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'MAKING THE MEMORABLE'



**CV:**  
Yanfei Xu is a final-year student at Huddersfield University's School of Arts and Humanities, where she is pursuing an undergraduate degree in Fashion Brand Marketing. She has ten years of foundation in art and is proficient in Design Software and Microsoft Office; these are the basics of her current profession. She enjoys drawing and designing and is recently creating a new brand for her end of term project for a brand marketing strategy. Her project expresses her idea of bringing vintage fashion to the Chinese market. By creating a vintage brand, she hopes to enrich the Chinese market and promote it on social media, for example, by creating a vintage website full of historical presentations and product appreciation and delivering it to the leading social media platforms.  
*She believes that beauty needs to be known to a broader audience.*

Before this, she interned at a media company working on social media campaign planning. Putting her marketing knowledge to work, she is about to complete her undergraduate degree. She hopes to pursue a master's degree in brand marketing to become a marketing consultant in the future. Can lead her team in marketing strategy planning, sales tracking, strategy execution, brand building and management.

**Experience:**  
**Yongliu Jianhua Cultural and Creative Company**  
Project Editor 2021 (7 MONTHS)

**Fruit Shop**  
Cashier 2020 (6 MONTHS)

**Education:**  
**UNIVERSITY OF HUDDERSFIELD**  
Fashion Brand Marketing 2021-2022

**Huddersfield University of Technology**  
Graphic Design 2017-2021

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- Adobe Photoshop
- Adobe Illustrator
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UNIVERSITY OF HUDDERSFIELD

School of Art and Humanities

## Marketing Strategy

YANGFEI XU

A Major Project submitted in partial fulfilment of the requirements for  
BA (Hons) Fashion Brand Marketing

THD1194-2122 Fashion Brand Marketing Major Project

The candidate confirms that the work submitted is their own and that  
appropriate credit has been given where reference has been made to the  
work of others.

The University of Huddersfield  
School of Art and Humanities  
Huddersfield  
West Yorkshire  
ENGLAND

01/05/2022

## Executive Summary

This report presents the marketing campaign of a new vintage fashion brand in third and fourth-tier cities in China to help vintage fashion gain a larger share of the Chinese market and thus enrich the vintage fashion content. The inspiration for this campaign came from consumer feedback. As most vintage brands in China are geared toward a high spending audience, and those at lower spending levels do not have access to vintage fashion promptly, it was essential to create an appropriate campaign and one that would drive consumer motivation through the needs of these less exposed vintage consumers. Marketing tactics used will be digital promotion and experiential marketing.

**3**  
Fashion  
Brand  
Marketing  
Dissertation

UNIVERSITY OF HUDDERSFIELD

School of Arts & Humanities  
Department of Fashion and Textiles

### How ideological trends affect fashion culture

U2072200

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A Dissertation submitted in partial fulfilment of the requirements for  
BA (Hons) Fashion Brand Marketing

Module THD1194-2122 Fashion Brand Marketing Dissertation

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How ideological trends affect fashion culture

### INTRODUCTION

This dissertation examines how ideological trends influence fashion culture. Most people define fashion as clothing, dressing or what is fashionable at the time. When they determine whether someone is trendy or not, they first look at what they are wearing, but this definition is very one-sided and not very informative.

Most young people think that fashion is fashionable, that everyone is wearing the same thing, but this is not fashion. Style is individual, and it is something that can lead the public. It is unique and has a special meaning. Some people think that fashion is simple and generous, and others believe that fashion is new and different but this is questionable. It is difficult to say where style gets its inspiration from, it might be life, history, or the inspiration by the designs of others. True fashion is diverse, unpredictable and always leaves the consumer with a feeling of incomprehension as if the trends never stop and we are forced to explore and discover.

At the same time, fashion exists between the ordinary and the exceptional, it can be retro and set in stone, or it can be forward-looking and constantly innovative. For example, the Chinese Han's national costume for all people to no one to wear a big promotion, the ups and downs, Hip-hop music and vintage also came to China through significant influence. And they have all led to the development of fashion. Fashion culture gives some people a positive spirit to pursue and establish the correct values, and culture is a driving force for a country and a nation.

Fashion culture is distinct from traditional culture, but it is not separate. Fashion should have a timeless, spiritual culture and be developed based on innovation, taking the best and following the worst, regardless of age or sex. Young people should think for themselves and discover fashion while pursuing it. For example, today's young fashion match will be copied by

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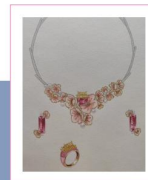
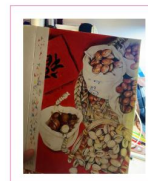
## Second Year Major

Because my second semester of university (2018) was in China and I didn't study my current major, I didn't have a portfolio about fashion in my sophomore year. The way of education is different between Chinese universities and British universities. There are not only main subjects but also other sub-subjects, and exams and offline submission of works finish the course, so I think the portfolio won't be used later. So, I didn't take any photos.

These are some of the works I completed in 2020. There are copies of these works, as they don't need to be submitted to the school, so some of them are not original, but as the results borrowed are not actual either, there is no way to find the author of the original painting.



-09-



-10-

# **“EQUAL”**

**Yangfei Xu**  
**December 11<sup>th</sup> 2021**  
**Advanced Fashion Practice**

### **1.5 Brand concept**

Equal's brand philosophy is, "Every colour has its merits." Through this philosophy, we hope to convey to the public the pursuit of individuality by the young people around us from an equal and tolerant perspective and affirm the splendour of their lives.

### **1.6 Brand LOGO**



The Equal brand's LOGO is a man and a woman who rely on each other and merge into one, implying Equal's concept of equality and tolerance.

