

# DESIGNER PORTFOLIO

HERMEN ACHEAMPONG

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## **4 2026 FSF DESIGN AND PRODUCT DEVELOPMENT CASE STUDY**

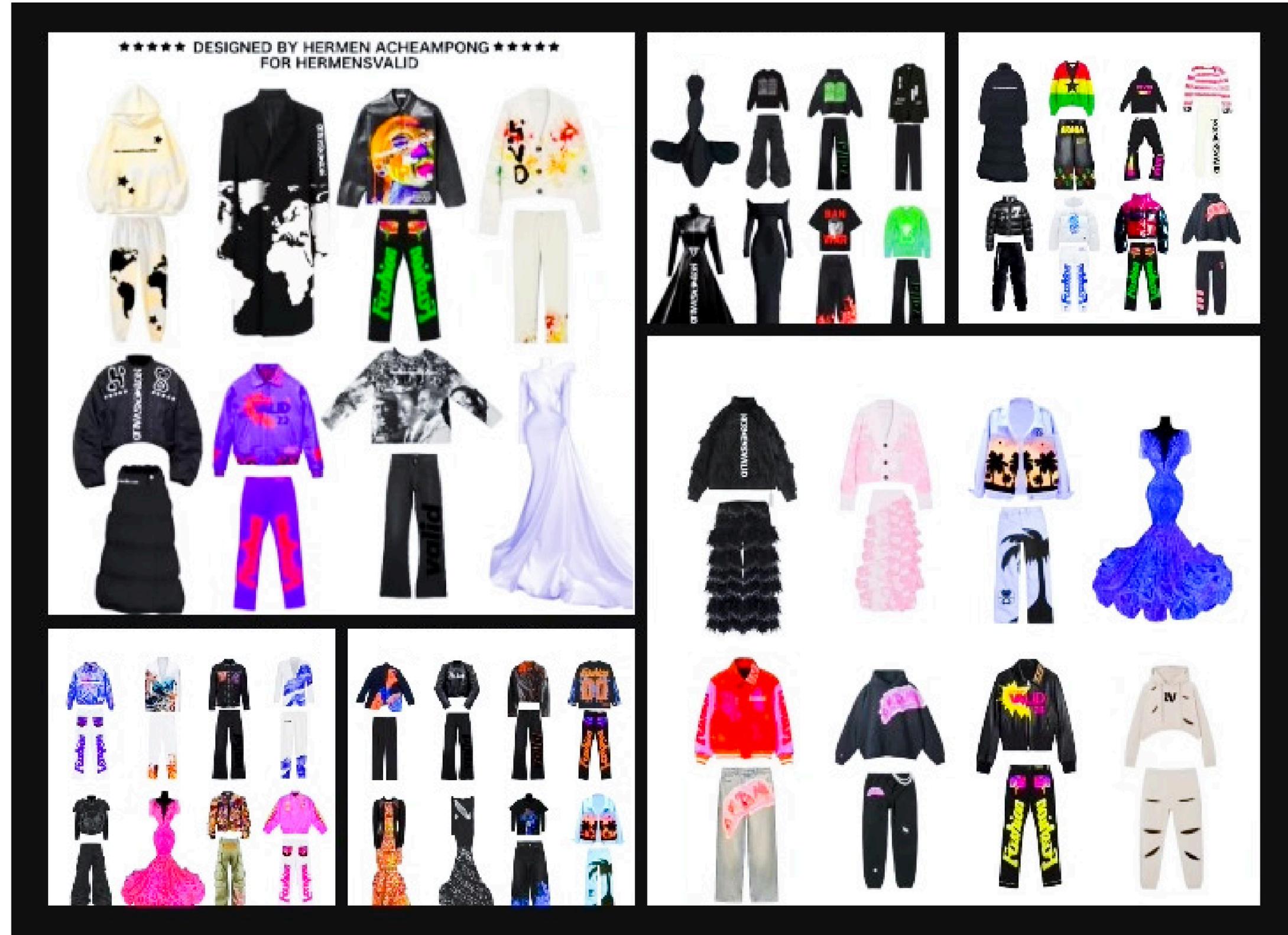
# 1 INTRODUCTION // HERMENSVALID



**HERMENSVALID** is both a brand and a label, founded by **Hermen Acheampong**. As the founder, I lead all aspects of **design, art direction, and creative direction** — shaping the brand's identity and visual language. While I oversee the core creative vision, I also collaborate with **contractors** and **specialists** when needed to bring projects to life.

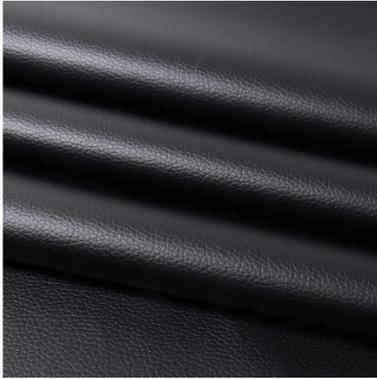
The label reflects my ability to merge luxury aesthetics with street wear and art, creating **collections** that also promote **community-driven experiences and projects**.

This dual role as **designer** and **director** allows me to treat HERMENSVALID not only as a fashion label, but also where experimentation, collaboration, and storytelling drive the work forward.



# SILHOUETTE DEVELOPMENT WITH REAL-WORLD APPLICATIONS

FABRICS USED



**LEATHER**



**COTTON**



**NYLON**



**POLYESTER**



**COLLABORATIONS**

FASHION SHOWS

(2022-2024)

- BOSTON UNIVERSITY
- COLLEGE OF HOLY CROSS
- SOUTHERN CONNECTICUT STATE UNIVERSITY
- RUTGERS UNIVERSITY
- WASHINGTON UNIVERSITY
- UNIVERSITY OF MASSACHUSETTS DARTMOUTH
- WORCESTER POLYTECHNIC INSTITUTE



# DESIGN DEVELOPMENT

## PUFFER DRESS



## GRAPHIC DESIGN



## FASHION ILLUSTRATION

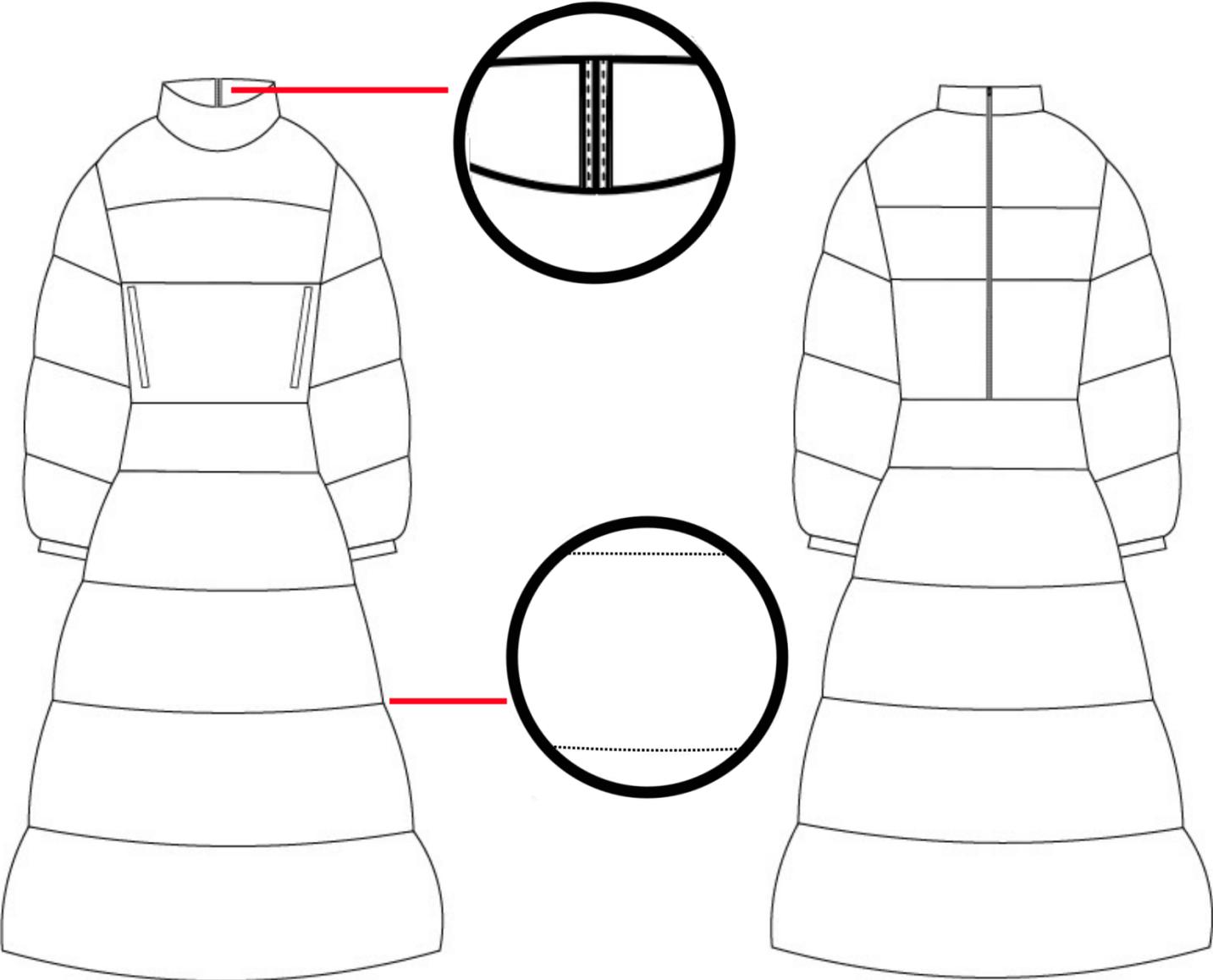


# SPECIFICATION SHEET / TECH PACK

(FASHION DESIGNER STANDARD)

STYLE NAME	HERMENSVALID PUFFER DRESS	SIZE RANGE	XS-XL	SEASON:	WINTER
STYLE NUMBER	HVD-PFD-001	SAMPLE SIZE	SMALL	DATE:	01/06/2025

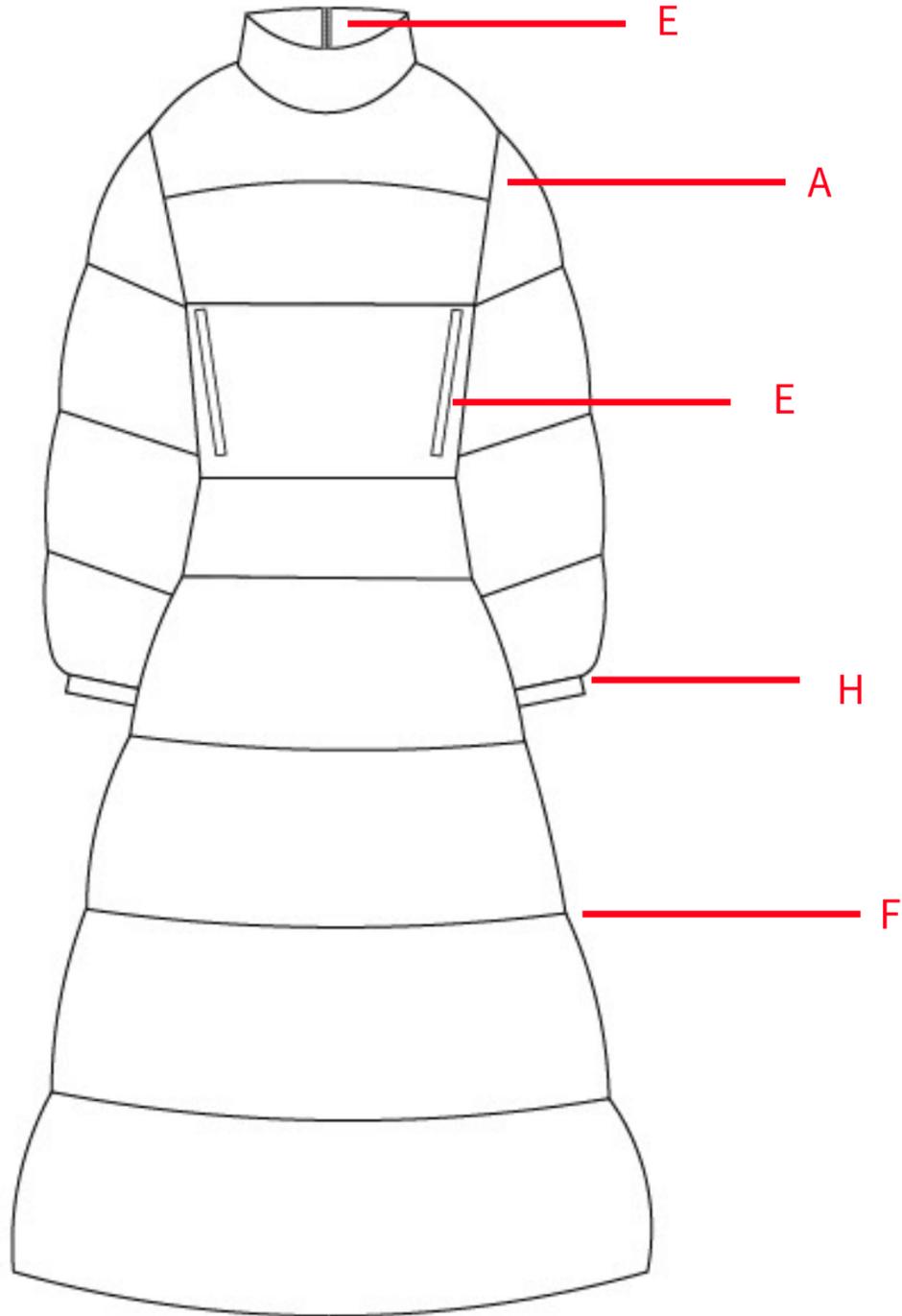
Details: Long, full-body quilted puffer dress with structured tiers.



POINT OF MEASURE	MEASUREMENTS (IN) US STANDARD
NECK CIRCUMFERENCE	13/13.5
NECK TO WAIST	15/15.5
BUST	34/35
WAIST	26/27
HIP	36/37
BICEP	10.5/11
ARM HOLE	7.5/8
FOREARM	9
WRIST	5.5/6
INSEAM	28/29
OUTSEAM	40/42
SHOULDER TO WRIST	24/25
SHOULDER TO SHOULDER	14/14.5

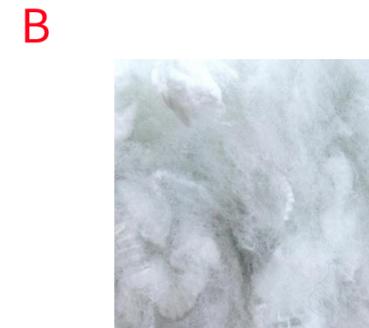
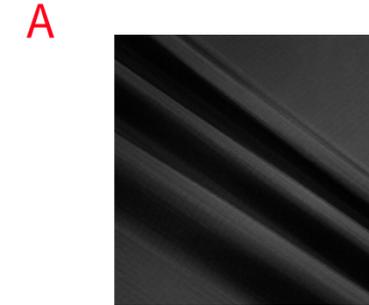
STYLE NAME	HERMENSVALID PUFFER DRESS	SIZE RANGE	XS-XL	SEASON:	WINTER
STYLE NUMBER	HVD-PFD-001	SAMPLE SIZE	SMALL	DATE:	01/06/2025

### Fabrics/Materials/Construction Details



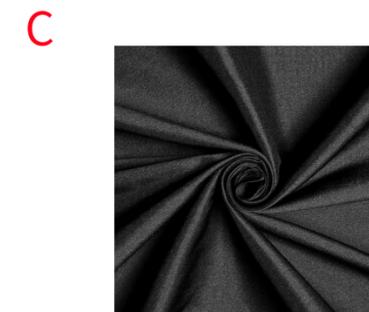
### Fabrics/Materials

(A) OUTER SHELL FABRIC	100% NYLON (WATER-RESISTANT AND WINDPROOF)  WEIGHT: 80 GSM.
(B) INSULATION	100% POLYESTER FILL  WEIGHT: 300 GSM.
(C) LINING	100% POLYESTER TAFFETA.  WEIGHT: 50 GSM.
(D) TRIM	ELASTIC BINDING FOR CUFFS AND HEM.
(E) ZIPPERS	BACK ZIPPERS:YKK Conceal® Invisible Zipper Size: 18-22 inches  POCKET ZIPPERS:YKK #3 Concealed Nylon Zipper Size: 6-7 inches



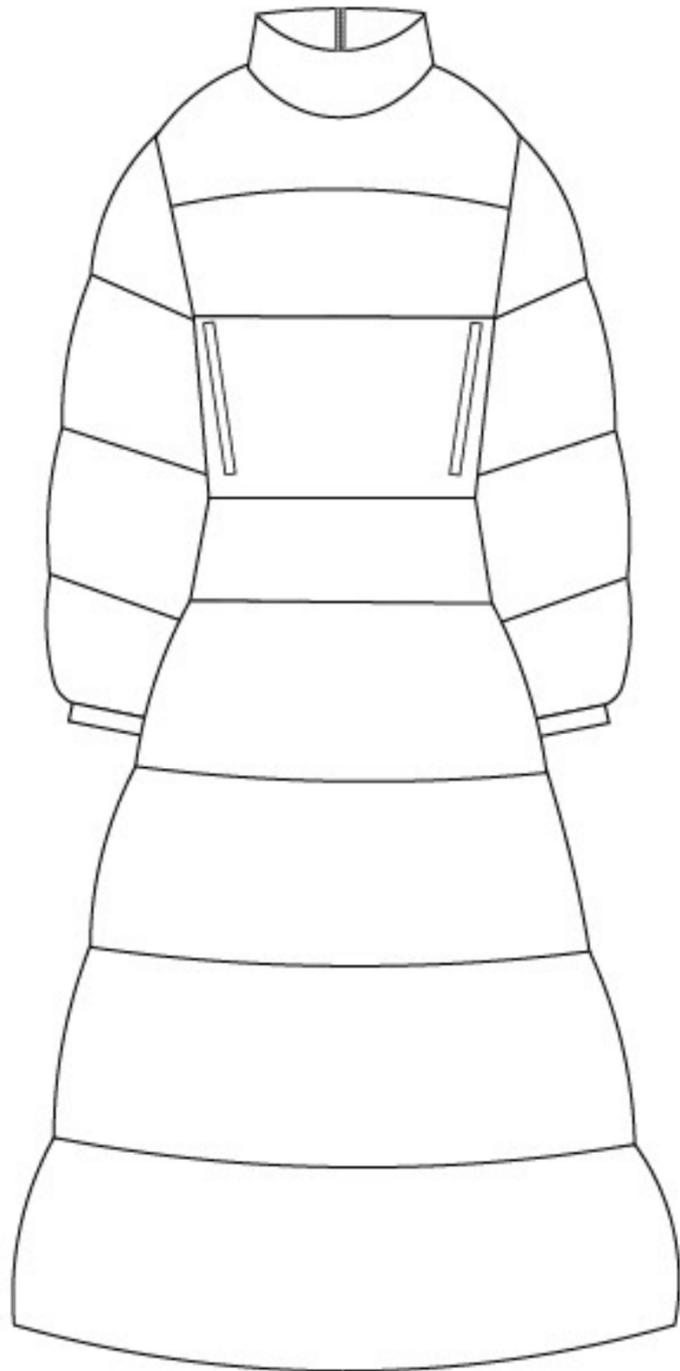
### Construction Details

(F) TOP STICHING	1/4 INCH SPACING ALONG SEAMS
(G) ARMHOLE SEAM ALLOWANCE	3/8 INCH
(H) CUFFS	ELASTICATED CUFFS WITH 1/4-INCH ELASTIC



STYLE NAME	HERMENSVALID PUFFER DRESS	SIZE RANGE	XS-XL	SEASON:	WINTER
STYLE NUMBER	HVD-PFD-001	SAMPLE SIZE	SMALL	DATE:	01/06/2025

Fabrics/Materials (Colors)



(A) MAIN COLOR	ANTHRACITE (Pantone: 19-4007 TCX)
(B) LOGO COLOR	Bright White (Pantone: 11-0601 TCX)



**PANTONE®**  
19-4007 TCX  
Anthracite



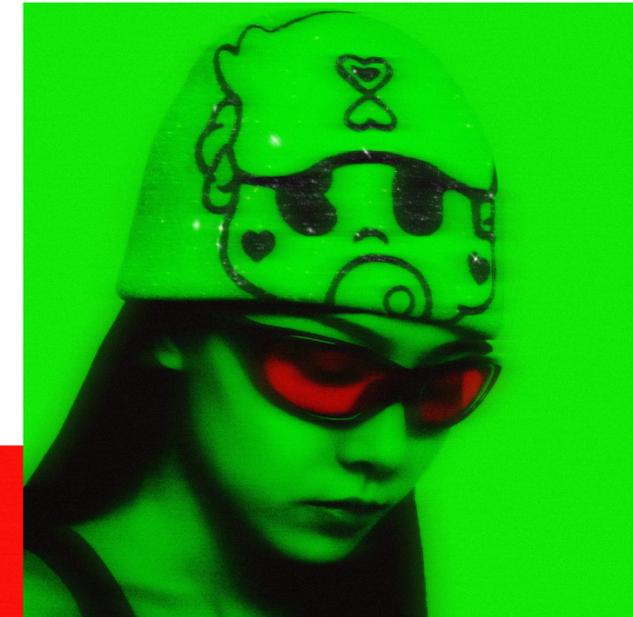
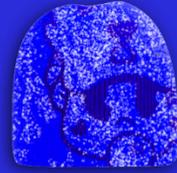
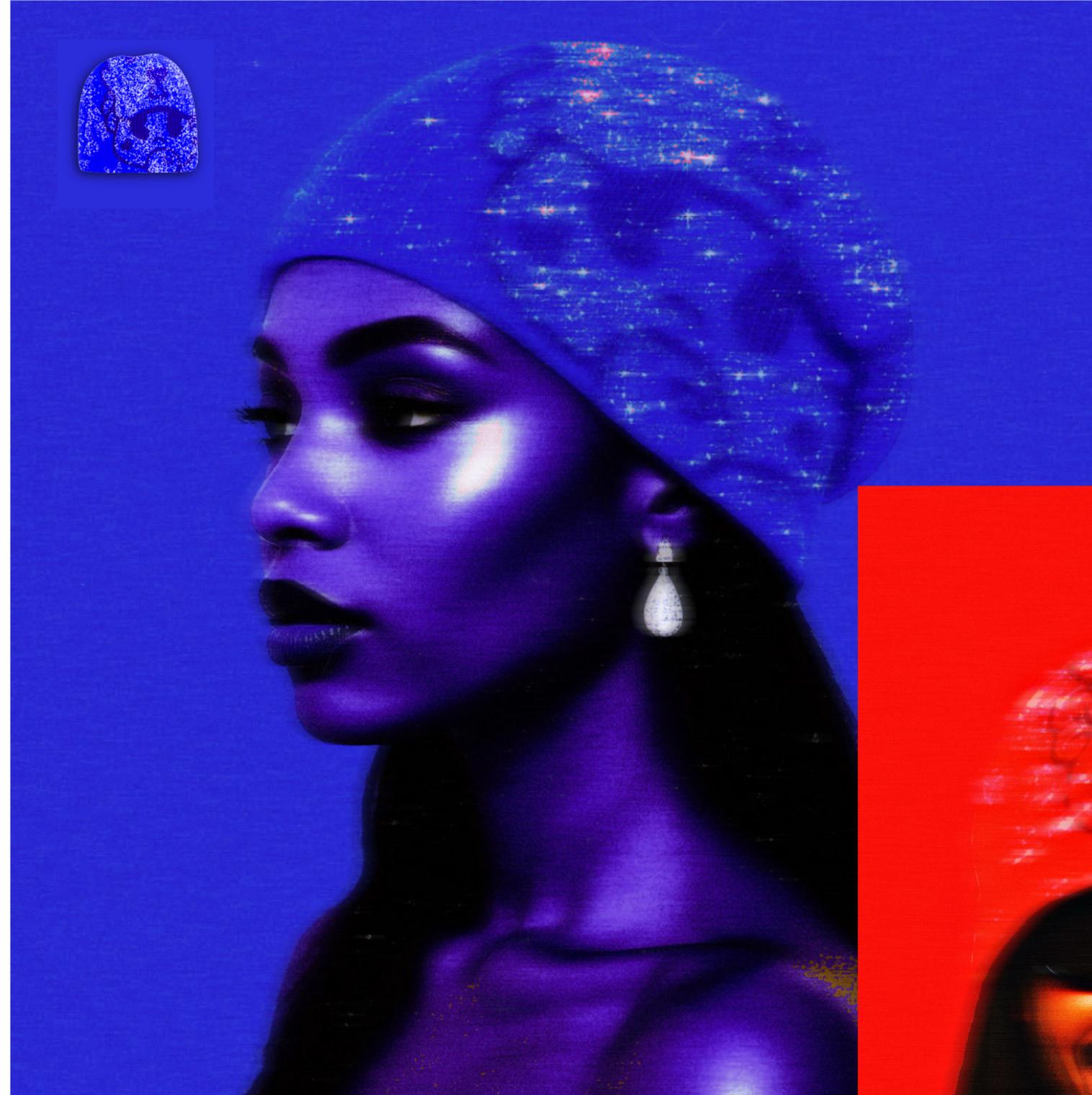
**PANTONE®**  
11-0601 TCX  
Bright White

# ART DIRECTION & EDITORIALS

Beanies I designed for the "**Amami Ora**" Collection under **HERMENSVALID**.

The 'Amami Ora Collection' operates as a **diffusion line**, presenting a gender-neutral fusion of avant-garde high fashion and streetwear. This collection stands out with its vibrant colors and tones, delivering a uniquely inclusive aesthetic that differentiates it from the main line. The collection is identified by the signature double hearts.

**I also directed the photo shoots and edited the pictures**



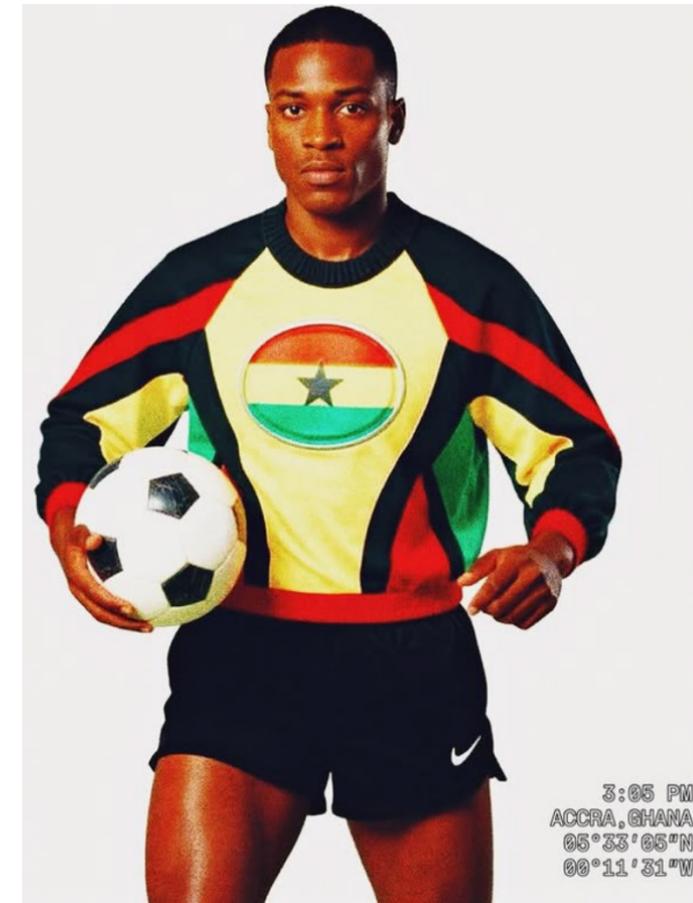
# ART DIRECTION & EDITORIALS

This is a collection I designed featuring a Domed, Ghana flag emblem made by **clear resin/plastic coating** for a glossy, protective finish . The 3D emblem adds texture and style .

I also directed the photo shoots and edited the pictures



3:05 PM  
ACCRA, GHANA  
05°33'05"N  
00°11'31"W



3:05 PM  
ACCRA, GHANA  
05°33'05"N  
00°11'31"W

# MARKETING

INSTAGRAM

**HERMENSVALID** 

70 posts   9,915 followers   538 following

Clothing (Brand)  
The official Instagram of HERMENSVALID  
[hermensvalid.com](https://hermensvalid.com)

Followed by 688 others you know

Following   Message   Learn more   +

WPI 2025   WPI 2024   WPI 2023   BU 2023   RU 2023

0 questions :) pls ask  
tion  
:) F vid  
o ql

8:12 PM

HERMENSVALID.COM

ETHEL WINNIFRED  
ACCRA, GHANA

UFFER DRESS  
IGNED BY HERMEN ACHAMPONG

HERMENSVALID

FASHION SHOW | HERMEN ACHAMPONG DESIGNER | WORCESTER POLYTECHNIC INSTITUTE BLACK STUDENT UNION

10TH UNIVERSITY

# HERMENSVALID.COM

**DAMEN RICKETTS**  
STUDENT-MODEL

**YEAR 3**  
HERMEN REACHES HIS 3RD YEAR OF DESIGNING UNDER HERMENSVALID

**WORCESTER**  
INSIDERS ON UNDERGROUND ARTIST FROM THE 508

HERMENSVALID.COM

MAY 2025

ARTICLE/MAGAZINE COVER G/DESIGN

# WEBSITE

# HERMENSVALID.COM

"HERMEN WAS HERE"

HOME

SHOP

BOOKING

HVD MODELS

More

 Log In



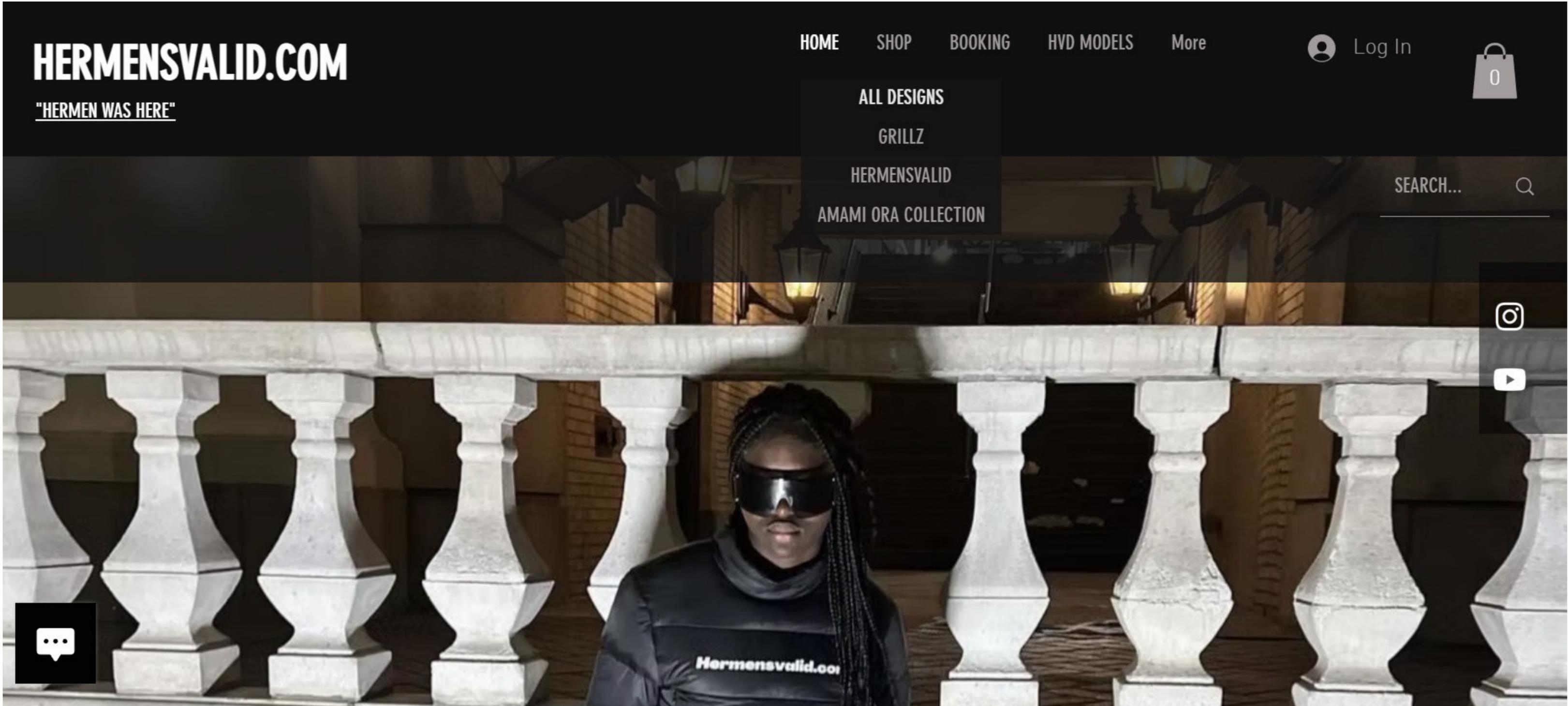
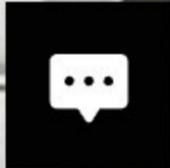
ALL DESIGNS

GRILLZ

HERMENSVALID

AMAMI ORA COLLECTION

SEARCH... 



# 2 NIKE / JORDAN UNIVERSITY JACKETS

This project explores the intersection of University athletic culture and fashion through the creation of a jacket collection inspired by prominent university teams. Each jacket features pattern and colorways representing the identity and school spirit of the respective universities while incorporating some of Nike's and the Jordan sub-division style.

HERMEN ACHEAMPONG  
APPAREL DESIGN STUDENT

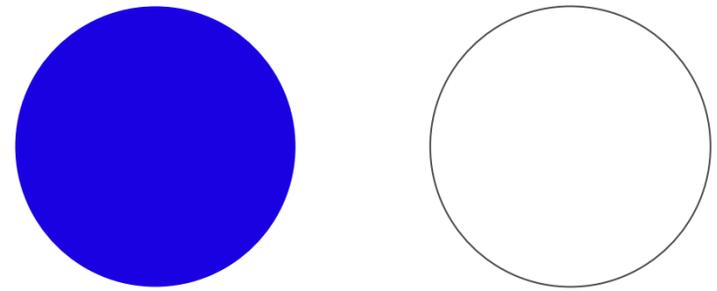
# NIKE UNIVERSITY



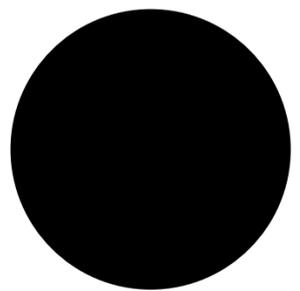
SWIPE RIGHT →

# MOOD BOARD AND INSPIRATION

University Colorways



Accent Color



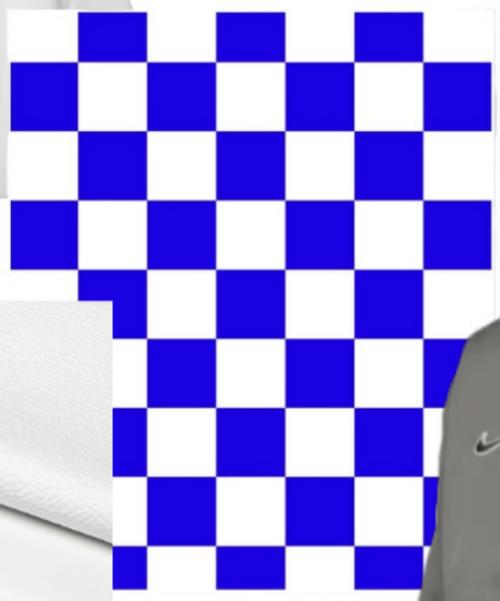
Leather



Logo



Bomber Jacket  
Stand Collar



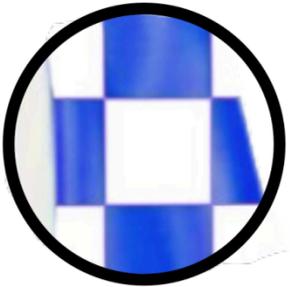
# DESIGN DEVELOPMENT AND SPECS

Nike Younger Sportswear Hoodie

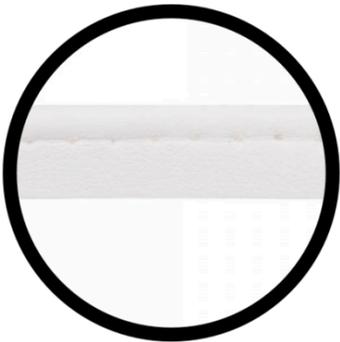
Nike Tag 2006-2010



Leather



Leather Piping



Welted Pockets



# GRAPHIC DESIGNS

**UNIVERSITY OF KENTUCKY**



\* \*

**UNIVERSITY OF FLORIDA**



\* \*

**LOUISIANA STATE UNIVERSITY**



\* \*

**GONZAGA UNIVERSITY**



\* \*

**UNIVERSITY OF OREGON**



\* \*

# GRAPHIC DESIGNS



## UNIVERSITY JACKETS



HERMEN ACHEAMPONG

APPAREL DESIGN STUDENT



# 3 ADDITIONAL WORKS

## ILLUSTRATIONS

This section showcases illustrations for apparel design and story boards , including marker illustrations, Adobe Illustrator renderings and illustrations , and pencil sketches-demonstrating a range of techniques used in concept development



Balenciaga Fashion Show (Marker)

# ADIDAS BASKETBALL SNEAKERS

VERSION 1



#adizero crazy  
#adizero shift  
#adizero shift

- focus on traction control.
- focus on ankle stability and control.
- with an sole (control)
- Adidas logo on the front of the base
- special mark be found around the shoe more



VERSION 2



Adidas like the clash →

Thick  
crossover

HERMEN ACHEAMPONG  
Massachusetts  
College of  
Art & Design  
10-28-24



change to U's instead of V's

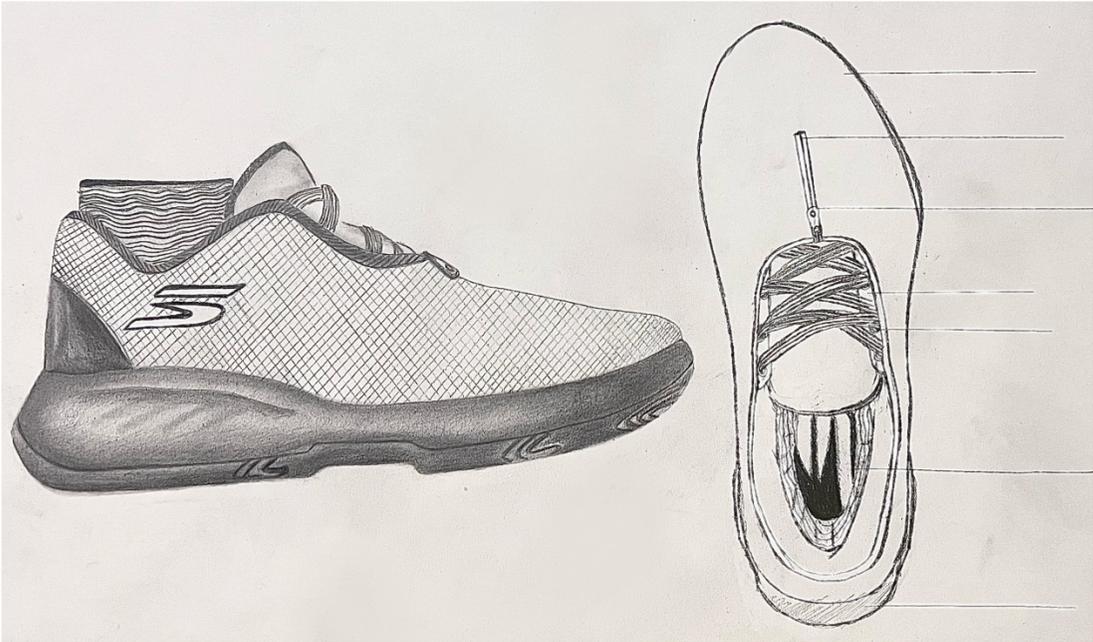


**SKECHERS BASKETBALL SNEAKERS**

Adobe Illustrator



Pencil

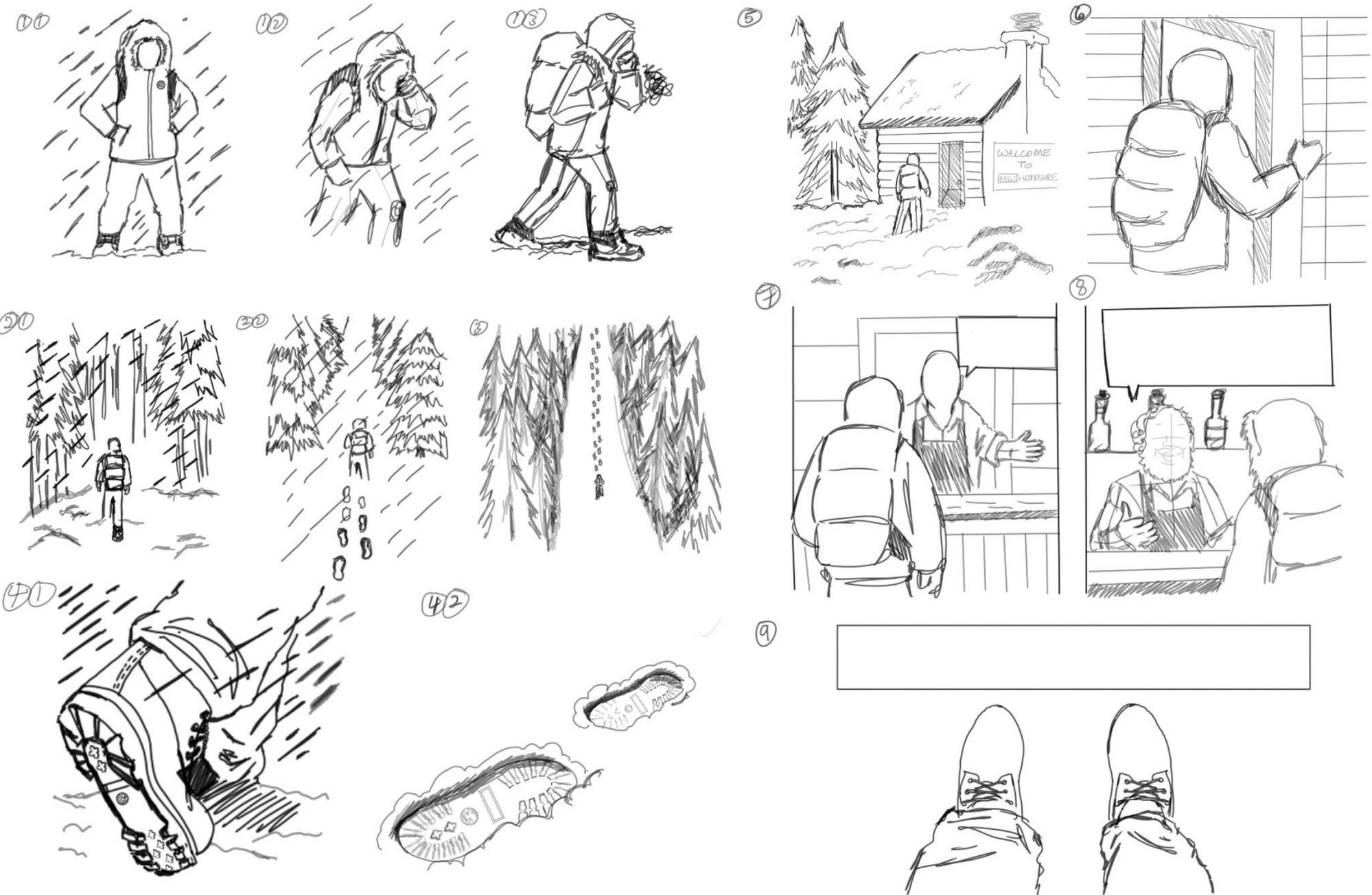


Marker



# TIMBERLAND STORY BOARD

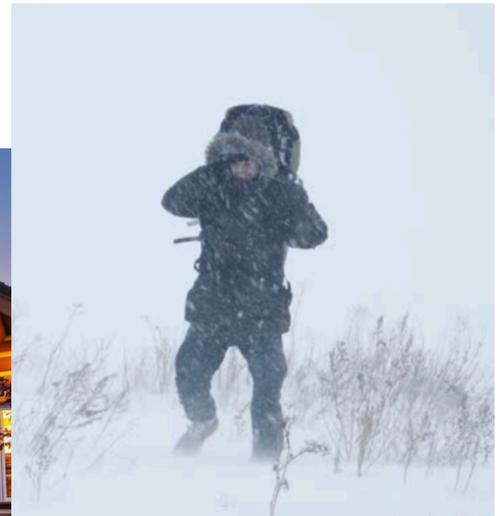
## ADOBE ILLUSTRATOR



## MOOD BOARD



Timberland Classic



# NEW BALANCE LIFESTYLE BOSTON CONCEPTS



# NEW BALANCE LIFESTYLE BOSTON CONCEPTS

[Women](#) / [Clothing](#) / [Shirts](#)

## NB Speed Jumpsuit 2025



[Men](#) / [Clothing](#) / [Shirts](#)

## New Balance Practice Jersey



# JORDAN ESSENTIALS CONCEPTS

Sustainable Materials

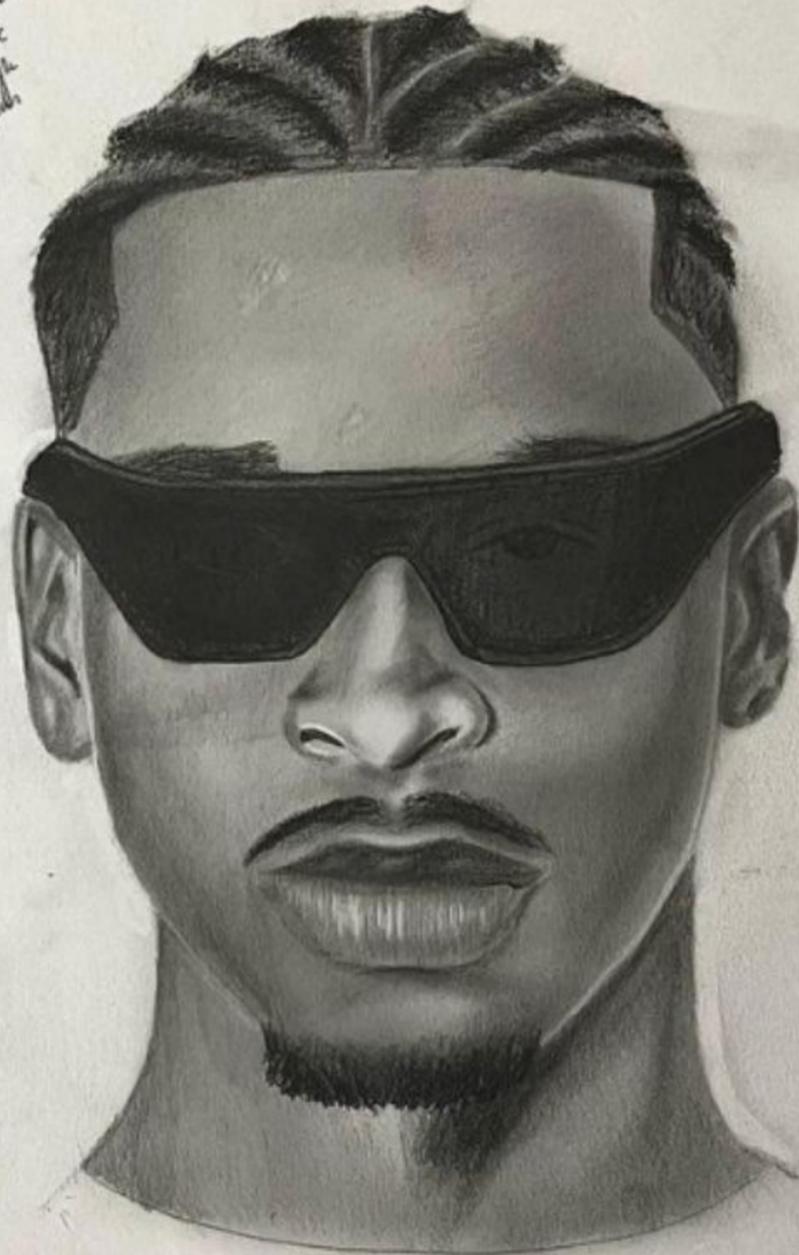
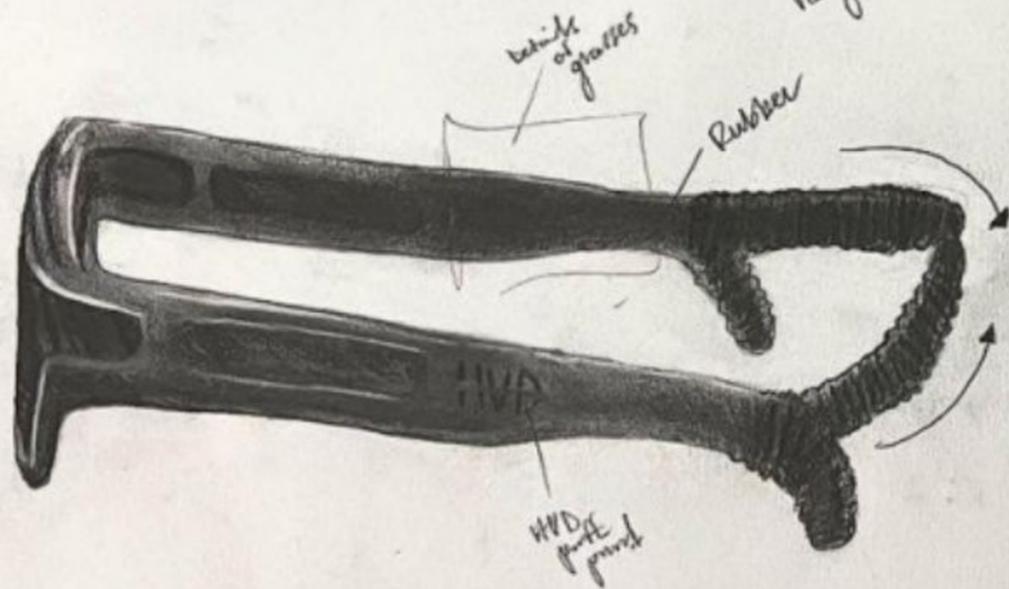
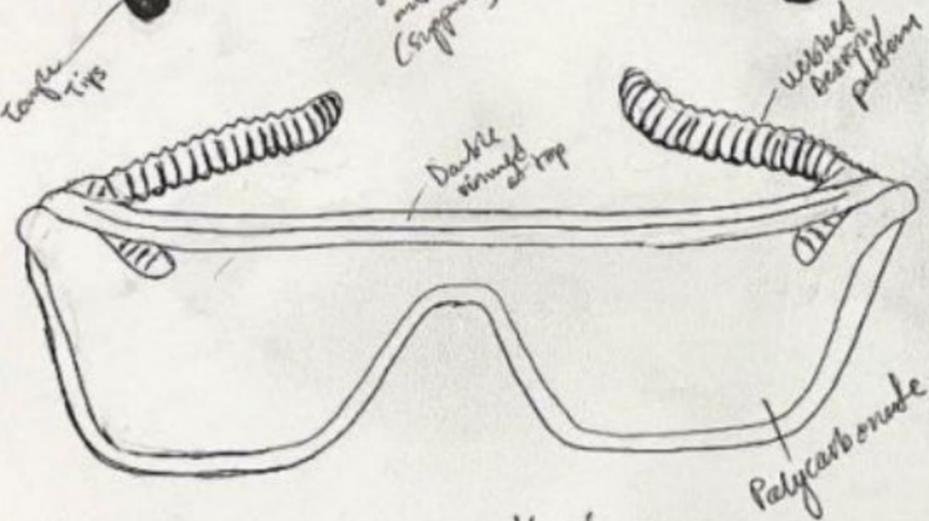
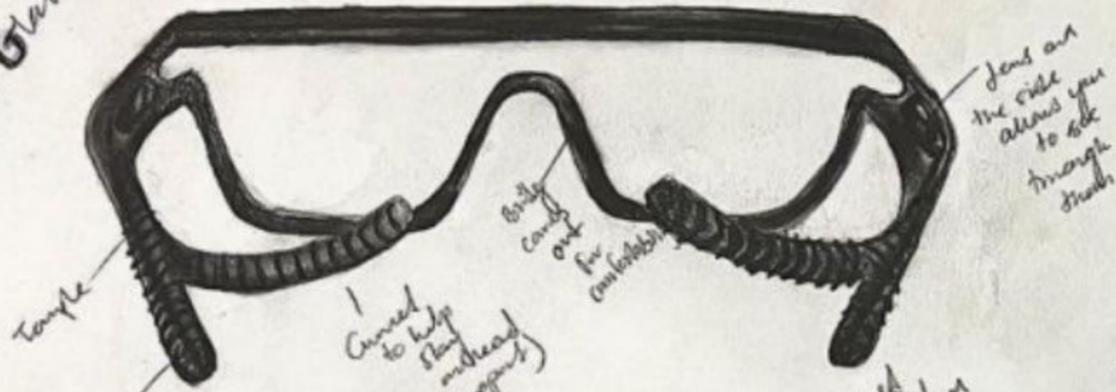
Jordan Essentials Concepts By Hermen  
Acheampong

Men's Jacket





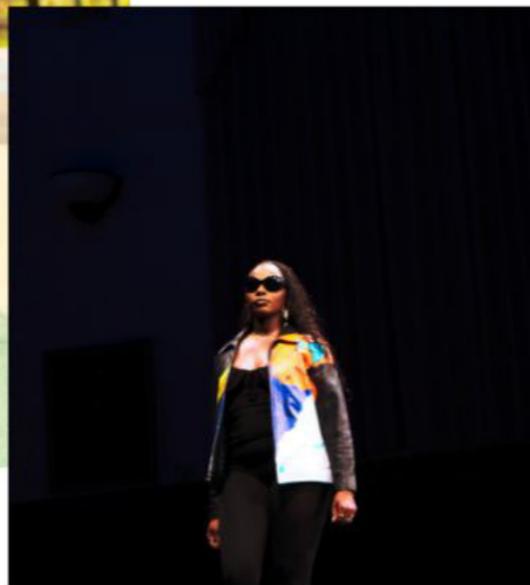
HERMETSALT,  
Spider  
Glasses



# ACRYLIC

## RENAISSANCE SERIES

Collection of paintings using suits as the canvas. Inspired by the Renaissance Era , focusing on proportions and playing with different colors and styles to make my own unique versions and themes.





**Every delivery is a drop.**  
UPS culture , packaging and  
logistics through Off-White's  
design lens.



"DELIVERY"

2026 FSF DESIGN AND PRODUCT DEVELOPMENT CASE STUDY

# "EXECUTIVE SUMMARY"

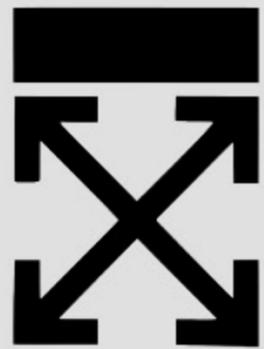
**Virgil Abloh** passed away in November 2021, leaving behind a legacy rooted in breaking boundaries, storytelling, and collaboration—values that his brand **Off-White** embodied. This project is titled "Off-White x UPS" and the collection is titled "**DELIVERY**" honoring his vision by merging Off-White's iconic design language with UPS's trusted delivery service, transforming everyday logistics into a moment in history/fashion, memory, and cultural relevance. Workers are uplifted through redesigned Off-White x UPS **uniforms** that allow them to perform their jobs with pride, functionality, and style. Customers receive more than just a package; they gain a collectible piece of history through **limited-edition delivery boxes, branded tape**, and seasonal **custom** delivery trucks that turn shipments into cultural keepsakes. Beyond functionality, this collaboration creates anticipation and excitement, as fans look forward to the experience of receiving or sending deliveries as much as the contents themselves. This opportunity introduces a premium "design delivery" service that can generate new revenue streams for UPS , create new job opportunities and extend Off-White's influence into daily life keeping Virgil's legacy of merging art, culture, and commerce, alive while leaving consumers a tangible piece of memory, history, and style.

# "RESEARCH"

## IDENTITY AND VISION

Off-White, founded by Virgil Abloh in 2013, is a luxury streetwear label that blends high fashion with everyday culture. Known for its quotation marks, diagonal stripes, and industrial motifs, the brand thrives on cultural disruption, collaboration, and storytelling.

Off-White c/o Virgil Abloh™ envisions a future where free thinking "inspires a pioneering format for the future, where the age of imagination is the product of reality." (OFF---WHITE.COM)



## LOGO

Virgil Abloh's inspiration for the Off-White logo was the 1960s signage system at Glasgow Airport, which featured directional arrows. He was inspired by the industrial, functional, and clear design of the arrows and was able to see the airport's design in a book on logos. (GRAILED.COM)

# "RESEARCH"

## CULTURAL IMPACT

### Influence in Sneaker Culture

Off-White revolutionized sneakers through Virgil Abloh's "The Ten" collaboration with Nike in 2017. By deconstructing and reimagining iconic silhouettes like the Air Jordan 1 and Air Force 1, Virgil turned sneakers into collectible art pieces. His approach blurred the line between functionality and luxury, sparking an entirely new wave of sneaker resale culture and making Off-White one of the most influential brands in streetwear history.



**THE TEN: NIKE AIR VAPORMAX X VIRGIL ABLOH**

# "RESEARCH"

## CULTURAL IMPACT

### Bridging Music and Fashion

Virgil drew heavily from music, especially hip-hop and DJ culture, to shape Off-White's identity. Rappers and artists like Kanye West, Jay-Z, Drake, and Rihanna became natural ambassadors, turning Off-White into a symbol of both cultural capital and personal expression. The brand's presence in album covers, tours, and music videos cemented its place at the crossroads of sound and style.



◀ **RIHANNA: OFF-WHITE OFF COURT 3.0 HIGH-TOP SNEAKER (SPLASH NEWS)**



▲ **OFF-WHITE (FEAT. LIL UZI VERT / NGEEYL )(2021)**

# "RESEARCH"

## CULTURAL IMPACT

### Art, Architecture, and Everyday Culture

Beyond sneakers and music, Off-White brought Virgil's background in architecture and design into fashion. The brand transformed everyday symbols — from quotation marks to construction tape — into high-fashion codes. This ability to elevate the ordinary made Off-White not just a clothing brand, but a cultural language that resonated globally.



**IKEA X VIRGIL ABLOH MARKERAD COLLECTION (GUY RUSSELL/COURTESY OF IKEA)**

# "RESEARCH"

## IDENTITY AND VISION

In 1907, two teenage entrepreneurs created what would become the world's largest package delivery service. Starting in a Seattle basement with a \$100 loan, Claude Ryan and Jim Casey opened the American Messenger Company. The company painted the company's cars its signature color brown, representing class, sophistication and professionalism. (UPS.COM)



# "RESEARCH"

## LOGO

UPS has undergone a century-long evolution from its beginnings in 1907 as the American Messenger Company to becoming a global logistics giant. Its logo history reflects this transformation — starting with an eagle and shield symbolizing reliability in 1916, shifting to a simpler shield in 1937, and then to Paul Rand's iconic 1961 design featuring the lowercase "ups" and a parcel tied with a bow. Later redesigns in 2003 and 2014 modernized the shield for a digital age, removing the bow to reflect UPS's expansion beyond package delivery into global supply chain management. (TURBOLOGO)



# "TARGETED CONSUMER"

## TARGET MARKET

### **UPS Workers (Internal Audience)**

Workers who wear the uniforms and carry the brand every day.

They gain pride, identity, and style while doing their jobs.

Becomes an internal marketing win because the workforce feels valued.

### **UPS Customers (External Audience)**

Everyday customers shipping or receiving packages.

Especially younger demographics (Gen Z & Millennial's) who value cultural relevance, design, and collectible experiences. (Mostly the demographic that was most familiar with Virgil's works)

They share these moments on social media, creating organic marketing.

### **Fashion & Streetwear Fans (Extended Audience)**

Collaborations can be exciting for fans of OFF-WHITE and Hype-driven people and communities.

**Resellers, sneakerheads, and collectors who want limited-edition packaging or uniforms as artifacts.**



# "TARGETED CONSUMER"

## CONSUMER AND LIFESTYLE RESEARCH

### 1) UPS Workers/Ordinary customers (Internal Consumers)

**Demographics:** Primarily working professionals across diverse age ranges; strong representation of middle-class earners.

**Lifestyle:** Long hours, physically demanding roles, strong identification with the “Brown” uniform and community.

**Needs & Motivations:** Comfort, functionality, pride in their work. An elevated uniform designed by Off-White allows them to do their jobs in style, boosting morale and brand representation.

# "TARGETED CONSUMER"

## CONSUMER AND LIFESTYLE RESEARCH

### 2) Gen Z & Millennials (External Consumers)

**Demographics:** 18–35 years old, digitally savvy, drive global streetwear and sneaker resale markets.

**Lifestyle:** Active on social media such as Instagram, TikTok, and sneaker forums; value exclusivity, sustainability, and experiences over just products.

**Needs & Motivations:** Crave limited-edition drops and branded collaborations that can be shared socially. They see packaging, uniforms, and trucks not just as delivery tools, but as cultural artifacts worth documenting.

# "TARGETED CONSUMER"

## CONSUMER AND LIFESTYLE RESEARCH

### 3) Emerging Gen Alpha (Future Consumers)

**Demographics:** Born after 2010, entering teenage years.

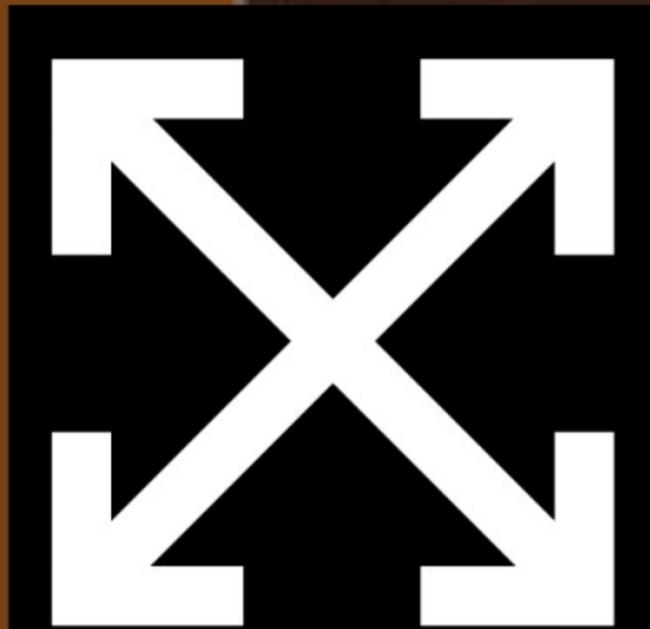
**Lifestyle:** Fully digital native — raised on gaming, YouTube, TikTok, and AI tools. They will shape how delivery and design converge in digital + physical spaces.

**Needs & Motivations:** Expect hyper-personalization and interactive experiences

# "CONCEPT BOARD"



Off-White™



OFF-WHITE c/o VIRGIL ABLOH™  
Defining the grey area between black and white as the color Off-White™  
Designed by BlueStaxks

**Color Pallet**

Using five colors directly picked from the current logo with the addition of black, I had just enough to work with so that I had a full value range. This allowed me to make the box three dimensional and the figure the same iconic brown that the ups delivery people wear.

A color palette consisting of six colored squares: a dark brown, a medium brown, a golden brown, a light brown, a yellow, and a black. Below the palette is the UPS logo, which is a shield-shaped emblem with the word "UPS" in a stylized font.

# "CONCEPTUAL DIRECTION"

## 1) Concept Introduction

The Off-White × UPS collaboration introduces a collection that reimagines delivery as a cultural experience. Inspired by Virgil Abloh's ethos of collaboration and disruption, the collection redesigns UPS uniforms, delivery trucks, and packaging to bring pride, creativity, and collectibility into everyday logistics. Customers don't just receive a package — they participate in a moment of design history.

### Collection Highlights

**Uniforms & Accessories:** Off-White × UPS worker apparel combining functionality with high-fashion design.

**Packaging & Tape:** Limited-edition boxes and tape that transform parcels into collectible items.

**Seasonal Trucks:** Branded vehicles that serve as moving billboards and cultural touchpoints.

## 2) Who the Collection Serves

The collection primarily serves **UPS**. While Off-White provides the **design language and part of the cultural influence**, UPS gains the most direct benefit — elevating its workers, energizing its customer base, and refreshing its brand relevance with younger audiences. By layering Off-White's creativity onto UPS's infrastructure, the collaboration makes the act of delivery itself a premium, shareable experience.

The collaboration will still benefit both parties, with additional opportunities in the forms of limited drops, premiums, and sales.

## 3) Brands' Ethos

### Off-White Ethos:

This collaboration extends Off-White's ethos by turning everyday logistics into a canvas for creativity and cultural expression.

### UPS Ethos:

The project amplifies UPS's ethos by giving workers pride in their role, connecting customers through design-driven experiences, and creating new opportunities for engagement and premium service.

### Summary

Together, Off-White and UPS deliver more than packages — they deliver culture, memory, and pride at every doorstep.

# "DESIGN DEVELOPMENT"

## Tops and Bottoms

### Fall Collection – Leather Jacket & Cargo Pants

The leather jacket reinterprets the classic UPS silhouette with large patch-style front pockets, ribbed cuffs and hem woven with repeating Off-White logos, and reinforced elbow patches for durability. On the back, "DELIVERY" and the oversized Off-White cross-arrow logo are screen-printed.

The cargo pants carry the same visual language with large side pockets featuring screen-printed Off-White logos, complemented by "DELIVERY" text across the waistband. Functional and graphic, the pants merge workwear utility with Off-White's distinct design codes.

### Spring/Summer Collection – Cotton Shirt & Khaki Shorts

UPS short-sleeve uniform with a clean patch chest pocket (flat, without flap), subtle Off-White text at the collar, and a customizable name tag. On the back, the design makes a strong statement with "DELIVERY" screen-printed above the oversized Off-White cross-arrow logo, tying the shirt into the larger collection theme.

The khaki shorts are a lighter seasonal counterpart to the Fall cargo pants, featuring side patch pockets with screen-printed Off-White logos and a bold "DELIVERY" text across the waistband.



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SKETCH



CAD

# "DESIGN DEVELOPMENT"

## Tops and Bottoms

### Fall Collection – Leather Jacket & Cargo Pants

The leather jacket reinterprets the classic UPS silhouette with clean welt-style front pockets, ribbed cuffs and hem woven with repeating Off-White logos, and reinforced elbow patches for durability. On the back, "DELIVERY" and the oversized Off-White cross-arrow logo are screen-printed.

The cargo pants carry the same visual language with large side pockets featuring screen-printed Off-White logos, complemented by "DELIVERY" text across the waistband. Functional and graphic, the pants merge workwear utility with Off-White's distinct design codes.

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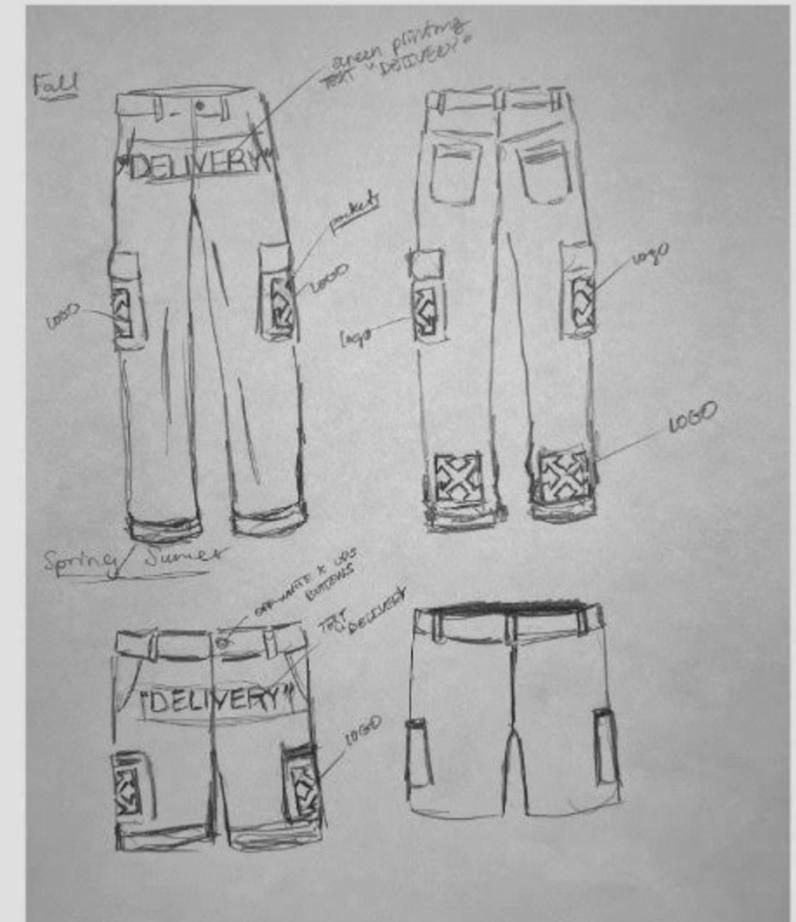
LEATHER



COTTON



TWILL/  
COTTON



# "DESIGN DEVELOPMENT"

## Off-White X UPS Packaging Tape

The shipping tape is designed as more than a functional tool— but works also a promotional, visual identity of delivery. Using UPS's brown and yellow palette combined with Off-White's diagonal stripes and text graphics, the tape transforms each box into a branded statement. Beyond packaging, the tape functions as a promotional item, collectible and reusable, reinforcing the concept of every delivery as a limited-edition drop.



ADOBE ILLUSTRATOR



ADOBE ILLUSTRATOR

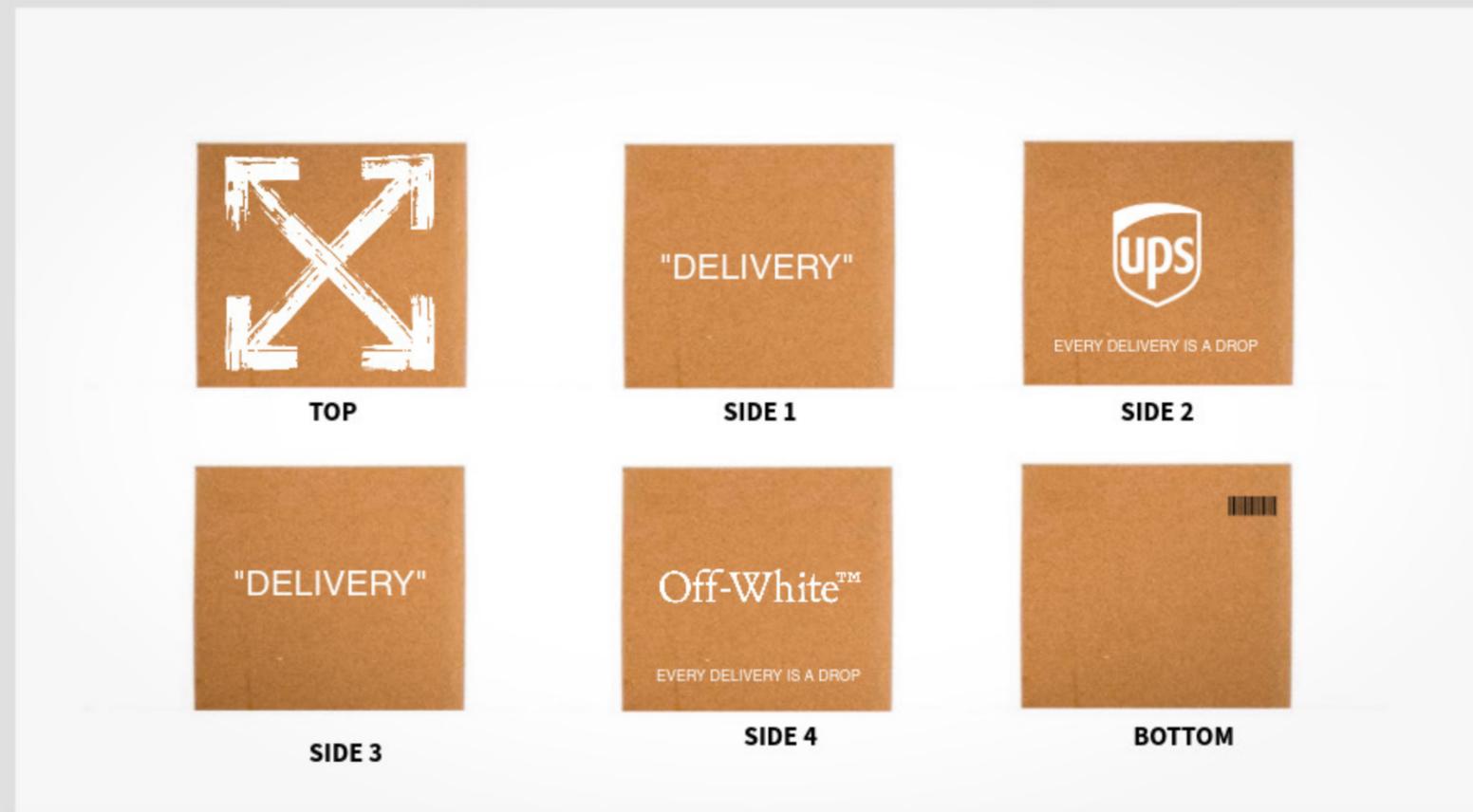


UPS PACKAGING TAPE

# "DESIGN DEVELOPMENT"

## Off-White X UPS Delivery Boxes

The box uses a six-sided design that turns standard UPS packaging into a branded collectible. Two sides are printed with the word "DELIVERY" in Off-White's signature quotation marks, while the top carries the bold Off-White™ logo above the phrase "Every delivery is a drop." One side features the UPS shield logo paired with the same phrase, creating balance between both brands. The top of box has the oversized Off-White cross-arrow graphic. The bottom remains blank to keep the design clean and practical. This arrangement transforms the box into a moving billboard for both UPS and Off-White, reinforcing the idea that each package is more than shipping — it's part of culture.

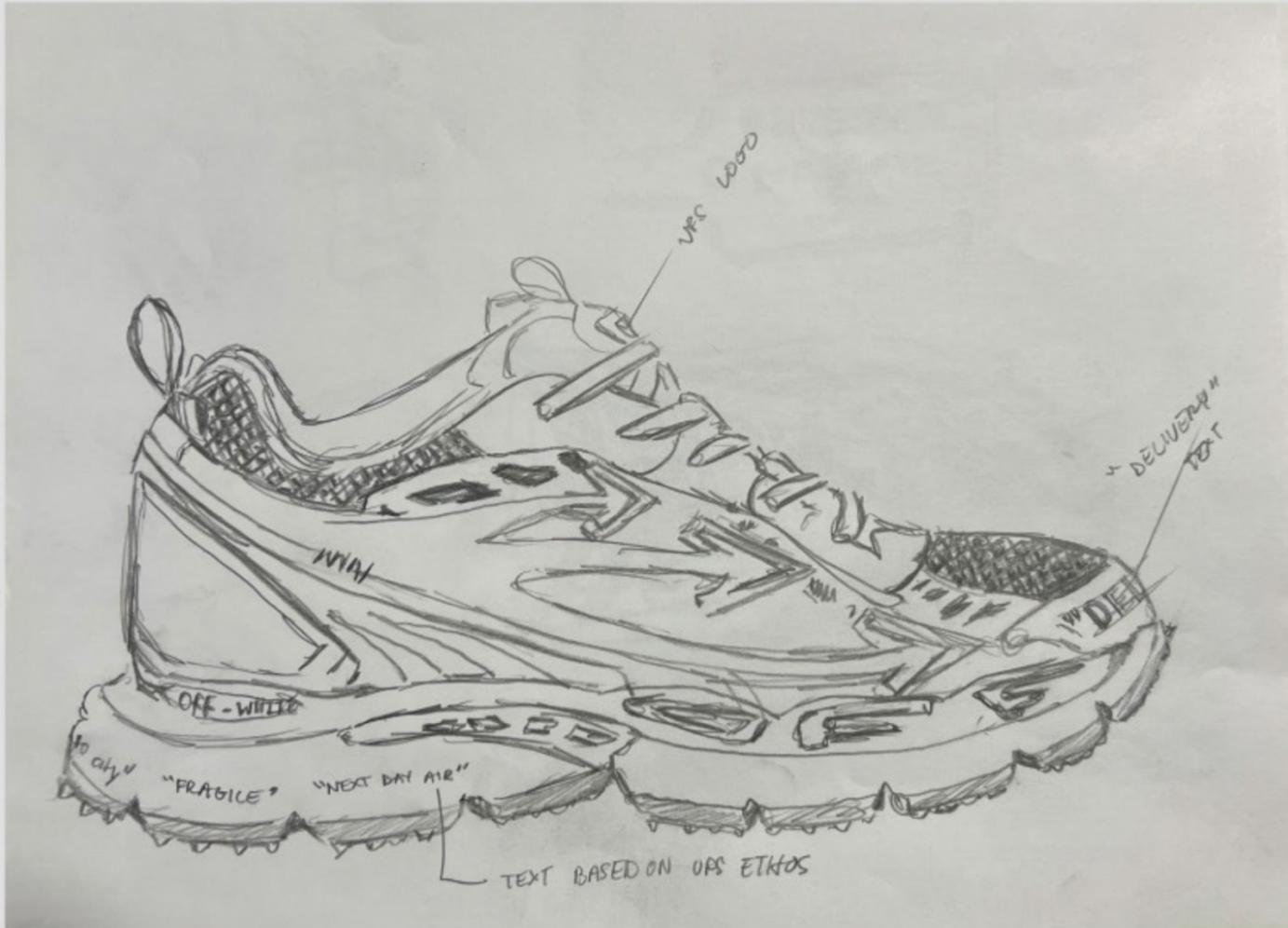


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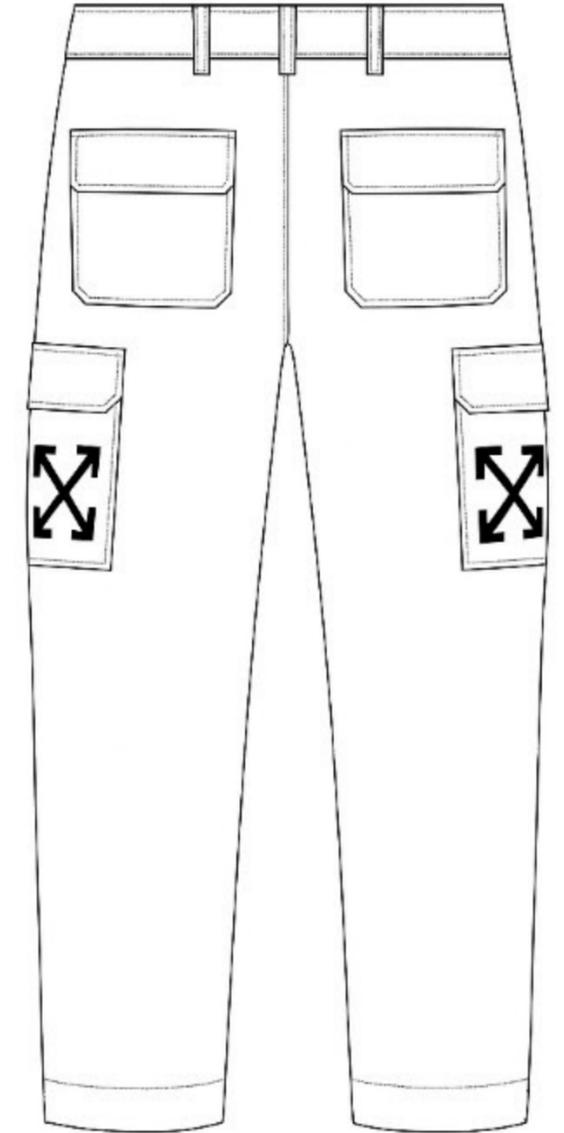
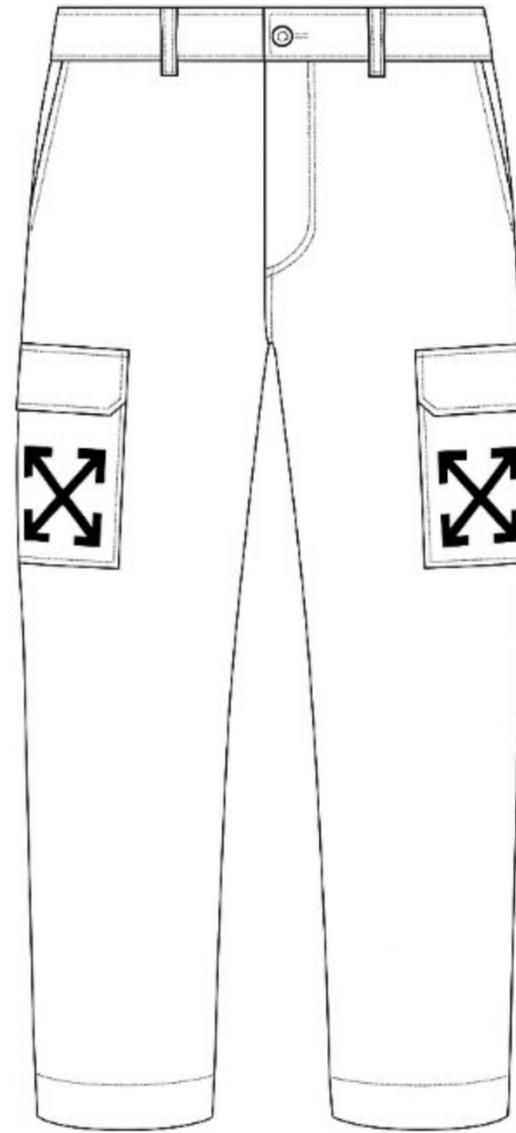
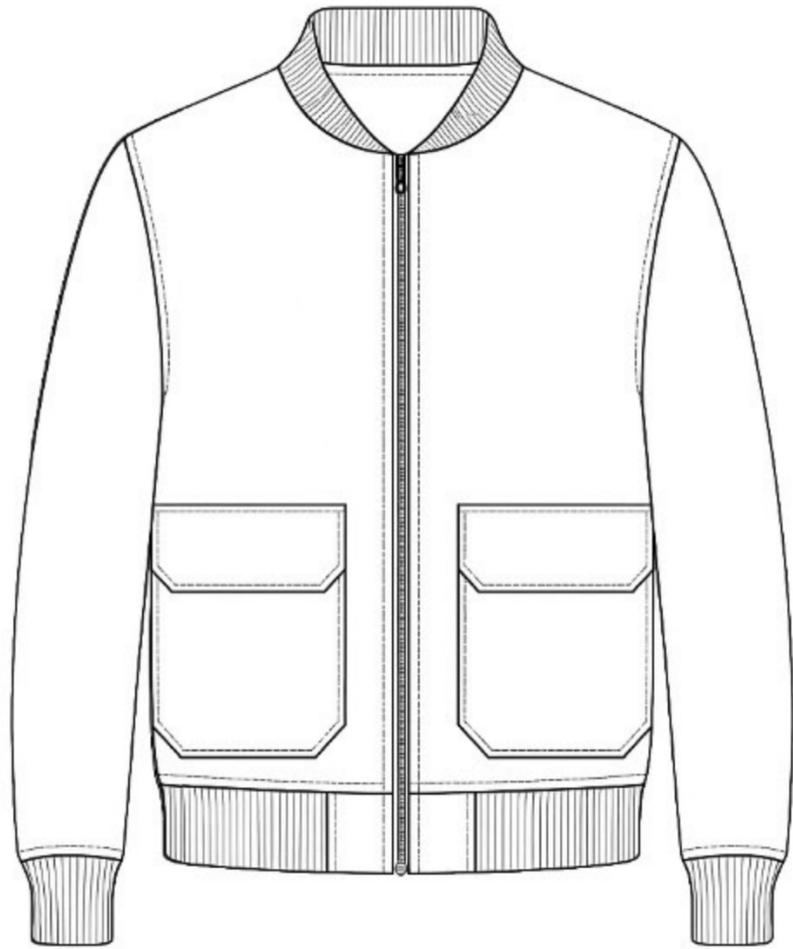
# "DESIGN DEVELOPMENT"

## Off-White™ "BE RIGHT BACK" sneaker

Featuring mesh and synthetic leather construction, signature arrow motifs, a branded tongue and heel, and a cushioned midsole with treaded sole, it's built for both comfort and culture. The name resonates perfectly with UPS's constant movement from city to city. (OFF---WHITE.COM)



# "TECHNICAL FLATS"



# "FUTURE GROWTH"

For future growth, the plan is to start small with uniforms, accessories, and packaging — pieces that already tie directly to UPS's identity. If the collaboration proves successful, we would scale into full lifestyle collections, seasonal drops, and even regional editions tied to UPS hubs around the world. This would allow both brands to build cultural momentum while keeping exclusivity.

On the other hand, if the collaboration doesn't expand beyond the initial run, the project can still stand as a cultural capsule — a tribute to Virgil Abloh's vision and UPS's heritage. Off-White maintains design ownership, UPS gains brand visibility, and consumers walk away with something meaningful and collectible.

Either way, the collaboration achieves its goal of elevating uniforms, packages, and everyday delivery into something iconic. If it scales, it becomes a new model where delivery itself is culture.

# "CONCLUSION"

In conclusion, the **Off-White × UPS** collaboration redefines what a uniform and a delivery experience can be. By merging UPS's legacy of trust and reliability with Off-White's disruptive design language, we created a collection that serves workers with pride, excites consumers with cultural touchpoints, and pays tribute to Virgil Abloh's ethos of turning the ordinary into the extraordinary. Whether this project expands into future drops or remains a limited cultural capsule, it demonstrates how fashion and logistics can work together to deliver more than packages — they can deliver identity, memory, and culture.

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