

# GFW: GROUP 2

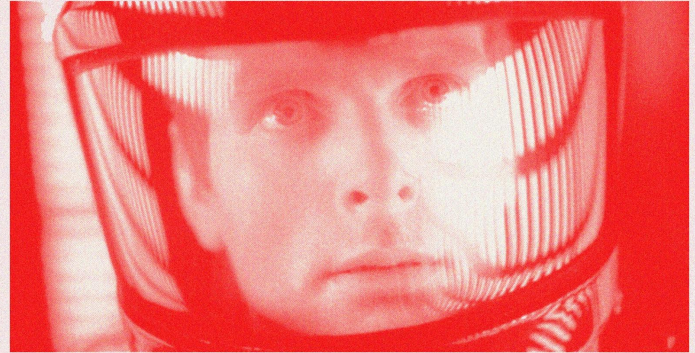


STEPPING INTO THE FUTURE

2ND-5TH JUNE 2019

TRUMAN BREWERY  
HANBURY STREET  
SHOREDITCH  
EAST LON  
E1 6QR

**STEPPING INTO THE FUTURE**

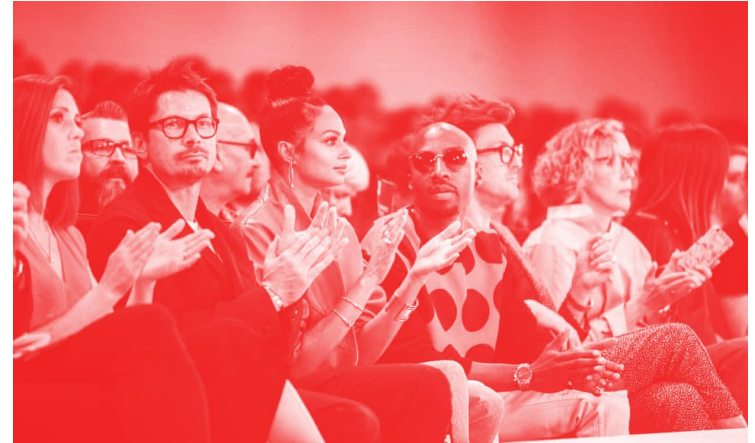


**EMMA CLARKE**  
**Assessment No: J31977**

Graduate Fashion Week is an annual event where students from 68 schools all across the globe congregate in London to create an exuberant and eclectic showcase of their portfolios, collections and diverse individual characteristics, hoping to catch the eye of prospective employers.

As a group of five, it was our mission to create a modern and innovative stand at London's Graduate Fashion Week to communicate Chester as a city and Chester University as being distinctive, fashion-forward and digital. We decided to name our stand 72B as this concisely represents our course of Fashion Marketing & Communication as this is the name of our studio we are based at on the campus. Despite being our studio's name, we also thought it was catchy and memorable. We collectively created a mission statement to concisely portray what we wanted our stand at Graduate fashion week to represent.

# GRADUATE FASHION WEEK



# ***OUR MISSION STATEMENT***

*"For our GFW stand we are trying to communicate Chester and both the fashion communication and fashion design courses in a digital, fashion forward light. Using technology and following a modern, futuristic theme. We want to show that although we're a new course from a small city, we can still make a big impact on the London fashion scene. Ways that we're doing this is by utilising technology such as Augmented Reality, using elements of sustainability throughout our stand and choosing an overall modern/tech based look by focusing on our theme of space and stepping into the future."*

# MY ROLE

Taking the lead for making 72B sustainable was a natural progression based on my preexisting belief system. My career aspiration in the fashion industry is to be a sustainability marketing and branding director as I am a naturally a sensitive person which in turn results in me being highly receptive to injustices in the fashion industry and in the wider society, which is why I am also vegan. The combination of being a creative and innovative individual alongside having a determination to have a positive impact on the industry, led to me being responsible for our stand being sustainable. I have a strong skillset for looking for strengths and weaknesses within a brand's visual merchandising, audience marketing, current branding and through strong market research I feel I am capable of creating concepts and campaigns to help them to thrive in today's industry and deciding what works to make a brand future-proof. One of my strongest elements is that I am consistently aware of current social, political and fashion trends but I can also see the bigger picture within the fashion industry in terms of sustainability and technology.





# SUSTAINABILITY @ GRADUATE FASHION WEEK

"Brands from every echelon seek to improve their social, economic and environmental impact, graduate fashion week is where many companies are looking for creatives for whom sustainability is intrinsic, as opposed to an afterthought, to show them how it's done."

- Martyn Roberts, Graduate fashion week creative and managing director.



**Rose Connor, from the University of Central Lancashire, has based her collection on upcycled plastics. Photograph: Graduate Fashion Week**



**Sarah Seb, from the University of East London, creates new designs by reconstructing secondhand clothes. Photograph: Graduate Fashion Week**

# DISTINCTIVE, FASHION-FORWARD & DIGITAL

Distinctive, fashion-forward and digital were three attributes we carefully picked to describe Chester as we thought that we are a relatively small and off-grid University compared to the likes of Ravensbourne and Central Saint Martins, therefore we needed strong elements to our stand that would catch the attention of many and land us firmly on the fashion map. We need to be distinctive to set ourselves apart from the already established graduate stands as this is Chester University's first time at Graduate Fashion Week, whereas more renowned universities have been attending for many years. Being fashion-forward is imperative as we want to be perceived as being educated and immersed in the cultural trends and visionary aesthetics to be respected by prospective employers. Digitalisation is the core of our concept for Graduate Fashion Week as we want to immerse our audience in what we perceive as the future of the fashion industry.

# STANLEY KUBRICK: 2001, A SPACE ODYSSEY.

All of these attributes tie in with our visual designs and concepts for our stand at Graduate Fashion Week. We wanted to portray how we are ahead of the times and somewhat futuristic when marketing Chester as a city and Chester University. This led us into gaining inspiration from Stanley Kubrick's 2001: A Space Odyssey. The mixture of retro space aesthetics and technology creates a very culturally relevant theme running consistently throughout our stand, Dior's Pre Fall 2019 men's collection had adopted the futuristic and galactic theme as well as Chanel back in 2017 for their fall show in the Grand Palais and Balmain for their AW18 Ready to Wear collection.





**BALMAIN AW18 RTW**  
**Photographer:**  
**Source: Vogue**



**Monica**



**Feudi**





**DIOR PRE FALL 2019  
MENSWEAR**



# PHOTOGRAPHY

Being graphically creative in this task was important to us as a group when deciding how to portray Chester and Chester University in a fashion-forward light. Despite this, we didn't want to compromise Chester's eye-catching, traditional and somewhat roman essence.

Our stand in Graduate Fashion Week is very technologically advanced so we wanted a visual element to portray the true essence of Chester but with a modern twist which I took the role of creating. I came up with the idea to incorporate black and white iconic photos of traditional Chester architecture and apply red line graphics to enhance the structure of the buildings (Influenced by photographer: Alexey Bogolepov). The Rows, the Tudor houses and the Cathedral are all buildings that are strong iconography of the city which is why we wanted them to be a centrepiece of our stand. Although my main role within the group is sustainability marketing and branding director, it was also my role to take the responsibility of capturing strong images of Chester due to my background in photography.



Photography by Emma Clarke



An element of sustainability we felt was necessary to include into our stand was instead of printing the photography of Chester onto tangible art work, to represent Chester in a fashion-forward and technologically advanced light it was more appropriate to project the images onto the white wash walls.

As stated by Selene Oliva (2018), "Red is a full bodied colour, Ideal for elegant, retro-feel looks." This statement confirms our choice of using red as our accent colour for our stand as it is considered a retro colour but more importantly the colour red is the main shade for Chester University's emblem. As shown in the image created by Ellie, the red line is not only present in the images of Chester, but in the middle of the stand, separating Fashion Marketing & Communication students from Fashion Design. This was a decision of the groups as we wanted both courses to be able to have their own spotlight but be connected by the same theme. The idea of having the red graphic line straight down the middle was so the spectators of our stand can 'step over' the line into another section, symbolizing 'stepping into the future' and essentially, into space.

We are stepping over the line into dystopian-influenced marketing and we are also stepping over boundaries with current technology within the industry.



**GFW Stand Mock up: Ellie Preston**

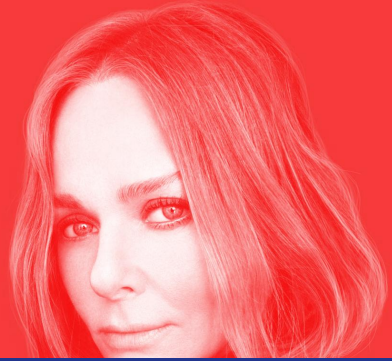


# STELLA MCCARTNEY

Stella McCartney is one of Graduate Fashion Weeks success stories, debuting her work in 1995 with the help of an iconic good friend of hers, Kate Moss. In a recent quote of hers from her cover with Wired Magazine, she declared that she wants her luxury fashion brand to be known as much for its technological innovations as much as it is for its ethical stance. This is a statement from the luxury fashion designer that resonated with our group, as aforementioned, we want our stand at graduate fashion week to be technologically advanced enabling us to stand out from the crowd and to make Chester fashion-forward, but to also be just as innovate with our sustainability. As my aspirations for my career is to be a sustainability marketing and branding director, Stella McCartney is an advocate I have taken great influence from when developing our concept for graduate fashion week. "My personal idea of luxury is having a voice, having freedom, clean air to breathe, animals by our side that are happy and healthy having pure water to drink, having mother nature and planet Earth as the ultimate. I don't know what else luxury is,". This is a statement which resonates with 72B as we are fashion-forward, conscious and aware of the implications not being sustainable will have on the planet if a change is not made. By making other people aware of the detrimental ramification the industry is having on the planet, we are using our voices to slow down the effects of our negative actions.



**Kate Moss, 1995  
Graduate Fashion Week  
Source: Vogue**



**Source: Wired**

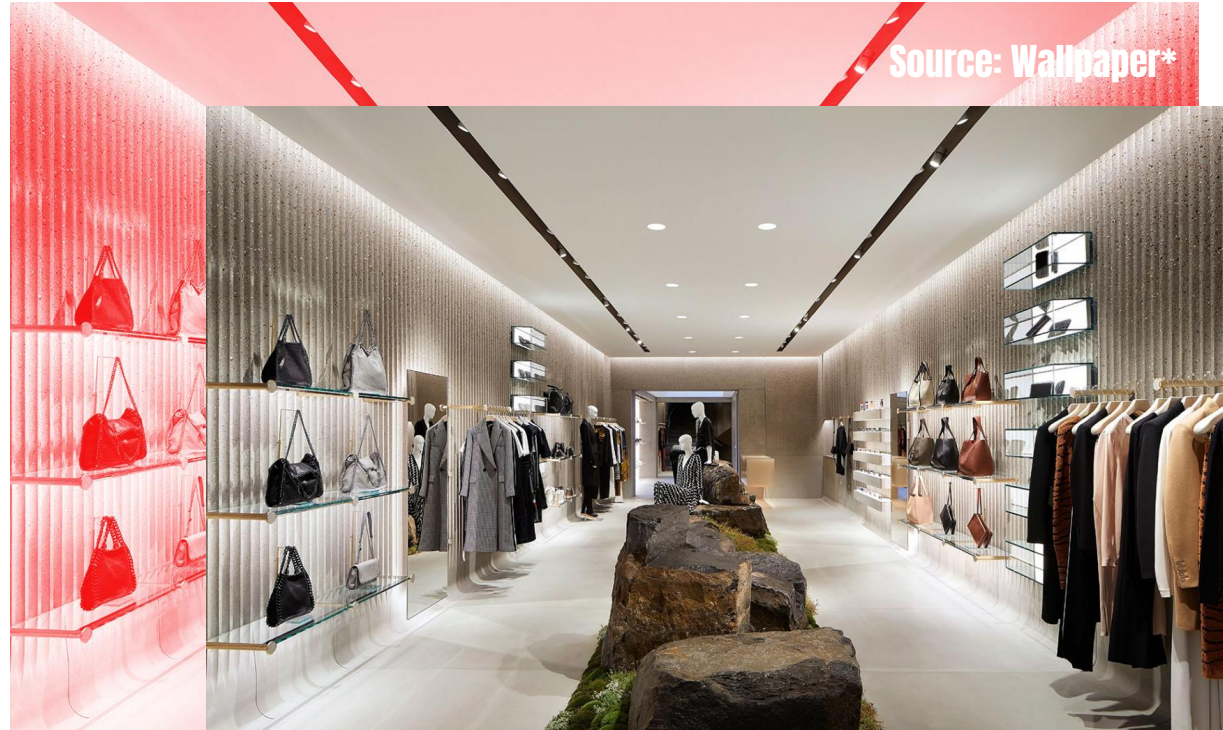


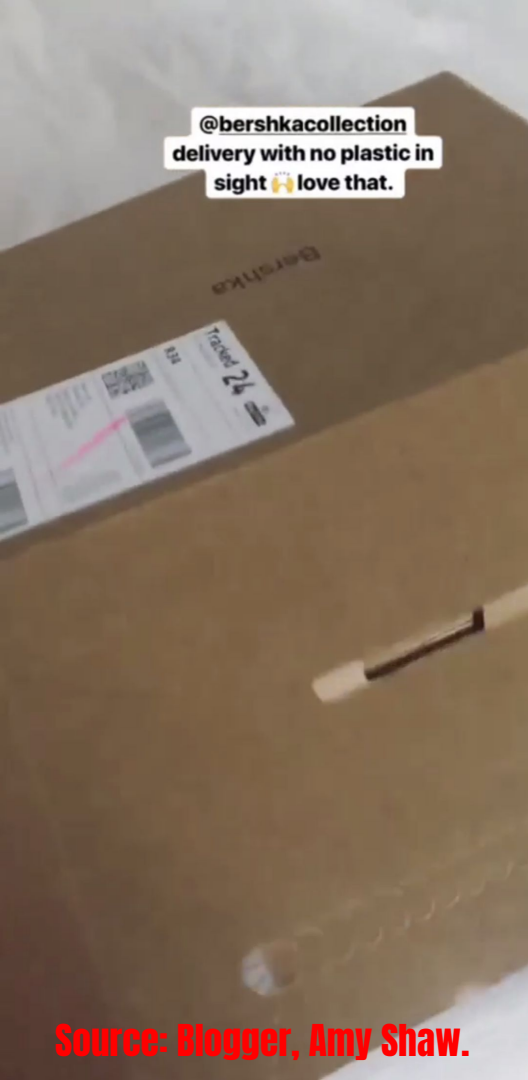
Central Saint Martin's graduate, Stella McCartney first launched her fashion brand in 2001, creating her iconic stamp on the industry with her all vegan and sustainable feminine sharp tailored and classic style. Since then, she has become revolutionary not only within the fashion industry, but globally for her colossal environmental impact she has had in regards to saving the planet. She has launched an environmental charter with the United Nations and has announced 16 commitments for fashion corporations to adopt to decrease their impact on the planet, she has successfully launched her own fully recyclable 'loop sneaker', released a new all vegan Adidas Stan Smith, invented many new alternatives for unsustainable materials including 'non-PVC', organic cotton, recycled nylon, fur-free-fur and many others. As stated by Stella, "Being at the forefront of innovation means we are constantly problem solving. We will continue to experiment and develop new materials as we work toward a more sustainable future." Stella's monumental impact has been a catalyst for other luxury brands to take their first steps to being as sustainable as she is. Burberry, Gucci, Michael Kors, Armani and a handful of other brands have now taken declared they are no longer using fur or leather in their collections.

Another element of Stella's technological advances within the industry is her flagship store on Old Bond Street, London. The mannequins are biodegradable sugar cane, Ecotricity supplies the store with green energy that is wind powered, one wall is decorated with paper pulp recycled from the shredder in the company's head office and the air is among the cleanest in London because of their filtration system designed by the clean-air startup AirLabs.

Another brand that is following in her sustainable footsteps is Versace, by not only ditching leather and fur but also creating a fully sustainable boutique in Bal Harbour, Florida. The store has been given a Gold level rating by LEED, Leadership in Energy and Environmental Design, which certifies buildings on their levels of sustainability as they use sustainable lighting and recycled products for their in store materials.

# BOND STREET





@bershkacollection  
delivery with no plastic in  
sight 🙌 love that.



@bershkacollection  
delivery with no plastic in  
sight 🙌 love that.

## BERSHKA

An example of a high street brand adopting a more sustainable approach to its marketing.

Source: Blogger, Amy Shaw.





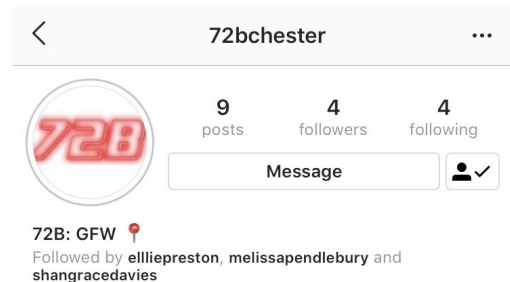
## LIGHTING

This innovative development of sustainability not only within a brand's physical items but in its environment was a large influence when designing our space. The group and I decided it was best to use very minimal lighting and as little electricity as possible. We will have single track lighting across certain areas of the stand to create a subtle brightness but our main focus point for lighting would be our 72B neon red sign located on the wall. We decided to use neon red lighting as it is striking against the white wash walls so it will attract attention, red as previously mentioned is also the colour of Chester University's emblem but the combination of red and the neon effect will again enhance the retro aesthetic. I worked with Leanne, who was in charge of prop development to ensure most of the lighting was LED, as this cuts electricity consumption by 80%, and LED lights last 23% longer than the conventional light bulb.

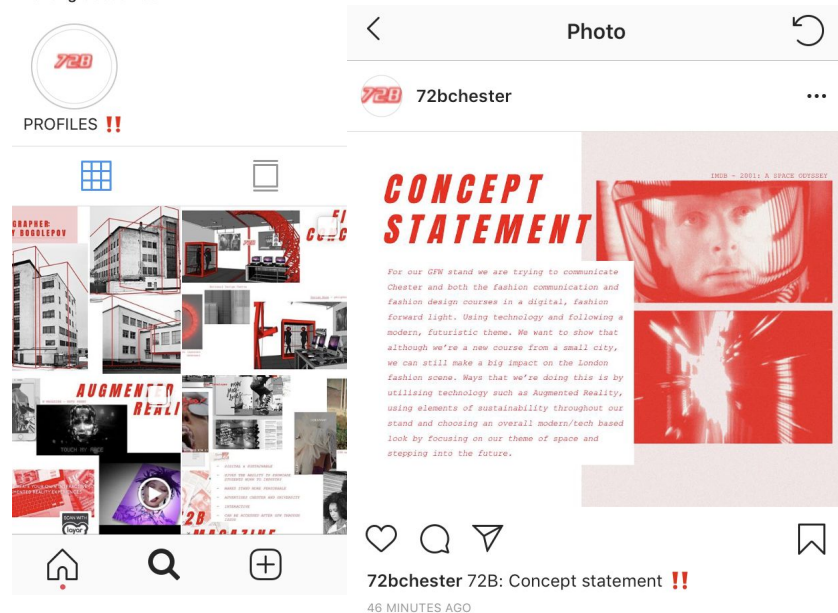


Another element of sustainability we added to our stand at Graduate Fashion Week is the absence of any tangible promotion for 72B. Most people share the common thought towards tangible promotional at any job fairs, talks or events; if you get handed flyers or 'freebees', they end up in the bin in a matter of days. I was in charge of creating the Instagram account to link with 72B, we created an incentive to promote 72B and Chester to hopefully build ourselves a reputation in the industry. The competition was for when we hit our first one hundred followers, we would pick a follower at random and they would win a trip the iconic Chester Grosvenor Hotel and enjoy afternoon tea. This competition requires no physical enrolment which prevents any waste and it also relates back to one of the city's most traditional experiences.

We decided to use social media as it is also a sustainable way of promoting 72B but also, 61% of Instagram users are ages 18-31, which is the age group that would generally be present at Graduate Fashion Week.



# SOCIAL MEDIA



NAME

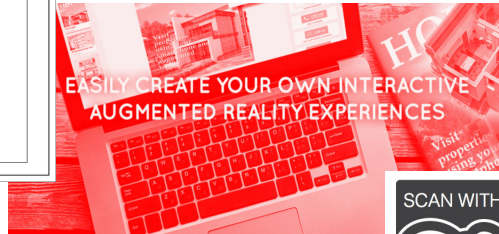
AGE

DREAM CAREER

IMAGE

WHAT THEY LIKED ABOUT THE COURSE AND THE UNIVERSITY AND WHAT THEY HOPE TO DO NEXT

# AR & DIGITAL PROFILES



One of the most unique and eye catching elements to our stand at graduate fashion week is the presence of our innovative digital profiles.

As stated by Dean Sidaway, assistant professor at Pratt Institute, "Digitising portfolios is an avenue that GFW is yet to explore, but could be key to solving geographical barriers between graduates and potential employment. No one wants to sit through hundreds of pages of work, But an edited, focused portfolio and visual story would allow a really interactive experience for the industry."

As previously mentioned, sustainability is an element applied to our stand via the absence of physical prints for the black and white images of Chester City. It was my role to ensure there were prevalent elements of sustainability throughout every aspect of our branding and marketing. Sidaways comments about physical portfolios' geographic barriers and volumes of work is one of the main reasons we have decided to go digital but another element to this decision was to eliminate as much tangible waste as possible.

With art based students, generally the majority of portfolios are physical, which can use copious amounts of paper and materials that are non-recyclable and detrimental to the planet if disposed of. By creating digital portfolios that will be displayed on half a dozen iMac computers, the amount of physical materials would be cut down to zero for students whose work is transferable digitally. The advantage of also creating digital profiles and portfolios is when your work needs to be updated, no work needs to be physically discarded but simply deleted.

As stated by Doyle (2018), "The fashion landscape has changed dramatically since Graduate Fashion Weeks inception, however. Graduates entering the industry now face increased competition, altered talent needs and fast-shifting technology, creating both challenges and opportunities."

This quote by Doyle describes the importance of graduates in this fashion day and age having multi-channel skillsets and capabilities in order to be successful in this increasingly demanding industry. Employers are no longer seeking graduates who have expertise in one field, we have to be educated and eager to be successful in many different medias surrounding the industry.

Although my primary role within the group was to make sure the marketing and the branding was sustainable through various concepts, I also showcased other skills I have developed in my time in university, such as photography, editing, branding, social media management, etc.

As a group we individually have different mediums and strengths that contributed to creating the concept of the stand. All of our individual roles were curated based on what path we wanted to take within the fashion industry, to put to practice some of the skills we need to showcase in our careers. For example, Melissa aspires to be an art director therefore she took on roles within the task such as creating the core visual concepts and how all of the physical elements of the stand would come together taking into consideration materials, colours, textures, lighting and technology.

Our group worked well as we all have diverse and varying strengths which shows an array of talent to showcase to prospective employees.



# NEW TECHNOLOGY



Source: GQ Mag

GQ photographer Gavin Bond creating immersive experiences through innovative technology. 30th Anniversary special edition with heavyweight champion Anthony Joshua. Captured on a Google Pixel 3 for an intimate and realistic photoshoot.



# TO CONCLUDE

We are using technology to create an immersive experience for our audience as well as using it to our advantage to show off our sharpened skills and outcomes, we are blurring the lines between an on screen experience and real life, as if to create the illusion you are connected with the student via interactive media rather than being primarily a spectator, all whilst saving the planet.



Tate Modern, Mona Hatoum.

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