



**GRASSO**

**GRASSO IS:**

**A CELEBRATION OF THE  
MAGIC AND TRANSENDING  
NATURE OF DANCE MUSIC  
AND THE DANCE MUSIC  
SCENE – PAST AND PRESENT**



**OUR WHY?**

**TO RECREATE THE**

**EMOTION FELT**

**THROUGH DANCE MUSIC**

**(USING FASHION)**



## **OUR BRAND VALUES:**

**POSITIVITY IN EVERYTHING WE DO**

**WELCOMING & INCLUSIVE**

**UNAPOLOGETICALLY ENVIRONMENTAL**

**OPEN & TRANSPARENT**





## 'PRE CLUB PUB'



shutterstock.com · 1415402249

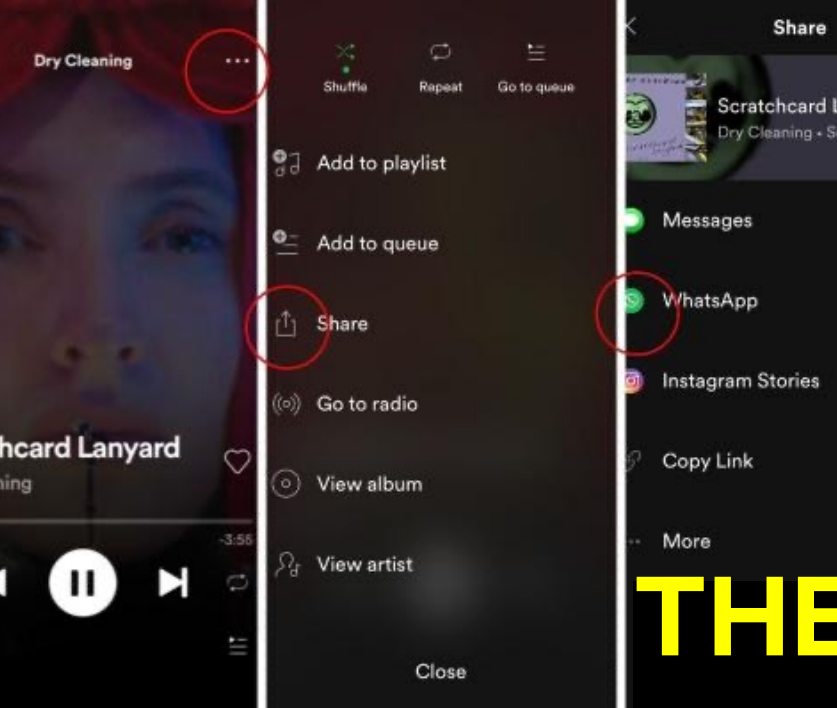




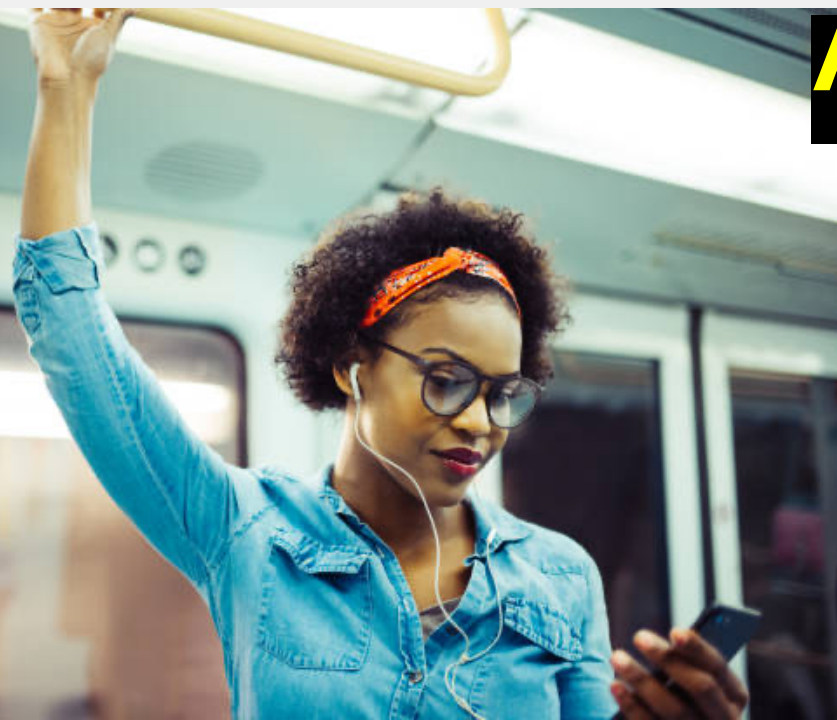


# THE CLUB





**THE SHARE, LAMPOST**



**AND HEAD NOD**







**GRASSO**



A large crowd of people is gathered at a concert or festival. In the background, a stage is visible with large screens and pyrotechnics exploding. The word "GRASSO" is overlaid in large yellow letters.

# GRASSO



A close-up, artistic photograph of a vinyl record spinning on a turntable. The record's grooves are clearly visible, and a stylus is positioned within one of them. The scene is dramatically lit with a mix of warm orange and cool blue light, creating a moody atmosphere. Overlaid on the center of the image is the word "GRASSO" in a large, bold, red sans-serif font.

# GRASSO



**GRASSO**





## What is **dance music** to **you**

- life's soundtrack
  - the way up
- the way back down
  - kindred souls
  - nostalgia
  - tribe
- a million tribes
  - memories
  - excitement
- locally global & globally local
  - chill
  - the chills
  - sunrise
  - sunset
  - dreams
- shared times
- shared feeling

Music is the key of life with  
the scene being part of the  
colourful harmony

## What is **dance music and the scene** to **you**

- It's one more rep or one more lamppost
  - It's goosebumps
  - Tears of happiness
  - Tears of excitement
- It's 'how quickly can I share this with my mates'...
  - It's the anticipation
    - The new tune
    - The old tune
  - Friendships born
  - Friendships deepened
  - The head nod on the tube
  - It's the volume turn up
    - The faster drive
- It's the 'wow – what other tunes do they have?'
  - Nostalgia
  - Memories
  - NEVER judgemental
- Inclusive
  - Kind
- A common language
  - It's sunsets
  - Chilled beats
  - Dirty beats
  - Shared feelings
- The handshakes, the hello's 'how's it goings'
- The excitement of the next tune coming in
  - The pre-pub pints
- The pre-club meet up and hugs and chats
  - The chewing gum and the lip salve
    - It's the hugs – deep hugs
    - The jumping up and down
- The scrunched up face because the tune is badass
- The deep emersion in to the music