



TONY  WEAR

TONY JEANS

THEMATIC INSPIRATION BOOK

SPRING/SUMMER 2013

# CONTENTS

0.0 INTRO

1.0 THEMATIC NARRATIVE:  
RIVER OF LIFE

2.0 APPLICATION STORY:  
SEEKING FOR WATER

# Welcome to Tony Wear & Tony Jeans 2013 Spring/Summer Thematic Inspiration Book !

The purpose of this book is to inspire and assist the TW/TJ creative teams to integrate the “The River of Life” theme into all aspects of conceptual and creative development; including collection & product design, store & experience design, and graphic communication & promotional campaigns. The goal to coalesce the TW/TJ collections under a common theme is to infuse a powerful spiritual “brand identity” into Tony Wear’s “product soul” – a key factor to boosting the company’s brand value, product receptivity, and ultimately, market leadership.

The following sections of this Thematic Inspiration Book compose of two narratives accompanied by a collection of representative images. These images were chosen based on how their colors, shapes, textures, moods, and subject matter may inspire design creativity around the central theme of “The River of Life”.

The first narrative, “The River of Life – the Flow of Life”, describes the concept of the River of Life and how it relates to the profile of a prospective Tony Wear customer, the “TW Man”. It strives to connect key characteristics of the River of Life to the attitude and demeanor of

a “TW Man”. Although this article takes on a similar style and feel of NellyRodi’s introductory narratives, it is uniquely customized for Tony Wear and aligns with the brand development convictions of the CEO, Mr. Donald Wu.

The second narrative, “Seeking for Water”, is an application story based on true events that illustrates a few key concepts of River of Life – overcoming adversity and quenching thirst. From this story’s setting and underlying messages, we extract moods, emotions, colors, shapes, and textures that may trigger a product direction and help maintain thematic consistency across the collection of TW/TJ product lines.

Our hope is that this Thematic Inspiration Book will serve to unlock your creative potential to develop products and promotional campaigns with both high market impact and deep spiritual significance.

*The Thematic Inspiration Book should be used as a means for inspiration to support the creative design process. Images & all related content contained within the TIB must not be reproduced. This document should be used in-house only and is not intended for distribution.*



# HOW DO I USE THIS BOOK?

1

.derive inspiration from theme book



2

.conduct creative brainstorm  
.develop research  
.complement Nelly Rodi usage



3

.develop design criteria  
.design apparel & products



TONY WEAR  
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1.0 THEMATIC NARRATIVE:  
RIVER OF LIFE

## *The River of Life*

*is a supernatural life-giving river that flows from God, Creator of the Universe.*

*It heals, cleanses and sustains all that it touches.*

*It brings meaning, purpose, and significance to all life.*



# THE RIVER OF LIFE. THE FLOW OF LIFE.

## Flow.

The verb kindles much dynamic imageries – from a gentle stream to a torrential fast-moving rapid. Where there is flow, there exists a force, a change caused by differentials, gradients, and imbalances. “Flow” satisfies creation’s universal yearning for balance and equilibrium – to fulfillment, to fruitfulness, to expansion, to fairness, to justice, to reconciliation, to resolution, to significance, to redemption.

Life is governed by a complex web of “flows” – convoluted, interactive, organic, and dynamic. Cities light up with energy flow. Decisions and agreements are reached through information flow. Wealth creation happens with money flow. Art and innovation are discovered when creativity flow. People are served with product flow. Friends are made and partnerships developed in people flow. Great novels are strung together through word flow. Peace prospers when goodwill flows. Civilizations and culture are established around rivers – channels of water flow. Life is sustained in blood flow. Hope and salvation also came when Christ’s blood flowed.

## Where there is life, there is flow. Without flow, life ceases.

An ancient Book of Wisdom, the Bible, also speaks of a “flow” – a force, a movement of water, the living water, originating from our Creator called “The River of Life”. This is the flow that sustains all life and its surrounding web of “flows”. The Book tells us that this flow carries authority and brings change that all other “flows” of life must submit to. The water that flows from the River of Life also brings healing, cleansing, and sustenance for individuals as well as for societies. When we connect to this flow, we also forever quench that thirst innate in all people – the thirst for purpose and self-significance. We come to know our created purpose and become elevated in authority and capability to fulfill that. We, in turn, become a conduit for that Living Water.

In the spring of 2013, a man in tune with “global flows” will readily perceive the reverberations of a teetering global economy – with its accompanying anxiety and thirst for stability.

In the midst of turmoil, confusion, and uncertainty, a class of men will rise up to turn the story of despair into opportunity. In ways they may or may not be aware of, they strive for the purpose that comes from “The River’s flow”, to eternally quench that thirst. As they labor to flow into wealth and prominence, they realize that the path to genuine self-significance must carry a greater mission – a personal charge that gives back to society, perhaps as a conduit of that Living Water.

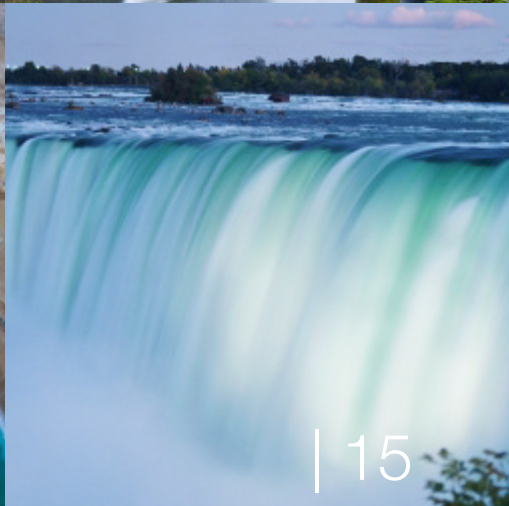
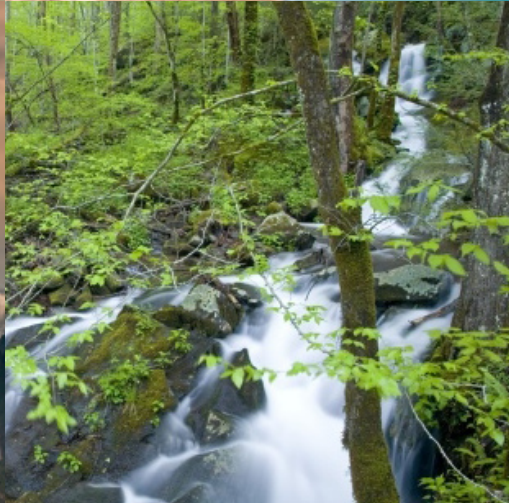
This man who strives to flow in the Water of Life may never thirst again! How can Tony Wear present such a man to the world? This man has yet to reach his potential. He may even acknowledge that he does not have a clear roadmap of life. But in the face of adversity, he endeavors to be a “solutionist” who operates in the capacity granted by hope and optimism – a flow that always demands a little more than what the eyes can see. What are the moods, colors, shapes, and textures that depict such a man and project the inner call yearning to burst forth? How can Tony Wear outfit a “Jeremy Lin” or “Tim Tebow” as they carry out their personal missions to the world? They perform. They fail. They get knocked down. They rise up. They give. They reach out. They are praised, criticized, and scrutinized. As idealists, they declare their faith with passionate audacity. Yet, as realists, they take action with discipline and authenticity. Reform, repair, revitalize, revive, refresh, renew, regenerate, and responsibility are vocabularies that fuel their rising genre of activism. Their agenda sweeps through social networks like a tsunami. They are a rising brand seeking an identity. Now sets the opportunity.

We hope the following pages will inspire you to capture this opportunity by creating a transformational collection that proclaims their identity. And we expect that in this identity, the Water of Life will flow.





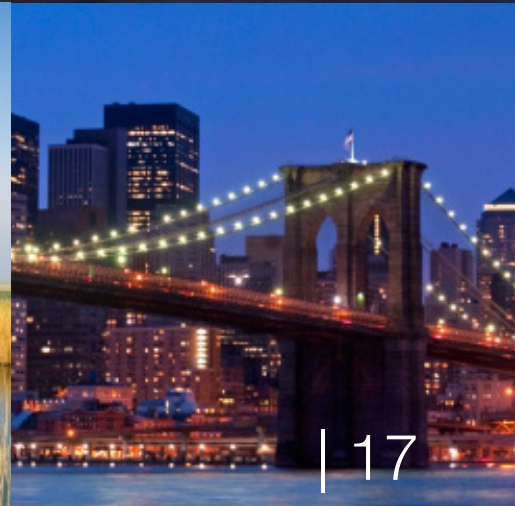
FORCE. FLOW.  
FULFILLMENT.  
TRANSFORMATIONAL.







IDENTITY, PURPOSE,  
SIGNIFICANCE, CIVILIZATION.

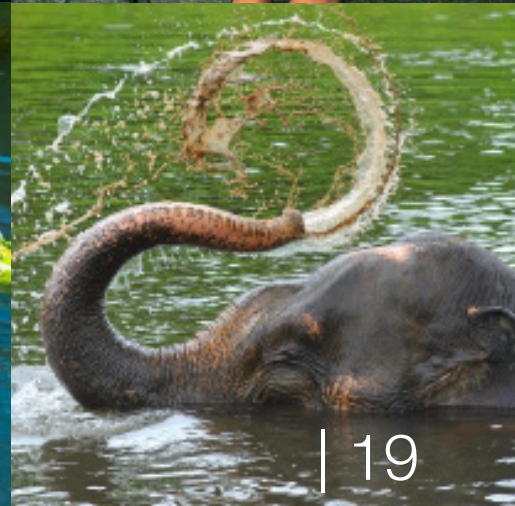






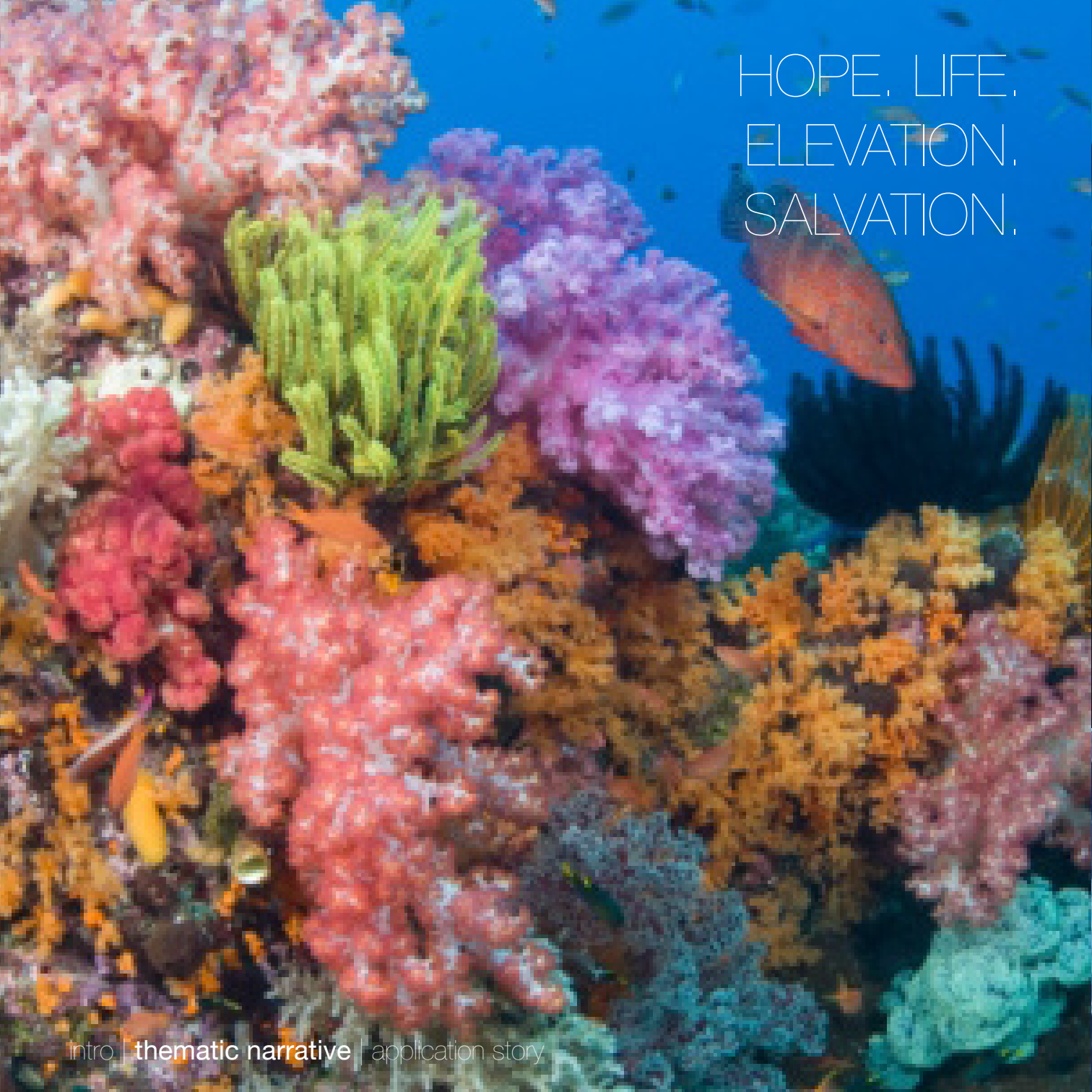
HEALING, CLEANSING,  
SUSTENANCE, AUTHORITY.

intro | thematic narrative | application story





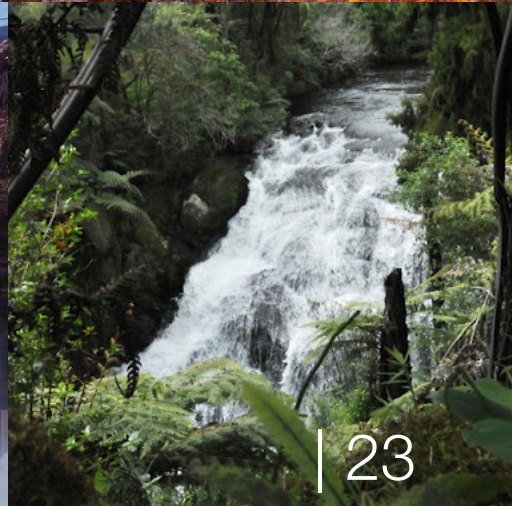
HOPE. LIFE.  
ELEVATION.  
SALVATION.





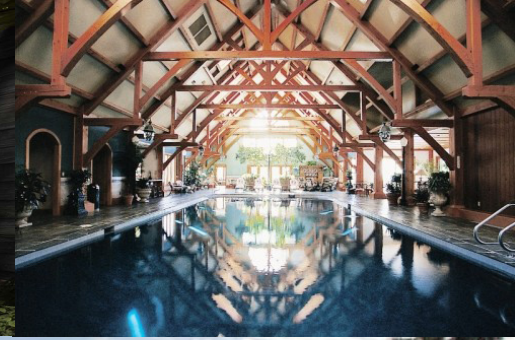


TRANSFORM,  
IMMERSE,  
ELEVATE,





ORGANIC, EQUILIBRIUM,  
DYNAMIC, PROSPER,





## 2.0 APPLICATION STORY: SEEKING FOR WATER



# STORY: SEEKING FOR WATER

The sky faded into dark red as the rusty and old Dodge limped along the open highway, straddled between endless lines of corn that seem to go to the horizon. Flying yellow corn leaves drift across the falling sun. Boiling steam billowed out the hood with the sweet smell of radiator fluid, occasionally obscuring the view. Rudy yelled, "There's the exit with the Shell gas station!" Now even slow trucks whipped by, buffeting the air, make the car tremble. Neil nervously eyes the rising temperature gauge as he steers the struggling Dodge Dart into the exit hoping it will make it. The old green Dodge Dart was now lurching as the engine misfired in a series of "booms" and "bangs." The white gas station with the large yellow stripes drew closer. The car shuttered like a dying person gasping for breath. "I'm shutting 'er down". He let the car coast to a spot next to the building with the flashing neon sign. Only a loud hiss can now be heard through the wide-open windows. Neil quickly zone in on that faucet, the source of their salvation. For the old Dart engine today, water is life. "I hope they have a water hose here." "Oh man! The handle on this is broken!" "Here, try these pliers to turn it on..." As the faucet squealed and coughed out its life giving flow, Neil never imagined that a pair of pliers would one day become his redemption – his connection to the life sustaining water for the old Dart engine. Soon a plume of white steam rose as the cold crystal clear water sizzled over the engine, spraying hot vapor around the air like a ticker-tape parade. Just then the station attendant appeared and jeered, "You're gonna crack your block!" He grimaced in an expert sort of way, wanting everyone to know that he knows it all. But there was no crack. The engine's thirst has been quenched. The water was victorious. Rudy and Neil believed in this method and it seems like they might reach their destination after all. Five minutes later, the brothers had jugs refilled with cold refreshing water and the Dart roars to life to replay the episode again. "How many more times do we have to do this?" Rudy had a questioning sound but with a tinge of fulfillment - a satisfaction in overcoming the enemy - the heat. "Maybe three more gas stations stops and we'll be in Champaign," Neil replied with a hopeful trepidation. "I wish we had water that will make this old Dart never thirst again."

"Yeah, don't I wish... water is the lifeblood of this journey..."



The sky faded into a dark

**red**

LIFE HOPE REDEMPTION SALVATION





OPTIMISM MISSION INNER CALL FORCE

on an  
open highway





# lines & flows & lines

MISSION JUSTICE FLOW

MISSION JUSTICE FLOW

MISSION JUSTICE FLOW



PURPOSE  
SUSTENANCE  
SIGNIFICANCE

# endless rows of **corn**



DESPAIR  
DESTRUCTION  
CONFLICT



OPPORTUNITY  
REPAIR & REFORM  
RESOLUTION



steam billowed





# RISING TEMPERATURE

intro | thematic narrative | **application story**

## mini EXPLOSIONS OF BOOMS AND BANGS

conflict

heat

action

engagement







fallen

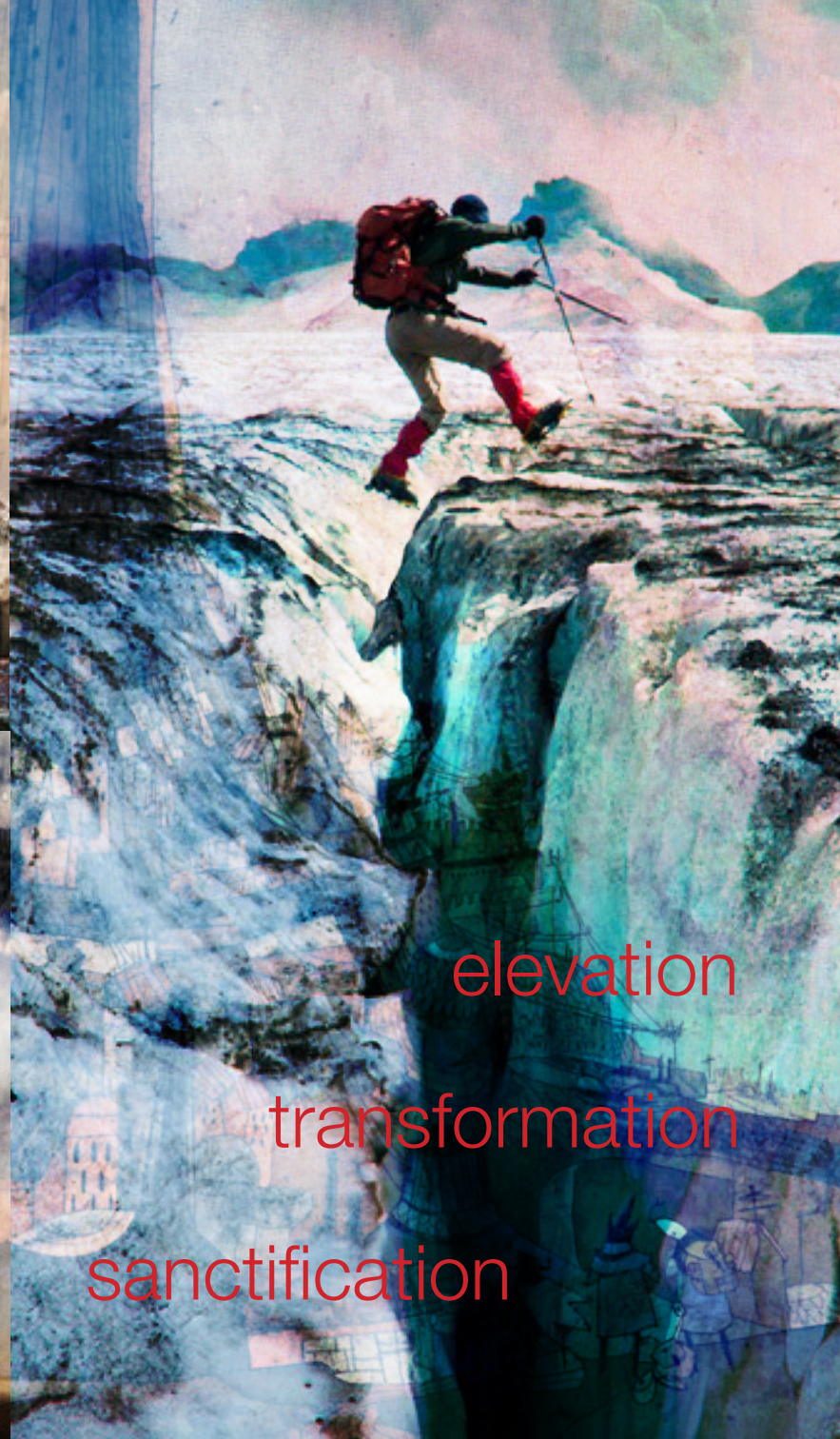
depression

salvation



AS THE ENGINE MISFIRED

intro | thematic narrative | application story



elevation

transformation

sanctification



LURCHING





shuddered like a dying person  
shuddered like a dying person

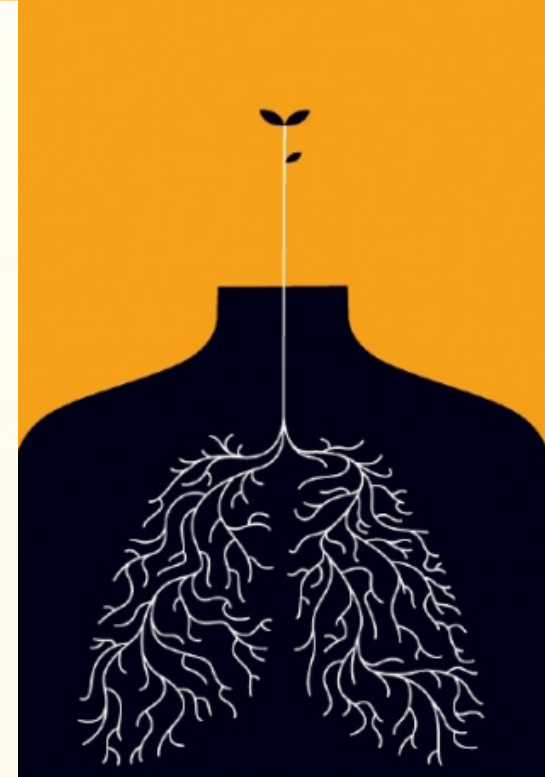


intro | thematic narrative | application story



gasping for breath

thirst  
longing  
bursting forth







will we make it?

process  
expectancy  
potential  
opportunity

# STRUGGLING







refilled with

# COLD REFRESHING WATER



healing

revive

revitalize

With a *tinge* of  
FULFILLMENT

renew

reconciliation

With a *tinge* of  
FULFILLMENT



balance

justice

elevated

reconciliation

# A SATISFACTION

in **OVERCOMING** the enemy

quench



She'll be needing  
water again...

and again...

and again...

and again...





and again...



and again...



and again...



and again...



and again...

# Salvation... to never thirst again.



and again...



and again...



and again...



and again...






WATER IS THE LIFEBLOOD  
of this journey





*The River of Life is a supernatural life-giving river that flows from God,  
Creator of the Universe. It heals, cleanses and sustains all that it touches.  
It brings meaning, purpose, and significance to all life.*



A photograph of three men in a brick building. One man is sitting on a ledge in the foreground, wearing a light-colored jacket and sunglasses. Two other men are standing behind him, one in a dark jacket and one in a dark suit. The background shows a brick wall and a blurred building with a dome.

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