



# OAK PRESS PACK

## 2011

ARCHIVED DOCUMENT



### **BRAND**

- High-quality
- Funky
- Cool
- Perfect fit
- Strength
- Versatile
- Comfort
- Flexible
- Unique
- Unisex
- Flourish
- Authentic
- Durable
- Affordable

### **CUSTOMER**

ABC1C2  
18-35  
Male  
Female  
Active  
Style  
Music  
Social



## THE BRAND

**Mission:** To offer authentic, high quality, great-fitting denim without the high price-tag...

**Affordable  
Designer  
Label**

## THE DESIGNER

Scott Rogers, 25, Essex

### Why call your brand Oak?

I wanted something symbolic of Britain. Oak trees are strong and a flourishing plant, so a positive, strong image for my denim brand and stores.

### Why do you love retail?

I love being able to stock my own designs, as well as fantastic fashion for customers. It is so important to offer customers expert advice, and I know that me, and my staff do exactly that! Oak is not just about shopping it is a style experience.





*Oak*

## THE HISTORY

Oak Clothing Ltd. has gone from strength to strength since its birth five years ago. The denim label is a wardrobe staple for a host of celebrities, and the outlet stores house up-to-date and unique fashion options, for male and females, including the unisex skinny jeans. Oak Jeans has appeared in media including She, Essentials, Drapers [**'The future looks bright for the denim fledgling'**], Closer, Denimology.com [**'Brand to watch'**], other online fashion sites, local and national print, online and broadcast media. The Oak team are constantly finding new ways to develop the brand and raise awareness for the stores.

**2006: OAK JEANS IS BORN AND THE BRAND LAUNCHES BY SELF-TAUGHT DESIGNER SCOTT ROGERS.**

**2007: PRODUCES THE FIRST RUN OF DESIGNER DENIM.**

**2008: OPENS THE FIRST OAK STORE AT BRAINTREE FREEPORT, ESSEX, STOCKING DENIM AND MALE AND FEMALE FASHION.**

**2009: EXHIBITS AT MARGIN TRADE-SHOW. SHOWCASES DENIM WITH FASHION SHOW AT WHISKEY MIST, AND FUNDRAISES FOR WEAR IT PINK CAMPAIGN AND JEANS FOR GENES CHARITY.**

**2010: CELEBRITY COLLABORATION WITH BBC1 DJ KISSY SELLOUT, AND OPENS TWO NEW OUTLETS: CLACTON, ESSEX AND HATFIELD GALLERIA, HERTFORDSHIRE.**

**PORTAL PR'S CONTRACT WAS COMPLETED IN MARCH 2011. AS OF JANUARY 2012 OAK CLOTHING IS NO LONGER - ACCORDING TO SCOTT ROGERS THIS THE CLOSURE OF THE COMPANY WAS DUE TO THE ECONOMIC STATE AND EFFECT ON RETAIL.**



## Oak Jeans Line Sheet



The super-sexy, super-stylish, unisex range of skinny jeans is available in a spectrum of must-have washes, from acid to deep indigo, there is bound to be a perfect pair for every denim lover. A full line sheet and further information is available on request.



## OAK ACTIVITY FROM 2010... READY FOR MORE IN 2011

### FIRST STORE:

Opened: November 2006.

Location: Braintree Freeport, Essex.

A small cosy boutique which has raised funds for charity in 2010, had a refurbishment and launched a vintage section. Local talent Missing Andy are regular shoppers.



### COLLABORATION:

The San City High jeans [available in two washes], launched at London's Shoreditch East Village with male and female models show casing the unisex jeans designed by Scott Rogers and Kissy Sell Out.



### NATIONAL AND LOCAL PRINT AND ONLINE PRESS:

Including The Chronicle, Times and Gazettes of areas local to store locations. Closer Magazine, The Scene Magazine, Mixmag, Fresh Direction, Spoonfed, and more, including e-zines

### SECOND STORE:

Opened: August 2010

Location: Clacton Factory Outlet, Essex.

A large store housing Oak's unisex designer denim, along side fashion for men and women. The store was officially opened by Actress Jessica Jane Clement, and with a fun fashion show



### IN-STORE PROMOTIONS:

Fashion shows. Charity fundraising events for Jeans for Genes and for Breast Cancer Awareness. Seasonal events such as Halloween live shop window display, Christmas festivities and New Year promotions.



### TV PRESS:

Including Channel 5, Hollyoaks, Sky 1's It Must Be The Music, and ITV 1's Toonatic, worn by Anna Williamson. <http://www.youtube.com/portalpr1#p/u/13/SfvFLGCPBs8>

### THIRD STORE:

Opened: December 2010

Location: Hatfield Galleria, Hertfordshire.

A good-spaced store housing key fashion items for both genders. The official launch for this store will take place on 18th Feb 2011, with Anna Williamson snipping the ribbon.



### CELEBRITY OWNERS:

Including Missing Andy, Jessica-Jane Clement, Cast of Hollyoaks, Kirsten Dunst, Anna Williamson, Penny Smith, Michelle Heaton, Kissy Sell Out, Suzanne Shaw, Jan Uddin, and Noel Fielding.



### SOCIAL AND BUSINESS NETWORKING

Facebook, Twitter, Blogging, fashion sites, PR site, online shopping site, and other means to spread positive word of Oak across the World Wide Web.



A Selection of Print Press from the Oak Library... Celebs, London Glossy, Closer, She, The Scene, Fresh Direction





*Oak*  
2011

***Oak will  
branch out  
and grow  
even stronger***

## PLANS FOR 2011:

### *In an acorn*

- Fashion shows.
- Events.
- Brand awareness.
- Above line activity.
- Below line activity.
- Celebrities.
- Maintaining interaction with loyal, and new customers i.e social networking, website etc.
- Send traffic to the three outlets.

### *In the tree trunk, and waiting to bloom*

- Jeans for Genes charity collaboration.
- Promotional publication for the retail outlets: 'One of a Kind'
- Official launch at Hatfield Galleria

