

Moving Brands®

Building 7-8 Charlotte Road
Media London
Responsive EC2A 3DH
Identities

Phone/+44 (0)20 7739 7700
Fax/+44 (0)20 7739 7920
Email/info@movingbrands.com
www.movingbrands.com

	Reference	Date
Press release	Weare™	November 2007

Moving Brands® launches fashion and technology brand Weare™

With the launch of Weare (pronounced 'wear') in January, independent creative agency Moving Brands has created not just a fashion brand, but also a new design technology and way to make clothes that are socially networked and user created.

A revolution – fashion to the people

The Weare philosophy is simple – everyone should be able to participate in fashion. For the first time ever, designers can co-create garments with their consumers. As well as creating exclusive wearable items under the Weare label, Moving Brands also plans to offer the Weare technology to designers and creators around the world.

“Many people want to be involved in what they wear, and the creation of the world around them... Weare is the world's first label that allows them to do that... the easiest way to think about this is 'Fashion 2.0', it's an attitude not just a technology.” Ben Wolstenholme, founder of Weare and Moving Brands.

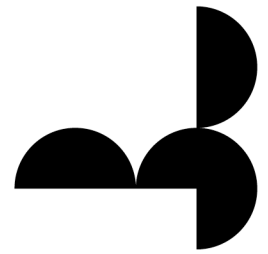
The first Weare product – the Weare scarf

The Moving Brands ecosystem of friends, colleagues and clients were invited to submit images to a window gallery at the Moving Brands studio. This sequence of images was then used to create the Weare scarf. The limited edition, collectible scarf is available to buy online from Moving Brands or in selected design-led shops in London throughout December and January 2008.

More products to come

Aspiring designers and contributors can create images for the next Weare product – to be produced early in 2008 – by visiting weare.movingbrands.com. These images will be shown at the Weare exhibition (online and Moving Brands window display) from December 2007 to March 2008. As well as creating images, contributors will also be able to vote for what the next Weare product should be.

Continued overleaf...



Moving Brands®

Who are Moving Brands?

Moving Brands is an independent agency ranked in the top 10 'corporate identity design agencies in the UK¹. Founded in 1998, the Moving Brands approach to branding is based around a fascination with cross-platform storytelling. They have achieved a number of world firsts² and, as part of their ongoing dedication to the creative exploration and use of technology, have recently launched their own R&D lab – from which the Weare concept was developed.

To buy Weare scarves, and to create your drawings, please go to:
weare.movingbrands.com.

The exhibition goes live from 03/12/07

Launch party:

January 23 2008 from 18:30–21:30 (by invitation only)
Moving Brands, 7–8 Charlotte Road, EC2A 3DH

For images and further information on Weare please contact Circle PR:

Jodi Mullen

Email/ jodi@circle-pr.com

Phone/ +44 (0) 7971 997 730

Charm Tinn

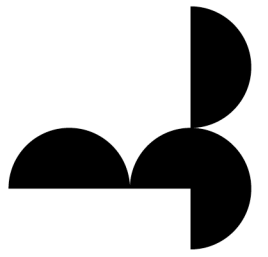
Email/ charm@circle-pr.com

Phone/ +44 (0) 7980 743 363

1. Source: Design Week 'Top 100 design companies survey 2007'

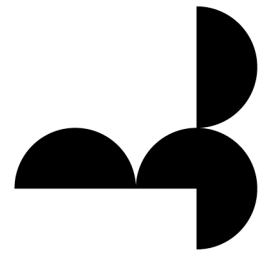
2. World's first broadcast via portable satellite, shown on BBC1's Tomorrow's World to 6.5m viewers;
world's first moving advert on PDA; world's first interactive stream ad for Nike

3. Web 2.0 refers to a perceived second generation of web-based communities and hosted services — such as social-networking sites, blogs and wikis— which aim to facilitate creativity, collaboration, and sharing between users.



Moving Brands®





Moving Brands®

About Moving Brands

Moving Brands® is an independent branding agency ranked in the top 10 'Corporate Identity Design Agencies in the UK'. Founded in 1998, our approach to branding is based around a fascination with cross-platform storytelling.

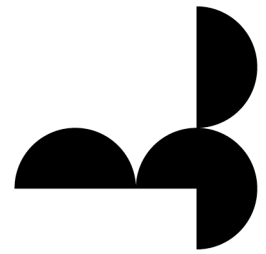
Brands are more than simply print or onscreen identities. Brands are living identities that exist in the hearts and minds of everyone they touch. Our pioneering, multi-sensorial approach to brand storytelling and identity creation begins with the story – the Brand Narrative® – at the heart of the brand.

Both our studios in London and Tokyo have a unique cross-disciplinary approach; we regard printed, onscreen, audio and interactive elements as equally essential aspects of a cohesive identity process. By building responsive identities we ensure that a brand can meet a moving world of rapidly changing behaviours and technologies.

We have achieved a number of world firsts, and as part of our ongoing dedication to the creative exploration and use of technology we have recently launched our own R&D lab.

Our client list includes: BBC, Body Shop, British Gas, BT, Capgemini, De Beers, Jamie Oliver, Keane, London College of Fashion, Nokia, Nokia Siemens Networks, Norton & Sons, Ovi, Paul Smith and Vodafone.

[Branding for a moving world](#)



Moving Brands®

Client list

Architecture and Furniture

Spacelab
Herman Miller

Arts

Billy Elliot Musical
Donmar Warehouse
Mirrorball film festival
The Old Vic
Tower of London

Automotive

Audi
Ford
Lexus
Volvo

Broadcast

BBC
Jamie Oliver
J:Com
Jupiter TV

Consulting

Capgemini
GMP
McKinsey

Cosmetics

The Body Shop

Education & Government

Adit
Central Saint Martins
Camberwell College of Art
Foreign and
Commonwealth Office
Land Registry
London College of Fashion
University of the Arts
London
University of Brunel

Energy

BP
British Gas
Innovene
Shell

Entertainment

Playstation
Sony Computer
Entertainment Europe
Universal

Financial services

Credit Suisse
Deloitte
JP Morgan
BBVA

FMCG

DeLaval
Whyte & Mackay

Luxury goods and Fashion

Diamond Trading
Company
Givenchy
Norton & Sons
Paul Smith

Manufacturing, Engineering and Science

Kef
TeleAtlas
QinetiQ

Media, Marketing and Branding

Agency Insight
Carat
Getty Images
Vizeum
WPP Group

Music Industry

Abe Fuyumi
Island Records
Keane
Kubb
Mercury Records

Pharmaceuticals

Merck
Symrise

Telecoms

BT
Ericsson
Motorola
Nokia
Nokia Siemens Networks
Telewest Broadband
Vodafone

Travel & Hospitality

Hurtigruten
Maybourne Hotel Group