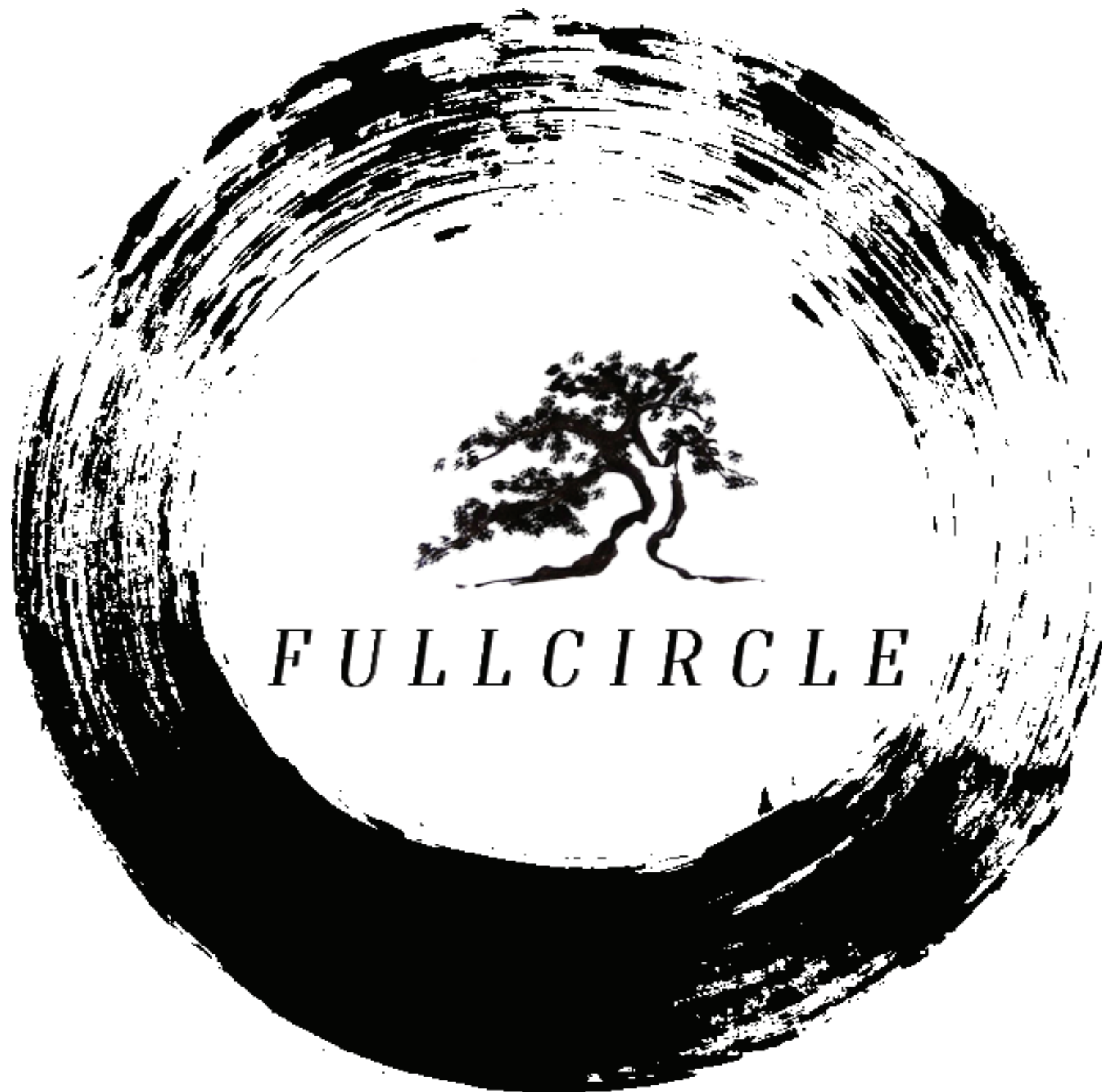


FULL CIRCLE
EMMA CLARKE



FULLCIRCLE

THE BRAND

*“FULL-CIRCLE IS A YOUTHFUL, FASH-
ION FORWARD, SUSTAINABLE AND
CONTEMPORARY SUB BRAND FROM
LUXURY PARENT BRAND SHAPE.
SHAPE IS AN AVANT-GARDE EUROPE-
AN LIFESTYLE BRAND THAT SPECIAL-
ISES IN CLOTHING, JEWELLERY AND
FURNITURE. I DECIDED TO CREATE
A SUB-BRAND FOR SHAPE THAT AP-
PEALS TO A YOUNGER DEMOGRAPHIC
IN ORDER TO MAKE THE BRAND FU-
TURE PROOF BY MAKING IT FASHION
CONSCIOUS BUT ALSO AWARE OF ITS
CULTURAL RELEVANCE AND CONTRI-
BUTION TOWARDS SOCIETY.”*

THE BRIEF



OUR TASK FOR THIS BRIEF WAS TO CREATE A CONTEMPORARY VISUAL MARKETING OUTCOME FOR OUR CHOSEN BRAND. THE THREE BRANDS WE HAD THE OPTION OF SELECTING WERE GENDER-QUEER LONDON BASED LABEL ART SCHOOL, LUXURY LIFE-STYLE BOUTIQUE SHAPE AND ETHICAL AND ROMANTIC AUSTRALIAN BASED KALaurie. THE BRAND I DECIDED TO FOCUS ON WAS SHAPE. THE REASONING FOR THIS CHOICE WAS I FELT AS THOUGH ART-SCHOOL AND KALaurie WERE RELATIVELY NEW BRANDS WITHIN THE FASHION INDUSTRY AND HAVE NOT BEEN ESTABLISHED VERY LONG COMPARED TO SHAPE. THIS FACTOR MAKES THEM A LOT MORE CONTEMPORARY DUE TO THE FACT THAT THEY ALSO INTERTWINE STRONG CULTURALLY AND SOCIALLY RELEVANT CONCEPTS INTO THEIR BRANDS SUCH AS BEING SUSTAINABLE AND HAVING IMPORTANT PERSONAL CONCEPTS SUCH AS EMOTION AND SELF-EXPRESSION. BOTH OF THESE BRANDS APPEAR TO HAVE INCREDIBLY STRONG MISSION STATEMENTS THAT ARE FUTURE-PROOF AND THAT WOULD APPEAL TO A CONTEMPORARY AUDIENCE. AS SHAPE HAS BEEN ESTABLISHED SOME TIME BEFORE THESE TWO BRANDS AND HAVE SOMEWHAT SETTLED COMFORTABLY INTO THEIR MARKETING, I FEEL THEY AREN'T AS RESILIENT TO THE CURRENT COMPETITION WITHIN THE FASHION INDUSTRY WHICH IS IMPERATIVE ESPECIALLY DUE TO THE DECLINE OF POPULARITY OF THE PHYSICAL STORES ON THE HIGH STREET. MY AIM FOR SHAPE WAS THE CREATE A SUB-BRAND TO EXTEND THE TARGET CONSUMER TO A YOUNGER AND MORE ENVIRONMENTALLY, CULTURALLY AND SOCIALLY AWARE CUSTOMER TO FUTURE-PROOF THE PARENT BRAND AND SECURE A PLACE WITHIN TODAY'S COMPETITIVE MARKET.







STELLA MCCARTNEY



"WE BELIEVE IN RESPECTING THE ENVIRONMENT AND WORKING WITH NATURE INSTEAD OF AGAINST IT. BY CONTINUING TO SOURCE AS MANY SUSTAINABLE MATERIALS AS POSSIBLE, WE HOPE TO ENRICH THE ENVIRONMENT AND PROTECT IT FOR THE FUTURE."
- STELLA MCCARTNEY.

SUSTAINABILITY

AS EXPLAINED BY SUSTAINABILITY ADVOCATE AND WOMENSWEAR FASHION DESIGNER, EILEEN FISHER, THE FASHION INDUSTRY IS THE SECOND LARGEST POLLUTER IN THE WORLD, SECOND ONLY TO THE OIL INDUSTRY. IN THE PAST DECADE, THE FASHION INDUSTRY HAS DEVELOPED A MONUMENTAL AMOUNT. WITH GLOBALIZATION GROWING AT A RAPID RATE, FAST-FASHIONS NEW DEMOCRATISED MODUS OPERANDI MEANS THAT NOW MORE THAN EVER FAST FASHION IS AVAILABLE TO AND ENTICING MORE OF A MASS AUDIENCE WORLDWIDE. AS THE INDUSTRY IS BEING PUSHED TO EXPAND ITS MARKET, THIS INEVITABLY MEANS MORE PRODUCTION, MORE WASTE, MORE POLLUTION AND MORE MANPOWER TO KEEP UP WITH THE INCREASING DEMAND. IT IS IMPERATIVE TO FIND ALTERNATIVE AND MORE SUSTAINABLE WAYS TO PRODUCE AND DISTRIBUTE CLOTHING AND CHANGE THE CONSUMERS OUTLOOK ON THE FAST-FASHION INDUSTRY IF WE WANT TO AVOID THE CONTRIBUTION TOWARDS A CATAclysmic ENVIRONMENTAL DOWNFALL.

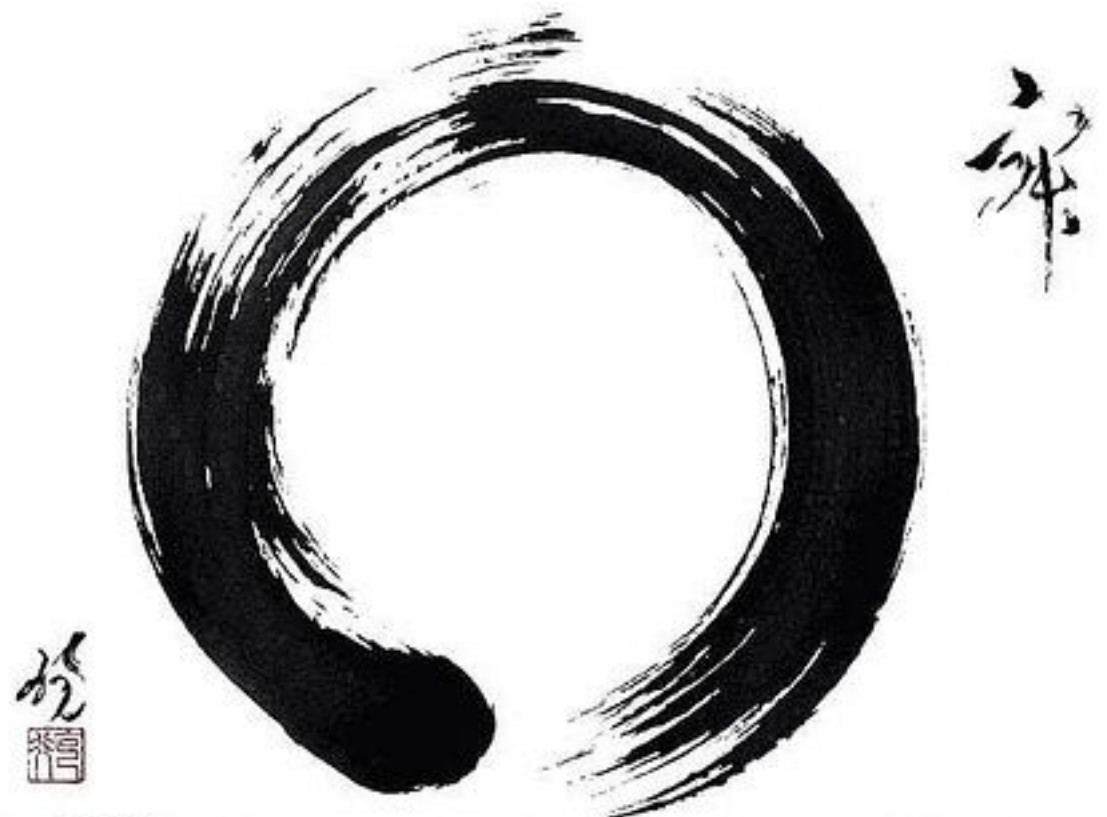
THE NEW LUXURY BRAND FULL CIRCLE PRIDES ITSELF ON BEING A PIONEER IN CHANGING THE WAY BRANDS WORK WITH THE ENVIRONMENT IN ORDER TO BENEFIT BOTH THE INDUSTRY AND HELP THE CARBON FOOTPRINT. ALONGSIDE FULL CIRCLE PRIMARILY USING SUSTAINABLE MATERIALS SUCH AS ORGANIC COTTON, HEMP AND BAMBOO, IT IS ALSO A BRAND THAT HAS ADOPTED A SCHEME CALLED RENT A CLOSET. THE RENT-A-CLOSET ELEMENT TO FULL-CIRCLE WAS IMPERATIVE AS IT IS THE BEST WAY TO INTERTWINE SUSTAINABILITY INTO THE LABEL THAT HIGHLY APPEALS TO THIS TARGET AUDIENCE, MILLENNIALS. WITH FAST-FASHIONS DETRIMENTAL EFFECT ON THE PLANET INCESSANTLY INCREASING, MILLENNIALS ARE THE GENERATION TO TAKE FORWARD A NEW AND INNOVATIVE CONCEPT INTO THE FUTURE THAT ENSURES LESS PRODUCTION, THEREFORE LESS WASTE PRODUCTS.

THE LOGO



“THE ART OF BONSAI IS ROBUST WITH SYMBOLISM AND MEANING WHERE EVERYTHING MEANS SOMETHING. EACH DETAIL SENDS A SUBLIMINAL MESSAGE, CONTRIBUTING TO THE LARGER STORY ENCOMPASSED WITHIN THE ONGOING CREATION. CONTAINER AND ACCESSORY COLORS ARE CAREFULLY CHOSEN TO REPRESENT THE HUES FOUND IN NATURE. TWISTS AND TURNS IN BRANCHES SYMBOLIZE AGE AND THE JOURNEY THROUGH TIME. THE TYPES OF TREES USED ARE SYMBOLICALLY SIGNIFICANT AS WELL. EVEN BONSAI DISPLAYS ([LINK TO DISPLAYING BONSAI TREES PAGE](#)) ARE CAREFULLY CHOREOGRAPHED TO REPRESENT PROPORTION AND HARMONY. WHILE SOME SYMBOLS APPROPRIATED TO BONSAI APPEAL TO ITS MYTHIC NATURE, MUCH OF THE SYMBOLISM INTENDS TO COMMUNICATE THE AESTHETICS THAT MAKE UP THE ART OF BONSAI.”

“ENSO IS A JAPANESE WORD MEANING “CIRCLE” AND A CONCEPT STRONGLY ASSOCIATED WITH ZEN. ENSO IS PERHAPS THE MOST COMMON SUBJECT OF JAPANESE CALLIGRAPHY, SYMBOLIZING ENLIGHTENMENT, STRENGTH, ELEGANCE, THE UNIVERSE AND THE VOID; IT IS ALSO AN “EXPRESSION OF THE MOMENT”. IT IS BELIEVED BY MANY THAT THE CHARACTER OF THE ARTIST IS FULLY EXPOSED IN HOW HE PAINTS ENSO, AND THAT ONLY ONE WHO IS MENTALLY AND SPIRITUALLY WHOLE CAN PAINT A TRUE ENSO. SOME ARTISTS WILL PAINT ENSO DAILY, AS A KIND OF SPIRITUAL DAIRY.”



THE FINAL OUTCOME FOR MY SUB-BRAND WAS CALLED FULL CIRCLE. A BRAND THAT APPEALS TO A NEW GENERATION OF DESIGN AND IMAGE CONSCIOUS INDIVIDUALS THAT ARE ADVOCATES FOR CHANGE WITHIN THE FASHION INDUSTRY AND SOCIETY. ALTHOUGH FULL CIRCLE DOESN'T STOCK FURNITURE OR HOMEWEAR, IT IS STILL CONSIDERED A LIFESTYLE BRAND AS IF YOU INVEST INTO THIS BRAND, YOU ARE INCORPORATING ALL ELEMENTS OF ITS ETHOS INTO YOUR LIFESTYLE WHICH BENEFITS YOU AND THE WIDER SOCIETY.

THE SELECTION OF THE JAPANESE BONSAI TREE CAME FROM MANY RELEVANT AND SUITABLE INFLUENCES THAT I FELT CONCISELY REPRESENTED THE SPIRIT OF THE BRAND AND WHAT IT STANDS FOR ALL UNDER ONE SYMBOL. THE FIRST AND MOST OBVIOUS VISUAL CONNECTION THE BONSAI TREE HAS WITH THE BRAND IS ITS ATTACHMENT TO NATURE, FULL CIRCLE HAVING A STRONG ATTACHMENT TO NATURE IS IMPERATIVE DUE TO THE DISTINCT DRIVING FORCE OF SUSTAINABILITY WHICH IS AT THE FOREFRONT OF THE BRAND.

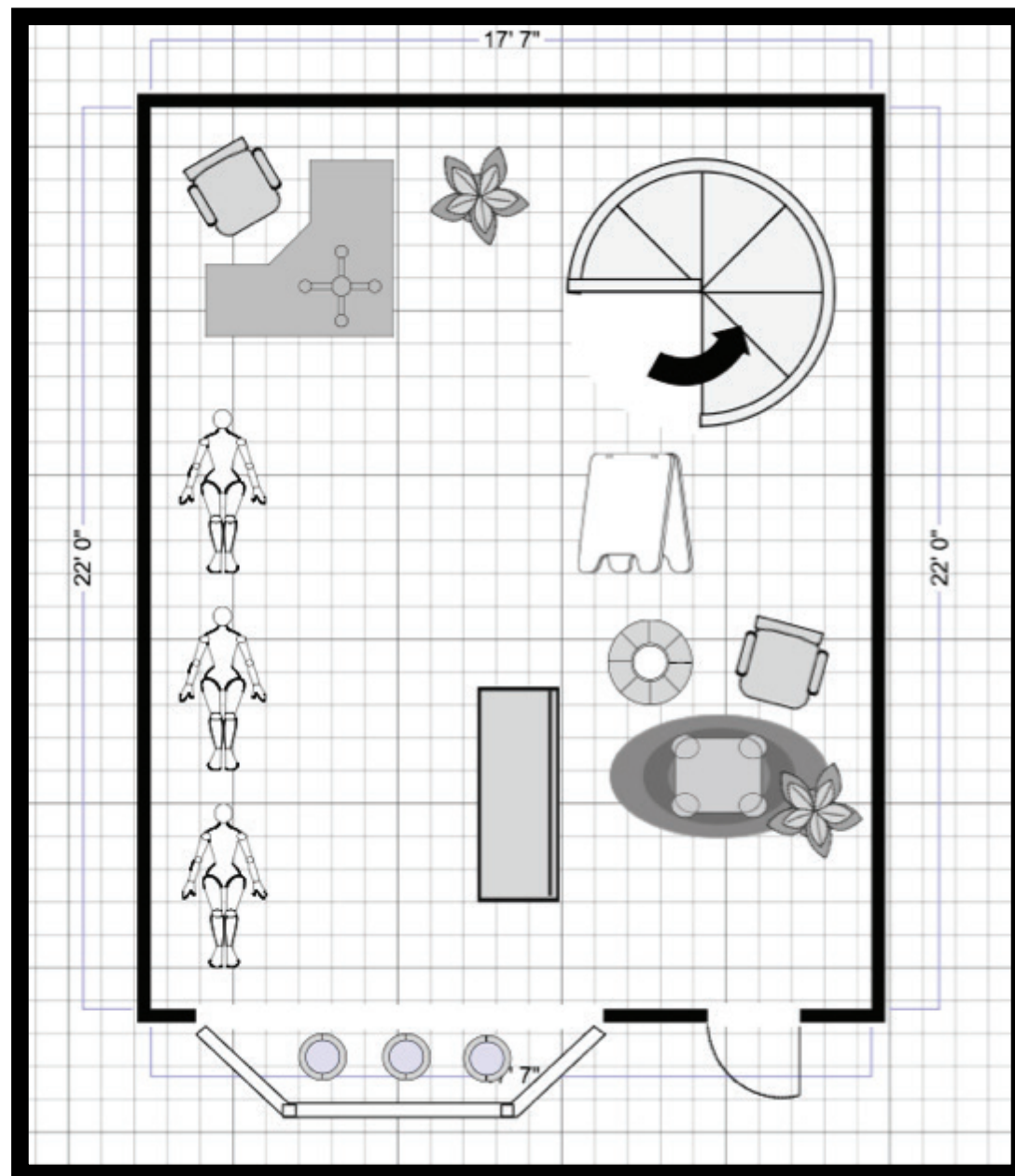
THE ORIGINAL PARENT BRAND SHAPE GATHERS MANY OF ITS INFLUENCE FROM VISIONARY HIGH FASHION BRAND COMME DES GARÇON. COMME DES GARÇON IS A JAPANESE WOMEN'S WEAR BRAND WHICH IN FRENCH TRANSLATES LITERALLY TO "LIKE BOYS". REI KAWAKUBO, THE FOUNDER OF COMME DES GARÇON IS FAMOUS WITHIN THE FASHION INDUSTRY FOR USING MATERIALS AND DESIGN CONCEPTS THAT CHALLENGE CONVENTIONAL WOMENSWEAR. IN HER HAUTE COUTURE DESIGNS SHE TYPICALLY LAYERS MATERIAL TO CREATE AN ILLUSION TO DISTRACT THE EYE FROM A TRADITIONAL WOMEN'S BODY THAT THE FASHION INDUSTRY HAVE CONFORMED WOMEN TO, TO EFFECTIVELY CREATE A PICTURE PERFECT WOMAN. SHAPE HAVE ADOPTED THIS CONCEPT BY STOCKING BRANDS WITHIN THEIR LIFESTYLE BOUTIQUE THAT DO NOT HUG A CONVENTIONALLY WOMANLY FIGURE BY USING AN EXCESS OF LAYERS WITHIN THE GARMENTS. ALTHOUGH I HAVE CREATED A SUB-BRAND, I WANTED TO RETAIN THE AUTHENTICITY OF THE PARENT BRAND SHAPE TO KEEP IT "IN BRAND" AND FOR THE POTENTIAL CONSUMERS TO UNDERSTAND THE LINK BETWEEN SHAPE AND FULL CIRCLE. THE HAND PAINTED ELEMENT TO THE LOGO FOR FULL CIRCLE ADHERES TO SHAPE'S ORIGINAL VINTAGE MARKETING BUT WITH A CONTEMPORARY TWIST.



I ALSO DECIDED TO KEEP COMME DES GARÇON AS THE PRIMARY INFLUENCE FOR FULL CIRCLE AS ALTHOUGH THE BRAND WAS FOUNDED IN 1973, I FEEL HER NARRATIVES AND ESSENCE ARE STILL HIGHLY RECOGNISABLE WITHIN TRENDS WITHIN MODERN SOCIETY, SUCH AS THE NON-CONFORMITY AND SOMEWHAT OF A REBELLION TO THE BOX WOMEN SEEM TO BE PUT IN WITHIN SOCIETY, ESPECIALLY FASHION AND THE MEDIA. THE TERM “LIKE BOYS” RESONATED WITH ME FOR THE PLANNING OF THE BRAND FULL CIRCLE, I DECIDED TO TRANSFER KAWAKUBO’S DIRECTION OF OBSCURING A TYPICAL WOMEN’S “LOOK” AND CREATE A BRAND THAT APPEALED TO A MORE ANDROGYNOUS CONSUMER AS I FELT THIS WAS APPROPRIATE AND RELEVANT DUE TO THE RISE OF ACCEPTANCE OF GENDER NON-CONFORMITY AND GENDER-QUEER INDIVIDUALS THAT ARE BEING NOT ONLY SUPPORTED BUT PRAISED BY MODERN DAY SOCIETY AND THIS BRAND WILL HELP CARRY THIS MOVEMENT FORWARD. THE ANDROGYNOUS ELEMENTS CONNECTS DIRECTLY BACK TO KAWAKUBO’S DESIGN INSPIRATION AND THE USE OF THE TRADITIONAL JAPANESE BONSAI TREE. BONSAI TREES HAVE A DISTINCTIVE EXQUISITE AND ORNAMENTAL AESTHETIC TO THEM AS A RESULT OF THEM BEING MINIATURE AND THE TRUNK BEING BENT IN MANY DIFFERENT SHAPES AND DIRECTIONS. THE TYPICAL KEEPING OF A BONSAI TREE TO GET THIS EFFECT IS TO MANIPULATE THE TRUNK AND THE BRANCHES AS IT IS GROWING TO GIVE IT AN INDIVIDUAL AND DISTINCT LOOK. THIS REPRESENTS METAPHORICALLY WHAT REI KAWAKUBO DOES WITH HER DESIGNS TO MAKE THEM INDIVIDUAL AND NOT LIKE ANY DESIGNER OR TO BE CONFIRMATIVE. AS AFOREMENTIONED, THERE ARE MANY CONCEPT WITHIN THIS BRAND THAT INTERLINK, SUPPORT EACH OTHER AND ULTIMATELY COME... FULL CIRCLE.

COMME DES GARÇON A/W18 READY TO WEAR





THE ORIGINAL PLAN

1st of October, 2019.

Nichols & Co. New Store Launch...

Enjoy a wide variety of cakes from our new vegan tea room menu and browse the new products from the independent lifestyle boutique!

23 Shambles, York YO1 7LZ

FURTHER DEVELOPMENT



THE INITIAL IDEA I CREATED WHEN BEGINNING MY PROCESS FOR THE CONTEMPORARY VISUAL MARKETING OUTCOME FOR SHAPE WAS TO EXPAND THE GEOGRAPHIC MARKET LOCATION BY HAVING ONE STORE IN CHESTER, ONE STORE IN BATH AND ANOTHER IN YORK AND HAVE AN OPENING NIGHT EVENT IN THE VEGAN TEA ROOM THAT WOULD HAVE BEEN AVAILABLE. AFTER CONCLUDING MY TREND FORECASTING RESEARCH I DECIDED THAT SUSTAINABILITY IS ONE OF THE MOST IMPORTANT ELEMENTS WHEN FUTURE-PROOFING A BRAND. BY CREATING AN EXTRA TWO STORES IN DIFFERENT LOCATIONS I REALISED THIS WOULD MASSIVELY INCREASE SHAPE'S CARBON FOOTPRINT SO I FOUND IT MORE BENEFICIAL TO CREATE THE MARKETING FOR A CONTEMPORARY SUB-BRAND AND CREATE A MARKETING CAMPAIGN FOR THEIR ONLINE SOCIAL MEDIA AND WEBSITE THROUGH A FASHION FILM UNDER THE NAME OF THE NEW SUB-BRAND: FULL CIRCLE PRODUCTIONS. I ALSO FOUND THAT BY STICKING TO THE FIRST MARKETING PLAN BY RELOCATING I WOULD ONLY BE EXPANDING THE GEOGRAPHIC LOCATION AND I WOULDN'T BE EXPANDING THE AGE RANGE OF THE TARGET CONSUMER. AFTER FURTHER RESEARCH I FOUND IT WAS IMPERATIVE TO EXPAND SHAPE'S TARGET CONSUMER TO A YOUNGER DEMOGRAPHIC AS GEN-Z AND MILLENNIALS ARE THE GENERATIONS TO CARRY FORWARD MACRO TRENDS SUCH AS SUSTAINABILITY AND ACCEPTANCE OF SUB-CULTURES/MINORITIES INTO MAINSTREAM SOCIETY.



THE CAMPAIGN

THE FASHION FILM THAT I AM DISPLAYING FOR MY EXHIBITION IS A VISUAL COMPILATION OF FOOTAGE THAT ILLUSTRATES THE SUB-BRAND THAT I HAVE CREATED. IT IS A LOOK BOOK FILM THAT DISPLAYS THE TYPE OF CONSUMER THE BRAND AIMS TO TARGET WHILST PORTRAYING THE NEW AESTHETICS FOR THE BRAND AND THE CLOTHING STYLE. MANY OF THE GARMENTS I STYLED THE MODEL IN WERE PAIRED TOGETHER TO DISPLAY A STARK CONTRAST BETWEEN THE TONES BLACK WHITE AND GREY WHICH IS SOMEWHAT A MORE CONTEMPORARY TAKE ON TRADITIONAL SHAPE CLOTHING ESPECIALLY WITH THE MAJORITY OF THE GARMENTS BEING OVERSIZED. IN OTHER ELEMENTS OF THE VIDEO I DECIDED TO TAKE A MORE CONTEMPORARY AND COLOURFUL ROUTE FOR THE STYLING. I STYLED MY MODEL IN VIBRANT YET DESIGN FOCUSED GARMENTS WHICH WERE ON TREND BUT STILL HAD THE ATTENTION TO DETAIL WITHIN THE TEXTURE AND PATTERN WHICH IS WHAT ATTRACTS AN ORIGINAL SHAPE CUSTOMER.

ALONGSIDE THE STYLING, THE CASTING OF THE MODEL WAS INCREDIBLY IMPORTANT IN ORDER FOR THE NARRATIVE TO WORK COHERENTLY. THE MODEL I CHOSE WAS FEMALE BUT SHE WAS NOT TYPICALLY FEMININE WITH A JET BLACK SHORT BOB STYLED HAIR, HARSH FACIAL FEATURES AND UNTAMED EYEBROWS WHO ALSO PARADED WITH NOT A “LADY-LIKE” ATTITUDE, WHICH WORKED EXCEPTIONALLY WELL WITH THE NARRATIVE I CHOSE. DUE TO THE LARGE INFLUENCE FROM REI KAWAKUBO’S COMME DES GARÇON OF THE DISTORTION OF WOMEN’S EXPECTATIONS WITHIN FASHION, I DECIDED TO TAKE ON A SOMEWHAT SATIRICAL TAKE ON HOW WOMEN ARE TOLD TO BEHAVE. THE MUSIC I CHOSE FOR THE BACKGROUND OF THE VIDEO WAS “I ENJOY BEING A GIRL” SANG BY NANCY KWAN FROM THE FLOWER DRUM SONG. THIS SONG PAIRED WITH THE MODELS ANDROGENOUS BEHAVIOUR AND AESTHETIC CREATED A STRONG JUXTAPOSITION AND CREATED A STRONG CONTRASTING CONCEPT.

THIS FILM INCORPORATES MANY ELEMENTS OF WHAT FULL CIRCLE REPRESENTS VIA THE ICONOGRAPHY. FOR EXAMPLE, THE SUSTAINABILITY/NATURE ELEMENT OF THE BRANDING IS DEPICTED WITHIN THE USE OF SNOW AND FOLIAGE WHICH IS ALSO INTERTWINED INTO THE JAPANESE ELEMENT OF THE FILM AS THE MODEL IS SEEN REPEATEDLY POSING IN FRONT OF BAMBOO.

TO GO ALONGSIDE THE LOOK BOOK FILM I HAVE ALSO CREATED A SERIES OF IMAGES THAT PRESENT A STILL VISUAL REPRESENTATION OF EACH SMALL NARRATIVE OR OUTFIT WITHIN THE FILM.





