

October Very Own (OVO) Copy assignment for the Look Book.

Overall theme.

October Very Own or OVO is a clothing brand that was started by Drake. They need a theme for their brand and usually do the bare minimum when presenting their brand as they rely on Drake to make the sales. This would've been challenging presenting the mood through texts, but I figured why not present the product like Drake would? If you ever follow Drake and the way he promotes his albums, you realize that he is a very expressive person since he was an actor before and doesn't care to show his true self. The copy will try to be expressive to match Drake as an individual and reference his past music. The theme of my lookbook is based on the nightlife style of Toronto during autumn.

Front Cover.

At the top, it will be a clothing brand full name, "October Very Own". below the brand name will be "Falling Night Collection: 2023 Edition". At the bottom of the page, I will display my own OVO tagline "Runnin' Through the 6 with *STYLES!*", and "EST: 2012."

First Product: The White OVO hoodie.

Page 2:

"Stardust OVO", is the header and title of the white hoodie I am using. The subheader will be "Stand out as you explore the 6ix in the dark."

Page 3:

"Runnin' through the 6 with my woes" - Drake, Know Yourself. (Header for the page)

Stand out in the night and lively city of Toronto, also known as the 6ix! As we approach a chilly season and leaves fall, it doesn't mean you still can't go out in style as you wander the city. It is a soft and comfortable hoodie to wear to stay warm as it gets chilly outside, yet it shines bright as if the spotlight follows you throughout your adventure!

Made with 100% cotton fabric, we bring you the highest quality wardrobe to represent the 6ix in the way it deserves to be highlighted. We started from the bottom, and we will reach the top to show our love for Toronto, the most fantastic city in the world! (Description of the product)

Second Product: Red-Dye OVO hoodie.

Page 4:

Header: "Combination" - Drake, a viral meme from him.

Explore the city of Toronto with the splash of a canadian spirit, an unstoppable combo. Keep yourself warm and comfortable in a red-dye OVO hoodie that represents Canada itself, and easy to match any outfit as you explore the great Toronto with ease and look amazing!

The red-dye OVO hoodie will only be available for a limited time as it will be only obtainable during the autumn seasons. Made with 100% cotton fabric to keep you warm yet stylish at the same time!

Page 5:

"Red-Dye OVO" is the title for the second product. The subheader will be "Representing Canada, the land of the 6ix"

Third Product: OVO T-Shirt.

Page 6:

"The Wonderful OVO T-Shirt" is the title for the third product. The subheader will be "Something that may seem simple, actually brings out the best of your fit"

Page 7:

Header: "S**t is hot up in the 6 right now" - Drake, 6 God.

Need something to wear underneath your jacket yet look fantastic? Why not wear a simple OVO T-shirt that enhances your fit to infinity? Roam around the city as the moonlight guides you, proudly showing your OVO spirit from the underneath as you wear jackets that go along with the fit and stay warm!

The simple yet stylish T-shirt is available in many colours and made with 100% cotton! The product will be available throughout every season to fit with your outfits no matter what!

Final Product: OVO x Timberland Boots.

Page 8:

Header: "This that OVO, that SZN, this that new Toronto" - Drake, 10 bands.

How about you step up your kick before you wander the nights in Toronto? Collaborating with Timberland, we created fashionable boots to go along with your outfits as you explore Toronto, and the OVO symbol shines bright as you take each step in the 6ix!

The 6" Premium Vibram OVO boots blend into the night with a golden OVO symbol shining bright on the tongue of the boots. Made with full-grain leather with gore-tex, fur lining, and vibram outsole. Limited-time item, be sure to get it while it lasts!

Page 9:

"OVO X Timberland Boots", the title for the final product. The subheader is "Step up your kicks in OVO style".

All the products and price points.

Page 10:

The Stardust OVO: Available in-store and online.

Price: \$158.00

The Red-Dye Hoodie: Available in-store and online. LIMITED-TIME ITEM AS IT'S ONLY AVAILABLE IN AUTUMN!

Price: \$169.00

Page 11:

The Wonderful OVO T-Shirt: Available in-store and online.

Price: \$58.00

OVO x Timberland Boots: Available in-store and online. LIMITED TIME, GET IT WHILE IT LAST!

Price: \$365.00

Back Cover.

Images used: Knolling shot of the products together.

Bottom of the page:

"Shop at: <https://ca.octobersveryown.com>"

"Check out our Social Media page!"

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