

REVIVE

Photography by Michelle Tovar Dussan



Introduction and Concept

For this project, I combined my two passions for styling and shopping to relaunch Selfridges' rental service. Based on the rise of circular fashion models and sustainable shopping, the concept of this project aimed to introduce rental fashion and virtual reality to Selfridges' customers; with the intent to extend their appeal to the next generation of sustainable shoppers, generation Z. Ecommerce and digital shopping has become increasingly vital over the past two years, due to the effects Covid-19 had on the retail industry. Therefore the accessibility and promotion of the rental application was important as it targeted the current and upcoming market for rental fashion.

The three aspects of this project included an extensive product relaunch report, an editorial feature and a promotion pack; enabling a successful business plan that will attract a wider audience. A seamless launch and promotion plan appeals to Selfridges' digital shoppers and paves a way for the future of retail. Combining innovation and creativity stood at the centre of this project as these concepts coincide to reinvent a better future for people and the planet; two visions that are important to Selfridges' ethos. Primary and secondary research conducted during the beginning stages of this project found that the demand for rental fashion is expanding and will continue to. Thus, the competitive market has grown. This means that the demand for innovation in the rental industry is present; cementing the need for this relaunch as it will stand out against competitors, whilst coinciding with Selfridges' Project Earth initiative.

Relaunch Product Report

The relaunch report was the main writing component for this project, bringing together the aims and objectives of the application. Throughout the report, I outlined the current market and how Selfridges' newest venture can attract a wider audience. This allowed me to draw out the specific research needed to progress the report, campaign and promotional pack; the details of the relaunch were identified in the marketing mix, where I touched upon product, price, physical evidence, people, process, promotion and place.

The report was supported by a plethora of secondary research, regarding Selfridges' vision and Project Earth Initiative; which stands the centre of Selfridges' rental relaunch. The secondary research detailed the importance of appealing Generation Z shoppers; cementing the demand for social media promotions; that would prompt online engagement and a successful implementation of the new business model. For this report, I conducted focus group and a survey to form a more in-depth understanding of the market Selfridges were targeting. The detailed primary research helped the development of the creative aspects of the project, specific to the marketing and promotion; as I was able to create content tailored to the current and target markets.

Promotional Pack

The promotional pack and marketing tactics was a key focus for this project, utilising the social media presence Selfridges already has. Preliminary research into Selfridges' consumers found that Selfridges' growing presence on social media platforms attracts the next generation of sustainable shoppers. Therefore the social media aspect of this project was vital for the promotion and marketing to be successful. The promotional pack targeted all areas of marketing, including social media, current press clippings and publication features. Secondary research into Selfridges' current presence within the press, confirmed the demand and success of publication features as it allows for fashion's newest ventures to be recognised by a extensive audience. Therefore, emphasis on the details of the mock-ups of the social media and magazine feature was made to demonstrate how the relaunch would appear to the public.

Development

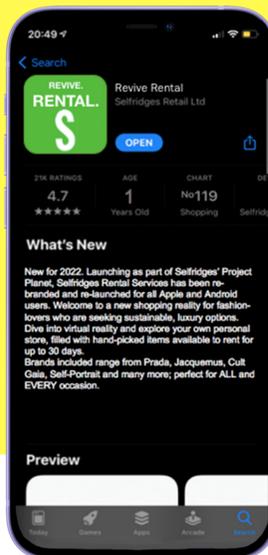
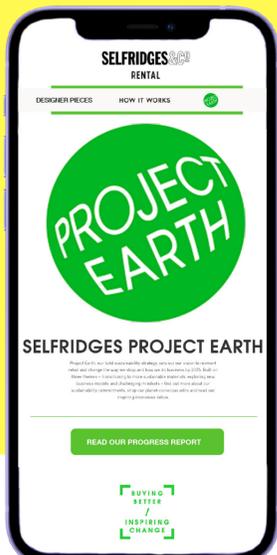
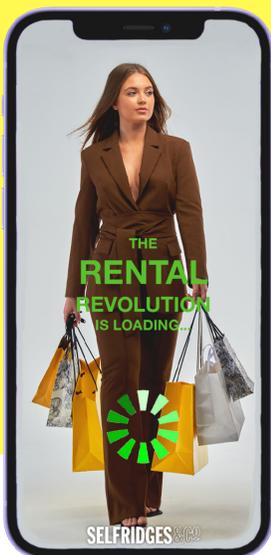
The development of this project required extensive research into different aspects of the fashion industry, including the consumer and competitive market. This was crucial to build a vision for the relaunch and tailor the rental service to Selfridges' current and target audience. Research was conducted surrounding the existing rental market, disposable income and the retail environment; ensuring the mobile application would fit into different aspects of the market's lifestyle. Secondary research identified the effectiveness of promotional tactics, confirming the importance of marketing and how different approaches can allow for a successful relaunch. The research development aspect of this project identified the gap in the market for rental and virtual reality to support Selfridges' commitment to reinvent retail.

The creative vision for this campaign and editorial photoshoot was solidified early in the development process. Selfridges' visions of creativity and innovation for the people and planet, influenced the aesthetic of the shoot; as I wanted the campaign to be authentic. The importance of the campaign to be relevant in a competitive environment was understood as it had to appeal to Selfridges' current customers and sustainable shoppers that may be interested in Selfridges' newest venture. Qualitative research was conducted among generation Z shoppers regarding the topics of luxury fashion, sustainable shopping and disposable money. Allowing for informed decisions to be made regarding marketing and promotional strategies, specifying the need for an editorial campaign; to attract both luxury enthusiasts and sustainable shoppers. Research into Selfridges' Project Earth initiative was vital for the development process as it enabled for a better understanding of Selfridges' presence in the sustainable shopping industry; cementing how the initiative can progress further with the changing environment of the retail industry.



Vogue Business Feature

The Vogue feature for this project was an aspect that captured the aesthetic of Selfridges' past campaigns and placed them in a well-respected publication. The styling and aesthetic of the images was crucial to build a vision for the relaunch, as I wanted the photoshoot to feel authentic. The shoot took place in a studio and combines editorial with ecommerce, merging Selfridges and British Vogue; which pushes the authenticity of the magazine feature. The overall imagery channels the luxury elements that Selfridges' captures in their current photoshoots. For the publication, I channeled Vogue's writing style and was able to produce an article that reflected British Vogue current values.



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