



DOMUS ACADEMY MILANO

# WORKSHOP

GROUP 03

STEFANNY DIAZ

XUE ZHANG

NUO MA

AMANDA SAYERS

KAANCAN KOÇER

# CONCEPT



MOVEMENT

MELISSA  
PART  
MOVEMENT

melissa  
CONCEPT

OF A  
OF A  
OF A

***move · ment:***

*/ˈmoʊvmənt/* 

*noun*

***when people gather  
around an idea or cause  
to do something about it.***



*A MOVEMENT IN*  
**INNOVATING PLASTIC**  
*TOWARDS MORE*  
**SUSTAINABLE**  
*FASHION*  
*CONSUMPTION*

*MELISSA*

**PIONEERED**

*CRUELTY-FREE*

**FOOTWEAR**

2007

DEVELOPMENT OF  
MELFLEX TECHNOLOGY

# A MOVEMENT FOR HER A MOVEMENT FOR HER

melissa  
CONCEPT

YOUNG FEMINISTAS  
NANO INFLUENCERS  
20-27



**SHE EMBODIES ART,  
FASHION & DESIGN IN  
HER EVERYDAY LIFE**



# SHE NEEDS

**1**  
**CONSCIOUS  
FASHION**

**2**  
*LIMITED  
EDITION*

**3**  
**BRANDS  
THAT ARE  
MORE THAN  
A PRODUCT**

# MELISSA MANIFESTO

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CONCEPT

WE ARE THE WORLD AND **DIVERSITY** IS OUR HOME

WE HAVE NO ETHNICITY. WE HAVE NO AGE.

**WE YEARN TO SING, TO DANCE, TO CRY AND LOVE.**

**WE LOVE FREELY. WE ARE LIMITLESS.**

**PUSHING BOUNDARIES TO EXPERIENCE THE TRUTH.**

WE ARE ALWAYS CONNECTED.

WE ARE FASHION.

WE CREATE ART.

**AND DESIGN IS IN EVERYTHING WE DO.**

**WE ARE ALL.**

# MELISSA MOVEMENT

SUSTAINABILITY IS OUR CORE,

DESIGN IS OUR VOICE,

COLLABORATION AND INNOVATION IS OUR TOOLBOX,

TO LOVE. TO PLAY. BE DIFFERENT. RESIST FOR CHANGE.



# EVERY MOVEMENT NEEDS EVERY MOVEMENT NEEDS EVERY MOVEMENT NEEDS



01

PEOPLE



02

SYMBOL



03

SPACE

melissa  
PEOPLE

01

01  
PEOPLE

**A MOVEMENT  
IS ONLY AS STRONG  
AS THE PEOPLE  
BEHIND IT**



**WE WANT TO COLLABORATE  
WITH *CREATIVE ACTIVISTS.***

melissa  
PEOPLE

01

**ARTISTS AND ILLUSTRATORS  
*WHO EMBODY*  
THE VISUAL STYLE AND MANIFESTO OF MELISSA.**

# MEET THE FACE OF THE MOVEMENT

melissa  
PEOPLE

01

**KONGO**



*(Graffiti artist)*

**CAMILLE WALALA**



*(Pattern & installation artist)*

**OLIMPIA ZAGNOLI**



*(Illustration artist)*

**ASHLEY LUKASHEVSKY**



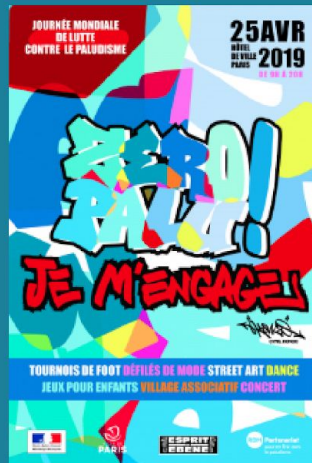
*(Illustration artist)*

**KONGO**

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PEOPLE 01



"MY ART COUNTERS  
SORROW AND HATRED  
WITH TRUTH, LOVE  
AND HAPPINESS"



EXAMPLES OF THEIR CREATIVE ACTIVISM

WORLD MALARIA DAY 2019  
CAMPAIGN POSTER

HOW IT CONNECTS TO THE MANIFESTO

*"WE LOVE FREELY.  
WE ARE LIMITLESS"*



**"LOVE  
IS THE  
SOLUTION"**

MOTTO



## CAMILLE WALALA

"I WANT TO  
BRING JOY AND  
PLAYFULNESS TO  
PEOPLE'S LIVES"



EXAMPLES OF THEIR CREATIVE ACTIVISM

WATER TANKS AND  
MURALS IN TANZANIA

HOW IT CONNECTS TO THE MANIFESTO

*"WE YEARN TO  
SING, TO DANCE, TO  
CRY AND LOVE"*



**"PLAY  
MORE"**  
MOTTO

# OLIMPIA ZAGNOLI

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PEOPLE 01

"DESIGN IS MY  
CHANCE TO INDULGE  
IN DAYDREAMING AND  
PAY MY RENT"



EXAMPLES OF THEIR CREATIVE ACTIVISM

BARILLA CAMPAIGN,  
LGBTQ RIGHTS

HOW IT CONNECTS TO THE MANIFESTO

*"PUSHING BOUNDARIES  
TO EXPERIENCE  
THE TRUTH"*



“BE DIFFERENT  
KEEP YOUR  
EYES OPEN”

MOTTO



# ASHLEY LUKASHEVSKY



"I'M TRYING TO DRAW  
WHAT THE WORLD  
ACTUALLY LOOKS  
LIKE"



EXAMPLES OF THEIR CREATIVE ACTIVISM

RACISM, SEXISM,  
BODY POSITIVITY

HOW IT CONNECTS TO THE MANIFESTO

*"DIVERSITY IS OUR  
HOME"*



“BEYOND  
RESISTANCE”  
MOTTO

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SYMBOL

02

02

SYMBOL

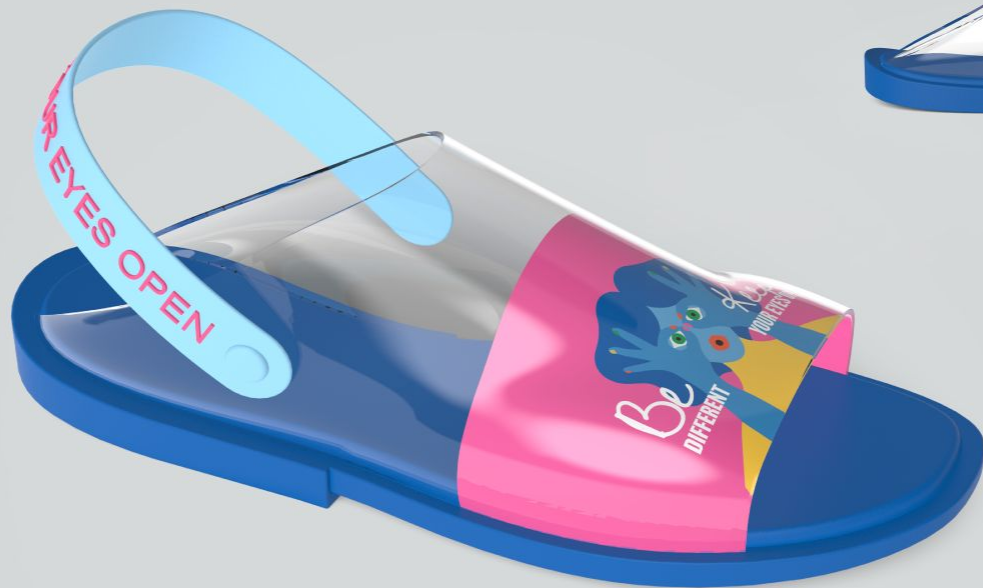
**MOVEMENTS ARE  
UNIFIED BY SYMBOLS  
AND FOR MELISSA  
THAT MEANS SHOES.**



**WE DEVELOPED A NEW  
LIMITED EDITION TAKE  
ON THE TWIST  
MODEL**

melissa  
SYMBOL

02

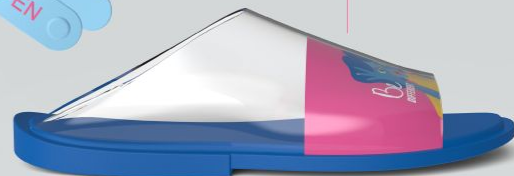


BE DIFFERENT KEEP YOUR EYES OPEN

REMOVABLE  
BAND

CAN ALSO BE WORN AS A BRACELET

UNIQUE  
PRINT



# SAMPLE SHOE COLLECTION

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SYMBOL

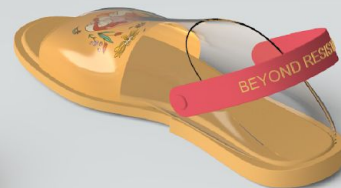
02



# SAMPLE SHOE COLLECTION

melissa  
SYMBOL

02

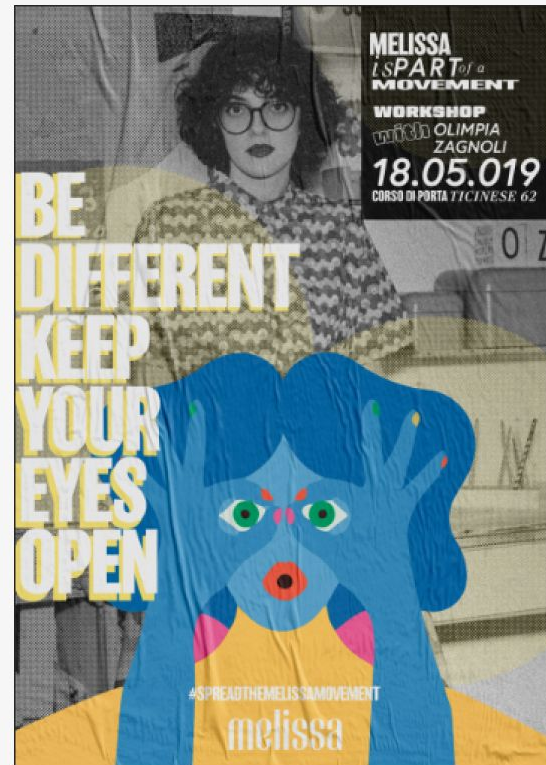


## OLIMPIA ZAGNOLI LIMITED EDITION

melissa  
SYMBOL

02

Ditch the shoe  
box for reusable  
bags



# 03

## RETAIL SPACE



**MOVEMENTS NEED  
A SPACE WHERE PEOPLE  
CAN UNITE TOWARDS  
THE SAME CAUSE**

**DIGITAL & PHYSICAL**

*It will be in...*

# TICENESE

70 M<sup>2</sup>

€8,000 PER MONTH (€3,000  
DEPOSIT)

10:00 - 19:00

2 ROOMS

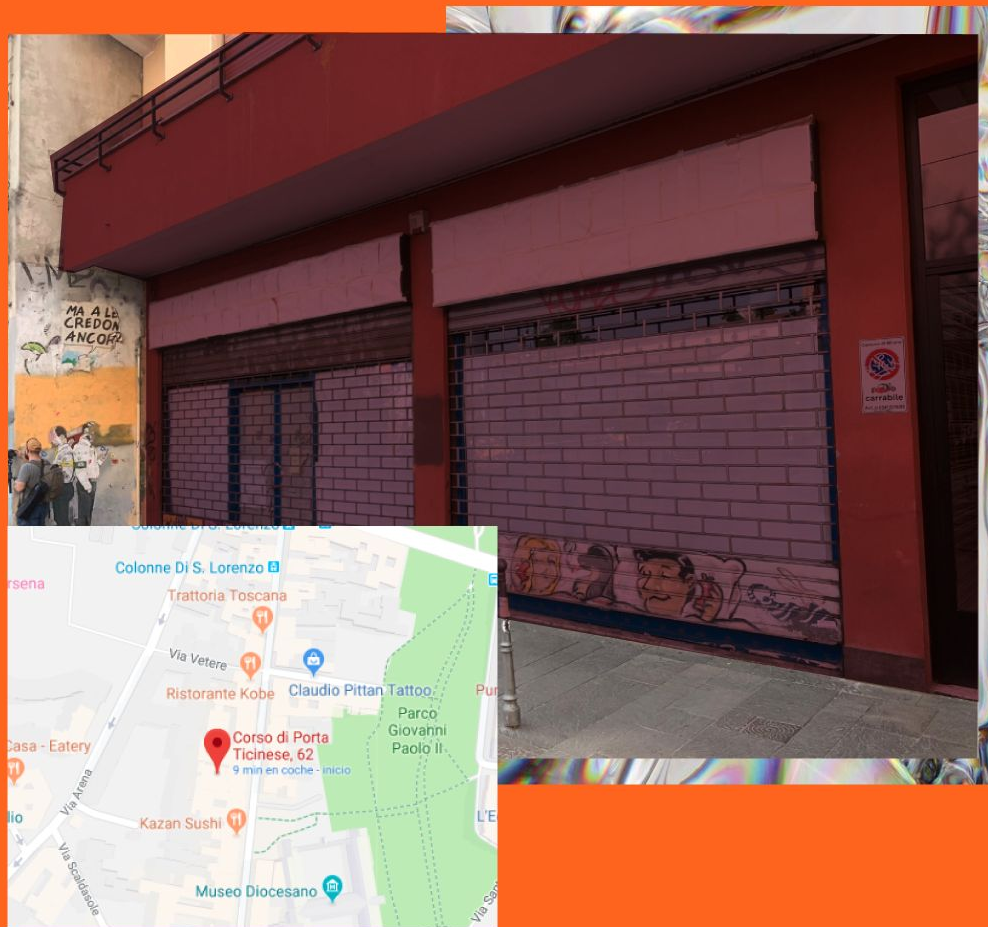
40 PER CAPACITY

**CORSO DI PORTA  
TICINESE 62**

<https://www.whataspace.com/pop-up-stores/milan/2469-milanovetrine-spazio-ticinese-temporary-store>

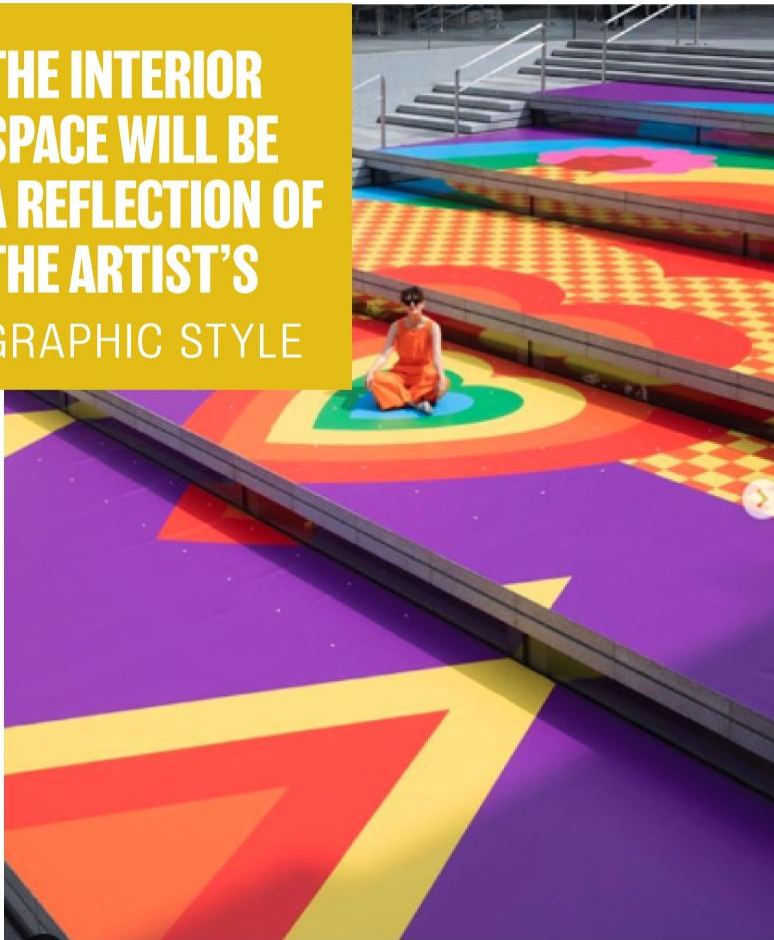
melissa  
RETAIL  
SPACE

03



**EACH DESIGNER  
WILL BE FEATURED  
IN THE SPACE FOR 3 WEEKS**

**THE INTERIOR  
SPACE WILL BE  
A REFLECTION OF  
THE ARTIST'S  
GRAPHIC STYLE**







**LAUNCH WITH A TALK AND  
MEET & GREET WITH OLIMPIA**

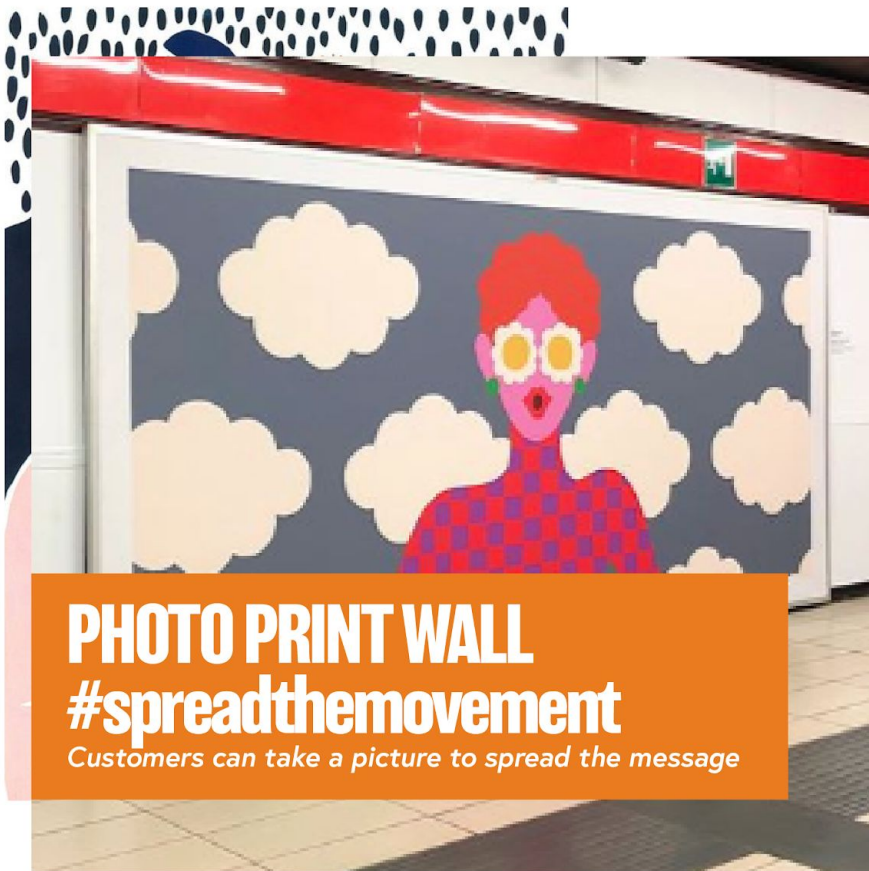




## PHOTO PRINT WALL

### #spreadthemovement

*Customers can take a picture to spread the message*



# CUSTOMIZE YOUR STRAP



1. Choose an additional strap with other messages from the artist
2. Purchase a blank strap and use an engraving pen to etch in your own message

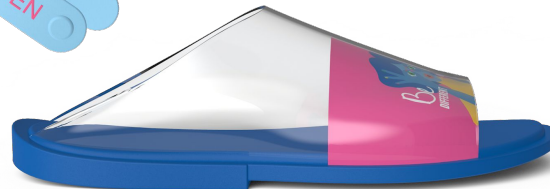
LOVE TODAY WORLD TOMORROW

HEART-SHAPED AT HEART

DONT WORRY BE HAPPY

SAY NO MORE OFTEN

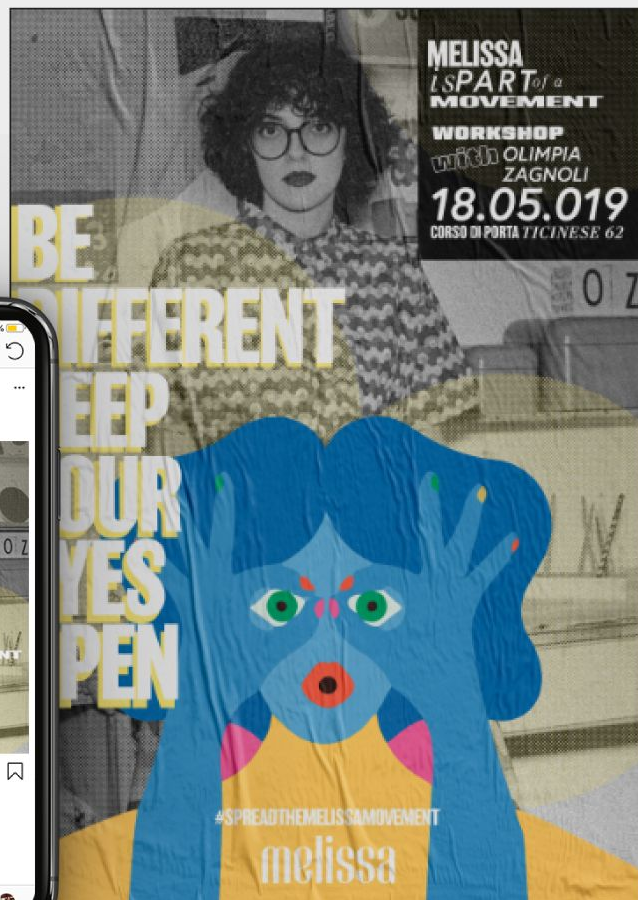
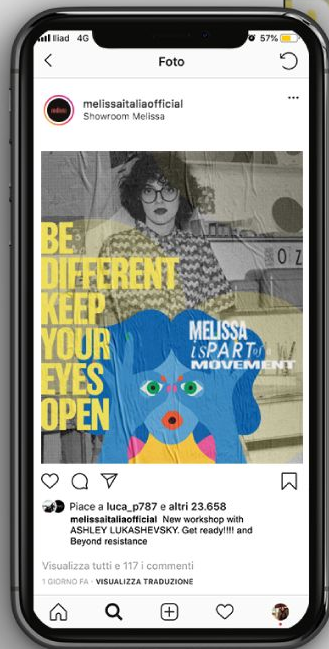
*Olimpia Lagnoli*



melissa  
RETAIL  
SPACE

03

# HOW WILL WE COMMUNICATE?





WE WILL REPEAT THE SAME FORMAT  
*WHEN FEATURING THE OTHER  
DESIGNERS AS WELL*





# melissa X depop

*Innovation in Plastic*  
*[physical]*

*Sustainable Fashion*  
*Consumption*  
*[digital]*

# Why

**1**  
**SIMILAR  
TARGET  
CONSUMERS**

**2**  
**COMMUNITY  
DRIVEN**

**3**  
**CONNECTION  
TO THE CIRCULAR  
ECONOMY**

**THE  
SHOES  
WILL  
BE SOLD  
EXCLUSIVELY  
ON DEPOP**



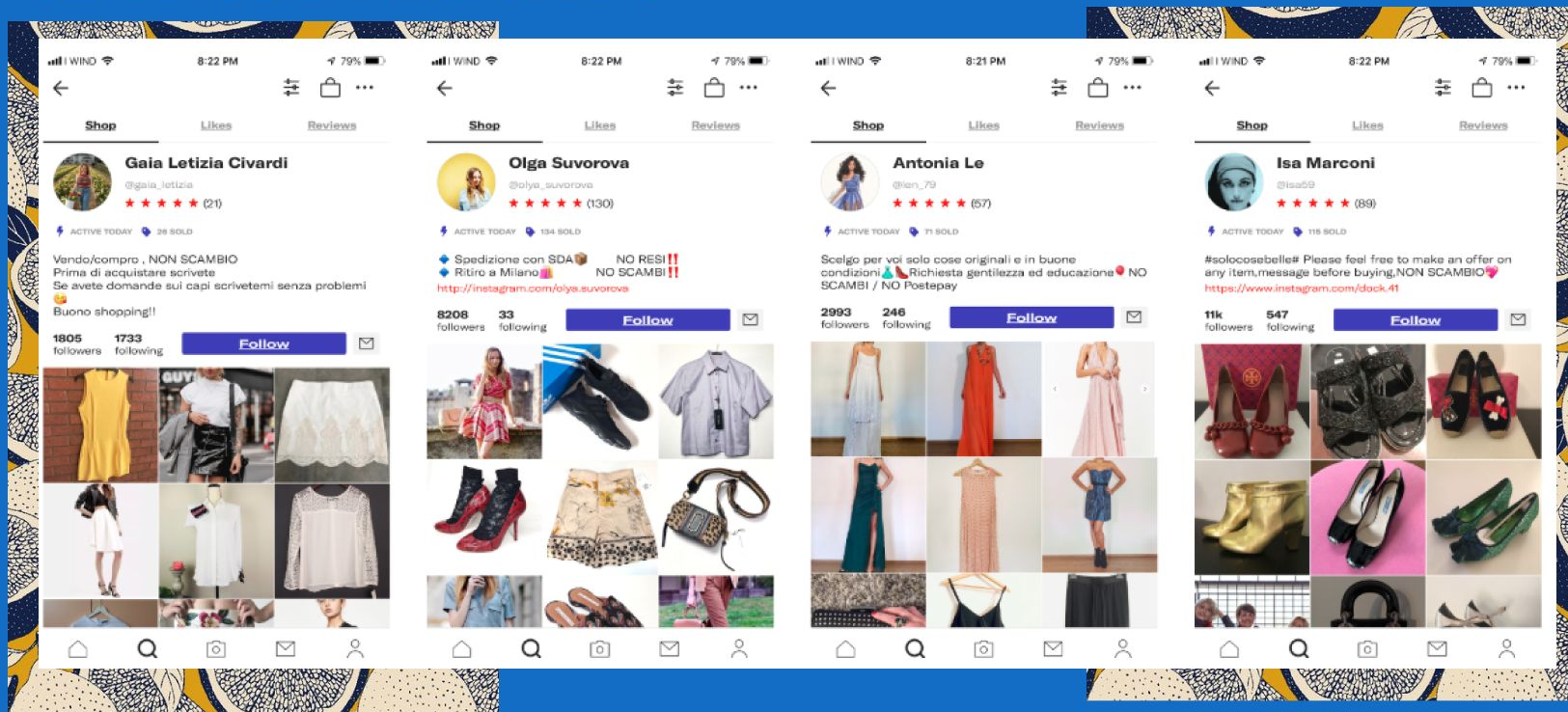
**INVITE A DIFFERENT DEPOP  
NANO-INFLUENCER EACH WEEK TO  
CURATE A CLOTHING RACK TO GO  
WITH THE SHOES**



# SAMPLE POSSIBLE DEPOP NANO-INFLUENCERS

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RETAIL  
SPACE

03





# CLOTHING SWAPS [EVERY FRIDAY]

- 1 CLOTHING CAN BE DROPPED & APPRAISED FOR TOKENS FROM MON-THURS EVERY WEEK
- 2 CUSTOMERS CAN COME BACK ON FRIDAY NIGHT TO SWAP AND MEET OTHER SUSTAINABLY FASHION CONSCIOUS PEERS
- 3 EVERYONE WHO PARTICIPATES RECEIVES A 15% OFF COUPON FOR THE SPECIAL COLLECTION



# HOW WILL I WE LAUNCH?

*HOW WILL WE LAUNCH?*

melissa  
HOW WILL  
WE LAUNCH?



## DESIGN WEEK MELISSA X KONGO [APRIL 21-26]

*Collaborate with Kongo and use his graffiti art to spread the Melissa movement around the city.*



# LAUNCH DAY [APRIL 27TH]

*Pop-up will last for 3 months*

melissa  
HOW WILL  
WE LAUNCH?

- 1 WE WILL REVEAL THE FINAL KONGO MURAL ACROSS FROM THE SHOP
- 2 FREE REFRESHMENTS (BECAUSE EVERYONE LOVES FREE FOOD)
- 3 EVERYONE WHO HASHTAGS THE MOVEMENT WILL GET A 15% DISCOUNT ON THE COLLECTION





melissa  
OUR  
GOAL

OUR  
GOAL

*OUR GOAL*

# HOW ARE WE ADDRESSING HER NEEDS?

melissa  
EVENTS &  
COMMUNICATION

04



## CONSCIOUS FASHION

MELISSA X DEPOP  
COLLABORATION



## LIMITED EDITION

PRODUCT CAPSULE  
WITH OUR CREATIVE  
ACTIVISTS



## BRANDS THAT ARE MORE THAN A PRODUCT

MORE THAN  
A PRODUCT, WE ARE  
A MOVEMENT

**WILL YOU  
JOIN THE  
MELISSA  
MOVEMENT?**



DOMUS ACADEMY MILANO

melissa

**GRAZIE**