

STONIES



Denim Diary
Greenery
Neo College
University Sports

90s VIBES



9 780123 456786



THE COMPANY PROFILE





ABOUT STONES

Stones has been successfully developing and selling menswear since 1977. The brand has a high profile among the end user.

Today, Stones stands for urban aesthetics, street-style inspired sportswear combined with Denim Looks. This creates a collection for men who dress appropriately in accordance with the time spirit.

High-quality fabrics and first-class workmanship are the basis for this Stones successful Mix & Match. The products are suitable for everyday use and are implemented by superior craftsmanship. Modern silhouettes and creative details give a cool, masculine and natural look.

Stones places itself above the classic pants supplier in the upper mainstream and thus creates the bridge to the premium brands.







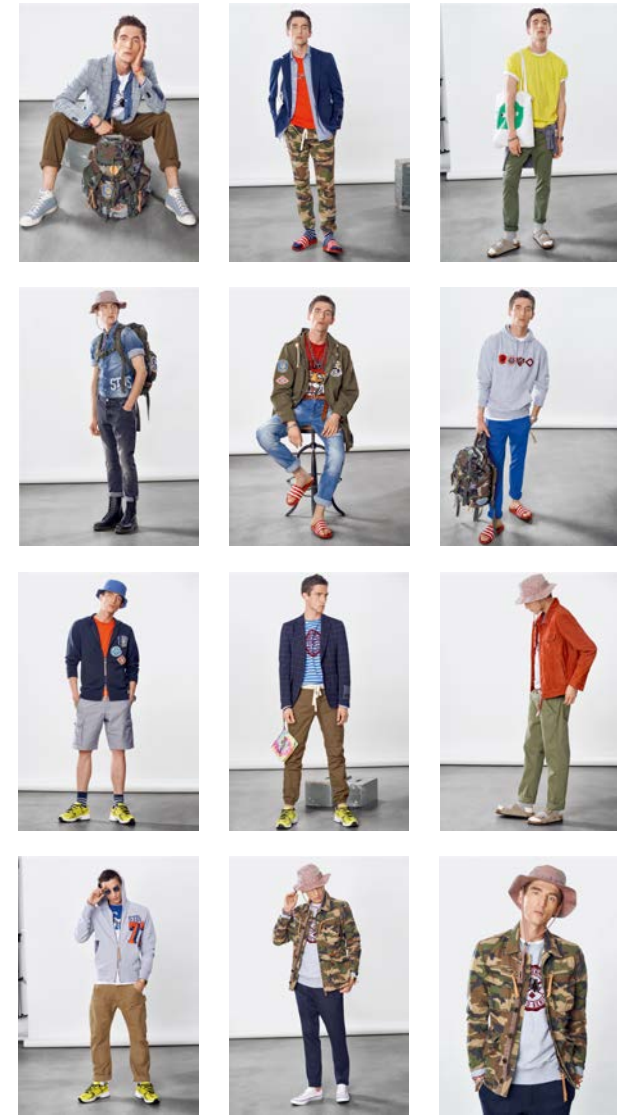
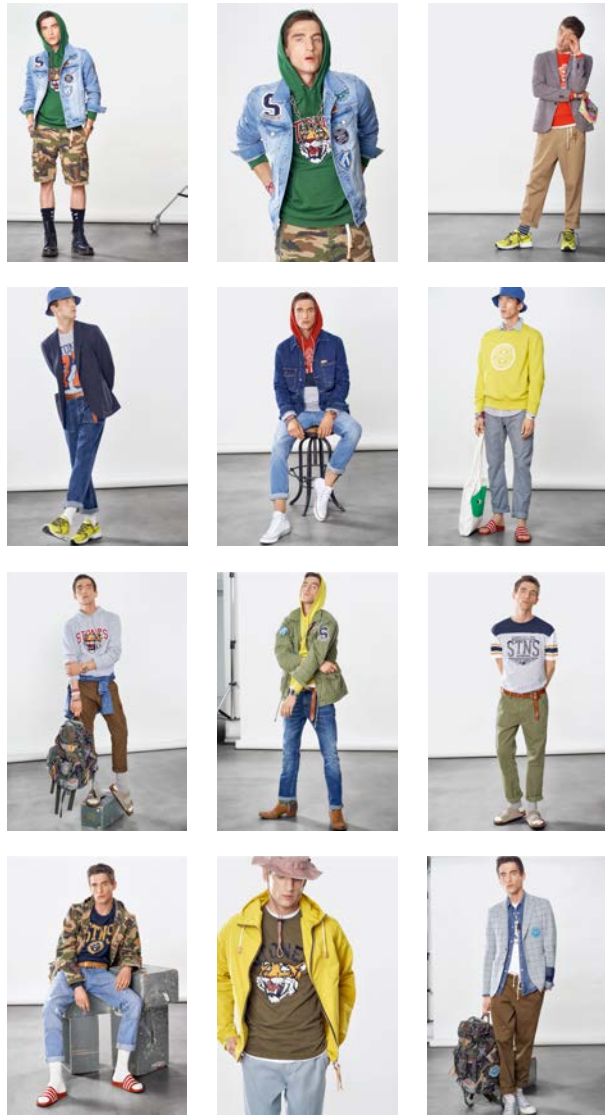
THE LOGO

The Stones Logo consists of a word mark and a figurative mark.

The word mark Stones is a brand name that can be pronounced internationally. Additionally the brand name reflects the content of the collection.

The Icon represents a stylized compass, which is the symbol of direction and gives the brand a „leader“-Image.





MARKET POSITIONING



INITIAL PRICE

CALCULATION OF 2.8 MARGIN

T-SHIRTS - 39€

POLO - 69,95€

SWEATS - 69€

HOODIE - 89€

5-POCKET JEANS - 99€

CHINOS - 99€

JEANS SHIRT - 99€

KNIT - 149€

JEANS | WORKER JACKET - 149 €

SPORTSWEAR JACKET - 199€

BLAZER - 249€

LEATHER JACKET - 499€





“

Sustainability is an ethos that we have included in our work for the brand, which is in line with how we deal with consumption on a larger scale and make responsible decisions to work ethically and use high quality materials. Brands have a responsibility to use natural resources for the right purpose.”

Karl Zimmermann + Markus Brunner





90s

V I B E S

The collection is inspired by the past to tell stories of the present. The freedom of wearing anything desired without any restrictions. A Mix & Match of 90s sportswear shows oversized shapes, stonewashed denim, workwear-, college- and military-themes.





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THE CLAIM

AUTHENTIC
SOPHISTICATED
CASUALWEAR



WE ARE STONES

Stones is a contemporary casual and denim brand. Inspired by the guys on the city's street, we design understated pieces that are smart and easy to style. Stones focuses on quality craftsmanship, a sophisticated and simple design that is always cool, never obvious. Stones combines an urban aesthetic with a denim manufacturing heritage, so we offer a range of premium denim and everyday essentials. Each piece is constructed from high grade fabrics and superior workmanship. Cutting-edge style and premium quality are the heart of Stones. Stones was founded in 1977.







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