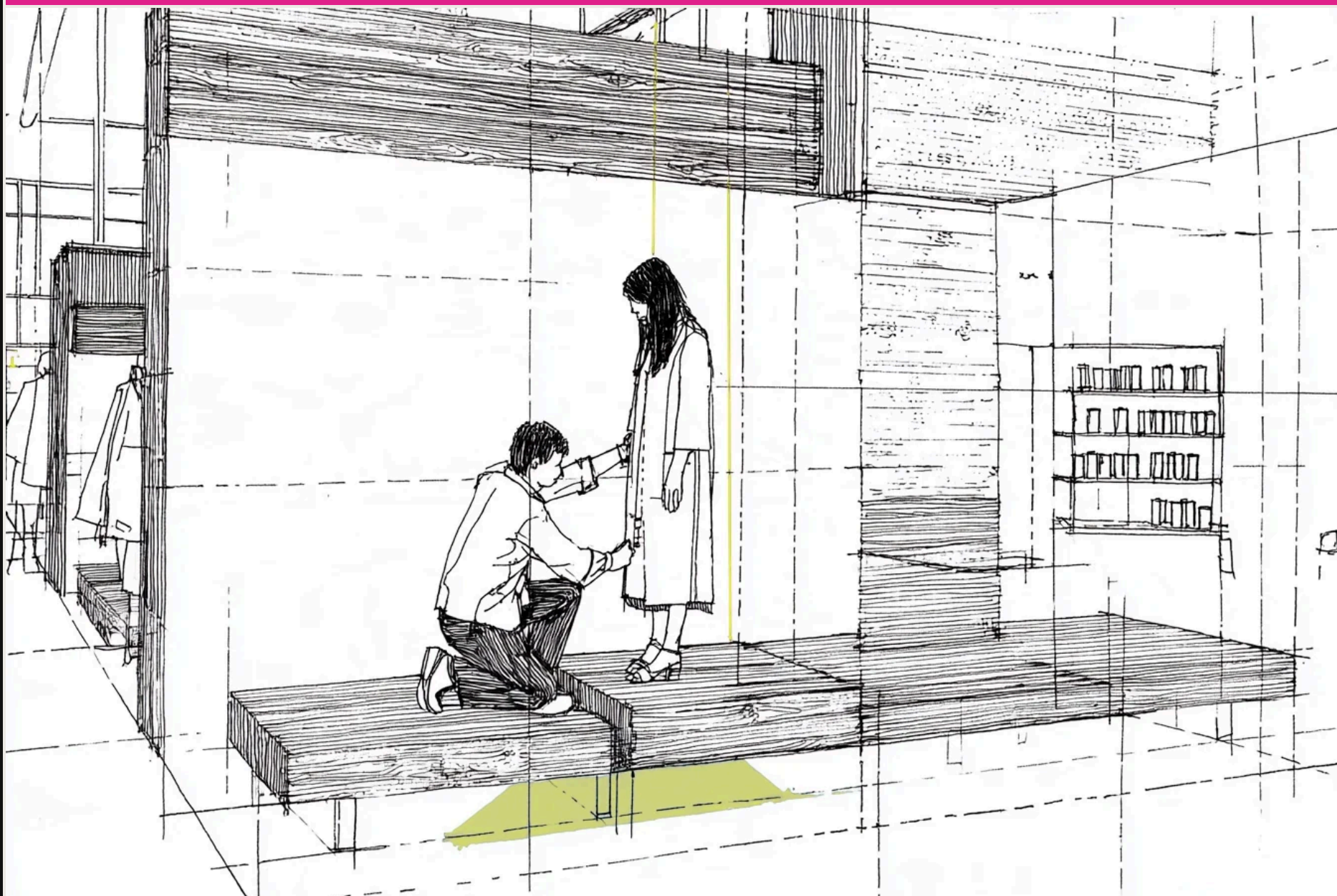


A SERVICE BOOK IN EVERY LABEL.

And a service bay in every store, with a tailor at it.

MISE.002 · GARMENT PASSPORT · A LABEL · UNBUILT

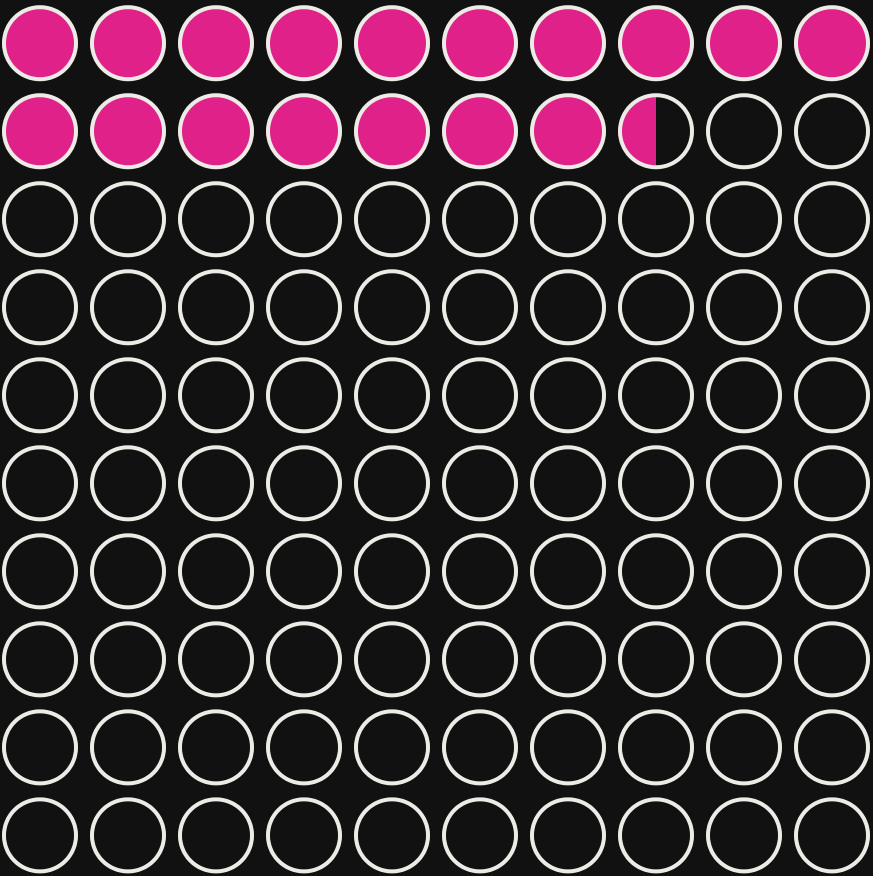


First sketch: the service bay, where the book gets written. An unbuilt proposal, drawn for no real brand. Our own idea, with no client.

THE CAR GOES BACK TO ITS DEALER.

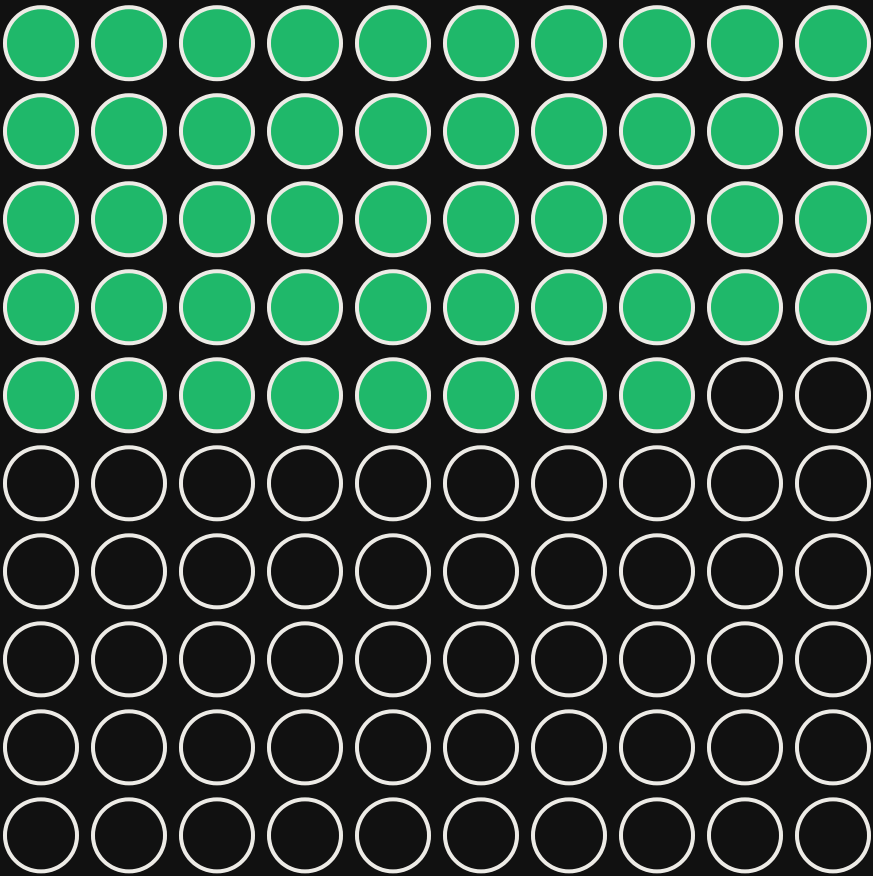
Parts and service at AutoNation, a US car dealer group, in 2025, out of every 100:

OF REVENUE



17.5

OF GROSS PROFIT



48

A coat could go back to its brand the same way.

AutoNation, Form 10-K for 2025, Reported Operating Data: parts and service revenue 4,835.4 of 27,631.4 total (17.5%); parts and service gross profit 2,355.1 of 4,948.5 total (47.6%), in millions.

SIX MOVES.

The label we'd build.

-
- 1** A service bay on the shop floor, with a tailor at it.
 - 2** A service book in every care label: made, mended, altered, owned.
 - 3** The tailor signs every service and repair into the book.
 - 4** The bay calls when a piece is due: before winter, a hem, a resole.
 - 5** At trade-in, a full book holds up what the piece is worth.
 - 6** Traded pieces go back on the rail with their book, and sell again.
-

THREE WEEKS, BEFORE ANYONE BUILDS.

Nothing here has been built or measured. If a store wanted it, we'd find out if it works on real people.

WEEK ONE · THE CALL

We'd write to people who bought a coat last winter and said yes to hearing from you, to say it is due for its winter clean, and count how many book it in.

WEEK TWO · THE BAY

We'd put a tailor at a bay on the floor on set days, service the coats that come in, sew a tagged label into each, and sign the job into its book.

WEEK THREE · THE HANG TAG

We'd print the trade-in credit on the hang tags of one rail of coats and not another, and see which sells.

UNBUILT. OUR OWN IDEA.

With no client. Five unbuilt proposals on one question: what should a store do, now that the screen is part of it?

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MISE.002 · Garment Passport · A label ← this study
MISE.003 · Second Round · A café
MISE.004 · Calling Card · A floor
MISE.005 · Mothership · A fleet
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