

# Brand—New Branding

RE-RE-INVENTING THE ONEPIECE – SS 2025

**oneskee**



# The All-in-one

\*FOR ALL

# Re— inventing the one —piece

## ORIGN STORY

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

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 people's 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.

## UPDATE

Oneskee 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 run clubs 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 Oneskee through the lens of a skate documentary or family holiday-cam, the brand can get back its effortlessly cool expression, bursting with realism and heart.

Oneskee 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 blood or built create a new generation of memories.

Dare to be outdoors.

**oneskee**





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



cult items - co-ordinate with  
friends + family



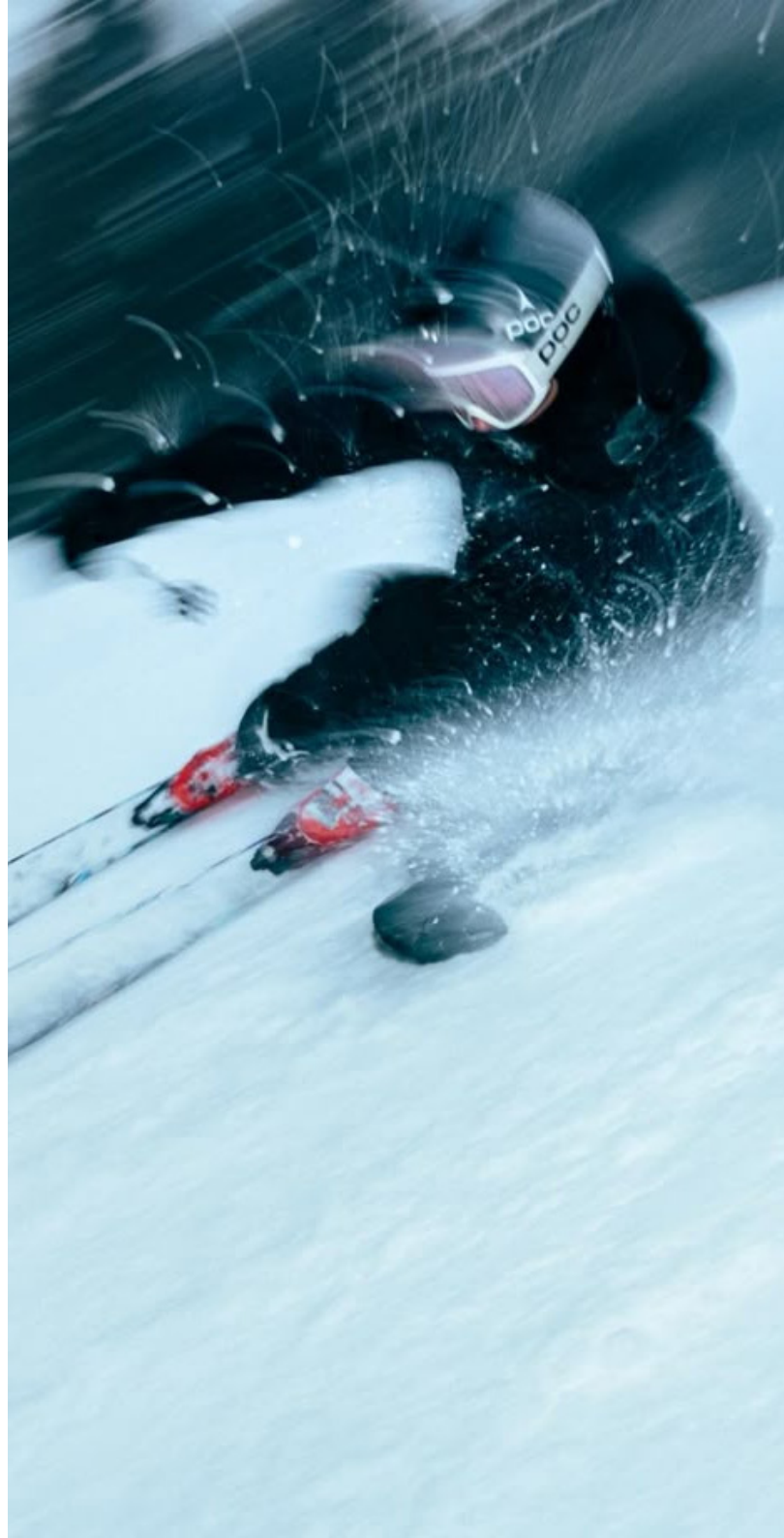
PRODUCT

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

PRODUCT

CATEGORIES

Cold weather outerwear

Base layers

Accessories

Outdoors gear

Casualwear

HERO PRODUCT

Graphic Tees

Hoodies





# 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 20–40yrs

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

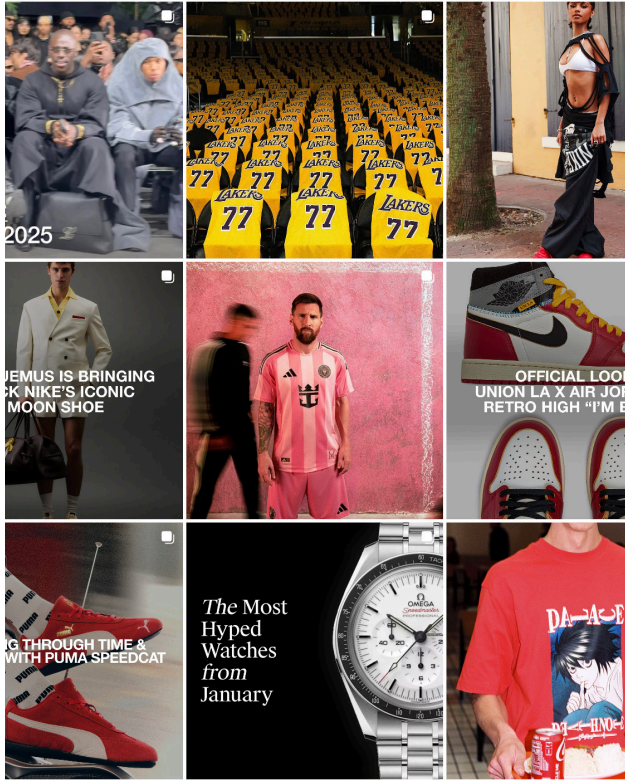
Tattoos

Performance gear + supplements





CUSTOMER



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



SHE SHOPS AT

END, HIP, Ganni, Cos, & Other Stories, Zara, Asos, Damson Madder, Nakd, Stussy,

SNOW



COMMERCIAL

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

ASPIRATIONAL

moncler  
miu miu

LIFESTYLE



COMMERCIAL

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

ASPIRATIONAL

aime leon dore  
acne studios  
rhude  
Ganni

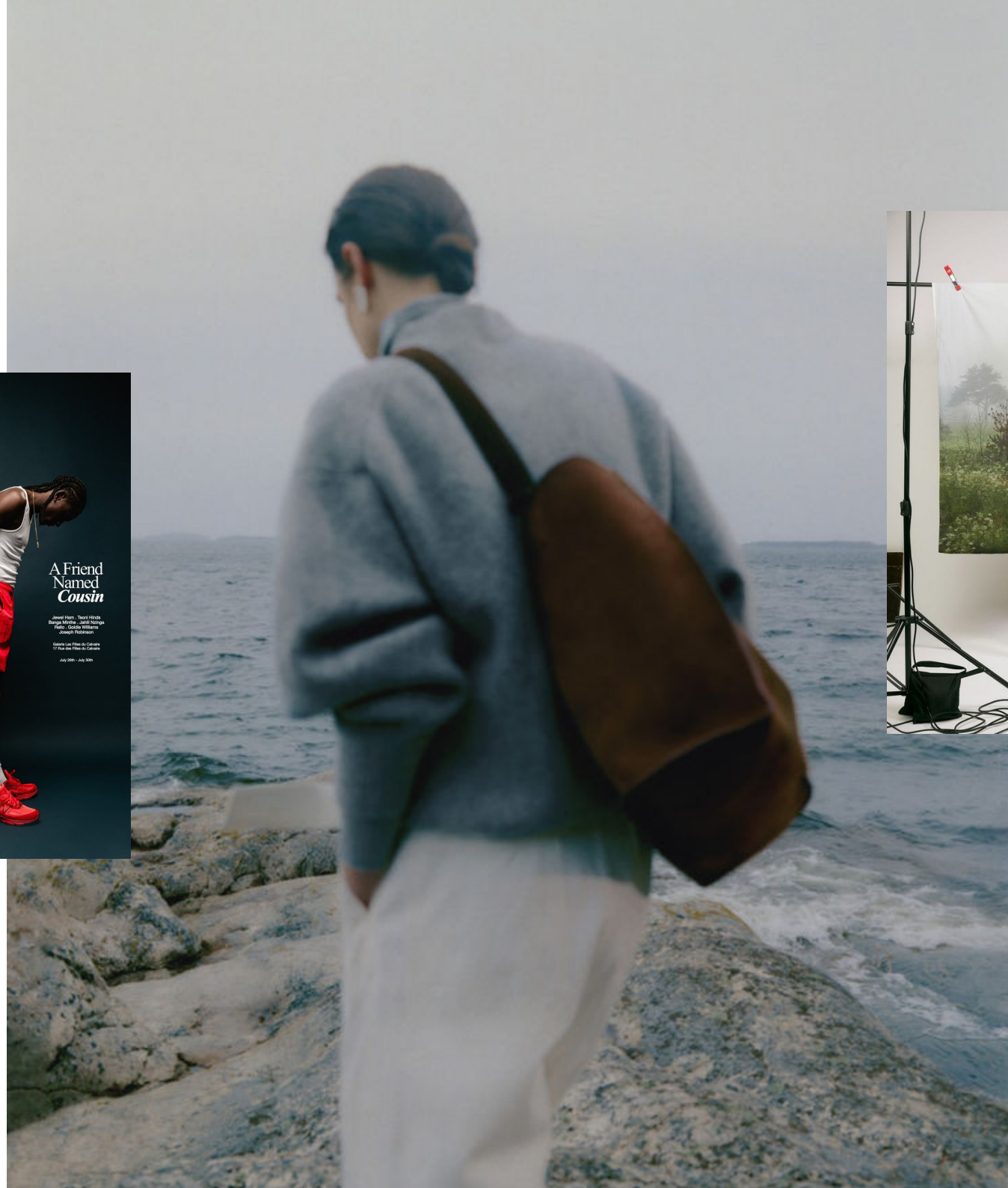


# Visuals + Assets

BRAND







## PHOTO SHOOTS



### CAMPAIGN

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

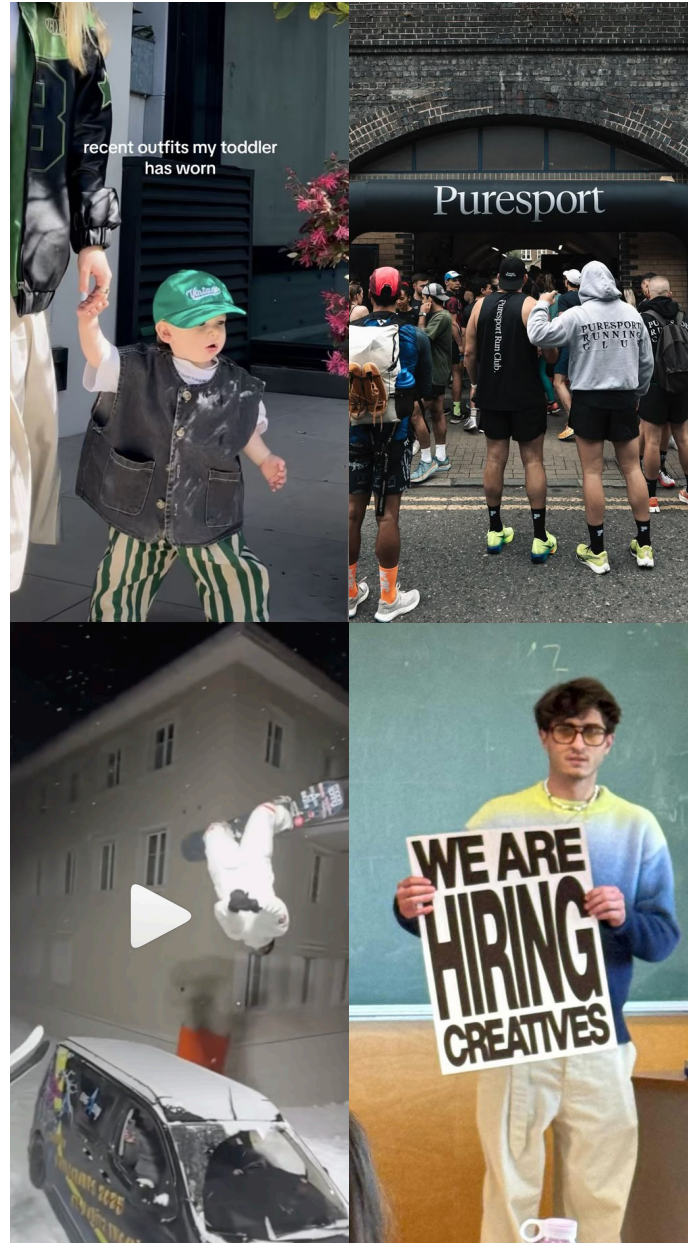
### ECOM

Studio with BTS feel  
Rails  
Props  
Backdrops

### STILL LIFE

Creative styling  
Folded product  
Flat lays





## FIRST IMPRESSION

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.

## SOCIAL PRESENCE

## INSTAGRAM

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

## TIKTOK

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 at shoots  
'Pack with me' for trips  
Employee's fave pieces  
Relevant trending content  
Tricks + falls  
Creative filmmaking





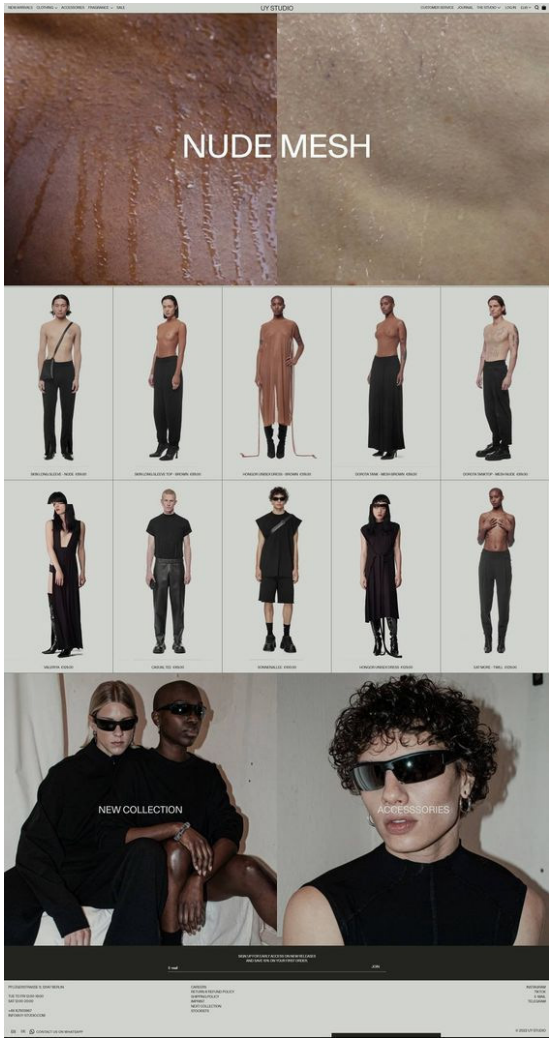
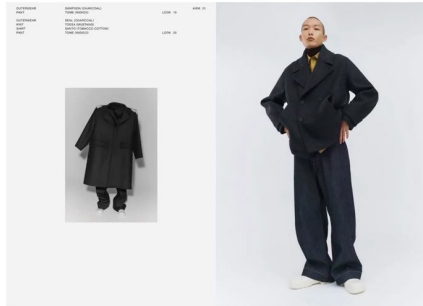
Black Bekora Tech Jacket  
€170,00



Cream Wool Hoodie  
€230,00



Burb Wool Enzo 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







Dare to be

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



**oneskee**