

# Lauren Mae Russell

## Fashion Brand Marketing Graduate



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07391058330



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Valentino

## Lauren Mae Russell

07391058330 lauren russell1@live.com

### Skills

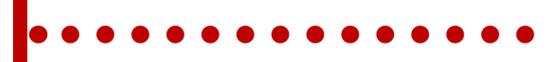
Communication



Organisation



Analytical



Hard-Working



Attention to Detail



Passionate



Researcher



### Education

BA (HONS) Fashion Brand Marketing  
University of Huddersfield  
Predicted 1:1

UAL Level 3 Extended Diploma In Fashion  
Macclesfield College  
Distinction

GCSES  
Bramhall High School  
8 A\*-C Incl Maths and English  
EBAAC Qualification  
Bronze Duke of Edinburgh

### IT Skills

Microsoft Office package  
Adobe InDesign  
Adobe Photoshop  
Oracle Responsys  
Magento and Linnworks  
Shopify  
Google Analytics  
Zoom

### Experience

Public Desire  
Marketing Assistant  
June 2019-Feb 2020

- Social media manager for campaign launch of Hella Cute
- Solely responsible for group of influencers
- responsible for creating influencer content through gifting
- Responsible for organising key event days like Lovebox festival and world vegan day
- Responsible for coordinating , planning and running Competitions
- Planned Promotional content for the month ahead and generated codes for Unidays e.c.t.
- Seo Analysis and Copywriting for the blog and website descriptions
- Online merchandising sale categories
- Responsible for assisting with styling of social imagery
- Solely responsible for Twitter and Facebook pages, creating content and posting and captions.

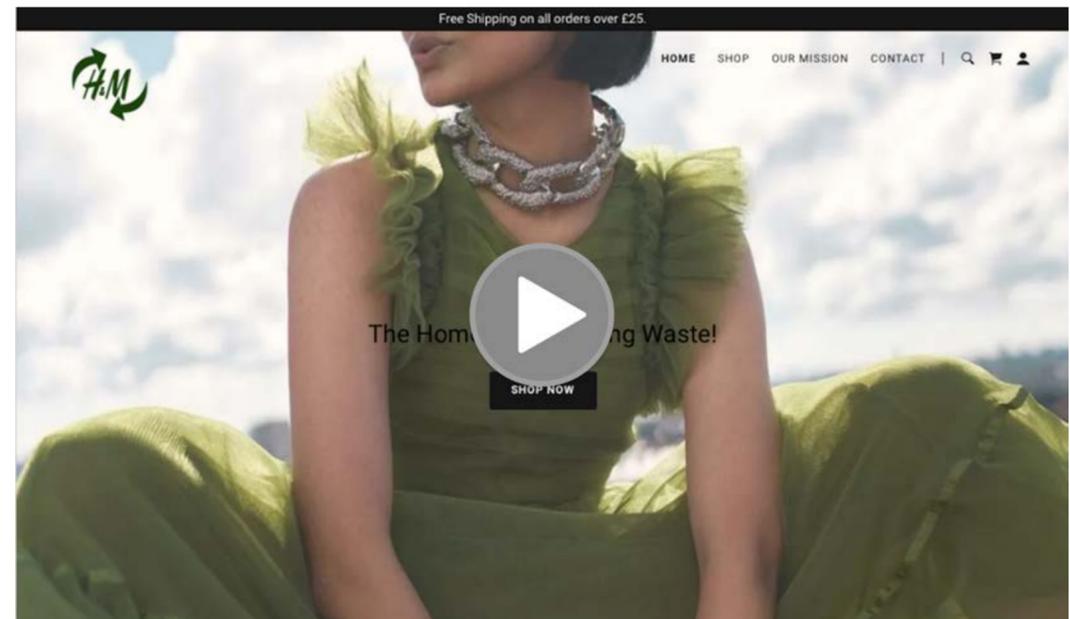
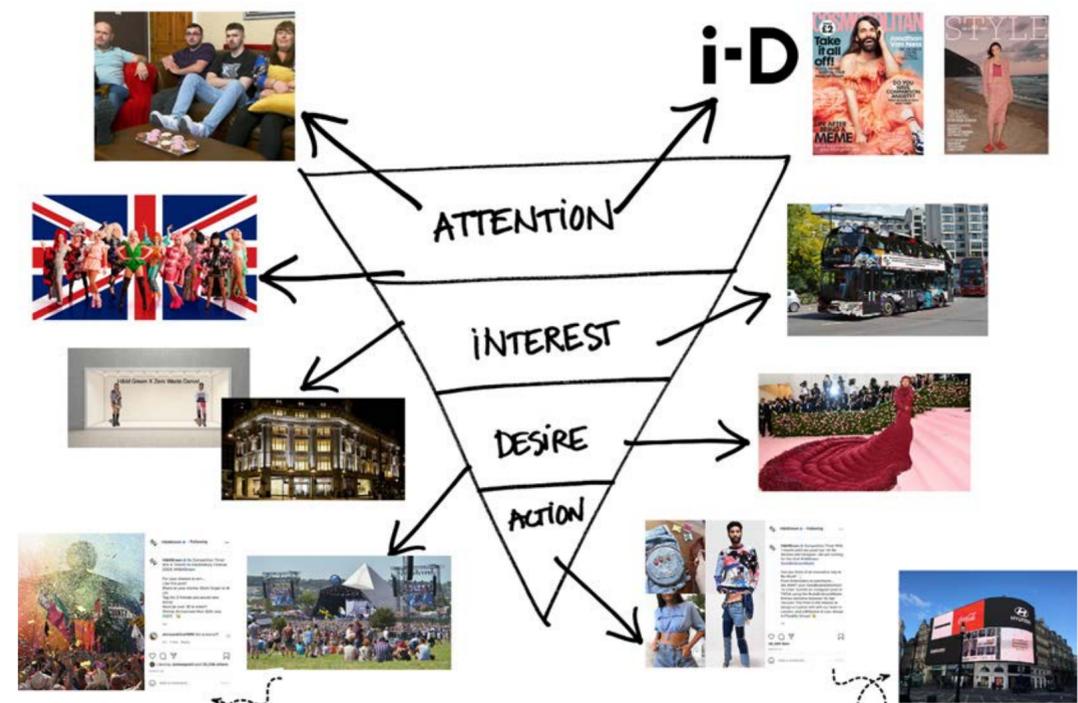
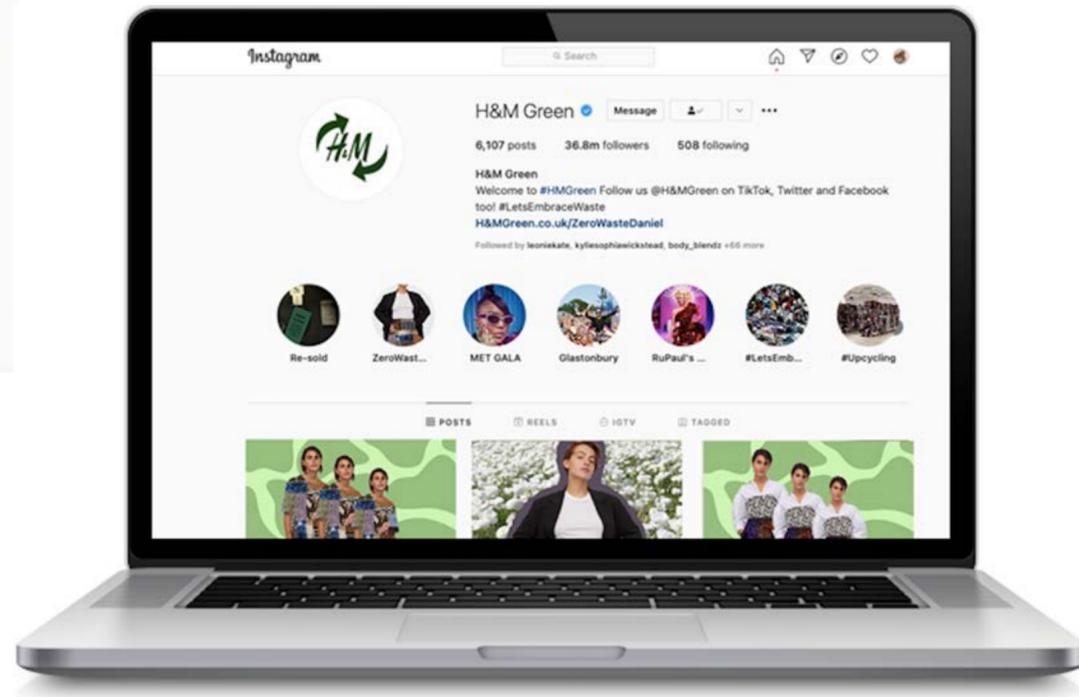
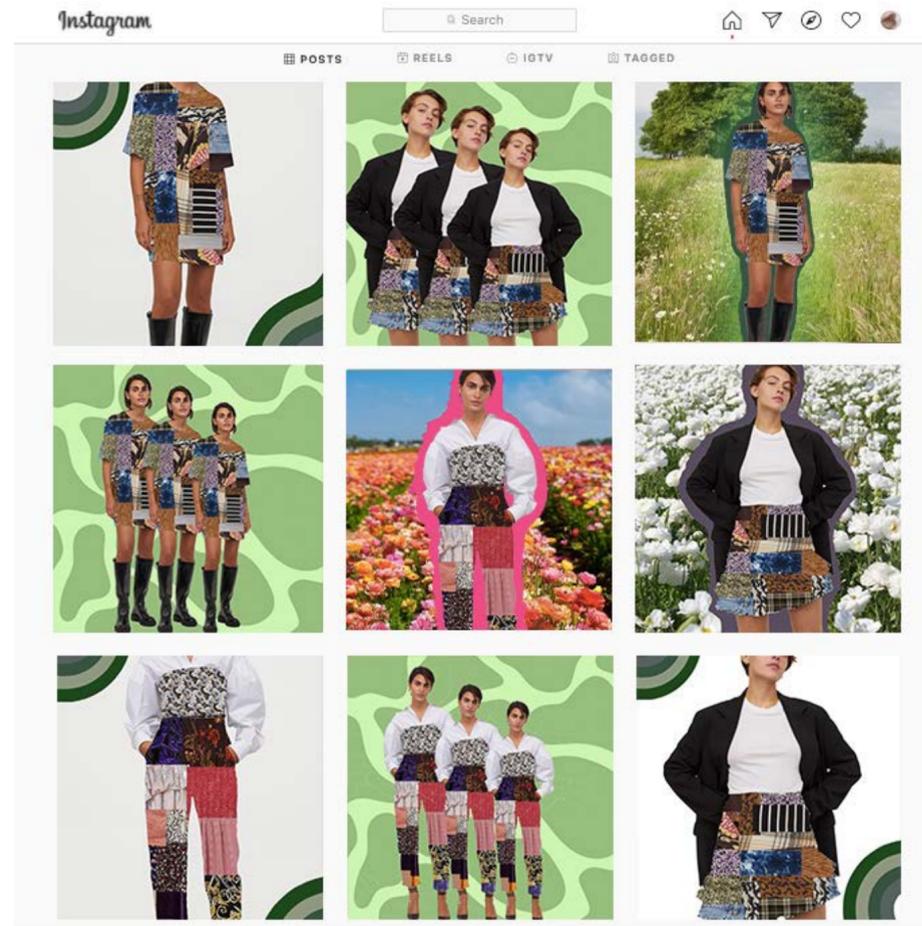
# Final Major Project

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My Final Major Project was self-directed, and I decided I wanted to create a solution to the UK's build-up of fashion waste, particularly for H&M. After research I discovered H&M had one of the largest volumes of fashion waste because of Returns, Covid, Brexit and many more factors. I came up with the sub brand H&M Green, that would focus on reducing H&M's waste through selling it on a separate platform. H&M Green would sell the garment collection scheme stock gathered by H&M, as well as deadstock, returns and overproduction. This stock is then sorted into Re-sold pieces that can be sold as is, and Re-worked pieces that are damaged stock turned into new garments.

For the project I created a 'Brand Roadmap' which houses the brand information, background and guidelines, as well as the marketing strategy for the first year, and the integrated social media strategy. This initiative is needed in the UK and something that other fashion brands can implement.





# Advanced Fashion Practice

The starting point for this project was an exhibition titled 'Body Beautiful: Diversity On The Catwalk', which explored how fashion creatives are embracing Inclusivity and Body Positivity, By exploring five key themes: Size, Gender, Age, Race and Disability. From this I then based my project surrounding the issues of retouching models in the industry, creating unrealistic beauty expectations.

I curated a marketing campaign titled '#StopTheHypocrisy' for the British Fashion Council. The campaign was a collaboration between TK Maxx and Graduate Fashion Week. The campaign included, events at Graduate Fashion Week, T-shirts designed by graduates sold in TK Maxx, and an integrated social media campaign. The overall aim of this campaign was to put a stop to fashion retouching, through a campaign that makes fashion brands unable to ignore and forced to join forces.



## GRADUATE FASHION WEEK

#Stop the Hypocrisy  
Event plan for 2021

## BRITISH FASHION COUNCIL

- June 2021** Billboards go up, TKMAXX campaign images of the white t-shirts. Billboards placed on Shoreditch High street and Aldgate east tube station as these are the routes to Graduate Fashion Week and will grab peoples attention and interest.
- 6th June 2021** The first event planned today is handing out goody bags. These will be handed out at 9am on entry to Graduate Fashion Week. The goody bags contain a T-shirt from TKMAXX, an info card on our initiative, Dry shampoo from Batisse and a bottle of water. Goody bags will be in piles of T-shirt sizes to make it easier to hand out.  
  
The Second event of the day is starting at 9pm as the day finishes. As the graduates are leaving, on the side of the Truman Brewery a Video projection by Urban Projections will show a video of Monica Chamorro dramatically retouching an image, this video will repeat on a loop and fill the wall of the building, making it visible to all leaving. This will capture the Graduates/ Visitors interest and desire for the initiative. This Projection will happen daily in the evenings.
- 7th June 2021** The Event for today is with Instax. We have instructed them to set up a stall at Graduate Fashion Week with a photo backdrop for visitors to come and have their polaroids taken with friends as a memory of the day. Once the image is printed they will be asked if they prefer the authentic polaroid image, or if they prefer an edited selfie from their instagram and why. This will not only be a great event to get visitors involved but it gets visitors thinking about the message behind our initiative and why its important, this will capture visitors interest and desire to our campaign.
- 8th June 2021** Today the event is on the GFW LIVE! stage. The event is a live discussion organised with Monica Chamorro, The producer of our video projection and also a well respected industry retoucher. And Rankin, industry celebrated photographer, who recently did a project surrounding the issues of retouching. The discussion will be casual and intimate from those watching and will feature the two speakers discussing the issues that retouches causes, the knock on effects, and how we can best move forwards in the industry and change this. The speakers will arrive at 11am and will need to be met at the front of the building, and walked to the stage for their talk at 1pm. The talk will last 1 hour. This talk will spark the audiences desire to do their bit and back this campaign.
- 9th June 2021** For the Final day of Graduate Fashion Week, we want to survey the graduates throughout the week by walking around and asking visitors to scan the qr code and answer the question "would you pledge to stop retouching?". To ensure we get the maximum responses we will set up a stall by the entry for the final day, and ask any graduate who passes to scan and answer the question. This information will spark the people surveyed's desire to join the movement. We will also use these figures to create our call to action social media campaign to get brands and publications to sign the pledge.

T-Shirts Designed by Anna May Salad

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**Registered number**  
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**British Fashion Council**

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**Twitter:**  
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[/britishfashion](https://www.pinterest.com/britishfashion)

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# 1

## Mission Statement

This report presents the plan for 'Stop The Hypocrisy', The Summer 2021 initiative and campaign for British Fashion Council. The campaigns ultimate focus is to bring awareness to the issues within the fashion industry of retouching and un-Authentic images. A study looking at "high school girls who read magazines found 69% said the images influenced their concept of the ideal body" (Fashionista, 2018). Another contrasting study showed that "when an audience member of an image can make a bond with that model, they show an increased intention to purchase by 300%". (roundtable not runway, 2019)

This campaign will finally provide and provoke change within the industry. The aim of this collaboration is to create a diverse and inclusive industry where other campaigns and initiatives have failed.

The campaign is a collaboration with TKMAXX and Graduate Fashion Week. Working with TKMAXX initially to create a range of T-shirts, and then further collaborating with Graduate Fashion Week to launch the message of the campaign and its importance to millennials and graduates that will adapt this message in their futures and help to drive this change.

The marketing tactics employed include a social media campaign to coincide with the pledge being advertised to brands and encouraging them to join, Guerrilla marketing, Promotion of the message using Graduate Fashion Week as the event setting, and a hashtag campaign across social media encouraging Millennials to share the message.



## Objectives

- To increase awareness to the issues of retouching and fashion imagery by 45%, by promoting this message to consumers, by December 2021.
- To increase adaptation of the initiative by 25%, by targeting millennial and gen z fashion students, by December 2021.
- To reduce the number of retouched images and un-authentic fashion imagery by 50%, by targeting brands and publications through a social campaign, by December 2021.
- To achieve 100 brands and publications pledging to stop retouching, by using the campaign and initiative to force change within the industry, by December 2021.

## Rationale

British Fashion Council recently spoke with a fast fashion brand photographer that wished to remain anonymous, and they stated that "There has been times with a model where I was asked to bring in the sides of her leg during editing for a boot shot, I get that they (the brand) see it from a shoe looking good perspective, but obviously I don't think anybody needs editing, but they pay me to work for their aesthetic and brand" and this just further highlights the issues the industry is facing, the photographers can't have responsibility over their images, and have to listen to the brands making their images un-authentic. "A groundbreaking study showed that when an audience member of an image can make a bond with that model, they show an increased intention to purchase by 300%" (roundtable not runway, 2019). This is highlighting to the industry that consumers want authentic images, and we aim to get brands to latch onto this and change.

We have seen multiple campaigns surrounding this over the years, that are often hypocritical, the most recent example being In the Style's hashtag it just got real campaign from 2019, this vowed that the brand would stop airbrushing all content created and uploaded. However, this is incorrect as looking at their Instagram, you can see "blogger images" where the influencer has retouched the image themselves, posted onto In the Styles social media. We need brands to realise this message has to be adapted widely, and correctly, and not just used for publicity.

TKMAXX was selected by British fashion council to collaborate as they are the perfect brand to launch this initiative with. Their target consumers are "primarily target female customers who have families with middle to upper middle incomes, generally fitting the profile of a department store shopper". TKMAXX also commented on their 2018 sales increase stating "the millennial customer was considered to be a key driver for its impressive results". This is the consumer group that we need to target with this message and initiative as

it's the millennials that will carry this message into their workplaces, further to this their target consumer group is perfect for getting the message widely spread and noticed by all of their customers, as their target consumer is a very wide category.

"I don't think Anybody needs editing"

Finally, TKMAXX does incredible work with Red nose day, and has impressive results for the sales of the Comic Relief t-shirts. So British fashion council feel that by collaborating on a small range of t-shirts, this will be the key driver behind the initial awareness to the message.

Graduate Fashion Week is a key Driver behind getting the message of the campaign widely adapted. Graduate fashion week attracts 30,000 graduates across the 4 days, and there are lots of events, shows and talks as well as recruitment opportunities.

The reason Graduate fashion week is so important is due to the fact millennials and graduates are the people that will adapt this message and carry it into their future careers, so by getting graduates interested and resonating with the initiative, we can use this to inspire brands to create the change that millennial consumers want for their future industry. By using the 4 days at Graduate Fashion Week to draw attention to our message by different events daily, we can ensure the message doesn't go unheard.



# Dissertation

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My dissertation was titled "From Criminality to Collaboration, The History Of The Fashion Bootleg", and explored the origins of the bootleg and how it rose to popularity through culture. The dissertation then examined the demise of the fashion bootleg due to legal issues and the recent re-emergence of the fashion bootleg across the world, and explores the opinions and industry's response to the fashion bootleg.

Looking at important themes such as Dapper Dan and the Hip-Hop culture of the 80s in Harlem, New York, Rave culture in the 90s, the haute couture fashion brands in the 90s, and the refusal to associate with Hip-Hop stars. Then exploring the market stalls in Post-Soviet Russia and knockoff vs art vs fake culture. Finally looking at post 2000's bootlegs, and brands like Vetements and Supreme that have found popularity and success in the revival of the bootleg.

## Abstract

The fashion bootleg is often looked down upon within the fashion industry, with many people regarding it as little more than a fake or a knock-off. However, the fashion bootleg is an interesting trend in this industry and its history is yet to be explored. The fashion bootleg highlights creativity and blends the cultures of music and fashion together to create garments rich in history, culture and expression. As Elena Romero notes, the fashion industry's ignorance created this trend which inspired so many different sub-sections of fashion and youth culture, "You had the Louis Vuitton's and Gucci's that would never cater to the audience, but we had Dapper Dan. You have nothing for us, so we'll print your patterns on leather with a custom swag." (Romero, 2012, p78). Dapper Dan is notably the most famous name in fashion bootlegs and his creations inspired generations of fashion bootleggers to follow in his footsteps. Dan's designs even inspired luxury fashion brands to change their opinions about the fashion bootleg movement and started to view it with respect. Thus, this dissertation explores the origins of the fashion bootleg and its rise to popularity using the Hip-Hop culture. It will also follow the demise and then the re-emergence of the fashion bootleg in new areas of the world and finally looks at the fashion industry's response to this new trend that they tried so much to destroy.



Figure 1- Street fashion in Brooklyn, New York, Circa 1986. (© Fresh Dressed)

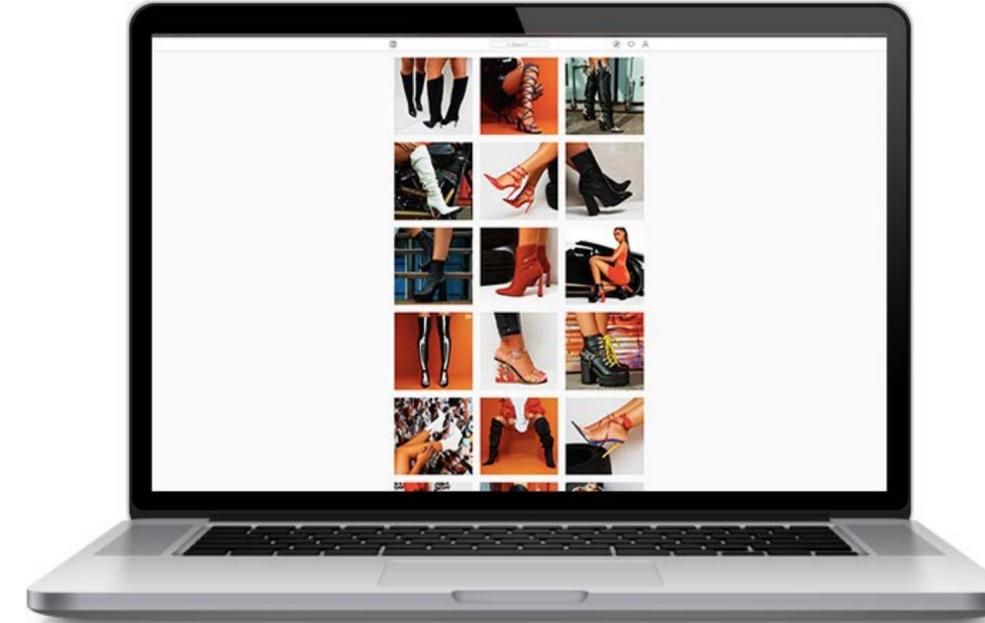
As well as hustlers controlling the streets and Hip-Hop and rap starting to rise, another big trend at the start of the 1980s was breakdancing. Originally starting in the 1970s, breakdancing really took off in the 1980s paired with Hip-Hop and rap. Break-dancers started being known as B-Boys and B-Girls, and this style of dance was inspiring moves within Hip-Hop and rap. As Big Daddy Kane explains in Fresh Dressed, "the majority of Hip-Hop really just dressed B-Boy style, where you got on the lees and you got on your pumas and a bud tank top, you know with your cazals and kangols. It was all part of the Hip-Hop fashion." (Jenkins, 2015). This is when the narrative changed in the early 1980s, where Hip-Hop stars decided rather than dressing like hustlers, they would dress in loose silhouettes and athletic wear, making it easier to dance and move freely, but with a hint of luxury, this is where the fashion bootleg was born.

Daniel Day, best known as Dapper Dan is recognised as a style icon and catalyst when it comes to Hip-Hop fashion and fashion bootlegs. Rapper Darold Ferguson, Jr, who goes by the stage name ASAP Ferg stated, "Dap curated Hip-Hop culture". (Cooper, 3 June 2017, n.p.). Born in New York, Dan grew up in Harlem. He was known for gambling and during his gambling days he was always known for dressing fly. In 1974 he took a trip to Africa and this is where his interest in the fashion business began. He visited a market in Liberia where he noticed the different fashion a stall trader was

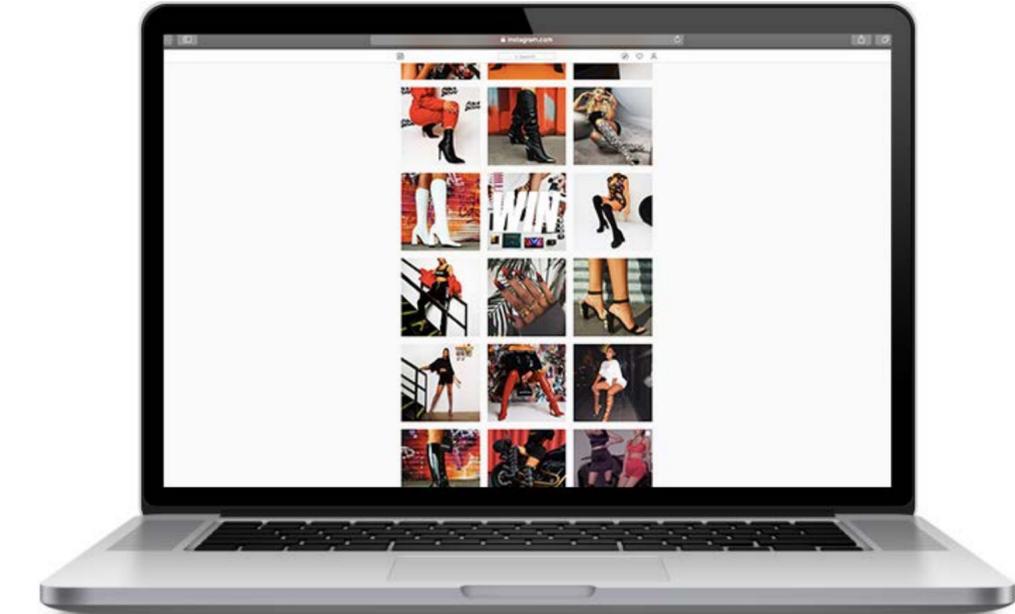
# Public Desire

My placement year I worked at Fast fashion footwear brand Public Desire as the 'Marketing Assistant'. My role included working across :

- Daily posting to Facebook and Twitter
- Instagram captions and organising post schedule
- In charge of organising competitions and forming brand relationships
- Assisted in the styling of 2 social shoots weekly
- Prop and location sourcing for shoots
- Set designer for capsule collections
- Organised shoot lists and requesting stock
- Creating weekly blog posts
- In charge of staff sample sales
- Got Public Desire PETA certification
- Organised vegan day activities including staff lunch, Q+A with a Vegan Blogger, and created social content.
- Creating Xmas gifting content for bloggers



- Daily email scheduling for UK and USA using Oracle Responsys
- Analysing email success and planning Monthly content calendar
- In charge of Promotional codes weekly across website, Unidays and partners
- Writing Website copy
- Merchandising sale categories
- Incorporating Seo Keywords
- In charge of influencer gifting
- Promoted to Social Media Executive for 2 weeks launching a clothing and footwear campaign across all social media.
- Liaising with Paid social agency





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Search Posts ▶ **THE BEST STUDENT BARS AND FOOD**

15th October 2019.  
by Lauren Russell. #ft

With freshers week slowly disappearing and with the long lecture days among us...we need to know where the best student bars and food are at! With the bad weather approaching and the student loans slowly disappearing, what better thing to do than find your new favourite foodie spot! Or the perfect location for that much needed drink!

Don't worry gals, here at PDHQ we got you covered with the best places to eat and drink (more importantly on a budget) for all you uni students!

**Leeds University..**

**TRINITY KITCHEN** - The best place for street food around! Located in Trinity shopping centre, this food venue rotates street style vendors every six weeks, it wont break the bank and sit in the centre of the vendors on picnic tables.

**THE CATS PJS** - The best place for traditional and delicious Indian cuisine that wont steal all your student loan! Based near the Leeds Beckett campus this colourful and cosy restaurant is the place to be!

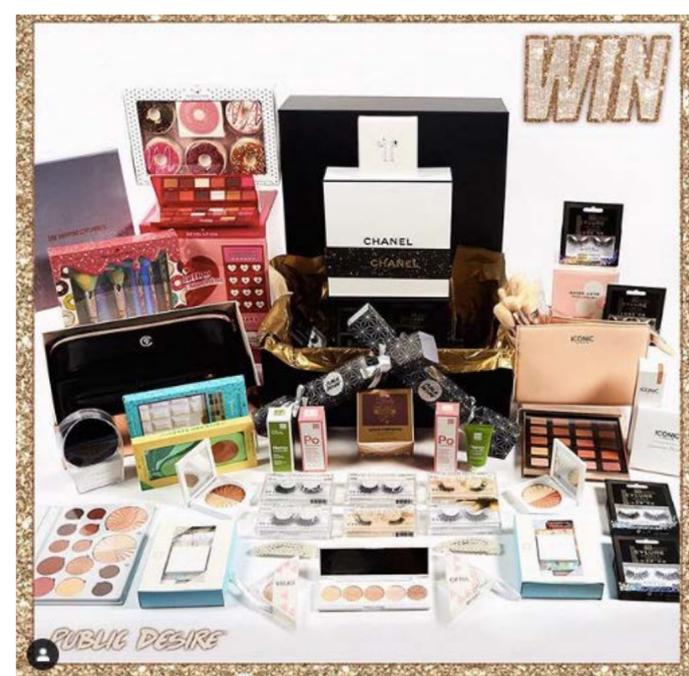
**THE LIBRARY** - Located on the edge of Hyde Park, this grand and historic library has been renovated and transformed into a pub! With cheap food and drink and a picturesque setting, this is the go to pub in Leeds.

**BREWDOG** - If you like unique ales and beers, comfort food and not to have to dress up then this is the place for you! The interior is very minimalist with a nice and cosy vibe! Find Brewdog next to the grand theatre.

**ROXY** - If you like things to do whilst drinking then Roxy is the place to go! They have everything from mini golf, shuffleboard, beer pong, pool and lots more as well as cheap cocktails and nibbles (OMG - the food) then you'll love Roxy!

**#THROWBACK**

MAY 2020  
APRIL 2020  
MARCH 2020  
FEBRUARY 2020  
JANUARY 2020  
DECEMBER 2019  
NOVEMBER 2019  
OCTOBER 2019  
SEPTEMBER 2019  
AUGUST 2019  
JULY 2019  
JUNE 2019  
MAY 2019  
APRIL 2019  
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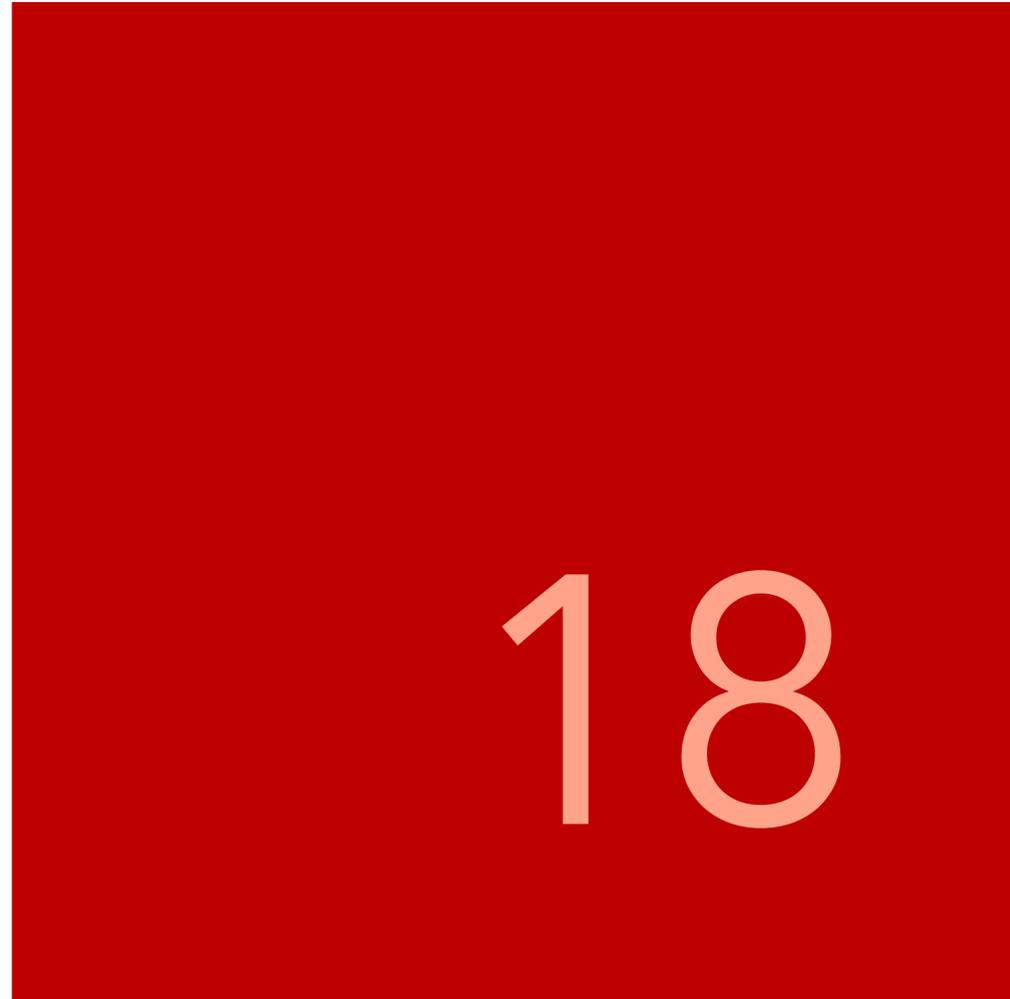
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**ROXY** - If you like things to do whilst drinking then Roxy is the place to go! They have everything from mini golf, shuffleboard, beer pong, pool and lots more as well as cheap cocktails and nibbles (OMG - the food) then you'll love Roxy!

# Valentino Brand Marketing Plan



This project was to create "an illustrated report for brand marketing for Valentino AW19". I created the concept 'glamorous defiance' that encourages the consumer to 'defy the expectations' and challenges the consumer to think about Valentino's environmental impact.

The marketing plan focuses on bringing awareness to a detox campaign and also attracted a new generation of consumers and increased their social media presence.

Using marketing tactics such as advertising across print and digital, celebrity endorsement and a pop-up retail setting. A hashtag campaign has also been used across social media to integrate the campaign, and the celebrity endorsement will also create social media content.

## Strategic Approach

The message of the campaign is to "DefyTheExpectations" by making luxury fashion environmentally friendly and bringing awareness to the 'detox campaign'. The theme of the entire campaign is powerful, evocative images that make the consumer step back and think about having more conscious purchases. Using Advertising, celebrity endorsement and retail settings to promote awareness to the campaign. The campaign will be introduced through Valentino's Instagram, posting powerful imagery showing the destruction of the environment and using the hashtag. More details in timeline.

**Figure Two**

## Marketing tactics

Rita Ora will be pictured at the event wearing Valentino and will speak about the amazing work the brand is doing to reduce its environmental impact. This will all be used as digital promotion to increase brand awareness and online following. The runway of the event will have models walking through flames of burning trees and the fire going out to express the message that was shown through advertisements. More information in creative and media brief in appendix. Rita Ora will post pictures to her social media accounts using the hashtag campaign to increase awareness and to build the online presence. Finally, a video of all the celebrities at the event and some clips of the show will be posted to Valentino's website and social media to promote all of the celebrities that are backing the campaign. The use of Rita Ora and the social media promotion of the event will all help to capture the interest of the new target consumer group who look to influencers and celebrities in everyday life. Using a video to promote the event, invites the Valentino consumer into an exclusive look at what the event was, making the consumers feel a part of the overall campaign and bring awareness to the brands identity.

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10.

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