



CARHARTT WIP SPRING/SUMMER 2023  
COLLECTION TOOLKIT by FLENDER

carhartt®  
WORK IN PROGRESS

CARHARTT WIP SPRING/SUMMER 2023

IMPORTANT INFORMATION:

SS23 Go To Market Plan

February - Icons, Remastered, Icons Reworked  
March - Borough  
April - Trail, Frontier  
May - Marina

Marketing Assets will be updated each month.

Please check out the SS23 Campaign folder for all social media content. The brand has prepared a variety of posts to use for the season.

ABOUT SS23

Rooted in the classics, but executed with eclecticism in mind, the Carhartt WIP Spring/Summer 2023 collection traverses arid expanses and volcanic trails; port-side prep staples and the brand's own archive. The result is subtle, cohesive – but upon closer inspection, rich with detail, whether through graphics, fabrics, or color scheme.

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- COLLECTION PAGE
- PRODUCT IMAGES
- LOOKBOOK IMAGES
- SS23 CAMPAIGN

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**BRAND IDENTITY**

Carhartt Work In Progress (Carhartt WIP) forms a division of the American brand Carhartt, one of the first companies to pioneer workwear in the USA. Founded in Europe in 1989, 100 years after Hamilton Carhartt established his business in Detroit, Carhartt WIP has been carefully adapting and modifying Carhartt's core product characteristics for a different audience of consumers who value refined design and quality while still remaining true to Carhartt's brand origins.

Since the beginning, Carhartt WIP have built a strong, organic relationship with unknown, inspiring, provocative and upcoming figures in music and sport, becoming an iconic and well respected brand in underground scenes, from hip-hop to skate, from graffiti to cycling, as well as working with labels such as A.P.C., Neighborhood, Patta, Vans, Junya Watanabe and many more.

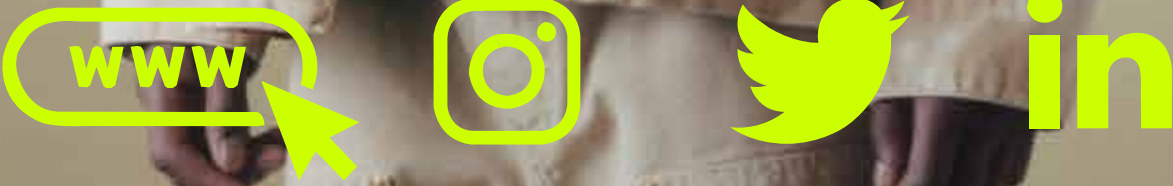
**BRAND ASSETS PAGE**



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*"Don't look to profits, do it by doing it  
and if or when they do come, don't  
consume them, give back".*

**Edwin Faeh,  
Founder Carhartt WIP**



**FLENDER**  
GROUP