

CUSTOMERS & CONSUMERS TREND PREDICTION 2 0 2 0

SUSTAINABILITY AND RECYCLING IN THE FASHION INDUSTRY

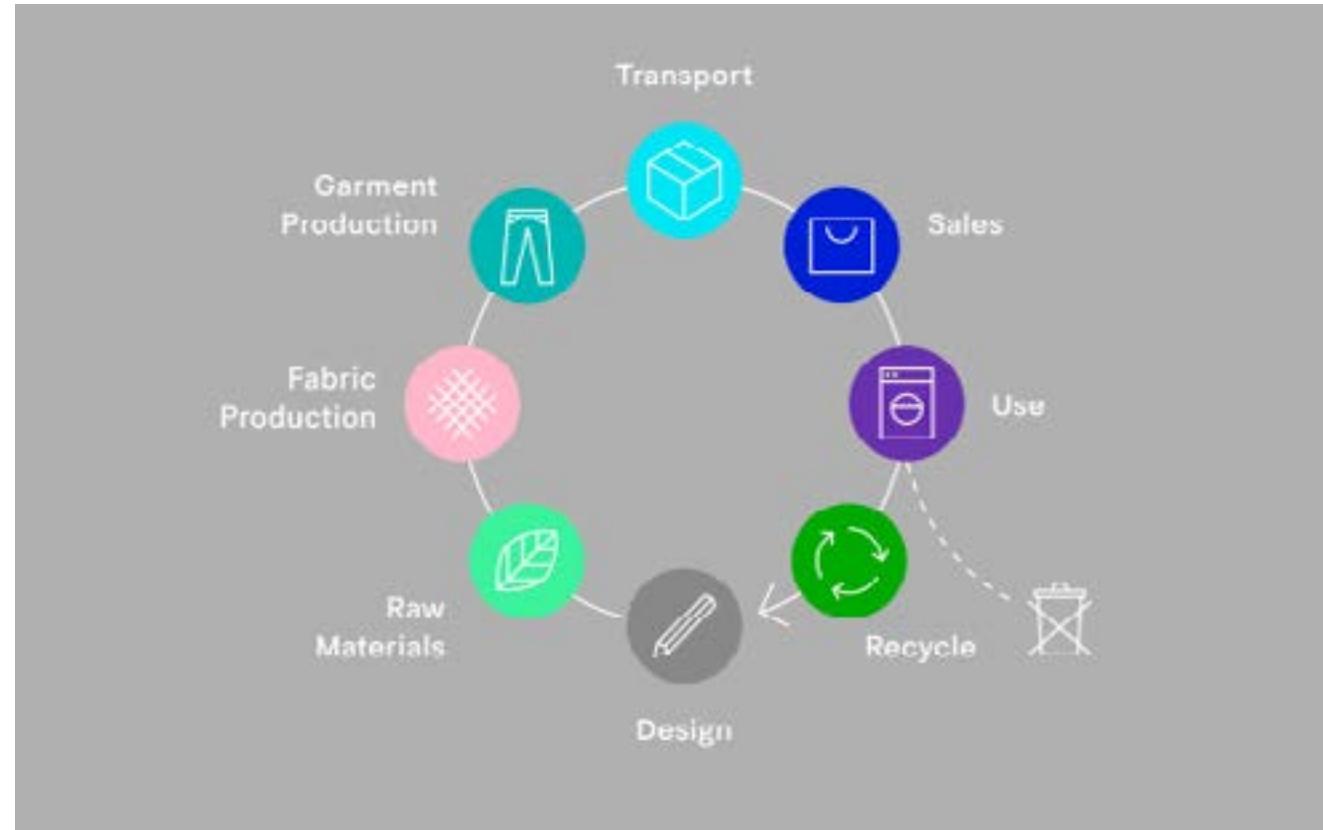
boohoo.com

SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
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SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
TREND RESEARCH

SUSTAINABILITY FASHION: LIFECYCLE



2 PATHS
CHOOSE
THE
RIGHT 1
FOR THE ENVIRONMENT'S SAKE

SUS-TAIN-A-BI-LI-TY

DU-RA-BI-LI-TÉ

NACH-HAL-TIG-KEIT

SUS-TEN-TA-BI-LI-DAD

CYN-A-LI-AD-WY-EDD

**The ability to be maintained at a certain rate
or level.**

“the sustainability of economic growth”

- GOOGLE DICTIONARY

F-ASH-ION
MO-DE (GERMAN & FRENCH SPELLING)
MO-DA
FFA-SIWN

A popular or the latest style of clothing, hair, decoration, or behaviour”

- GOOGLE DICTIONARY

SUSTAINABLE FASHION: FACTS & FIGURES

- The fashion industry was worth £32 billion to the UK economy in 2017.
- The industry employs 890,000 people in the UK in retail.
- Outperformed all other market indexes in profitability between 2003 - 2013 'outstripping even high-growth sectors like technology and telecommunications.'
- UK high street retailers have struggled in the face of online competition.
- By 2030 global apparel consumption is projected to rise by 63%, from 62 million tons today to 102 million tons.
- The world's third biggest manufacturing industry after automotive and technology industries.¹

A: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

SUSTAINABLE FASHION: FAST FASHION

Where the next top or pair of jeans you buy is available at the price of a McDonalds burger, the fashion industry is providing customers and consumers with clothing that is said to contribute to the ever-increasing consumption and waste rates in clothes (2017 saw a £12.5B throwaway of clothes, equal to 300,000 tonnes of textile waste.) To keep up with the demand, a ‘high throughput of garments’ to supply our shelves when we feel like ‘changing things up a bit’. At spare-change prices, clothes are made so...



B: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

<https://www.thetimes.co.uk/article/clothes-worth-12-5bn-are-thrown-in-bin-b8rqfrcg2>

SUSTAINABLE FASHION: FAST FASHION (CONT.)

cheap and fast that the examination of how they wash or wear on their users is almost non-existent, creating huge implications towards the quality of items and the recyclability of fabrics. Even high-end brands such as Louis Vuitton offer ‘limited’ collections which use the same plants as cheap, fast fashion chains/businesses, all for a quick turnaround on profit.

Companies driving these sales of fast fashion are not primarily on the high street however, but rather from online retailers such as Boohoo and ASOS. The reason behind such drive is young people (men as much as women) who enjoy the confidence they feel from being able to express themselves, where in fact they are hugely unaware of just how these cheap prices come as a cost to other lives...

C: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

SUSTAINABLE FASHION: FAST FASHION (CONT.)

The fashion doesn't even have to be sold in a brands' own high-street store; places such as clothing donation points or charity shops take them in to be resold at even lower prices, allowing customers to not just buy into bad-quality clothes but also advertising the brand further. The incentive to reduce, reuse and recycle is not being prioritised when considering how easy it is to throw away clothes without regarding our planet's current state.



D: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

SUSTAINABLE FASHION: HOW WE ARE AFFECTED

We may not see it, but the clothes we buy due to the likes of fast fashion and unsustainable, cheap clothes cause a knock-on implication towards other countries (especially developing countries such as South Africa, middle Eastern countries and China, even though it is people in their countries contributing to a large percentage of the damage, including water waste.) With trends raging like a wildfire, this causes problems for what is an overflow of 'used' clothes. Although countries such as Britain, US, Japan & other European countries seem to have huge customer/consumer rates of clothes in the world, developing countries are also...

<https://www.abc.net.au/news/2019-10-07/china-developing-country-status-world-trade-organisation/11578750>

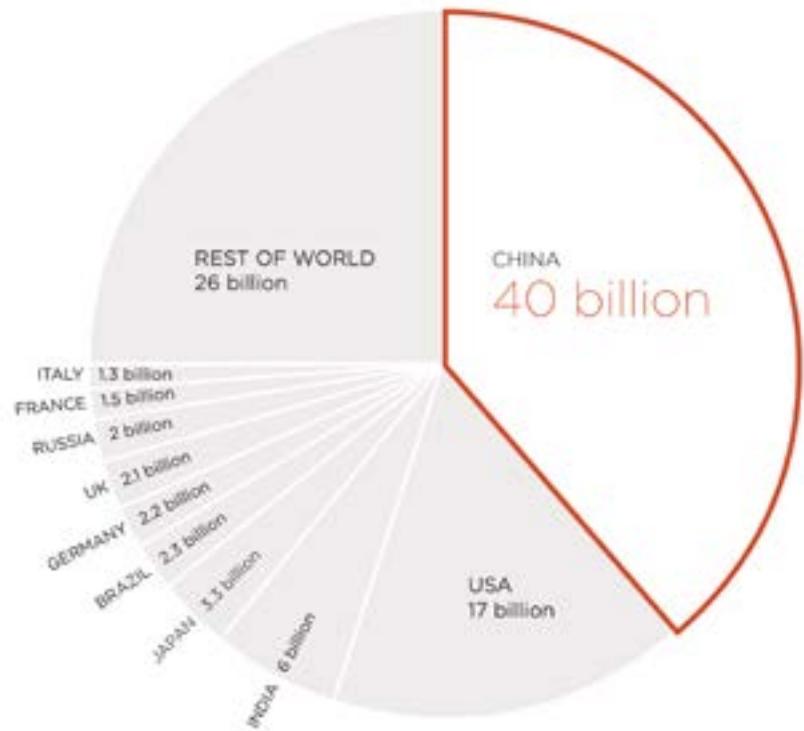
<https://www.textiletoday.com.bd/deadly-costs-fast-fashion/>

<https://edgexpo.com/fashion-industry-waste-statistics/>



SUSTAINABLE FASHION: HOW WE ARE AFFECTED (CONT.)

an account to the mess. In fact, the UK consumes 4 billion tonnes LESS than that of India, 13 billion LESS than the USA and a staggering 38 billion tonnes LESS than China. However, the world's top 10 consumers make up for the dominant proportion of 3/4 of fashion consumption rates, where the rest of the world make for the last quarter.



<https://www.commonobjective.co/article/volume-and-consumption-how-much-does-the-world-buy>

SUSTAINABLE FASHION: THE NEAR FUTURE...

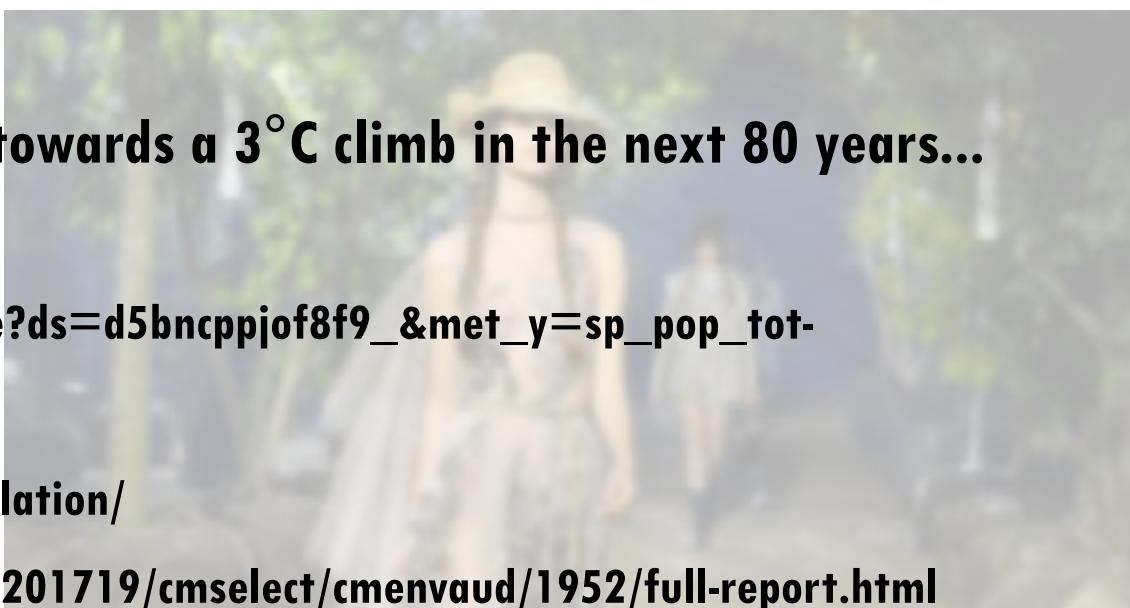
With around 7.5304 billion people on this planet (a figure that since 2017 has increased by approximately 2 million), estimates of how much fashion waste we produce will never be close to a set number. However, a report by 'The Pulse of Fashion' states that, looking at the current rise of waste, 2030 could see a dramatic increase by almost 40 million tonnes of throwaway (a 63% rise from todays figures.)

This status is feared to contribute towards a 3°C climb in the next 80 years...

https://www.google.com/publicdata/explore?ds=d5bncppjof8f9_&met_y=sp_pop_tot-l&hl=en&dl=en

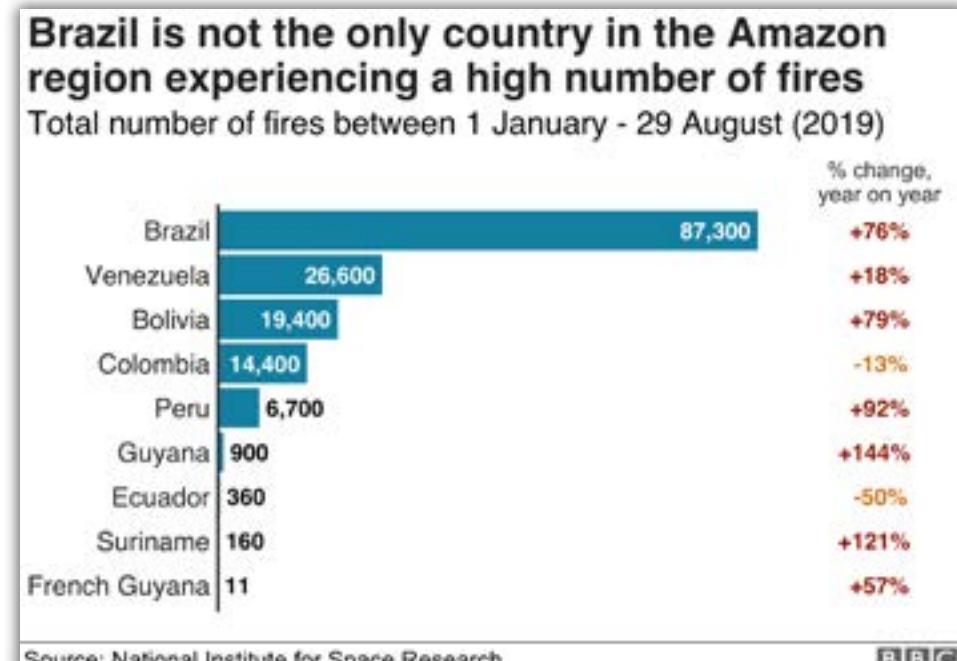
<https://www.worldometers.info/world-population/>

E: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>



SUSTAINABLE FASHION: THE NEAR FUTURE... (CONT.)

time. This will see many implications towards an already fragile natural world, including damage to marine and plant eco-systems, including rises in already burning forestry across Brazil's Amazon rainforest, Venezuela and other surrounding countries, and implications to an already-affected Ozone layer, further implications to humanity will likely see spikes in UVB radiation, causing more cataract and cancer-related deaths.



<https://www.bbc.co.uk/news/world-latin-america-49433767>

<https://www.nationalgeographic.com/environment/global-warming/ozone-depletion/>

SUSTAINABLE FASHION: THE UK FASHION MANUFACTURERS

The UK have received fashion imports of up to £10 billion in past trades with European countries, with more than 10,000 non-British established workers contributing to this figure. This has been a pressing issue on British-sourced fashion, as past sales compared to European imports seem to have been over-shadowed by a big-margin. However, due to a rise in concern about ethically-sourced manufacturing, speed of production and a drop-in employment levels, it seems suppliers are turning to the UK manufacturers in a bid to see more efficiency in where profit and trust is ensured, whilst also having the opportunity to oversee how their businesses run. This also gives them the...

<https://www.standard.co.uk/lifestyle/esmagazine/how-will-brexit-impact-the-uk-fashion-industry-a3931611.html>

F: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

SUSTAINABLE FASHION: THE UK FASHION MANUFACTURERS (CONT.)

opportunity to dive into trade deals with high-ranking online and street chain-retailers such as Boohoo, Missguided, Primark and more. This does still raise the question to how if this trend does soon become the new norm, what will that have to say for UK manufacturers in the future, as this is still an extension onto the supply and demand market for ‘fast fashion’? Will there be a raise in further exploitation to workers, such as how factories based in Leicester saw low-paid workers placed within dangerous circumstances to meet the demand of factory profit margins?



G: <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html>

SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
AUDIENCE/CAMPAGN/BRAND RESEARCH

CAMPAIGNS AND BRAND RESEARCH: BASIC TARGET AUDIENCE/ SOCIO-ECONOMIC GROUPS

With my decision to target customers & consumers from “Boohoo.com”, it is with my understanding that to go beyond the social demographic may cause confusion to the well-established custom. I chose to aim strictly towards the following target audiences:

AGE GROUP:

PRIMARY AGE GROUP: 16-24

SECONDARY AGE GROUP: 25-30

SOCIO-ECONOMIC GROUP:

E - D

Economically active, employed, part-time, non-student

Economically active, employed, part-time, student

Economically active, unemployed, non-student

Economically active, unemployed, student

<https://www.boohoo.com/page/privacy-notice.html>

<https://www.ukgeographics.co.uk/blog/social-grade-a-b-c1-c2-d-e>

CAMPAIGNS AND BRAND RESEARCH: CUSTOMER PROFILE 1

TEIGAN JENKINS

17, STRAIGHT, WHITE-BRITISH FEMALE

LOCATION: UK, SWANSEA

SOCIO-ECONOMIC CLASSIFICATION: D/E

OCCUPATION: ESTATE AGENCY INTERNSHIP, NON-STUDENT

INCOME: RELIES ON PARENTS FOR MONEY, AS WELL AS INCOME FROM THE INTERNSHIP
(APPROXIMATELY: £1500)

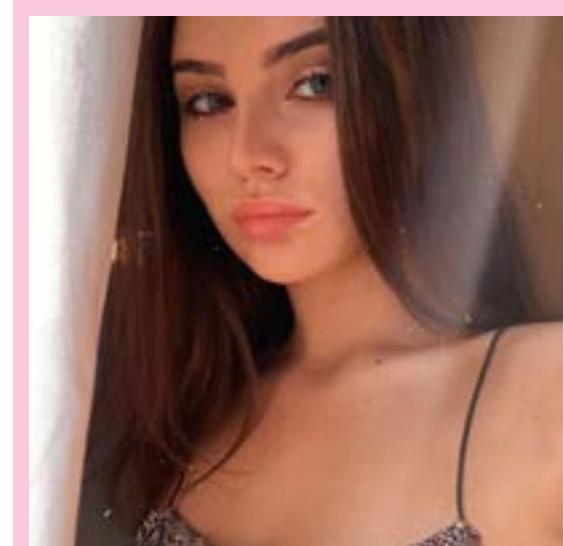
TRANSPORT: LEARNING TO DRIVE, RELIES ON BOTH PARENTS AND PUBLIC TRANSPORT
(MAINLY TAXIS & BUSES) TO GET TO VARIOUS DESTINATIONS

PSYCHOGRAPHICS: SOCIALLY CONFIDENT, LIVING WITH PARENTS, STILL FINDING SELF IN WORLD, NON-POLITICAL, CARNIVORE,
ENVIRONMENTALLY UNAWARE BUT CONSIDERS CHANGING THEIR WAYS AFTER INFLUENCE ON SOCIAL MEDIA

MUSIC TYPE: FOLLOWS AFTER PARENTS TASTE, RADIO 2, IN OWN TIME HOWEVER LISTENS TO R&B AND POP MUSIC

INTERESTS: NIGHTS OUTS, OUT WITH FRIENDS, LOOKING AT SOCIAL MEDIA UPDATES, UPDATING HER SOCIAL MEDIA STATUS THROUGH
INSTAGRAM OR FACEBOOK, ENJOYS WATCHING VIDEOS BASED OFF SOCIAL TRENDS, ONLINE SHOPPING, TAKEAWAYS, WATCHING NETFLIX
+ NOW TV SERIES & MOVIES

BEHAVIOURAL IDENTIFIERS: SPENDS FROM £75-£150 PER ONLINE FASHION SHOP (USUALLY PER MONTH), APPLE PRODUCT USER,
SHOPS IN WELL-KNOWN SUPERMARKETS FOR OCCASIONAL SNACKS, INTERESTED IN HEALTHY LIFESTYLE YET LIVES
UNHEALTHY



CAMPAIGNS AND BRAND RESEARCH: CUSTOMER PROFILE 2

DANIELLE WESTWOOD

25, BI-SEXUAL, WHITE BRITISH FEMALE

LOCATION: UK, BIRMINGHAM

SOCIO-ECONOMIC CLASSIFICATION: D/E

OCCUPATION: OFFICE JOB, NON-STUDENT

**INCOME: SELF-DEPENDANT, THOUGH PARENTS WILL HELP OUT WITH EXTRA MONEY IF
NEEDED (APPROXIMATELY: £20,000)**

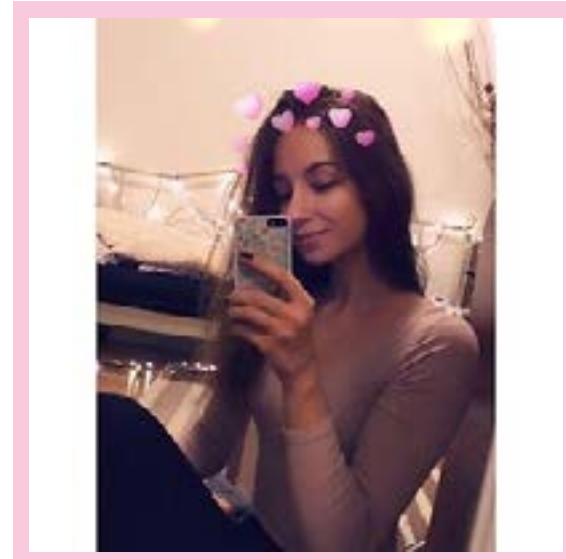
TRANSPORT: PUBLIC TRANSPORT, WALKING (LIVES CLOSE TO CITY CENTRE)

**PSYCHOGRAPHICS: INDEPENDENT, FINDS IT HARD TO SOCIALISE PROPERLY, VOTES LABOUR ALTHOUGH DOESN'T KNOW MUCH
ABOUT PARTY OR POLITICS, BODY CONSCIOUS, ENVIRONMENTALLY AWARE**

MUSIC TYPE: CHART HITS, POP MUSIC, TENDS TO FOLLOW ARTISTS LIKE ARIANA GRANDE, HARRY STYLES & CARDI B

**INTERESTS: NIGHTS IN/OUT, SPENDING TIME WITH BOYFRIEND, PUB VISITS, GOING TO BEACH/TOWN WITH FRIENDS, UPDATING HER
SOCIAL MEDIA THROUGH SNAPCHAT OR INSTAGRAM, ONLINE SHOPPING, COOKING FOR HERSELF AND FAMILY, EXERCISE, WATCHING
NETFLIX SERIES & MOVIES**

**BEHAVIOURAL IDENTIFIERS: SPENDS FROM £150-£200 PER ONLINE FASHION SHOP (USUALLY PER MONTH), APPLE PRODUCT USER,
SHOPS FOR SELF IN SUPERMARKETS AND LIVES A VERY HEALTHY LIFESTYLE, GYM ENTHUSIAST**



CAMPAIGNS AND BRAND RESEARCH: CUSTOMER PROFILE 3

CHUNHUA HUANG

23, STRAIGHT, CHINESE FEMALE

LOCATION: UK, BRISTOL

SOCIO-ECONOMIC CLASSIFICATION: D/E

OCCUPATION: DEGREE EDUCATED, STUDENT, SHOP FLOOR EMPLOYEE AT PRIMARK

INCOME: SELF-DEPENDANT, WORK ALONGSIDE HER STUDIES (APPROXIMATELY: £15,000)

TRANSPORT: PUBLIC TRANSPORT, WALKING

PSYCHOGRAPHICS: INDEPENDENT, KEEPS TO A SMALL GROUP OF FRIENDS, VOTES GREEN

PARTY AND IS VERY POLITICALLY EDUCATED, ACTIVIST FOR ENVIRONMENT, VEGAN

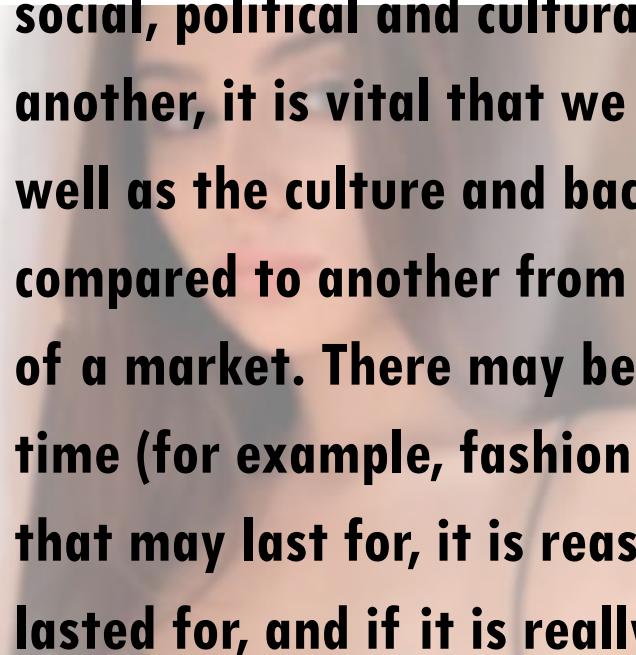
MUSIC TYPE: K-POP, TENDS TO FOLLOW ARTISTS WITHIN THE K-POP SCENE SUCH AS BTS, BLACKPINK, EXO, ARIANA GRANDE, TROYE SIVAN, LADY GAGA, ENVIRONMENTALLY AWARE

INTERESTS: STAYING IN, SPENDING TIME WITH FRIENDS DURING DAY TIME, UPDATING HER SOCIAL MEDIA THROUGH SNAPCHAT, TWITTER OR INSTAGRAM, BEING WITH FAMILY, TRAVELING, COOKING FOR HERSELF AND FAMILY, WORKING ON UNIVERSITY PROJECTS, DISCUSSING THE ENVIRONMENT, WATCHING NETFLIX + AMAZON PRIME SERIES (HASN'T GOT MUCH TIME TO WATCH MOVIES)

BEHAVIOURAL IDENTIFIERS: SPENDS FROM £20-£50 PER ONLINE FASHION SHOP (BI-MONTHLY), APPLE PRODUCT USER, SHOPS FOR SELF IN INDEPENDENT SHOPS AND LIVES A VERY HEALTHY LIFESTYLE, GYM ENTHUSIAST, SCHEDULES OUT EVERY DAY THE NIGHT BEFORE, SHOPS LOCALLY AND ORGANICALLY, NON-ALCOHOLIC



CAMPAIGNS AND BRAND RESEARCH: CONSUMER BEHAVIOUR



There are many different traits that an average Gen Z 16-24 female teenager shows off that really gives you an insight to what they are like, what they enjoy and what their habits are. I believe this to be down to the fact of what they/we grow up around, altering our society for what really determines a generations social, political and cultural pattern, and as one generation moves on from another, it is vital that we understand the needs of each individual generation (as well as the culture and background) as one misinterpretation of one 16-year-old compared to another from a former background will not likely make for that well of a market. There may be instances where a generation start fixating on a past time (for example, fashion styles from the 60s or 80s), but to determine how long that may last for, it is reasonable to discover how long past trends like this have lasted for, and if it is really worth brand money and time producing it...

CAMPAIGNS AND BRAND RESEARCH: CONSUMER BEHAVIOUR (CONT.)

There are many trends that young people fascinate over, ranging from the latest fashion trends, where to eat, diets, objects of interest and many other crazes. Today, we see these trends which have arrived from the surfaces of the technology we use, such as our smartphones, tablets and computers via. social media and news bulletins, and what they are really useful for is spreading word of problems that are now part of our world (where generations around WW2 would have only found out about upcoming disaster from the word of a mouth, newspapers or a local town outcry, today we can simply learn from the second something arises at the click of a button.) What seems to be getting the most attention amongst young people on social media at the moment is economical...

A: <https://www.mintel.com/blog/consumer-market-news/why-todays-teenagers-are-different-from-any-other-previous-generation>

CAMPAIGNS AND BRAND RESEARCH: CONSUMER BEHAVIOUR (CONT.)

crisis we face as a majority, and how the past actions of wasteful habits of others have led to rises in the climate of our planet changing for the worst, with rising greenhouse gases, a damaged Ozone layer, plastic pollution and mass-production for the masses.

It could be said that our 'Generation Z' is just as worse by following the trend of the continuation of reckless behaviour towards the planet, but when it comes down to the fact it is yet another thing we have 'grown-up around', something needs to change, and now that more young people are awake to the issue (including that of even past generations who have been fighting for years or are now just recognising the full extent of their actions), the trends of today...

B: <https://www.mintel.com/blog/consumer-market-news/why-todays-teenagers-are-different-from-any-other-previous-generation>

CAMPAIGNS AND BRAND RESEARCH: CONSUMER BEHAVIOUR (CONT.)

seem to be focused on what we care about ecologically, rather than physically (e.g. inanimate fads and fashionable wears.) This includes new ways (or reverting back to older ideas) of packaging, changing their diets to tackle over-slaughter and most specifically reducing, reusing and recycling waste (a common certainty that, thanks to mintel.com, found amongst 16-20 years that they believe will help create a greener planet.) It has become such a topical issue that where people like fashion models or pop stars were once at the forefront of role-model classification, since climate change took control of our media sources, activists big and small (no matter their background, social status or age) such as Greta Thunberg, are being used as examples of people we can look up to for...

C: <https://www.mintel.com/blog/consumer-market-news/why-todays-teenagers-are-different-from-any-other-previous-generation>

CAMPAIGNS AND BRAND RESEARCH: CONSUMER BEHAVIOUR (CONT.)

inspiration to really make a difference to not just our lives, but for the better of the natural world in such desperate need of help to save it from what a fragile state it is already in. I think that generations are also doing incredible when it comes to thinking about what matters the most about their futures and how they can really improve it to make way for the best in their lives; in fact, in a mintel.com finding, the question we all get asked a least once in our lives was exposed to 12-18 year olds: 'if left with a sum of £1000, what would you do with it?' The expected answers would be to spend it on what they enjoy the most. However, 38% of the participating audience felt best if it was put away for future use, giving them a chance to put it towards something useful when it would matter the most.

D: <https://www.mintel.com/blog/consumer-market-news/why-todays-teenagers-are-different-from-any-other-previous-generation>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM

When Mahmud Kamani and Carol Kane (who previously supplied the likes of Primark & New Look, who are now considered rivals to their online store) opened their Manchester-born brand back in 2006, boohoo was just a small company looking to make big waves in modernising the fashion industry, showing what it really means to keep on top of the latest fashion trends. Fast forward to today, and the brand has seen mass turnarounds in sale profits, growth and active customers, driving the company towards high-total profits.

<https://www.boohoo.com/page/about-us.html>

<http://www.boohooplc.com/about-us/group-overview.aspx>

<https://careers.boohoo.com/we-are-boohoo/>

<https://www.theguardian.com/business/2014/mar/07/boohoo-sale-company-shares>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

Boohoo.com sees in riveting figures of almost 1.2M customer visits per day (this following on from the 1st of October, 2019) which sees them through to the 2,084th most ranked page on top leading sites in worldwide rankings, 154th in the UK and 306th in Japan with the largest proportion of visitors to the site, at 44.6% of the worldwide on-site views; this being almost half the percentage of visitors worldwide (during the October, 2019 period.) The site also sees filters through from other similar sites, this probably due from pop-up adverts or instant associations made with them by the customers as an alternative search/ ‘shopping around’ (these sites include, newlook.com, missguided.co.uk & prettyletting.com., filtering through the majority of boohoo.com visitors.)...

<https://www.wolframalpha.com/input/?i=boohoo.com>

A: <https://www.alexa.com/siteinfo/boohoo.com>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

Customers who access the site with an intend to purchase an item also have an idea of the sort of items they plan to buy, this being marginally cheap and/or on sale produce for quick wear. People don't primarily seem to visit the site for their choice of clothing, but alternatively wear they may not worry about getting damaged (e.g. on nights out, restaurants, parties and other one-off special occasions) with the most popular types of products entered into the search bar of the site are skirts, dresses, camo effect prints, shoes and coats. Statistics may be vague, but within their main target audience of 16-24 women, it seems they are most likely to browse these types of sites more likely than any other person outside of the bracket.

B: <https://www.alexa.com/siteinfo/boohoo.com>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

Boohoo.com (the titleship brand of Boohoo Group) also shares holdings alongside other massive online brands too, such as:

- **boohooMAN**
- **PrettyLittleThing**
- **Nasty Gal**
- **MissPap**
- **Karen Millen**
- **Coast**



Just like Boohoo, all these other companies deal with same/similar custom as detailed in my customer profiling (apart from boohooMAN, who deal with the male custom interested in shopping in the same way as boohoo customers.) ...

<http://www.boohooplc.com/about-us/group-overview.aspx>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

However, it was never until 2017 that Boohoo Group acquired shares of 68% respectively in both Pretty Little

Things Limited and US brand

Nasty Girls (also taking the UK, Europe and Australia by storm too).

This brave decision was

probably due to how the financial horizon was rising higher than past profits had ever shown, with profits in 2017 showing a total revenue of

£294.6M, an astonishing rise of just under £99.2M compared to 2016. Boohoo...

A: <https://www.statista.com/statistics/794862/boohoo-plc-group-revenue-worldwide/>

<http://www.boohoopl.com/~/media/Files/B/Boohoo/reports-and-presentations/boohoo-ara-2017.pdf?pdfdata=1>



CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

Group haven't just stopped there however, as since then, the company has reached an all-time high just this year of £856.9M, a staggering rise of approximately 48% in comparison to the year before, which hit £579.8M. This is probably due to the rise in trend of the amount of people who now take to the online world as their go-to source of clothing, where high-street markets only seem to ever be taking loss upon loss each day. It has even come to the point where in the first half of 2019, approximately 2,870 stores (including fashion retailers) were shut down UK wide, with even the threat of the well-renowned HMV Group nearly going into liquidation (thankfully saved by Sunshine Records, Canada.)

B: <http://www.boohooplc.com/~/media/Files/B/Boohoo/reports-and-presentations/4412-boohoo-ar-2019.pdf?pdfdata=1>

<https://www.bbc.co.uk/news/business-49654281>

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM (CONT.)

For when it comes to communicating with my audience, I want to make sure that any language I use, customers will be able to associate it with the brand, rather than trying to make it seem a whole new revamp to Boohoo all together. I have looked through their site and have come across words/phrases/pronouns such as:

<https://www.boohoo.com/>

<https://www.instagram.com/boohoo/>



ACTUALLY USEFUL GOALS SELF-LOVE PAYDAY BABE YOU VIBE MOOD BEST-SELF BOO SERVING LOOKS ICON/ICONIC PARTY

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM ADVERTS

SCREW IT, LET'S DO IT

This advert features young models who are within the primary age group of who Boohoo.com are trying to aim their range towards (as if they are the role models for the brand.) Dressed in products that are sold via. their site, the models all act in a rebellious-like attitude, as if they are owning the moment/night, letting loose and having a good time; they are having the party of their lives, the party to finish all nights. Most of the advert is based in a VIP scene where all the models walk in to a room full of bright neon colours, consisting of hot pink, violet and beige, these being some of the MAIN stand out colours where women's fashion is concerned. It also makes for an 'Instagram-worthy' back-drop, something that most young women would love to take their selfie in. ...

https://www.youtube.com/watch?v=Q2B_jVvWq7Q

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM ADVERTS (CONT.)

SCREW IT, LET'S DO IT

Throughout, shots focus on mostly the models, with direct eye contact to camera almost every second, as if they are trying to seduce the audience to join in the fun with them. There are also a lot of fast to slow panning and still shots, alongside slow-motion walking shots with the models usually casually walking around corners, waving or brushing their hair to the side or actions to build up the rebellious tone to the advert (such as swinging a microphone around, looking down into the camera lens, walking with coats over shoulders, looking as if nothing is bothering them (keeping their composure), etc.) The music also plays company to their attitude with a fierce beats and a voice who may fit the voice of anyone in the room. Finally, the advert finishes with Boohoo.com's signature...

https://www.youtube.com/watch?v=Q2B_jVvWq7Q

CAMPAIGNS AND BRAND RESEARCH: BOOHOO.COM ADVERTS (CONT.)

SCREW IT, LET'S DO IT

logo appearing over a shot of the main model of the advert cheekily winking into the camera. Overall, the attitude of the advert will have to be considered for when producing my 45-60 advert as although I believe the advert needs to feel separate from how people currently feel about them, due to how sales still continue to sky-rocket, it would be wrong to stray away from this already-winning formula to create something totally different. I will try to include natural and uplifting aspects to the campaign but will also make way for the ideas of how the currently market themselves (this will also create a positive outlook towards these types of adverts in the future too, as there are bound to be more for as long as young women stay interested in this sort of fashion.)

https://www.youtube.com/watch?v=Q2B_jVvWq7Q

CAMPAIGNS AND BRAND RESEARCH: NICK MULVEY X SHARPS BREWERY (OCEAN PLASTIC VINYL)

In an attempt to tackle the amount of plastic waste that is washed up onto the coast lines around the coasts, Sharps Brewery, a North Cornish beer brand, dedicated themselves to creating the music industry's FIRST playable record out of "recycled ocean plastics". This was a project I picked up due to my fandom of the artist involved in collaborating in the project, Nick Mulvey, the Mercury Prize nominated musician who has his name to this historic moment. The song on the vinyl was also a plead to gain people's awareness of the issue on topic, discovering who we really are in a time of great ecological & social turmoil, and what it means to be part of something bigger than just what is around us, our...

<https://www.sharpsbrewery.co.uk/sharps/nick-mulvey>

<https://www.musicglue.com/nickmulvey/products/in-the-anthropocene-ocean-10-vinyl>

CAMPAIGNS AND BRAND RESEARCH: NICK MULVEY X SHARPS BREWERY (OCEAN PLASTIC VINYL) (CONT.)

role “In the Anthropocene”, hence the title of the song.

According to Nick Mulvey’s official site, copies of the vinyl were limited to just 100, and were priced at £27.99 each, which, selling out within just an hour, equated to £2799 (disincluding any added costs) with all profit made going towards the charity Surfers Against Sewage. I managed to purchase a copy myself after seeing an advert via Twitter; the vinyl compared to virgin vinyl material does make for a high-quality sound. It also feels stronger compared to virgin vinyl, which I believe could be an opportunity for me to examine if the same could be done for fashion accessories too (e.g. bags, purses, belts, etc.)

A: <https://www.sharpsbrewery.co.uk/sharps/nick-mulvey>

A: <https://www.musicglue.com/nickmulvey/products/in-the-anthropocene-ocean-10-vinyl>

CAMPAIGNS AND BRAND RESEARCH: NICK MULVEY X SHARPS BREWERY (OCEAN PLASTIC VINYL) (CONT.)

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B: <https://www.sharpsbrewery.co.uk/sharps/nick-mulvey>

B: <https://www.musicglue.com/nickmulvey/products/in-the-anthropocene-ocean-10-vinyl>

SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
ANALYSIS OF RESEARCH

ANALYSIS OF RESEARCH: TREND RESEARCH

It seems that the main problem surrounding sustainability is that of the fast-fashion industry and the ever-growing brands that are selling them without really taking a firm stand to counter their frowned-upon ways. With waste and 'outdated' packaging contributing to the rise in the fall of our eco-system and Ozone layer, brands like Boohoo will soon have to think of ways to become eco-friendlier due to the viral discovery of what facts and figures are being discovered by public eyes and how seriously it is being taken. However, I do believe that it is also up to the customers and consumers to really urge for change, as due to how fast the revenue of Boohoo Group has rose since just 2015, voices need to start being heard or fashion-faltering issues like this will surely persist (especially inside the Chinese market.) Rather than brands focusing on producing a hefty quantity of stock for sale, it feels like quality should now be their main concern if this planet is to truly survive a 'fashion-apocalypse'.

ANALYSIS OF RESEARCH: AUDIENCE/CAMPAIN/BRAND RESEARCH

Target audiences have changed dramatically since times like the 60s, 70s, 80s, etc, especially that of young people, where new trends always seem to take centre stage over others in the matter of a year, month or even days! This also determines the kind of language young people use, the way they socialise and compose themselves. If I am to produce a campaign for Boohoo.com, I will not just have to think about the trend itself, but how a young, Generation-Z adult (preferably female) would conduct themselves in today's current society. It is important to realise that if I am to tackle such a delicate issue such as environmental sustainability, I am to communicate to that of my audience the same way they would with their friends on a social level, whilst not forgetting that it's not the case that they're uneducated about the problems we are facing but providing an answer to their obviously-educated questions.

ANALYSIS OF RESEARCH: WHAT I SHALL DELIVER

I plan to produce a new product campaign for Boohoo.com concerning their morals and trust from customers concerning sustainability within the fashion industry.

My idea is to produce an idea concerning both throwaway figures and environmental pollution, based off my research on what we face ahead in an unpredictable future, plus the first ocean plastic vinyl made purely from waste in the ocean. I want to produce an array of fashionable accessories for Boohoo.com which will consist of both see-through recycled plastics and ocean plastics (or even reused fabrics) to create a similar effect to that of the ocean vinyl, except in the form of belts, purses, bags/tote bags, wallets, earrings, watch straps, sandals, sunglasses & phone cases. Due to wanting to stay 'on-trend', this fits in perfectly with the fact of how see-through accessories and clothing is making a comeback...

SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
DESIGN DEVELOPMENT + SCAMPS

DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS



INSPIRED BY
“NICK
MULVEY X
SHARPS
BREWERY
(OCEAN
PLASTIC
VINYL)”
RESEARCH

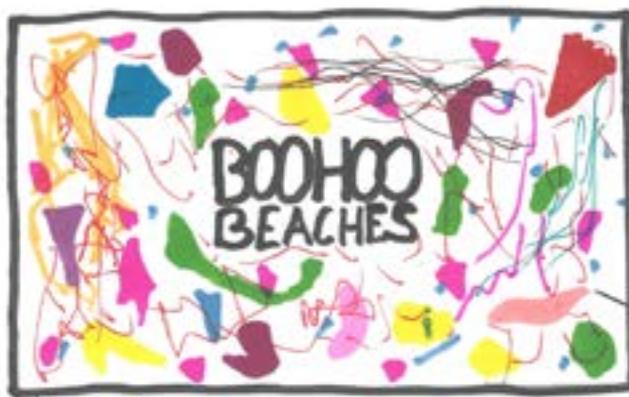
DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

**JUST LIKE WHEN
FABRIC
NIGHTCLUB WAS
AT JEOPARDY OF
SHUTTING DOWN,
COULD HAVE A
PLAY-ON
LAUNCH
CAMPAIGN?**

Boohoo.com
X
#savefabric
(again)

**HUGE NIGHT
STYLED TO FIT
BOOHOO.COM'S
UPCOMING
CAMPAIGN**

DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)



EACH BILLBOARD
(JUST LIKE EVERY
PRODUCT) COULD
BE UNIQUE

BILLBOARD FOR
SUSTAINABILITY
CAMPAIGN
ATTEMPT 1

MADE FROM
OCEAN
PLASTICS

OR, DIFFERENT BYONE
ACROSS THE WORLD
MADE FROM FABRICS

MAYBE TO MAKE
UNIQUE, USE
DISCARDED
FABRICS?

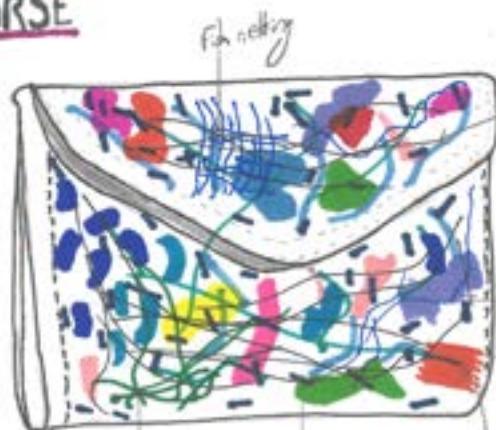
- IN WITH THE OLD,
OUT WITH THE
NEW
- RE-LIVE
RE-LAUGH
RE-LOVE
- FABRICATE THE FUTURE
- ICONIC DRESSES
RE-IMAGINED

ICONIC FASHION
RE-LOVED ☺

YOUR
WARDROBE
RE-FABRICATE
YOUR FASHION

DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

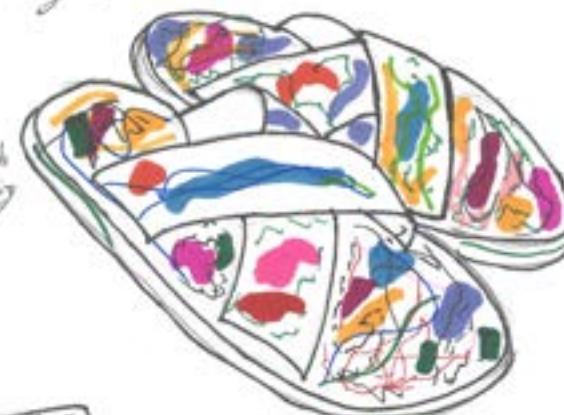
PURSE



WATCH



SANDELS



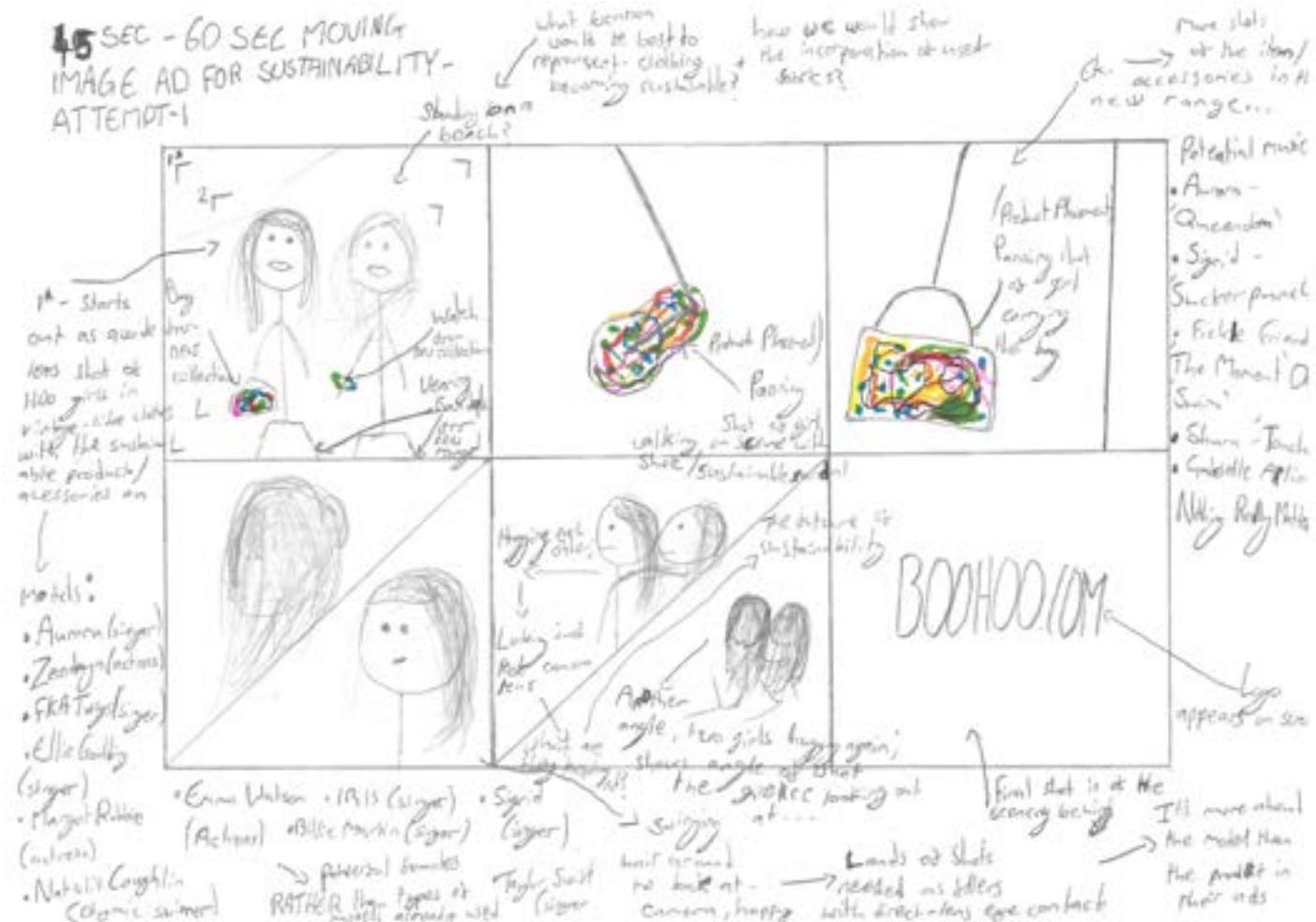
BELT



→ Need to consider material around sea plastics / clothing debris?

↳ Vinyl PVC

DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

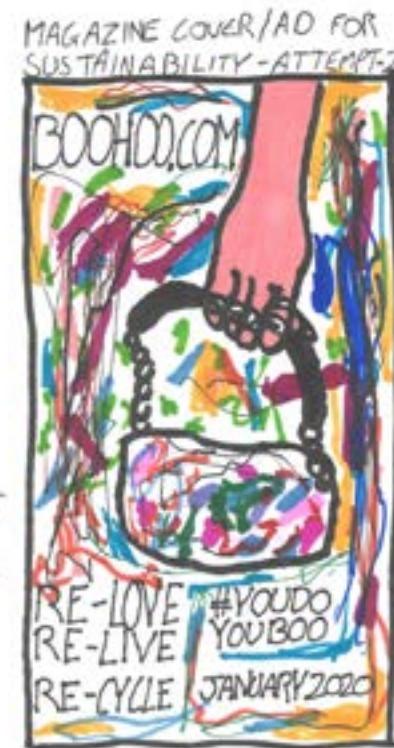
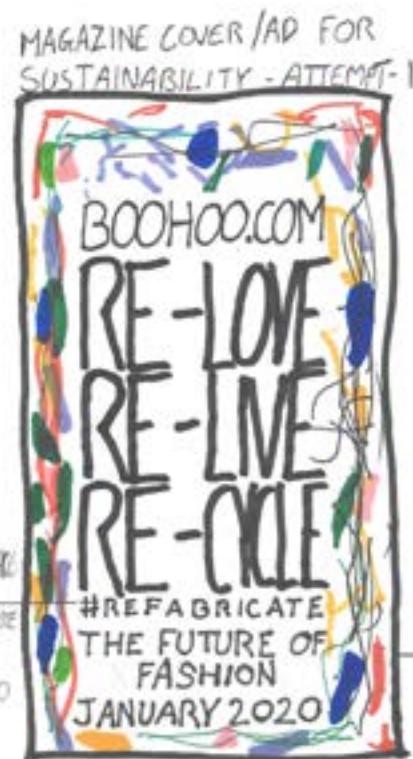


DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

CELEBRITY POSSIBILITIES

- **Jameela Jamil**
- **Emma Watson**
- **Ellie Goulding**
- **Anne Hathaway**
- **Aurora Aksnes**
- **Camila Cambello**
- **Keira Knightly**
- **Chloë Grace Moretz**
- **Katie Piper**

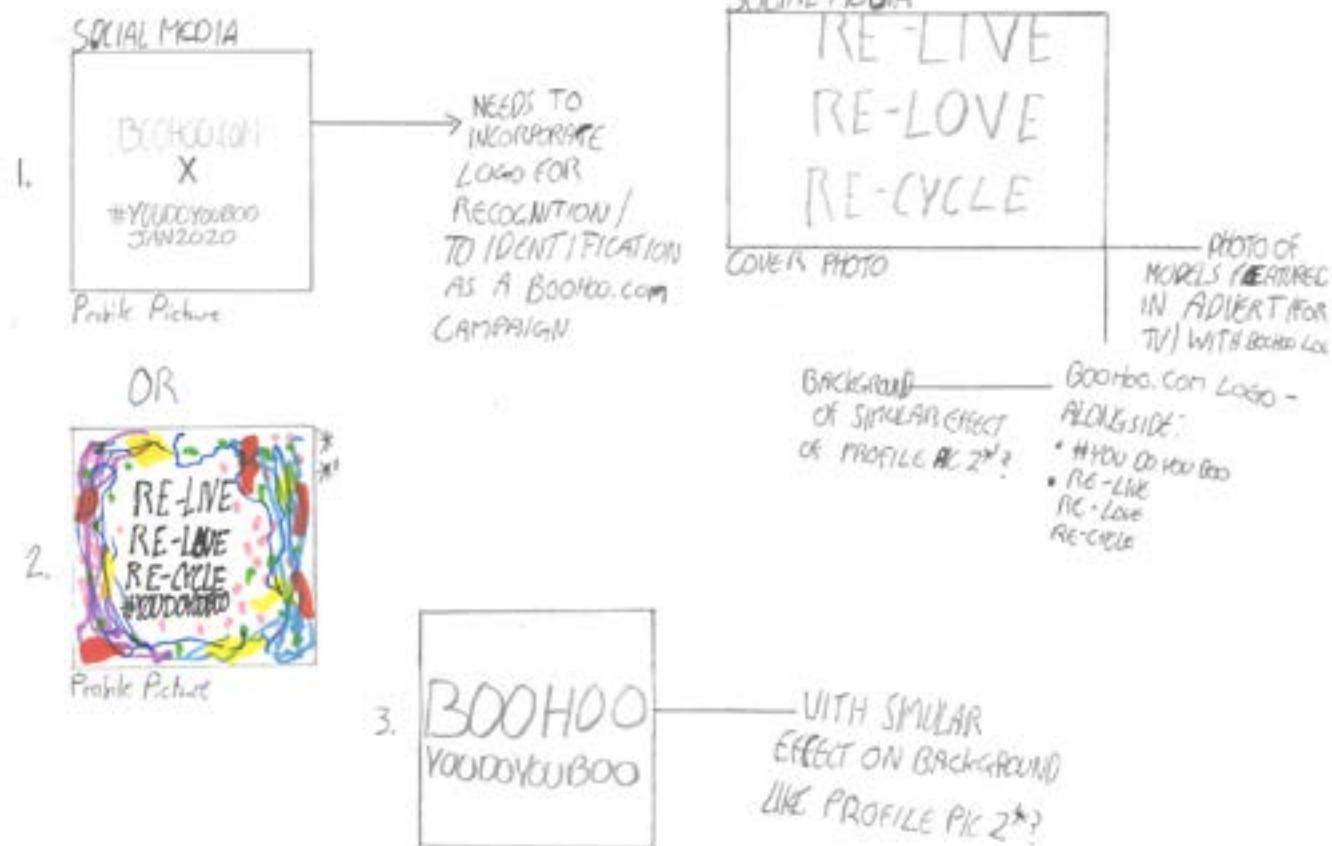
DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)



NEEDS TO REPRESENT HOW EACH PRODUCT IS UNIQUE
THE FUTURE OF FASHION NEEDS TO SOUND MORE TRENDY, CURRENT AND PERSONAL

- YOU DO YOU BOO
- DO IT YOUR WAY BOO
- SAVING & SERVING FASHION
-

DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)



DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

SOCIAL MEDIA POSTS

- “Seriously tho, the new sustainable range is a VIBE! (INSERT EMOJIS)
#Youdoyouboo”
- “@ someone who would SERVE sustainability! (INSERT EMOJIS)
#Youdoyouboo”
- “Attention babes! #Payday has never looked SO ICONIC! (INSERT EMOJIS)
#Youdoyouboo”
- So you follow social norms? Cuuute, but have you tried rocking YOURSELF?
(INSERT EMOJIS) #Youdoyouboo
- For that one-of-a-kind purchase that says YOU... Hun, we've got JUST the VIBE!
(INSERT EMOJIS) #Youdoyouboo

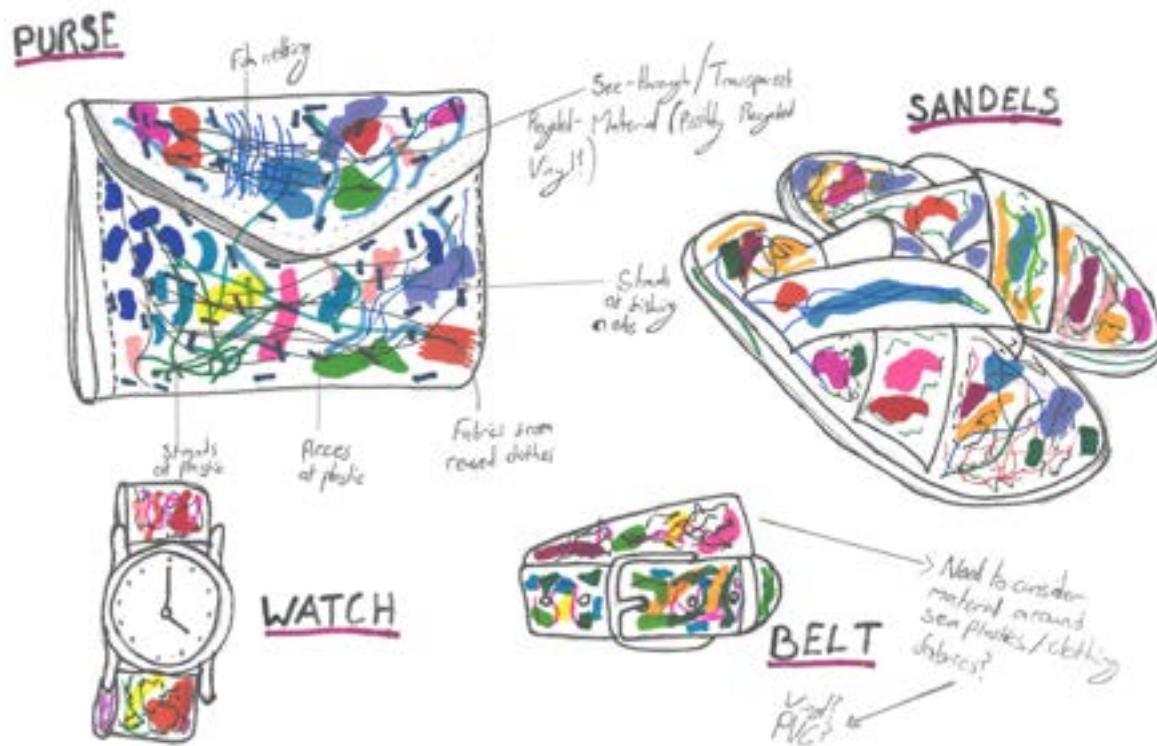
DEVELOPING THE CAMPAIGN: SCAMPS & IDEAS (CONT.)

SOCIAL MEDIA POSTS (CONT.)

- “Sustainability has never looked so CUTE! (INSERT EMOJIS) #Youdoyouboo”
- “Remember that top that just screamed ‘END ME’? Well, it’s back... sort of... (INSERT EMOJIS) #Youdoyouboo”
- “Your best-self doesn’t have to be what everyone else is wearing. That’s why we’re here! YW boo! (INSERT EMOJIS) #Youdoyouboo”
- “Announcement... after carefully considering your comments over our range containing mixed fabrics, we have decided... F*** it, let’s mix them up even more! (INSERT EMOJIS) #Youdoyouboo”
- “Ok, how are these actually the CUTEST?! (INSERT EMOJIS) #Youdoyouboo”
- “Ok sustainability, you win, we’ll change our ways... Coming soon (INSERT EMOJIS) #Youdoyouboo”

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE

THE PRODUCT



I will produce a detailed illustration of each product I plan to produce via. Illustrator to show what the products could look like in the real world. I will give final details on what will be used to create the product and make it 100% sustainable...

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

OOH CAMPAIGN



This shall include billboards that take into consideration the aspects of the TV advert, the product design and the wording of the campaign overall. I also plan to produce adverts that will inform people about the opening event to the campaign in London's club 'Fabric'.

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

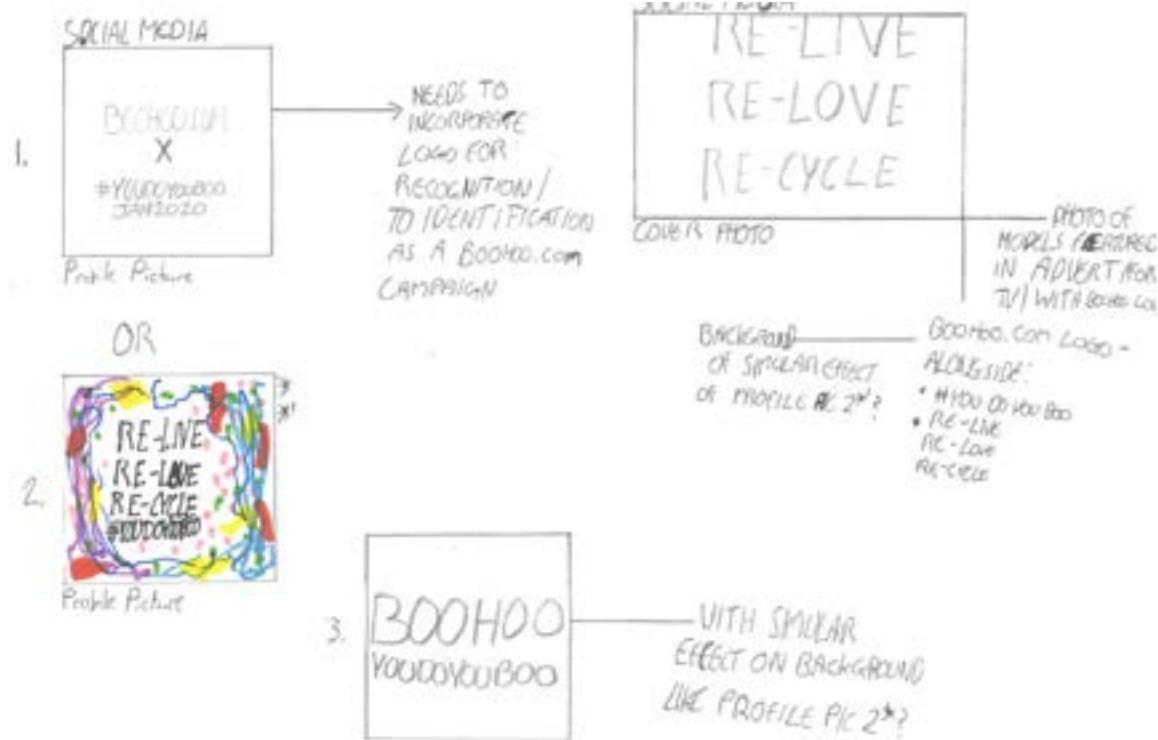
MAGAZINE COVER



The magazine advert will include the both my product and the celebrities that I have considered for my TV advert. I also plan to write a few lines OR an article as a message from the celebrity to inspire the customers of Boohoo.

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

SOCIAL MEDIA CAMPAIGN



I shall produce a variety of media for my social media campaign, including a profile picture, a cover photo and photos for posts that will be made to make users aware of the upcoming product.

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

SOCIAL MEDIA POSTS

Sustainability has never looked so CUTE!
(INSERT EMOJIS) #Youdoyouboo

@ someone who would SERVE sustainability!
(INSERT EMOJIS) #Youdoyouboo

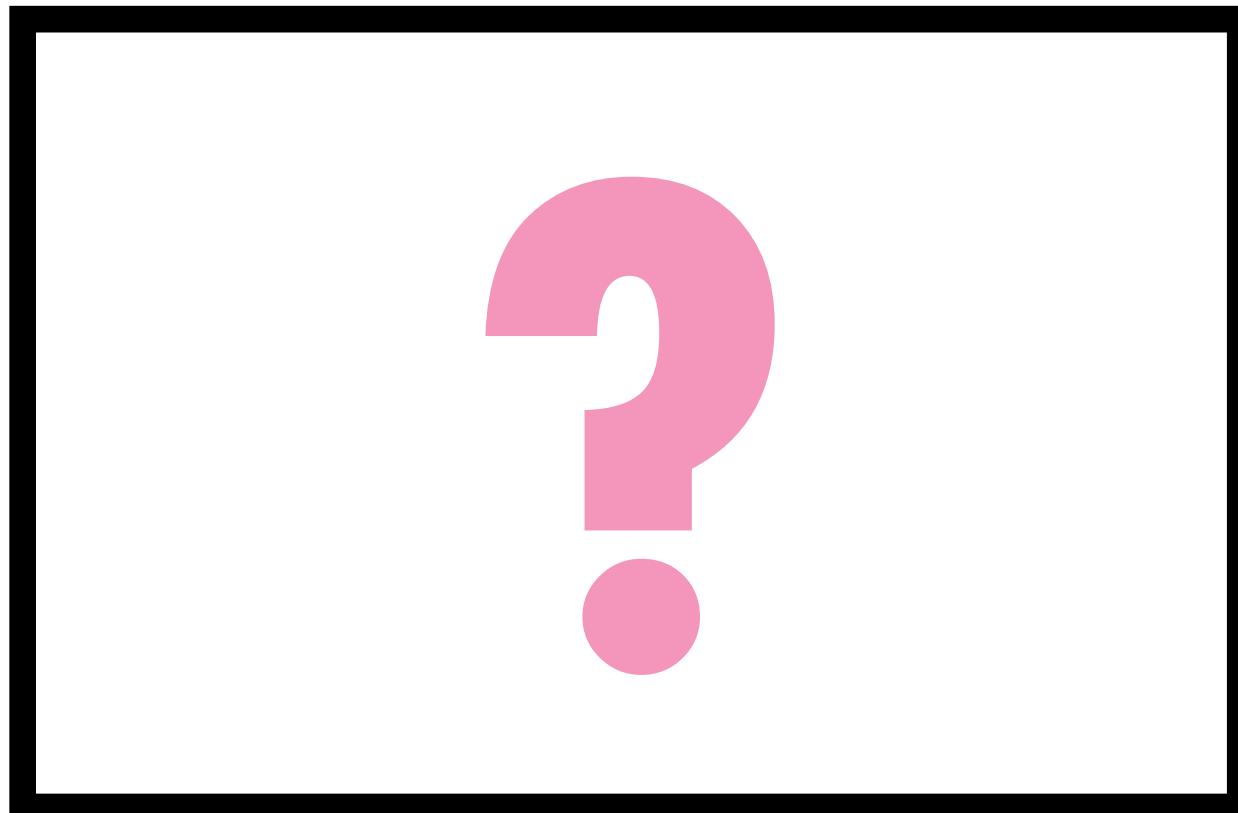
**“Attention babes! #Payday has never looked
SO ICONIC! (INSERT EMOJIS) #Youdoyouboo”**

Sustainability has never looked so CUTE!
(INSERT EMOJIS) #Youdoyouboo

**After experimenting with
various social
media posts, I will also
create mock-up tweets to
give examples of how I
shall communicate to my
customers when it comes
to advertising the actual
product itself.**

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

PACKAGING



When I reach a conclusion on what design strategies will work best for my marketing campaign, I will incorporate the graphics onto the packaging too, rather than creating a whole new design concept (this helps with relatability.)

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT

I will produce a detailed storyboard illustration of my TV advert with the use of celebrity endorsement to give my campaign characters that can be platformed to conduct articles for magazine pieces plus OOH advertisements. Celebrities I shall focus on will be made up of famous female icons who have put themselves out in the world for spreading the awareness of the current climate issues.

I shall use three different models over various roles in the celebrity world (e.g. music, fashion, film, figures, etc.) as this fits in perfectly with how they can individually represent 'RE-LIVE, RE-LOVE, RE-BEL', the primary tagline for this campaign (I shall however not individualise them on the final design, for how the advertisements won't necessarily be close together when published.)

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - JAMEELA JAMIL

Jameela Jamil has been through a variety of roles in the media industry; from popular radio presenter (BBC Radio 1), actress and writer, Jameela is now widely known on her patriotic activism in the fight for all things that represent an equal system in the current world system (for gender, race, religion, body type and sexuality alike.) Jameela spreads the word of positivity around via. social media, written articles, books, TV and even runs her own online Instagram campaign page called [@i_weigh](#) with posts that tackle the issues and stigmas faced around body shaming and 'radical inclusivity', a term which here means making sure...



FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - JAMEELA JAMIL (CONT.)

everyone is able to be given a voice and get heard, no matter their story or appearance. I believe this would fit in well with the message in my campaign 'Re-Love', as being that Jameela is spreading the word about self-belief and positivity in young and old people alike, it makes sense to include her as part of my campaign and imagery due to how this will both add and back up the brands overall message about love and care amidst current environmental and worldly issues surrounding the fashion industry.



https://twitter.com/i_weigh?lang=en

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - CAMILA CABELLO

With one of the most successful careers over any female artist in 2019, Camila takes to social media for promotion, personal life and opinion tweets. Camila represents the livelihood in today's millennial generation and what passion they hold close; through both lyrical and social content, she fuels the word of what it means to be young in 2019. In a post from September 2019, Camila congratulates the people who stood in the Climate Strike and voiced their opinion to make way for what they believe in. The post currently stands at 41.3K likes...

A: https://twitter.com/camila_cabello/status/1175218616079458304?lang=en



FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - CAMILA CABELLO

and 7.5K retweets. With this kind of platform and following, especially with such a topic like this, it makes sense to both increase the awareness of the campaign's attempt to excel 'boohoo.com's effort in creating a more sustainable and respectable environment where fast-fashion is concerned. It would also breathe life into the meaning of the campaign's 'Re-Live' sector...

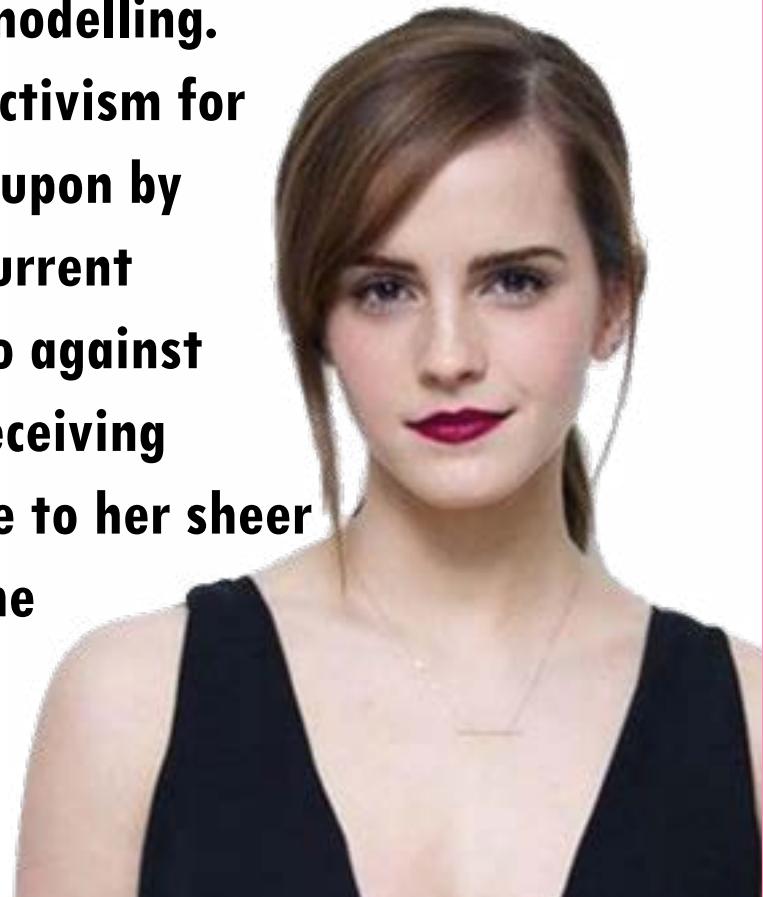


B: https://twitter.com/camila_cabello/status/1175218616079458304?lang=en

FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - EMMA WATSON

Emma Watson is known for her role in acting and modelling. However, it is recently her underlying passion for activism for social-norms and fighting against what is shunned upon by those who repent basic acceptance that fuels her current position. Watson has made statements that may go against the 'believes' of many 'unaccepting' generations, receiving backlash and hate comments, but is not put off due to her sheer commitment on what she believes will only pave the future for acceptance in the future. I believe this rebellious attitude towards the opinions and views on what is considered 'normal' today could in...



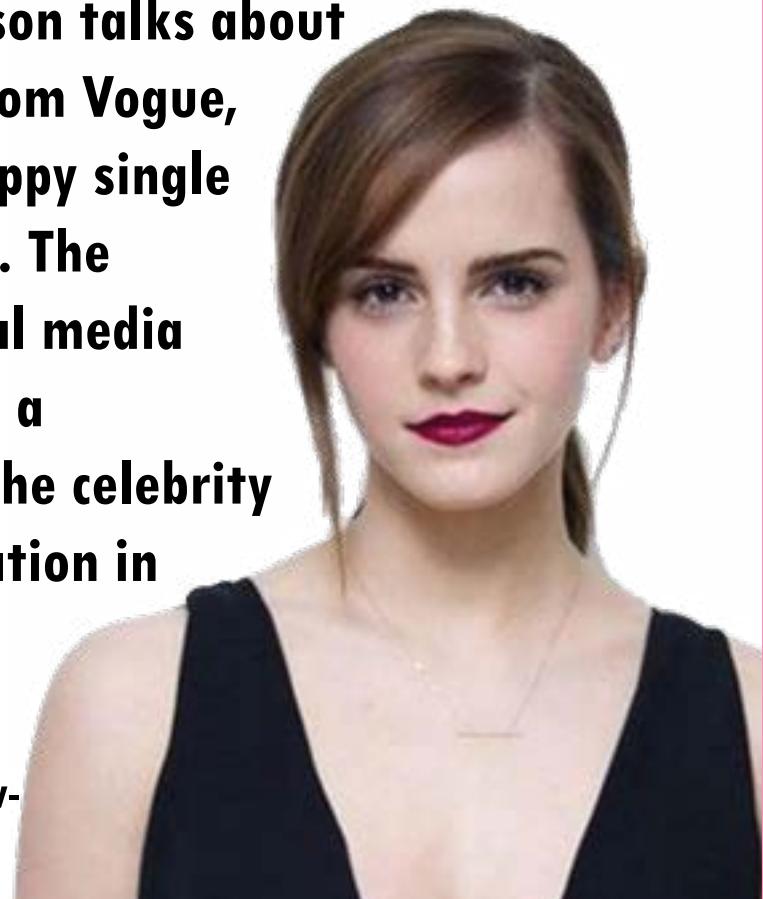
FINAL CAMPAIGN IDEAS: WHAT I WILL PRODUCE (CONT.)

45-60 SECOND TV ADVERT - EMMA WATSON

future be the NEW social-reality. For example, Watson talks about her views surrounding her ideal life in an article from *Vogue*, Nov 2019, and speaking about her views on her happy single life (Watson describes this as being self-partnered). The comment received backlash about her on both social media and TV (e.g. Piers Morgan's popular views amongst a tasteless fraction), but neither the less didn't vex the celebrity in any way. This is the kind of spirit and determination in representing the 'Re-Bel' sector of my campaign

I've been looking for.

<https://www.vogue.co.uk/news/article/emma-watson-on-fame-activism-little-women>



FINAL CAMPAIGN IDEAS: EXPERIMENTATION

DESIGN STRATEGY (ATTEMPT 1)



I decided that on my first attempt on designing a possible layout for my campaign, I wanted to go all out on my design so I can bring it review every aspect in full afterwards. I believe that reviewing my design, 'Re-Live/Love/Bel' text may be too heavy, plus the model behind may domineer the poster too much...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 2)



After removing the image of the model (Emma Watson) from the background of the image, I do believe the text stands out with the imagery of the 'fabrics' hanging around more. However, I am still unsure to the now-blank space behind it; this will be something I shall consider when further developing my campaign...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 3)



The font is also something that plays a massive part within my campaign, and due to how the previous large, bold text of attempt 1 & 2 seemingly overshadowed 'boohoo.com' and '#youdoyouboo', I decided to go a level down with regular styled font, 'TW Cen MT Condensed'. I shall compare the two later on in the progress...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 4)



The decision to bring the model back into the scene was to compare both attempt 1 to what it would look like with the now thinner 'Re-Live/Love/Bel' text and bold 'boohoo.com' and '#youdoyouboo' text. I believe that with how you can now see the text more clearly alongside how more of the model's detail shows, it appears more aesthetically pleasing....

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 5)



Although I believe my final idea is coming together, before I move onto producing my campaign, I want to experiment with the different ways in which I can possibly make the design seem more realistic. I have collected an array of discarded fabrics to see if I can re-create my digital artwork in real life, scan it in and see what works the best...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 5A)



After cutting up the material, before capturing them via. printer scanner or camera, I wanted to give myself an example with my phone camera of what I am looking for in my final results.

I believe that this looks more natural and interesting compared to the results of the digital pieces.

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

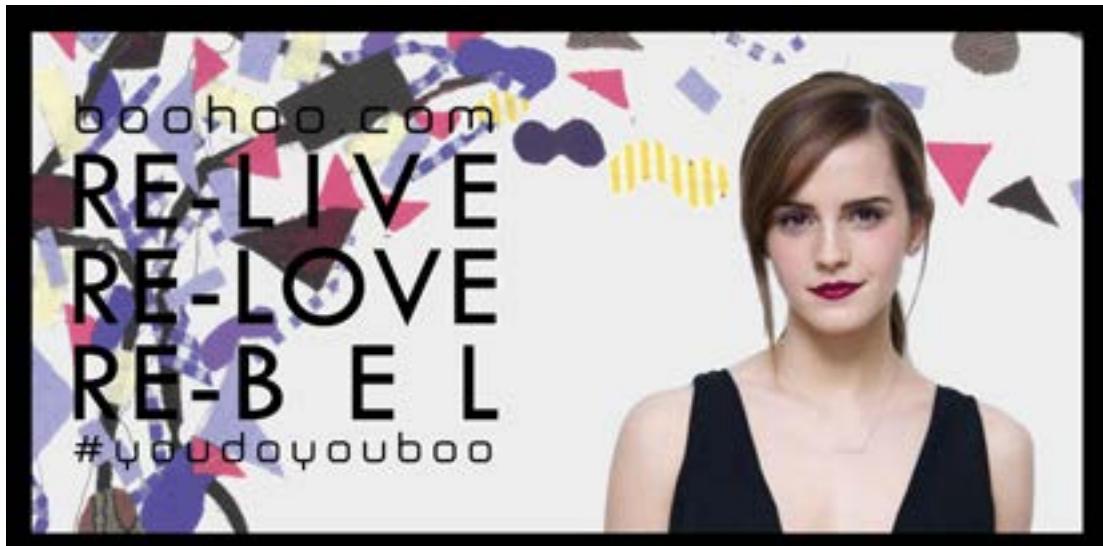
DESIGN STRATEGY (ATTEMPT 5B)



After collaborating both my idea of real-life fabrics with the exception of some of the past graphics from past attempts, I have created a design that feels much more natural and interesting rather than digitally created shapes and lines. However, I have now noticed the potential for many other borders I can create with the fabrics, in which I intend to explore...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

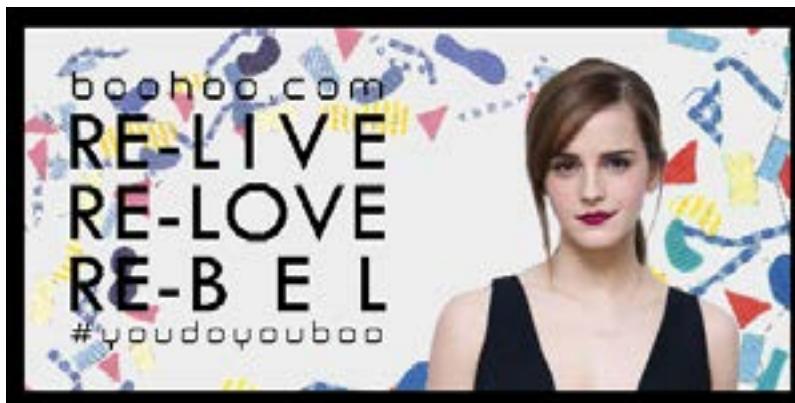
DESIGN STRATEGY (ATTEMPT 6)



Initially, I wanted to create a ring like shape to contain both the logo and model in one section. However, I decided that I wanted to push my horizons with more takes on what sort of angles I can arrange everything into. I have also edited the colours of the fabrics in the background to test whether other colours would work better (more pinks and purples.)

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 7)



FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

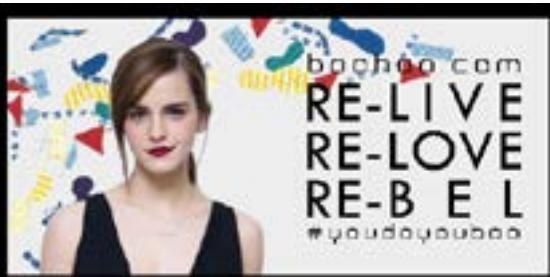
DESIGN STRATEGY (ATTEMPT 7A)



After experimenting with all the various possibilities of different arrangements of scanning in fabrics to JPEG quality, plus using Photoshop to edit the colours, size and contrast of the fabrics, I have concluded that I am confident with carrying out my final media types for the project...

FINAL CAMPAIGN IDEAS: EXPERIMENTATION (CONT.)

DESIGN STRATEGY (ATTEMPT 7A)



The inclusion of 3 to 4 various models will also be incorporated into the billboards, and shall all together produce a MAIN billboard with all 3/4 models featured upon it. If possible, I will also incorporate the products that surround my campaign into the designs too...

SUSTAINABILITY AND RECYCLING
IN THE FASHION INDUSTRY:
FINAL CAMPAIGN DESIGNS

FINAL DESIGNS: PRODUCT

This is what the campaign revolves around, the main product of the campaign. All advertisements from the OOH, magazine pages and TV advert incorporate the product into them as an effort to make people aware of the new product that will be on sale soon. The product will be made out of 100% recycled and reusable transparent vinyl, alongside the main theme of using various pieces of fabric that have been taken from old pieces of clothing and placed into the transparent vinyl...



FINAL DESIGNS: WEBSITE DESIGN



The image shows a screenshot of the boohoo website. The header features the 'boohoo' logo in white on a black background. Below the logo are links for WOMENS and MENS. The navigation bar includes categories like NEW IN, CLOTHING, DRESSES, PARTY, TOPS, SHOES & ACCESSORIES, BEAUTY, SHOP BY FIT, SUSTAINABLE RANGE, SALE, and INSPIRE ME. A search icon, a British flag icon, and user icons for profile, heart, and lock are also present. A banner at the bottom of the header area says 'SUSTAINABLE RANGE COMING SOON' four times. The main content area features three female models against a colorful, abstract background. The text 'boohoo.com' is at the top right of the image, followed by the slogan 'RE-LIVE, RE-LOVE, RE-BEL' in large, bold, black letters, with the hashtag '#youdoyouboohoo' at the bottom right. A 'FRIENDS' link is visible on the far right.

FINAL DESIGNS: WEBSITE DESIGN (CONT.)



The website will include the main billboard design, as it both features all three models and will be printed as a billboard afterwards (so people visiting the site can then after associate the two together with more understanding of what it means.) Also, in classic boohoo.com fashion, the site is set out in the classic layout so there is no complications for the customer when it comes to navigating the page as usual.

FINAL DESIGNS: SOCIAL MEDIA

TWITTER BORDER (1500 x 500 PIXELS)



FINAL DESIGNS: SOCIAL MEDIA (CONT.)

FACEBOOK BORDER (820 x 312 PIXELS)



FINAL DESIGNS: SOCIAL MEDIA (CONT.)

TWITTER + FACEBOOK PROFILE PICTURE (500 x 500 PIXELS)



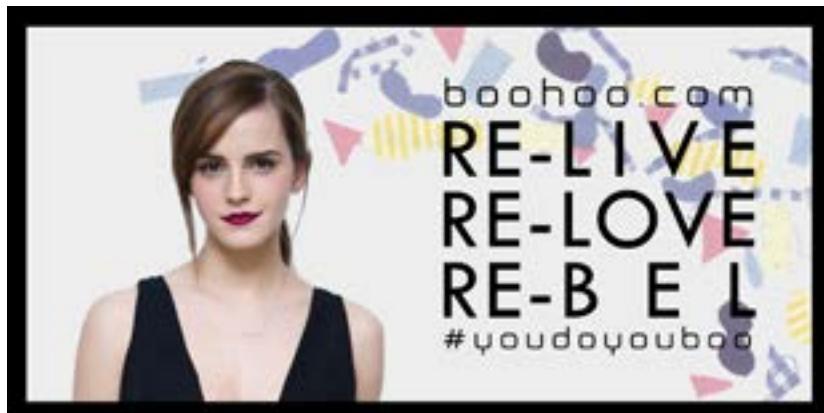
FINAL DESIGNS: SOCIAL MEDIA (CONT.)



The social media will be updated once the sites material is updated, as customers visiting the brands page will then understand the association between the two. The design will incorporate both the font and copy of what is included in the main campaign designs...

FINAL DESIGNS: OOH

LANDSCAPE 48-SHEET BILLBOARD



FINAL DESIGNS: OOH (CONT.)

LANDSCAPE 48-SHEET BILLBOARD - MAIN



The 48-sheet billboards will be split into 4 parts in the campaign, but with each including the same text, font and similar layout style. Each model is assigned their own colour palette as far as singular designs are concerned, but with the final billboard, I have combined all the colours together, creating the main design...

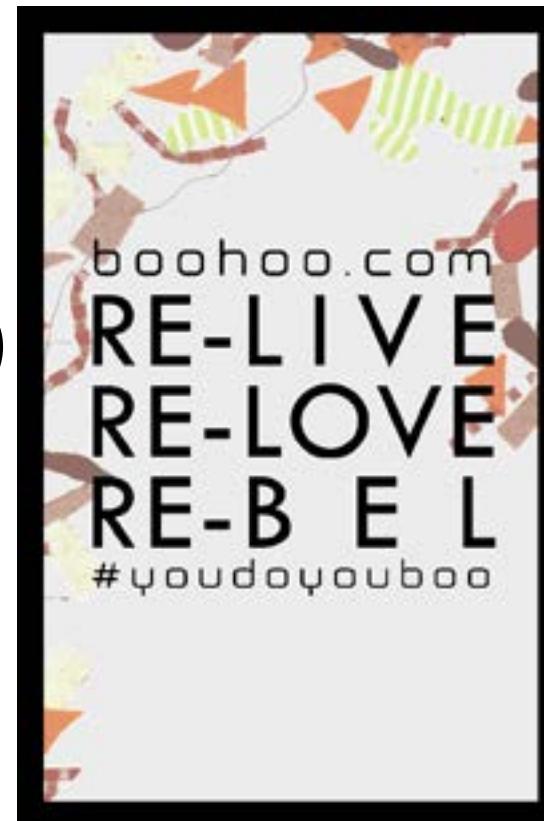
FINAL DESIGNS: OOH (CONT.)

BOOMERANG ADSHEL 12-SHEET ADVERT

1



2



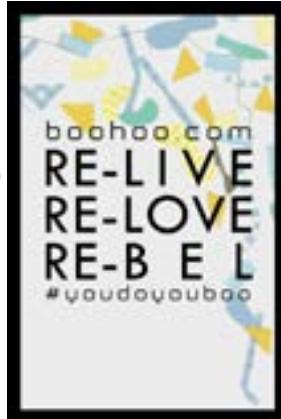
FINAL DESIGNS: OOH (CONT.)

BOOMERANG ADSHEL 12-SHEET ADVERT

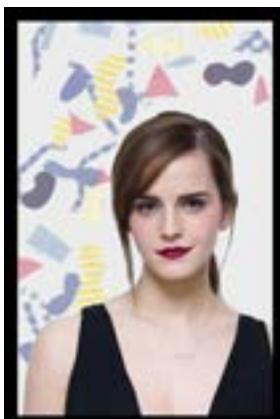
1



2



1



2



These adverts will be placed in places such as train stations, shopping centres, bus stops and other places that typically contain 12-sheet digital adshel billboards, due to the boomerang effect. Also, just like the billboard, the advert comes in a variety of styles.

FINAL DESIGNS: OOH (CONT.)

LANDSCAPE 48-SHEET BILLBOARD - FABRIC NIGHTCLUB COLLAB



FINAL DESIGNS: OOH (CONT.)

LANDSCAPE 48-SHEET BILLBOARD - FABRIC NIGHTCLUB COLLAB

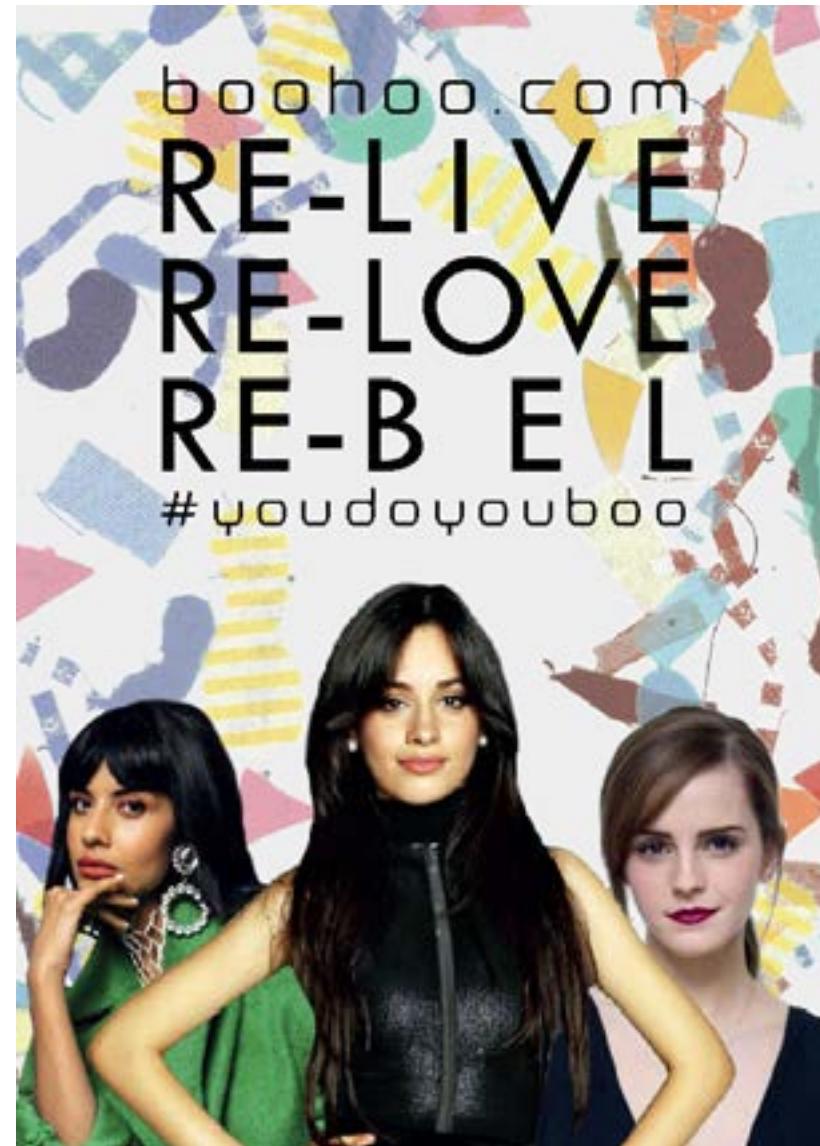


This billboard will be placed around London to highlight the event that will be happening in London's Fabric Nightclub. I have included links in this one for people to find out more information about tickets and when the event is planned for.

FINAL DESIGNS: MAGAZINE

ADVERT

This advert will be used to highlight the up and coming campaign to fashion fanatics in their much-loved magazines such as **Vogue/British Vogue, Elle, I-D, Fashion and the Cosmopolitan**. I have chosen to create just one advert as due to how adverts such as OOH and social media will be out already, the readers will already be fixed on the idea of what this is all about.



**FINAL DESIGNS:
MAGAZINE
ARTICLES
(FOLLOWING (3) PAGES)**

CAMILA CABELLO RE-LIVE

With over 3 billion streams on Spotify, multiple AMA awards nominations since 2018, Camila Cabello is now easily recognisable as being one of the most successful artists of the 21st century, as well as being the most streamed female artists of 2019. Also, with a hefty twitter following of over 10 million, it is no surprise to understand Cabello is slowly leading in what it means to spark life into a whole new generation. In a September 2019 tweet, the Queen of pop praised the efforts in the many people who went out to speak up against the race...



of climate change to make for a better future. The tweet today stands at 41.2k likes and over 7k retweets.

"I believe the platform I have been so gratefully been given can be used to raise awareness of more than just my music, but to stand alongside those who fight for our beloved planet's future. I want to let the young people who listen to my music know that I also stand by their actions, that I am on their side. It's beautiful to see how much they will go through to make their voices heard. I hope I can also join in a strike of myself in the future. They inspire me."

JAMEELA JAMIL RE - LOVE

With ever-growing recognition around the world where the main message of spreading 'inclusivity, body positivity and power made equal' is now in full effect, Jameela Jamil is pushing the idea of what it means to love and feel loved in 2019.

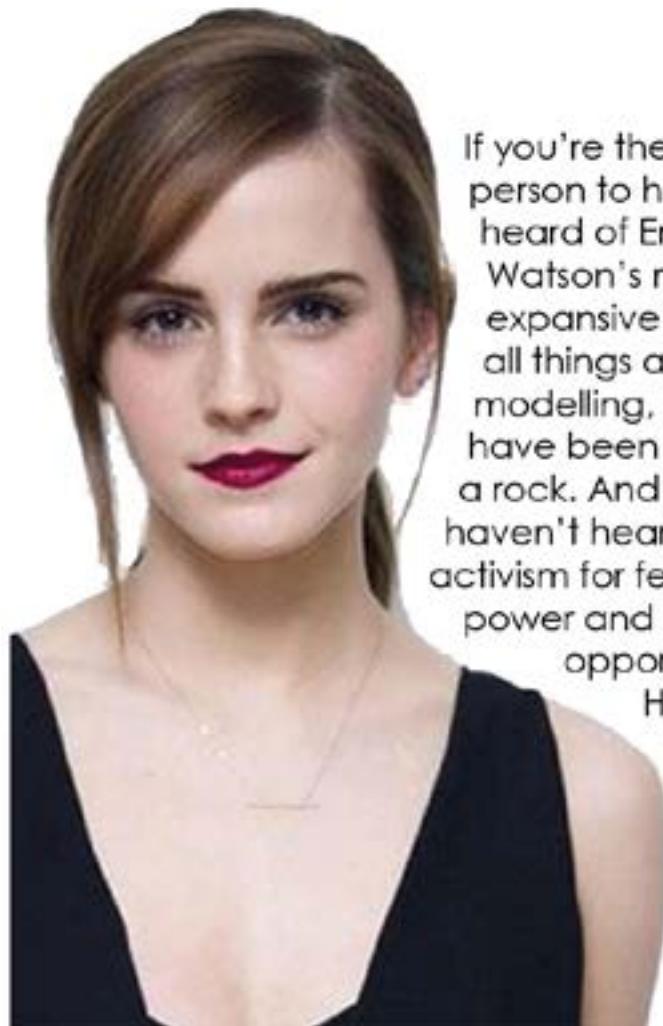
In an interview with the @i_weigh campaign and social media account founder, Jamil explained that how "we as human beings are so caught up in a society full of labels, we have truly forgotten how to connect with each other through deeper meaning, but rather through appearance and quick-judgment.

I feel there's so much more that we can to pave the way forward where one day people will just accept each and every being for the way they chose to live their lives the way they want to. And if not, f*** them! It's our bodies at the end of the day, so why should we have...

to hide who we truly are?" An inspiration for sure! Jamil also explained the importance of the boohoo sustainability project, and how, "FINALLY, a product here making waves in what it means to feel the blessings of love from everyone all over the world!"



EMMA WATSON RIE-BELL



If you're the type of person to have not heard of Emma Watson's most expansive career in all things acting and modelling, you truly have been living under a rock. And if you haven't heard about her activism for female power and opportunity then Hun, we need to talk... Watson's constant fight for the...

long-overdue equality amongst women and men adds fuel to the fire in what has been an on-going rebellion against political and economical rules and regulations, dictating what women 'may and may not do' compared to that of men. Watson explains that, "we can't just stand and accept such outdated bore that still to this day restricts women from being themselves, simply because of our gender. We should be thought of as unique, not restricted from life-choices because of how certain groups of people decide what's best for us and what we should stay away from. They don't know us personally, they don't know our real power as individuals. We are women, and we are strong." Watson also praises boohoo's effort in creating, "a product that shines light on individuality and opportunity. Each product is unique, just like the every woman."

FINAL DESIGNS: MAGAZINE (CONT.)

ARTICLE

EMMA WATSON RE-BEL

If you're the type of person to have not heard of Emma Watson's most explosive career in all things acting and modelling, you truly have been living under a rock. And if you haven't heard about her activism for female power and opportunity then... this will need to talk... Watson's

long-overdue equality amongst women and men adds fuel to the fire in what has been an on-going rebellion against political and economical rules and regulations, dictating what women "may" and "may not" do" compared to that of men. Watson explains that, "we can't just stand and accept such outdated belief that still to this day restricts women from being themselves, simply because of our gender. We should live thought of as unique, not restricted from life choices, because of how certain groups of people decide what's best for us and what we should stay away from, they don't know us personally, they don't know our real power as individuals. We are women, and we are strong." Watson also praises boohoo's effort in "auctuct that shines light on opportunity. Each product is the every woman."

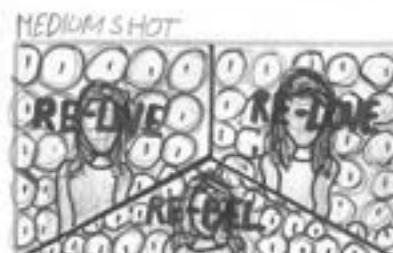
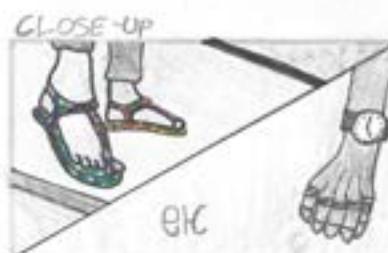
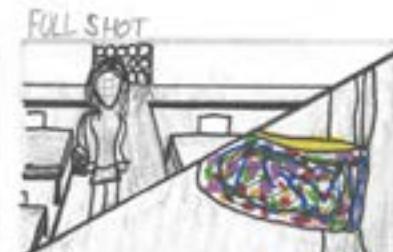
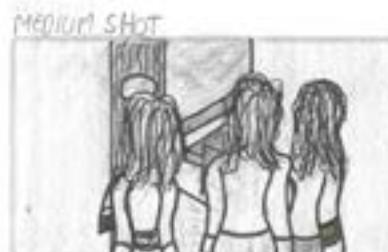
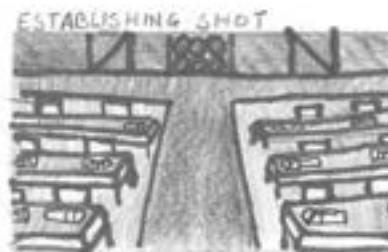
CAMILA CABELLO RE-LIVE

With over 3 billion streams on Spotify, multiple AMA awards nominations since 2016, Camila Cabello is now easily recognizable as being one of the most successful artists of the 21st century, as well as being the most streamed female artist of 2019. Also, with a hefty follower following of over 10 million, it is no surprise to understand Cabello is slowly leading in what it means to spark life into a whole new generation. In a September 2019 tweet, the Queen of pop praised the efforts in the many people who went out to speak up against the issue...

of climate change to make for a better future. The tweet today stands at 47.2k likes and over 7k retweets. "I believe the platform I have been so grateful given can be used to raise awareness of more than just my music, but to stand alongside those who fight for our beloved planet's future. I want to let the young people who listen to my music know that I also stand by their actions. If I am on their side, it is beautiful to see how much they will go through to make their voices heard. I hope I can also join in a voice of myself in the future. They inspire me."

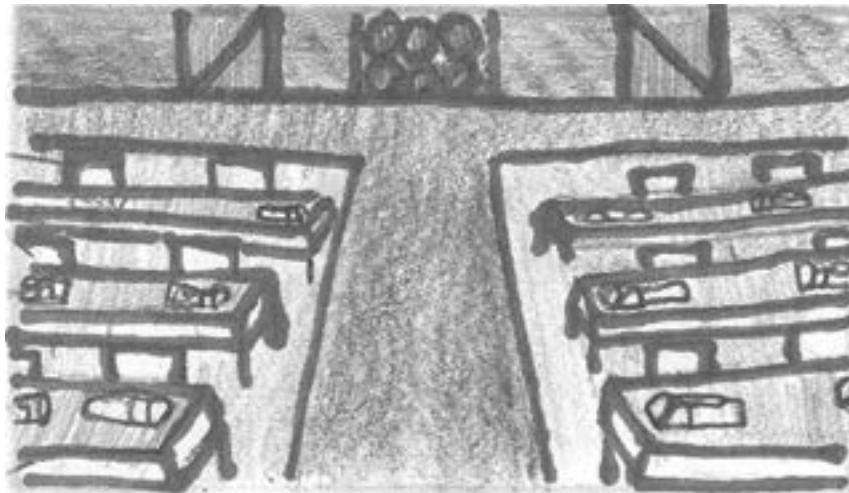
I have produced articles that will be featured in leading fashion magazines around the concept of how my other media types have been constructed, with both the pictures of models and fabric waves included. The articles consist of stories from all three view points of the models and what they think to be the most important in an environmental stance, with a brief description of what they think the product could do to help out in their topical beliefs and ideologies.

FINAL DESIGNS: TV ADVERT



FINAL DESIGNS: TV ADVERT (CONT.)

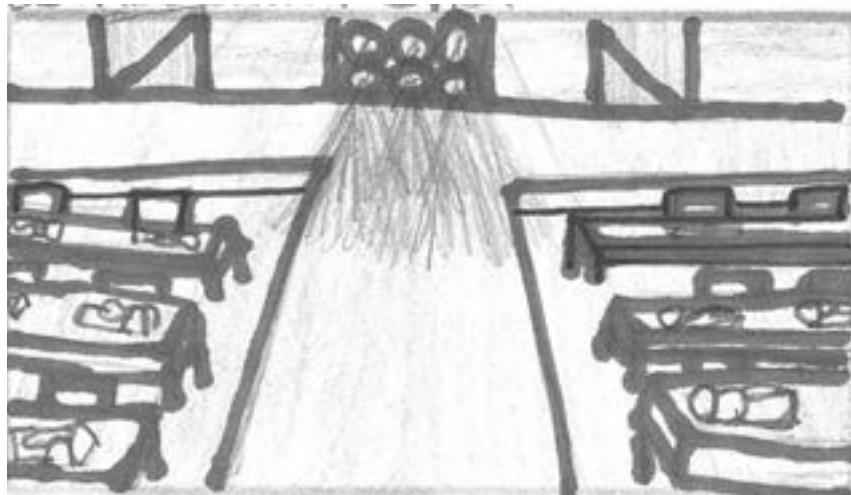
ESTABLISHING SHOT



SCENE TAKES PLACE IN A FABRIC WAREHOUSE TURNED CATWALK. THE PLACE IS DARK AND SILENT, WITH NO SIGN OF LIFE ANYWHERE. IT IS NIGHT TIME. TABLES IN ROWS BY THE SIDE OF THE CATWALK HAVE SEWING MACHINES ON THEM WITH A CHAIR AT EACH STATION.

FINAL DESIGNS: TV ADVERT (CONT.)

ESTABLISHING SHOT

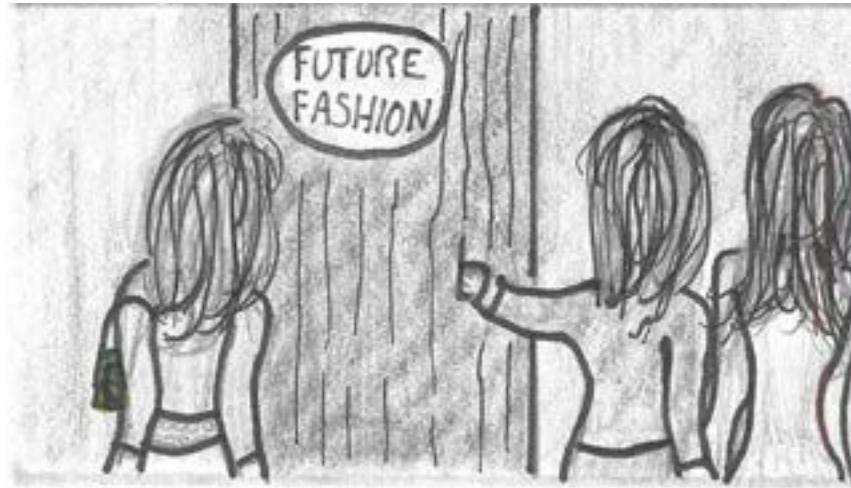


SAME ANGLE AS LAST SCENE. SUDDENLY, LIGHTS IN THE WAREHOUSE START FLICKERING ON IN AN EERIE FASHION, AND THE MAIN CATWALK LIGHTS SITUATED IN THE MIDDLE OF BOTH DOORS TO THE SIDE OF IT LIGHTS UP. THE ROOM IS NOW IN FULL LIGHT.

FINAL DESIGNS: TV ADVERT (CONT.)

MEDIUM SHOT

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**

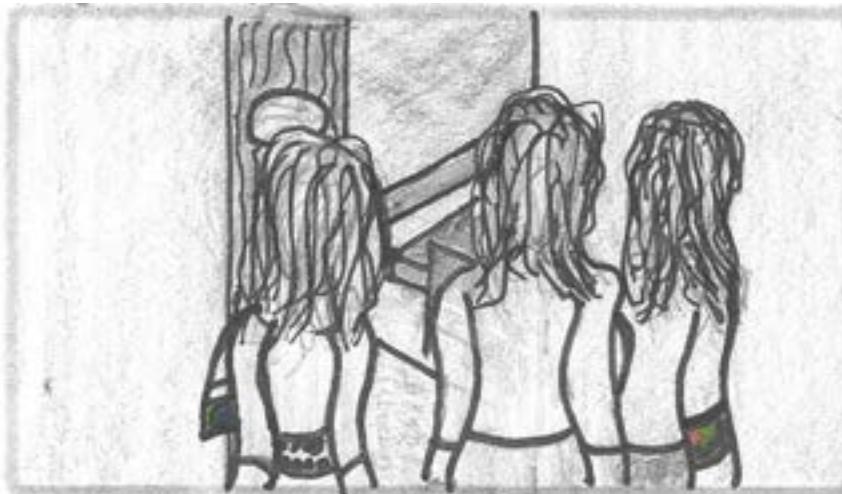


SCENE CHANGE. WE ARE NOW JUST BEHIND THE STAGE DOOR, WITH THE APPEARANCE OF OUR THREE MODELS WALKING TOWARDS THE DOOR. THE MODEL SITUATED CLOSEST TO THE DOOR REACHES OUT FOR THE DOOR HANDLE AND STARTS TO OPEN THE DOOR.

FINAL DESIGNS: TV ADVERT (CONT.)

MEDIUM SHOT

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**



SAME ANGLE AS LAST SCENE. THE DOOR HAS BEEN OPENED, AND OUR THREE MODELS FIND THEMSELVES IN THE FABRIC WAREHOUSE, JUST ON THE SIDE OF THE CATWALK. THEY START TO ADVANCE IN ONE AFTER THE OTHER.

FINAL DESIGNS: TV ADVERT (CONT.)

MEDIUM SHOT

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**



**SCENE CHANGE. WE NOW SEE THE MODELS FACES, AS THEY WALK TOWARDS
CAMERA. THEY ARE ALL LOOKING DIRECTLY INTO THE CAMERA AS THEY
ADVANCE DOWN THE START OF THE CATWALK.**

FINAL DESIGNS: TV ADVERT (CONT.)

FULL SHOT + CLOSE-UP

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**



**SCENE CHANGE. THE MODELS ARE NOW ALL SEPARATE. EACH MODEL WALKS
DOWN THE CATWALK SEPARATELY. HOWEVER, INSTEAD OF WALKING IN
TYPICAL CATWALK FASHION, THE WOMEN ARE WALKING PROUDLY AND
FIERCELY, KEEPING EYE CONTACT WITH THE CAMERA AT ALL TIME.**

FINAL DESIGNS: TV ADVERT (CONT.)

CLOSE-UP

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**

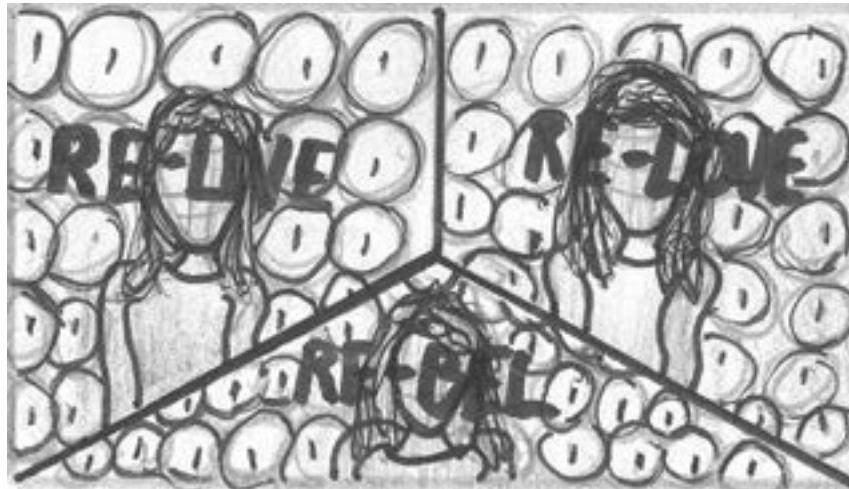


SCENE CHANGE. WE NOW SEE CLOSE UPS OF ALL THE PRODUCTS FEATURED IN THE CAMPAIGN THE MODELS ARE WEARING, EACH ITEM BEING SHOT DIRECTLY ON THE CATWALK.

FINAL DESIGNS: TV ADVERT (CONT.)

MEDIUM SHOT/CLOSE UP

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**



SCENE CHANGE. EACH SHOT SHOWS OUR MODELS STANDING WITH THEIR BACKS NOW TURNED FROM THE MAIN CATWALK LIGHTS, BUT THEY ARE STANDING DIRECTLY IN FRONT OF IT, LOOKING DIRECTLY INTO THE CAMERA. EACH MODEL APPEARS WITH THEIR OWN PERSONAL 'RE' SYMBOL, JUST AS IT DOES IN THE MAGAZINE ARTICLES.

FINAL DESIGNS: TV ADVERT (CONT.)

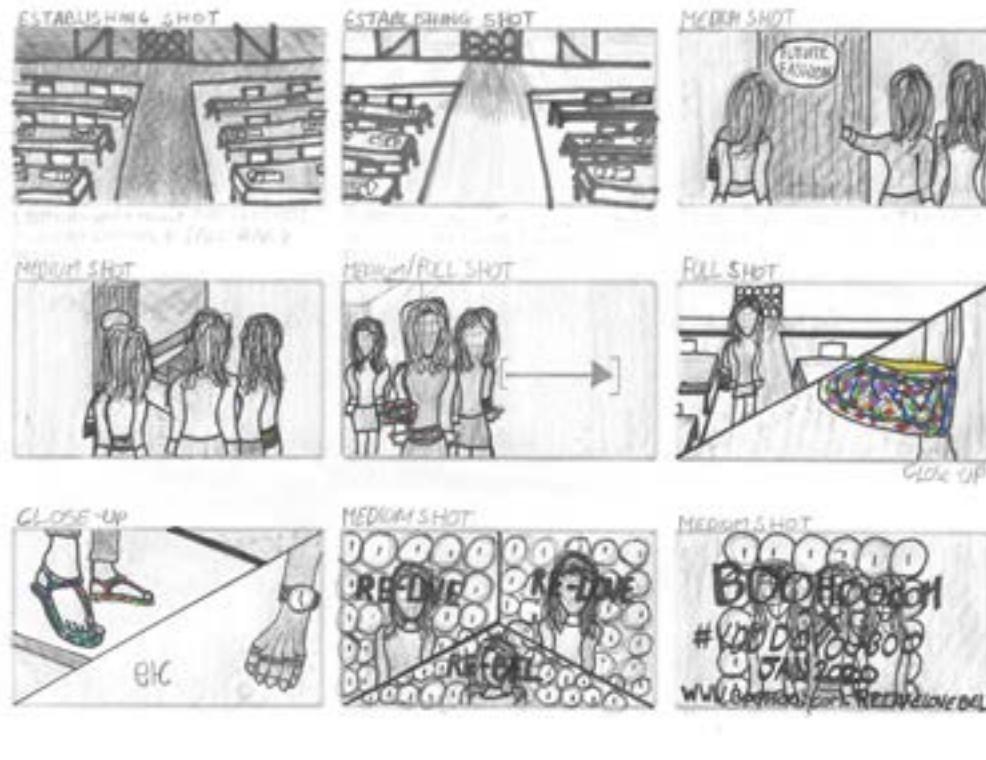
MEDIUM SHOT

**IMPORTANT:
EACH MODEL MUST
BE HOLDING PARTS
OF THE NEW
SUSTAINABLE RANGE**



FINAL SCENE CHANGE. WE FINALLY SEE ALL THREE MODELS TOGETHER AGAIN. OUR THREE MODELS ARE STOOD IN FRONT OF THE CATWALK LIGHTS, AGAIN WITH THEIR BACKS TURNED TO THE LIGHTS, ALL LOOKING INTO THE CAMERA. THE DESCRIPTIONS TO BOTH THE CAMPAIGN AND WEB ADDRESS TO FIND OUT MORE APPEAR. END OF SCENE.

FINAL DESIGNS: TV ADVERT (CONT.)



This advert would be used on channels such as ITV, Channel 4 and also online TV services such as Netflix, Amazon Prime and Now TV on programmes that are typically aimed towards my specified target audiences. As I have also mentioned in past guidelines, the advert will run for 45-60 seconds.

FINAL DESIGNS: MOCKUPS



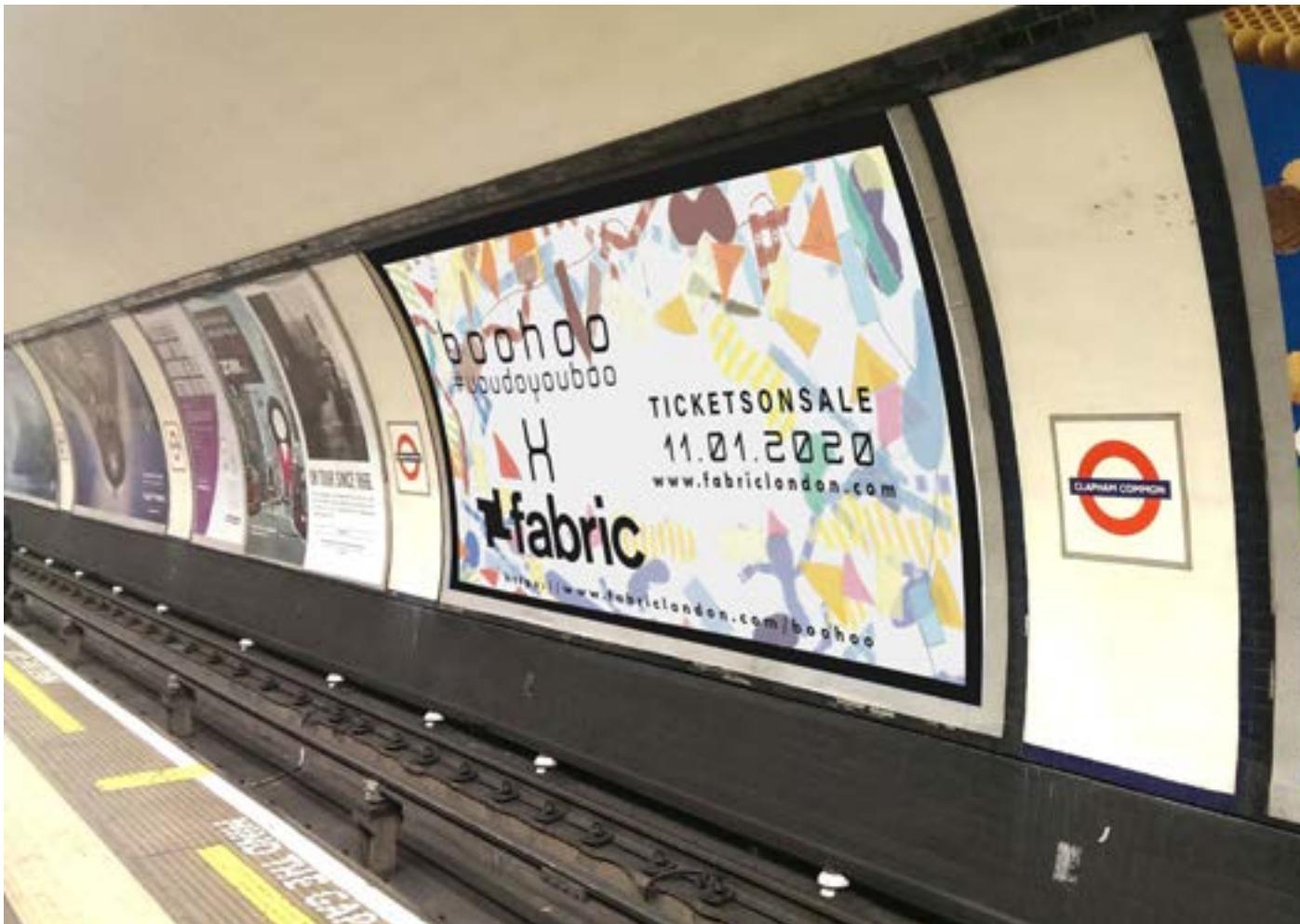
FINAL DESIGNS: MOCKUPS (CONT.)



FINAL DESIGNS: MOCKUPS (CONT.)

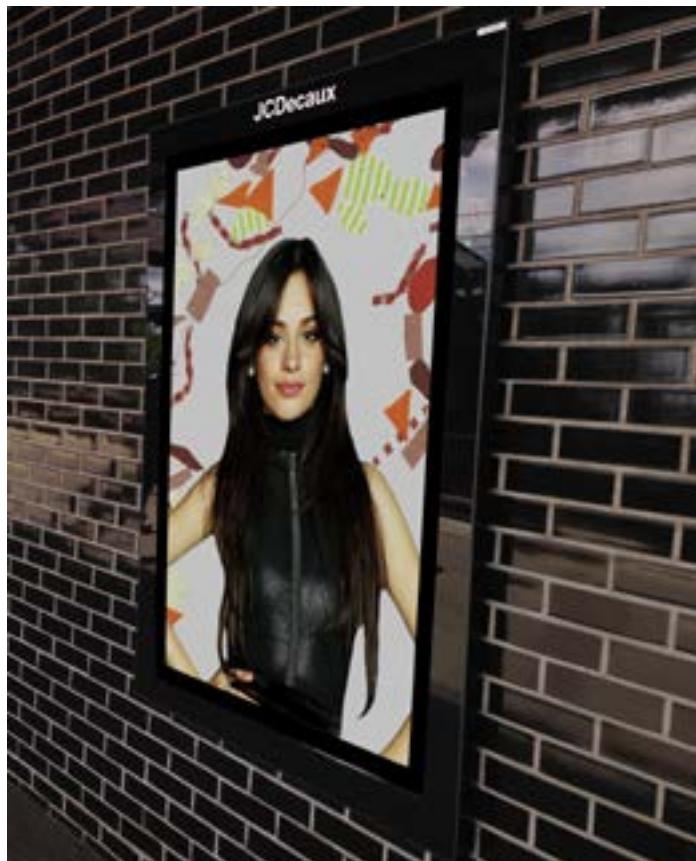


FINAL DESIGNS: MOCKUPS (CONT.)



FINAL DESIGNS: MOCKUPS (CONT.)

1



2



FINAL DESIGNS: MOCKUPS (CONT.)

SOCIAL MEDIA PAGE - TWITTER



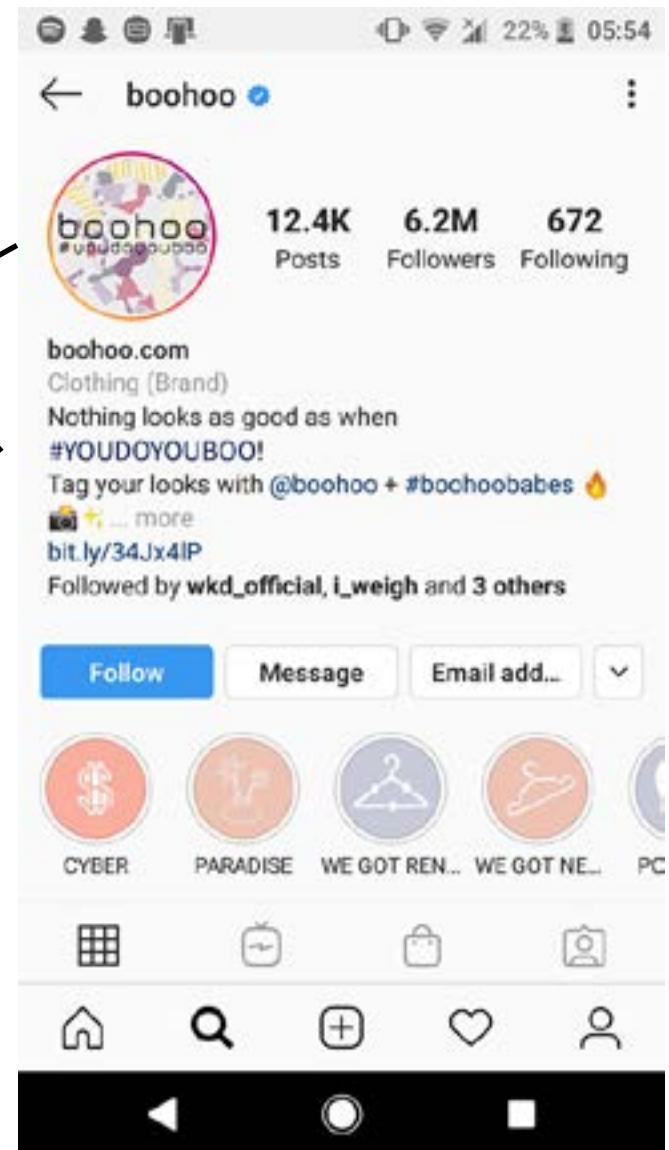
A detailed mockup of a Twitter profile page for the brand boohoo.com. The header features a vibrant, abstract graphic with the text 'RE-LIVE RE-LOVE RE-B E L' overlaid. The profile picture is a circular logo for 'boohoo #youduoboo'. The bio reads: 'Nothing looks as good as when #YOUDOYOUBOO' followed by several heart and star emojis, and 'Shop: bit.ly/2xRIADV. Got an order query? Tweet @boohoo_cshelp.' The account stats show 449 Following and 498.5K Followers. The 'Tweets' tab is selected. The sidebar on the left includes links for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, with a prominent yellow 'Tweet' button. The right sidebar features a search bar, a 'You might like' section with profiles for 'In The Style' and 'Missguided', and a 'Trends for you' section.

FINAL DESIGNS: MOCKUPS (CONT.)

SOCIAL MEDIA PAGE - INSTAGRAM

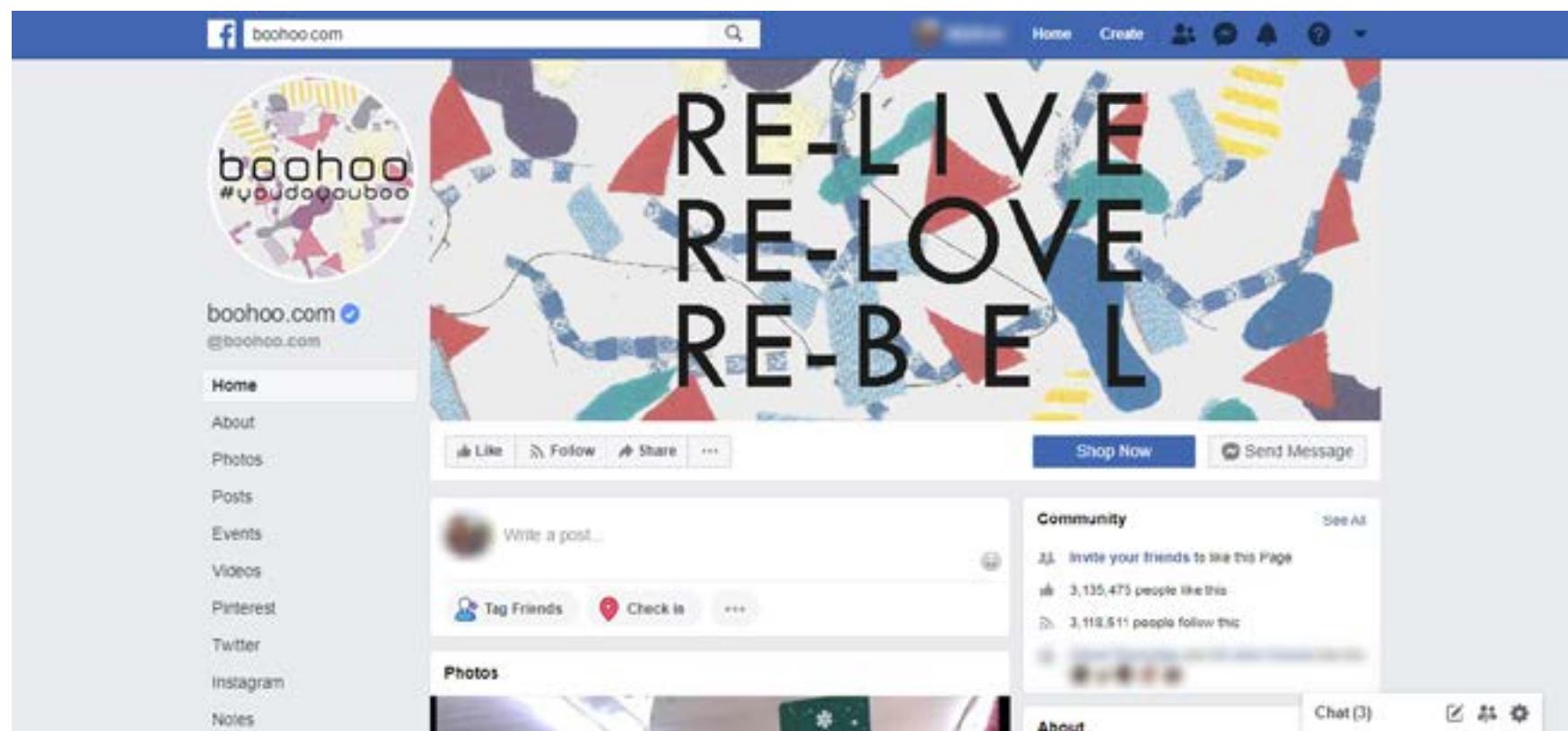


Nothing looks as good as when
#YOU DO YOU BOO!



FINAL DESIGNS: MOCKUPS (CONT.)

SOCIAL MEDIA PAGE - TWITTER



FINAL DESIGNS: MOCKUPS (CONT.)

SOCIAL MEDIA POSTS



boohoo.com
@boohoo

Sustainability has never looked so CUTE! 😍
😍 😍 #Youdoyouboo

126 Retweets 522 Likes



boohoo.com
@boohoo

@ someone who would 🍋 #SERVE 🍋
sustainability! 🌸 #Youdoyouboo

126 Retweets 522 Likes



boohoo.com
@boohoo

Attention babes! 🎉 #Payday has never
looked SO ICONIC! ❤️ #Youdoyouboo

126 Retweets 522 Likes



boohoo.com
@boohoo

Seriously tho, the new sustainable range is
a VILLIBE! 🎉 🎉 #Youdoyouboo

126 Retweets 522 Likes

CONCLUSION:

I have produced a campaign to push the idea that just maybe, the fast fashion industry could make waves in becoming a more sustainable environment in just about every aspect of their ways (e.g. products, advertising and packaging.) With Boohoo at the forefront of being one of the biggest fast fashion retailers, I concentrated on what I could do to improve their overall appearance with the general public due to unrest over what the fashion industry could spell in the planet ecological future.

I believe the footsteps that I have made in both my research and campaign in pursuing a more environmentally friendly fashion world could be used as both a makeshift launch platform for future ideologies of how we can move forward, and something that could truly open both the youth of today and older generations to what it means to become more environmentally aware, not forgetting that our impact will affect an entire future...

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