

# FASHION BRAND MARKETING PORTFOLIO

BA (HONS)  
UNIVERSITY OF  
HUDDERSFIELD



ELLIE  
GORMLEY

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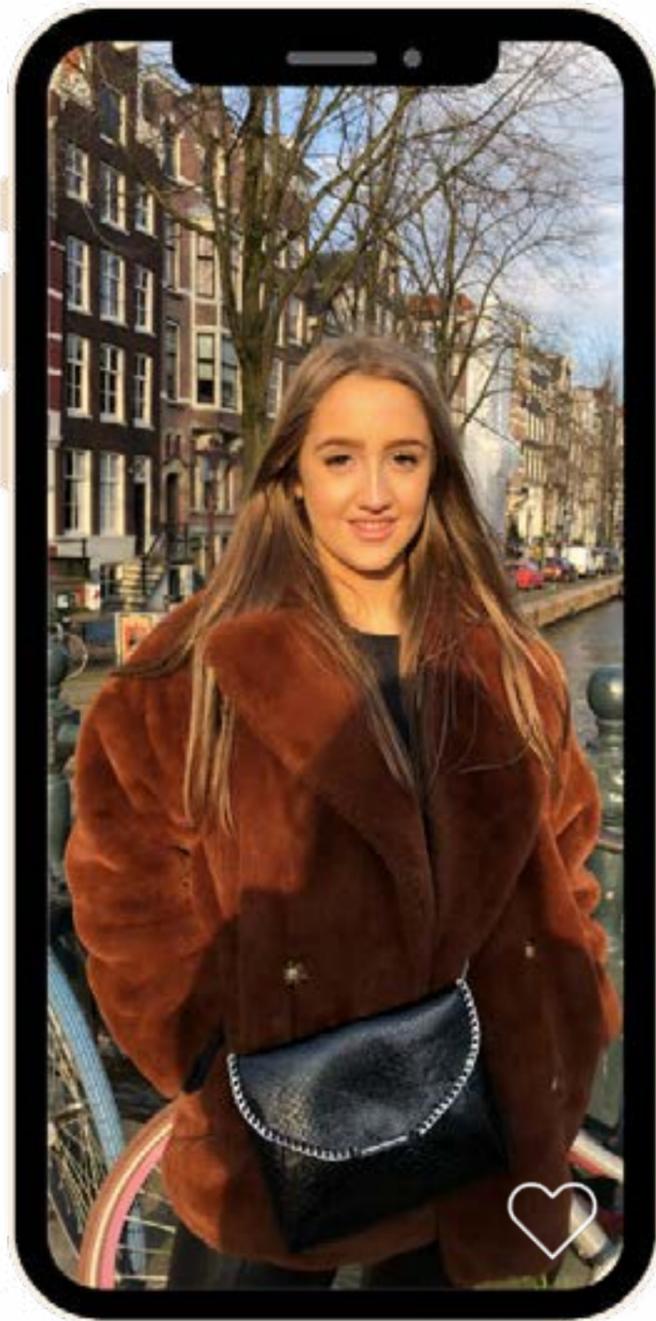
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# ELLIE GORMLEY

Fashion Brand Marketing Graduate

SKILLS	EXPERIENCE	EDUCATION
<ul style="list-style-type: none"> <li>Campaign Building</li> <li>.....</li> <li>Adobe Creative Cloud</li> <li>.....</li> <li>Social Media</li> <li>.....</li> <li>Content Creation</li> <li>.....</li> <li>Reliable Team Player</li> <li>.....</li> <li>Attention to Detail</li> <li>.....</li> <li>Organisation &amp; Planning</li> <li>.....</li> <li>Strong Microsoft Office Skills</li> </ul>	<p><b>Topshop/Topman Sales Assistant – Bolton - 15th September 2018 – January 25th 2021</b></p> <ul style="list-style-type: none"> <li>• Utilising excellent customer service skills to achieve targets.</li> <li>• Till management, processing refunds and exchanges, using my initiative and working as a crucial member of the team.</li> <li>• Trusted with additional roles such as overseeing the Topman sales floor.</li> <li>• Valuable insight into various types of customer,s preferences, trends and visual merchandising.</li> </ul> <p><b>Office, Huddersfield Sales Assistant- April 2019- July 2019.</b></p> <ul style="list-style-type: none"> <li>• Gained experience in shop floor sales, meeting sale targets, working under pressure, how to build customer rapport, replenishing stock and organising shop displays.</li> <li>• Team Player</li> </ul> <p><b>Assistant Leader (volunteer) – 17th St.Pauls Halliwell Brownies March 2017- September 2018</b></p> <ul style="list-style-type: none"> <li>• Planning, resourcing and supervising activities for the group.</li> <li>• Developed strong leadership skills.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>University of Huddersfield, BA (Hons) Fashion Image Communication and Buying.</b> (FICB) September 2018- 2021</li> <li>• <b>Bolton Sixth Form College BTEC Level 3 Extended Diploma</b> September 2016-2018 Grade- D* D* D*</li> <li>• <b>Sharples High School</b> September 2011 - 2016 7 GCSE Grades A-C including Maths and English</li> </ul>
	<b>CONTACT</b>	
	<div style="display: flex; justify-content: space-between;"> <div style="text-align: left;"> <p> 07837572534</p> <p> elliegormley16@outlook.com</p> </div> <div style="text-align: left;"> <p> <a href="http://www.linkedin.com/in/ellie-gormley">www.linkedin.com/in/ellie-gormley</a></p> <p> Location: Bolton</p> </div> </div>	<b>REFERENCE</b>
		<p>Charlotte Goldthorpe FICB Module Leader University of Huddersfield E: C.M.Goldthorpe@hud.ac.uk</p>



# HELLO

I am a hardworking, reliable and determined BA Hons Fashion Marketing graduate. My studies have given me a strong understanding of the industry, the opportunity to enhance my creative flair and expand my professional skill set. The fast pace ecommerce sector, the advocacy for inclusivity within fashion and unique innovations is where my passions lie within the fashion industry. I also have a passionate interest in social media which highlighted where my strengths lie within social media marketing, campaign building and content creation.

# boohooFitMe

JUNE 2021

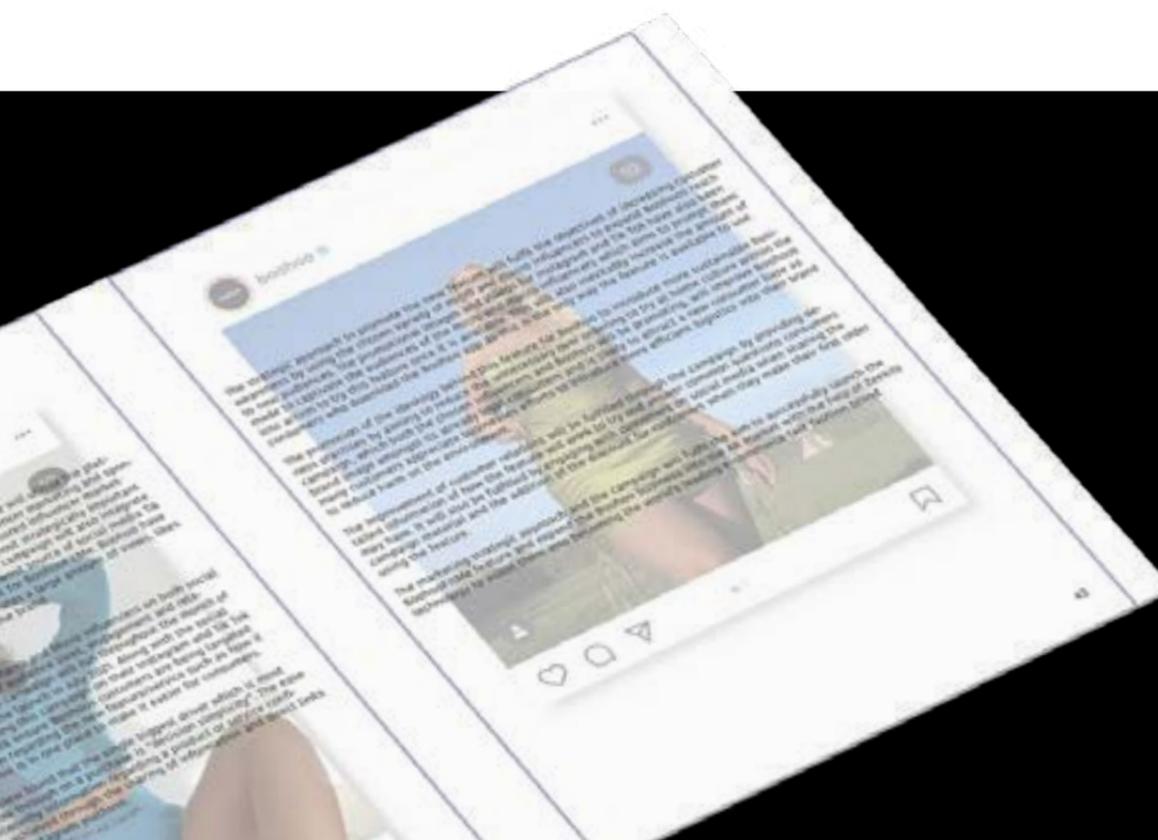


For this self-initiated brief, I combined the ever growing Augment Reality industry with the renowned ecommerce fast fashion business Boohoo to produce a dynamic virtual try on service, Boo-hooFitMe. This feature was created to provide Boohoos globally constructed consumer base with an innovative solution to sizing when shopping online. It also considers the impact fast fashion has on the environment by helping to reduce the excessive and over consumptive 'buying to try' culture. I evaluated the success and recent domination Boohoo have had over the fast fashion sector and the high street to anticipate the success and compatibility of this feature with the Boohoo brand. Research into Boohoo's already established and loyal Gen Z consumer base enabled me to curate this feature and campaign to further Boohoos innovation and digital first approach.

The in app feature works by allowing customers to digitally scan their body through their smartphone camera on the app, in partnership with Zeekits patented technology, to calculate their body measurements. The customer will then be able to view any clothing item or accessory on their virtual self as accurately as possible, in a conscious effort to lower the substantial amount of returns the ecommerce business deals with whilst still enhancing Boohoos customer experiences and brand image.

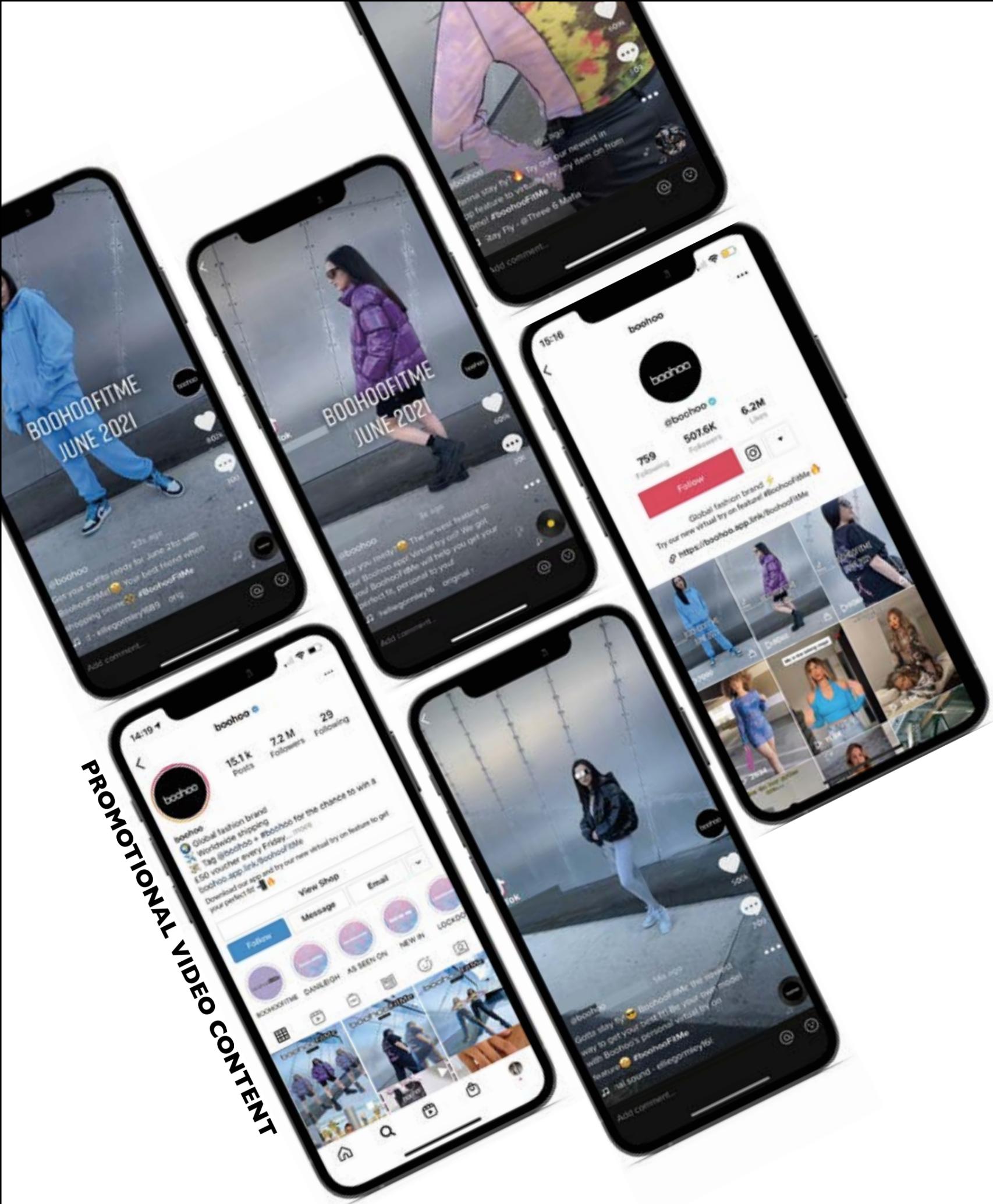
06  
BOOHOOFITME

\*Disclaimer: All work produced is purely for educational purposes only as part of a University project.



# MARKETING AND COMMUNICATIONS PLAN

This project saw the creation of an extensive marketing and communication plan, application mock up and a comprehensive research file to seamlessly launch this feature, exclusive to the Boohoo app. The marketing and communication report demonstrates the campaigns effective use of micro and macro influencers within the chosen TikTok and Instagram social media strategy to maximise awareness through the trust and engagement influencers possess with Gen Z consumers. This report includes comprehensive research regarding the AR market, the target market, competitors and highlights brand positioning, all to support the chosen campaign tactics and strategies.



PROMOTIONAL VIDEO CONTENT

The execution of this campaign considered and utilised Boohoo's strong social media presence amongst the intended target audience, supported by engaging promotional material, influencer marketing and hashtags to promote user-generated content to launch this month-long campaign across Instagram and the newest form of social media TikTok. The strategy of using TikTok within the implementation of this campaign was chosen as research has shown that short-form video content bursting with overlays, effects and music has proven to be effective with the largest percentage of users, which are Gen Z. The inclusion of Instagram into this strategy enabled the use of the 'Instagram Shop' function to provide direct links to Boohoo garments and the FitMe feature, increasing sales through easy and convenient shopping capability.

Within this project I utilise my experience as a targeted and long-standing consumer of Boohoo to produce an innovation that I felt was widely missing from the current fast-fashion e-commerce shopping experience. Colliding the escalating virtual technology sector with Boohoo to provide a unique resolution to sizing and sustainability issues that are an apparent aspect of shopping online. BoohooFitMe's campaign portrays my understanding of launching an innovative service/product to an established target audience successfully, utilising the newest marketing opportunities, whilst entering a new market sector (AR).

SCAN ME !



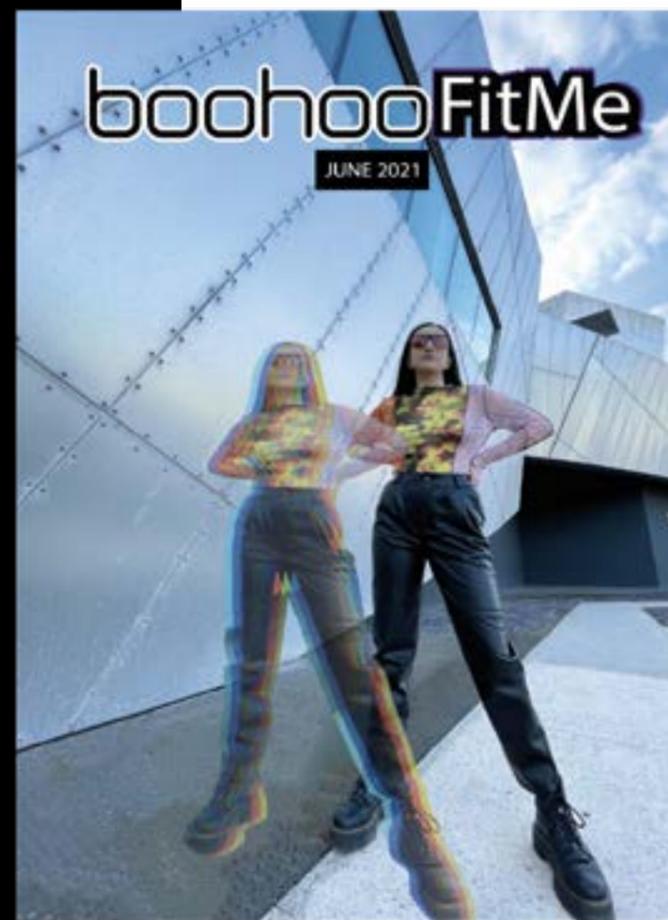
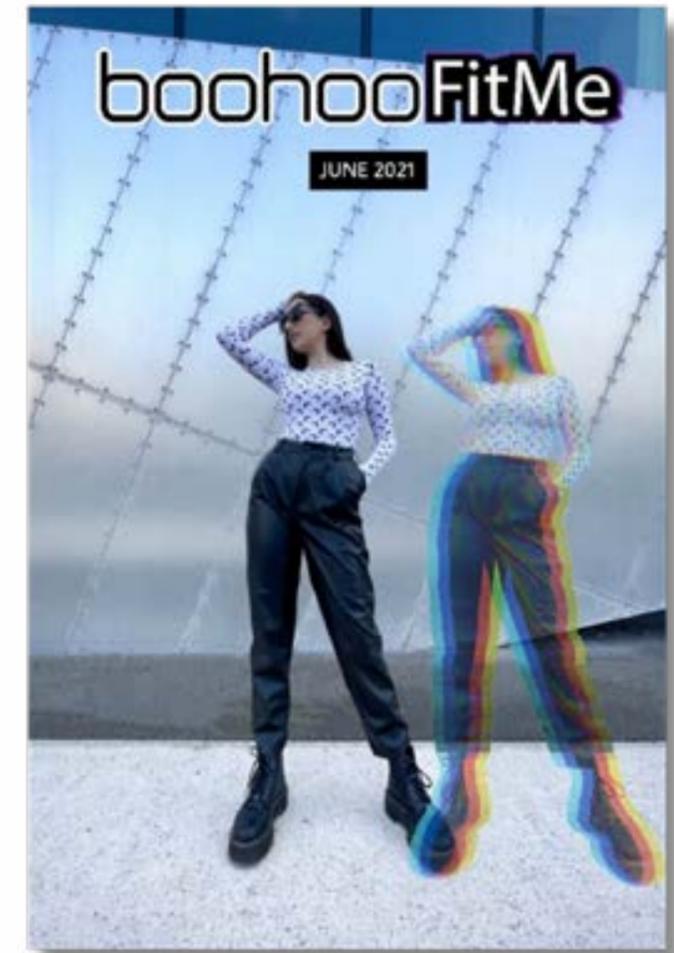
**MODEL**  
ZARA, SHAMLOU

As this project was constructed for Boohoo, the creative vision for the campaign was designed to stay in line with their distinctive branding and image whilst also communicating Boo-hooFitMe's core values of AR innovation, futuristic approach and trend focused. The promotional material displays the ideology of the feature by highlighting the concept of the consumer having a virtual model of themselves to view items on off the site.

The social media content across all platforms was also created to demonstrate Boo-hoo's forward thinking attitude and social and environmental responsibility being such a prevalent brand within the fast fashion market. This was all achieved through the use of still imagery, video content and the co-ordination of the shoot location and outfits to portray the desired brand image and values.

This independent project allowed me to cover a wide range of roles from gathering fundamental research, curating an extensive marketing report and campaign to app development, designing promotional material and organising and styling the photoshoot.

**PHOTOGRAPHER**  
BETH, SMITH

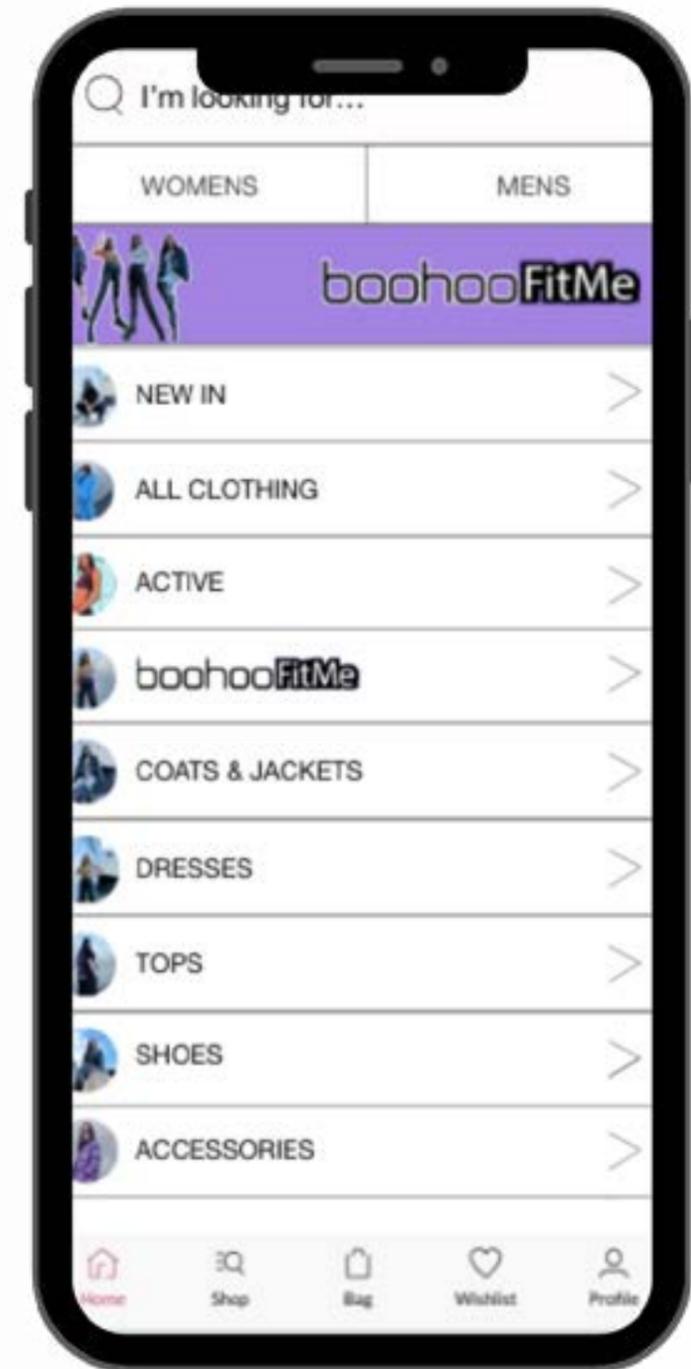


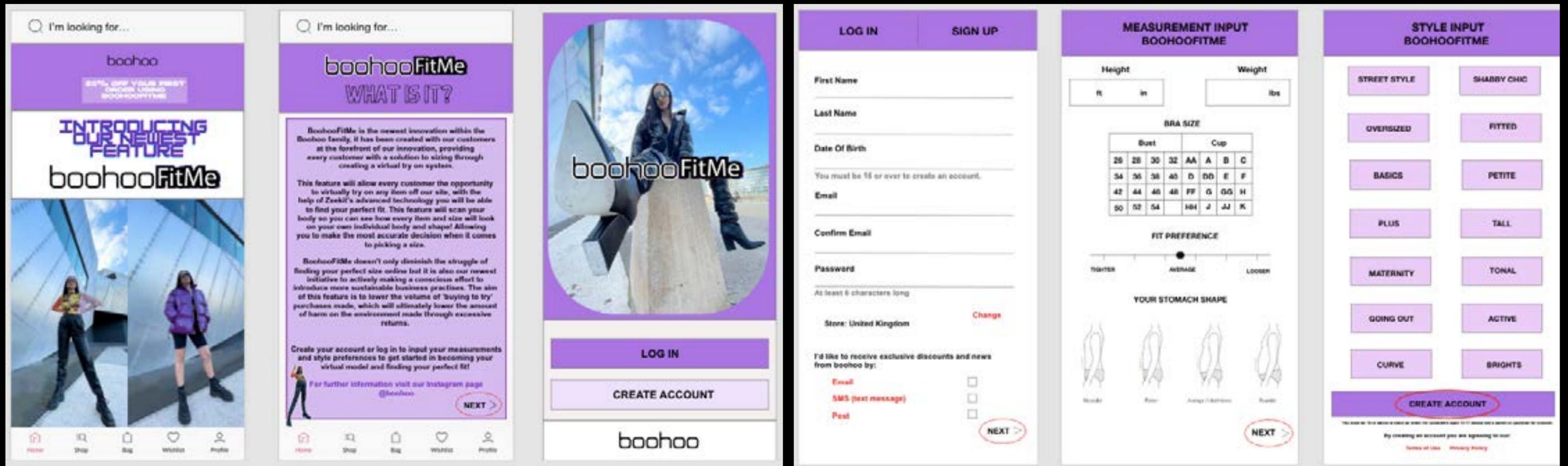
An application mock-up was created using Adobe XD to present the final product in a real-life context, providing a visual representation of how BoohooFitMe will function and look. This also provides the opportunity for a physical test of the functionality and compatibility of the new feature within the Boohoo app before it is launched to consumers.

This mock up clearly demonstrates every aspect of the final product such as the colour scheme, content, fonts, navigation visuals and the overall image of the Boohoo app once the new feature has been added. My role when creating this mock-up was to ensure there was a balance between the design being coherent and displaying recognition to the established branding, but also easy to navigate and understand.

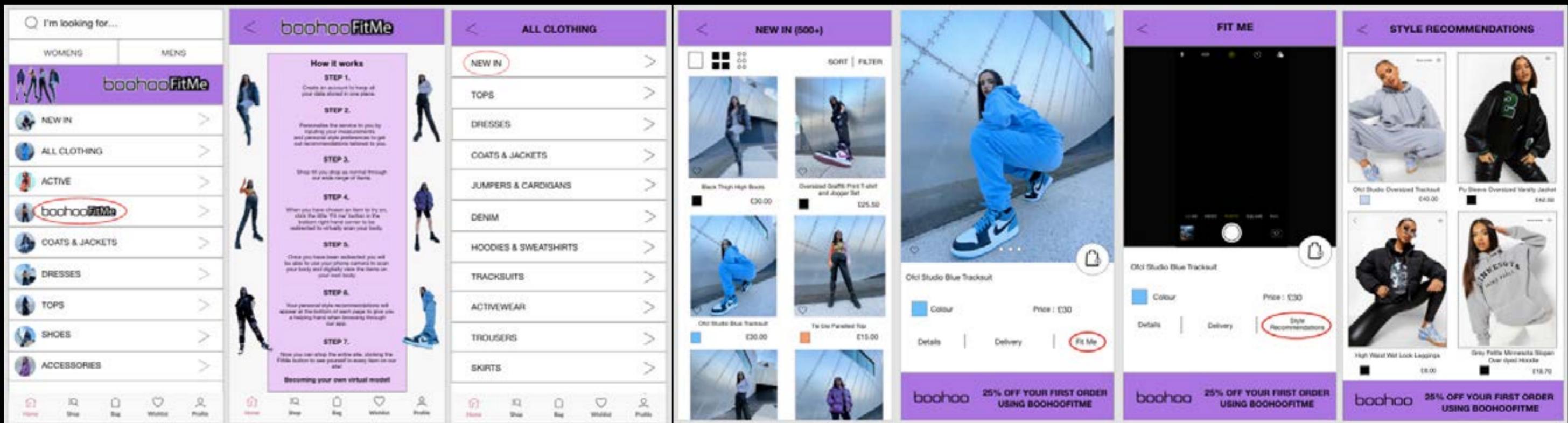
I also produced a narrated walk-through video clearly explaining each step the consumer would take through the app.

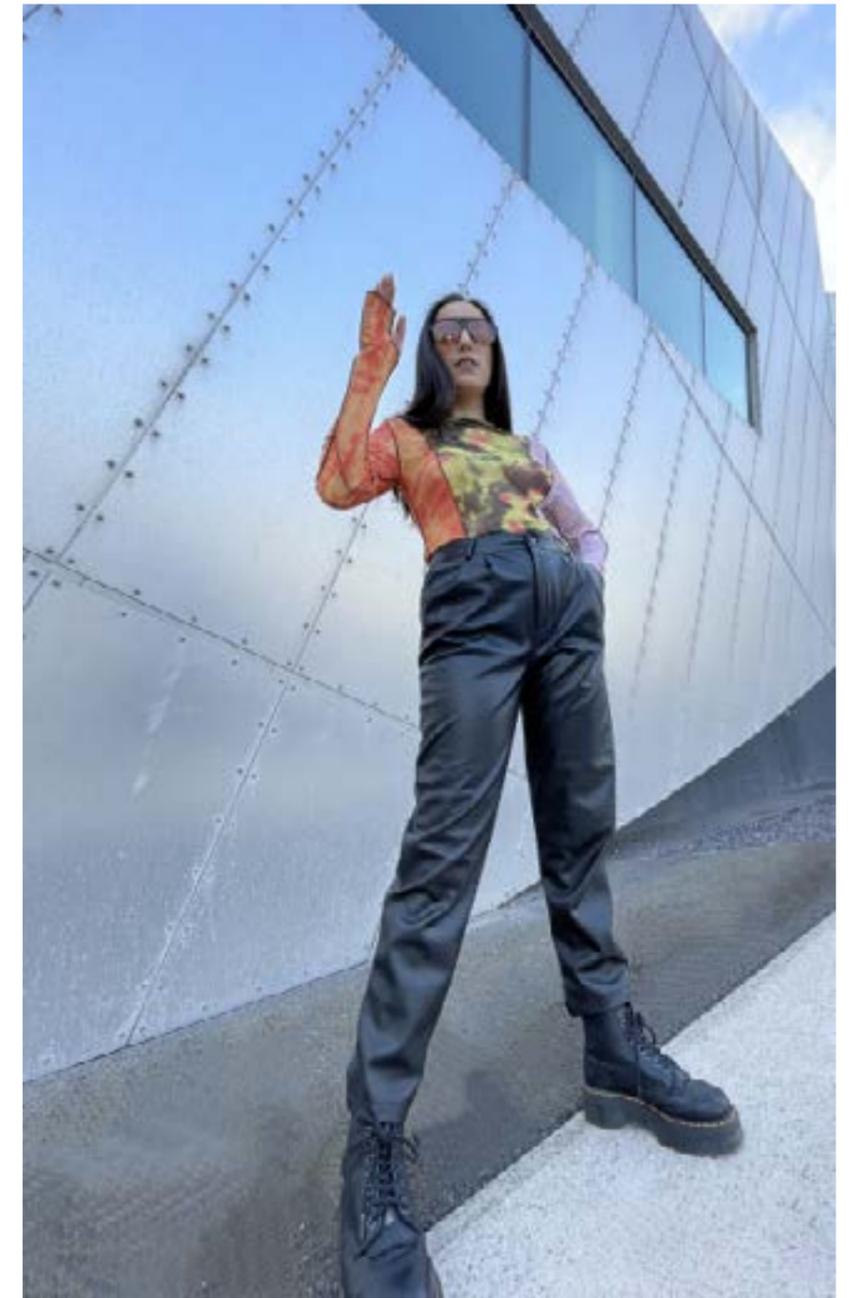
Creating this mock-up enabled me to amend any changes that needed to be made to ensure the app flowed seamlessly to deliver an engaging and personalised experience to the targeted audience. Research shows visual content is effective in captivating the mobile native Gen Z consumer, however, optimisation is just as important to the success of an application within this target market at keeping the customer satisfied. Slow-working, inefficient apps can deter Gen Z consumers from shopping with a business as it can aggravate their need for immediate interaction, which is why a mock-up was key to the success and implementation of this project.





APPLICATION MOCKUP





**PHOTOGRAPHER**  
BETH, SMITH

**MODEL**  
ZARA, SHAMLOU

## LOGO CREATION



The first project of final year re-emphasised the importance of in-depth research, within which I demonstrated originality, innovation and pro-activity with the opportunity to outline an issue and push the boundaries of the current offerings within the fashion field to provide a solution.

This project saw the outcome of three main components, a presentation outlining the issue within my chosen field, a research and experimentation journey document and my specialised project focus of a brand handbook.

Informed by coherent and detailed research, for this project I created and marketed an inventive service to promote diversity and inclusivity for Harvey Nichols. This service was produced with the specialist focus on people with physical disabilities, specifically little people. 'Pull The Thread' provides a unique and luxurious tailoring service, free of charge, at the hands of Harvey Nichols expertise in alterations to allow little people the fair opportunity and access to stylish, well-fitting clothing like everybody else. This service was initially curated for people of a small stature, in association with Little People UK, but as the project developed I realised many people with other disabilities would also benefit from this and should have access to fashionable, adaptive clothing, making a future recommendation to roll this service out to a wider range of people across the UK through Harvey Nichols nationwide stores.

## THE ISSUE WE ARE SOLVING

This service has been created to provide a solution for people who penalised by the fashion industries exclusive ways. The issue that we are proud to be resolving is the lack of representation and the accessibility of clothing for little people in retail stores without any extra costs.

The lack of options of clothing for little people often leave them with no choice but to shop in the childrens department or to try and alter garments at an extra cost of around £30 per item. This is so unjust for the industry we are so prominent in to expect this and leave individuals to their own devices to make it work. Here at Harvey Nichols we are stepping up and pulling the thread on the fashion industries exclusive ways by celebrating diversity and becoming more inclusive as a company.

The members of Little People UK regularly ask "Where can I find clothes that fit" and this is a question in the modern day that no one should be asking due to a disability. We are here to change that.

"I want to be seen as me not I am disabled, I want brands to see me as a normal person." - Georgia Rankin

"My money and my existence is as valid as yours and yet I'm not accommodated for." - Sinead Burke

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## LAYOUT



This area will be designed to uphold the luxurious Harvey Nichols reputation but will be designed with the important focus on accessibility with wide open spaces for wheel chair access and low furnishings to allow the customer to be independent.

This section will uphold and embrace Harvey Nichols extraordinary service and experience and we require employees to become familiar with the adoptions made and understand why these changes needed to be made.

Our services main priority is to provide a solution for the customer to gain independence and access to fearlessly stylish clothing at Harvey Nichols which means it is only right to ensure this space is a comfortable environment and is focused on our consumers needs.

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## BRAND

## HANDBOOK

## BRAND VALUES

Pull The Thread's brand values are at the core of everything we do and with the introduction of our new service we have created four new brand values that will be at the heart of this service.

WE MAKE OUR CUSTOMERS FEEL RESPECTED AND COMFORTABLE.

WE PROVIDE OUR EXPERTISE IN STYLING AND FASHION ADVICE TO THE HIGHEST STANDARD.

WE ARE COMMITTED TO SUPPORTING DIVERSITY AND INCLUSIVITY.

WE DO NOT CONDONE NOR DISPLAY DISCRIMINATIVE OR DEROGATORY LANGUAGE.

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## HOW IT WORKS - KEY POINTS

1. BOOK AN APPOINTMENT
2. CHOOSE AND PURCHASE GARMENTS
3. CUSTOMISED FITTING BY A TAILOR
4. AGREE ON COLLECTION OPTIONS AND TIMESCALE
5. PRODUCT SENT TO BE ALTERED (TURNAROUND 3-5 DAYS)
6. CUSTOMER COLLECTION AND POSSIBLE SECOND FITTING.

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Thorough analysis of the currently available adaptive clothing market for people with small stature and other disabilities highlighted an extreme gap in the market for a household brand to provide access to suitable fitting clothing and a respectable shopping experience. Research shows that diversity is predominantly becoming a must within the fashion industry as many brands are trying to cater for a wider audience. This project was created as a tailoring service to ensure little people could get any item of clothing fitted to their personal body shape, as there are over 200 different types of dwarfism which all pose different challenges and body shapes.

Harvey Nichols was the chosen business to provide this as the entire service was built on the accessibility to a broad range of fashion, to deliver an extraordinary shopping experience and 'Pull The Thread' supports their brand promise to stand out and be unique.

My role in this project was to create a brand handbook to present a complete guide to Harvey Nichols employees detailing the aims and reasoning of the service, location and layout, how the service works, brand values and campaign details, as this is a new addition to the brand and to ensure employees could deliver a respectable and enjoyable experience to the target audience.

FLOOR LAYOUT

### WAITING AREA LAYOUT



### FITTING ROOM LAYOUT



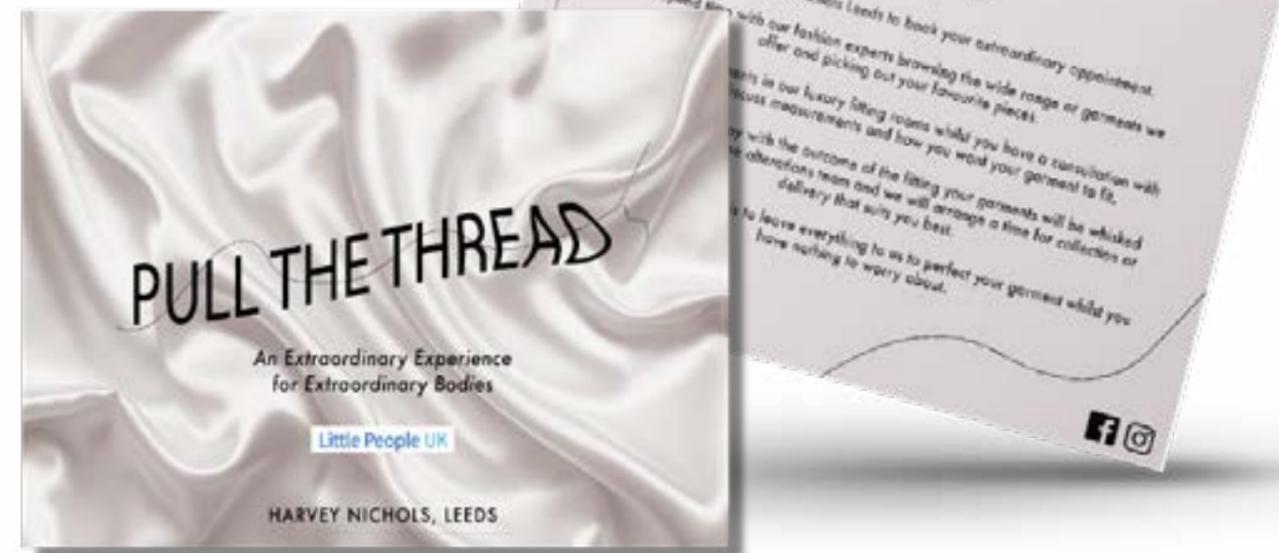
A visual representation of the floor plan and layout for this service was created in Sketchup, to demonstrate how 'Pull The Thread' would be physically incorporated into the business and store. This layout clearly outlines the branding and the luxury element of the service. It also demonstrates how the furnishings and space has been adapted to suit the target market by lowering door handles, tills and seats and ensuring there is open space for wheelchair access to reinforce the services ideology of creating an accessible and respectable experience.

My overall role within this project was to execute every aspect seamlessly, from carrying out research to highlighting gaps within the market. This supported my innovative idea and the creative and commercial decisions to market the service.

## ONLINE PROMOTIONAL CAMPAIGN MATERIAL



## INSTORE: PROMOTIONAL BUSINESS CARDS

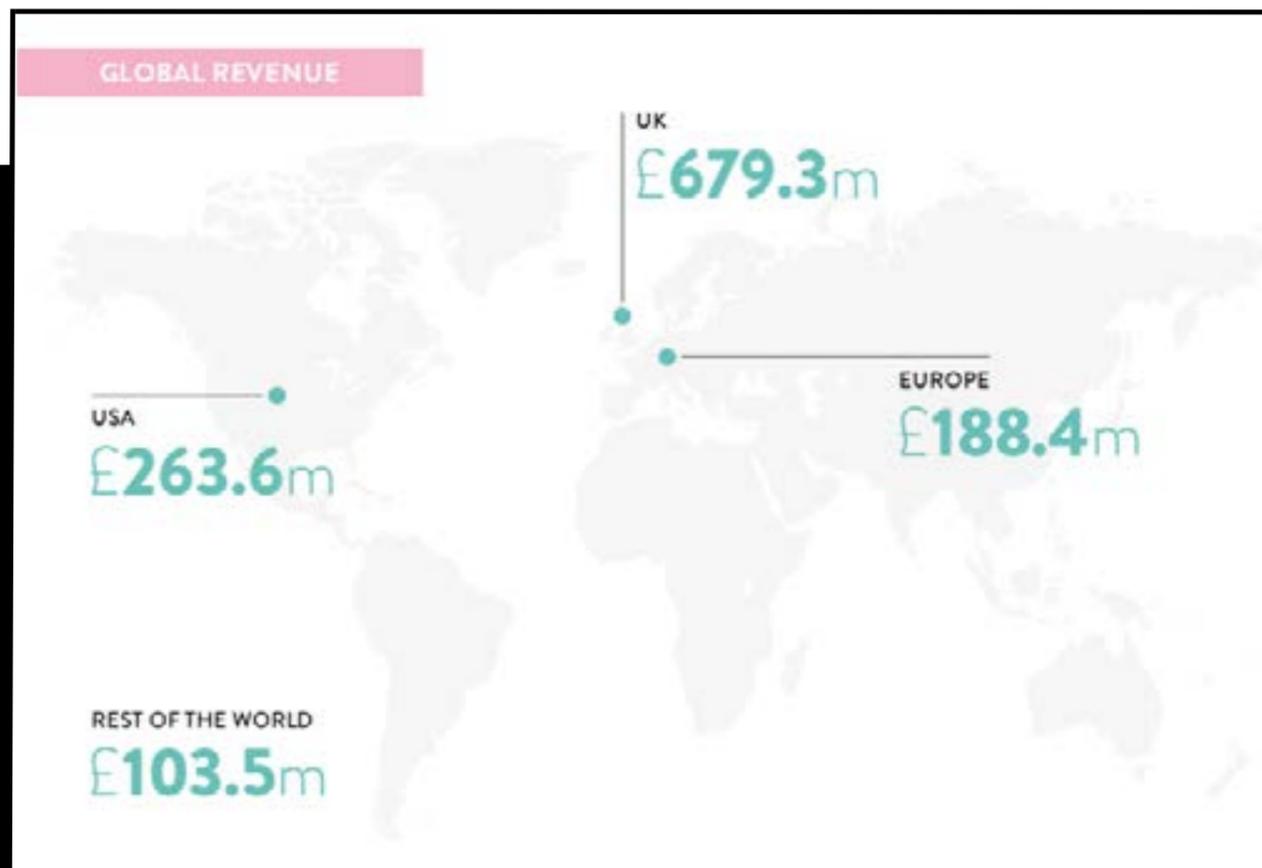


A marketing campaign with supporting promotional material was created alongside the brand handbook to raise awareness to promote the new service. A social media marketing strategy was used to share imagery and details of the service, including the launch date and location, as Harvey Nichols already possess a large following on Instagram which would be utilised to maximise the exposure of this campaign. As this service was in collaboration with Little People UK I also included the promotion across their platforms into the campaign to ensure the niche market were being targeted directly. The campaign covered promotion both in-store and online through a website homepage feature, social media and the creation of physical business cards to share within the store relaying the key information of the service to consumers.

My role within this self-initiated project was to utilise my initiative and creative mindset to develop an advanced and innovative creation to provide a solution to an issue and fill a gap within the fashion market. I produced all the creative, promotional and written material through Adobe Photoshop, Illustrator and Indesign to coherently produce a new brand identity, target a new consumer base and expand Harvey Nichols currently available services to broaden their reach as an established department store. The creation of the campaign visuals and the logo construction, was an aspect of the project that embedded the values of the service combined with Harvey Nichols' distinctive font, luxurious aesthetic and pervasive communications method to effectively stand out amongst the brand's luxury counterparts.

# “From Manchester Market to Multi-Millionaire: The Rise of Ultra-Fast Fashion in British Retail.”

## ABSTRACT



(IMAGE: BOOHOO PLC, 2020)

The objective of this study is to explore the meteoric rise of the online fast fashion business model, enabled by changes in the business environment and consumer perspectives since the 1980s, through the lens of the established e-commerce empire Boohoo. The focus is based on the reshaping of British retailing and the high street once e-commerce businesses started to gain immense popularity. E-commerce has been an ever-growing business system since the early 2000s and has transformed the traditional methods of retailing. It has altered the value of clothing and how much consumers are willing to spend, the way the businesses operate through their supply chain and ultimately changed the physical retail landscape forever. The study will analyse all of these aspects against the exploration into the Boohoo Group, carrying out an in-depth investigation into the characteristics of the business and shedding light on how they have achieved and maintained their success and domination over the industry from incorporation to present day.

Fast fashion is the mass production of low cost clothing and is a method that has been adopted by many British retailers and has become a mainstay of the UK fashion industry. It was the arrival of this business model along with the impact of other business environment factors during the 1980s to the early 2000s that influenced the success in this industry and led to the adoption of online only fast fashion retailers.

Boohoo maintains its pre-eminence in fashion because of their efficient and responsive business strategy and the building of their brand portfolio. The acquisition of these brands has boosted the business's financial success, as group revenue in 2020 was up 44% against the previous year (Boohoo Group PLC, 2020). It has also increased market share and Boohoo now owns some of the biggest players in online fast fashion, dominating the online fashion industry in the UK. It is important to acknowledge what the Boohoo business has meant for British fashion and how it has shaped British fashion culture into a high speed industry which has revolutionised the way other businesses operate.

# RÆBURN X WWF

LIMITED EDITION SS21 COLLECTION

Raeburn is passionate about making fashion sustainable and taking responsibility for our environment.

Along with owning a limited, unique garment from Raeburn you will also be changing the life of an endangered animal by a lifetime adoption of your choice being included in the price of a garment.

So why not shop and adopt an endangered animal at no extra cost?

**Buy a Parka, Save a Panda!**



This project required the creation of a campaign, professional business report, detailed communications plan, a press pack and a creative market strategy pitch presentation. Within this project I applied my course-specific perspective to an industry-wide scenario to develop my professional practice pertinent to Brand Marketing. I gathered market insight relevant to my chosen brand, Christopher Raeburn, to inform my marketing strategy to further develop this business, specifically to fill a gap in the market and raise brand awareness.

This campaign responds to the opportunities to increase Raeburn's appeal and exposure to a wider audience, whilst also not compromising on his ideology. The campaign is centred around a limited edition, collaborative fashion line with the environmental charity WWF. This collaboration was created to present both brands to likeminded consumers by allowing customers to purchase a limited edition piece of Christopher Raeburn clothing at a lower price point and included in the price is the lifetime adoption of an endangered species of the customer's choice from the WWF website. My role was to produce an inventive and unique initiative to increase Raeburn's brand awareness through the use of the World Wildlife Funds globally integrated recognition whilst staying true to both brands philosophys.

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CHRISTOPHER RÆBURN X WWF

## MARKETING AND COMMUNICATIONS PLAN

### Strategic Approach

The strategy is founded on driving traffic onto both companies' websites by using powerful, visual imagery on social media channels - Instagram, Facebook and Twitter. The reason for this is that WWF has a huge presence online with 2.5 million followers on Instagram, 3 million likes on their Facebook page and 4 million followers on their Twitter page. These platforms are the most productive, intimate and relevant ways to interact with their supporters and to gain a new consumer base. WWF's social media posts are created in order to trigger emotional reactions from their followers for the purpose of catching their attention and making people feel a sense of urgency to get involved. On every video or picture, the WWF website is always linked to make it as easy as possible for people to visit the website, which is the same approach that will be adopted by the campaign.

Two emotive images will be used and released on a daily basis to stimulate interest. On the fourth day the campaign details will be revealed. Each image replicates a modern day environmental issue but with a twist by using animals to recreate detrimental human behaviour on the world and a reverse image placing humans in the affected habitat. These images encourage everyone to question their own footprint on the world. They will include both company logos and website links. A press pack will be distributed to appropriate media outlets.

In addition, a logo will be created for the 'Shop to Adopt' concept which will be used on all promotional material to give the process its own identity making it easily recognisable.

Once the consumer reaches the Raeburn website the 'Shop to Adopt' campaign will dominate the home page with full details and click box to shop the collection which consist of four unisex pieces - a hoodie, tote bag, lightweight parka and an oversized t-shirt. All the pieces have been chosen to simplify sizing, due to the collection being unisex, offering S, M, L, XL.

Garment	Number of units	Cost per unit	Retail price
Hoodie	400 (100 of each size)	£30	£150
Tote bag	500	£15	£99
Parka	300 (75 of each size)	£45	£199
T-shirt	600 (150 of each size)	£20	£99

Unit quantities have been restricted as this is a limited edition collection.

### Marketing Tactics & PR Support

The main tactic of the marketing campaign is the use of social media, in particular Facebook, Instagram and Twitter as these have been identified as the most cost effective and direct way of communicating and engaging with a large target consumer base. "WWF is a global network with national offices around the world" Gilliland, N. (2017) however the campaign will only be promoted on the UK platforms as the collection is limited with the amount of units on sale. Raeburn is a London based business and manufactures in the UK therefore keeping this campaign local, lowers distribution costs. Both companies plan to expand their UK consumer base through this campaign.

The research into these platforms demonstrates that the largest social media audience profile is 25-34 year olds with a split of 13% being female and 19% being male. Initially the campaign will be created for a UK audience where there are 45 million active social media users.

The data shown below is further evidence to support the use of social media to reach the market. The bar chart breaks down Facebook users into age groups and gender highlighting that the campaigns chosen target market is the largest user group, this confirms that Facebook is the most effective platform to reach the targeted audience.



WWF UK currently have 731,448 followers on their Facebook page and have 736,884 people who like the page, this means that WWF posts will automatically appear on the feeds of every profile who has either liked or followed the page. In addition to this WWF have high profile celebrity ambassadors who have an ongoing relationship with the company to work collaboratively to promote new products and share relevant content with their followers. Raeburn does not currently have a Facebook page therefore the promotion on this platform would rely on WWF's page.

Instagram is the perfect platform to monitor the success of the campaign through impressions which is the number of times an accounts content whether that is a post or a story was shown to users. This will allow Raeburn and WWF to evaluate the impact the campaign is having. Instagram will also allow both companies to measure the engagement rate of the campaign posts, which is broken down by how users have engaged by likes, comments, saves, story replies and profile clicks. As the bar chart shows below the 25-34 year old age group is the largest of the demographics to use Instagram which supports the hypothesis to target this market. The UK WWF Instagram page currently has 252k followers and Raeburn designs has 51.9k.

An exhaustive marketing report and communications plan allowed me to tailor my campaign and respond specifically to the opportunities highlighted within this report, which were to raise Christopher Raeburn's brand profile and sales across a wider scale through the strategy of a collaboration. As the Raeburn brand is built on the values of reusing and reworking durable, surplus materials and promoting sustainable business practises, the collaboration with the World Wildlife Fund fits perfectly.

In support of the marketing report and strategy a press pack outlined all the key and relevant information with an assisting media list, enabling the distribution of the content to media relations to further support the campaigns aim of increasing brand exposure. My role was to generate a substantial media list that consisted of applicable publications with information and contact details of reporters to theoretically send my press pack out to, providing access to crucial information of the collaboration and campaign with the inclusion of photographs and marketing materials to be featured in relevant magazines.





(RAEBURN, 2020)

PRESS  
PACK

DO YOUR PART, ADOPT A BETTER FUTURE



(WWF, 2020)

### Press Release

## RAEBURN X WWF

*Buy a parka, Save a panda!*

Revolutionary ethical designer Raeburn is collaborating with the World Wildlife Fund to launch their groundbreaking "Shop to Adopt" SS20 campaign. The limited edition collection is available from the 1st May. By making a purchase, which includes a lifetime adoption of an endangered animal, you will be protecting the future of the species and helping to tackle some of the biggest environmental challenges facing our natural world today. The customer is free to choose an animal of their choice and will receive the full adoption pack from WWF.

Raeburn is very passionate about the climate and the need for sustainable and ethically produced fashion. The campaign aims to engage customers to shop with integrity by creating a long term relationship with WWF through the adoption. The collection is made up of four Raecycled unisex items, which is in line with the philosophy of RAEMADE, RAECYCLED, RAECYCLED and RAEBURN, to promote inclusivity, minimise carbon footprint and reduce waste.

The campaign will predominantly run on social media with emotive, visual imagery and website links to make it easily accessible. This will span from May and run for a maximum of 6 months. Celebrity endorsements will include world famous singer/songwriter Elsie Gaudling. This campaign suits Elsie as she is very passionate about climate change, reducing the impact on the environment and saving the lives and habitats of people and animals. In 2017 Elsie Gaudling was named a UN Environmental Global Goodwill ambassador.

"We are committed to do the right thing and make strong, responsible choices that provide our customers with a superior alternative."

- Christopher Raeburn (Cohen, J., 2019)

### Media List

GO STYLE	GO STYLE
Category: Fashion	Category: Fashion
Country: UK	Country: UK
Website: www.gostyle.com	Website: www.gostyle.com
Address: 100 Broad Street, London, W1A 2JQ	Address: 100 Broad Street, London, W1A 2JQ
Phone: +44 (0)20 7493 8100	Phone: +44 (0)20 7493 8100
Twitter: @gostyle	Twitter: @gostyle
Facebook: /gostyle	Facebook: /gostyle
Instagram: /gostyle	Instagram: /gostyle
LinkedIn: /gostyle	LinkedIn: /gostyle
YouTube: /gostyle	YouTube: /gostyle
Next Issue: 15 May 2020	Next Issue: 15 May 2020
Frequency: Weekly	Frequency: Weekly
Editor: Hannah Marriott	Editor: Hannah Marriott
Subscriptions: 100,000	Subscriptions: 100,000
Website: www.gostyle.com	Website: www.gostyle.com

**GUARDIAN**  
 Guardian Style & Media  
 Guardian, Guardian Group, Guardian Media Group, Guardian News & Information, Guardian Publishing, Guardian US, Guardian US Media, Guardian US News & Information, Guardian US Style & Media, Guardian US Travel & Leisure, Guardian US Food & Drink, Guardian US Health & Wellbeing, Guardian US Home & Garden, Guardian US Business & Finance, Guardian US Technology & Science, Guardian US Entertainment & Arts, Guardian US Sports & Fitness, Guardian US Education & Careers, Guardian US Law & Politics, Guardian US Religion & Spirituality, Guardian US History & Culture, Guardian US Travel & Leisure, Guardian US Food & Drink, Guardian US Health & Wellbeing, Guardian US Home & Garden, Guardian US Business & Finance, Guardian US Technology & Science, Guardian US Entertainment & Arts, Guardian US Sports & Fitness, Guardian US Education & Careers, Guardian US Law & Politics, Guardian US Religion & Spirituality, Guardian US History & Culture

Brand Audience: 60% male, 40% female, Age: 18-24: 10%, 25-34: 22%, 35-44: 18%, 45-54: 15%, 55-64: 12%, 65+: 23%

News & Features Editor - david.levesley@condenast.co.uk

Life and Style Editor - Hannah Marriott  
 - lifeandstyle@theguardian.com  
 - media.enquiries@theguardian.com

### Press Clippings - RAEBURN

Wighman Stone, D. 2018, October 26, Fashion United.

**Christopher Raeburn named Timberland creative director**

Timberland has named Christopher Raeburn as its new creative director. The brand's new creative director will be responsible for all creative aspects of the brand, including product design, branding, advertising and communications.

Christopher Raeburn is a British fashion designer and entrepreneur. He is the founder of the ethical fashion brand Raeburn, which is known for its sustainable and ethically produced clothing. Raeburn has worked for several major fashion brands, including Timberland, and has been recognized for his contributions to the fashion industry.

London, 5. 2019, January 31, The Guardian.

**Success is sustainable for designer turning waste into fashion statement**

Christopher Raeburn, founder of ethical fashion brand Raeburn, has been named as the most sustainable fashion designer in the world. The award is part of the annual Sustainable Fashion Awards, which recognize designers who are committed to ethical and sustainable practices in their work.

Raeburn's success is a testament to his commitment to sustainability and ethical production. His brand, Raeburn, is known for its use of recycled materials and its focus on reducing waste. Raeburn's work has inspired other designers to adopt more sustainable practices in the fashion industry.

Wighman Stone, D. 2020, March 17, FashionUnited.

**Dylan Dyes launches upcycling project with Christopher Raeburn**

Dylan Dyes, a sustainable fashion brand, has launched a new upcycling project in collaboration with Christopher Raeburn. The project aims to create new fashion pieces from recycled materials, reducing waste and promoting sustainability in the fashion industry.

The collaboration between Dylan Dyes and Christopher Raeburn is a testament to their shared commitment to sustainability and ethical production. The project will involve creating new fashion pieces from recycled materials, such as old clothing and fabric scraps. The resulting pieces will be sold as part of Dylan Dyes' collection, showcasing the brand's commitment to sustainability and ethical production.

Christopher Raeburn highlights upcycling techniques with Dylan Dyes

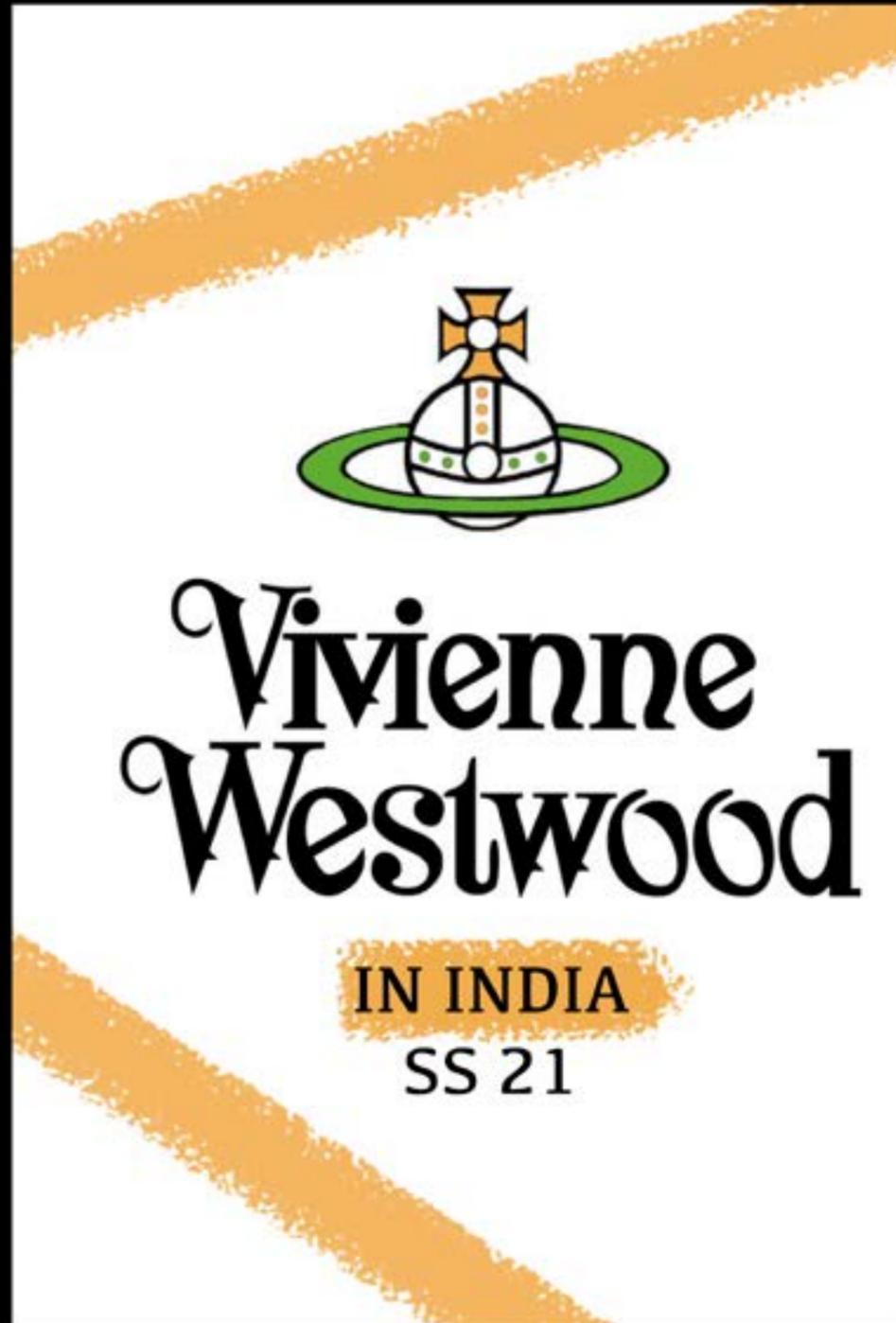
The aim of this project with Raeburn is to show how we can have a sustainable fashion brand that is also ethical and responsible. Raeburn is a pioneer in the sustainable fashion industry, and his work has inspired many other designers to adopt more sustainable practices. This project is a great example of how upcycling can be used to create new fashion pieces that are both sustainable and stylish.

A social media strategy was curated for this campaign with the inclusion of celebrity endorsements, WWF's established brand ambassadors and a feature on Fashion Revolutions website and newsletter. This marketing strategy was supported by emotive campaign imagery to catch the attention of the fast pace social media audience with the intention of persuading consumers to stop and question the purpose of the post and build curiosity. The campaign imagery relates to both brands and the ideology of the collaboration to support sustainable fashion. All the tactics used within this campaign ensured the correct audience was directly targeted through Facebook and Instagram utilising WWF's large following and exposure.

For this project I utilised my knowledge to expand and develop an up and coming brand through the ability to build market intelligence and curate a campaign to achieve the intended aims of raising brand awareness and increasing sales through a unique incentive. This project demonstrated my ability to create a coherent brand identity whilst encompassing a brand relevant aesthetic to both Raeburn and WWF.



CAMPAIGN MATERIAL



This project synopsis required a market appraisal report regarding my chosen brand, Vivienne Westwood and its established position in the UK market. This report supported the creation of a market entry strategy that was justified and relevant, taking into account current and forecast changes within the global fashion landscape to successfully transition the brand into the new and growing fashion market territory, India.

I developed a creative campaign and communications plan to demonstrate how to heighten Vivienne Westwood's brand awareness and position, taking into account the differentials between countries, supported by relevant marketing materials. My role within this project was to take full responsibility of every aspect of the project carrying out crucial research, writing up a market entry report and curating a campaign with assisting material pertinent for the new market.



# 22 VIVIENNE WESTWOOD IN INDIA

\*Disclaimer: All work produced is purely for educational purposes only as part of a University project.

**MARKET APPRAISAL REPORT**



Within this project I conducted a comparative market research report which included key style and trend drivers in both India and the UK, a market appraisal of the opportunities available for Vivienne Westwood to enter the Indian market, a macro-economic analysis and potential and existing customer profiles. The collated research justified and supported my creative and commercial marketing campaign decisions.

**The Indian Fashion Market**

India has emerged as one of the world's fastest growing fashion markets over the past years. Until recently fashion was characterised as a western phenomenon, widespread in societies that encourage individuality and change but also possess wealth.

"The Indian retail industry with the demand for value fashion products is witnessing a boom and is estimated to be worth around \$200 billion and is growing at a rate of 40% per year." (Entrepreneur India, 2018).

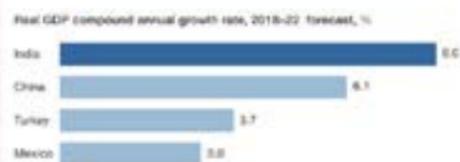
The reason for the market growing so quickly is because the fashion industry in India has become very popular, people have more disposable income than the UK and the people of India love brand names which is why a luxury brand would flourish under these circumstances. The industry offers an abundance of opportunities for brands to expand into the market as there is an enormous and still increasing demand for stylish clothes.

The fashion market is growing rapidly with developments such as India fashion week gaining popularity and becoming an annual event.

The textile and clothing sector is one of the oldest industries in India. "The Indian textile industry is worth around 108 billion dollars and is expected to reach 223 billion dollars by 2021." (Fashion United, 2018) Many brands such as Zara, Calvin Klein and Tommy Hilfiger have already expanded into the Indian market and have experienced good sale growth. Private consumption in India is the primary driver of the economic growth and has been for the past few years and this is reflected in the high share of merchandise retail market. India's retail channels are still mainly dominated by tradition. However modern brick and mortar retail has increased over the years and will continue to.

According to the founder of Genesis Luxury an Indian luxury retail conglomerate, higher incomes are likely to create a whole new class of consumer. This shows that the luxury sector in India is widely expanding and will bring along a new target market which is important for brands trying to break into the Indian market.

Of many emerging markets, India's GDP is expected to grow at the highest rate.



Use Vivienne Westwood to enter the market and open stores in India. Westwood would fit well into the Indian market as it is a well-established British brand and consumers in India appreciate high quality, luxury fashion. Vivienne's history and previous fashion statements may be slightly extreme for the majority of Indian consumers however the modernised brand of today is the perfect model to break into the market. Vivienne Westwood offers a wide range of styles and trends that would fit with a wide majority in India. Garments vary from sophisticated blazers to classic T-shirts to mini and maxi skirts and to denim wear, the scope of her clothing is a strength when entering this market. The prints that Vivienne uses would also suit the target market as traditional Indian style is very print focused and offers a lot of colour. This brand offers something for everyone as it is still an outgoing brand but it also provides tame pieces of clothing which are still high fashion and encourages individuality.

The expansion of the luxury market in India is a perfect opportunity for this company as Vivienne Westwood sits in the luxury, high end market. Vivienne Westwood being an environmental activist is also an opportunity for the brand as she has a sustainable clothing range which still upholds the brand's style and quality. This range would appeal to consumers in India as they recently announced at the Lakme Fashion Week in Mumbai that they are taking a huge step towards promoting a more sustainable approach to fashion with project SURE.



**Trend Drivers in India**

A trend driver of India is the rich and varied textile history where each region of India has its own traditional dress. Culture is a huge driver of trends in certain parts of India for example "saris are still identified as the quintessential Indian garment" (Medium, 2019) and over the years it has become a huge influence in fashion. Various Indian and international designers have experimented with the sari to make it modern and adaptable to international tastes. Indian women have kept a lot of their traditional sensibilities alive and however you still see a mix of both Indian and Western styles across the spectrum. Traditional clothing is still the default choice for women making up for an estimated 70% of women's apparel sales in 2017. This is a factor that Vivienne Westwood would need to take into consideration when designing ranges for the Indian market. Another trend driver would be the Indian Fashion Week which promotes the latest styles from Indian designers which inspires consumers to follow. The first fashion show, to ever take place in India was Lakme Fashion Week which is a bi-annual event in Mumbai. This is arguably India's most prominent fashion show and is a key driver of the current trends.

There are also fashion weeks devoted to men's fashion, bridal fashion and western fashion.



Bollywood superstars have exerted a deep influence on popular Indian fashion, top stars are made brand ambassadors to endorse fashion products. Fashion and Bollywood are indivisible from each other and when the two combine they create a new era of styles that start trending in the market. Bollywood stars mainly influence younger generations with their style as it is mainly this generation who try to imitate the trends. Any popular outfit worn by an actor or actress in

a hit Bollywood movie instantly becomes a trend in fashion. "Bollywood is known for its high-class glamour with a perfect blend of Indian culture and tradition enhanced with a modern touch." (Medium, 2019)



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The high profile celebrity influence will be:



Name:	Alia Bhatt
Age:	25 years old
Followers:	46.3 million (Instagram, 2020)
Style:	Modernised, chic, high fashion, glamorous, still shares her traditional wear.
Achievements:	One of the highest paid actresses in India. In 2017 received the IIFA Award for style icon of the year. Featured on the front of Vogue, Cosmopolitan, Elle and Bazaar numerous times.
Attributes:	Young which suits the target market. Has a huge fan base. Has a Youtube channel which allows her audience to know her better. Speaks about climate change issues on social media.

Alia is a perfect high profile influencer for the campaign as she is young which will create a sense of relatability with the targeted audience as "84% of consumers say they trust recommendations from peers."

Both these influencers will regularly post the campaign images onto their social media and Nilu's will feature it on her blog, they will also be sent pieces of the collection that will be in the store in Mumbai to style in their own way and post pictures in the outfits tagging Vivienne Westwood to create a buzz around the collection. These influencers will also attend the opening launch night for the store to entice consumers to come along and experience the store layout, technological advances in store and appreciate the garments.

# MARKETING CAMPAIGN REPORT

This marketing campaign report outlines the entirety of the launch of Vivienne Westwood into The Palladium Mall, Mumbai. The tactics used to successfully launch into a new market include a well-structured social media campaign with the use of relevant macro and micro Indian influencers to promote Westwood's adapted fashion line to the intended target market and billboard advertising in and around Mumbai. Every aspect of the campaign was adapted to suit the new market including the logo change to incorporate India's flag colours, the chosen line of clothing which would be available to suit the respectful yet westernised style, the influencer choice and the overall look and feel of the brand's image. However, the campaign still stayed true to the renowned Vivienne Westwood environmental philosophy by incorporating this into the promotion of the brand to India's socially aware younger generation.

My role within this project demonstrates my ability to adapt an established brand to enter a completely unfamiliar market and target a new consumer base. It also highlights my aptitude to create inventive, dynamic and progressive concepts to increase brand awareness, sales and enter new markets.

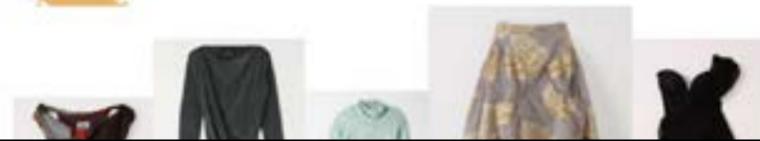
## Swot Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Unique designs and customer experience.</li> <li>Established luxury fashion company.</li> <li>The ever growing luxury fashion industry in India.</li> <li>Disposable income of the target consumer.</li> <li>Brand's history and reputation.</li> <li>Vivienne Westwood's credible environmental work.</li> </ul>	<ul style="list-style-type: none"> <li>Some of the brand's bold political history could create reluctance to purchase products.</li> <li>Competitive market.</li> <li>The brand isn't as globally known as others such as Gucci.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>The chance to target a new market.</li> <li>Expand brand awareness in a different country.</li> <li>Increase sales.</li> <li>Build a relationship with similar minded consumers.</li> <li>Socially aware young adults with similar views to the brand.</li> </ul>	<ul style="list-style-type: none"> <li>A decrease in the economy in India.</li> <li>Political changes in India.</li> <li>Lack of appeal for the brand.</li> </ul>

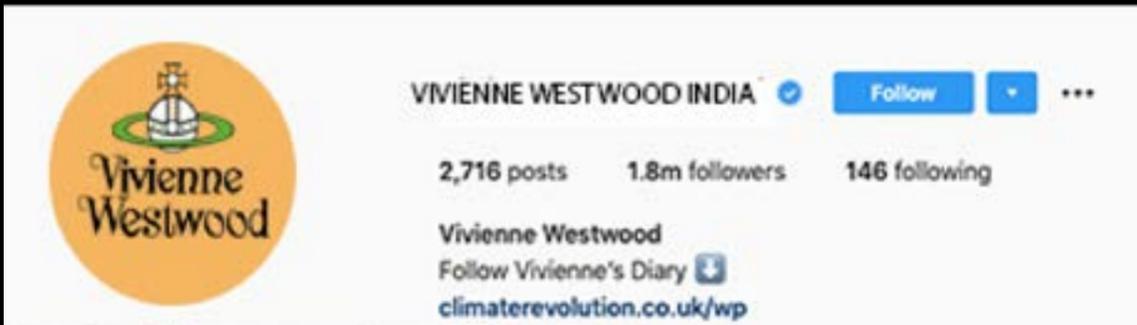


# OBJECTIVES

- To increase brand awareness in a different country.
- To target a new audience.
- Increase sales.
- Show the versatility of the brand.
- Promote the brand's history and ethos.
- Take advantage of the need for luxury fashion in India.
- Stand out amongst competitors by expressing the brand's USP.



(VIVIENNE WESTWOOD, 2020)



MARKETING CAMPAIGN MATERIAL



# Vivienne Westwood



SS 21  
LIMITED EDITION COLLECTION



THE PALLADIUM MALL  
MUMBAI, 21

@VIVIENNEWESTWOODINDIA

MARKETING CAMPAIGN MATERIAL



# Vivienne Westwood



SS 21  
LIMITED EDITION COLLECTION



THE PALLADIUM MALL  
MUMBAI, 21

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