

SUSTAINABLE MUSIC FESTIVAL OUTDOOR GEAR .

Branding Proposal

Outdoor gear or vibrant outfit?

Sustainability means more expenditure?

The idea of brand.

KEEP FORWARD THINKING

TO BE YOUR OWN FAITH

LANSARY

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INTRODUCTION OF **PROJECT BACKGROUND**

Music as an art form with the magic to deeply resonate with the human soul, plays a vital yet often unrecognized role in our daily lives.

INSPIRATION

&

MOTIVATION

OUTDOOR GEAR OR VIBRANT OUTFIT?

As many attendees of outdoor music festivals have mentioned, unpredictable weather significantly impacts their overall experience. Festival-goers frequently face challenges such as the inconvenience of using umbrellas, the discomfort of plastic raincoats causing excessive sweating, and the cold temperatures at night. On one hand, some individuals opt for appropriate outdoor gear to address these issues. On the other hand, personal adornment is a crucial aspect of festival culture, raising the question of whether one must choose between practical yet dull outdoor gear and vibrant festival outfit.

Many music festivals leave behind a significant amount of trash, predominantly consisting of discarded single-use plastic items. If left unmanaged, this waste can negatively impact the festival venue's environment for a prolonged period. Fortunately, some organizers are striving to make their festivals more environmentally friendly. However, at present, making festivals more eco-friendly often entails higher costs. Whether these expenses are covered by environmental funds or added to ticket prices, it does not align with the core intent of environmental initiatives. Perhaps innovative business models could address this issue and help companies achieve greater revenue.

SUSTAINABILITY MEANS MORE EXPENDITURE?



THE IDEA OF BRAND.

As an electronic music enthusiast, I enjoy collecting various music culture merchandise, such as records, clothing and accessories. However, I often feel disappointed when browsing festival online stores for the styles are basic, the selection is limited, the prices are relatively high and sometimes the materials are not eco-friendly. Nevertheless, I believe that music festivals have tremendous commercial value as intellectual property, similar to football and basketball events. This inspired me an idea of sustainable outdoor music festival gear brand. I am confident that the issues mentioned above will be addressed in this proposal.

TO WHO IS INVISIBLE BUT GUID- ING MANY ASPECTS OF OUR LIFE.

I have a diverse background in supply chain management within the fashion industry and experience as a customer manager and project manager in IT infrastructure. Through my exploration to the entire product lifecycle, I've realized that in many markets not dominated by high-tech monopolies, it's the information asymmetry that continuously generates profit for companies. In the case of that competitors have similar technological capabilities, differentiated marketing strategies become a product's core competitive advantage, second only to the technology. In essence, the ability to create a unique brand identity through integrated marketing techniques is crucial to a product's and company's success.

Beyond my professional life, I am a passionate trance music enthusiast. I believe music, as an art form with the magic to deeply resonate with the human soul, plays a vital yet often unrecognized role in our daily lives. This passion has driven me to explore ways to combine music as a cultural foundation with tangible design to support what I love the most.

EDITED BY
LANCE LI



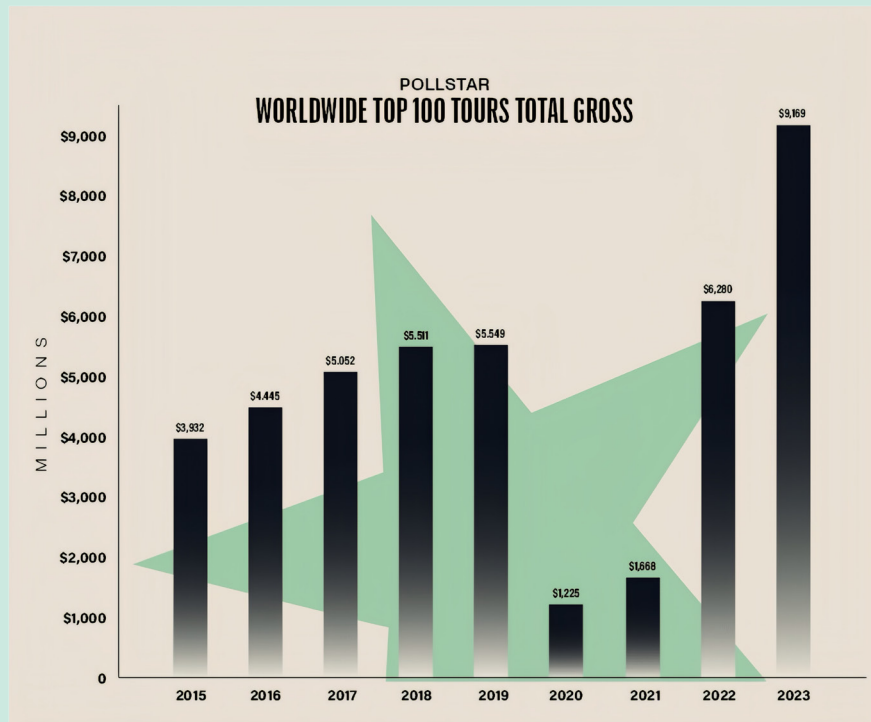


MARKET INSIGHT & CASE STUDIES

Following several years of stagnation due to the pandemic, both the music performance market and the outdoor gear market are experiencing a notable rebound in consumer spending.

MUSIC PERFORMANCE

MARKET INSIGHT

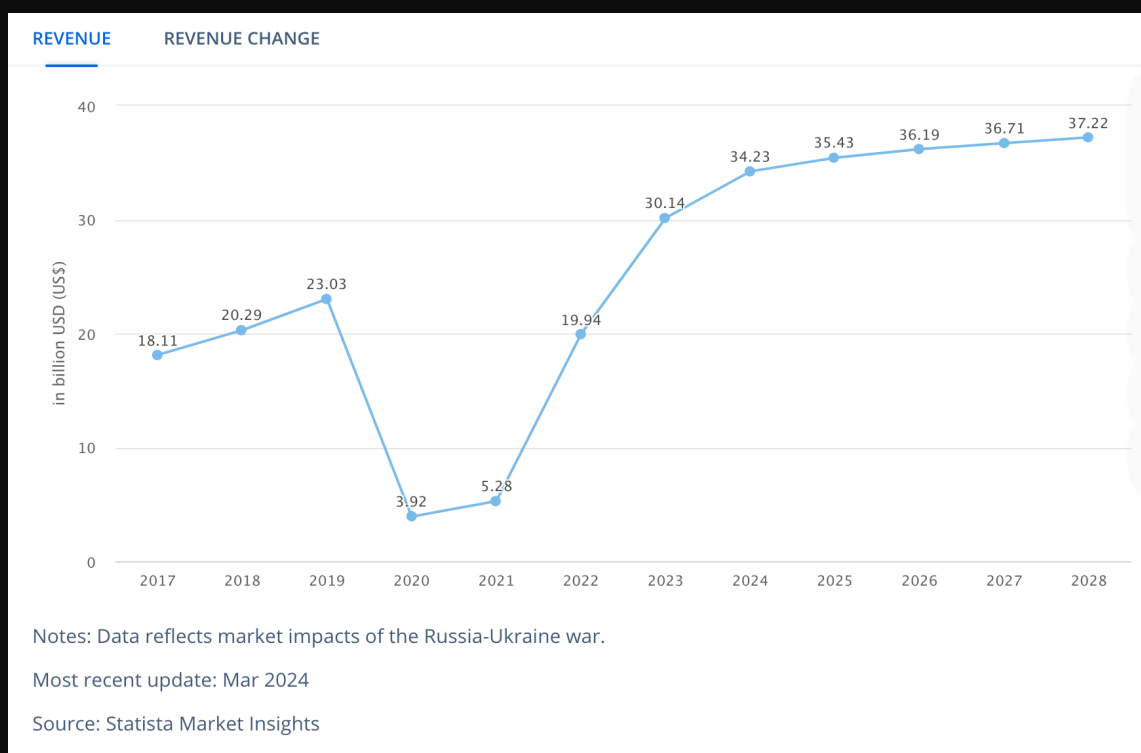


2-1 Pollstar

MARKET RECOVERY AFTER THE PANDEMIC

According to data provided by Pollstar, the top 100 global tours in 2023 generated over \$9 billion in total ticket sales, representing a nearly 50% increase compared to the record set in 2022. Despite a 23% rise in average ticket prices, ticket sales revenue still grew by 18%. "A clear part of the wind beneath the live industry's wings in the last two years was deprivation," Pollstar noted in its annual industry recap, "oh how absence makes the live music fans' hearts grow fonder."

Examining the latest financial report of Live Nation, the industry leader of live event, the concert revenue for the Q2 of 2024 increased by 8% year-over-year, reaching \$5 billion. Based on historical trends and the performance in the first half of the year, it is anticipated that Live Nation will set a new concert revenue record in the third quarter of 2024.



2-2 Statista

Projections from Statista indicate that the music events market revenue for 2023 is \$30.14 billion, with an expectation to reach \$34.23 billion by the end of 2024. However, analysts believe that the post-pandemic surge in consumer spending, while providing a short-term boost to the entertainment industry, will lead to more cautious spending habits in the future. Consequently, the growth rate of music event market revenue is expected to stabilize gradually.

In addition, the ongoing rise in energy prices due to geopolitical conflicts and inflation-driven increases in artist fees have caused financial strain on many small music festival brands, leading to their closure. These small festivals have been crucial incubators for emerging artists and significant contributors to the growth of the music performance economy. Data from the Association of Independent Festivals (AIF) in the UK reveals that 50 music festivals have announced delays, cancellations, or permanent closures in 2024. The monopolization by large companies is severely hindering market innovation, indicating a need for greater economic support from other industries for niche markets.

Reference:

- [1] Pollstar: 2023 Year-End Business Analysis
- [2] Live Nation: Q2 2024 Financial Report
- [3] Statista: Music Events – Worldwide
- [4] Association of Independent Festivals (AIF): 50 Festivals Cancelled in 2024

OUTDOOR GEAR

MARKET INSIGHT

MARKET GROWTH & TRENDS IN OUTDOOR GEAR

According to statistics provided by the Industry Today, the global outdoor gear and equipment market was valued at \$49.25 billion in 2023 and is projected to reach \$75.33 billion by 2030, with a compound annual growth rate (CAGR) of 5.8% from 2024 to 2030. Over the past two years, as people have transitioned into the post-pandemic era, there has been an increasing focus on health and wellness. Many individuals have incorporated outdoor activities into their fitness routines and are seeking equipment to support their active lifestyles. With the acceleration of urbanization, people are looking for ways to escape the hustle and bustle of city life and reconnect with nature.

IMPACT OF THE PANDEMIC ON SUSTAINABILITY IN OUTDOOR GEAR

The Business Research Insight in its Outdoor Gear Equipment Market Report Overview mentions that the pandemic has also prompted a reevaluation of environmental sustainability and responsible outdoor practices. Consumers are prioritizing eco-friendly and sustainable outdoor gear choices, encouraging manufacturers to develop more environmentally conscious products. The production of outdoor products often involves the use of synthetic materials, which can significantly utilize large quantities of recycled synthetics, thereby promoting environmentally sustainable business practices.

REGIONAL MARKET DYNAMICS AND COMPETITIVE LANDSCAPE

Notably, North America is a major shareholder in the outdoor gear market, attributed to its strong outdoor recreation culture. The region is home to numerous renowned outdoor gear manufacturers and retailers, contributing to its prominent market position. Europe is the second-largest shareholder in the outdoor gear market. Additionally, China, as the largest producer of outdoor gear, is gradually increasing its market influence. The significant consumer demand has led to intense competition among major outdoor gear brands, with each striving to distinguish itself in terms of functionality, comfort, and environmental sustainability. The industry is undergoing a reshuffling process.

Reference:

[1] Industry Today: Outdoor Gear & Equipment Market Analysis Report: History and Forecast 2024-2030

[2] Business Research Insights: Outdoor Gear Equipment Market Report Overview



S

So far, there is no specific research or commercial report to accurately quantify the segment market for outdoor music festival gear. However, the popularity of outdoor gear at music festivals can be gleaned from the recommendations shared by numerous online music communities. Many items suggested for festival attendees include outdoor gear, indicating its popularity in this context.

I

MARKET INSIGHT

An article from Signature Sounds recommends that festival-goers in hot days to wear T-shirts, tank tops, and crop tops featuring unique designs, band logos, or festival branding. Comfortable, lightweight, and breathable fabrics help keep the body cool, which is essential for a pleasant experience. Additionally, sun-protection items like sunglasses, hats, and bandanas are highly recommended. These not only prevent sunburn but also allow for unique individual expression. For colder evenings, a cozy hoodie or jacket with festival artwork is an excellent choice.

II

T

Other useful items include portable chairs, blankets, ponchos, waterproof jackets, rain boots, and portable power banks, all of which enhance the festival experience. A Google search for 'Must-haves on Music Festivals' also suggests earplugs and a first aid kit, underscoring the importance of safety during your tour on festival.

III

A

The article also highlights the importance of portable, reusable hydration gear. While many festivals provide water refill stations, having your own gear could reduce plastic waste and free up your hands from carrying the disposable cups. A water bottle with a carabiner is a convenient option, as it can be attached to your bag for easy access. Alternatively, a hydration pack allows for comfortable carrying of water and other essentials.

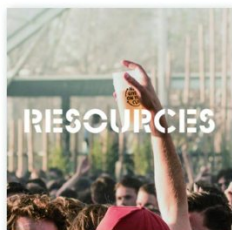
III

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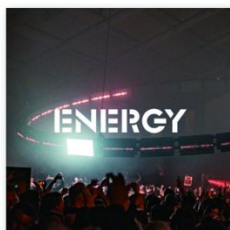
[1] Signature Sounds: 8 Must-Have Merchandise Items for Your Next Music Festival

[2] Google: Must-haves on Music Festivals



Materials are cycled at the highest possible value, residual waste does not exist.

WATCH EPISODE
1



All energy comes from renewable energy sources.

WATCH EPISODE
2



Greenhouse gas emissions from transportation movements are eliminated.

WATCH EPISODE
3



Use of freshwater is reduced and nutrients are recovered from wastewater.

WATCH EPISODE
4



Food waste is prevented and residual flows are being reused at the highest possible value.

WATCH EPISODE
5

CASE

DESCRIPTION

- WEIGHT: 210 GSM
- 100% ORGANIC COTTON
- DESIGN: SMALL PRINT ON CHEST, LARGE PRINT ON BACK
- FIT: UNISEX & RELAXED FIT
- WASHED

If you're a fashionable music festival enthusiast, you've probably heard of DGTL. Founded in Amsterdam, Netherlands, DGTL has aimed to become the world's first circular music festival since 2014, focusing on five sustainability aspects: resources, energy, mobility, sanitation, and food. By conveying attendees about their eco-concept, using reusable hard plastic cups, renewable energy, estimating greenhouse gas emissions from transportation, converting wastewater into clean water and usable nutrients, using plant-based meat, and turning waste cooking oil into sustainable aviation fuel, DGTL has become the most eco-friendly festival. However, they still have a way to go to reach their ultimate goal, and perhaps we can find ways to make DGTL even more sustainable.

DGTL

“WE WANT TO BECOME A CIRCULAR EVENT, BUT WE ALSO WANT TO SHOW OTHER EVENTS THAT BEING A SUSTAINABLE EVENT IS NOT THAT HARD TO DO”



JASPER

STUDY



Reference:

[1] DGTL: The Road to Circularity



DGTL's clothing store features two main product lines: the DGTL series and the DGTL x VERTERE collaboration, consisting of basic T-shirts, Hoodies and Sweatshirts. Although the website does not elaborate on the VERTERE collaboration designs, the thermal-imaging-inspired prints clearly express themes of the human-nature relationship, global climate issues, and the synergy of human solidarity. All products are made from 100% organic cotton. It's worth noting that while organic cotton is grown without chemical products, using organic fertilizers, rainwater irrigation, and biological pest control, both its cultivation and production process consume significantly more freshwater compared to recycled quick-dry fabrics. According to The Organic Center, organic cotton uses 91% less water than conventional cotton, yet producing one kilogram still requires approximately 1,100 liters of water. An introductory paper on the Water Footprint Network indicates that manufacturing cotton textiles (including dyeing and finishing) consumes about 120 to 150 liters of water per kilogram. In total, organic cotton fabric uses approximately 1,320 to 1,350 liters of water per kilogram. In contrast, producing one kilogram of quick-dry fabric consumes only about 170 to 450 liters, with recycled quick-dry fabric using even less. Given its design concept, DGTL's clothing merchandises has considerable potential for expansion.

Other festivals, such as Coachella, one of the largest music festivals in the world, primarily offer merchandise composed of basic cotton garments. However, they have not even adopted the relatively more sustainable option of organic cotton.

Reference:

- [2] The Organic Center: Organic Cotton and the Environment
- [3] The water footprint of cotton Chapagain, A.K., Hoekstra, A.Y., Savenije, H.H.G. and Gautam, R. (2006) Ecological Economics, 60(1): 186-203.



In the realm of outdoor apparel, brands like Patagonia and The North Face have introduced lightweight, water-proof gear and sun-protective clothing, primarily categorized within their hiking and trail running lines. These products effectively meet the functional requirements for clothing during outdoor music festivals. However, their color schemes tend to be relatively simple and conservative. This aligns with the brands' mission to provide safety and protection for adventurers in extreme conditions, where austere, modern design enhances the professional appearance of their products.

For the majority of consumers, outdoor activities generally occur in urban areas or suburban settings, where such highly specialized and high-performance gear may not be necessary. Instead, what the average consumer needs are products that offer appropriate protective features while incorporating more fashionable elements. Although some outdoor brands may explore new possibilities by launching joint products, they are unlikely to develop and produce such lines on a large scale, as this could detract from their focus on professional outdoor gear and potentially dilute their brand image.

OUTDOOR APPAREL



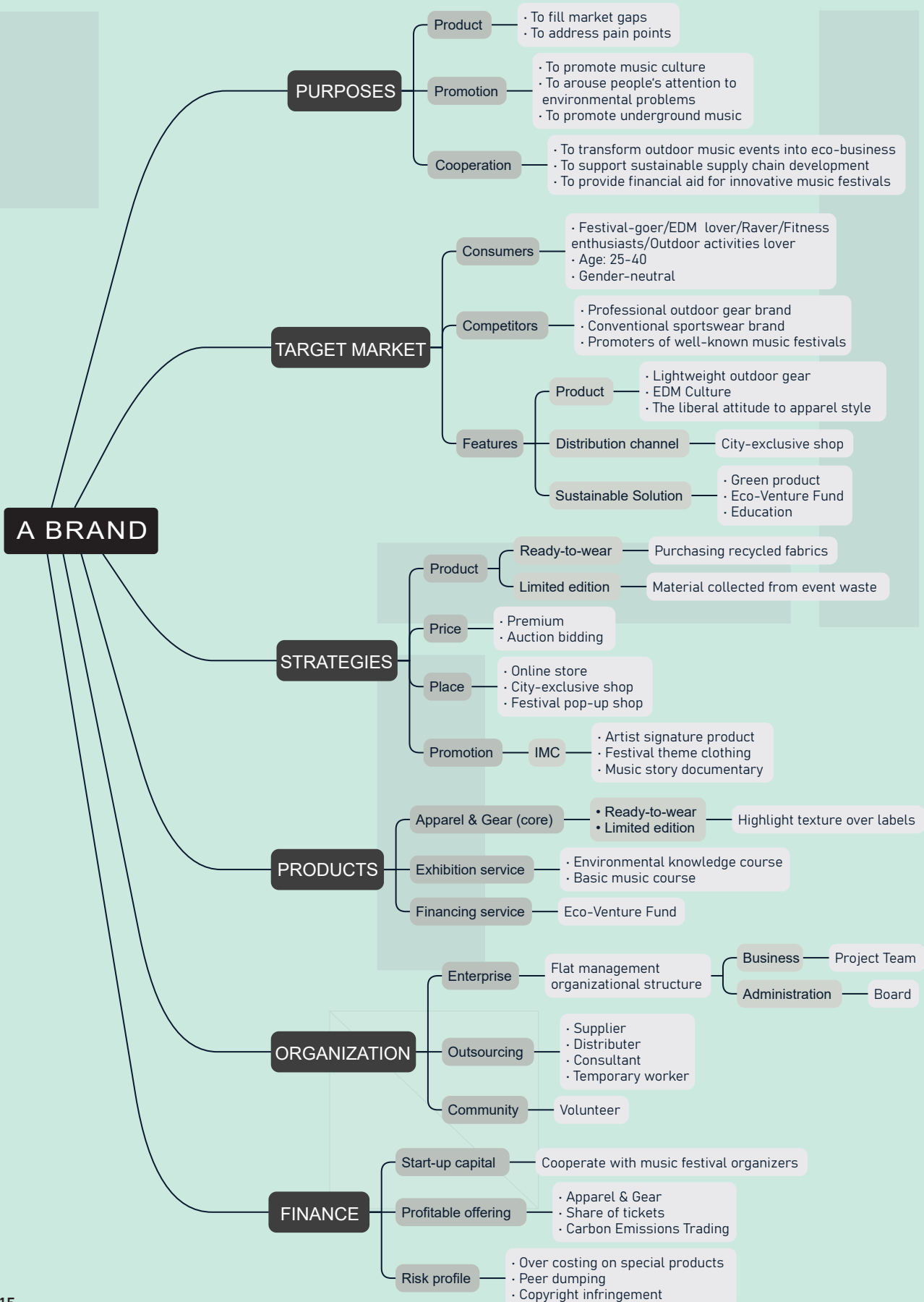
EDMUND PERCIVAL HILLARY

2

A BRANDING PROPOSAL

Our mission is to create a new paradigm where fashion, functionality, and sustainability converge, offering products that are not only a statement of style but a commitment to a conscious lifestyle.

BRAINSTORM



INTRODUCTION OF THE BRAND

BRAND POSITIONING & OBJECTIVES

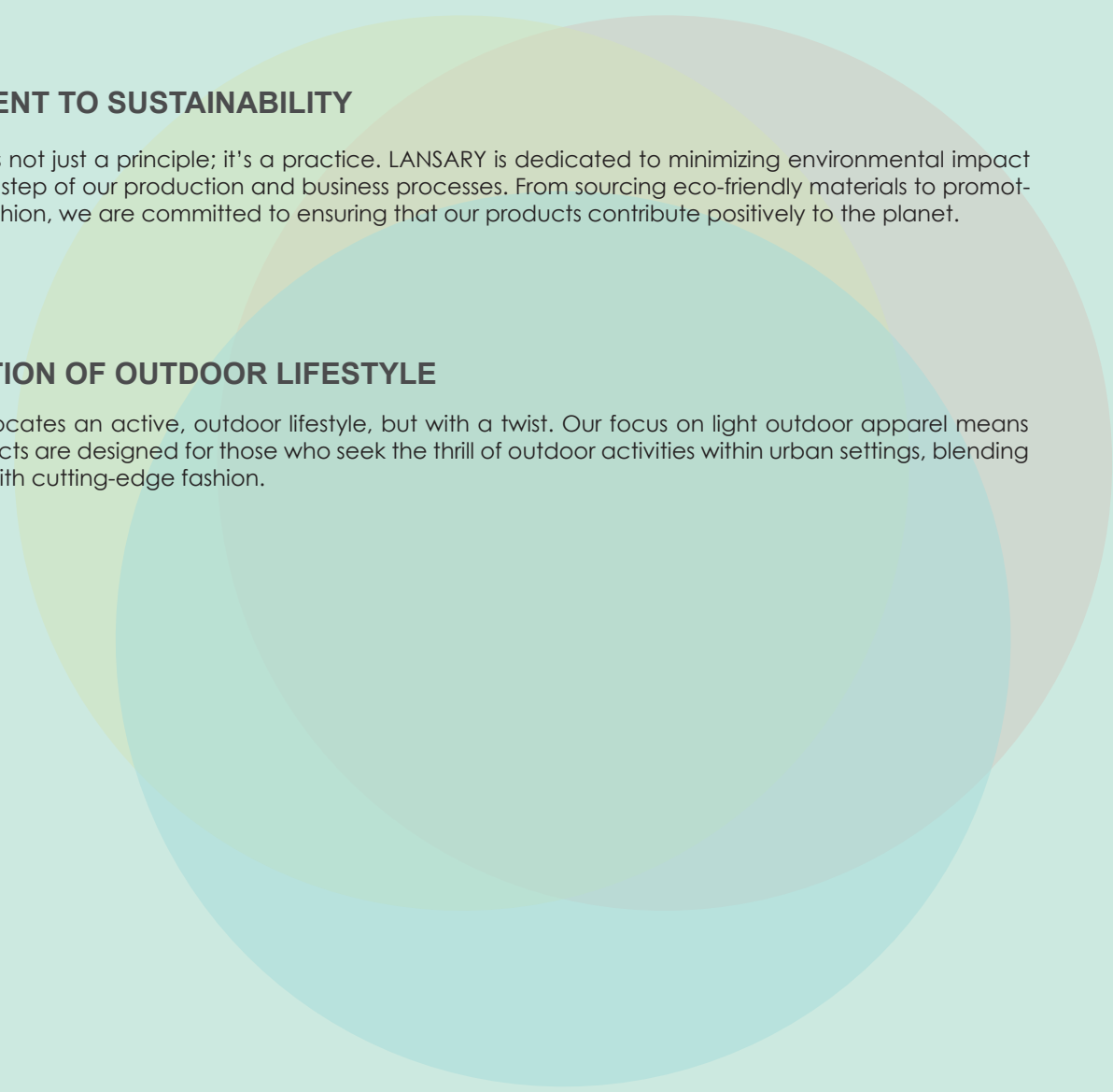
ABOUT THE NAME

The name 'LANSARY' is inspired in part by the founder's name, Lance, but it goes beyond personal identity. It symbolizes a fusion of modernity and tradition, reflecting our commitment to creating products that embody the dynamic spirit of music and the sense of unity it fosters. 'LANSARY' encapsulates the energy of cultural expression and the connection between individuals, making it more than just a brand—it is a movement towards a harmonious and vibrant future.

VISION & MISSION

LANSARY aspires to redefine the intersection of music culture and outdoor adventure, crafting gear that echoes the soul of artistic expression and the spirit of exploration. Our mission is to create a new paradigm where fashion, functionality, and sustainability converge, offering products that are not only a statement of style but a commitment to a conscious lifestyle. We aim to elevate the festival experience by providing gear that embodies the rhythm of the earth and the pulse of music, driving a cultural movement that celebrates both individuality and collective responsibility.

CORE VALUE



MUSIC AS INSPIRATION

At the heart of LANSARY lies a deep connection to the rhythm of life, drawing inspiration from the vibrant world of music. We believe that music fuels creativity and unites humanity, serving as a powerful force that resonates through our designs, products, and brand ethos.

COMMITMENT TO SUSTAINABILITY

Sustainability is not just a principle; it's a practice. LANSARY is dedicated to minimizing environmental impact through every step of our production and business processes. From sourcing eco-friendly materials to promoting circular fashion, we are committed to ensuring that our products contribute positively to the planet.

CELEBRATION OF OUTDOOR LIFESTYLE

LANSARY advocates an active, outdoor lifestyle, but with a twist. Our focus on light outdoor apparel means that our products are designed for those who seek the thrill of outdoor activities within urban settings, blending functionality with cutting-edge fashion.

CONSUMER PROFILE

DEMOGRAPHICS

Name: Li Wei

Age: 28

Gender: Male

Location: Shanghai, China

Occupation: Marketing Manager at a Tech Company

Income: Middle to Upper-middle class

Education: Bachelor's degree in Public Relations

PSYCHOGRAPHICS

Lifestyle

Li Wei leads an active lifestyle. During weekdays, he works in a fast-paced corporate environment, but on weekends, he enjoys exploring the urban outdoors. He frequently visits city sport parks, enjoys running along the Huangpu River, and occasionally takes weekend trips to nearby natural reserves.

Interests

Li Wei has a keen interest in music, particularly electronic and indie genres, and attends music festivals whenever possible. He values sustainability and is conscious of the environmental impact of his purchases. Fashion is also important to him, and he prefers clothing that is both stylish and functional.

Values

Li Wei is driven by a desire to balance his fast-paced city life with moments of tranquility and connection to nature. He values quality over quantity, and this philosophy extends to his purchases, where he seeks out brands that align with his values of sustainability and innovation.

BEHAVIOR AS A CUSTOMER

Shopping Habits

Li Wei shops online frequently, preferring platforms like Temu and Amazon for their convenience and variety. He follows fashion and outdoor gear trends on social media, especially on platforms like TikTok. He is brand-loyal but open to trying new products that align with his lifestyle and values.

Pain Point

Li Wei finds that most outdoor gear is either too rugged for city exploration or too fashion-focused, lacking the necessary functionality for outdoor activities.

PURCHASING GOAL

Comfort & Style

Li Wei seeks gear that allows him to seamlessly transition from a day in the office to an evening of urban exploration, without compromising on style or comfort.

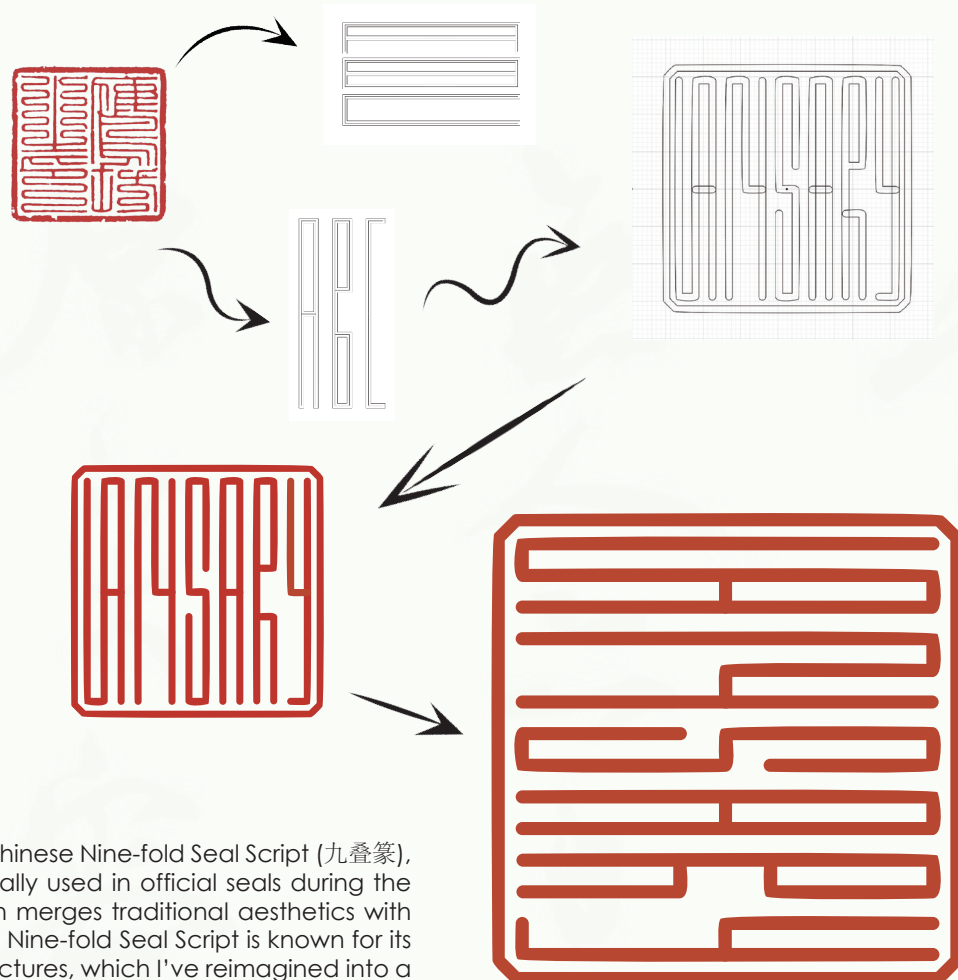
Sustainability

He aims to support brands that contribute to environmental sustainability, preferring products made from recycled or organic materials.

GENERATED BY DALL-E3

LOGO DESIGN

OPTION 1



LANSARY

STUDIO

Inspired by the ancient Chinese Nine-fold Seal Script (九叠篆), a distinctive style historically used in official seals during the Song Dynasty, this design merges traditional aesthetics with modern typography. The Nine-fold Seal Script is known for its intricate overlapping structures, which I've reimagined into a bespoke English typeface. Throughout the design process, both horizontal and vertical layouts were explored, with the final horizontal orientation being chosen for its readability and compatibility with English letterforms. The logo is then rotated 90 degrees clockwise, preserving the script's unique Eastern elegance while integrating a global and inclusive theme. This design reflects the harmonious blend of traditional culture and contemporary innovation, capturing the essence of cultural globalization.

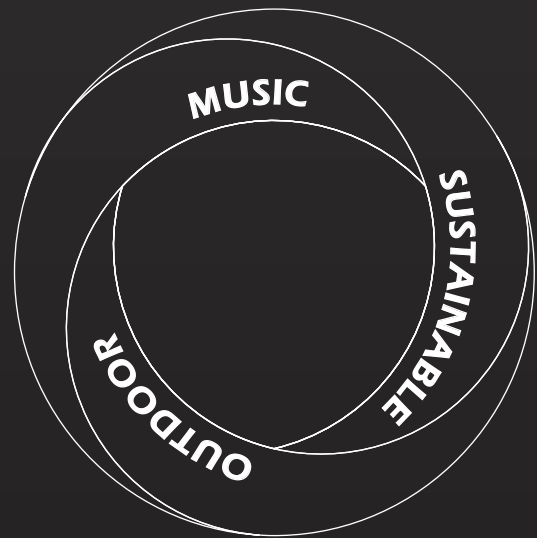
CHINESE SEAL

LOGO DESIGN

OPTION 2



GENERATED BY DALL-E3



The design of this logo is inspired by the timeless elegance of the Möbius strip, a concept discovered by German mathematicians August Möbius and Johann Listing. Known for its magical property of having only one side and one edge, the Möbius strip symbolizes the idea of cycles and infinite possibilities. These qualities align perfectly with LANSARY's commitment to sustainability and innovation. Moreover, the design of the recycling symbol also draws upon elements reminiscent of the Möbius strip.

In the development of this logo, by introducing these elements to the DALL-E3 AI model, I received valuable creative insights. Then I experimenting with various eccentric rotations and overlaps of circular forms, the design evolved into a 540-degree twisted Möbius strip. This elegant twist not only adds a modern and dynamic visual appeal but also emphasizes our brand's 3 core values: **Music, Sustainability, and Outdoor Exploration.**

MÖBIUS LOOP

PRODUCT SETUP

MUSIC FESTIVAL

Series 1

The Music Festival collection stands as the cornerstone of LANSARY, where avant-garde design meets light outdoor functionality. This series not only enhances your presence at festivals but also elevates your experience by ensuring unmatched comfort, safety, and hygiene. Crafted for those who seek both style and substance.

URBAN EXPLORATION

Series 2

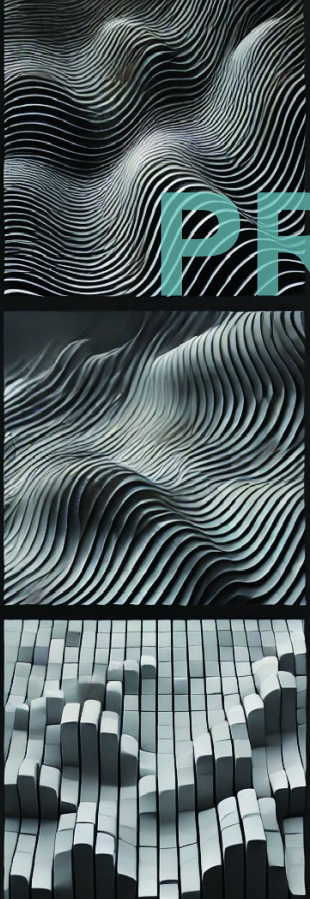
How long has it been since you last embraced nature? LANSARY's Urban Exploration series bridges the gap between formal environments and outdoor pursuits. If you've been searching for attire that effortlessly transitions from your daily commute to a post-work jog, this collection is your definitive choice. Come with us, the path to nature is always available.

MUSIC FITNESS

Series 3

The synergy between music and fitness is undeniable, with the rhythm of sound amplifying both power and endurance. Some gyms have evolved into mini music festivals with DJs. The Music Fitness collection by LANSARY embodies this connection, offering apparel that resonates with the energy of your favorite tunes.





PRODUCT DESIGN LANGUAGE

Functionality

Positioned between casual and professional sports gear, functionality is a fundamental aspect of LANSARY's product design. Unlike other sports brands that primarily focus on enhancing athletic performance, LANSARY prioritizes the safety and health of its users. Therefore, many of our products feature essential protective elements such as waterproofness, UV protection, and abrasion resistance, ensuring durability and comfort in various conditions.

Cultural

LANSARY's design philosophy is deeply rooted in the culture of music and sustainability. On the music aspect, we aim to use exceptional design to attract a diverse audience, encouraging them to explore various musical cultures and participate in our festival celebrations. Regarding environmental sustainability, rather than employing conventional slogans and symbols, we integrate impactful data from environmental reports into our designs. This approach helps raise awareness about pressing environmental issues, encouraging users to engage with these topics on a deeper level.

Aesthetics

In LANSARY's signature design language, texture plays a pivotal role. By utilizing different materials and incorporating 3D patterns, we embed our core values into the texture itself, fostering a deeper emotional connection with our users. This innovative approach not only enhances the aesthetic appeal but also conveys our brand's message in a subtle yet powerful manner.



INTEGRATED MARKETING COMMUNICATION

Festival Collaborations and Co-Branding Initiatives

Objective: Increase brand awareness and appeal through strategic festival partnerships.

Actions:

I Collaborate with prominent music festivals to design co-branded merchandise that incorporates festival logos and themes.

II Secure exclusive rights to sell these collaborative items at the festivals and online.

Timeline: Begin partnership negotiations 6 months prior to major festivals to ensure timely product development and launch.

Signature Clothing Lines with Artists

Objective: Enhance brand prestige and attract new customer segments through artist endorsements.

Actions:

I Partner with influential artists to create exclusive signature clothing lines.

II Release these collections as limited editions, each featuring unique designs that reflect the artist's style and LANSARY's brand ethos.

Timeline: Plan the first collection launch within 4 months and schedule subsequent releases seasonally to maintain market interest.

Social Media Engagement with Live Performances

Objective: Drive online engagement and product sales through digital marketing.

Actions:

I Organize live performances on social media platforms, such as Facebook and TikTok, featuring artists and DJs wearing LANSARY apparel.

II Include direct product links in these posts to facilitate immediate purchases.

Timeline: Coordinate live performances with new product releases or during high-traffic online events.



Pop-Up Shops with DIY Customization Workshops

Objective: Engage consumers directly and encourage creativity through interactive experiences.

Actions:

- I Set up pop-up shops at music festivals and urban locations, providing LANSARY gear and accessories made from recycled materials.
- II Host DIY workshops where customers can personalize their LANSARY equipment using these eco-friendly accessories.

Timeline: Plan for pop-up shops and workshops during major festival seasons and high-traffic periods.

Limited-Edition Accessories from Recycled Festival Materials

Objective: Promote sustainability and generate excitement around eco-friendly products.

Actions:

- I Produce limited-edition accessories from materials recycled on last music festivals.
- II Launch an online reservation system for consumers to pre-order these items, emphasizing their unique, eco-conscious appeal.

Timeline: Release these products within 3 months strategically before major festivals to build up the momentum for maximum impact.

City-Exclusive Stores with Educational Workshops

Objective: Establish a local presence and foster community involvement through educational initiatives.

Actions:

- I Open flagship stores in key city, each offering workshops on music, sustainability, and related topics.
- II Schedule regular events and interactive sessions to build a loyal customer base and educate the community.

Timeline: Launch the first store within 1 year and maintain an ongoing workshop schedule.

Documentary Production to Showcase Brand Values

Objective: Create compelling content to educate and engage audiences on LANSARY's brand values.

Actions:

- I Develop a documentary series featuring interviews with artists and influencers about their musical journeys and environmental commitments.
- II Highlight LANSARY's role in promoting sustainability and cultural awareness through these narratives.

Timeline: Start production within 3 months post-festival to capitalize on residual festival excitement.

Charity Auctions of Artist Signature Attire

Objective: Strengthen brand reputation and community engagement through philanthropy.

Actions:

- I Conduct online auctions of artist signature clothing worn at festivals, with artist consent.
- II Donate auction proceeds to charity under the artist's name, enhancing both the artist's and the brand's social responsibility image.

Timeline: Align auction events with festival schedules to maximize visibility and participation.

Establishment of an ECO-Venture Fund

Objective: Support sustainability initiatives within the music industry.

Actions:

- I Create a dedicated fund to sponsor environmentally friendly practices at music festivals.
- II Offer grants and sponsorships to festivals committed to reducing their ecological footprint.

Timeline: Launch the fund within 2 years and actively promote it to potential festival partners.

SUMMARY

Promotion Strategy	Objective	Actions	Timeline
Festival Collaborations and Co-Branding	Increase brand awareness and appeal	Partner with music festivals for co-branded merchandise.	6 months before major festivals
Signature Clothing Lines with Artists	Enhance brand prestige and attract new customer segments	Collaborate with artists for exclusive signature clothing lines.	Launch first collection in 4 months
Social Media Engagement with Live Performances	Drive online engagement and product sales	Host live performances on social media with product links for purchases.	Coordinate with product releases
Pop-Up Shops with DIY Customization Workshops	Engage consumers and encourage creativity	Set up pop-up shops with DIY workshops for customizing LANSARY gear with recycled accessories.	During major festival seasons
Limited-Edition Accessories from Recycled Materials	Promote sustainability and generate excitement	Produce accessories from festival recycled materials and launch a reservation system.	Release 3 months before festivals
City-Exclusive Stores with Educational Workshops	Establish a local presence and foster community involvement	Open flagship stores in key city with workshops on music and sustainability.	Launch first store within 1 year
Documentary Production to Showcase Brand Values	Educate and engage audiences on LANSARY's brand values	Produce a documentary series on music and environmental commitment featuring artists and influencers.	Within 3 months post-festival
Charity Auctions of Artist Signature Attire	Strengthen brand reputation and community engagement	Auction artist-worn signature clothing online, donating proceeds to charity.	Align with festival schedules
Establishment of an ECO-Venture Fund	Support sustainability initiatives within the music industry	Create a fund to sponsor eco-friendly practices at music festivals.	Launch within 2 years

OUTDOOR
MUSIC
SUSTAINABLE

Organization:

PROJECT-BASED TEAM STRUCTURE

Each project team is formed based on the specific needs of the project, with a project manager responsible for coordination and execution. Team members are chosen for their skills relevant to the project and may participate in multiple projects simultaneously.

KEY PROJECT ROLES

Project Manager

Responsibilities: Lead the project team, coordinate tasks, ensure deadlines are met, and report progress to the leadership team. Support tasks of other roles when needed.

Possible Projects: Product development, new market entry, event planning (e.g., festival partnerships).

Marketing & Sale Specialist

Responsibilities: Assist with marketing campaigns, manage social media, create promotional materials, and analyze marketing data. Manage sales strategies, coordinate with retail partners, and analyze sales performance.

Possible Projects: Digital marketing campaigns, collaborations with influencers or artists, and content creation for events. Launch events, pop-up store setups, and customer acquisition strategies.

Product & Logistic Manager

Responsibilities: Oversee product development from concept to launch, manage design and production timelines, and collaborate with the design team. Support logistics and supply chain management, handle inventory, and assist with production planning.

Possible Projects: New product lines, special collaborations, and sustainability initiatives. Efficiency improvement initiatives, supplier management projects, and inventory optimization.

Designer

Responsibilities: Create product designs, develop visual content, and ensure design consistency across all platforms.

Possible Projects: Product design for new collections, brand identity projects, and special edition designs.

FLEXIBLE TEAM ASSIGNMENTS

Multi-Role Capability: Team members are expected to wear multiple hats based on their skills and the needs of the project. For example, a Marketing Specialist might also contribute to product launches or event planning.

Skill-Based Team Formation: When forming a project team, select members based on their expertise and current workload, ensuring that each project has the right mix of skills and experience.

Rotational Leadership: For smaller or less critical projects, consider rotating project leadership among team members to develop leadership skills and maintain engagement.

EXECUTION & ACCOUNTABILITY

Regular Check-ins: Weekly meetings to review project progress, identify any roadblocks, and reassign resources as necessary.

Project Management Tools: Utilize project management software to track tasks, deadlines, and responsibilities across the team.

By adopting this flexible and lean approach, LANSARY can adapt quickly to changing needs and opportunities while keeping overhead low and ensuring that every team member is fully engaged and contributing to the company's success.



RISK ANALYSIS & OUTLOOK

Music festivals have a deep cultural significance and music has the unique ability to resonate deeply, creating profound emotional connections.

SWOT ANALYSIS

STRENGTHS

Unique Brand Positioning:

LANSARY combines outdoor gear with fashion, focusing on sustainability and music culture. This dual focus allows us to target a niche market interested in environmentally friendly products and festival culture.

Innovative Product Lines:

The three distinct product lines (Music Festival, Urban Exploration, Music Fitness) offer versatility and cater to different customer needs. This differentiation can attract a wide range of customers.

Sustainability Commitment:

LANSARY's commitment to sustainability can attract environmentally conscious consumers. This focus aligns with growing consumer demand for eco-friendly products and can serve as a strong selling point.

Agility of a Small Team:

A smaller, flexible team can quickly adapt to market changes and customer feedback, which is crucial for a startup.

OPPORTUNITIES

Growing Sustainability Trend:

There is an increasing global demand for sustainable products. LANSARY can capitalize on this trend by promoting its eco-friendly practices and materials.

Rise of Outdoor Activities:

Post-pandemic, there is a growing interest in outdoor activities and fitness. LANSARY's product lines align well with these trends, especially in urban areas where consumers seek versatile gear for both city life and outdoor exploration.

Partnerships and Collaborations:

Opportunities exist for collaborations with music festivals, artists, and other brands. These partnerships can enhance brand visibility and create unique product offerings that appeal to the target audience.

Expansion into New Markets:

LANSARY can explore international markets where there is a strong demand for sustainable and innovative outdoor gear.

WEAKNESSES

Limited Resources:

As a startup, LANSARY may have limited financial and human resources. This can restrict the ability to scale operations, invest in marketing, or expand product lines quickly.

Lack of Brand Recognition:

Being a new player in the market, LANSARY lacks brand recognition. Building trust and awareness will require significant time and investment.

Production Challenges:

Focusing on sustainability and innovative design can lead to higher production costs and potential supply chain complexities, especially with the use of recycled materials.

Dependence on Niche Market:

Targeting a niche market (festival-goers and eco-conscious consumers) can limit the potential customer base, making it more challenging to

THREATS

Intense Competition:

The market for outdoor gear and sustainable fashion is highly competitive, with established brands like Patagonia, The North Face, and others. Competing with these brands without significant differentiation and marketing efforts will be challenging.

Economic Downturns:

Economic instability can affect consumer spending on non-essential items like fashion and outdoor gear, potentially impacting sales.

Supply Chain Risks:

Reliance on sustainable materials and specific suppliers can lead to supply chain disruptions, especially in a global context where material sourcing and production can be impacted by various external factors.

PEST ANALYSIS

POLITICAL

Unique Brand Positioning:

Regulations on Sustainability: Governments around the world are increasingly implementing regulations to promote sustainability and reduce waste. This can benefit LANSARY as it aligns with these regulations by offering eco-friendly products.

Trade Policies:

Tariffs and trade agreements can impact the cost of importing materials or exporting finished products. Staying informed about international trade policies is crucial for managing costs and ensuring smooth operations.

Government Incentives:

Some governments offer incentives for sustainable businesses, such as tax breaks or grants. LANSARY could potentially benefit from these programs to support its sustainability initiatives.

SOCIAL

Trends in Sustainability:

There is a growing societal emphasis on sustainability and ethical consumption. LANSARY's focus on eco-friendly products is well-aligned with these trends, potentially increasing consumer interest.

Health and Wellness Focus:

Post-pandemic, there is a heightened focus on health, wellness, and outdoor activities. This trend supports LANSARY's product lines that cater to fitness and outdoor exploration.

Music and Festival Culture:

There is a strong cultural movement around music festivals and events, which aligns with one of LANSARY's core product lines. Leveraging this trend can help build a strong, culturally relevant brand.

ECONOMIC

Economic Climate:

Economic conditions can significantly impact consumer spending. In a recession, consumers may cut back on discretionary spending, including fashion and outdoor gear.

Exchange Rates:

As a brand that may source materials internationally, LANSARY will need to monitor exchange rates closely, as fluctuations can affect costs and pricing strategies.

Consumer Purchasing Power:

Understanding the purchasing power of target markets, especially in urban areas where LANSARY intends to expand, will be critical for pricing products competitively.

TECHNOLOGICAL

E-commerce Growth:

The increasing shift towards live stream shopping provides LANSARY with an opportunity to reach a broader audience. Developing a strong online presence and e-commerce strategy will be essential.

Sustainable Manufacturing:

Advancements in sustainable materials and production technologies can benefit LANSARY by reducing costs and enhancing product quality.

Digital Marketing and Social Media:

Utilizing digital marketing tools and social media platforms can effectively reach and engage LANSARY's target audience, especially with a focus on younger, tech-savvy consumers.



GENERATED BY DALL-E3

I believe entering the music festival gear market is a promising choice. Music festivals have a deep cultural significance, and music has the unique ability to resonate deeply, creating profound emotional connections. Moreover, while the potential of the live performance economy is widely acknowledged, there is still a lack of industries that can generate sustained revenue. In the niche of music festival apparel, there has been little development in the market, and one of LANSARY's missions is to fill this gap.

Additionally, we aim to leverage China's strong and mature outdoor gear manufacturing system to help more international partners establish supply chains that meet global environmental standards. This is not only a contribution to environmental sustainability but also a new business opportunity. Due to my limited knowledge, this proposal undoubtedly has many areas that need improvement. I hope to have the opportunity to delve into relevant industries and academic fields to continue learning, further refine this proposal, and eventually put it into practice.

Lastly, I really appreciate for the help of the AI tool ChatGPT in expanding my knowledge and optimizing my expression, as well as the inspiration provided by the environmental pioneer in music festival industry, the DGTL. Looking forward, I hope we can have a chance to collaborate with socially responsible organizations like DGTL in the future, then gradually extending our influence to top-level music festivals such as Tomorrowland, UMF, and Coachella in the word.

KEEP FORWARD THINKING

MUSIC
SUSTAINABLE
OUTDOOR



LANSARY

STUDIO

EDITED BY LANCE LI

TO BE YOUR OWN FAITH