

# OnePiece®

*Jump in*  
**onepiece.co.uk**



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One Piece., no gimmick, just simply a complete functioning garment. The beauty of OnePiece is its ability to merge with one's life and fashion style regardless of personal preference...

Its versatility is second to none. You can wear Onepiece in all climates and settings, dress it up or dress it down it will remain comfortable and stylish... it is just simply the One Piece of garment that every closet needs.

OnePiece was first branded in Norway in February 2009 and has since become an incredible hit among the Norwegian population through all age groups. One year later we expanded to the UK. It was immediately embraced by the underground scene and has since found its way comfortably into general population. The reason for the popularity in Norway, and also why OnePiece have now reached new heights in the UK is simple... OnePiece advertises itself. The garment is unique and extremely comfortable to wear, and everyone who has tried on a OnePiece compliments the garment in various different ways. This is due to its versatility.

We have used social media and viral marketing to promote OnePiece. Facebook has become our largest online media vehicle. Onepiece Norway has now got the largest commercial fan group on Facebook with over 100,000 members. The UK fan-page will so on exceed this, and we will start extensive marketing with various competitions to engage our customers and fans on Facebook.

Our web page attracts attention and presents the garment in a creative way. It was constructed with an original twist using animation suited to each OnePiece design.

The web site is infamous within its own right, and has since won the most prestigious award within interactive cooperation and advertisement in Norway in 2010, voted as the people's favourite.





We have filmed several stunts, dancers and free runners in OnePieces performing amazing and fascinating street art, which will soon be accessible to the viewing public and fans via YouTube and Facebook. The idea was to show the versatility of the garment, widen our audience, and inspire people to be creative in their OnePiece - Jump in.

To present the fun side of the garment, create a buzz and increase awareness, OnePiece arranged several parties in May/June 2010. The venues were London's premiere clubs such as Whiskey Mist, Mahiki, Cuckoo and Aura. VIP treatment was given to everyone wearing OnePiece. The events were a successful demonstration of Onepiece as the best clubbing outfit.

The garment is incredibly comfortable, which is one of the main reasons why OnePiece has reached its extreme popularity. It is simply addictive. Rhianna, Jordan, Paris Hilton and dance group Diversity all own and love their OnePiece. Whether they are a professional athlete like Morten Gamst Pedersen who plays for Blackburn Rovers (he owns 14 in all different colors), a pop star, or a debutant, the request is the same... They all want OnePiece.

One of our main events will be a tour in September, when OnePiece will visit universities all over the UK in cooperation with Union and Take The Whole Cake. Our official Launch party will be this autumn.

We will continue to introduce new fashionable OnePiece prints throughout the year.

**Stay tuned at**  
[www.OnePiece.co.uk](http://www.OnePiece.co.uk)

[facebook.com/onepieceuk](https://facebook.com/onepieceuk)  
[twitter.com/onepiecejumpin](https://twitter.com/onepiecejumpin)  
[youtube.com/onepiecejumpinuk](https://youtube.com/onepiecejumpinuk)

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**Quote 1**

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**Quote 2**

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