

DAILY PAPER UNVEILS
“OFF ROAD” CAMPAIGN STARRING
VIC MENSA

LAUNCHING WORLDWIDE ON FEBRUARY 26, 2026



CAMPAIGN VIDEO

SHOP THE COLLECTION

February 11, 2026 - Daily Paper reveals the campaign for “OFF ROAD,” the brand’s Spring/Summer 2026 collection, **starring Vic Mensa**, whom also took charge in the creative direction of the campaign shoot. The campaign expands the narrative introduced with the first drop, translating the collection’s core ethos into a bold visual language **rooted in independence, reinvention, and self-determined movement**.

Known for his multidisciplinary approach across music, activism, and culture, Mensa brings a deeply personal perspective to “**OFF ROAD**.” As both the face and creative director of the campaign, he helps shape a world that reflects the mindset of choosing your own route, resisting prescribed paths and redefining success on your own terms.

THE CAMPAIGN

Shot inside Vic Mensa’s personal Los Angeles home, the “**OFF ROAD**” campaign is rooted in **authorship, intention, and lived experience**. The setting becomes a reflection of Mensa’s mindset, a space shaped by independence, thought, and creative freedom. Rather than presenting escape or spectacle, the campaign centres on the quiet confidence of choosing your own direction and building from a place that is truly yours.

Throughout the visuals and accompanying film, Mensa reflects on a life defined by resisting expectation and forging a path beyond prescribed routes. This is where “OFF ROAD” gets more meaning, and becomes a **philosophy**, one of **self-determination, evolution, and belief in one’s vision**, even when that road comes with loss, criticism, or resistance. The campaign mirrors this through expressive styling that brings together pieces from the collection with washed textures and utilitarian silhouettes, alongside personal references embedded within the environment and styling, subtle nods to heritage, memory, and diasporic identity. Together, these elements create a visual language that feels lived-in rather than constructed, reinforcing **a narrative of growth shaped by experience and self-belief**.

For Mensa, going off road is not rebellion for its own sake, but a **responsibility to the self**, to legacy, and to future generations. His reflections on education, cultural identity, and evolution underscore the campaign’s deeper message: progress is not linear, and growth requires the courage to move differently.

“Going off road, to me, is being a master of your own destiny, choosing your own direction, not being beholden to expectation or defined by assumption. I’ve had to believe in myself for a lot of years, even when taking the harder, unconventional road cost me opportunities. But if you’re not evolving, you’re not growing, and if you’re not growing, you’re standing still.” - Vic Mensa



A SHARED MINDSET

At its core, “**OFF ROAD**” is **not about detours, but about direction**. The campaign reinforces Daily Paper’s ongoing celebration of Africa and its global diaspora as a continuous source of cultural innovation across fashion, music, sport, and art. Through Mensa’s creative lens, the story becomes both intimate and expansive, a reflection of individuality within a collective movement. The campaign concludes the **final drop** of the “OFF ROAD” collection, which unfolded gradually throughout the season.

The full “**OFF ROAD**” collection is **available globally** from the **26th of February**, online and in Daily Paper stores.



CAMPAIGN CREDITS

Starring + Creative Direction
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Director
Josh Flores
[@joshflores](#)

Production + Concepting
Meg Lewis
[@unlikecreative](#)

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Andrea Calvetti
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BTS Video
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ABOUT DAILY PAPER

With an ability to unite global communities across borders, Daily Paper is more than a clothing brand. Through creativity, fashion and education, we aim to inspire young adults and set an example of giving back. Daily Paper has attracted a tribe of multidisciplinary creatives and cultivated a community of individuals who celebrate their own roots and champion inclusivity. The diverse and deep-rooted diaspora culture is the bedrock of our brand, echoing in every collection - and always portrayed through the lens of the youth.

NOTE TO EDITORS/NOT FOR PUBLICATION

For any questions, visuals or interview inquiries, please get in touch with:
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