

APOLLON SMYRNIS FC LIMITED-EDITION 3RD KIT

by Konstantinos Tsounidis Vasileiadis

4 PARTNERS UNITED FOR A CAUSE

errea · DIE NASTY · Benefit Software

A special jersey, created to support children battling cancer and ELPIDA - Association of Friends of Children with Cancer, Apollon Smyrnis FC, Benefit Software, Die Nasty and Erreà Sport SpA have teamed up to launch a limited-edition 3rd kit, where 100% of proceeds will go to ELPIDA - Association of Friends of Children with Cancer.

THE CHALLENGE

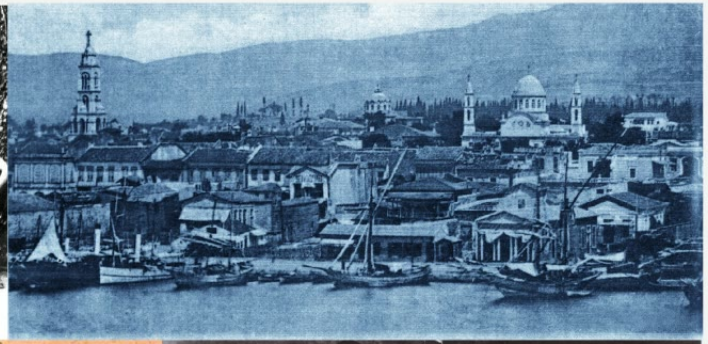
How do you:

- *Align four different brand identities*
- *Respect the heritage of a historic football club*
- *Create something fashion-forward*
- *Communicate emotional weight without becoming sentimental*
- *Maintain sponsor visibility without visual noise*

THE ANSWER HAD TO FEEL
PREMIUM. INTENTIONAL. COLLECTIBLE.













THE MONOGRAM

Rather than relying solely on the traditional crest, we developed a custom monogram inspired by Apollon Smyrnis' historic identity.

The monogram:

- *Elevates the kit beyond standard sportswear*
- *Creates a recognizable limited-edition mark*
- *Feels collectible and fashion-oriented*
- *Works beautifully in teaser animations and close-ups*

IT BECAME THE VISUAL ANCHOR OF THE ENTIRE CAMPAIGN.



COLOR STRATEGY

We deliberately moved away from loud contrast.

Primary Base: Deep midnight navy / near-black
Accent: Cyan / ice blue
Details: Crisp white highlights

Why?
- *Night-match cinematic aesthetic*
- *Premium fashion tone*
- *Emotional depth*
- *Strong presence in low-light promotional content*

THE CYAN ACTS AS A SUBTLE EMOTIONAL SIGNAL — MODERN, DIGITAL, HOPEFUL.



LOGO INTEGRATION SYSTEM

Collaborative kits often fail due to aggressive sponsor stacking.

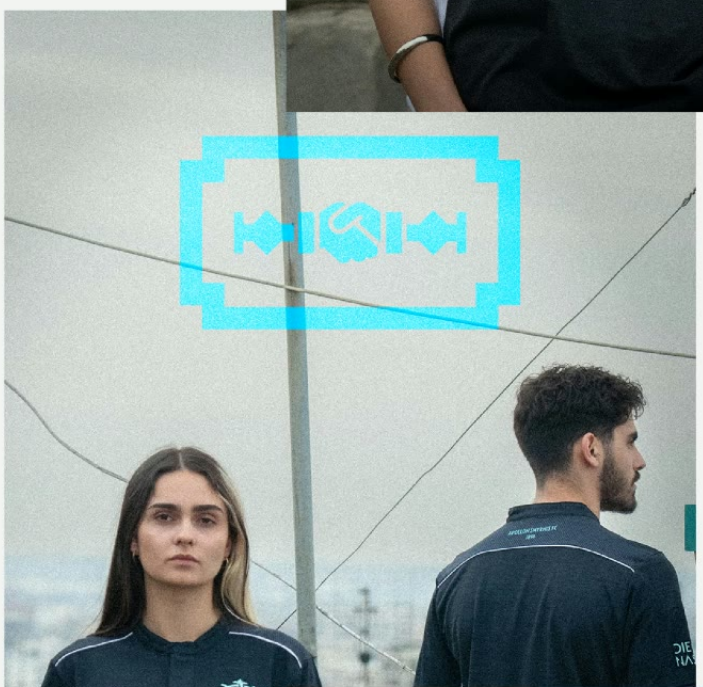
We approached logo placement architecturally.

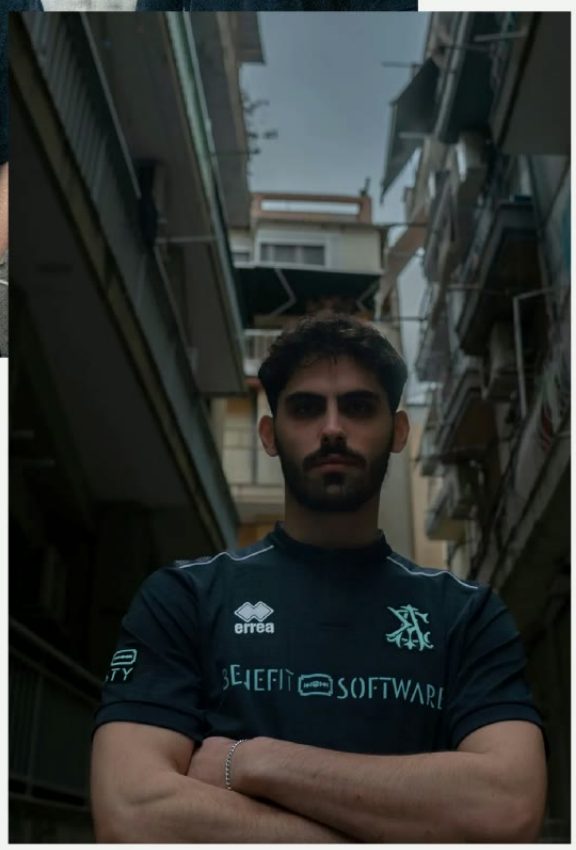
- *Sleeve placement for Die Nasty*
- *Clean manufacturer positioning by Erreà*
- *Typographic chest integration for Benefit*
- *Balanced spacing and hierarchy*

The rule was simple:

VISIBILITY WITHOUT VISUAL CONFLICT.

BENEFIT SOFTWARE





FABRIC & TEXTURE FOCUS

Close-up details were essential.

The mesh texture, stitching, and reflective elements were emphasized in both photography and motion.

This shifted perception:

From “football merchandise”
To “designed product.”

TEASER ANIMATION

The teaser campaign avoided conventional sports tropes.

No players.
No stadiums.
No match highlights.

Instead:

- *Macro fabric movement*
- *Low-light cinematic atmosphere*
- *Slow reveal of the monogram*
- *Cyan glow accenting “LIMITED EDITION”*

THE RESULT POSITIONED THE KIT WITHIN DROP CULTURE — NOT JUST MATCH CULTURE.

COMMUNICATION STRATEGY

ΕΛΠΙΔΑ
ΣΥΛΛΟΓΟΣ ΦΙΛΩΝ ΠΑΙΔΙΩΝ ΜΕ ΚΑΡΚΙΝΟ

ELPIDA
ASSOCIATION OF FRIENDS
OF CHILDREN WITH CANCER

The messaging focused on collaboration and purpose.

"4 Partners United for a Cause."

The narrative never over-dramatized the charity angle. Instead, it communicated clarity:

100% of proceeds support ELPIDA

STRONG. DIRECT. HONEST.



OUTCOME

• Aligns sport and fashion • Balances four brand identities • Supports a meaningful cause
• Feels collectible • Extends seamlessly into motion storytelling

This project demonstrates how sports design can operate at the intersection of:

ΑΠΟΛΛΩΝ

errea

DIE NASTY

Benefit Software

HERITAGE × BRANDING
CULTURE × PURPOSE.

THANKS FOR WATCHING

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