

Lonely Ghost

Lonely Ghost is a primarily online streetwear brand based out of Provo, Utah. I chose this client because I am familiar with and personally enjoy this brand. I own many pieces from this brand and will continue to purchase from this brand. Aside from their products, I am fascinated by the brand's trendsetting marketing approaches and their company's philosophy.

The brand started as Indy the Label, named after the founder of the company, Indy Blue Severe. Together with Bronson Christensen the brand launched in 2019 with a white t-shirt embossed with what would become their signature slogan, 'I Love You Say It Back'.

The brand has created other catch phrases such as "Text Me When You Get Home", "This Song Reminds Me of You", "Ways to Say I Love You" and "It's Cool To Care", all with their own respective collections. They've also released a "Daily's" line of simple signature pieces.

Typically, the brand "soft launches" a new piece or collection with sneak peeks on their instagram or tiktok to start garnering attention before officially announcing the collection on their site and social media pages. They also provide a drop day and time for the collection. Stock is limited for each launch and they've been known to sell out quickly. As the brand has grown, they've begun restocking their most popular pieces and their Daily's collection is their first to be regularly restocked.

Lonely Ghost is more than just a trending brand of streetwear, it's a community. The brand is responsible for cute clothing, yes, but it's their desire to bring people together that's earned them their cult following. I think Severe describes the brand best. In a blog she wrote, "We're all a little lonely, but that's exactly what this brand is for. To give you a place to be lonely...with other people. Really cool people. With really good style." (Severe 2020). During an interview with Forbes she said, "I wanted to create something that everyone could participate in. Clothes that made you feel good about yourself. Phrasing that welcomed positivity and interaction." (DeAcetis 2022).

The brand capitalizes off of social media engagement. "We realized that by creating a "post-able" brand, we'd never need to spend a penny on [influencer marketing], which we haven't. Our customers are our influencers." (Lauren 2021). Take a look at the brand's instagram and you'll find it flooded with tagged pictures of followers in their favorite items.

Ghost Grocery is the name of the brand's storefront located in Provo, Utah. Themed as a grocery store, the location opened in December of 2020. The brand has held events near their homebase. The most recent was an event called "Lonely Forest" that coordinated with a new Halloween collection that launched a few weeks prior (Lucena 2021). Ghost Grocery also held a pickleball tournament last summer in support of the brand's pickleball themed launch that featured racquets, neon sweat shorts and matching hoodies.

Ghosted Garments is a sustainable way to wear the brand. Each week the storefront sells repurposed clothing that has been customized with different Lonely Ghost designs. "Lonely Ghost's newest collection "Ghosted Garments", along with their pop-up store, gained national press and major momentum," they "handpick blank pieces to use as a canvas for creative designs while repurposing for the good of the environment." (DeAcetis 2022).



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Fact Sheet

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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Lonely Ghost Hosts ‘DIY’ Ghosted Garments Pop-Ups

WHAT

- Bring a blank t-shirt, sweatshirt, hoodie, or clothing article of choice to repurpose into a Ghosted Garment.
- Ghosted Garments is the sustainable collection of clothing from Lonely Ghost.
- Meet fellow Ghost Gang members from your own community, make new friends, and be a little less lonely.
- Lonely Ghost will provide all necessary materials to design the shirts.
- Food and other merchandise will also be available for purchase.

WHO

- The event was announced by founder Indy Blue Severe on the brand Instagram. Severe founded the brand in 2019.

WHERE

- Pop-up locations for this event are expected in 15 major cities across the country. Locations include New York City, Boston, Cleveland, Nashville, Chicago, Atlanta, Miami, Orlando, Denver, Houston, Salt Lake City, Phoenix, Seattle, San Diego, and Los Angeles.
- The first pop-up will be in Provo at the brand’s Ghost Grocery located at 4801 N University Ave Suite #480, Provo, UT 84601.

WHEN

- The pop-up events will take place this summer starting May 28, 2022 through September 10, 2022.
- The events will take place in a different city on each Saturday, starting in Provo on Saturday, May 28, 2022 and ending in Los Angeles on Saturday, September 10, 2022.

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Resources

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