

ALG Consulting

Branding Strategy, Brand Identity
Heritage and Story-telling
Children's Market

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My story

Expertise

As a fashion anthropologist I specialised in the history of children's clothing. The study of the key children's fashion collections in European museums inspired my doctorate thesis on the role of clothing in the education of the child from the 18th century onward (Paris-Sorbonne, 2016).

Experience

As Director of the Textile Museum, Cholet-France, I initiated and developed the only museum of children's fashion in France. Through partnerships, exhibitions and publications with the fashion industry, I have contributed to the promotion of the unknown heritage of childhood. With *Nov-stalgia* I offer my expertise to heritage brands wishing to utilise their history, drawing inspiration from the past, the traditions and the know-how. Since 2013, I have been educating the designers of the future as a lecturer and researcher in Design Anthropology and Fashion History at Heriot-Watt University (Scotland). I live in the Tweed Valley, cradle of the textile industry and land of an outstanding and inspiring heritage.

Skills

- Strategy and operational | creative process, marketing and communication
- Expertise in childhood heritage, privileged access to public and private archives
- Teaching, coaching and corporate training
- Learning through clothes
- Bilingual English (native French)



*Nov-stalgia*TM

To tell a story, anchored in the past and which resonates in a contemporary world in search of meaning.

To re-imagine childhood and family bonds, to echo the profound changes in our lifestyles and in children's education.

To reinvent the roots of an inclusive brand, focused on the future of childhood and linked to its history.

To create a consistent and inspiring branding accessible to all, from collaborators to customers.

Client... Jacadi Paris

DNA

Creation: 1977

Heritage: Paris, prestigious heritage of the Haussmannian capital.

Traditions and transmission, a poetic and elegant vision of childhood.

Missions :

- Definition of a brand platform in line with the brand promise.
- Assistance to the style and communication teams for the implementation of values in collections, communication and retail.
- Thesaurus of iconic fashion products and cultural references.
- Written communication (external and internal).
- Identification of trends and moods and interpretation to the brand identity.
- Training of staff, corporate training.



La jupe plissée

Date : 1880, 1920

Lieu : France, Grande-Bretagne

Utilisation : uniforme scolaire

Confectionnée en flanelle ou drap fin de laine bleu marine, noir ou gris, elle devient l'élément emblématique de l'uniforme de l'écolière britannique fin de siècle. Elle a d'abord une forme crinolines pour devenir la jupe plissée soleil portée alors avec une veste blazer ou croisée, un cardigan et un chemisier blanc à col Claudine.

Pleated skirt

Date : 1880, 1920

Place : France, Great Britain

Keywords: school girl uniform

Made of nap, black or grey flannel or woolen fabric, it became the emblematic uniform of the turn-of-the-century school girl. It began with a crinolines shape, to become the sunburst pleat worn with a blazer or double-breasted jacket, a cardigan and a white blouse with a Peter Pan collar.

Client... Catimini



DNA

Creation: 1972

Heritage: the strength of an expressive, creative and audacious brand.

A joyful, cheeky child, citizen of the world, curious, playful and happy.

“Pour Vivre sa vie en Catimini”!

Missions

- Brand book: dissemination of the brand values through written communication
- Written presentations of collections and iconic products.
- Written communication of B2C marketing operations.
- **Curation of the 40th Anniversary of the brand**
“Les 40 ans de Catimini”: exhibition, events

Client... ID-Kids



Design chart, design platform

Okaidi, Obaibi, Oxybul

Thesaurus of iconic products, textures, patterns in childrenswear, footwear, childcare, furnitures and toys.



Trends and moods

Inspirations for the design and communication teams.



Interpretation of the trends and adaptation to the children's market and brand's identity.

Client... Devred 1902

HOMME(S)
par
Aude Le Guennec

Dans mon vestiaire, qu'y a-t-il de toi ?
Un blazer chic aux rayures graphiques, un pull jacquard en douce maille, ton jean préféré, ton défilé, ton costume taillé à l'élegance début de siècle, du sport, des chemises, des polos et chapeaux pratiques... Au fil du siècle je t'ai emprunté les vêtements fonctionnels et confortables que tu as créés. Des tailleurs de Saville Row aux promeneurs chics de la Riviera, j'ai chiné les tenues qui me permettraient de partager ton espace-temps. Tu m'as donné ton pouvoir en me cédant ton ponton. Tu m'as offert la culture du corps en me prêtant ta tenue de sport. Tu m'as accompagnée dans les subtilités expérimentales des chiffres raffinés en ton sur ton. Je me suis invitée dans ton monde en empruntant tes costumes.
Je t'ai regardé, naïf bourgeois austère.

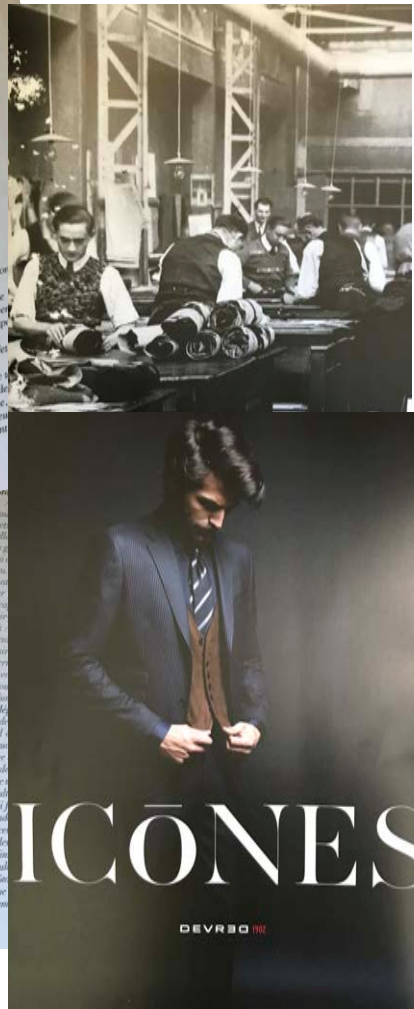
haut dandy chic. Je t'ai aimé, silhouettes élancées au charme italien. Je t'ai aimé, élégance au charme rock. Je t'ai parlé en douceur à Saint-Germain des Prés, j'ai suivi dans tes défilés pop, hippy, punk et grunge. Nous avons partagé notre goût pour un casual alluré. Tes codes de la mode m'ont inspirée.

Dans tes envies, qu'y a-t-il de moi ?
Toi aussi tu as reluqué mes atours et décrypté mes fantasmes. Dans mon vestiaire tu as relevé ta part féminine. Comme moi, tu as cherché la modularité, le style en fonction des moments de vie. Tu es sorti de la noirceur de ton uniforme bourgeois. Au fil du siècle, tu as jonglé des modes, des looks que tu as juxtapués dans ta garde-robe. Tu t'es ouvert à la couleur, aux imprimés, aux effets matières, sans jamais renoncer à la fonctionnalité et à l'allure de silhouette. Tu as écrit tes codes de masculinité : celle qui se fabrique, celle qui se vit ! Et, en basculant planète mode, tu as subtilement entre les styles...

... d'histoire • Les Grands habillements garysoniens sont nés de la belle vernissée, bague et élégant, celui qui a la vie de bureau, s'agitent dans les us pour confectionner essence dans les coiffeuses, produite à exister un autre genre s'entourer pour faire de la Grande Guerre la confection et le mouvement qu'en peut écrire le roman d'un l'historien d'une élite, ornés. La Grande la maison Devred a développé des mouvements. L'historien vaste mouvement de durant la première fleurissent. Les multiples 1900 ne lui a été un succès publicitaire. Avec Sous l'influence des vestiaires masculins maternels et de succès anglais ont un style au charme cet art de l'habillement

**Amiens
1902,
rue des 3
cailloux...**

ICÔNES
DEVRED



DNA

Creation: 1902

Heritage: "Elégance à la française", generational male fashion

A conception of male fashion focused on the prestige of the savoir-faire, on the transmission of traditions, on the meaningful bond with history.

Missions

- Written communication, story-telling,
- interpretation of the trends and sourcing in the archives of male fashion.
- Creation of a thesaurus: the "iconic" collections of the brand.
- Promotion of the brand's archives.
- Corporate training.
- Curation of the events organised for the 110 years of the brand.

Coaching, Research & Development

Childhood and material culture

Supervision of research projects and start-ups

- Inclusive Design and creative process
- Learning through clothes
- Childhood and family in contemporary society
- Alternative education and material culture
- Sustainable children's fashion and material culture



Organisation and participation in conference panels.

Organisation of conferences and industry events.



Intellectual property



Heritage track and trace...

Investigation in the archives of fashion:

- upstream of the creative process, to identify the intellectual property of the archives that inspired the design of the product.
- downstream of the creative process, to establish the proofs of anteriority of the product.

Editorial content



Fashion press and web: Bubble mag, Milk Magazine,...

Editor for exhibition books, scientific and mainstream publications.

Internal and external communication, digital communication and marketing.

Curation

Museum exhibitions

Curator, project director and editor

Scenography, presentation of display, publications and public events.

Ongoing project:

Dressed for School | Le vêtement et l' école, in partnership with the musée National de l'Education, Rouen, France (2022)



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