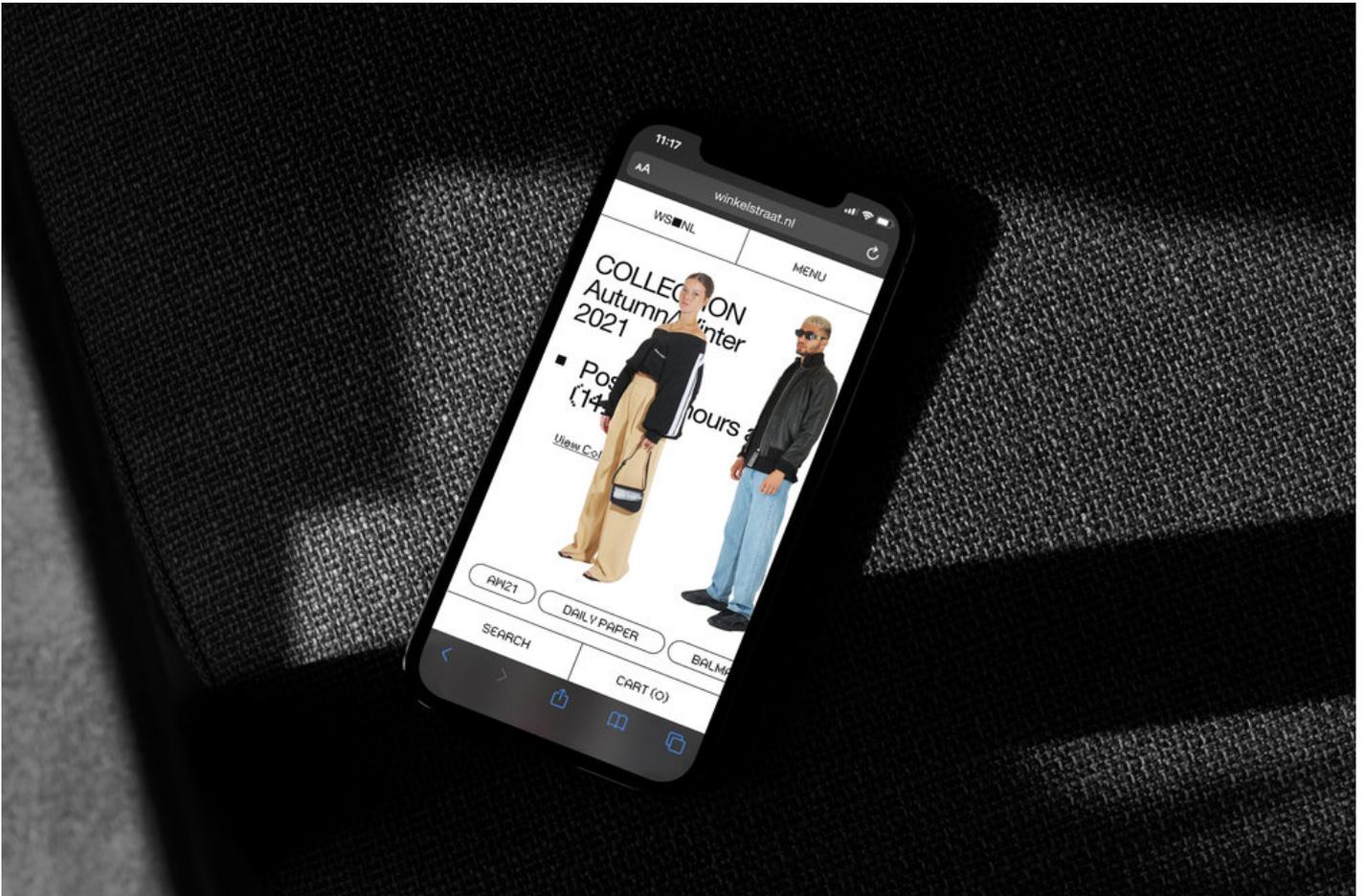




🕒 27 September 2021, 11:17 (CEST)

WS.NL REBRANDS AS INNOVATIVE LIVE FEED OF "MUST OWN" LUXURY FASHION

The new brand identity was developed by We Are Pi as part of a Brand Transformation Program to support rapid growth and international expansion.



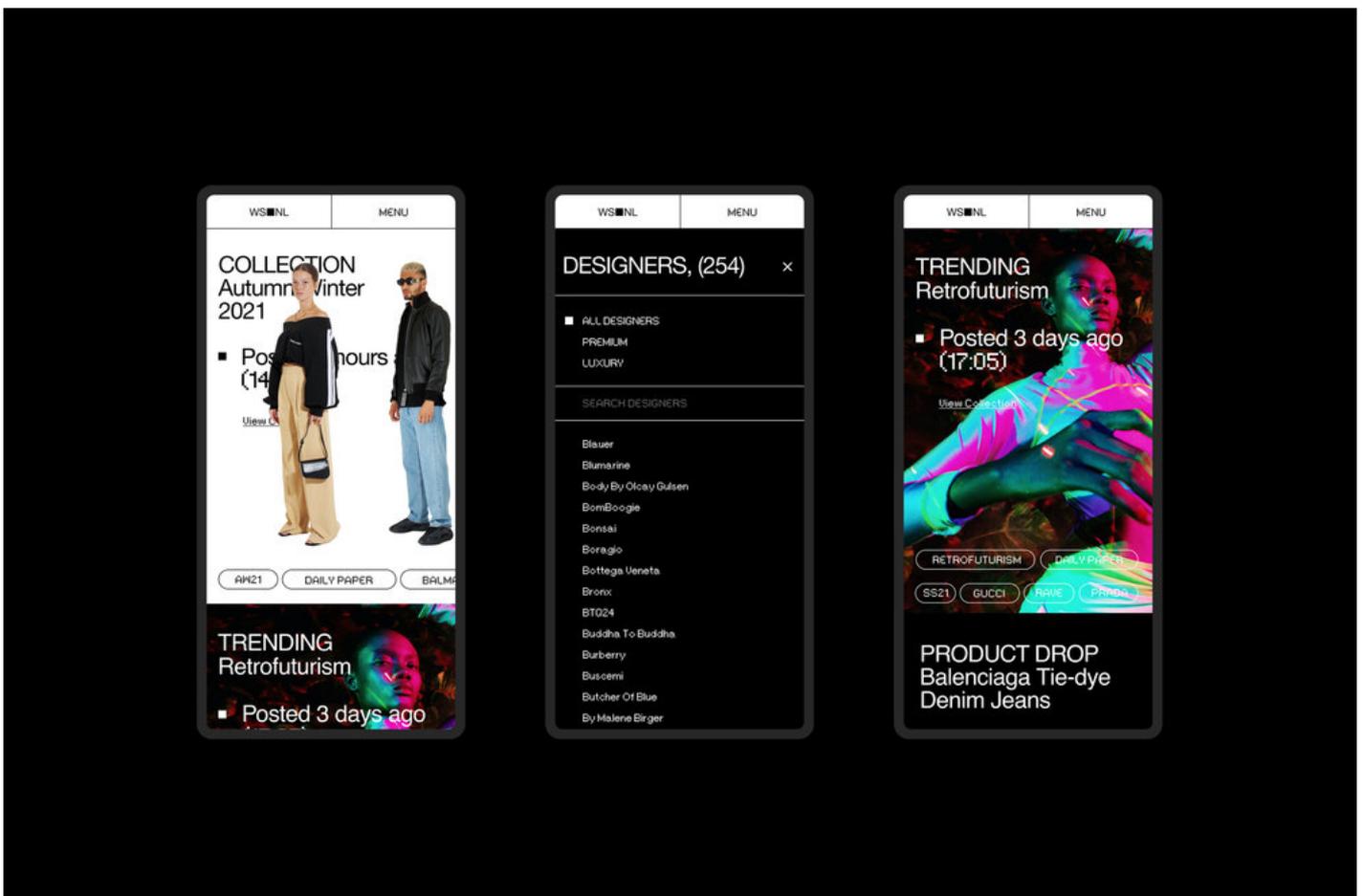
Winkelstraat.nl, the leading online marketplace for luxury fashion in the Netherlands, have revealed their new visual identity - a live feed of luxury fashion. The rebrand includes a new logo, visual assets, website design and packaging designed by We Are Pi.

The new brand identity is inspired by the idea that Winkelstraat.nl sells the things that are worth owning in an age where fashion trends have been accelerated by social media and redefined in virtual worlds.

The 'live feed' brand aesthetic places Winkelstraat.nl at the cutting edge of new luxury style culture offering a constant drip of the best products. The identity is inspired by platforms like Reddit or Twitter – digital feeds where there is a sense of timeliness and constant renewal.

"We are creating an essential role for Winkelstraat.nl in the lives of our audience, who are redefining the luxury space. Thanks to the partnership with We Are Pi, the new brand platform taps into the core strengths of our business whilst making it more playful & experimental. By remixing street style and high fashion, the new branding is spot on in showcasing that we are the go to luxury marketplace for youth."

— Joost van der Veer, CEO and founder of Winkelstraat.nl



“Fashion can seem disposable but Winkelstraat.nl sells the luxury products that are worth owning. The new identity uses a live feed to play with the contrast between the permanent and impermanent forms of ownership in today’s online / offline world”

— Alex Bennett-Grant, CEO and Founder at WE ARE PI.

With more than 300+ unique boutiques affiliated with the online platform, spread across the Netherlands and Western Europe, Winkelstraat.nl’s rebrand comes as the business experiences explosive growth with younger Gen Z consumers.

“The identity captures a ‘live’ feeling. The pixel logo blinks on and off, products move like feeds, everything is time stamped, and the pages deteriorate over time. The aesthetic is fashionably understated. It’s predominantly black and white, with accents of pure RGB colours to stay true to our digital inspiration. The classic Helvetica is paired with a complimentary bitmap font – a play on timeless luxury in a rapidly changing digital landscape.”

— Seth Josephs, Design Director at We Are Pi

Winkelstraat.nl and We Are Pi are also working on an exciting Experience Transformation initiative expected to go live in November.

[CLICK HERE FOR PROJECT CREDITS](#)

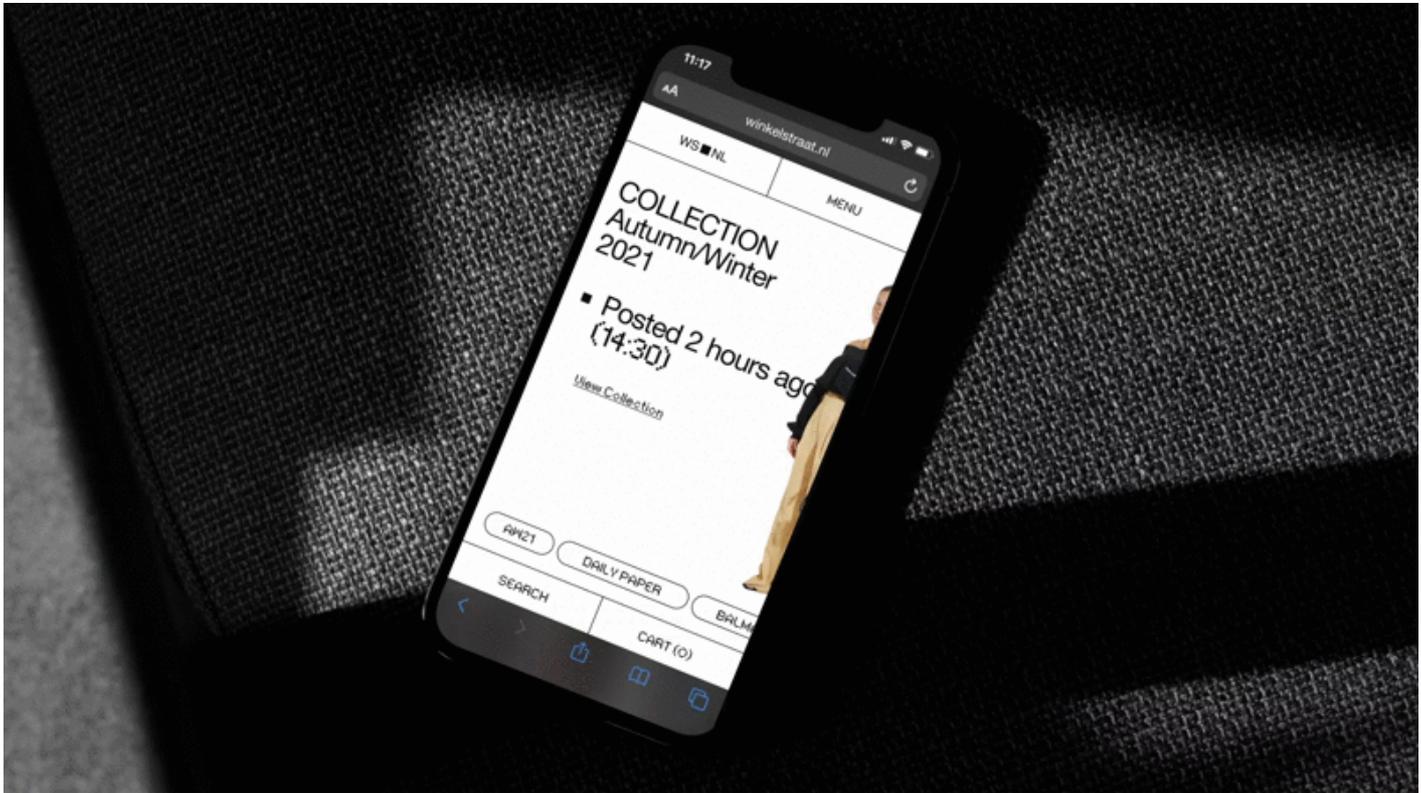
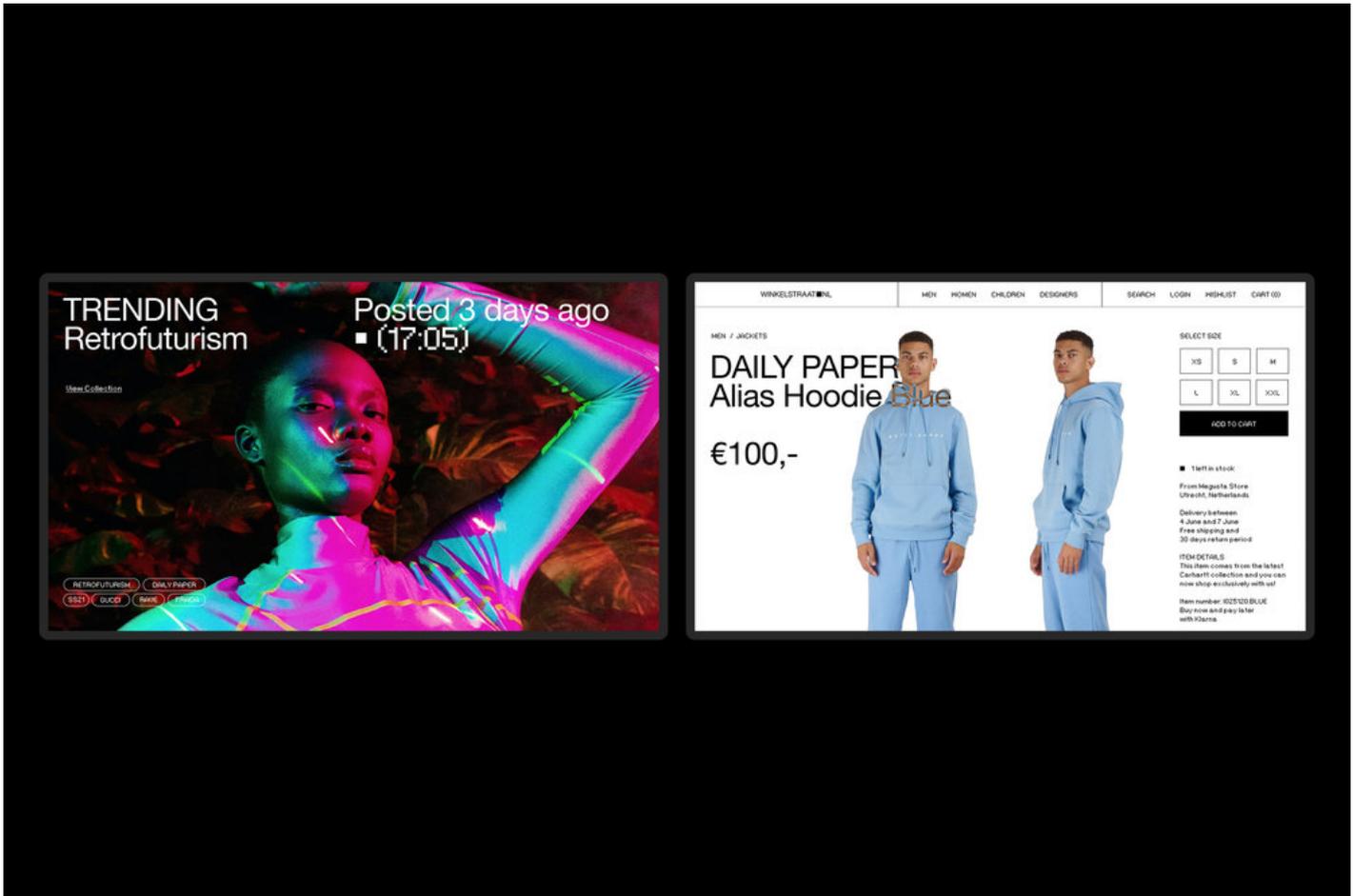
ABOUT WINKELSTRAAT.NL

Winkelstraat.nl is an online platform with a wide range of fashion items from the premium and luxury segment. The brand offers physical fashion stores the opportunity to offer their collection in a simple and fast way via an extra channel in order to increase the reach of the boutiques and broaden their market. There are currently more than 300+ unique boutiques affiliated with Winkelstraat.nl, spread across the Netherlands and Western Europe. Shop collections from more than 600 popular and leading brands such as Balenciaga, Gucci, Kenzo, Ralph Lauren and more.

WS ■ NL







ABOUT WE ARE PI

We Are Pi is a Creative Innovation Consultancy that partners with clients to build brands worthy of thriving in radically changing times by initiating transformation programs. We Are Pi partners include IDFA, Netflix, Amazon, Heineken, Nike, Intersport, Pepsico, Patagonia, BBC. We Are Pi cultural research platform, New Society Rules, helps brands navigate cultural change. We Are Pi content arm, Pi Studios, develops and produces ground breaking stories about cultural change. We Are Pi is proud sponsor of Black Strat, PlusPlusOne and Creative Jam Session.

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