

proper



More than an agency.

About Us

Founded more than 15 years ago, Proper was born out of a genuine passion for popular culture. From literature to art, music to cinema, sport to travel but all with a sartorial, subcultural slant.



“Proper offers a unique sense of humour, authority, and an uncommon insight into contemporary men’s culture”.

James Brown (Founder of Loaded Magazine)

Our *Authenticity* is Our *Authority*



Fashion.



Outdoor.



Sport.

Our Work

THE HIP STORE

END.

HANON

wellgosh



patagonia®

C.P.
COMPANY

THE
MASSIMO
OSTI
ARCHIVE



Bata

NOVESTA

Timberland® 



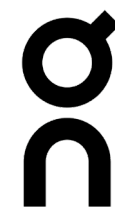
Barbour®

Kickers®

BLOSSOMS



scotts



Our Audience

Despite constant advances in targeting technology, it has become increasingly difficult to cut through the noise and deliver meaningful marketing messages. Here at Proper we have access to a highly engaged audience, who trust our ideas and opinions due to a genuine affinity for the brands we work with.



It is this affinity and love for what we do that has allowed Proper to grow arms and legs (in the form of huge social media following and even a podcast), evolving from a fanzine into a fully-fledged content and marketing agency, with a direct focus on **fashion, outdoor and sport.**

Our Roots

Proper's roots are in
print.



We began producing fanzines in the 1990s and out of that grew a publication which encapsulated all of the things we were passionate about.

Online

Proper has become a voice for a strand of consumers who feel turned off by conventional fashion editorial but have an understanding of culture which elevates them beyond the mainstream.

We are active on the three main social media channels; Facebook, Twitter and Instagram. These are a key tool in driving traffic to our website at propermag.com, as well as helping spread awareness of our partners. In addition, we send out regular email newsletters.

 @propermag


 @ProperMag

 @proper.mag

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UPDATES INTERVIEWS ABOUT SHOP » HIKERDELIC PROPER TALENT


Search the site...



C.P. Company Garment Dyed Lens Cotton Sweatshirt


When you look at this swimming pool blue sweatshirt it's easy to see why C.P. Company's garment dyeing expertise is ...

Latest Posts




BARBOUR BEACON AT PSYCHE

A relatively new addition to the Barbour family the Beacon range takes the brand in ...




C.P. COMPANY GARMENT DYED LENS COTTON SWEATSHIRT

When you look at this swimming pool blue sweatshirt it's easy to see why C.P. ...




VANS ANAHEIM FACTORY UA AUTHENTIC 44DX

Although the name of these Vans sounds like an early George Lucas ...




HIKERDELIC NEON COLLECTION

Whether you're at the WHP or just nipping out for some TCP ...




WAWWA 1+1 COLLECTION

If you're looking for the ultimate feelgood Christmas present or just some ...




SNOW PEAK DOWN PULLOVER

Snow Peak continue to show everyone who's the boss when it comes ...



RECEPTION DOM PEIXE L/S TEE


Our mate Pierre really knows his onions/oignons when it comes to eating ...



NOVESTA VEGAN TRAIL MARATHON


Originally made back in 1988 for the Czechoslovakian Olympic team at Seoul ...

Radio Proper #8




RADIO proper
EPISODE #8
in association with scottsmenswear.com


Hikerdelic x Novesta



APHRODITE



Engineered Garments®



Battenwear
Albam
Beams Plus
Manastash
Universal Works

Our Numbers

150K

Average monthly unique visitors to propermag.com in 2019.

120K

Combined social media following.

68K

Active newsletter subscribers.

1.8M

Average monthly page views on propermag.com in 2019.

3M

Facebook user reach.

Our Offering

EVENTS & EXPERIENTIAL

- Event Speaking
- Exhibition Curation
- Activities & Experiences
- DJing & Themed Parties
- In-store Launches & Parties



CONTENT CREATION

- Copywriting
- Editorial Design
- Brand Consultancy
- Photography & Video
- Art Direction & Styling
- Social Media Management



PUBLIC RELATIONS

- Retailer Liaison
- Influencer Seeding
- Charity & Cause Support
- Brand Ambassador Liaison
- Magazine/Online Coverage
- Press Release & Feature Writing



DIGITAL

- SEO
- PPC
- Organic Social
- Email Marketing
- Content Strategy & Delivery



EVENTS & EXPERIENTIAL





THE HIP STORE

Store Launch

To mark the opening of their new store in Leeds, Hip enlisted the help of Proper in hosting a launch party. Several hundred people were in attendance over the evening event, which featured well-chosen refreshments, gift bags and music. Proper has since returned to host the launch party for our Kickers X Hikerdelic collaboration.

END.

Spezial Talk

Proper hosted a panel discussion in Lancashire on behalf of End Clothing. In attendance were the great and the good of the Acid House scene, each explaining the effect the movement had on them. The focus of this piece of content was the launch of adidas Spezial AW18 and as such, Gary Aspden and Mike Chetcuti were in attendance along with legendary DJ Mike Pickering and other key figures. The chat was filmed and fed out through End's channels as a viral video.





THE MASSIMO OSTI ARCHIVE

Exhibition Curation

Proper worked with Jacket Required Menswear to create a pop-up exhibition at London's Brick Lane. Over 2 days, more than 3,000 people attended, including a handful who travelled specially from overseas. The event received worldwide press coverage in both mainstream and independent fashion publications.



#GetOutThere

Tasked with creating some engaging content for Swedish outdoor brand Haglöfs, Proper hosted a hiking event in the Lake District with a group of London based influencers, more used to city living. As well as organising the hike, Proper also created a short film and captured stills from the day out which were used on their own, the influencers and the brand's social media channels, bringing the brand to a whole new demographic as well as delivering something new to their existing audience. As a result of this a number of menswear retailers (END, Hip Store, Peggs) and websites (Highsnobiety, Drop Date) have shown an interest in the brand and have included them in their 2020 brand mix and editorial features.





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Pop-Up Shop

In December 2018 Proper were given the opportunity to create a pop up store in Manchester city centre for 8 days. Alongside their own products and Hikerdelic clothing they curated a mini exhibition of artwork by Brian Cannon (designer/ photographer who has worked with Oasis, The Verve, Super Furry Animals, Suede) which was also available to buy. A section of the shop was also given over to a sample sale with clothing from brands Manastash and Stan Ray on sale. A huge success the store took over £12k in just over a week.

CONTENT CREATION





Seasonal Campaigns

We've now worked on two seasonal campaigns for the fashion arm of Dickies Workwear. These involved taking two crews of 12 people to Tenerife and Iceland respectively, creating video and photography to be used across social, print and POS. The brief here was to create content in order to aid the continued growth of Dickies as a fashion brand.





HANON

Lookbook Photography

On launching their first two seasons of own-branded clothing, Hanon asked us to help them with all product and lifestyle photography. This also culminated in a printed Look-book. We provided a 360 degree solution, from concept and direction to styling.



Berghaus Dean Street

For the launch of their 'Dean Street' heritage collection Berghaus commissioned Proper to create two pieces of video content for Scotts Menswear and the Hip Store. The Scotts video saw DJs from two different eras talking about the connection between the past and the present in terms of both music and Berghaus clothing. Whilst for Hip the leading authority of Berghaus vintage clothing Richard Gill (owner of Bags of Flavor) was interviewed as well as talking through key pieces of his own personal collection. Both videos were received really well by both sets of customers with many of the items selling out straight away on the day of launch.





Torridon Campaign

To support the re-launch of the Sprayway Torridon jacket, Proper created a photo/video shoot at Black Moss reservoir near Oldham. Using contemporary models in 90s style clothing the shoot reflected the jacket's key era of popularity with the location representing it's hill walking functionality. The location was also a nod to the brand's Northwestern heritage and their origins in watersports.



Everyday is like Run Day

The legendary sportswear brand approached Proper to create content for their retailers to use for the joint launch of their Bolton and Aztrek shoe. For the content Proper created a mixed media film that followed a group of four friends on a day out from Bolton to Blackpool that culminated in some freestyle MCing along the golden mile. The video was well received by a number of retailers and used on their blogs/social media channels as part of the launch.





Factory Visit

As part of our Hikerdelic collaborative project with Slovakian shoe brand Novesta, we headed to their factory to see our shoes being made. While there we created a short film and captured images of the production process. This was then used to promote both Novesta as a brand, and our own custom version of their Star Master shoe. This was posted extensively on our own channels, used by Novesta and also shared strategically with key influencers and magazines.

Kickers®



Kickers X Hikerdelic

To promote the launch of the Kickers and Hikerdelic collaboration Proper created video/photo content illustrating Hikerdelic's 'Peak to Precinct' tagline in their hometown of Stockport. The footage was used in the magazine and via Proper, Hikerdelic and Kicker's social media as well as at the store launch at Hip. The collab was big success with the shoes quickly selling out in a number of stores shortly after the launch.





Barbour®



Barbour X Hikerdelic

To promote the launch of the Barbour and Hikerdelic capsule collaboration, Proper created video and film in the Peak District. The premium jackets and accessories were showcased on a model exploring a countryside location familiar to Barbour's audience albeit with disorientating effects added to emphasize Hikerdelic's surreal influences. The content proved particularly popular with retailers and was used by stores around the world.



Running Strong

Keen to engage with consumers who are passionate about trainers as opposed to sneakers, Saucony invited Proper to pitch a piece of engaging content. The tie-in product wise was the relaunch of the Jazz Original. Proper created a spoof running magazine which was set in the era when the Jazz shoe was first released. Design, direction and copy were all handled by Proper.





Zipper Magazine

Working with the creative team in Amsterdam and latterly San Francisco, we collaborated on two spoof magazines with LVC. Marrying our appreciation for cultural references with a wry sense of humour, we wrote all copy for two projects. The first was a 1973 Rolling Stone spoof magazine named Zipper. It included interviews with fictional rock stars and a witty classifieds sections. On the back of this, a second project was commissioned along similar lines, this time based on the UFO-spotting community.



adidas Spezial Book

Proper created a book for the adidas Spezial range, which was part seasonal Look-book, part retrospective. It became so sought after by collectors, we only managed to get one copy ourselves.



C.P. COMPANY

Social Media Management

Following our successful work with the Massimo Osti Archive, C.P. Company in Milan contacted us asking for help with their online copy. This encompassed various modes of communication including their international website. We write all copy for their social media posts and have also covered with overseeing the entire account in their absence. We continue to be retained by the brand going into 2020.

BLOSSOMS

Styling & Content

Blossoms enlisted us to style them for their second album. We sourced the gear and helped them choose the right look.

Our work with Blossoms continued in the summer, as part of their sell out gig at Edgeley Park. We were asked to create a football style programme, with artwork and a tone that mirrored the early 90s era. The programmes were very well received with Blossoms fans and over 3,000 issues were sold on the night.





Going Up in Gear

Keen to share their story with a more metropolitan audience, Klättermusen engaged Proper to work on a piece of stand-alone content. This was a very hands-on experience for Neil, Mark and Ray. It involved climbing almost 5,000 feet, to the top of a Swedish mountain called Areskutan, putting Klättermusen gear through its paces. The content was published in Proper Mag and through our social channels, and was also used extensively by Klättermusen.

PUBLIC RELATIONS





A Thames Fit to Swim

Proper accompanied Theo Thomas from the London Waterkeeper charity, as he highlighted the heavily polluted River Thames and educated our group via an urban hike. Proper created varied assets for this cause through a concerted campaign. As a direct result of this initiative the water authority has now committed to cleaning up the river, with a view to some parts of it becoming swimmable.



Battle the Elements in Style with Haglöfs New Grym Evo Jacket

BY **SAM COLE**
Style Editor | Complex UK

APR 01, 2019



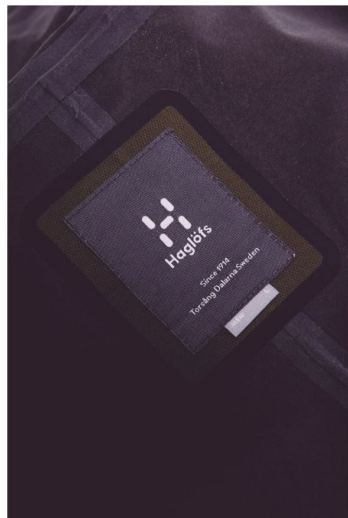
HIGHNOBIETY

ALL NEWS STYLE SNEAKERS SELECTS MUSIC MAGAZINE

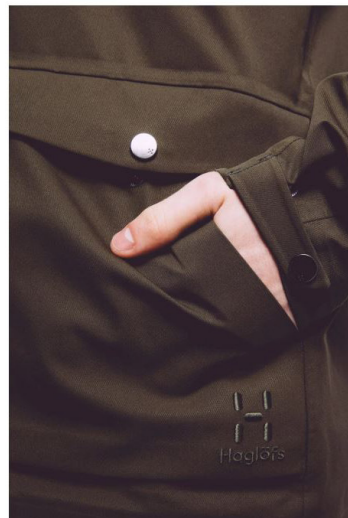
SHOP 🔍 👤 🛒



Highsnobility / Bryan Luna



Highsnobility / Bryan Luna



Highsnobility / Bryan Luna



Online Coverage

Swedish outdoor brand Haglöfs chose to work with us on the launch of their excellent V-Series. This initially involved the creation of some content though the bulk of our task revolved around influencer connection, product seeding and placement. We remain retained by then on a PR and content basis.

What Can We Do For You?

Our voice of authority is trusted by our audience, as everything we say or do comes from a genuine passion for the brands and retailers we work with. This gives us a unique advantage in an ever-crowded marketplace. As an agency we are continuing our growth, we would love the opportunity to sit down for a brew and have a chat about what Proper can do for you.

Let's have a brew.



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