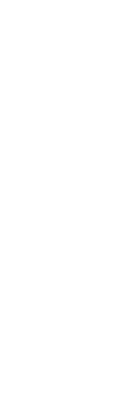


Brand–New Branding

RE-RE-INVENTING THE ONEPIECE – SS 2025

oneskee

The All-in-one



*FOR ALL

Re— inventing the one —piece

ORIGIN STORY

UPDATE

We started out with one simple mission: to re-invent the one piece snowsuit.

The one piece was the original fashion statement and pinnacle in technical outerwear for the mountains. It fell out of favour with the introduction of jackets and pants in the 90's, but the industry became stale, with the same brands making the same products.

We felt it was time for the one piece to lose its retro tag, and to be revived once again into the ultimate stand out piece for skiers and snowboarders. In 2014 our adventure of bringing the one piece back to life began, and what a journey building a brand from nothing turned out to be.

It's a mission we've stayed true to since day one, but the brand has always been about more than just a single product or concept. It's about being individual, inclusive, progressive and ultimately different from everyone else. We want our brand to turn peoples heads, to make people smile, and to make people feel like they are part of something.

"In order to be irreplaceable, one must always be different".

Dare to be Different.

Onekee was born from a re-invention of a dated classic but 15 years down the line, must adapt itself once again to ever changing trend cycles. With the outdoor sports aesthetic growing stronger amongst gen-z and community based sports such as running dominating social media, leaning into 'gorp-core' and the street style version of classic workwear shapes is the perfect avenue for the brand.

With a fresh view of the styling, photography and marketing of Onekee through the lens of a skate documentary of family holiday, the brand can get back its effortlessly cool expression, bursting with realism and heart.

Onekee is a one-stop-shop for the adventurous family.

Rebel skater teens have started families, but the wild trips continue and evolve. Inner children break free of their working life to explore the great outdoors once again through the eyes of their kids. Revel in nature with the community you've built as families bond to build a new generation of memories.

Dare to be outdoors.

onekee



VISION

MAKING BOLD, MULTI- FUNCTION SNOW
ESSENTIALS EFFORTLESSLY COOL.

The place to shop everything—in-one for
you and your adventurous family.



Snow Lifestyle Kids

PRODUCT



Snow

High-performance multifunctional skiwear

multi-function suits
base layers



PRODUCT

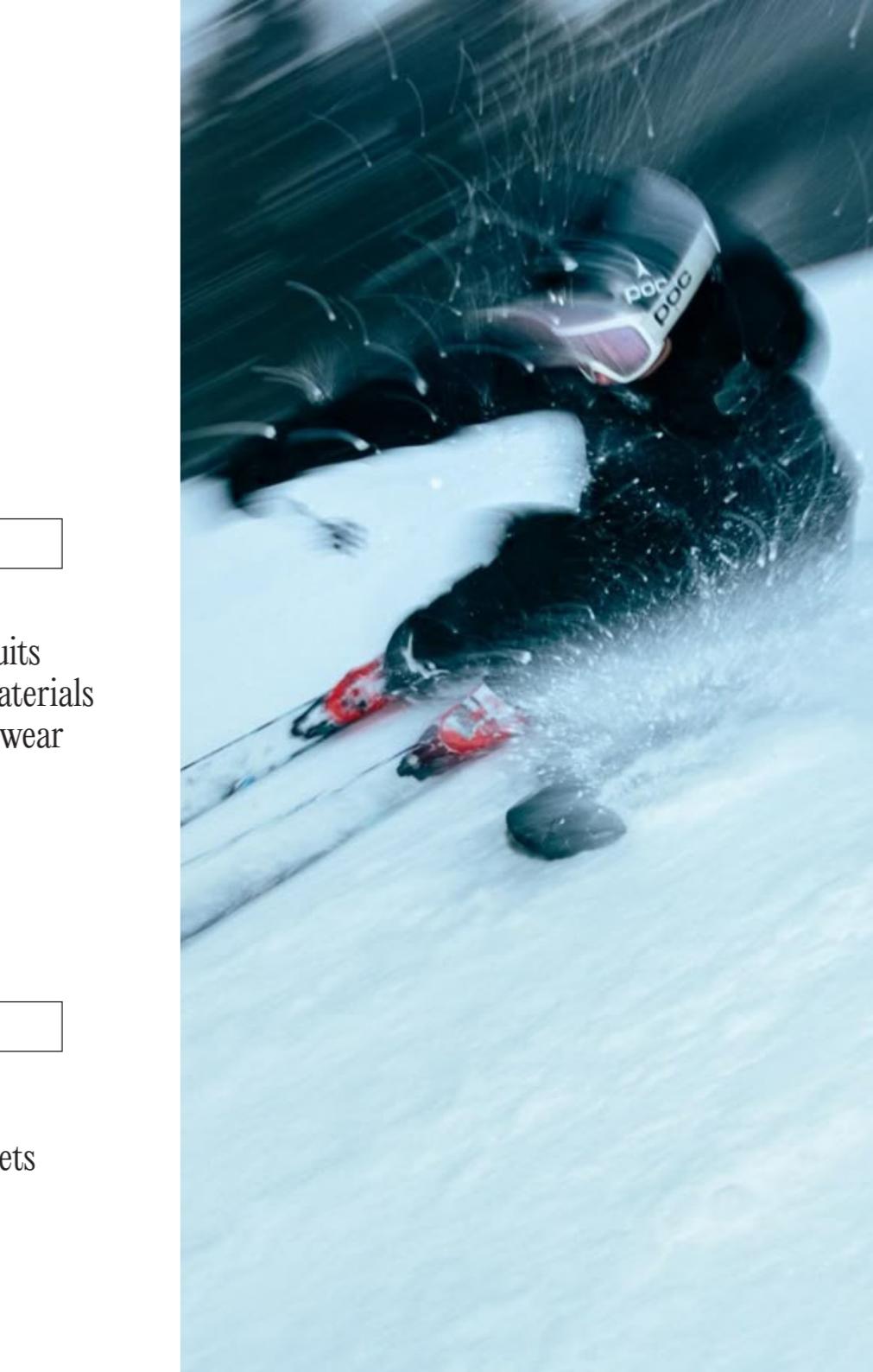
CATEGORIES

Multifunctional suits
High-Performance materials
Cold weather outerwear
Tailored fit



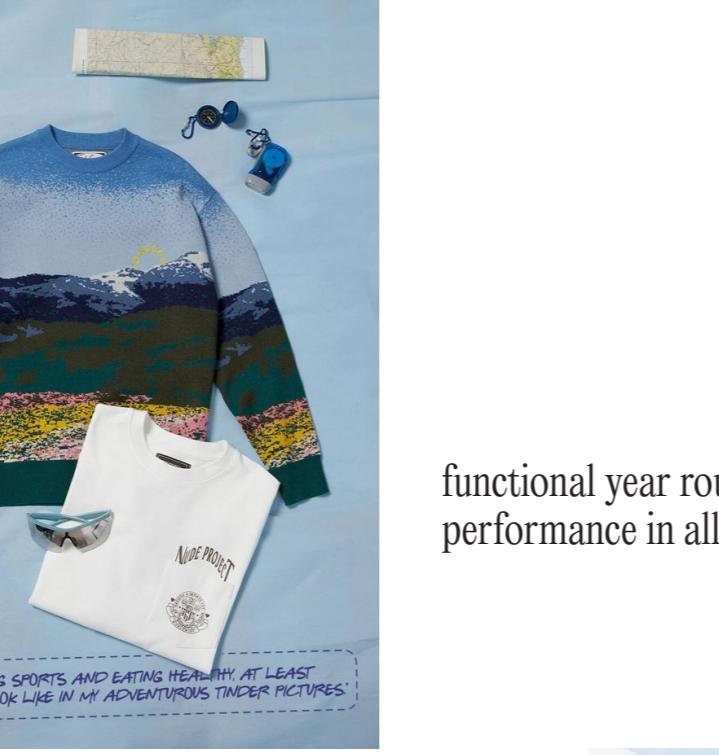
HERO PRODUCT

Snow Suits
Multifunctional sets

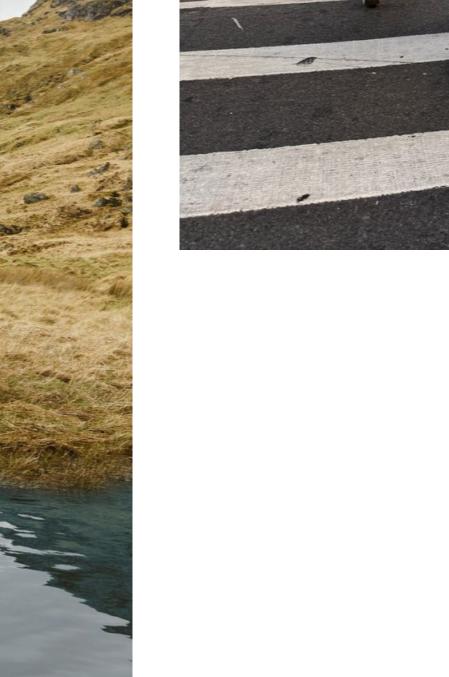


Lifestyle

All year round style



functional year round style
performance in all terrain



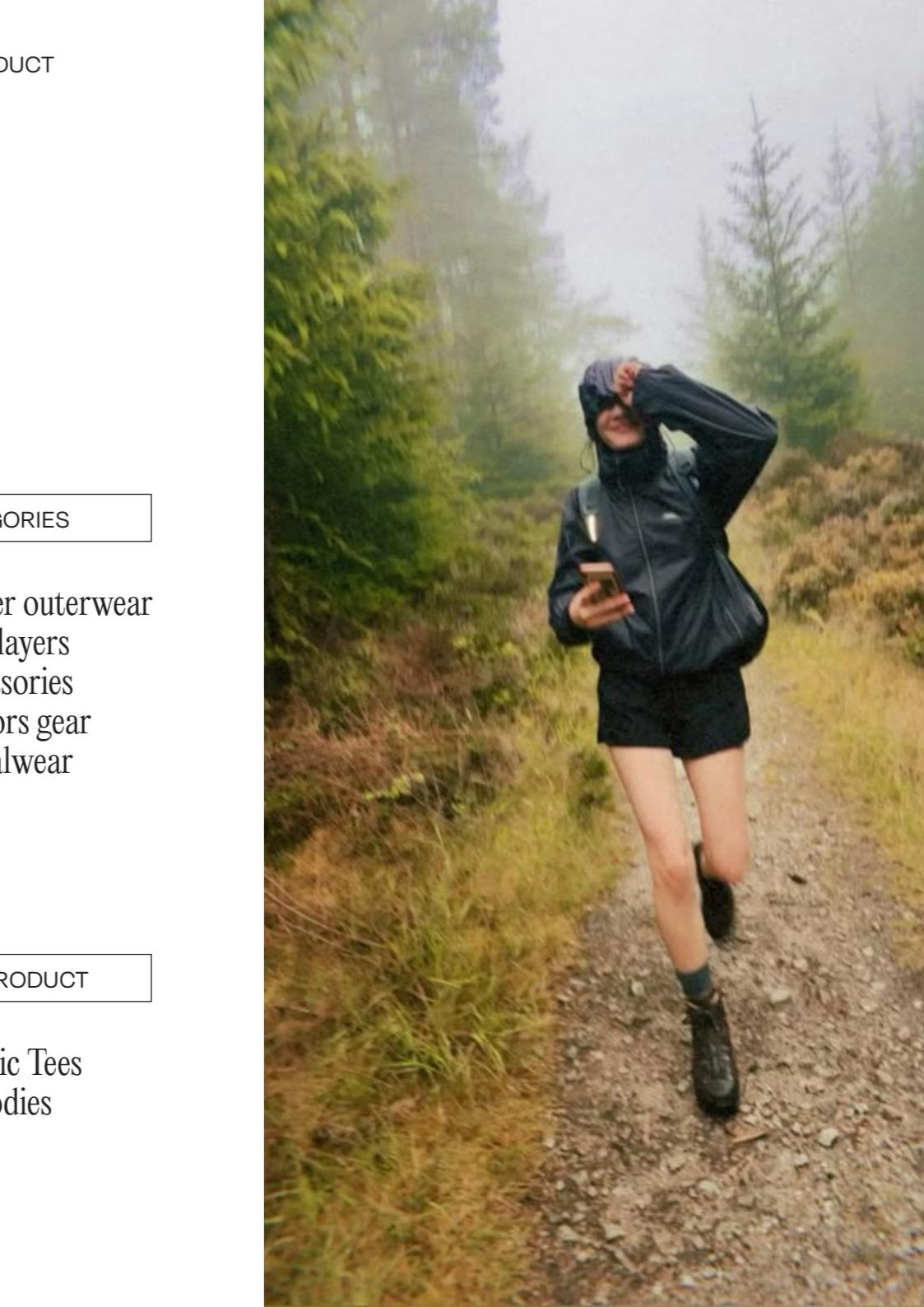
slopes to street
apres + beyond



HERO PRODUCT

Graphic Tees
Hoodies

PRODUCT



CATEGORIES

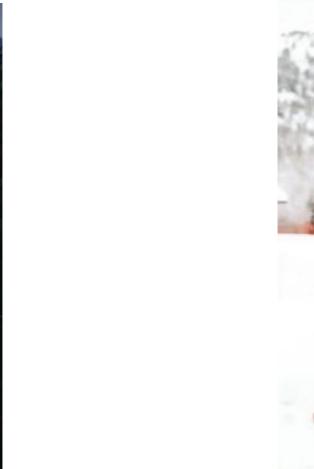
Cold weather outerwear
Base layers
Accessories
Outdoors gear
Casualwear

Kids

Co-ordinate with parents



match with your mini mate



cult items - co-ordinate with friends + family

PRODUCT

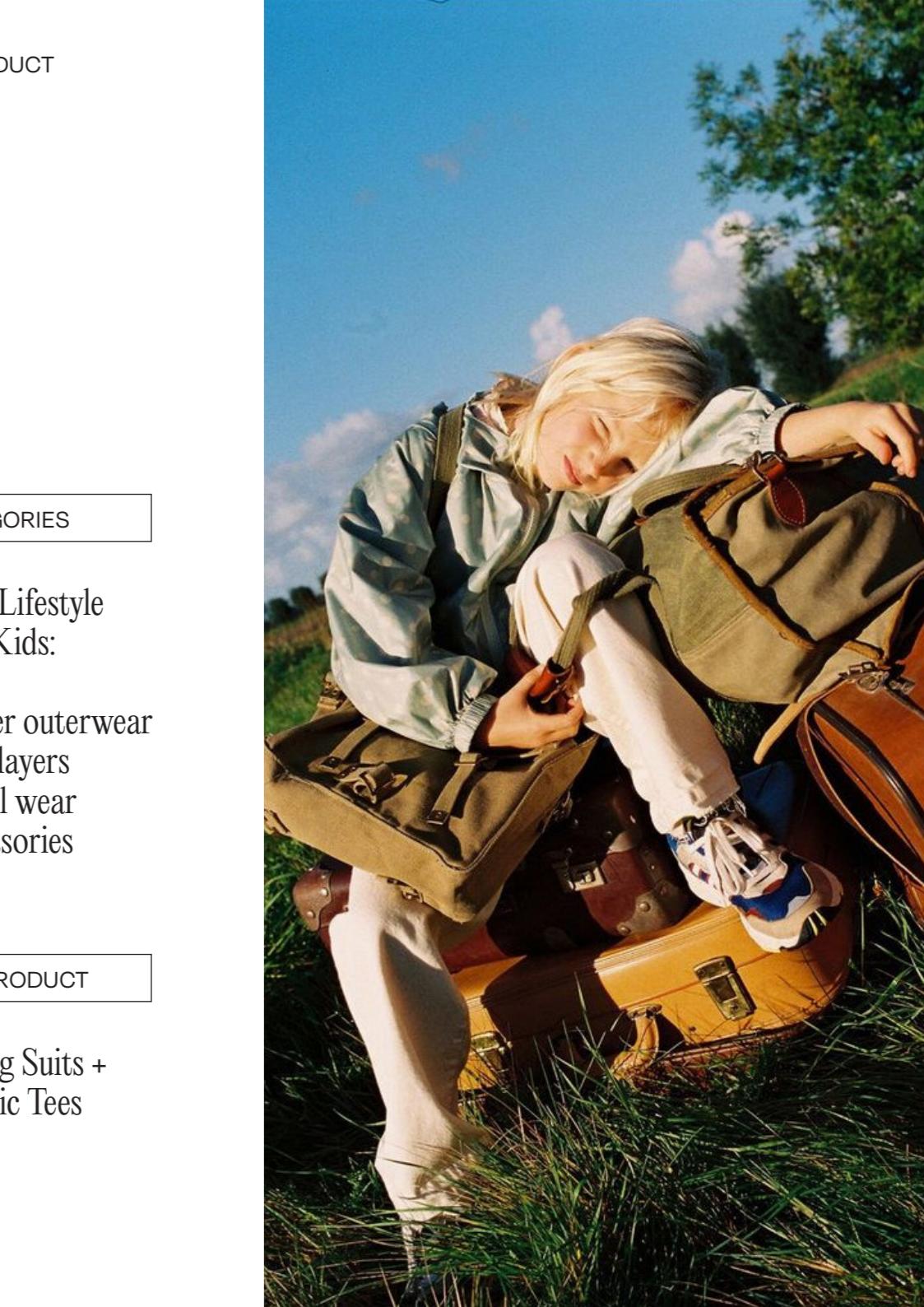
CATEGORIES

Snow + Lifestyle
for Kids:

Cold weather outerwear
Base layers
Casual wear
Accessories

HERO PRODUCT

Matching Suits +
Graphic Tees



Mens Womens Kids



CUSTOMER



KEY STATS

Age 20–40 yrs
All genders
Young professional
Active + competitive
Fashion conscious
Health/performance focused
Friends + family community
Money to spend



CUSTOMER

SPARE TIME

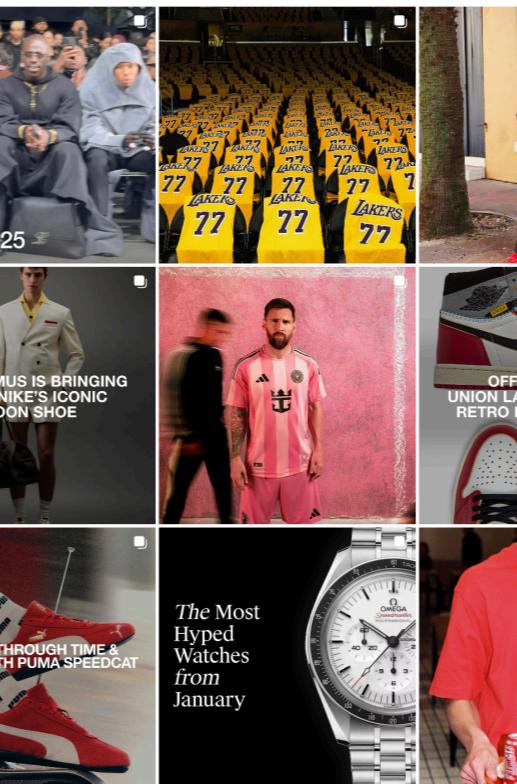
Run clubs + Gym
Hikes + camping
Team sports
Reading

TRAVEL

Up for adventure with friends or family. Mixes luxury + carefree camping

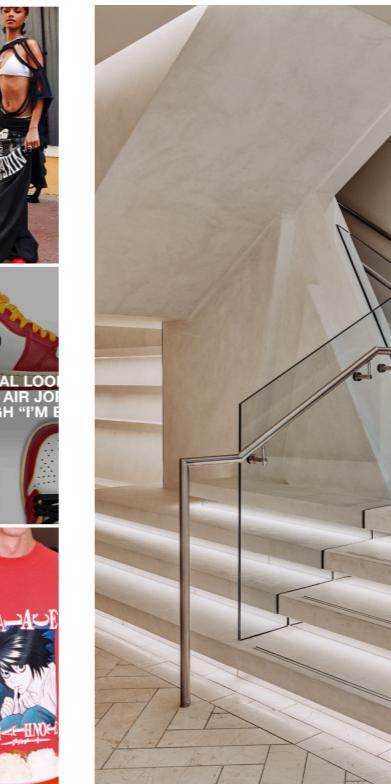
WISHLIST

Minimalist design
Tattoos
Performance gear + supplements



FOLLOWS

Sports + athletes, Magazines such as:
hypebeast, vogue, i-D, Podcasts,



HE SHOPS AT

END, SSENSE, HIP, represent, cole
buxton, hoka, nike, gramicci, duke+dexter,
stussy, high end second hand



SHES SHOPS AT

END, HP, Ganni, COS, & Other
Stories, Zara, Asos, Damson
Madder, Nakd, Stussy,

SNOW



LIFESTYLE



COMMERCIAL

salomon
northface
arc-teryx
patagonia
columbia
ellis brigham
mountain warehouse
helly hansen

ASPIRATIONAL

moncler
miu miu

COMMERCIAL

cole buxton
represent
nude project
illicit bloc
carhartt
UNIQLO
H&M
Asos

ASPIRATIONAL

aime leon dore

acne studios
rhude
Ganni

Visuals + Assets

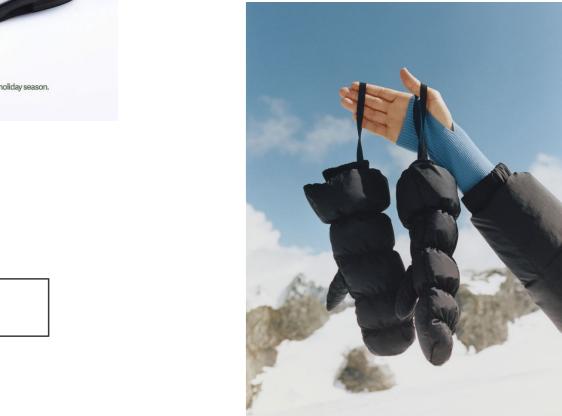
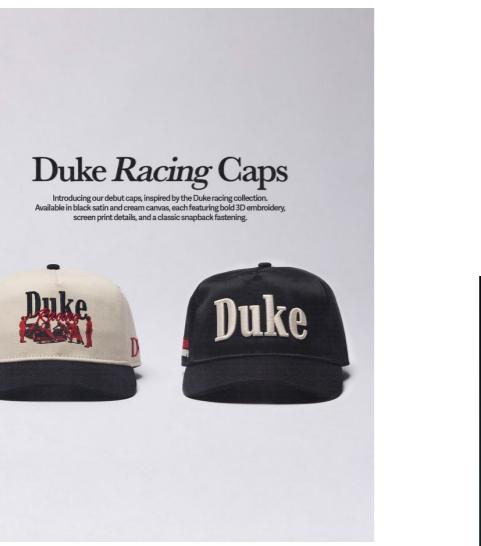
BRAND

LOCAL SPACE - AUTUMN/ WINTER 23 -

We believe that inspiration can be found in the world around us, whether it's the people, the places, or the things we encounter on a "local" not just as a physical location, but as a state of mind. Being present in the moment and taking the time to appreciate



PHOTO SHOOTS



CAMPAIGN

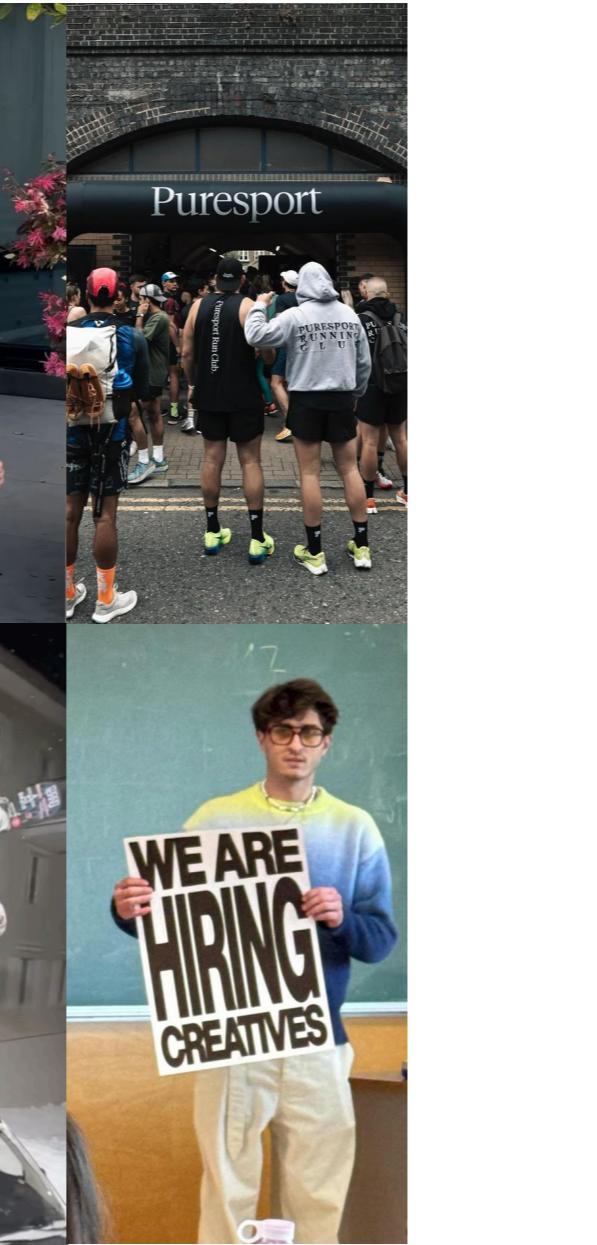
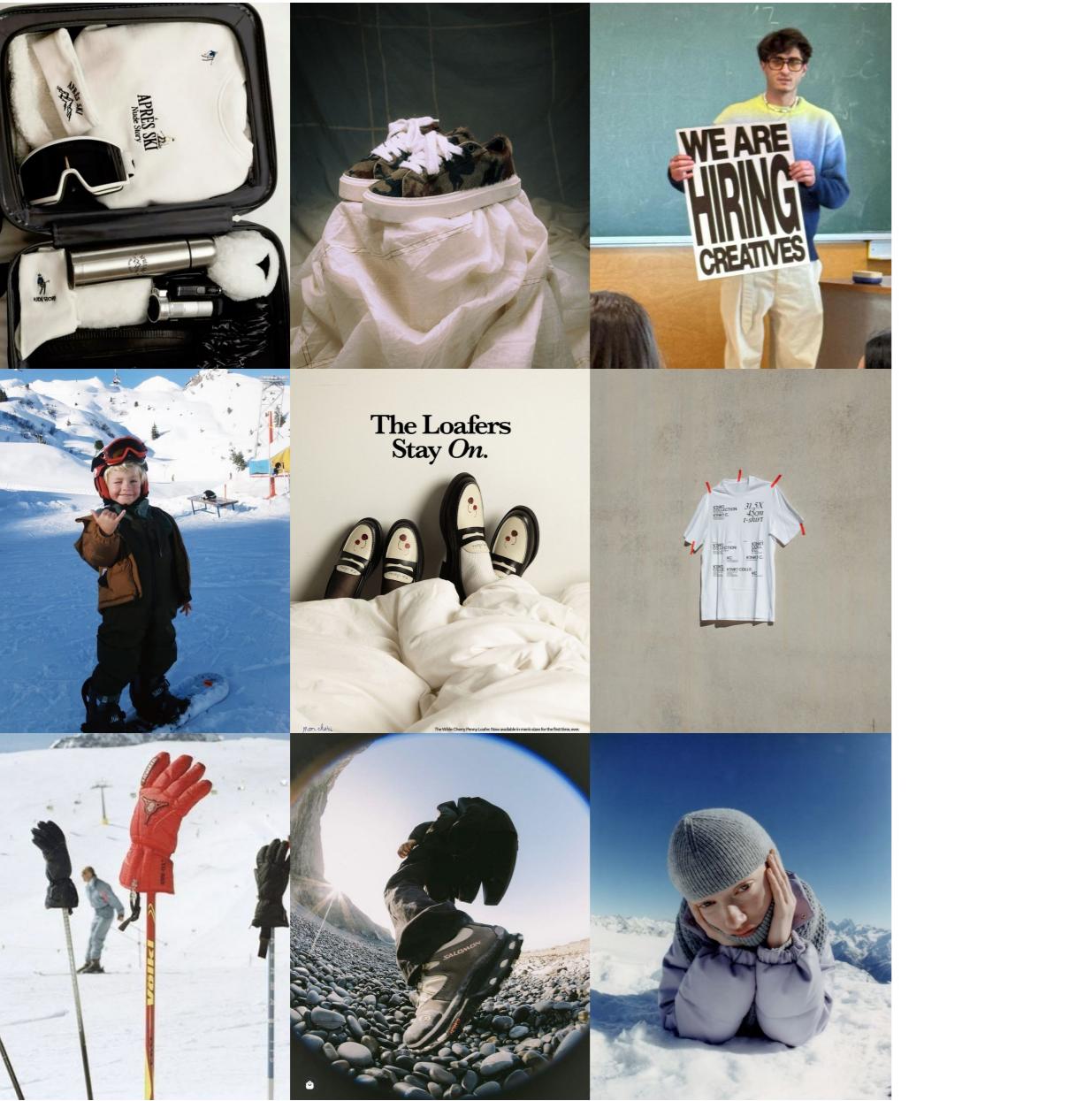
In the outdoors:
Mountains in all seasons
Authentic relationships
Holiday pics
Actions shots

ECOM

Studio with BTS feel
Rails
Props
Backdrops

STILL LIFE

Creative styling
Folded product
Flat lays



Anyone viewing Oneskee's social media is sharing it straight to the group chat – to **plan the next trip**.

Whether it's getting the family or the gang together, Oneskee is a source of **inspiration and envy** for the best memories of your life.

As your family grows, the fun is only just starting. Life at Oneskee is **authentic adventure**, without compromising your style. Tumbles with the kids, tricks with the mates – it's all part of life and we're living it.

Get packed with **everything you need** for the next trip.

FIRST IMPRESSION

INSTAGRAM

TIKTOK

Aim:

Display range
Push USPs +
Technical performance
Launch new product

Content ideas:

Campaign shoots
BTS clips from shoots
Creative still life
Product teasers
Influencer/partnership imagery
Functional details
Action shots + trick videos
Kids being cute + cool
Kids that are sick at skiing

Aim:

Sell the lifestyle
Share brand story
Hype up partnered athletes
Make viewer jealous of ski trips

Content ideas:

Real life use of product - run clubs, coffee shops, apres ski
Cool goofy kids
Interviews with athletes
Handheld cam diaries
BTS design story
BTS art shoots
Pack with me for tips
Employee's fav pieces
Relevant trending content
Tricks + falls
Creative filmmaking



Black Bekora Tech Jacket
€170,00

Cream Wool Hoodie
€230,00

Burb Wool Erzo Jacket
€320,00



WEBSITE

LOOK + FEEL

Clean layout
Modern minimal
Fashion editorial influence
Textural + tangible

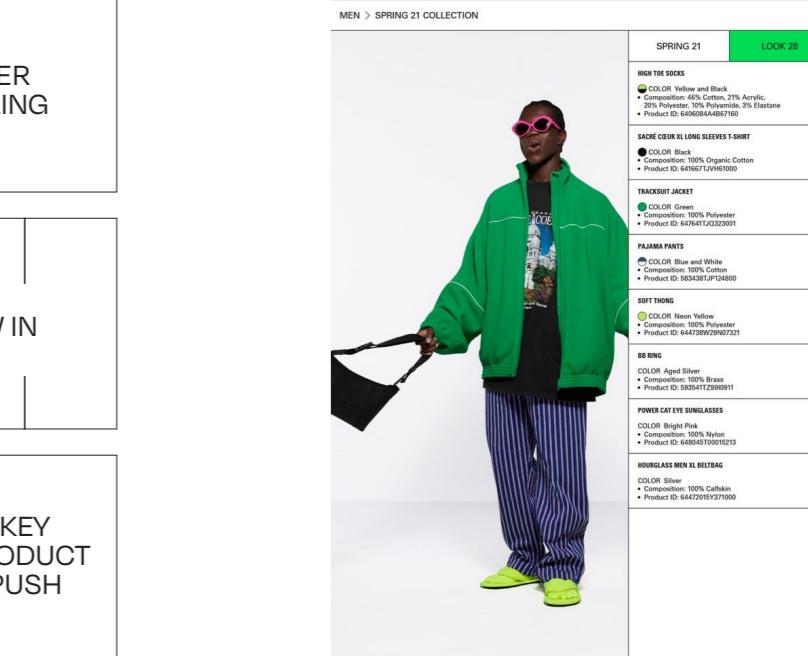
Homepage

HERO BANNER
= STORY-TELLING

ECOM = NEW IN

USP
DESIGN
DETAILS

KEY
PRODUCT
PUSH



New Colours*

*and some additional colours restocked!



Introducing Local Space's Mohair Blend Merch Beanies: A Perfect Fusion of Comfort and Style
Local Space, renowned for its modern, minimalist aesthetic and commitment to quality, is excited to offer an exciting addition to its lineup. This season, the spotlight is on their signature mohair blend merch beanies—ideal accessories for colder weather, designed with equal parts comfort and timeless appeal.
Fan Favorites Restocked
Local Space understands the loyalty of its fans, which is why they are bringing back some of the most popular items in their collection: white and black.
White: Crisp and clean, this bright staple adds a polished touch to any outfit, perfect for crafting a chic, monochromatic look.
Black: A versatile, soft, and warm tone that exudes sophistication and works seamlessly with earthy, neutral palettes. Perfect for those who appreciate subtlety.
Grey: A classic medium-grey hue that blends modernity with practicality.

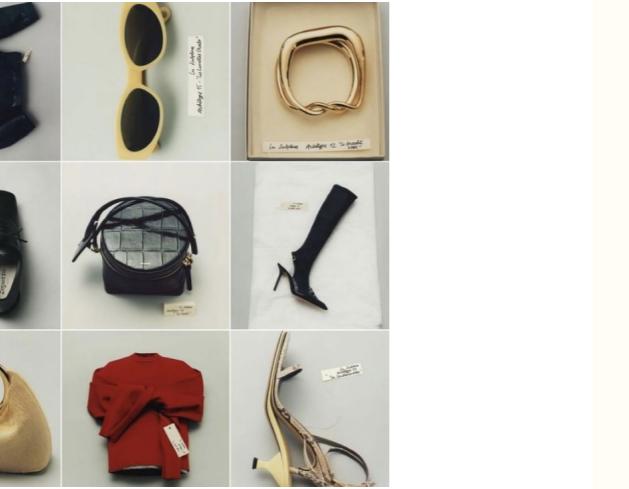
MERCH BEANIES

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LOCAL SPACE LOCAL SPACE



Natura 1000



Neither too dark nor too light, it's ideal for effortlessly pairing with both casual and formal outfits.
These pieces are an invitation to elevate your winter wardrobe, offering adaptability to a wide range of styles while maintaining the brand's signature aesthetic.
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MERCH BEANIES

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LOCAL SPACE LOCAL SPACE



MANOR DAO IS A MODERN TALE OF LUCK, GRIT, KNOW-HOW, AND THE MAGIC THAT ARISES WHEN AN ASSORTMENT OF *Eccentric Characters* COME TOGETHER TO BUY A GODDAMN MANOR.

The executives at the Poolsuite Internet Leisure Corporation are thrilled to announce our first foray into hospitality through the community acquisition of a grand manor estate, funded via the sale of VIRTUAL ASTHRONS.

Inspired by the Chateau Marmont, Hotel Elysee, Plaza Hotel, and Plaza Hotel, our mission is to create a destination that caters to the discerning traveler. We have tried to let our imagination run wild, creating a place where time seems to stand still.

As such, each floor of the Manor will be a playground for creative and renovated spaces, sure to be developed in many a tell-all memoir for decades to come.

To join us on this bold journey into the DELICIOUS WATERS of the unknown, please submit your email below.

Peruse the mood



WHAT'S BEEN WAITING FOR

Fig. 001 Track Sole Loafers in BLACK



Indisputably, it is time.
May we count on your support?
Or, at least, your curiosity?

FIRST NAME

EMAIL

INTEREST LEVEL

DO YOU HOLD A POOLSUIT MEMBER NFT?

M.D.

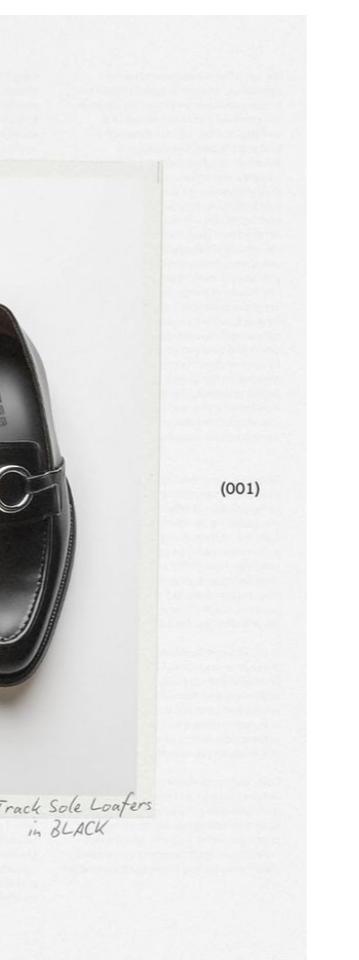
Discover Poolsuite projects in

TechCrunch VANITYFAIR VOGUE FST@MONEY Forbes MONOCLE TechCrunch VANITY

EMAIL

LOOK + FEEL

Clean layout
Modern minimal
Fashion editorial influence
Textural + tangible
Creative still life + flat lays



LAYOUT

MAIN DESIGN BLOCK
(BRAND MOMENT)

CTA

PRODUCT BLOCK

PRODUCT DETAIL

EST.2020

TAILORED
On Brand



Dare to be

/different /outdoors
/elemental /wild /unruly
/together /all-in-one

oneskee