




**Distinctive Stain  
World.**




These stories are detailed and rich in descriptions, highlighting the trajectory and lived moments that gave rise to that particular stain. By assigning characteristics and traits to each stain, an emotional connection is created between the individual and their garment, turning the stain into an inseparable part of their identity.

This unique relationship with stains fosters authenticity and appreciation for shared experiences. Each stain becomes a living testimony of real life, setting aside the obsession with perfection and celebrating imperfections as an integral part of each person's individuality and



## Step 3

Once you have gotten to know the stain through the garment, reflect on your experience.  
Why do you think we don't see the value behind stains in our world?



Dare to give value to your stains, tell us the story behind a stain that you remember that marked your day. Hang it on the clothesline according to the profile to which your story belongs.

## The fiction guiding your Enactment

In the universe of Distinctive Brand, a radical shift has occurred in the way stains are perceived and valued in society. Now, instead of trying to remove or conceal them, people proudly display them and recognize their unique significance.

Stains on clothing are considered an integral part of each individual's personal history, attributing them with symbolic value and granting them their own personality. Each stain becomes a visual storyteller of significant moments, events, and lived experiences.

When a person has a stain on their clothes, they are asked about its origin and encouraged to share the story behind it.

## To start

In the space where you are right now, you will find a series of numbers, follow the order.

## Step 1

In front of you, you will find a series of cards, each one telling a different story. Choose the profile that you feel most identified with, take the card, and read it.

## Step 2

In this rack, you will find different garments, each with a tag. Look for the garment with the tag that matches in color and name with the card you chose earlier.

Read the tag carefully and locate the stain that is telling you its story.

## What you need?

For this activation, you don't need much.

You won't have to buy new clothes to get to know these stains, as the knowledge you already have about how to interact with new beings is sufficient.