

Replay is an Italian-designed brand of high-end jeans, clothing and accessories.

Writers.HK collaborated with the brand, when it sponsored Hong Kong's Clockenflap festival. We worked alongside the company in developing adverts and advertorials, to be displayed both at the festival and within the festival guidebook.

See below for an example advert.

The logo for the brand REPLAY, featuring the word in a red, serif, all-caps font.

# REPLAY



## STAGE

2013

Replay is an Italian denim and smart casual-wear brand. The origins of the name Replay are closely linked to the brand's mission. During the World Cup, founder Claudio Buziol saw the word "re-play" flash on the screen and decided that it would be a perfect name for a clothing line, reinterpreting clothing from the past in a contemporary way. A leader in the world of denim, Replay aims at consumers who are looking for quality, with the brand putting painstaking research into materials, textile production and washes.

領導全球牛仔服飾潮流的Replay品牌由Claudio Buziol先生於1978年在意大利創立。是自由、隨性和創新的代名詞。品牌名稱源於Buziol先生在阿根廷世界杯賽期間注意到電視螢幕上的「re-play」字樣。認為「re-play」使人聯想到以新手法演繹經典服飾。此概念亦為集團的牛仔與休閒服飾系列融匯經典與創新的風格奠定了基礎。Replay大膽運用各種不同設計元素，不斷創新與研究布料及洗水處理技術，製造出高品質、時尚個性而又穿著舒適、貼身的牛仔服飾。Replay於上世紀九十年代進入香港市場。



Clocker

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# REPLAY