

HOMME *girls*

"For girls who like boys's clothes"

What is **HOMME** *girls* ?

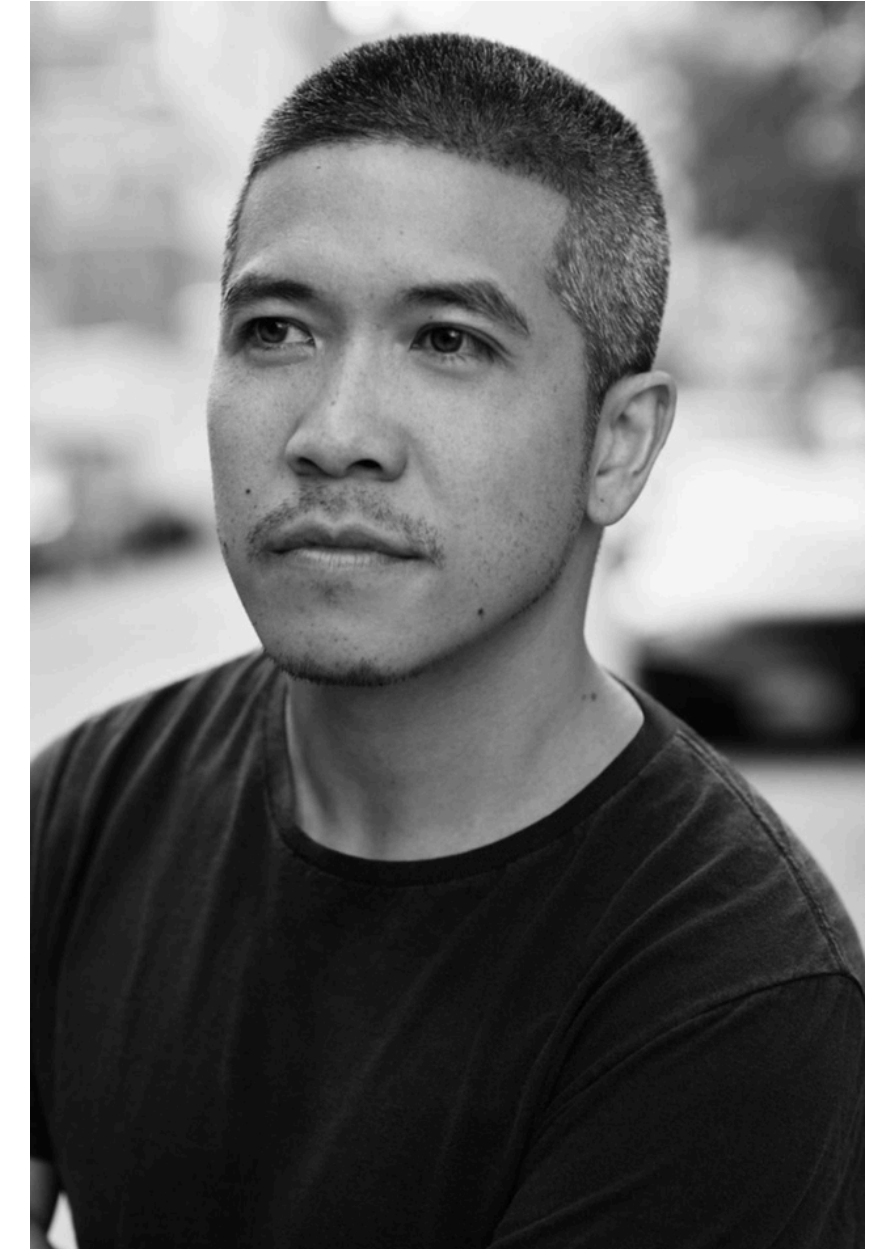
Independent fashion magazine and lifestyle label founded by stylist **Thakoon Panichgul**;

It blends **masculine tailoring** with a **distinctly feminine attitude**, creating a hybrid aesthetic that celebrates confidence, individuality.

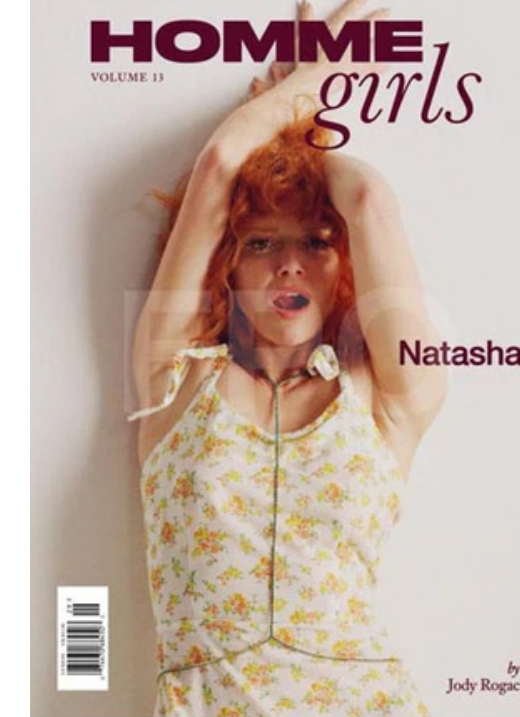
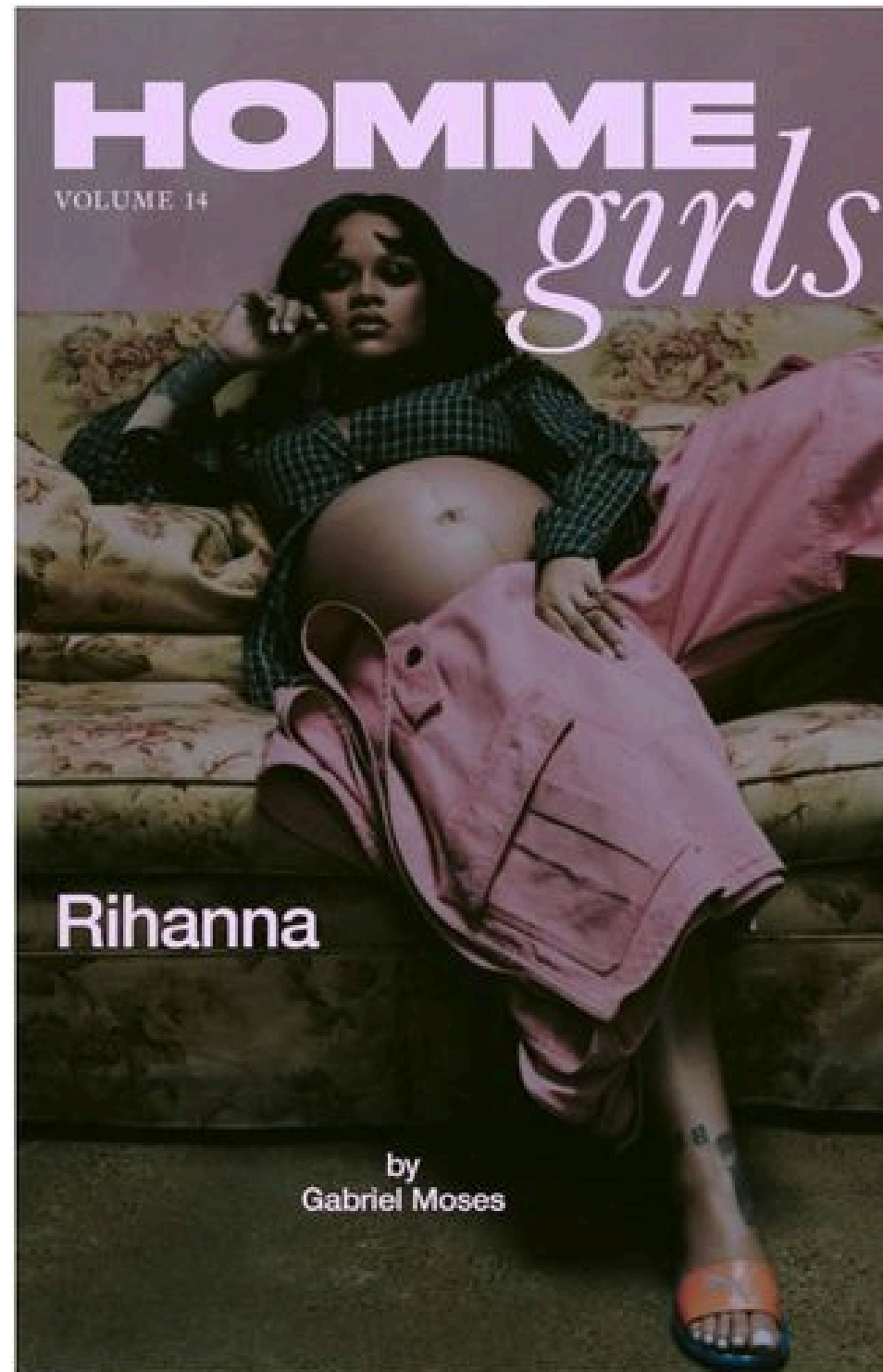
Volume 01



Thakoon Panichgul

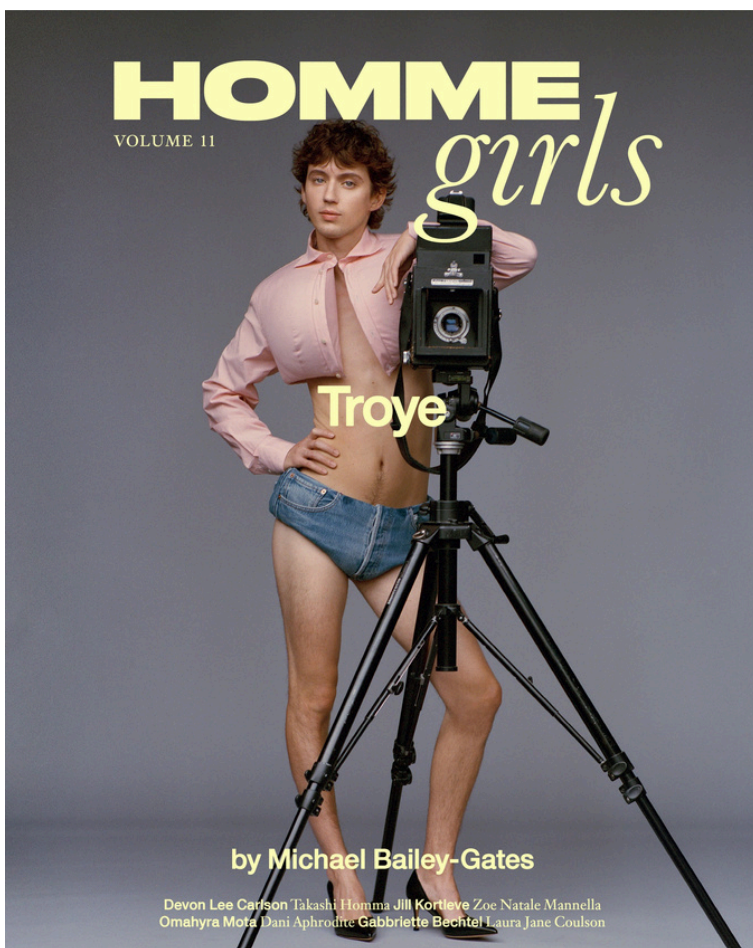


www.hommegirls.com



Brand Identity

- A mix of menswear-inspired fashion that translates into a form of modern femininity (**not conventional**)
- Clean and editorial visual language in an **alternative way**
- Clothes as self-expression
- Community-driven: "for the hommegirls of the world"



HOMME *girls'* Vision

There is a boy in every girl, an homme in every woman. Dressing like a man doesn't disguise a woman's femininity—it ignites it. *“The more a woman hides and abandons her femininity, the more it emerges from the very heart of her existence,”*



HommeGirls envisions a world where **gendered fashion boundaries dissolve**, allowing **women** to express **power**, **sensuality**, and **identity** through **menswear-inspired style**.

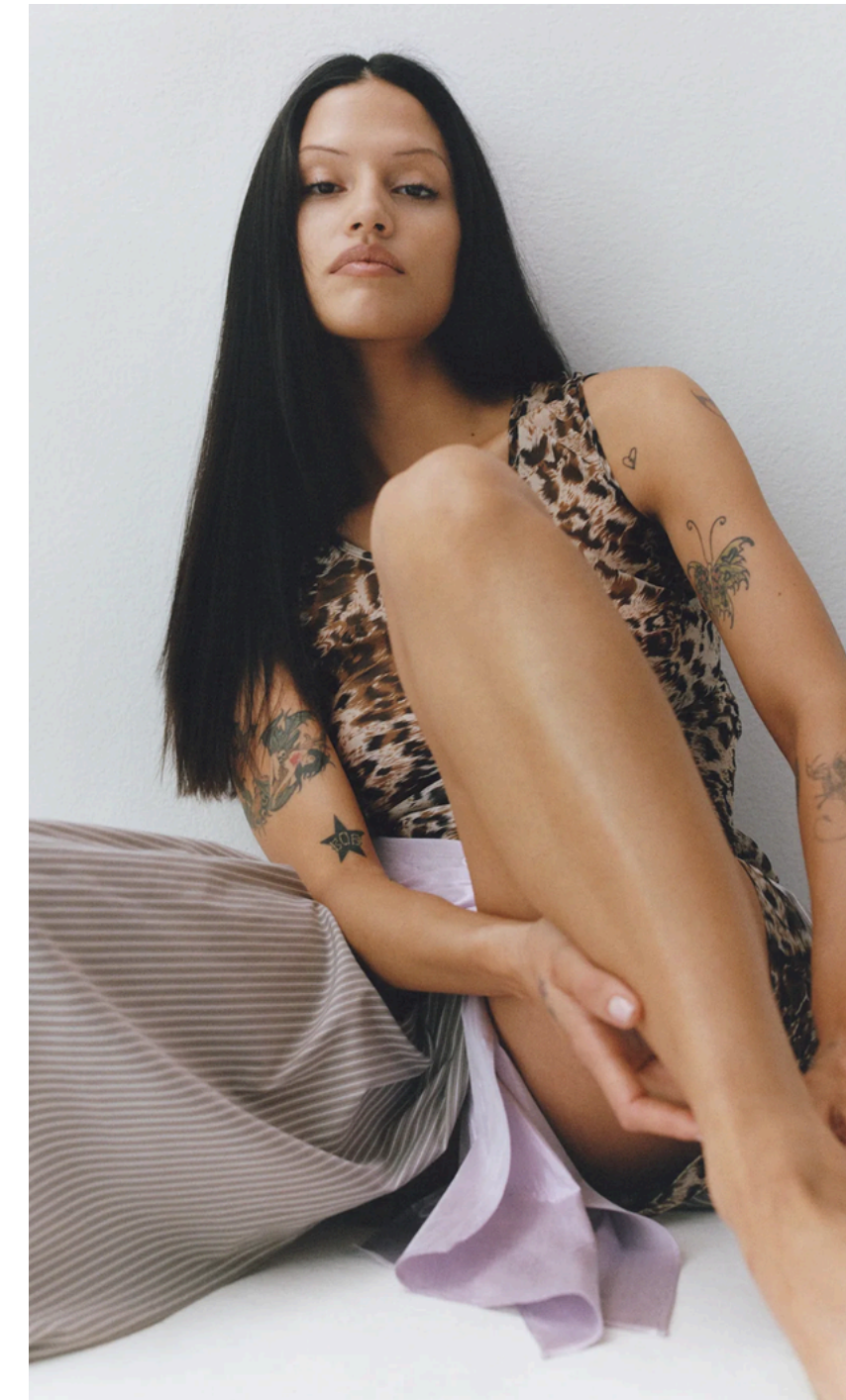
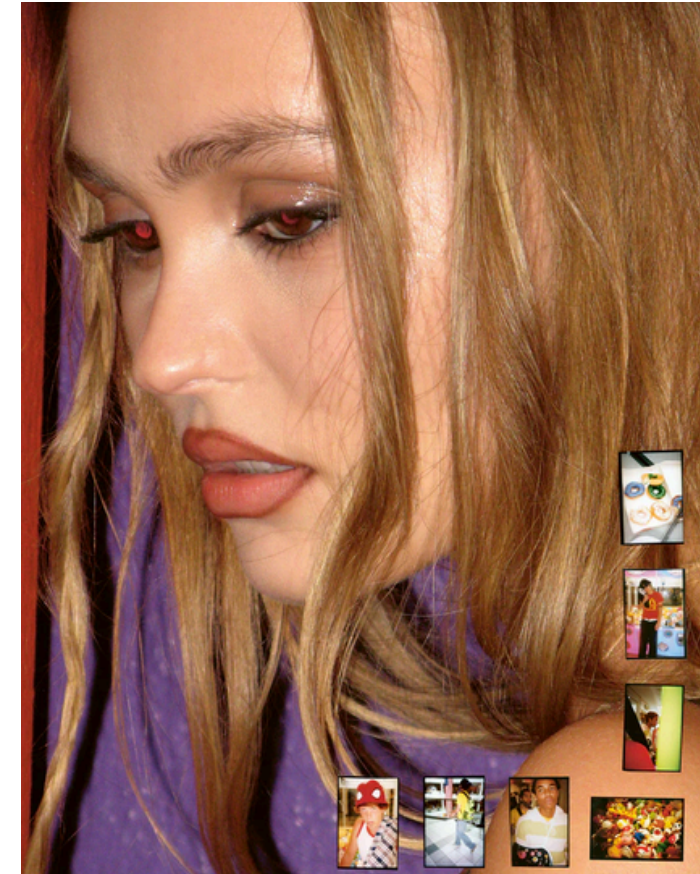
It's made for readers who value **substance** as much as style—people who treat clothes as **cultural conversation**, not costume.

Demographics

Target

- **Age:**
 - GenZ (13-28) mainly older part of this cohort;
 - Millennials (29-44).
- **Location:**
 - Main target: North America (Los Angeles & New York);
 - Europe (London, Berlin, Paris);
 - Asia (Tokyo, Seoul).
- **Income:**
 - Mid/high income;
- **Gender:**
 - Female & femme-identifying individuals;
 - Non-binary.

HOMME *girls*



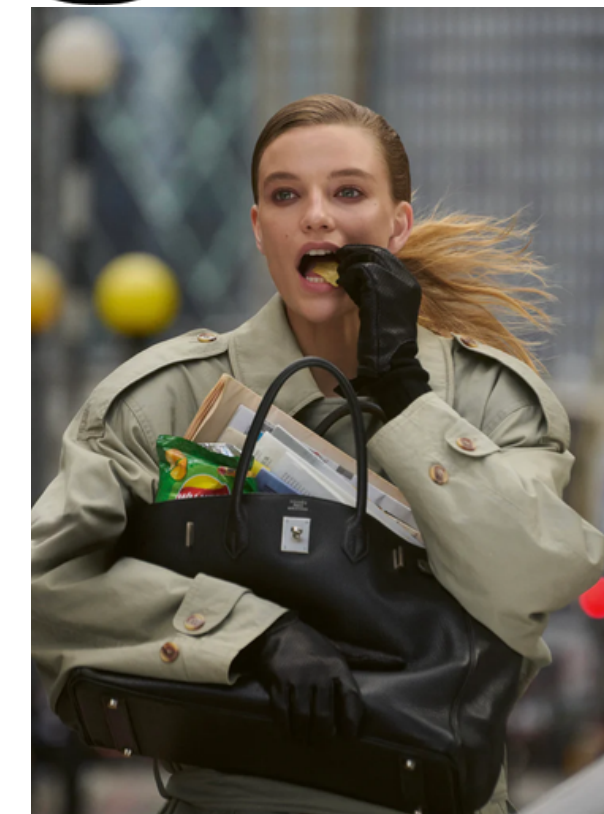
Target



The messy cool girl. Effortlessly chic.

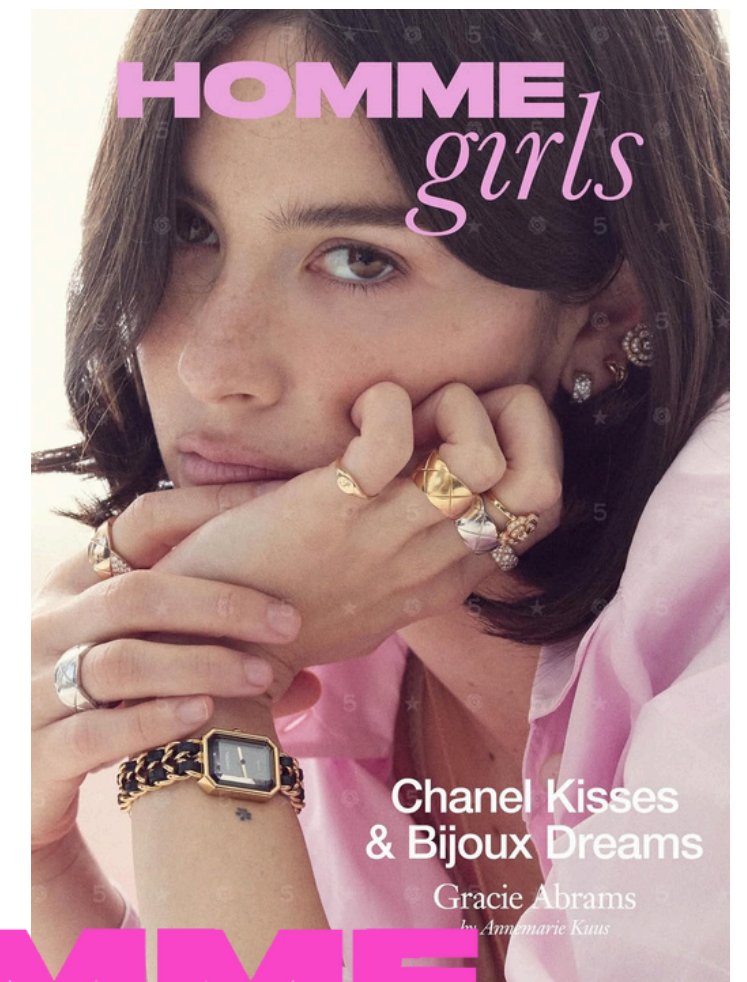
- **Drivers:**
 - Self-expression via fashion;
 - Rejection of hyper-femininity & gender norms.
- **Personality Traits:**
 - Confident, edgy, stylish, creatives;
 - Active online & well-informed on pop-culture;
 - Interested in niche content.
- **Behaviours:**
 - Purchase less with intention;
 - Aesthetic driven - edgy, while valuing visually appealing content/ items;
 - General Cultural interest - photography, reading, movies, music. Informed on the cultural industries.
 - Value community, go to places in-line with their persona (pop-ups/cafes/collectives).

HOMME girls



Positioning Strategy

- We position **HommeGirls** as a quiet **disruptor**, favouring mood, **minimalism** and meaning over commercial gloss.
- Visually we think its aesthetic combines **understated chic** with a **masculine edge**, using experimental lighting, unfussy styling and **intimate visual storytelling**.
- The magazine's move toward video and fluid imagery reinforces HommeGirls as a contemporary, culturally attuned space rather than a traditional fashion magazine.
- **HommeGirls** speaks directly to creative **young women and femme-presenting** readers who are drawn to **masculine-coded**, indie aesthetics over mainstream luxury polish.
- We observed the audience is **Gen Z with a Millennial undertone**, that resonate with artists such as Jennie, Shygirl and Gracie Abrams, whose presence reflects their own tastes.

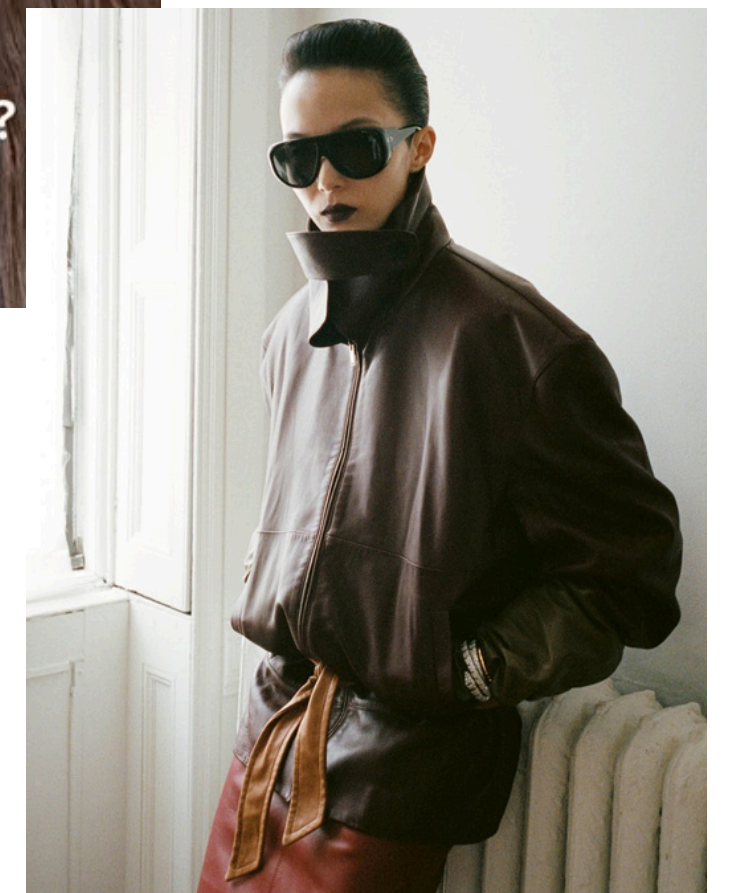


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Positioning Strategy

- These readers value fashion as a form of **identity** and **cultural expression**, rather than distant aspiration.
- At its core, **HommeGirls** imagines a world in which gendered dressing softens and self-expression takes precedence.
- **Menswear-inspired style** is treated as a language of power, sensuality and individuality.
- By spotlighting people who embody this ethos, **HommeGirls** positions itself as an authentic, **culturally aware alternative** within the fashion media landscape.
- They largely publish **pared-back fashion essays, visual stories and profiles** on professionals in the industry, written in clean, reflective language.

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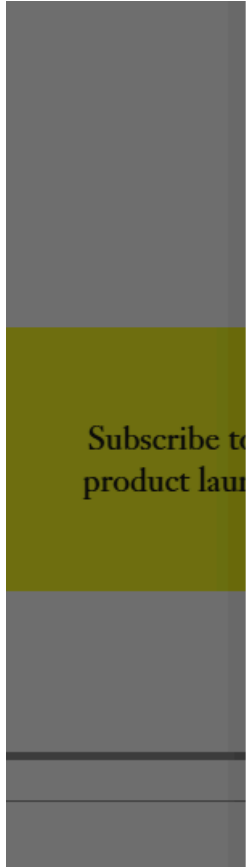
Communication Channels

1. Official Website

The official website is one of the main communication and marketing platforms.

The official website offers:

1. The brand story
2. Content positioning
3. Editorial style
4. Magazine cover



SUBSCRIBE TO GET EARLY
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LAUNCHES AND NEW STORIES

EMAIL ADDRESS

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HOMME girls



VOLUME 14 - NETTSPEND

\$20.00

DESCRIPTION

Fall/Winter 2025
Nettspend by Angalis Field

+ 300 pp of HG style

*PLEASE NOTE ITEM WILL SHIP BY END OF
OCTOBER*

SOLD OUT



Communication Channels

2. Instagram

Instagram is currently
HommeGirls' most active
communication channel.

It is the ideal platform for a
visually focused independent
magazine.

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HommeGirls®
2,041 216K 976
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Contact: info@hommegirls.com
翻譯年糕
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追蹤 發訊息 商店

VOLUME 14 VOLUME 13 VOLUME 12 VOLUME 11

Grid of images showing fashion models and products.

hommegirls 22小時前

209 2 6 22

Post featuring a woman with long dark hair drinking from a cup.

hommegirls 23小時前

654 9 2 56

hommegirls Stacked personality:

Post featuring a woman in a pink and grey checkered sweater.

VOLUM... 2024年10月17日 追蹤

Post featuring a woman in a black and white checkered outfit and a black hat.

Grid of various fashion-related posts, including models, clothing items, and accessories.

Conclusion

- Independent fashion magazine with a **clear cultural positioning**
- A vision that challenges gender norms
- Coherent brand identity: minimalist aesthetics + alternative editorial attitude
- Community-driven by recognition
- Aligned vision, target, positioning, and communication channels