

# NIAMH HONEY

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Fashion Brand Marketing Graduate 2022

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CV

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02

Final  
Major  
Project:  
Asana



Advanced  
Fashion  
Practice:  
M&S  
'Together  
for  
Dementia'

M

22

M&S

JUMPER

M&S

03





Placement  
Year at The  
Walt Disney  
Company

05

04



Dissertation:  
Class,  
Culture and  
Clothing:  
Sartorial  
Prejudice  
in Modern  
Britain



Expansion  
of iD  
Magazine  
into India

07

# 01 NIAMH HONEY

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## PROFILE

Final year BA Fashion Brand Marketing student graduating in May with an expected First. Enthusiastic about marketing and enriching consumer connections with brands. I have experience as a Licensing Sales Intern within the Regional Apparel team at The Walt Disney Company, where I gained experience in digital marketing, pitching, product development and market penetration strategies. I also developed my knowledge of various ways to reach consumers, from influencer gifting to the creation of PR packages. I also created product moodboards and mock-ups based on upcoming brand campaigns, to encourage growth within the licensed apparel business. I understand the importance of a global mindset, as well as adaptability within an ever-changing market landscape. I am forward-thinking, proactive and have strong creative and commercial awareness that I am looking to develop in this role.

## EDUCATION

- 2018 - 2022 **University of Huddersfield, BA Fashion Brand Marketing, Predicted First**
- 2017 - 2018 **Carmel College, UAL Level 4 Art Foundation Diploma, Distinction**
- 2015 - 2017 **Carmel College, 3 A-Levels, English Language & Literature (A), Media Studies (A), Textile Design (A)**
- 2010 - 2015 **St Cuthbert's High School, 10 GCSE's A\*-C including English and Maths**

## RELEVANT EXPERIENCE

**Sep 2020 - Jun 2021, Licensing Sales Intern within Consumer Products Commercialisation**  
In this role, I created product mock-ups and moodboards for major licensees across EMEA such as Next and Sports Direct. I presented these to licensees and the wider company on a regular basis as part of seasonal creative showcases. I was also responsible for carrying out contract amendments, marketing and trend reports, as well as deep dives into the European retail market that were shared with softlines teams across Europe. I gained a deep insight into how relationships with licensees were built and maintained, as well as interventions that encouraged growth in the apparel licensing business. In this role I also developed a global perspective that allowed me to analyse the challenges that our licensees faced in their respective markets, and therefore how to implement growth strategies most effectively.

## OTHER EXPERIENCE

**2021 - Present, Front of House, The White Lion**  
Responsible for greeting and assisting customers with bookings, queries and special requests. Processing customer orders, as well as overseeing the booking system and ensuring each department is properly prepared. Dealing with any issues promptly and professionally, while offering a high standard of customer service.

**2017 - 2020, Customer Assistant, Tesco**  
Fostered excellent communication skills working with customers to solve their queries. Gained experience working in various fast paced and time-pressured environments, and operating small departments alone. Dealing with customer complaints in an empathetic and professional manner.

**2015 - 2017, Sales Assistant, Home Bargains**

## SKILLS

- Adaptability
- Emotional intelligence
- Interpersonal skills
- Teamwork skills
- Communication
- Leadership
- Organisation
- Creativity
- MS Office proficiency
- Adobe Suite proficiency
- Public speaking & pitching
- Adhering to brand guidelines
- Digital marketing
- Analytical skills
- Attention to detail

## Bio

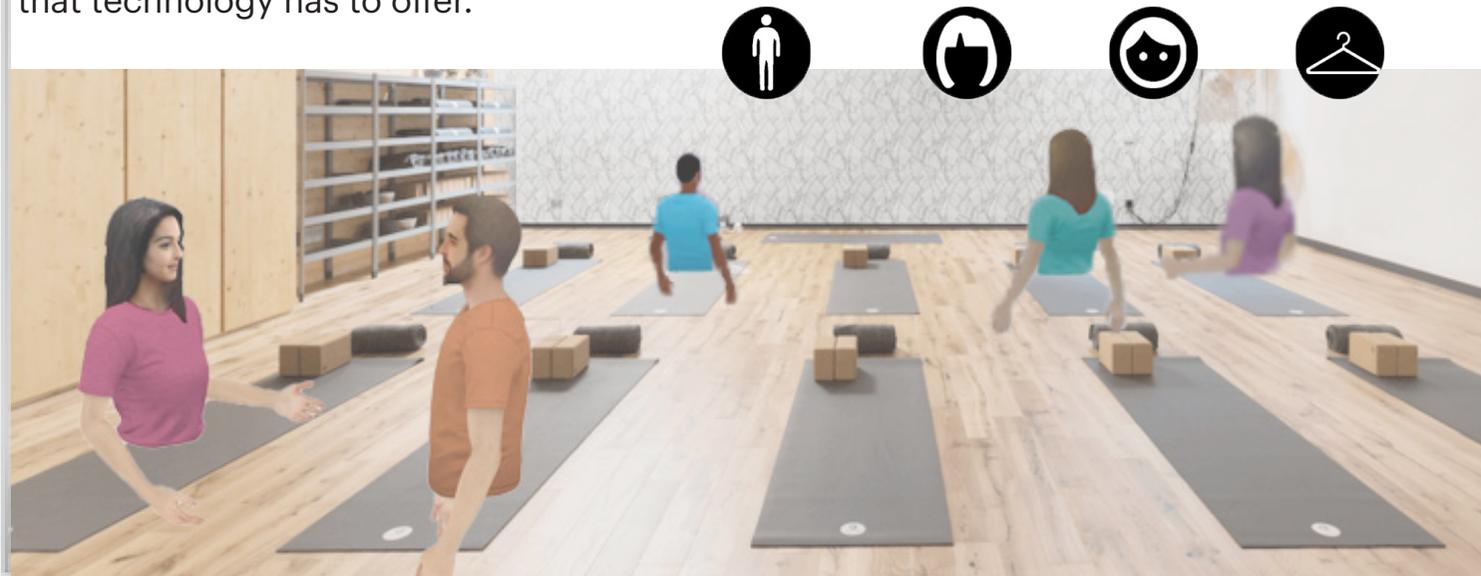
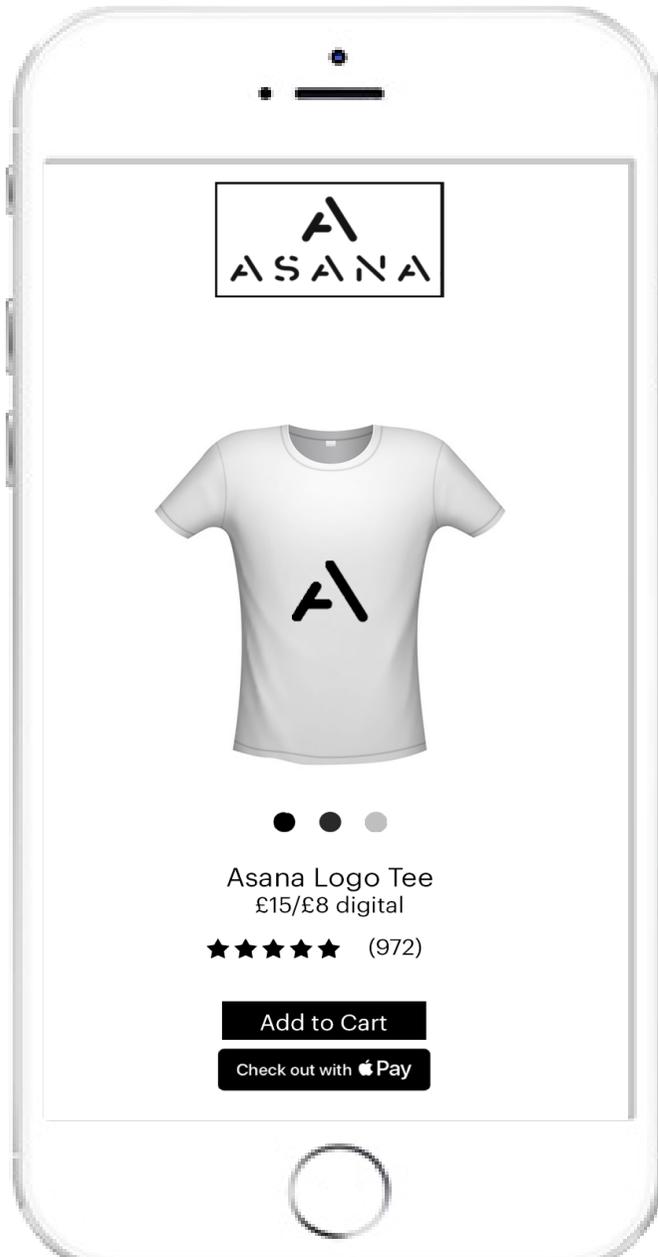
I am a Fashion Brand Marketing graduate, enthusiastic about marketing and enriching the connection between consumers and brands.

I have gained experience as a licensing sales intern within the licensed apparel team at The Walt Disney Company—where I developed my skills in digital marketing, pitching, product development, market penetration strategies, market research and financial forecasting.

I also developed my knowledge of various ways to reach consumers, from influencer gifting to the creation of PR packages. I also regularly created product moodboard and mock-ups based on upcoming brand campaigns, to encourage growth within the licensed apparel business. During my studies at the University of Huddersfield, particularly in my final year, I gained an in-depth understanding of how to apply my marketing skills into projects that have the ability to be translated into the real world. I also gained a strong understanding of how to translate market research and data into evidence-backed findings and recommendations, and I believe this is one of the most beneficial skills I have learnt during my studies. Overall, I understand the importance of a global mindset, as well as adaptability within an ever-changing market landscape. I am forward-thinking, proactive and have strong creative and commercial awareness that I am looking forward to developing as I further my career.



Asana is a digital wellness community that provides users with the opportunity to look after their wellbeing in both digital and physical realms. Asana uses the Metaverse in order to host interactive, digital yoga sessions via virtual reality and also hosts in-person digital detox events once monthly to avoid digital fatigue. Asana also offers a range of digital clothing for a user's avatar, as well as physical clothing to wear in real life. This therefore positions Asana in the market as an innovative, future-focused wellbeing brand that provides its users with the latest that technology has to offer.



# 03 Advanced Fashion Practice

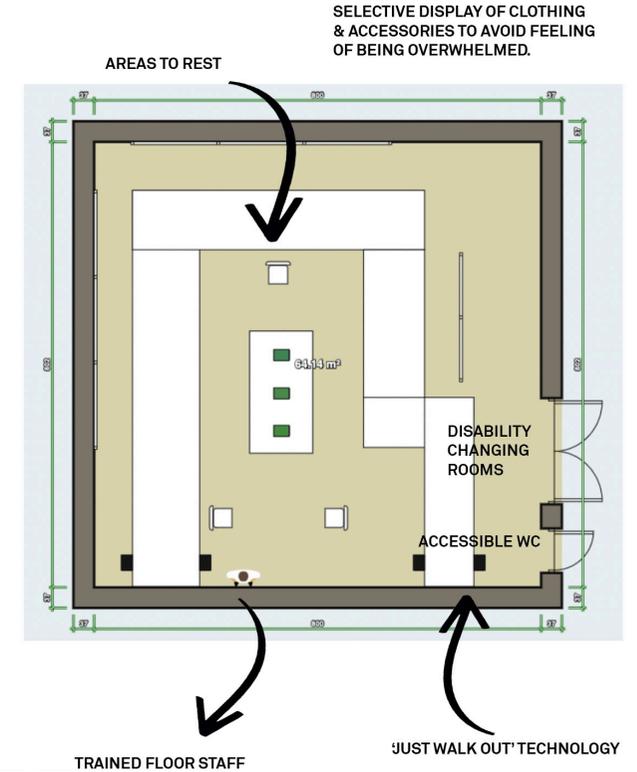
## TOGETHER FOR DEMENTIA: AN M&S CAMPAIGN FOCUSSED ON ACCESSIBILITY.

\*In no way associated with M&S

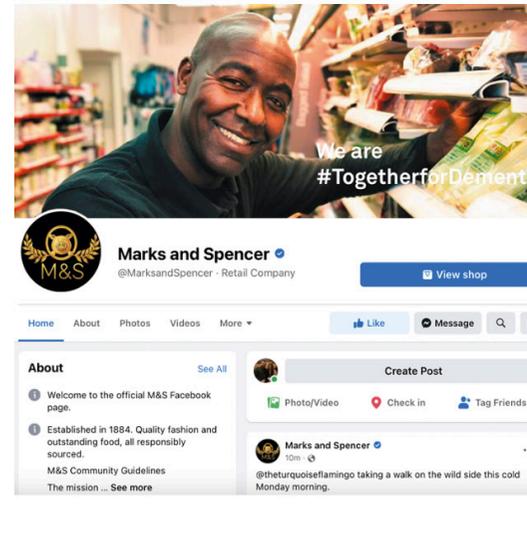
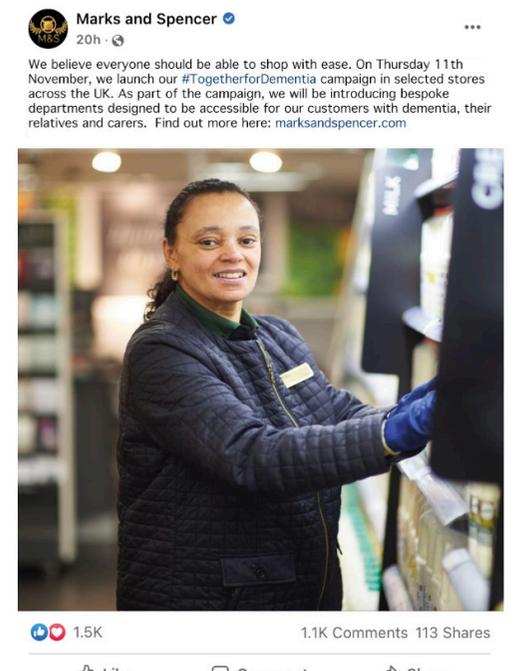
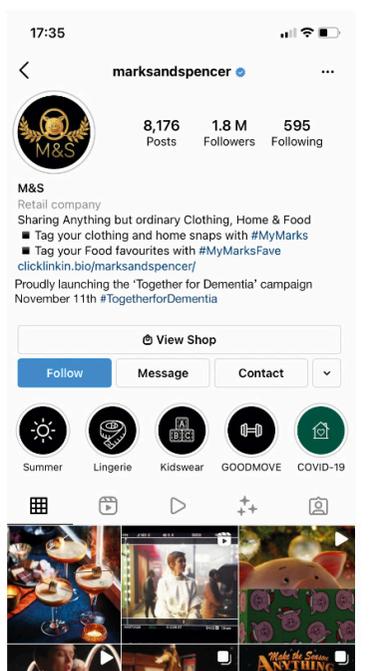
For this module I created the 'Together for Dementia' campaign for Marks & Spencer, that aims to provide a retail solution that would make shopping experiences for customers with dementia easier and more accessible.

I produced a retail guide, that would be available at tills and in-store for both staff and customers, as well as a media pack for press and M&S partners.

I have used information available via the Alzheimer's Society in order to consider the difficulties that people with dementia face on a daily basis, and proposed adjustments to in-store retail that would ease them.



SELECTIVE DISPLAY OF CLOTHING & ACCESSORIES TO AVOID FEELING OF BEING OVERWHELMED.



## Class, Culture and Clothing: Sartorial Prejudice in Modern Britain

### ABSTRACT

The clothing choices of the working-class have fuelled middle-class sartorial prejudices since the introduction of sumptuary laws during the reign of Edward III (Ribeiro, 2003), and have developed into the creation of various modern working-class caricatures such as the ‘chav’, ‘hoodie’ and ‘roadman’. Women attending Aintree Racecourse each year have also been criticised annually by tabloid newspaper the *Daily Mail*, inciting class-based prejudice in anonymous comment sections of the dedicated articles. Not only have these groups become media spectacles, but have also led to moral panics within society—largely due to the associations made between clothing and behaviour. As sociologist Katherine Appleford noted, ‘working-class performances are viewed as inappropriate and read as representative of a poor moral character’ (Appleford, 2016, p170). Yet, in the art world dominated by the middle-class, working-class cultural tropes that have been so commonly criticised, have also been glamourised and commodified for a middle-class audience. Thus, this dissertation will work to explore middle-class sartorial prejudice towards the working-class, and the assumptions on behaviour that a working-class wardrobe creates.



# 05

## Placement Year at Disney

I began my placement at The Walt Disney Company on September 21st 2020, as a licensing sales intern within the regional apparel team. My position involved gaining insight into how relationships with licensees were built and maintained, as well as what strategies can be implemented to grow the licensed apparel business.

I regularly created product moodboards and mock-ups as seen on this page, as well as trend reports, bi-weekly retail updates and European retail deep dives that were sent out to softlines teams across EMEA.





# 07 Expansion of iD Magazine into India: Consumer Insight Report

This second year project is centred around the expansion of iD Magazine into the Indian publishing market. This consumer insight report highlights that the magazine must make the appropriate preparations for Brexit regulations to maintain the success and growth seen in the UK market.

In addition, the report finds that iD is in a stable position to grow within the UK and global markets. The brand has established a strong sense of their consumer as well as effective ways to form a relationship with them. Most significantly, the report concludes that iD has the opportunity to build on their success by expanding into the Indian market, as it is growing at a faster and steadier rate than the UK market.



## EXECUTIVE SUMMARY

This report analyses iD Magazine, as well as its market and environment. As well as this, the report will analyse the potential for expansion into the Indian market. This will consist of an analysis of trend in both the UK and India, key trend drivers, market appraisal of opportunities available, macro economic analysis, current and future brand positioning and the potential and existing consumer profile. "iD has built its reputation on being a consistent source of inspiration in fashion culture" (iD, 2019), and has editions in 11 countries including the UK. I-D targets a demographic aged between 18 and 30 who are primarily females, creative, and interested in fashion, art and music. Their issues feature a front cover with a significant word or phrase that resonates with younger audiences, such as 'youthful' (iD, 2012) and 'generation Z' (iD, 2015). This population has a more disposable income than others and are therefore more likely to invest in a high quality, collectible publication that aligns with their interests. The brand is positioned well within the UK publishing market, with UK consumers spending an estimated £2.5 billion on magazines in 2013" (Creative Industries, 2018). The report identifies the potential for i-D to expand and create an Indian based magazine targeted towards Indian consumers of a similar demographic, and concludes with recommendations on how to execute this successfully.

MA  
AN



Figure 2: UK GDP Growth

A macro-economic analysis of India was carried out in order to gain more insight into the opportunity for success that i-D magazine has there. The Indian economy is continuously growing at a strong rate, and is described as "the fastest growing major economy in the world and is expected to be one of the top three economic powers of the world over the next 10-15 years" (Indian Brand Equity Foundation, 2019), therefore creating an opportunity for more profit. Another result of this is that stock prices rise, giving companies the ability to invest and hire more employees (Amadeo, 2019), which will be especially beneficial considering "India's labour force is expected to touch 160-170 million by 2020 based on rate of population growth, increased labour force participation and higher education enrolment" (IBEF, 2019). Upon expanding into the Indian publishing market, i-D magazine can expect stability for a number of years, as the nominal GDP growth rate has increased by 0.5% from 2018-19 to 2019-20, and GDP is expected to reach "\$6 trillion by FY27 and achieve upper-middle income status on the back of digitisation, globalisation, favourable demographics and reforms" (IBEF, 2019). I-D can also expect a continuous level of demand from consumers, as India is expected to be the "third largest consumer economy as its consumption may triple to \$4 trillion by 2025" (IBEF, 2019), helping the company to maintain a steady level of profit. This differs to the relatively uncertain macro-economic landscape that is presented in the UK, as the UK economy is likely to be "held back by muted business investment due to uncertainty over the future UK-EU trading relationship" (Focus Economics, 2019). As well as this, economic growth in the UK has decreased year on year since 2014, falling from 2.9% to 1.8% in 2017 (Focus Economics, 2019) (see figure 2) and "Economic growth slowed at the end of 2018" (Financial Times, 2019). After the general election of December 2019, it is now clear that the UK will leave the EU with a deal, and KPMG (2019) have predicted that GDP will increase by 0.2% by 2020, with consumer spending decreasing by 0.3% (see figure 3). This makes the overall UK market uncertain for i-D magazine in terms of growth, however the aforementioned publishing market in the UK does show promise in maintaining profit for the company.

# MACRO ECONOMIC ANALYSIS

	2018	2019	2020
GDP	1.4	1.3	1.5
Consumer spending	1.8	1.9	1.6
Investment	0.2	0.6	2.0
Unemployment rate	4.1	3.9	3.8
Inflation	2.5	1.9	2.0
Base interest rate	0.75	0.75	1.00

Figure 3: KPMG Forecast- deal scenario