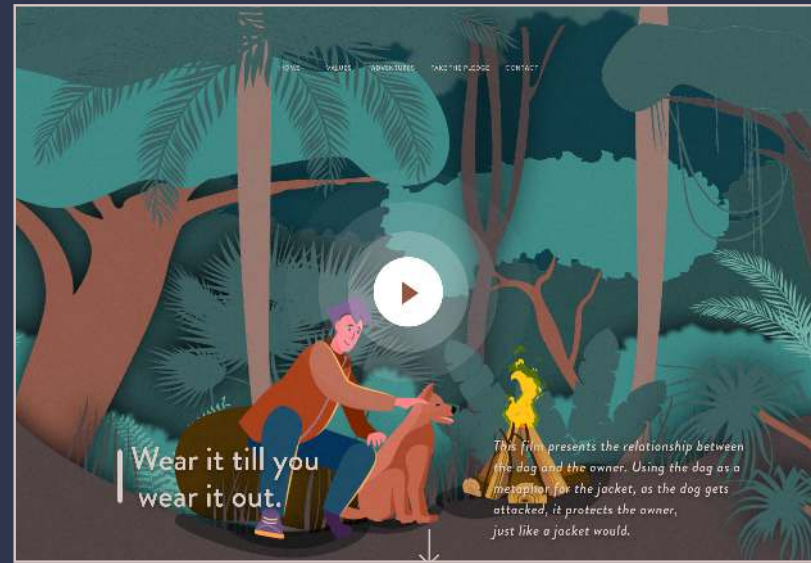
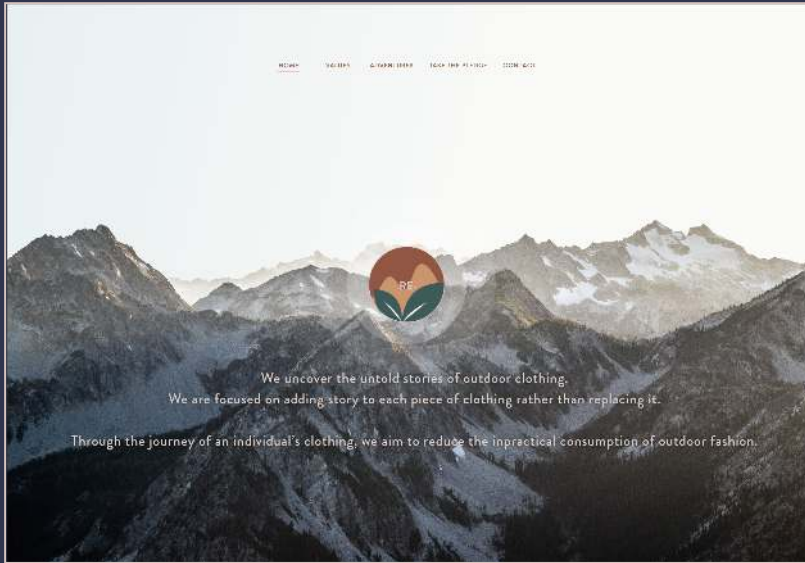






They are focused on adding story to each piece of clothing rather than replacing it.

# Website Mockup





**RE-**

**Wear it out  
till you wear it out.**

Fixing what is important not just towards clothes.

Our current generation doesn't focus on fixing things but rather, replacing them.

Our brand focuses on adding life to a piece of clothing rather than replacing it.