



JACK YAN & ASSOCIATES

The craft and business of typography

State of Design Festival
Melbourne, Victoria
August 3, 2004



www.jackyan.com
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Back in 1996

JY Ætna
JY Integrity
JY Tranquility
Yan Series 333

Deutsche Bank: a Univers made in New Zealand

Permission to Perform Spokesman's letter

Ladies and Gentlemen

In 2003, after two difficult years, the world economy markets picked up momentum again, although the environment remained problematic. In the middle of market interest rates increased strongly and while the other Continental European countries continued to be of that, Deutsche Bank Group reports one of its best

Deutsche Bank achieved income before income tax in 2003. Net income was € 1.4 billion, more than the year's figure. Adjusted for gains and losses in non- assets, underlying pre-tax profit was € 3.6 billion previous year. Underlying revenues amounted to € 2 billion foreign exchange effects and the first time impact of this means an increase of 9%. Earnings per share in the previous year

Learning from Lucire



Twenty-first-century fashion means going global

FASHION TRENDS

Trends

Looking at the global trend scene, many key looks are apparent through collections in both the northern and southern hemispheres, providing the opportunity to plan out that summer wardrobe from Mercedes Australian Fashion Week's spring-summer 2004-5 shows. For those who can't quite remember what a sunny day feels like, there are plenty of key looks repeated in the autumn-winter 2004-5 collections. Looking to the earlier twentieth century for retro styling, colour and prints is still in favour, while anticipation for the Athens 2004 Olympic Games provides inspiration for designers across the world.

BY Greer Hughes

Fresh prints with belle air

THE USE of printed fabrics in many forms is a big influence on styling around the world. Whether a bold and Pucci-like or a petite and feminine floral, the prints can be mixed and matched for an off-kilter contemporary ensemble. Accenting the retro looks, mini-prints and '50s florals are seen in skirts, blouses, and dresses, while larger '60s prints in skirts, dresses and knit tops are monochromatic or primary in colour.

LOOK OUT FOR floral skirts, camisoles and dresses can be combined with kitten heels and granny's socks for that cutesy '50s feel. Create a '60s mod-look with big print repeats and bold coloured mini-dresses.



LA: Jarick



LA: Coray Lynn Carter



Zana Feuchs has been impressing us for the spring-summer season, which is why you see her designs featured in our spring shoot. At her boutiques and stockists in this upcoming season is this **wide-neck T with cherry foil print**

(above), retailing for NZ\$106. Continuing a natural theme for the season is Zana Feuchs's **gathered yoke camisole** in a print called **Artichoke left**—a lovely enhancement on the printed cami at NZ\$179.



Andrea Moore's upcoming season is stunning without doubt. Her **Lolita dress in Silk Poppy** fits the season's trends with retro florals.



LA: Frankie B



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Ideas from *Beyond Branding*



1. Create a vision.
2. What makes us unique?
3. What cause fits with us that leap-frogs what everyone else does—that consumers also find affinity with?



Summary

1. Our problem is that our work is not being noticed, or is not being regarded by the design community—domestic or international.
2. To overcome the problem, we need to work 10 times as hard as our competitors in the US and Europe.



Summary

3. We need to figure out what we stand for.
4. A joint product has more sway than working alone.
5. The world needs a solution that helps the planet, because consumers like products that do more than fulfil their *own* needs.



Summary

6. Our product should be responsible in order to overtake others.
7. This encourages others to adopt our typefaces.



Summary

8. The more people who adopt our types and see them as “responsible”, the more we accelerate the process of adoption.
9. The side-effect: we actually help people.
10. The planet gets better, too.



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world together.**

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