

PAYING IT FORWARD WITH STYLE

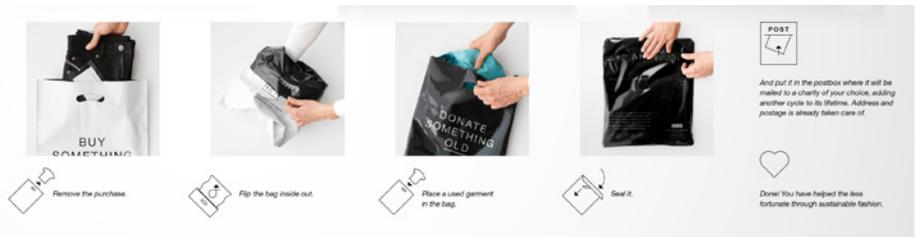
How this Swedish menswear company transformed a shopping bag into a giving bag that encouraged a fashionable value exchange and new sustainable standards for the industry.

Swedish menswear brand Uniforms for the Dedicated is the epitome of Scandinavian sensibilities. Their garments consist primarily of carefully selected organic, recycled and bio-based materials. The brand operates with sustainability and social responsibility, and wanted to put a stake in the ground that would inspire the fashion industry.

Uniforms for the Dedicated teamed up with DDB Stockholm to empower other fashion brands, as well as consumers, to change the economics of the fashion industry and reinforce responsible consumption. It started by looking at the way people shop, their relationship with fashion consumption and the realization that marketing could be used to create a new economic exchange.

For every new piece of clothing bought, there's likely an item that will never be worn again. So what if every time a consumer bought a new garment, something old could be donated?

Enter the shopping bag that gave every clothing purchaser the opportunity to do good. When shoppers removed their new purchase from the Uniforms for the Dedicated biodegradable Rag Bag and flipped it inside out, the eco-friendly shopping bag turned into a pre-paid envelope to mail a used garment to charity. By donating to UNICEF or Save the Children, consumers were adding another cycle to the garment's lifetime, and the brand paid the postage.



It was an effortlessly simple solution to a massively complex problem using a one-to-one economic construct. The stock of bags ran out quickly and other companies were so impressed they ordered 600,000 bags. The campaign won Gold at the Swedish Gulddägget Awards, Silver at EPICA, Wood and Graphite pencils at D&AD, and was shortlisted at Cannes.

This pay-it-forward bag transformed shopping into advocacy, blurring the lines between shopping, direct marketing and fulfillment to create new value propositions that extend brand value and create leadership.

CLIENT: Uniforms for the Dedicated PRODUCT: Fashion COUNTRY: Sweden AGENCY: DDB, Stockholm AGENCY TEAM: Executive Creative Director – Jerker Fagerström, Copywriters – Nick Christiansen, Magnus Jacobsson, Art Directors – Joel Ekstrand, Fredrik Simonsson, Designer – Linus Östberg, Design Director – Linnea Lofjord, Graphic Design – Peter Danielsson, Print Production Manager – Anna Hellenberg, Producers – Joakim Kromné, Michael Nyberg, Account Manager – Katarina Bäcklund, Head of Digital – Jojo Brännström, Planner – Gustav Hamdahl, Public Relations Manager – Simon Strand.

