

DOF Brand Strategy

01. Brand Foundation

What is your brand's mission? Why do you exist beyond making money?

Breathe new life into old, forgotten clothes
Celebrating Midwest style and culture
Sustainability, going against fast fashion
Ethical production, locally made
Bringing back timeless pieces

What are your brand's core values? What principles guide decisions?

1. Sustainability
2. Balance & moderation
3. Community and local business
4. Woman-owned business

What is your brand's vision? Where do you want to be in 5-10 years? How is the world a better place with you in it?

The values are bigger, and thus will outlive, the brand itself. Wherever we find ourselves, these values will be etched into the lifeblood of our ventures

What makes your brand unique? How do you differentiate from competitors?

The product lines are unique, standout, novel, cute, and cozy. All products are truly sustainable—handcrafted and upcycled from secondhand sources.

Androgynous fashion

How do you want your brand to be perceived? Check the words that resonate the most.

- ☒ Timeless
- ☐ Feminine
- ☒ Human-Centric
- ☐ Rebellious
- ☐ Masculine
- ☐ Midcentury
- ☐ Reliable
- ☐ Protective
- ☐ Daring
- ☐ Sleek
- ☐ Fun
- ☐ Provocative

- ☐ Empathetic
- ☐ Humanitarian
- ☐ Youthful
- ☐ Whimsical
- ☐ Energetic
- ☒ ~~Outdoorsy~~
- ☐ Forward-Thinking
- ☐ Bold
- ☐ Courageous
- ☐ Athletic
- ☒ ~~Wholesome~~
- ☐ Loving
- ☒ ~~Vintage~~
- ☐ Sophisticated
- ☐ Playful
- ☐ Affordable
- ☐ Retro
- ☐ Artistic
- ☐ Expensive
- ☒ ~~Sincere~~
- ☐ Quirky
- ☒ ~~Inspiring~~
- ☒ ~~Nostalgic~~
- ☐ Rugged
- ☐ Powerful
- ☐ Carefree

- ☐ Trendy
- ☒ Approachable
- ☒ Classic
- ☐ Sensitive
- ☐ Elegant
- ☐ Custom (add your own attributes)

Are there any cultural or social values you want to align your brand with?

Community, sustainability, local business, connection

02. Target audience

Who are your ideal customers? (Demographics, psychographics, behaviors)

Mostly adults, women, pet owners, Midwesterners, moms, Gen Z - Gen X, families, church grandmas

What problems do they face that your brand solves?

Making flannels (a currently outdated style) trendy and cute

People can match with their pets

What are their biggest pain points and frustrations?

Flannels are warm and comfy, but are outdated

Flannels can't be worn year-round in the Midwest heat

What motivates them to buy? (Price, quality, innovation, status, etc.)

Emotions - nostalgia, family, love, community, sustainability

Quality - handmade quality

Where do they spend time online and offline?

IG, TikTok, FB, Pinterest, Etsy, Thrift Stores, Vendor Festivals, Farmers' Markets, churches, suburbs,

How do they currently solve the problem you address?

Unmodified, regular flannels - BORING
Buying fast fashion - UNSUSTAINABLE
Throwing away old clothes - DON'T DO THIS

What objections might they have to choosing you?

Price - slightly more expensive than making it yourself or buying a flannel thrifted

03. Positioning

Who are top competitors?

Dlxxon - Custom flannel brand centered around counter-culture (not upcycled)

Vermont Flannel Co. - family oriented, handmade flannels (not upcycled)

Johnson Woolen Mills - family-oriented, also in Vermont, vintage wool outer wear

Summer's Threads

How do they position themselves? (Taglines, messaging, visual identity)

Dixxon - Work hard. Stay humble.

Their messaging is around counter culturalism, blue collar identity, patriotism, mainly right wing. I would consider them not a direct competitor, but rather adjacent

Vermont Flannel - Every day, every season. Cozy starts here

Johnson Woolen Mills - Made in Vermont Since 1842

Summer's Threads - Shop responsibly, shop slow fashion <3

What do they do well, and where do they fall short?

What is your unique value proposition? Why should customers choose you?

How do you compare in terms of pricing, quality, service, and innovation?

4. Brand Messaging

What is your core brand message in one sentence?

Restored with love

What key messages should always come through in your communication?

Sustainability, family, connection

What words, phrases, or concepts should be avoided? What are some characteristics you don't want to be associated with?

Boujee, Cheap, Tackiness, Sexy, Overly feminine

5. Personal Reflection

If your brand were a famous character (real or fictional), who would they be? Why?

Paul Bunyan

If your brand were a city, which one would it be and why?

St Louis, slightly Western (New Mexico-ish)
Vermont lumberjacks

If your brand had a soundtrack, what songs would be on it?

Lord Huron, Chris Stapleton, SLIGHTLY Noah Kahan

What brands do you admire? Why?

Poppy Lu, Zero Waste Daniel, Stevie Leigh, Re.Statement

Notes

Add any other thoughts here.

- I do not do commission pieces or custom orders, this is a hobby.

Explore sending gift boxes. for free to influencers

