

# JACKALOPE

TRULY MAN-MADE

EST. 2013

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**KAREN DAVISON**

# JACKALOPE: KNITTING KIT FOR MEN

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## OVERVIEW

Jackalope is a starter knitting kit that targets men between the ages of 18–35. This product includes all of the tools and instructions necessary for someone interested in the craft to knit their own cap, scarf, or set of gloves.

## CHALLENGE

Men have been knitting for centuries—not as a frivolous hobby, but as a means of constructing practical garments and household necessities. In the postwar era, however, knitting became associated almost exclusively as a female-dominated activity, causing males to distance themselves from the craft. While many men today are interested in knitting, they are often discouraged by the branding and iconography that dominate the market and reinforce the perception that the craft is a “ladies-only” affair. As such, male knitters are an overlooked consumer group when they may very well be a lucrative niche market.

## SOLUTION

Jackalope intentionally differentiates itself from competing products by offering a design that is masculine without being patronizing. The classic and rugged aesthetic of the starter kit is reminiscent of vintage camping, fishing, and survival gear. Sturdy waxed canvas and attractive leather detailing allow the Jackalope kit to look equally at home on a workbench as it would on a bachelor’s coffee table. No-nonsense directions and high-quality tools give crafters a starting point for several projects that encourage the construction of practical goods and future exploration into the art form.



# RETAIL MARKET & COMPETITION





# EXISTING KNITTING KITS & PACKAGING





# JACKALOPE: KNITTING KIT FOR MEN

5 KEYWORDS AS BRAND DRIVERS: MASCULINE, SOPHISTICATED, CLASSIC, RUSTIC, SIMPLE

**Target Audience:**  
Men between the ages of 18-40.

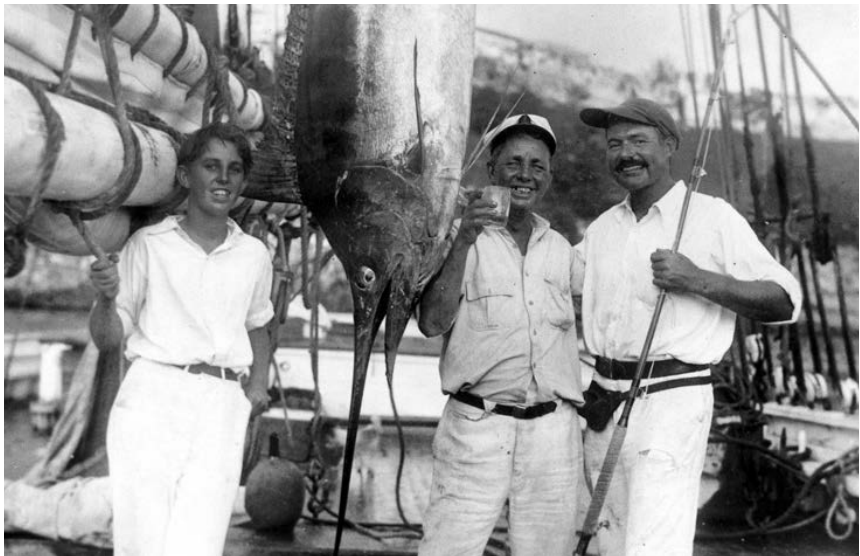
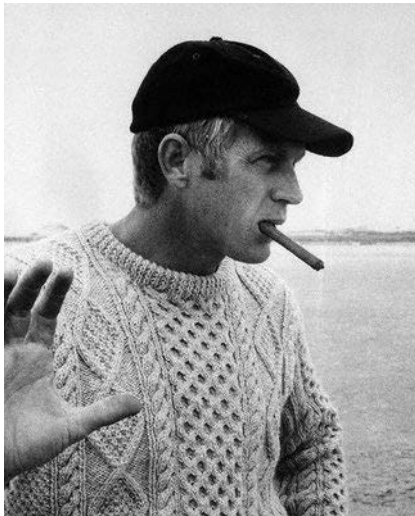
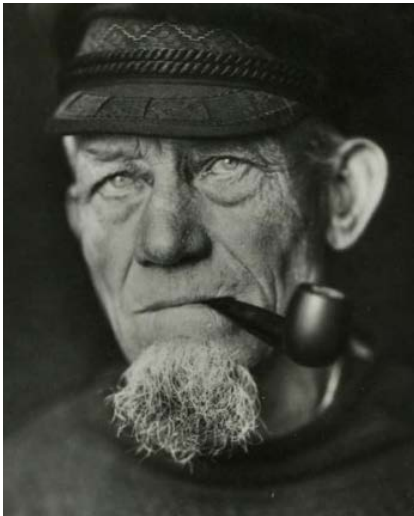
Outdoorsmen, craftsmen, hobbyists, artists, designers, and hipsters.

Men who enjoy working with their hands and being creative.





MOOD BOARD





# MOOD BOARD

"Emmett" / American Felling Axe / \$380

Metal First Aid Kit [large] / \$89

"The Conacher" / American Felling Axe / \$380

Nautical Flags (full set) / \$495

View: X 1 / X 4

Alpine Rucksack / \$398

The Best Made Ditty Bag / \$124

Douk-Douk Chromatique / \$68

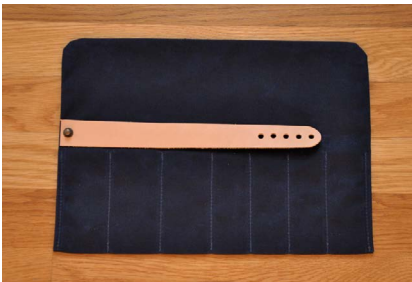


MOOD BOARD





MOOD BOARD





MOOD BOARD





# MOOD BOARD



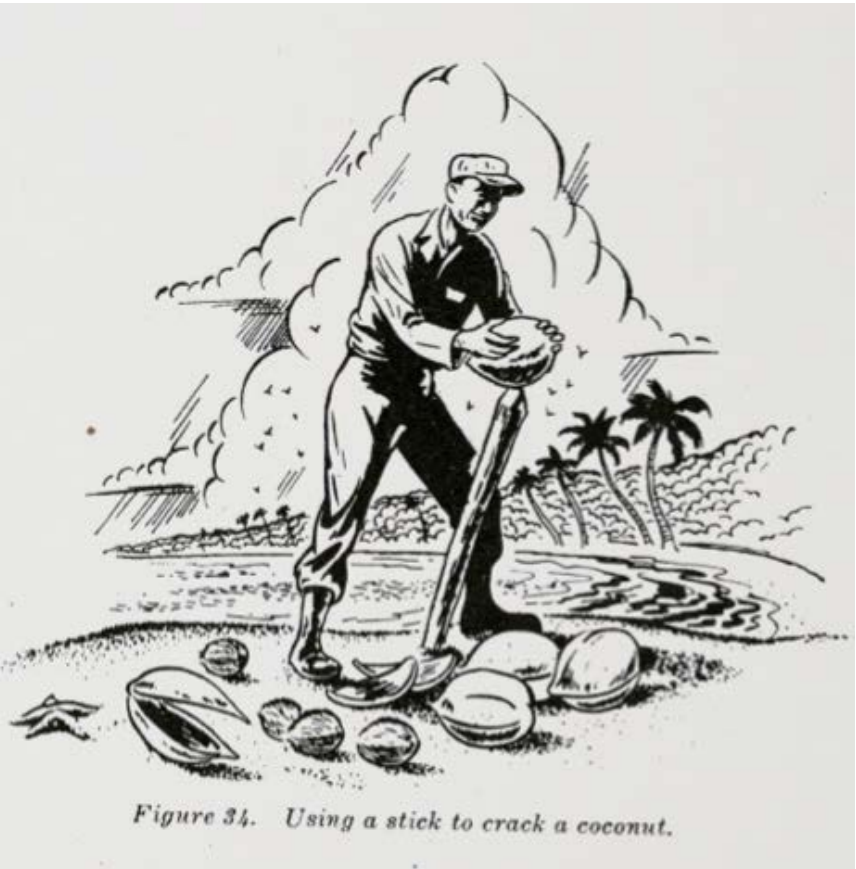
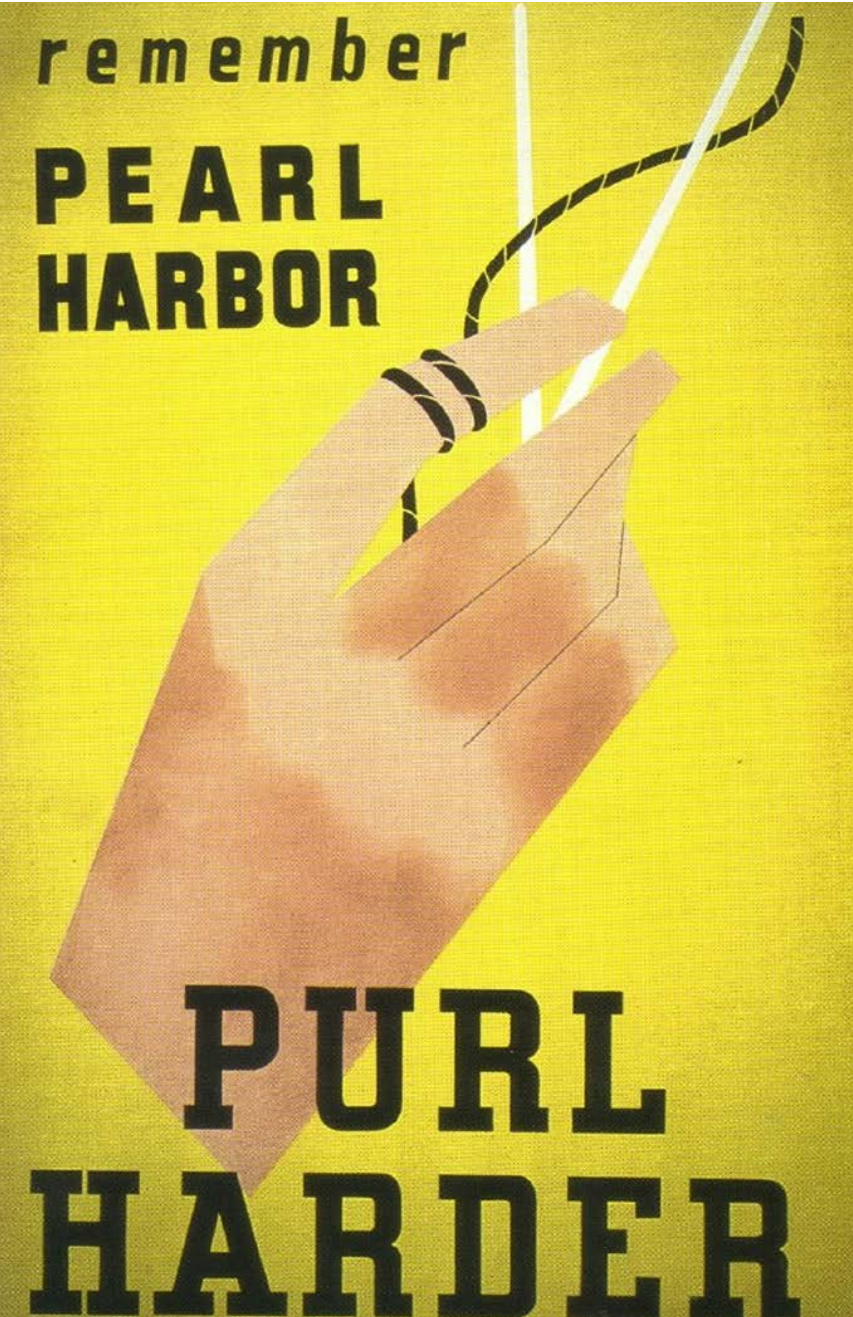


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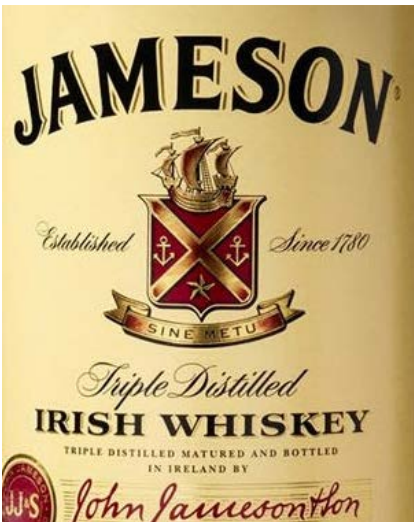
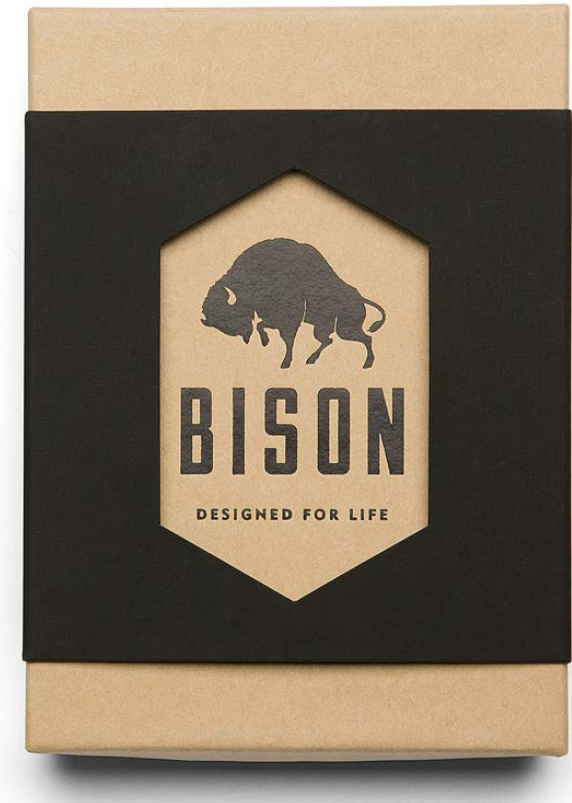


MOOD BOARD





MOOD BOARD





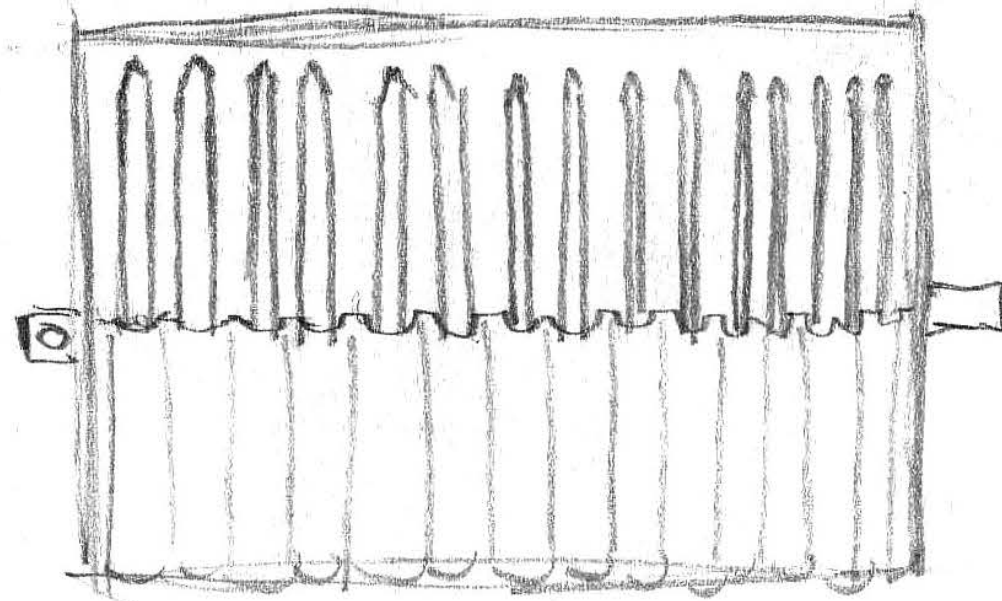
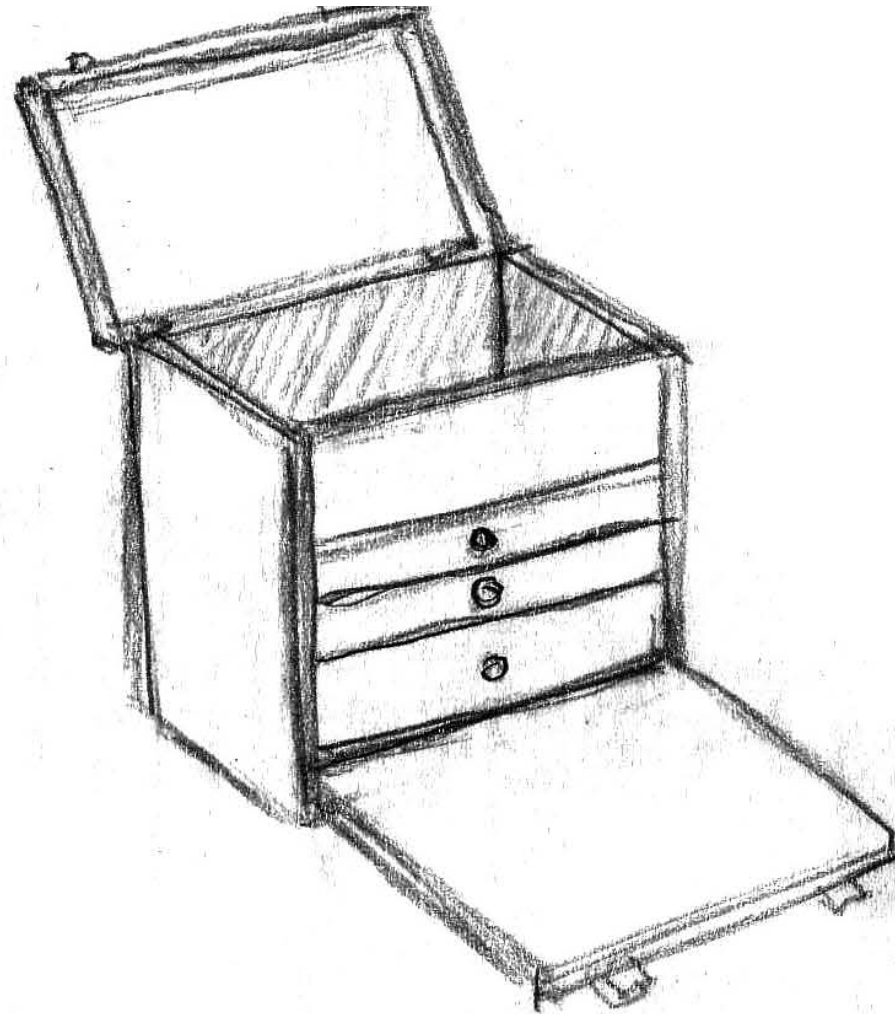
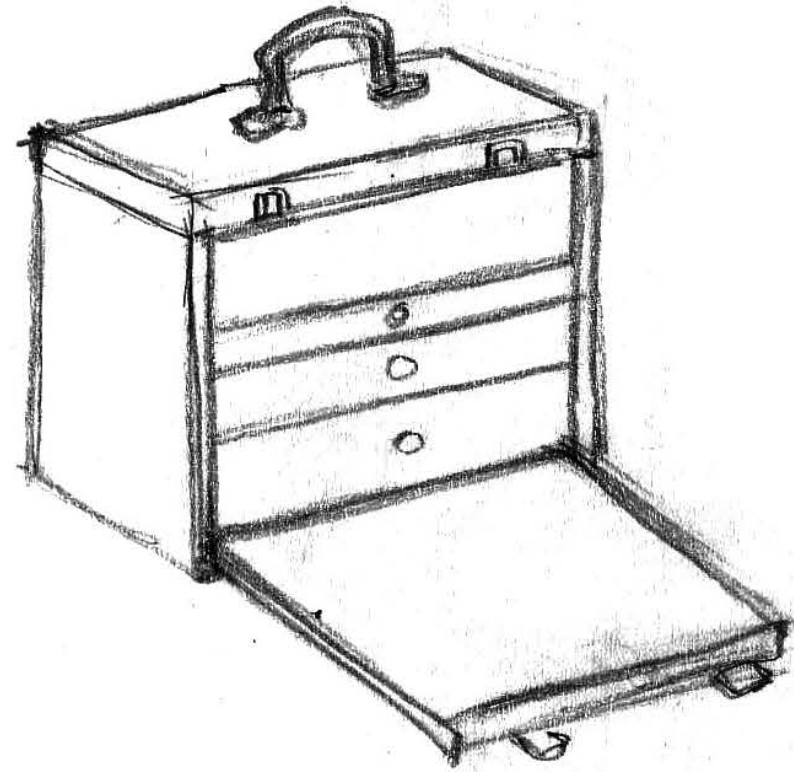
# INSPIRATION: POINT OF PURCHASE DISPLAY





# SKETCHES

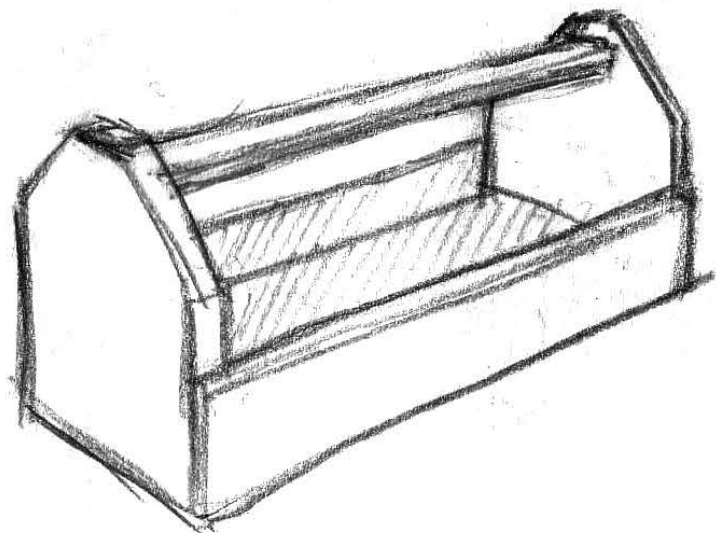
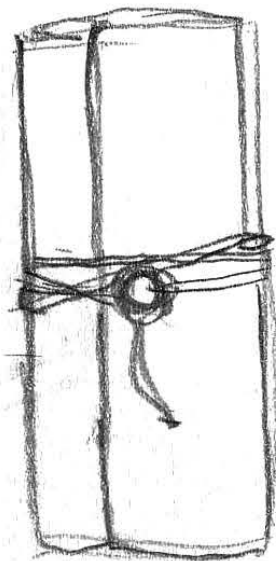
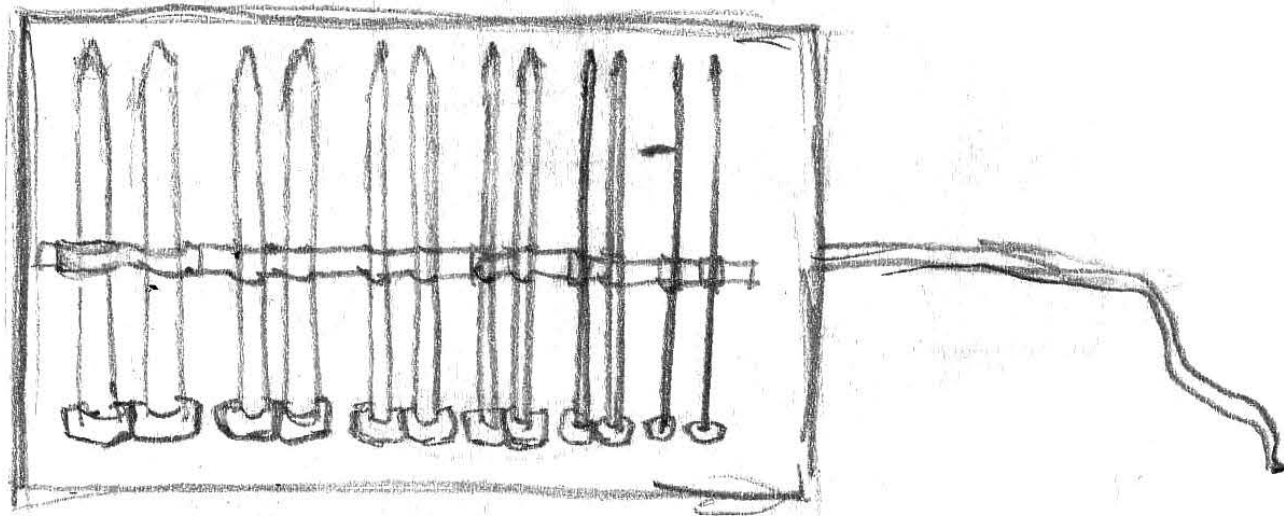
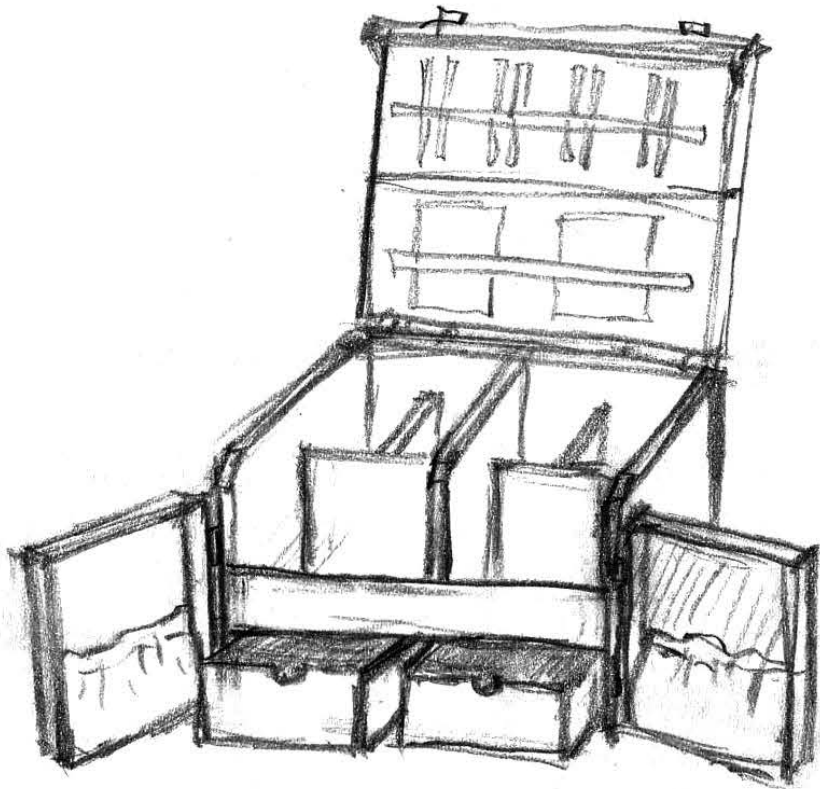
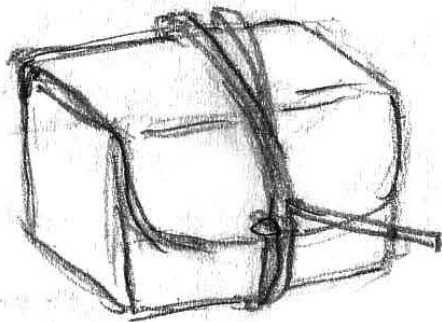
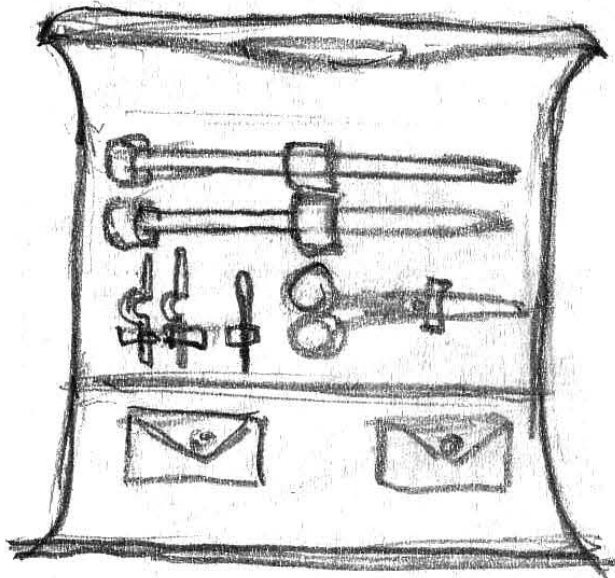
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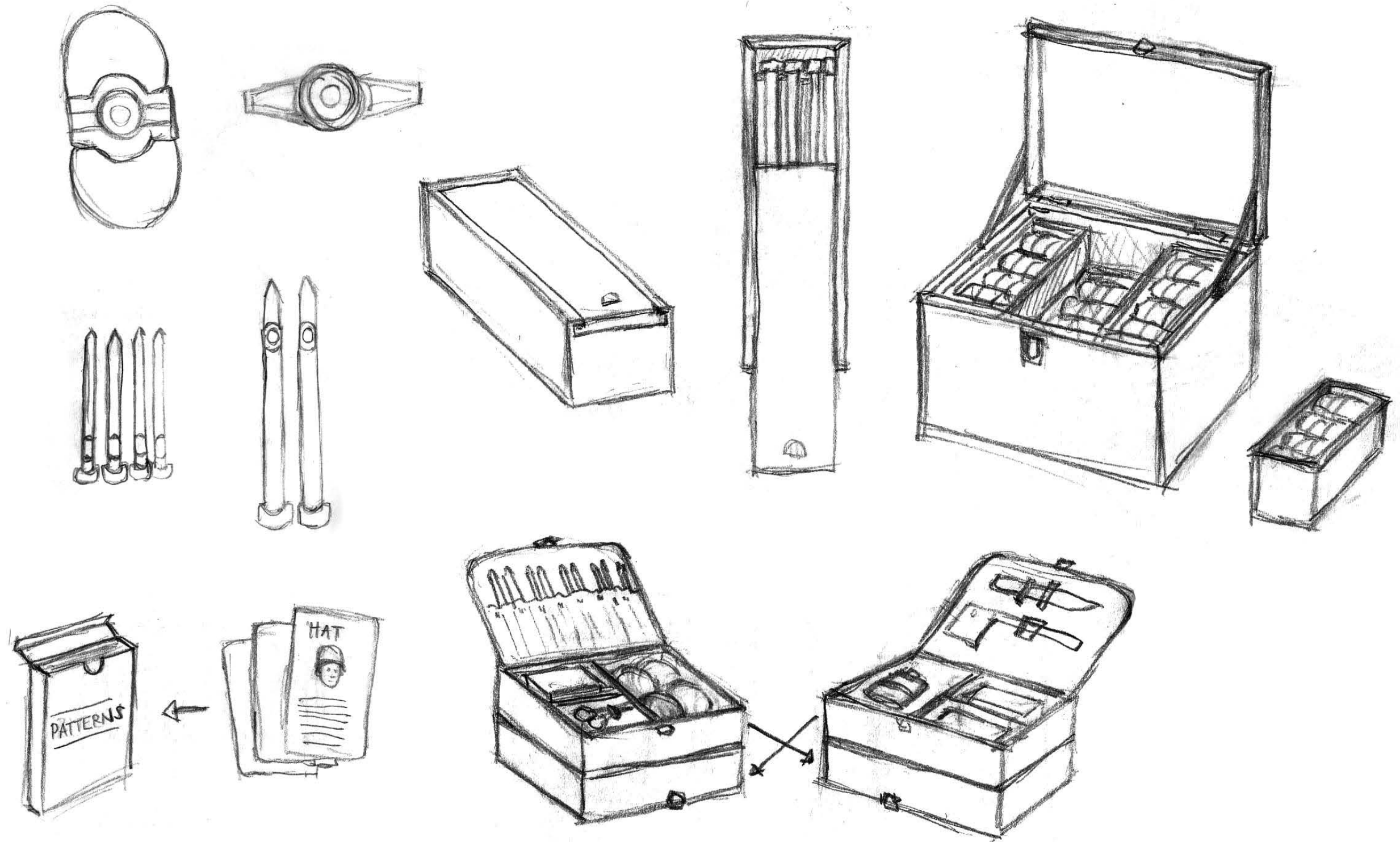
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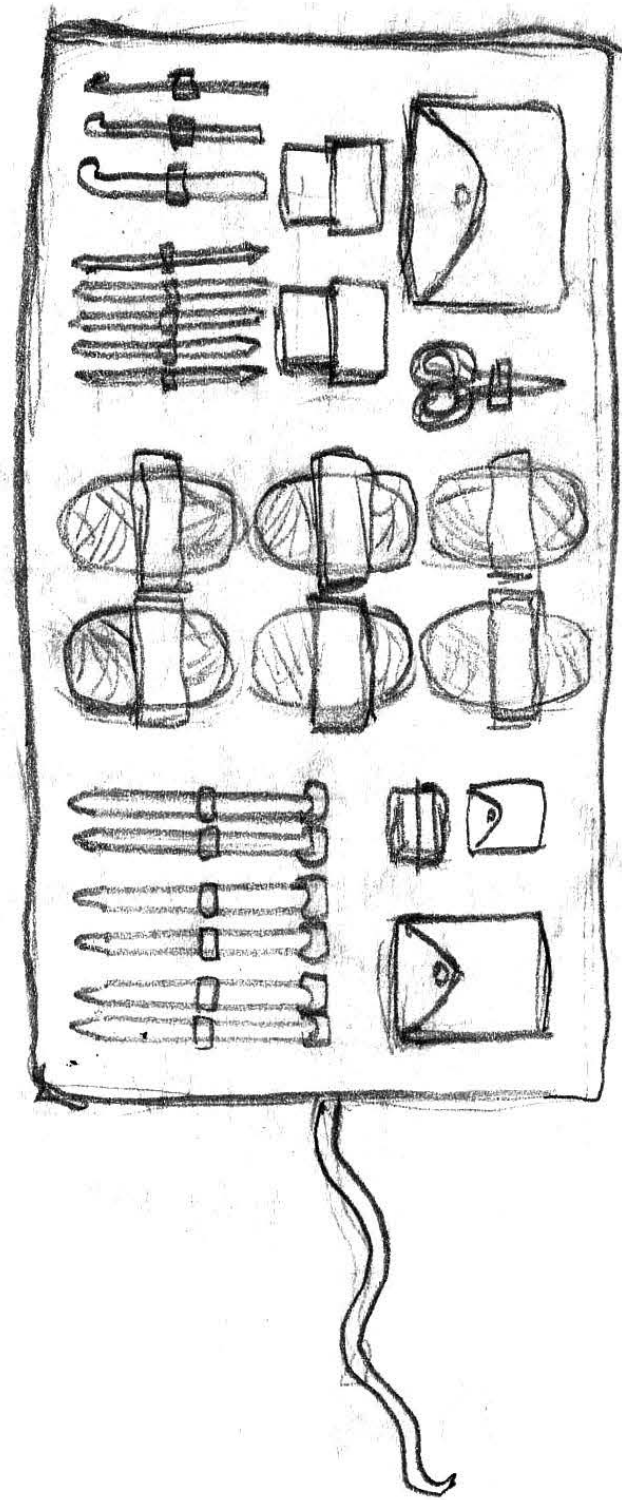
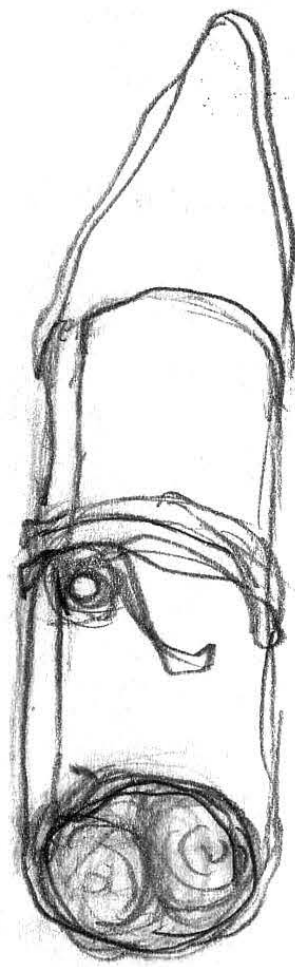
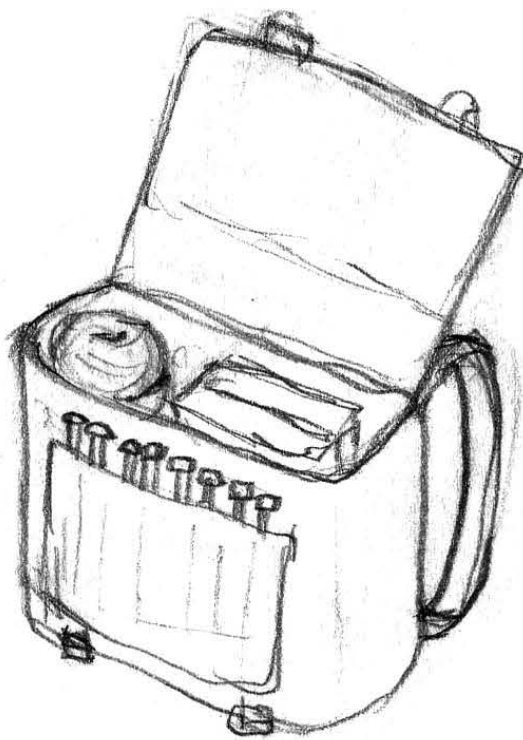
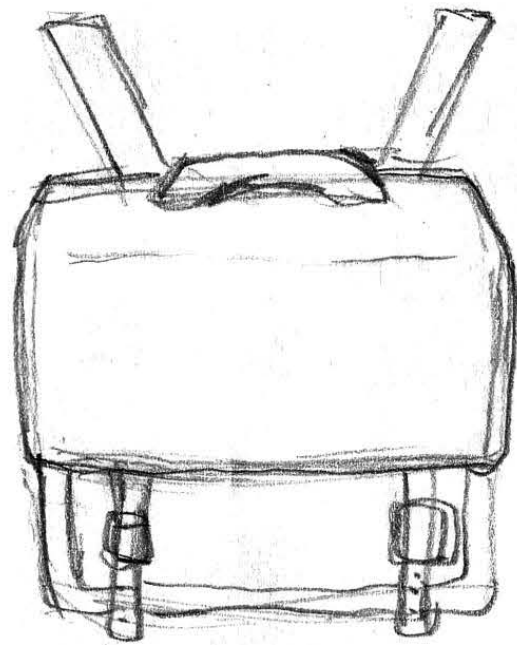
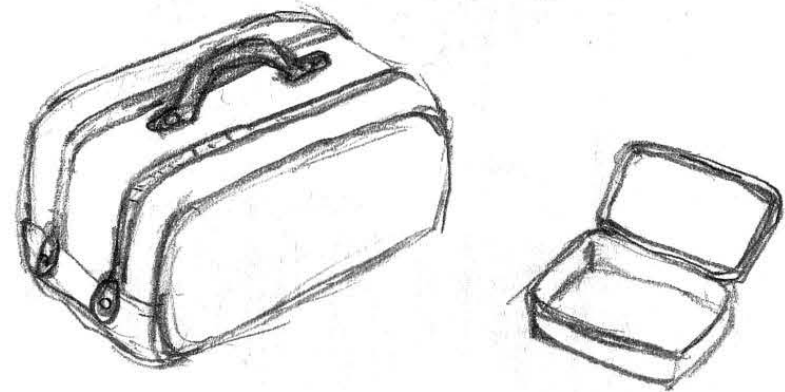
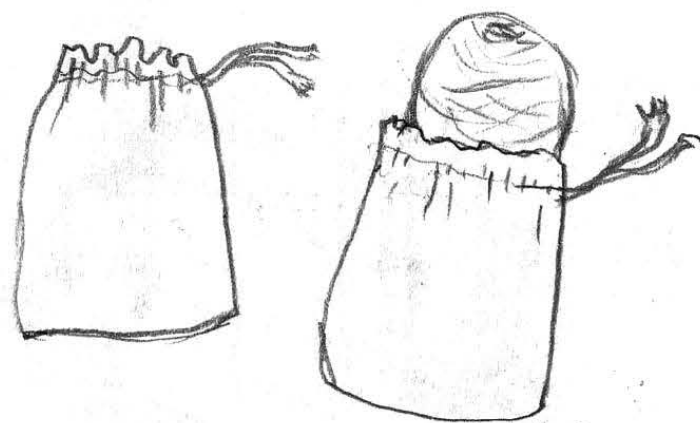
# SKETCHES

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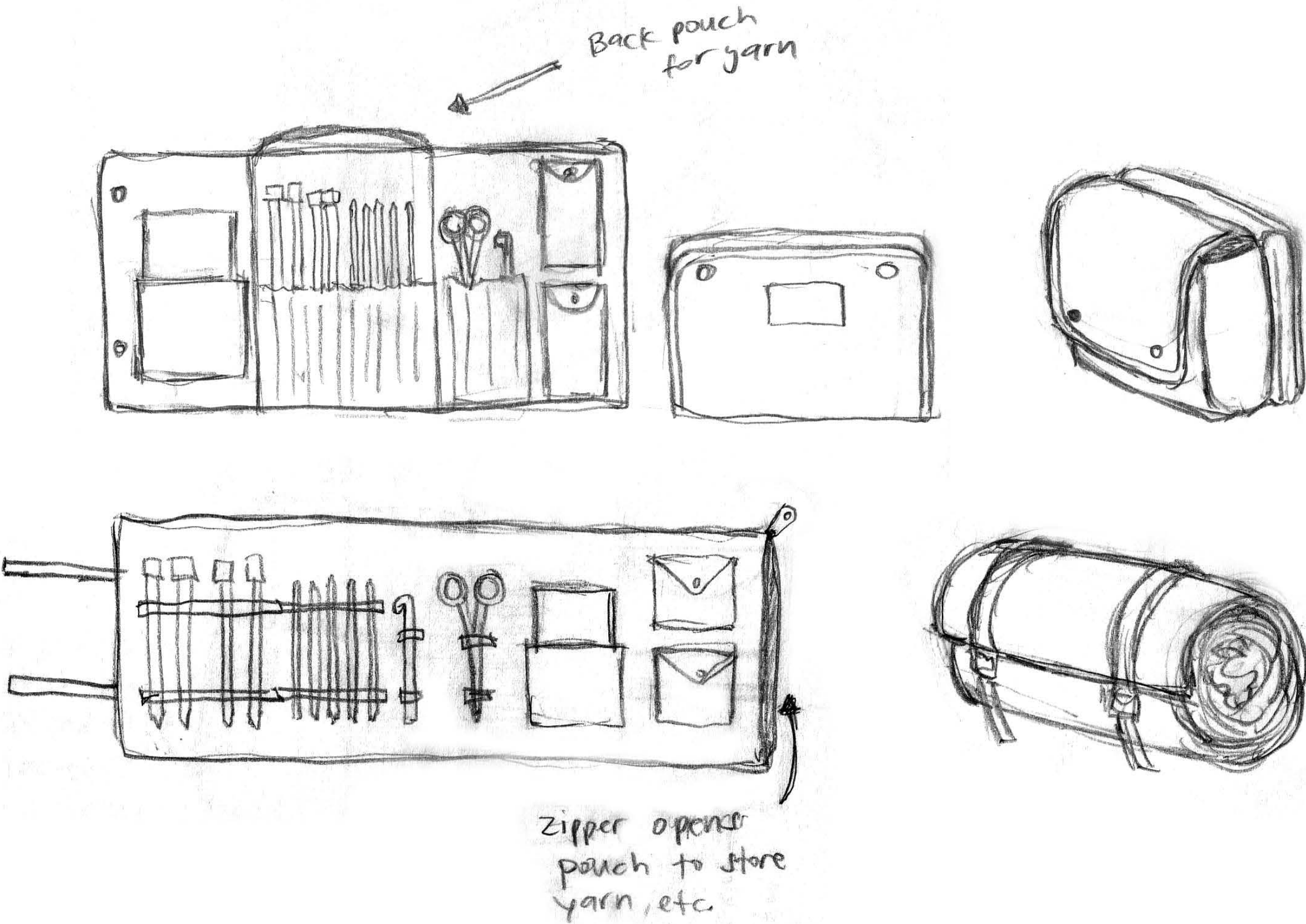


SKETCHES



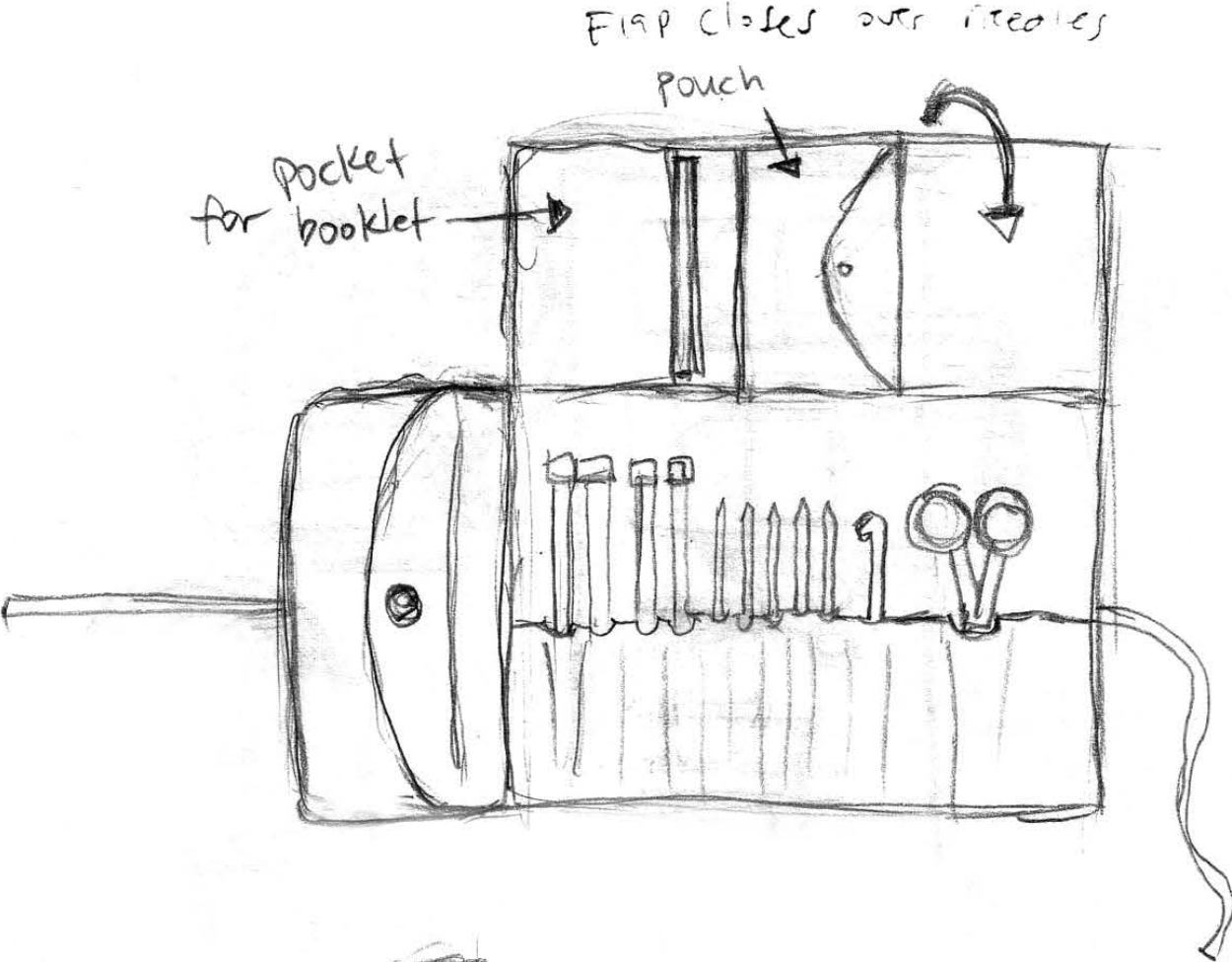


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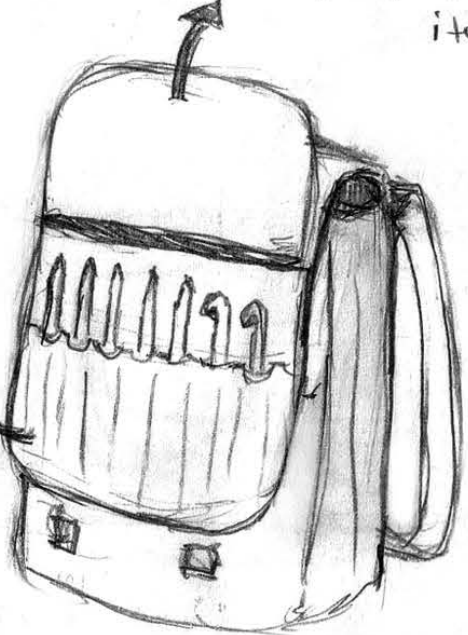




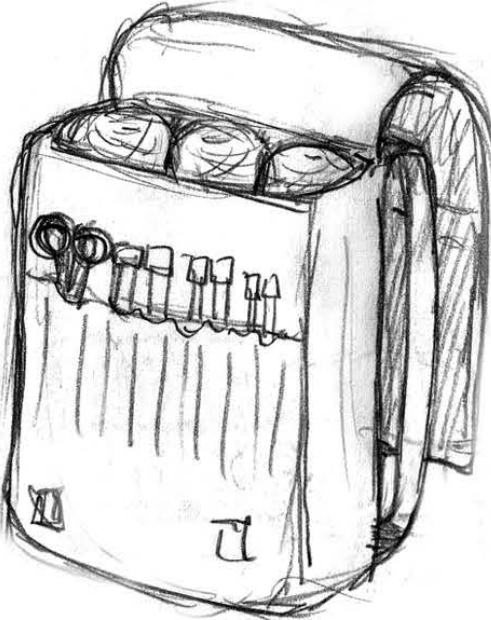
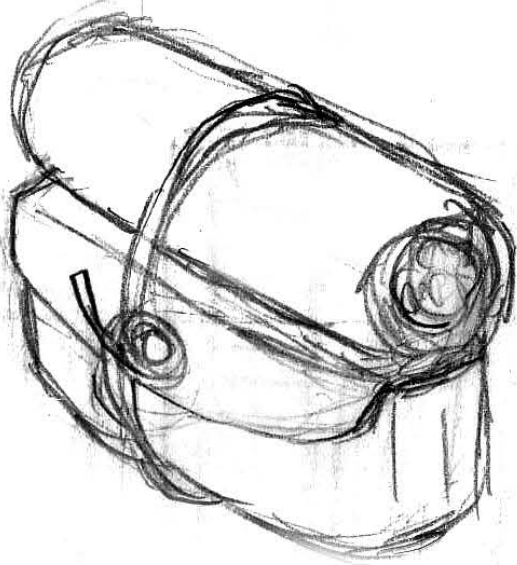
SKETCHES



Flap opens up to reveal slots holding needles and a pocket to store misc items.



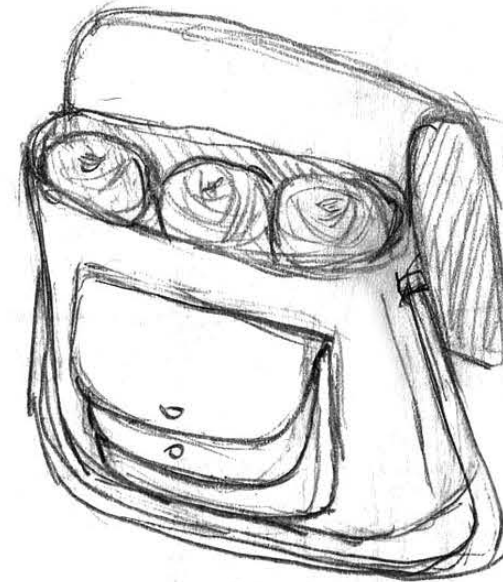
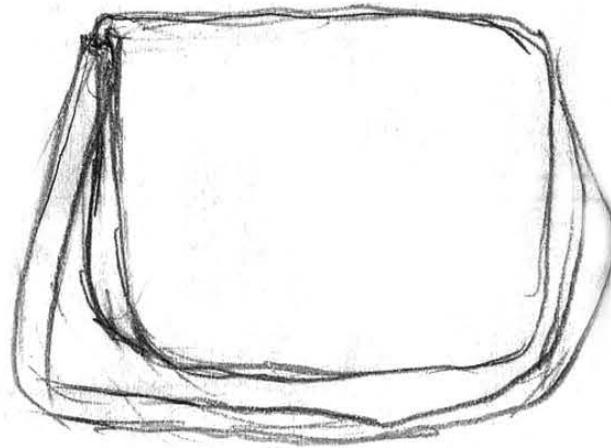
Also a flap that opens to reveal larger storage area for Yarn.



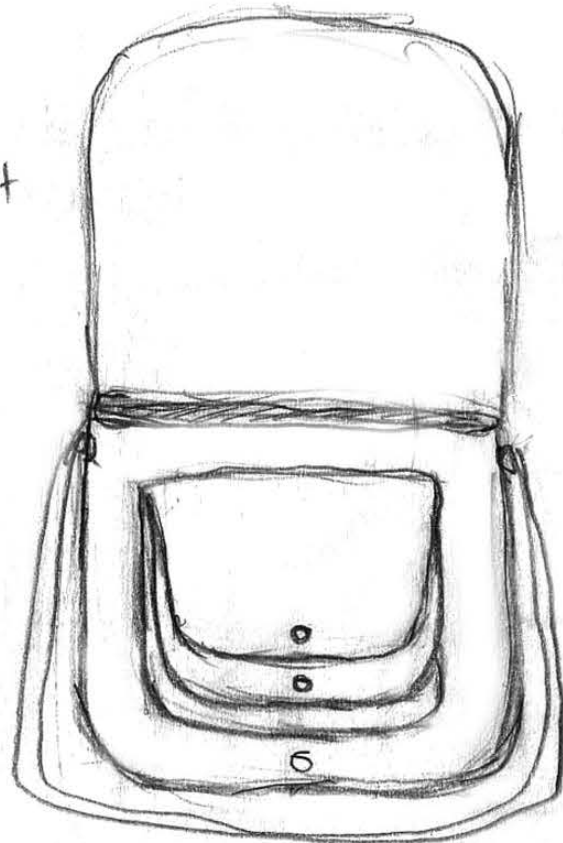


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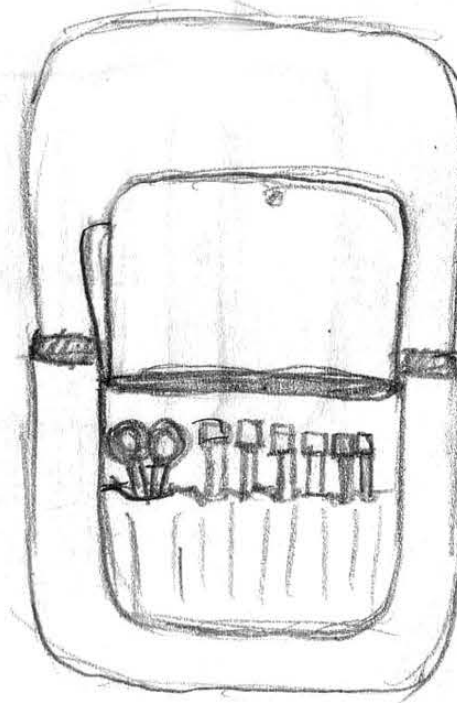
messenger bag  
closed view



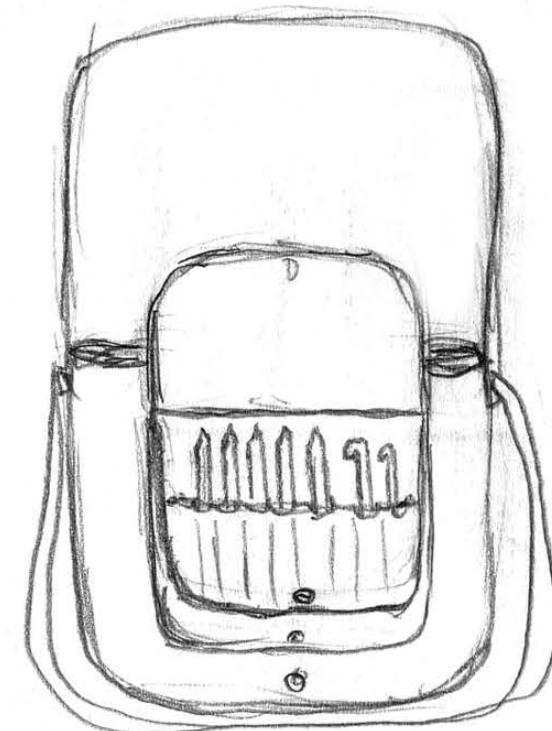
open first  
flap to  
reveal  
large  
front  
pocket  
with 2  
flaps.



open first pocket  
flap + reveal set of  
needles.



open second flap  
to reveal additional set  
of needles + a pocket.

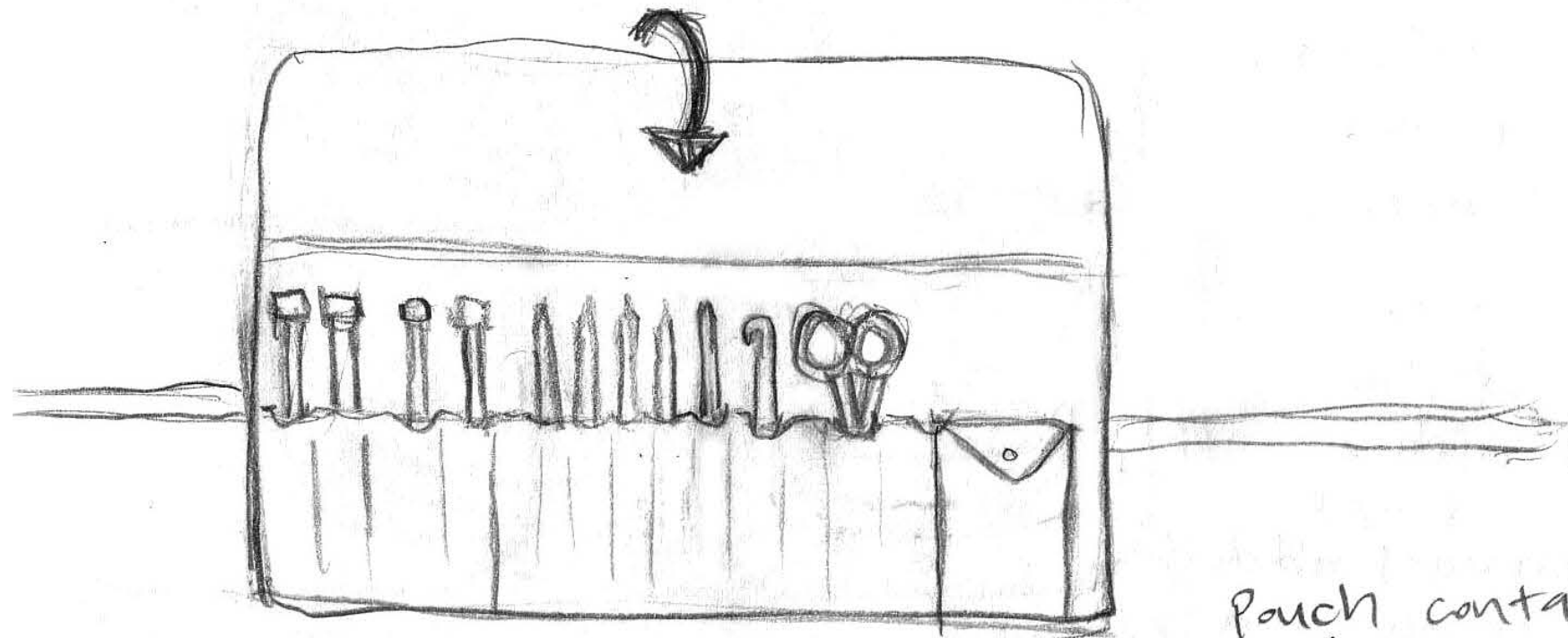




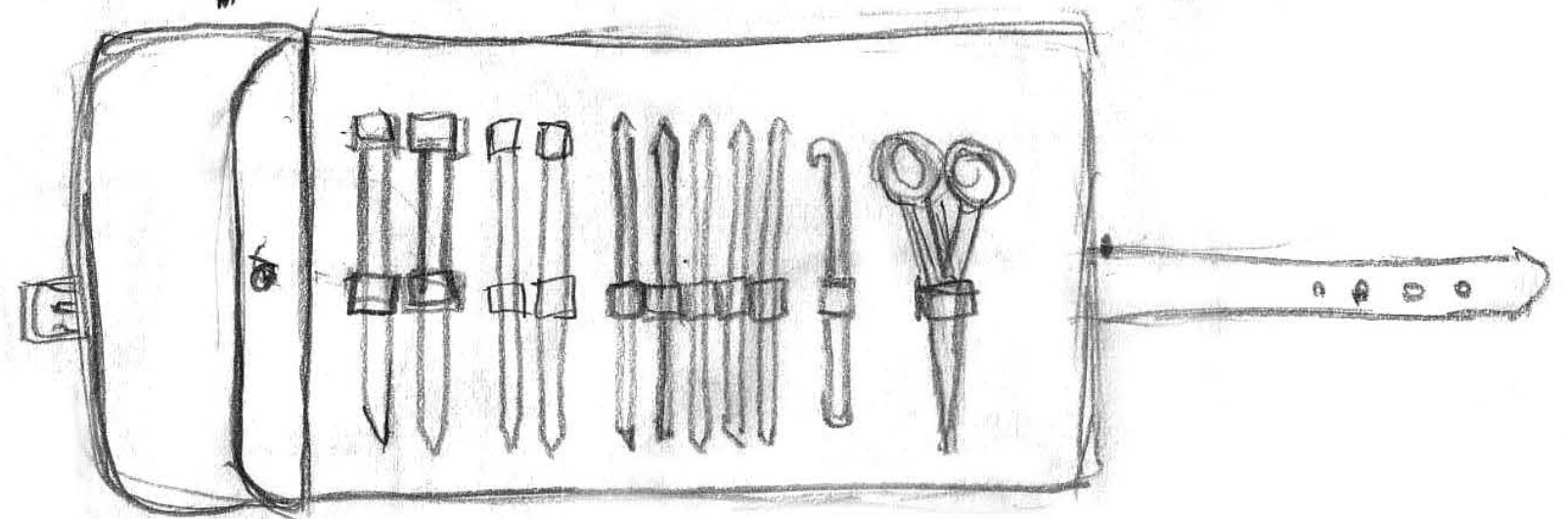
## SKETCHES

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Top flap folds down  
over needles

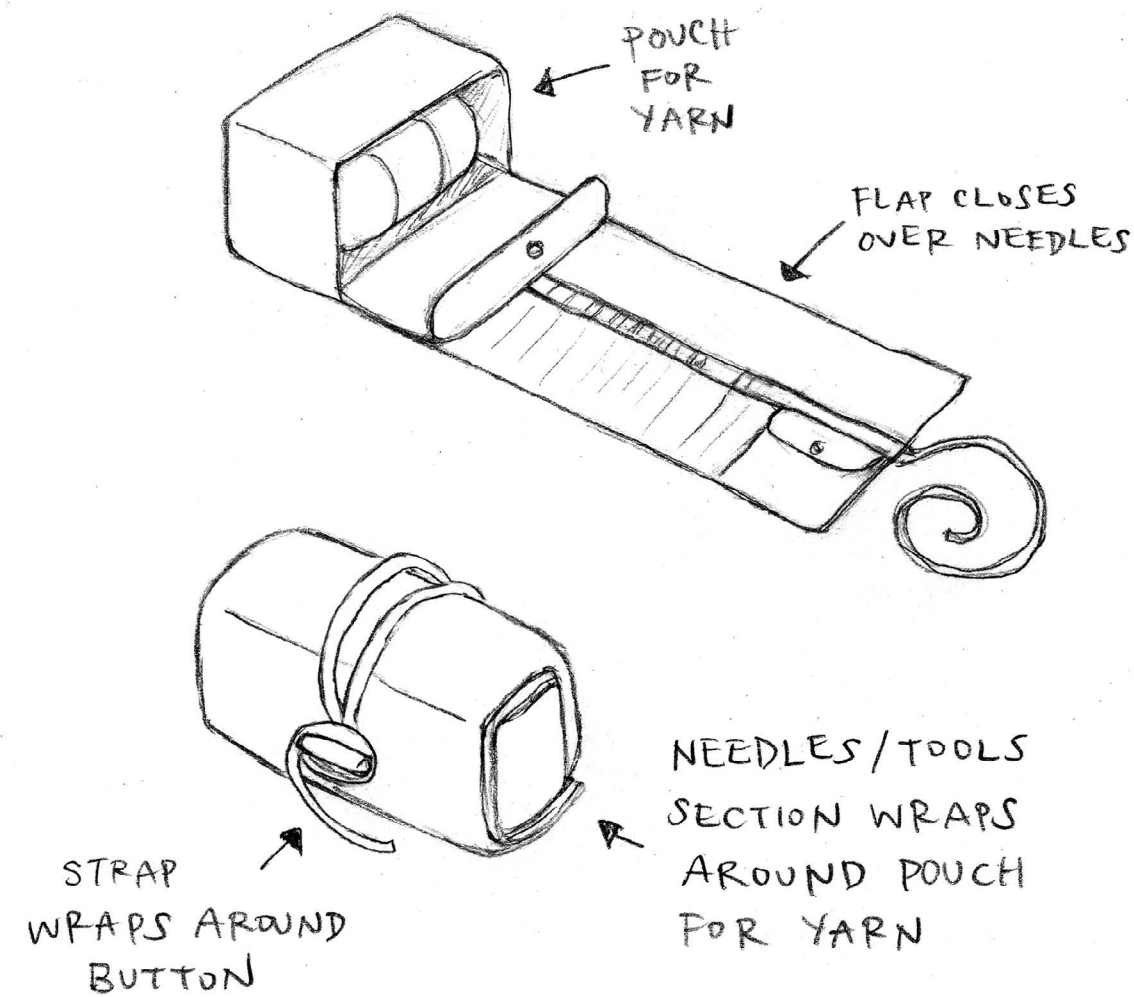
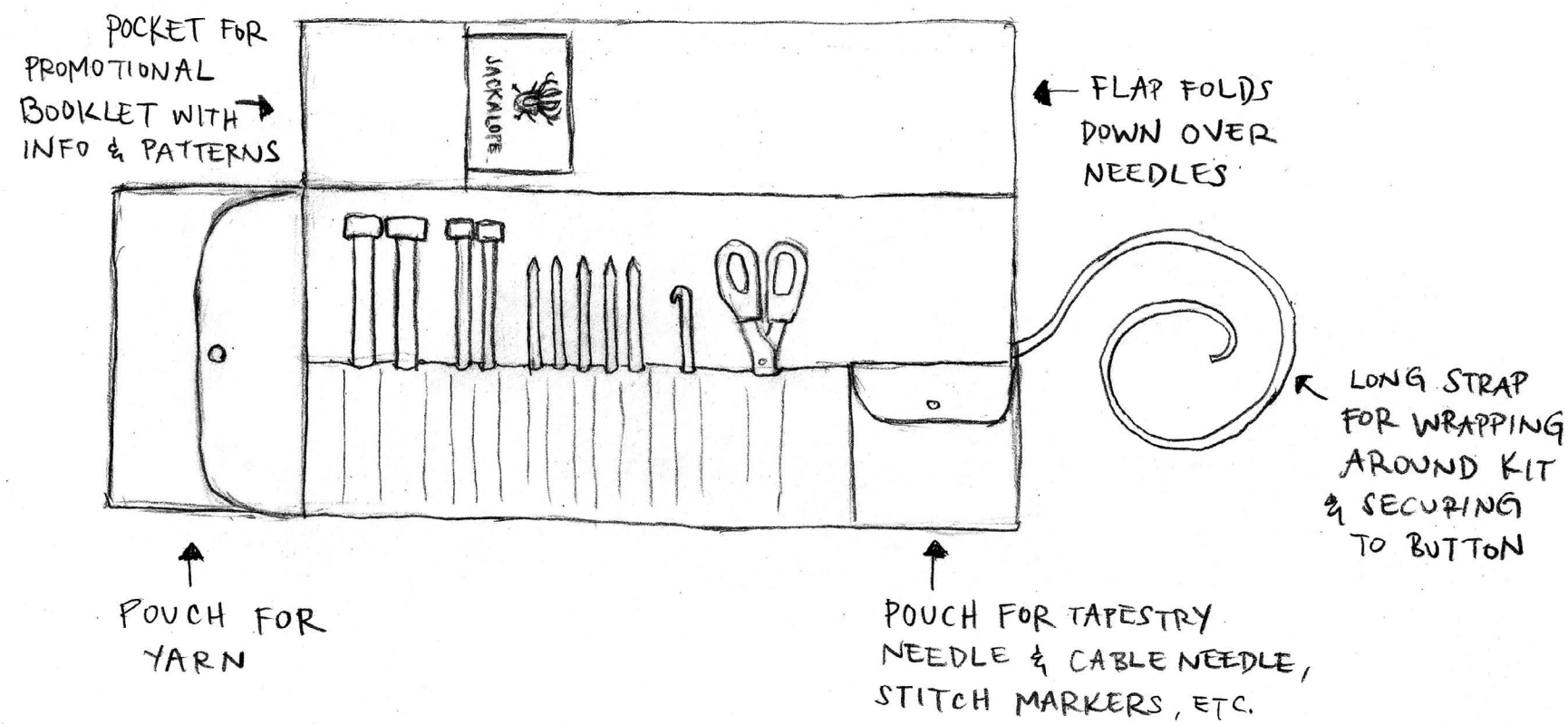


Pouch contains small tools  
like tapestry needle, stitch markers, etc.





SKETCHES





# NAME EXPLORATION

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5 KEYWORDS

MASCULINE  
SOPHISTICATED  
CLASSIC  
RUSTIC  
SIMPLE

Hook  
Stitch  
Row  
Loop  
Chain  
Reel  
Cast On  
Bind Off  
Join  
Bait  
Lure  
Sink  
Tackle  
Starboard  
Stern  
Adrift  
Ahoy  
Anchor  
Ashore  
Aye Aye  
Bow  
Bridge  
Cabin  
Captain  
Cowl  
Dock

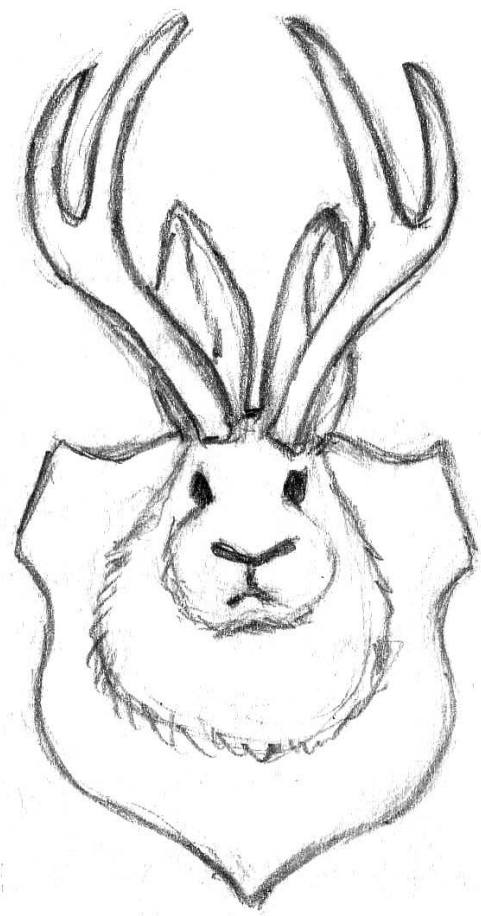
First Mate  
Harbor  
Helm  
Knot  
Landlubber  
Mast  
Sail  
Salty Dog  
Sea chest  
Seaworthy  
Sextent  
Stowaway  
Knit Like a Man  
Yarn Overboard  
Knit Your Bros  
Knit Pick  
Hook, Line, and Sinker  
Hooked  
Stitch  
In the Loop  
Ball Sack  
A Whole New Ball Game  
Cast Off  
Cast Away  
Off the Hook  
Hook Up

Play Ball  
Have a Ball  
Purl of Wisdom  
Balls  
Ball and Chain  
Balls to the Wall  
Balls Out  
Balls Deep  
Ballsy  
Chain of Command  
Set a Course  
Real Men Knit  
Knitting Takes Balls  
Grab Life by the Balls  
Foxhole  
Helmet  
Ration  
Gear  
Covert Ops  
Black Ops  
Field Manual  
Recon  
Commander  
Grizzly  
Armadillo  
Badger

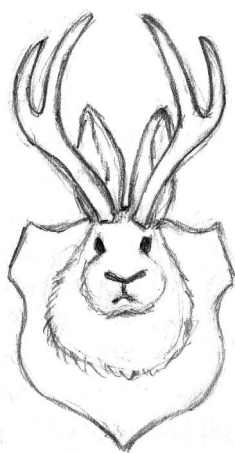
Stag  
Buck  
Bait and Stitch  
Knit Knack  
Knitty Gritty  
Knit Sack  
Aye, Craftin’!  
Crafty SOB  
Maiden Voyage  
Bearing  
Benchmark  
Canopy  
Cardinal Points  
Due North  
Deadman  
Gauntlet  
Ranger  
Jackalope: Truly Man-made  
The Gritty Seaman  
Yarnacles  
Yarrn  
Portmanteau  
Sweaterans  
Row a Pair



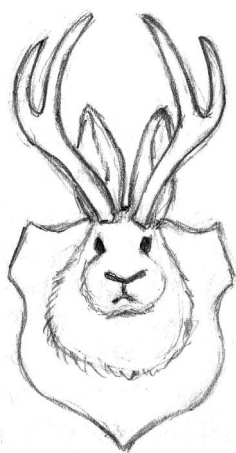
BRAND DEVELOPMENT



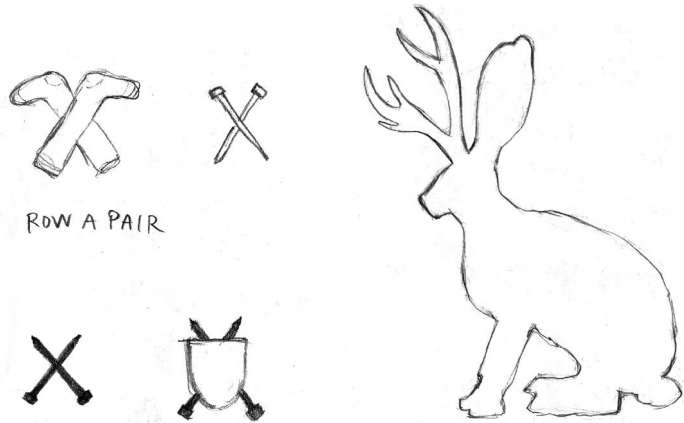
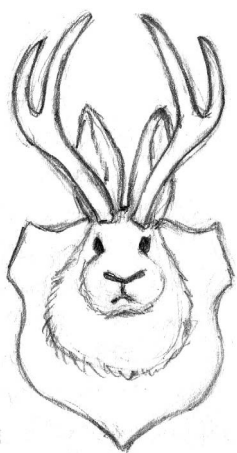
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TRULY MAN-MADE



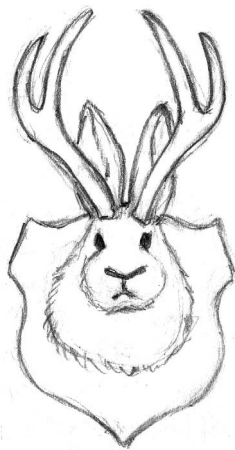
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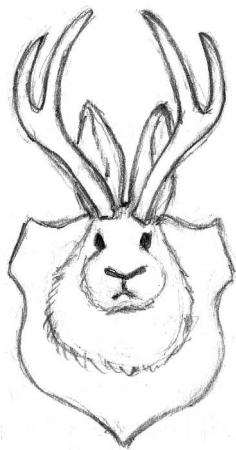
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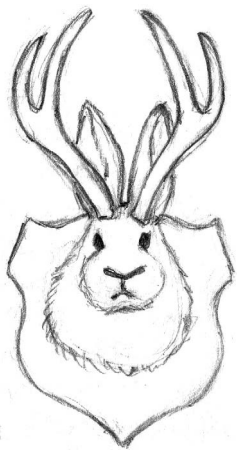
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TRULY MAN-MADE



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TRULY MAN-MADE

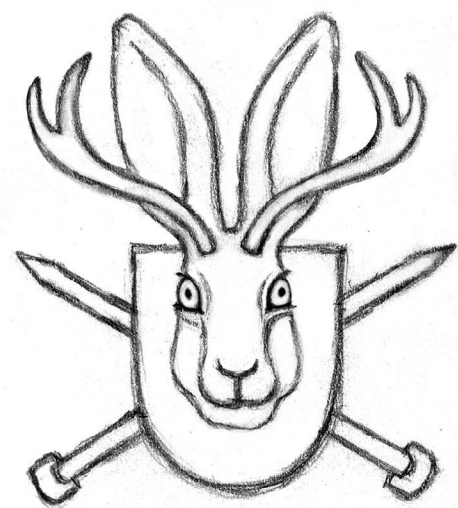


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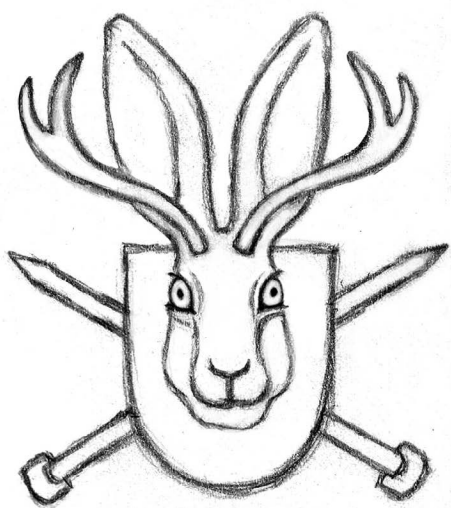




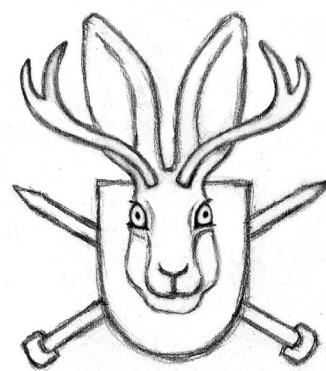
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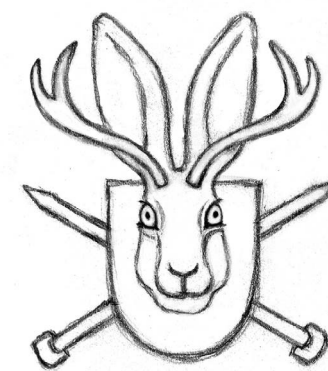
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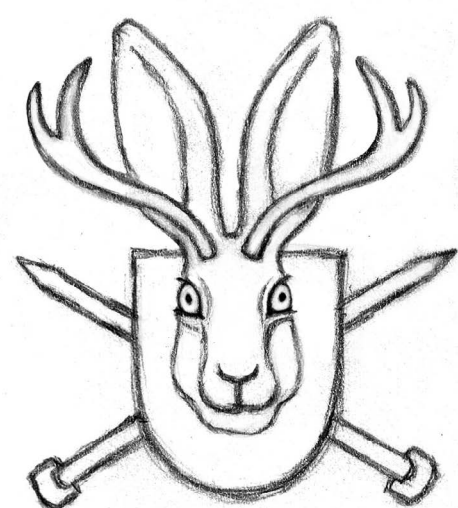
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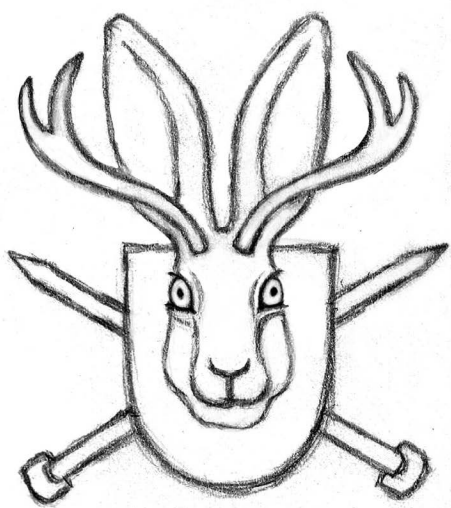
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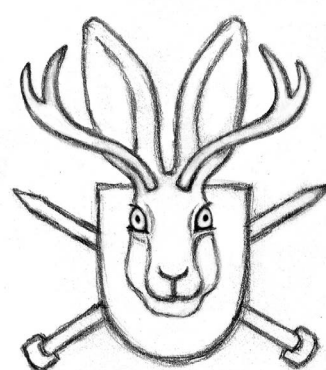
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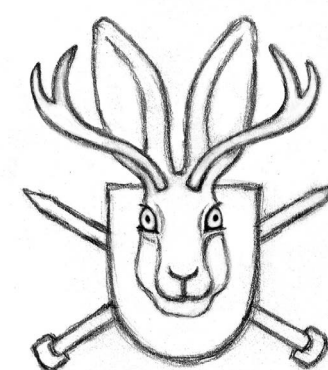
**JACKALOPE**  
*TRULY MAN-MADE*



**JACKALOPE**  
TRULY MAN-MADE



**JACKALOPE**  
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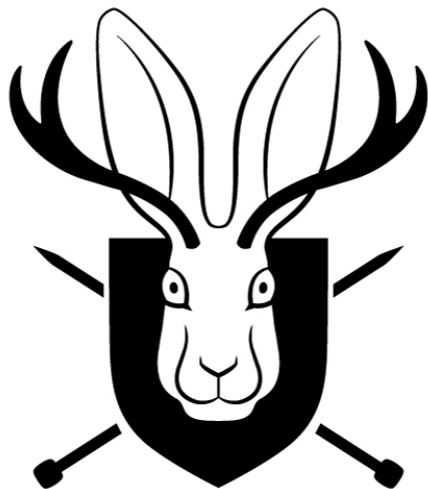
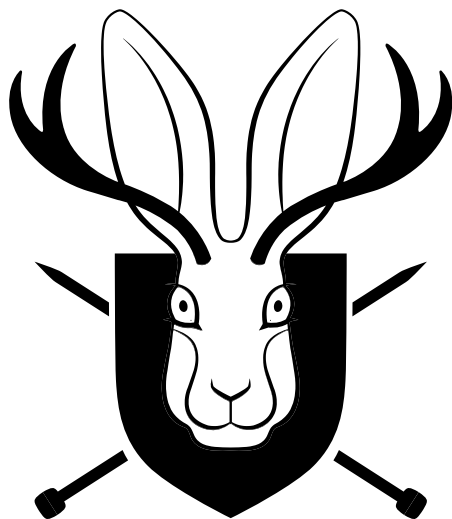
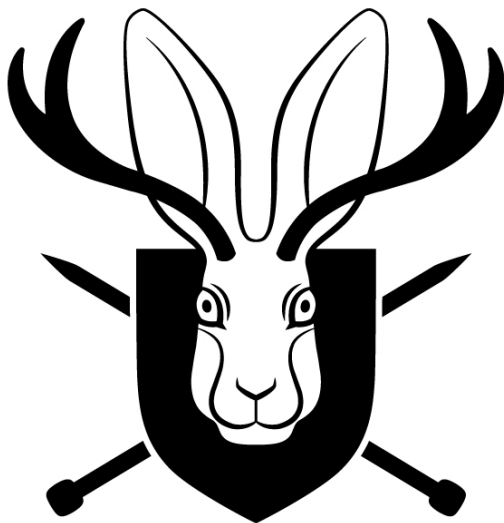
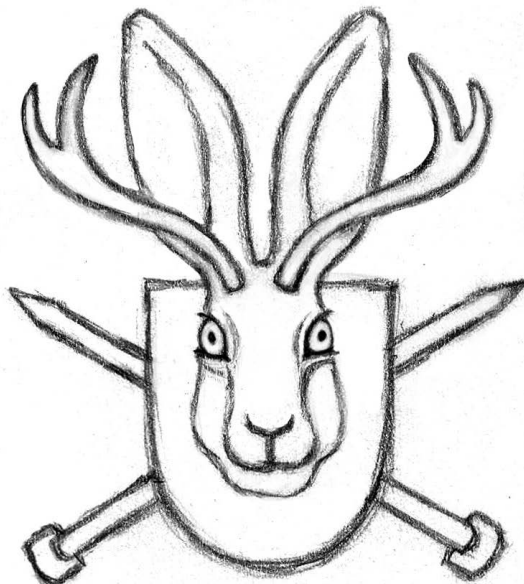
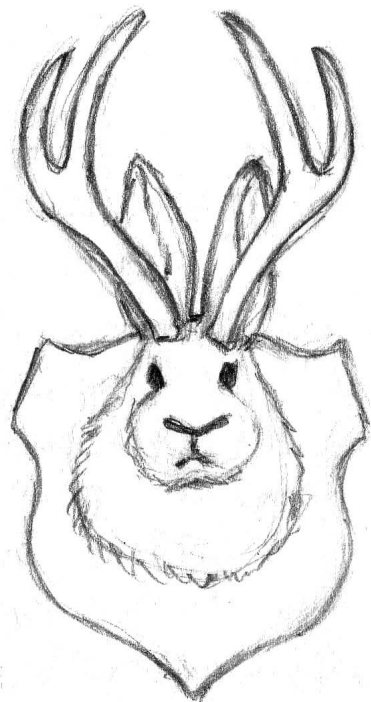
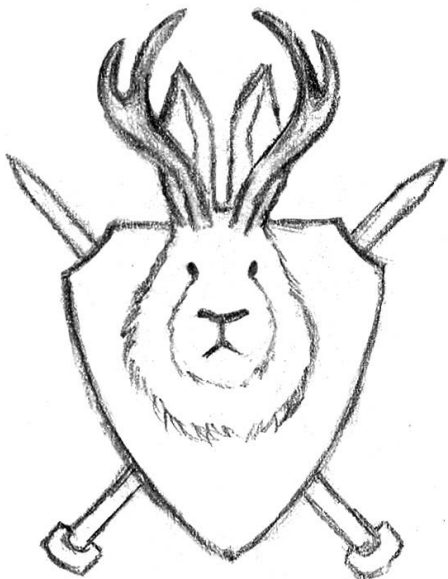


**JACKALOPE**  
TRULY MAN-MADE



BRAND DEVELOPMENT

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LABELS

YARN LABEL

DISTRIBUTED BY JACKALOPE, INC. 828 E 4TH ST, LOS ANGELES CA 900013	MADE IN LOS ANGELES, CA	HAND WASH, WARM. DO NOT BLEACH. DRY FLAT. DO NOT IRON. MAY BE DRY CLEANED	 <b>JACKALOPE</b> TRULY MAN-MADE				<i>There's nothing more satisfying than the things you make yourself.</i>  Jackalope was created in 2013 to provide kits and products that get people off the sidelines and into the thick of crafting, pure and simple.	
		COLOR: BROWN TWIST						
		NEEDLE SIZE: 5 MM - 5.5 MM	100% WOOL	NET WEIGHT 3.5 OZ	197 YARDS	WWW.JACKALOPE.COM		

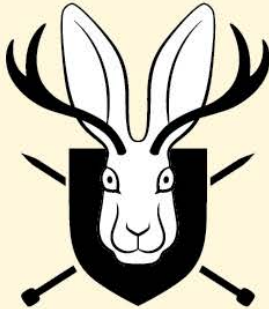

HANG TAG

 <b>JACKALOPE</b> TRULY MAN-MADE	KIT INCLUDES: 9mm needles 5mm needles 5mm double pointed needles 5mm crochet hook 1 pair of scissors 1 tapestry needle 1 bottle opener 1 skein of yarn 1 booklet	
	WWW.JACKALOPE.COM	
	MADE IN LOS ANGELES, CA	
<i>There's nothing more satisfying than the things you make yourself.</i>  Jackalope was created in 2013 to provide kits and products that get people off the sidelines and into the thick of crafting, pure and simple.	DISTRIBUTED BY JACKALOPE, INC.  828 E 4TH ST, LOS ANGELES, CA 900013	



# LABELS

# BEER BOTTLE LABEL

<p><b>JACKALOPE</b> TRULY MAN-MADE</p>		<p><i>There's nothing more satisfying than the things you make yourself.</i></p> <p>Jackalope was created in 2013 to provide kits and products that get people off the sidelines and into the thick of crafting, pure and simple.</p>		
<p>Putting the <i>Craft</i> into Craft Brew</p>				
<p>At Jackalope, we believe that the best articles of clothing are those you make yourself. So when we sat down and thought about what kind of porter we wanted to drink as we knitted a pair of warm gloves, we flat out decided to make that porter. Ourselves. Like knit socks or a Fair Isle sweater, our porter is an old-world classic guaranteed to warm on a cold day.</p> <p>Toasty notes of chocolate and coffee accompany roasted malt and traditional English hops to create a robust, satisfying brew.</p>	<p><b>JACKALOPE</b> TRULY MAN-MADE</p> <p>EST. 2013</p> <p><b>PORTER</b></p> <table border="1"><tr><td>5% ALC/VOL</td><td>12 FL OZ</td></tr></table>	5% ALC/VOL	12 FL OZ	<p><b>GOVERNMENT WARNING:</b></p> <p>(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.</p>
5% ALC/VOL	12 FL OZ			
<p>WWW.JACKALOPE.COM</p>	<p>BREWED LOCAL in LOS ANGELES, CA</p>	<p>IA-OR-VT-ME-CT-MA-DE-NY-HI 5¢ MI 10¢ CA CASH REFUND</p>		



# KIT CONSTRUCTION

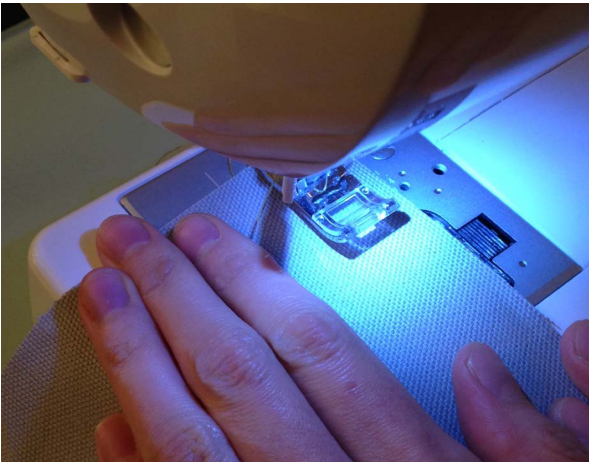
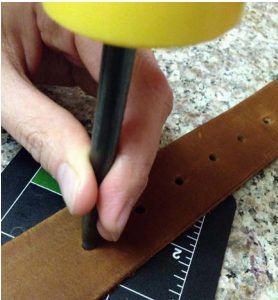
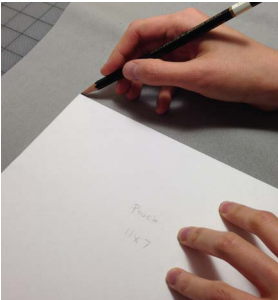
Due to my utter lack of sewing skills and experience, my first prototype was incredibly crude. I used cheap muslin for my fabric and stapled it together. It wasn't much to look at, but it did help me figure out the logistics of scale, dimension, and functionality.

Rather than hire a seamstress to construct my final package, I decided to spend my money on a sewing machine and teach myself the basics. I was so intimidated by this complicated machinery that it took me more than 24 hours before I worked up the nerve to even turn the thing on. Several youtube videos later and I finally figured out how to thread my machine.

After a bit of practice, I started to gain some confidence in my sewing techniques. Eventually I was even able to achieve straight lines in my stitching. I constructed a second prototype out of muslin so that I could work out all of the kinks before moving on to canvas.

Once I was sure about the dimensions of my kit, I cut out a pattern of all the pieces using box board. Then I traced each piece of my pattern onto canvas fabric and used a rotary cutter to cut them out. I quickly realized that sewing canvas is a lot trickier than muslin. Achieving the correct tension in my thread and getting straight lines proved to be a nightmare.

I completed a third prototype out of canvas fabric, but just wasn't satisfied with the quality of the stitching and construction. So I made one more canvas prototype which, thankfully, became my final package. Once it was complete, I took a bar of Otter brand fabric wax and rubbed it into the canvas. I then turned my attention to leather craft and learned how to punch holes, shave thinner pieces, and apply rivets, snaps, and buckles. Afterwards, I made chromatech dry rub-downs of my logo and applied them to my leather.





# FINAL PACKAGE DESIGN





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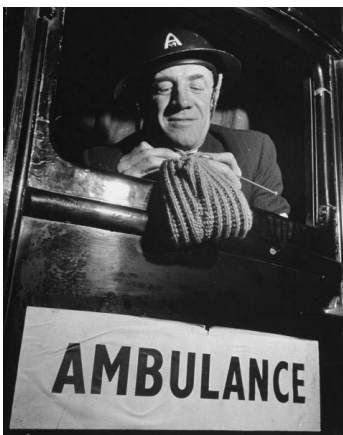
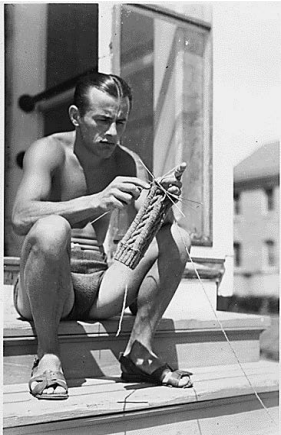
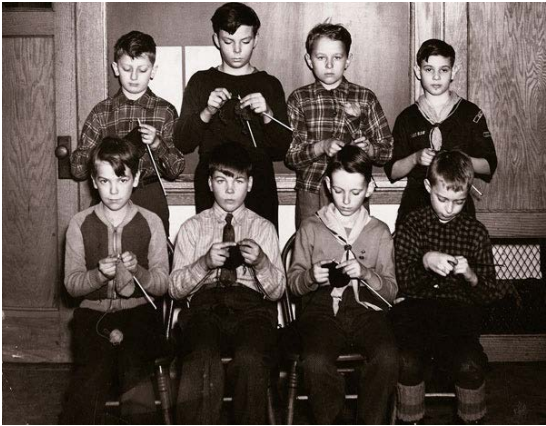


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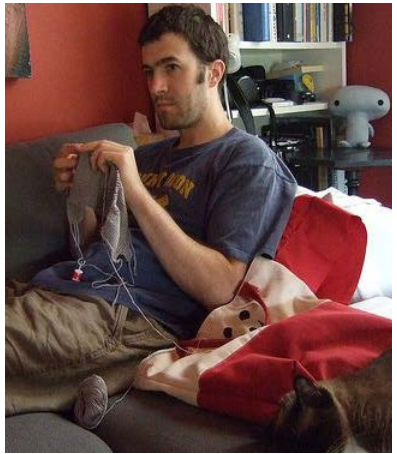


# PHOTOS OF MEN KNITTING



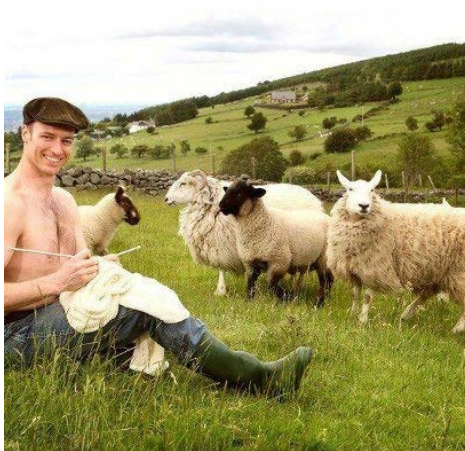
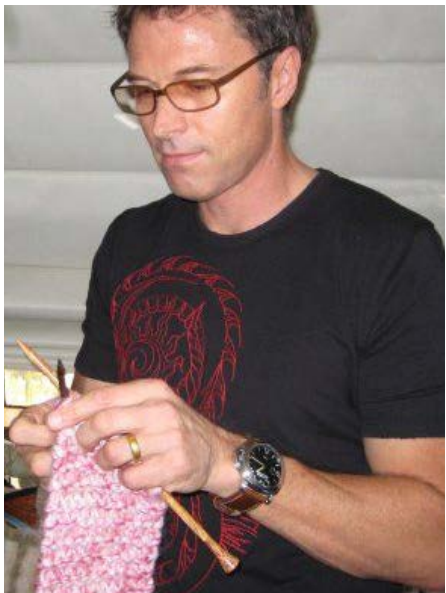
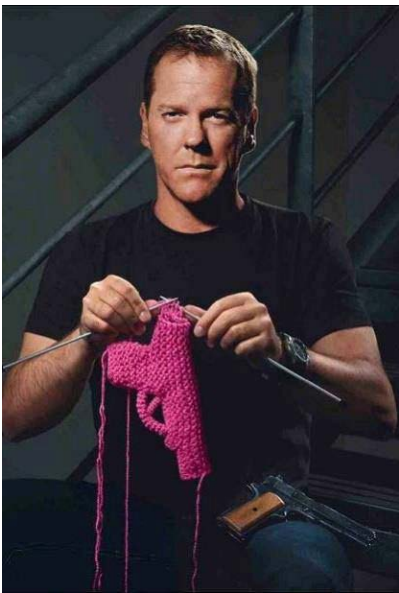


# PHOTOS OF MEN KNITTING



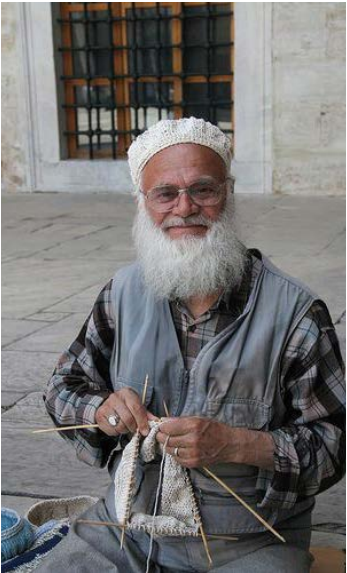
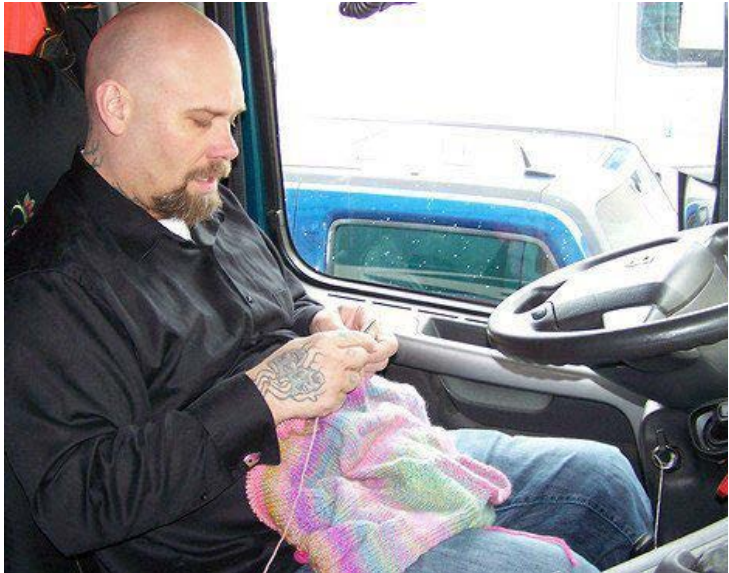


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