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(required)

Acne Studios

Integrated Marketing Campaign

By Cyrus Gubelmann

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Acne Studios

Find your roots through our threads



Introduction

Acne Studios originally launched as a denim brand in 1996. The name Acne is an acronym which stands for Associated Computer Nerd Enterprises, which later changed to Ambition to Creative Novel Expressions. The new meaning of the acronym represented the idea of creating a new viewpoint on a traditionally 'ugly' word (Clothing, E. n/a). For their official release in 1997, the designers created 100 pairs of jeans which all featured red stitching. These pairs were not for sale and only gifted to the founders' friends and family (Vertua, 2023). Founder Johnny Johansson was inspired by Levi's Jeans, as they were the main commercially available denim brand in his home country of Sweden when he was growing up. "Everything else that was available [in Sweden] were copies of Levi's. It was Levi's or nothing, for me at least." (Phelps, 2014).

Introduction

As a part of their Spring / Summer 2026 collection, Acne Studios is launching a capsule collection titled: **Red-Stitch Revival**. The collection will be a re-issue of the original red-stitched denim styles that the brand originally launched with. Because there were only 100 pairs of the originals created, the capsule collection will recreate 100 of each size of each style. While the styles will only be featured in a few looks on the Spring / Summer 2026 runway, there will be an entire marketing campaign dedicated to them. The collection will be made available the same week as the show, instead of 6 months after with the rest of the collection. There will be a major launch party in Paris after the show, and smaller, less important cocktail parties at Acne stores around the world. This will allow the consumers to feel more involved in this limited release and be encouraged to shop the collection.

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Red-Sitch Revival

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Red-Sitch Revival



Value Proposition

While Acne Studios may not be a household name, it is a brand at the forefront of the contemporary design world.

The Acne Studios customer is in touch with what is cool within the 'in-group' of the fashion crowd.

Celebrities like Rihanna, Kylie Jenner, Lindsay Lohan, (and shockingly, Melania Trump) have all been spotted wearing the brand's creations. The current face of the brand is lauded artist, Charli XCX (Pesonen, 2024).

Acne is synonymous with youth culture, and their marketing reflects that. The brand always uses culturally relevant faces to market their designs, especially towards a Gen-Z audience.

Their marketing is not the only thing that draws consumers in, but their innovative and impressive designs draw customers in season after season. Acne Studios plays with denim in a way that other brands could never even think of.

Value Proposition

In 2023 they created a capsule collection of extremely distressed denim, with a trompe l'oeil of dirt and tears printed onto the jeans themselves. (Mahadevan, 2023). This polarising design drew the attention of the general public, not just their usual, stylish clientele.

A reissue of the original jeans Acne launched with would make it possible for their loyal customers to access these designs which were never commercially available. Acne Studios jeans are praised for their flattering cuts and high quality, and introducing a capsule collection of basics with a twist (the red stitching) would likely perform very well commercially.

While the jeans themselves would only be limited to 100 pairs per style, per size, the buzz generated by the launch of the line would create brand awareness and drive new consumers to discover Acne Studios and the rest of their products.

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Campaign Narrative

The concept of the campaign is to highlight Acne Studios' heritage and their impressive history as a brand. In Acne Studios' 28-year life as a brand, they have never fallen out of style, which is extremely rare in the fast-paced world of fashion.

Acne has dressed many important people and even have works displayed in museums like the Victoria & Albert (V&A, n/a).

By creating a reissue of their original designs that the brand launched with, Acne would remind the consumer the longevity of the brand, and how their garments will always be in style.

This project will cater to the loyal Acne Studios consumer who values exclusivity and feeling special. The brand doesn't often create limited edition garments, so this is a rare opportunity for their clientele.

Campaign Narrative

The campaign slogan would be: **Find your roots through our threads**. The slogan ties into the idea of heritage and roots, as it applies to both the brand and the consumer. The phrase also creates a visual in the reader's mind, linking the red stitching of jeans to someone's roots (like that of a tree).

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IMC Content Strategy

The release of the **Red Stitch Revival** by Acne Studios will be rolled out in multiple phases. The pieces will first be shown to the public on the runway of their Spring / Summer 2026 show, which is to take place on October 3rd, 2025.

Immediately after the show, Acne will start posting content on their social media pages focused on the **Red Stitch Revival** pieces, and highlighting how they differ from the rest of the collection and will be available to shop a few days later. The press will all be briefed on this and the capsule collection will be mentioned in all news coverage about the Spring / Summer 2026 show.

The campaign photos, starring A-list celebrity, Hermine Maktabi, draw on Acne's clever, atypical design aesthetic, as they feature two similar, inverted images of Hermine, which create a mirror effect.

These images are to be used in almost every aspect of the marketing roll-out.

IMC Content Strategy

The campaign photos of Hermine will be used on billboards, social media, bus stop ads, taxis, in store, and online at Acne Studios' website.

The after party at Paris Fashion Week will have the celebrity guests from the front row of the show, along with the rest of the fashion crowd.

The walls will be plastered with the images of Hermine with the slogan, **Find your roots through our threads**, placed onto the images.

The party will encourage the attendees to use the **#FindYourRootsThroughOurThreads** on all of their posts, to draw more media attention to the release. Because of the prestige of the brand, ordinary people across the world will start to use the hashtag to feel included. Two days after the show, the collection will go to stores, with a pre-release shopping event for V.I.P. clients and influencers, which would allow the brand's most loyal and influential customers to get their hands on the collection before anyone else.



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AIDA

Awareness

Celebrities and Influencers posting from the show / party
Images from the campaign posted onto Acne's social media

Interest

Featured in the Spring / Summer 2026 show
Campaign is displayed in every Acne Studios store

Desire

Limited production
Celebrity / Influencer marketing

Action

Paris Fashion Week celebrity party
Small scale local cocktail parties
Online and in-store release

Campaign Planning





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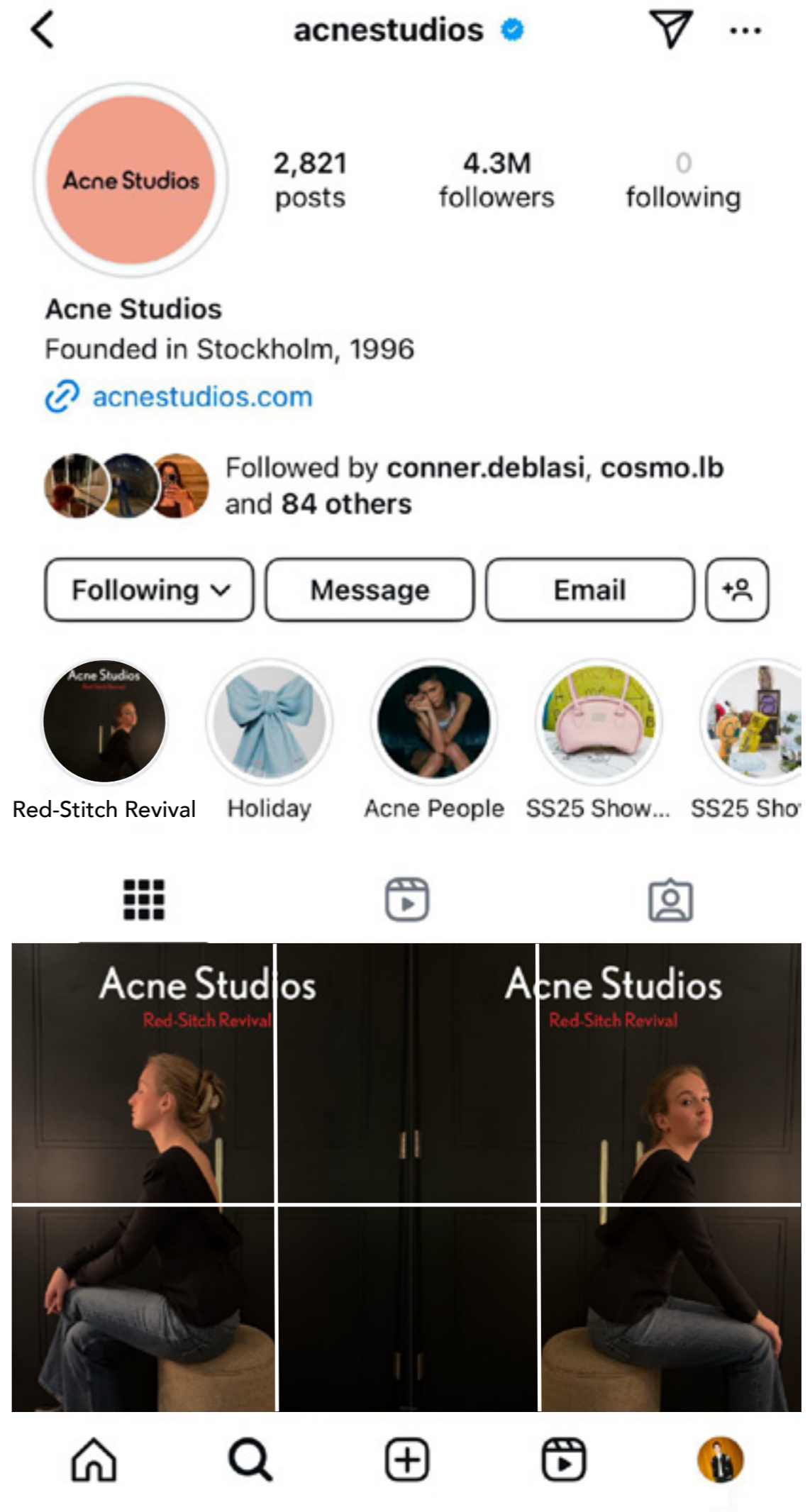
Red-Sitch Revival



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Content Creation



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Conclusion

While the Acne Studios **Red-Stitch Revival** project may not directly generate an impressive amount of sales through the collection itself due to the limited quantity, the attention it will bring to the brand will be invaluable. This collection would be a very safe way for Acne Studios to invest their money, as the products themselves are appealing to the masses as well as the fashion in-group. They are almost guaranteed a profit, while also bringing more brand notoriety and positioning themselves at the top of the contemporary denim market. The collection targets a style savvy, design oriented consumer, and by using traditional channels like widespread in-store events, social media posts, and influencer marketing, they are sure to reach them.

Conclusion

This marketing mix has all four categories of the PESO marketing model. Acne paid for the high level influencers and celebrities to post and attend the events, they earned the posts of the low-level influencers and general public by creating enviable exclusive events and experiences. They shared the campaign photos starring A-lister, Hermine Maktabi, on their social medias, website, and mailing list. They own the campaign photos themselves and how they display them in-store, and at their worldwide parties. Overall, the **Red-Stitch Revival** campaign would only be beneficial for the brand, and will be a memorable moment of the Spring / Summer 2026 season.

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