



Toast

On their [website](#) Toast sums up what they represent as a brand as:

“Simplicity. Modernity. Comfort. Color”

Toast was founded in West Wales in 1997 by Jessica and Jamie Seaton, and has since grown into a well established label known for its classic yet modern appeal, and its dedication to quality. Despite its growing popularity, Toast is still designed by an in-house team, and produced by (what they refer to as) “trusted suppliers around the world”. Toast is also known for advertising upcoming collections by creating seasonal lookbooks, and have collected a significant online following for their aesthetic sense. Their current collection focuses on exotic prints and locations, but in general their lookbooks feature a focus on texture, color, fabric, and homey/ tranquil settings.

Sarah Holdeman









Toast appeals to people's pathos. All of their lookbooks have a serene almost nostalgic feel to them. They use natural looking models in comfortable environments, and around the house spaces. They play with colors and textures that are pleasing to the eyes, and models who seem peaceful. The casual lookbook style and use of natural light gives their pieces a feel that is closer to home than a high-fashion ad. Toast also uses adventure appeal, often using exotic locations and interesting spaces. Their spring 2016 lookbook in particular plays off of beautiful tropical backgrounds.

Toast's target audience is middle class to wealthy 20-40 year olds, interested in travel and living a simple and sustainable lifestyle. They appeal to the "hipster" culture, emphasising their quality, and small-scale production.

My Ad:



I used natural light, and a muted color palette to create a calm feel in my ad. My model is holding a warm beverage in a homey environment, and in general, (like Toast's actual ads) my ad is connecting Toast's spring line with comfort. She is in a simple but pleasing setting, and this ad in general appeals to an audience that wants to live a simple, and comfortable lifestyle. Her shirt is lit up by the window, and looks textured and well-made.

TOAST SPRING
2016