



VIV.

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'VIV' DOCUMENT DESIGNED AND PRODUCED BY JAMES AND CHARLOTTE.

PHOTOSHOOT ORGANIZED AND SHOT BY: OLI, N'DIRA AND DILLY.

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MARKET SITUATION



From the Swinging Sixties to the Extreme Eighties every dedicated follower of fashion has made monthly visits to check out what's happening at this extraordinary shop site. One by one it has housed the leaders of the avant-garde pack. *Miller Chapman* puts a style history

1971 LET IT ROCK



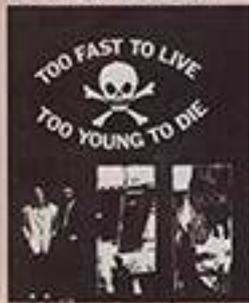
Vivienne Westwood and Malcolm McLaren started by selling 1960s Rock'n'Roll records in the back room of Paradise Garage down on a suburban Highley Bay's street front store with ornamental jigs of Mylophone. Vivienne made T-shirt clothes for Malcolm. They started to sell disco bar and soon took over the entire shop. T-shirt, T-shirt, T-shirt (Singer James, then aged 13, when they fitted out in orange and black — drop jacket, strapless jeans, straight socks, ruffled shirt, beret etc. — and two great models: Vivienne and Malcolm).

1974 SEX



The huge publicist plastic letters of the new name were sticking out. Vivienne and Malcolm had gone all the way — making public display of the leather and rubber stuff that Malcolm considered to be private. The two little pictures above show Vivienne sporting a shiny ensemble and the all-time 'Vivienne' (Singer) with another (straight of the pants, sleeve and right) second before computers from Sanyo by scanning the train to each apparel. The shop's walls were black with piles of fabric and sprayed with lines from things like the U.C.I.A. (University of California) and the Sex Pistols. A boy was arrested in Paradise Garage for wearing a Sex Pistol of two second-rate models. The Police arrested. Justice turned to James's father.

1972 TOO FAST TO LIVE TOO YOUNG TO DIE



Malcolm and Vivienne's interior shifted from T-shirt to leather. The new name was a slogan from a letter's jacket. They got deeper into leather, studs and pins.



1977 SEDITIONARIES

1980 WORLDS END

The white clothes were an often arrested by color from the front and boarded up. They sprang for people. Vivienne was an equally dress job of Paradise Garage. Vivienne's leather outfit was shown for double, without Jimmy Nelson's coat from The Queen. The biggy and long-sleeved look was copied by the youth of the world.

The front is a picture of a window, clock and the back of a gulfman. The clock's hands were made leatherwork. The clock had up to a ribbon and then inside the floor slaps extremely. Vivienne and Malcolm designed it. The clothes (see page 10) are practical. Vivienne's public look are printed from a patch of Sanyo and Sanyo.

PICTURE RESEARCH: SONYA TAYLOR

FIG. 1.1 VIVIENNE WESTWOOD, 2017

FIG. 1.2 VIVIENNE WESTWOOD, 2017

IN MANY PEOPLES EYES, VIVIENNE WESTWOOD IS SEEN AS SOMEWHAT ROYALTY WITHIN FASHION. HER JOURNEY STARTED WHEN SHE TEAMED UP WITH HER PARTNER AT THE TIME, MALCOLM MCLAREN, OPENING THE STORE "LET IT ROCK" ON KING STREET IN 1971 (VIVIENNE WESTWOOD, 2017). ALTHOUGH REMAINING IN THE SAME LOCATION, THE STORE WENT THROUGH A COUPLE OF REBRANDS INCLUDING "TOO FAST TO LIVE, TOO YOUNG TO DIE" (VIVIENNE WESTWOOD, 2017) AND EVENTUALLY BECAME "WORLDS END" IN 1980 OF WHICH IT REMAINS TODAY.

WESTWOOD CREATED A UNIFORM FOR THE STREET. DURING THE PUNK REVOLUTION OF THE 70'S YOUNG PEOPLE WERE REBELLING AGAINST THE OFFICIALS AND LIVING THEIR LIVES THE WAY THEY WANTED TO. DAME VIVIENNE WESTWOOD REACTED TO THE REACTION ON THE STREET AND CONNECTED WITH IT. SHE MADE CLOTHES THAT REFLECTED THE STREET AND BECAME THE DESIGNER OF CHOICE FOR THE PUNK GENERATION.

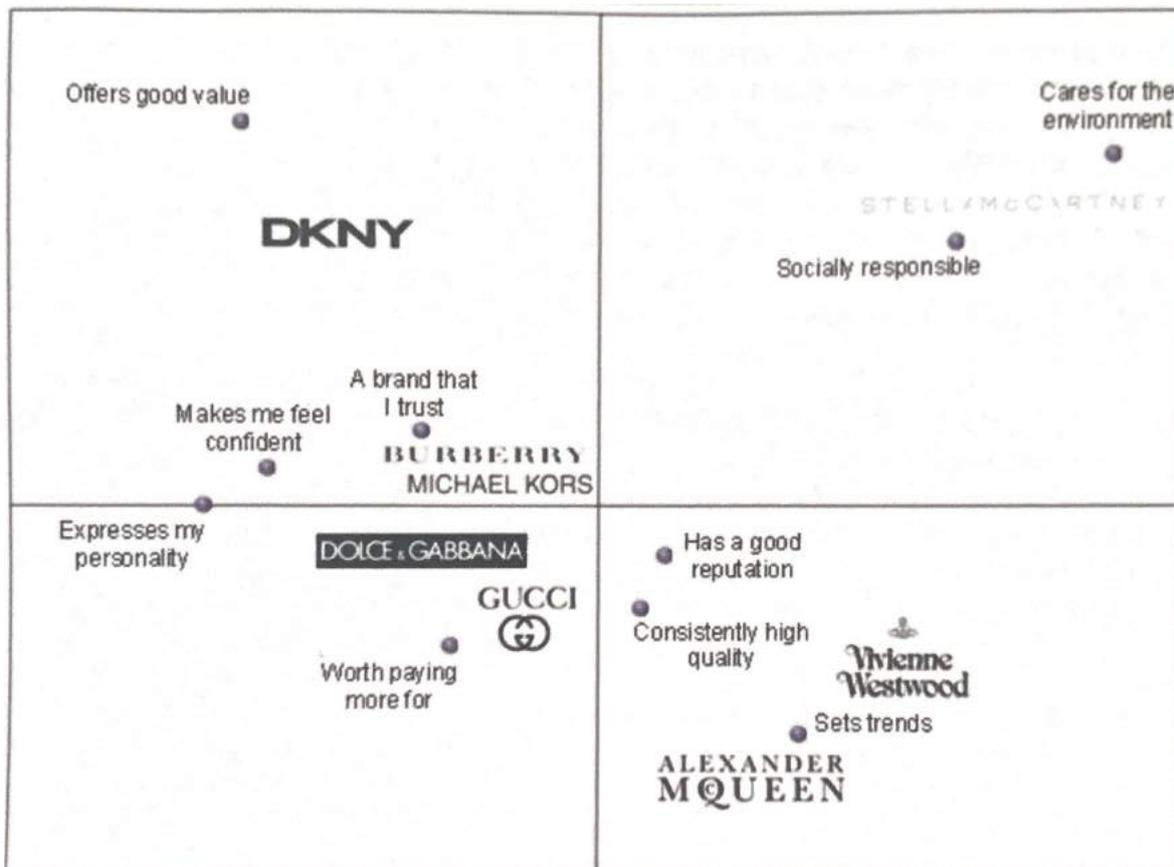
THERE IS A DEBATE NOWADAYS REGARDING SUBCULTURE AND WHETHER THERE IS ONE IN TODAY'S SOCIETY. SOME SAY THAT THE STREETWEAR CULTURE OF TODAY, ALSO KNOWN AS HYPE BEAST, ARE THAT OF A SUBCULTURE. THE CLOTHES AND BRANDS THAT THEY CHAMPION SUCH AS SUPREME, PALACE AND VETEMENTS ARE THE FOCUS THAT BRINGS THIS SUBCULTURE TOGETHER. DICK HEDDIGE, IN HIS 1979 BOOK "SUBCULTURE: THE MEANING OF STYLE" DISCUSSES HOW HUMBLE OBJECTS CAN BE MAGICALLY APPROPRIATED; STOLEN BY SUBCULTURAL GROUPS AND MADE TO CARRY 'SECRET' MEANINGS WHICH EXPRESS, IN CODE, A FORM OF RESISTANCE". HEDDIGE USES THE SAFETY PIN WITHIN THE ERA OF PUNK AS AN EXAMPLE OF THIS. THIS THEORY COULD ALSO BE USED IN TODAY'S STREETWEAR SCENE AS SIMPLE SLOGAN T SHIRTS AND EVEN HOUSE BRICKS (SUPREME, 2016) ARE SEEN AS GOLD DUST WITHIN THE COMMUNITY AND SOLD ONLINE FOR THOUSANDS OF POUNDS, ALMOST LIKE THEY HAVE A SECRET WORTH THAT ONLY THE STREETWEAR SUBCULTURE KNOW ABOUT.

VIVIENNE WESTWOOD STARTED BY REACTING TO THE STREETS CULTURE AND CREATING A UNIFORM FOR IT. VIV AIMS TO TAKE THE ICONIC BRITISH BRAND BACK TO THESE ROUTES.

WITH THE NEXT RANGE FOR VIVIENNE WESTWOOD, "VIV" AIMS TO TAKE THE BRAND BACK TO THE BEGINNING. IT AIMS TO CREATE A UNIFORM FOR THE STREETS OF TODAY. THROUGH RESEARCH, EXPLAINED FURTHER ON IN THIS BOOKLET, STREETWEAR IS THE UNIFORM OF THE YOUTH AND IS SET TO STAY AROUND FOR MANY YEARS TO COME (WGSN, 2017). STICKING WITH THE OLD AND CURRENT THEME OF VIVIENNE WESTWOOD, VIV IS TO BE DESIGNED AND MANUFACTURED WITH BRITISH HERITAGE WITHIN THE FOREFRONT. FABRICS WILL CONSIST OF THE LIKES OF TWEED, TARTAN, HERRINGBONE AND DOGTOOTH WHILST STILL MAINTAINING THE CLASSIC AND TIMELESS WESTWOOD STYLE. THE CAPSULE COLLECTION WILL BE MIDDLE MARKET IN LINE WITH VIVIENNE WESTWOOD'S DIFFUSION BRANDS. ACCORDING TO BUSINESS OF FASHION'S YEAR IN REVIEW, THE MIDDLE MARKET SPACE WAS THE TOP PERFORMER ALONG WITH VALUE OUTPERFORMING OTHER MARKET LEVELS BY 1.0 - 1.5%. THEY STATE THAT WHAT DRIVES THIS MARKET IS UNIQUENESS AND THE NEED OF A HOUSEHOLD NAME; ONE EXAMPLE OF THIS IS VIVIENNE WESTWOOD.



FIG. 1.4 HIGHSNOBIETY 2017



MINTEL 2017



INSTAGRAM 2017



INSTAGRAM 2017

LOOKING AT DESIGNER FASHIONS POSITION WITHIN THE INDUSTRY AND MARKET, VIVIENNE WESTWOOD IS SAID TO HAVE AN APPEAL IN TERMS OF DIFFERENTIATION BEING DESCRIBED AS 'CUTTING EDGE'. ALEXANDER MCQUEEN IS PLACED IN THE SAME CATEGORY AS WESTWOOD, A BRAND WHO IS AGAIN KNOWN FOR NOT CONFORMING TO THE NORM (MINTEL, 2015). SOME OF THE CHALLENGES WESTWOOD MAY FACE SURROUNDS THE UNCERTAINTY AND SHIFTS WITHIN THE GLOBAL ECONOMY AND THE ONLINE PRESENCE OF HER BRAND. ONLINE CHANNELS, HOWEVER, MAY ALSO BE SEEN AS A HUGE OPPORTUNITY FOR VIVIENNE WESTWOOD AS SHE IS YET TO TEST THE WATERS ON ITS FULL POTENTIAL. LOOKING ON INSTAGRAM WESTWOOD HAS JUST OVER ONE MILLION FOLLOWERS WHEREAS ALEXANDER MCQUEEN (WHO IS SEEN AS THE SAME CATEGORY ACCORDING TO RESEARCH CONDUCTED BY MINTEL) HAS 5.3 MILLION SHOWING HOW THE BRAND HASN'T YET INVESTED ENOUGH TIME IN THIS CRUCIAL MARKETING SPACE. VIV WILL TAKE A 80/20 APPROACH TO SOCIAL MEDIA (FORBES, 2014 - 1) MEANING 80% OF CONTENT IS DEDICATED TO INSPIRE THE AUDIENCE AND GET THEM TALKING ABOUT THE BRAND, WITH ONLY 20% BEING DEDICATED TO ACTUALLY SELLING PRODUCT.



Supreme

OVER THE PAST COUPLE OF YEARS WE HAVE SEEN VARIOUS LUXURY, HIGH END FASHION BRANDS COLLABORATE WITH STREETWEAR BRANDS TO CREATE A FUSION OF LUXURY STREET. LOOKING AT THE SUCCESS OF THIS MAY SHOW A REFLECTION ON HOW THE HIGH END BRAND OF VIVIENNE WESTWOOD WILL DEEM IN THE STREETWEAR MARKET.

THE INTERNET WENT INTO FRENZY WHEN LOUIS VUITTON ANNOUNCED THE LOCATIONS OF THEIR 6 POP UP SHOPS STOCKING THE GARMENTS OF THE SUPREME COLLABORATION. 7,500 PEOPLE QUEUED IN TOKYO, 2,000 IN LONDON AND 1,500 IN SYDNEY THE FOLLOWING DAY. NEWS OF THIS COLLABORATION WASN'T JUST HUGE NEWS IN THE WORLD OF FASHION, IT WAS HUGE NEWS IN POPULAR CULTURE AND MADE WORLD WIDE MAINSTREAM PRESS (BUSINESS OF FASHION, 2017).

NOT ONLY WAS THIS A TURNING POINT FOR LOUIS VUITTON, WHO BEFORE REALISING THE SELLING POWER OF SUPREME WERE IN A TWO YEAR LEGAL BATTLE WITH THEM OVER MISUSE OF LV'S LOGO, IT WAS A TURNING POINT FOR LUXURY FASHION. THIS WAS A RISK THAT PAID OFF. FINALLY A LUXURY BRAND IS LISTENING TO THE STREET AND THE 'TRICKLE UP EFFECT WAS CLEARLY SHOWN. LOUIS VUITTON'S WEB TRAFFIC WENT UP BY 16,800% AS A RESULT OF THE COLLABORATION AND WAS OBVIOUSLY FEATURED ON STREETWEAR FAVOURITE SITES SUCH AS HIGHSNOBIETY.COM AND HYPEBEAST.COM WHILST VIRGIL ABLOH, DESIGNER BEHIND THE CATWALK BRAND 'OFF-WHITE' CALLED THE COLLABORATION "THE MOST MODERN MOMENT IN FASHION THAT EXISTED IN OUR CURRENT TIME" (GUARDIAN, 2017)

SUPREME X LOUIS VUITTON, LUXURY MEETING STREET KICK STATED A TREND OF ITS OWN WITH TOMMY HILFIGER PARTNERING UP WITH VETEMENTS AND BURBERRY WITH GOSHA RUBSHINSKI. THIS IS A CLEAR REFLECTION OF HOW THE TABLES OF FASHION ARE SLOWLY SHIFTING AND THE POWER OF TRENDS BEING SOMEWHAT BACK ON THE STREETS. WITH THIS COME INCREDIBLE MARKET POTENTIAL. THE MAJORITY OF THESE COLLABORATIONS ARE DONE THROUGH A CAPSULE COLLECTION, SOMETHING OF WHICH WILL BE CARRIED OVER TO 'VIV.'. THIS ALLOWS THE COLLECTION TO BE EXCITING AND UNIQUE TO THE CONSUMER, SOMETHING CUSTOMER LOOK FOR, ACCORDING TO VERDICT (VERDICT, 2016) WHILST NOT DILUTING THE OVERALL IMAGE OF EACH BRAND SEPARATELY, OR IN THE INSTANCE OF 'VIV.', VIVIENNE WESTWOOD'S MAIN LABEL. LOOKING AT PRICES, THERE IS NO WAY LOUIS VUITTON WOULD PUT OUT A T-SHIRT FOR £60 (YOU ARE TALKING MORE AROUND THE £400 MARK), BUT WHEN IN COLLABORATION, IT IS SOMEWHAT ACCEPTABLE FOR THE LUXURY BRAND TO DO THIS, ALLOWING THEIR PRODUCT TO REACH A WIDER AUDIENCE AND MORE IMPORTANTLY, THAT STREETWEAR SUBCULTURE.



FIG. 1.6 INDI MAGAZINE 2017



FIG. 1.7 BURBERRY 2017

LIKE THE MAJORITY OF STREETWEAR COLLECTIONS, "VIV." WILL BE GENDERLESS COLLECTION OF INCLUDES STEREOTYPICALLY MALE CLOTHING GARMENTS SUCH AS T SHIRTS, FLIGHT PANTS AND BOMBER JACKETS. THIS DOESN'T, HOWEVER MEAN THAT WOMEN CANNOT WEAR THEM. FOLLOWING THE FINDINGS OF MINTEL, IT IS EVIDENT THAT WOMEN WEAR MENS CLOTHES NOT BECAUSE THEY WANT TO BE A MAN OR TO CHALLENGE STEREOTYPES, BUT BECAUSE THEY WANT TO FEEL COMFORTABLE, POWERFUL AND MORE THAN ANYTHING, SEXY (MINTEL, 2016). LOOKING AT THE MENSWEAR MARKET, OVER THE PART COUPLE OF YEARS THERE HAS BEEN A HUGE UPRISE IN METROSEXUALITY AND GONE HAVE THE DAYS OF IT BEING AN EMBARRASSMENT FOR MEN TO FOLLOW FASHION. THIS MAY BE A CONTRIBUTING FACTOR TO THE MARKET GROWING TWICE AS FAST AS WOMENSWEAR, RISING BY 2.8% IN 2016 COMPARED TO THE 1.3% FOR WOMENSWEAR (MINTEL, 2017)

Figure 1.11 UK sales of men's outerwear at current prices, 2011-21

	Total £m	Index	% annual change
2011	11,974	83	na
2012	12,350	85	+3.1
2013	12,940	89	+4.8
2014	13,525	93	+4.5
2015	14,085	97	+4.1
2016 (est)	14,480	100	+2.8
2017 (fore)	14,808	102	+2.3
2018 (fore)	15,131	104	+2.2
2019 (fore)	15,471	107	+2.2
2020 (fore)	15,870	110	+2.6
2021 (fore)	16,259	112	+2.5

Source: Mintel

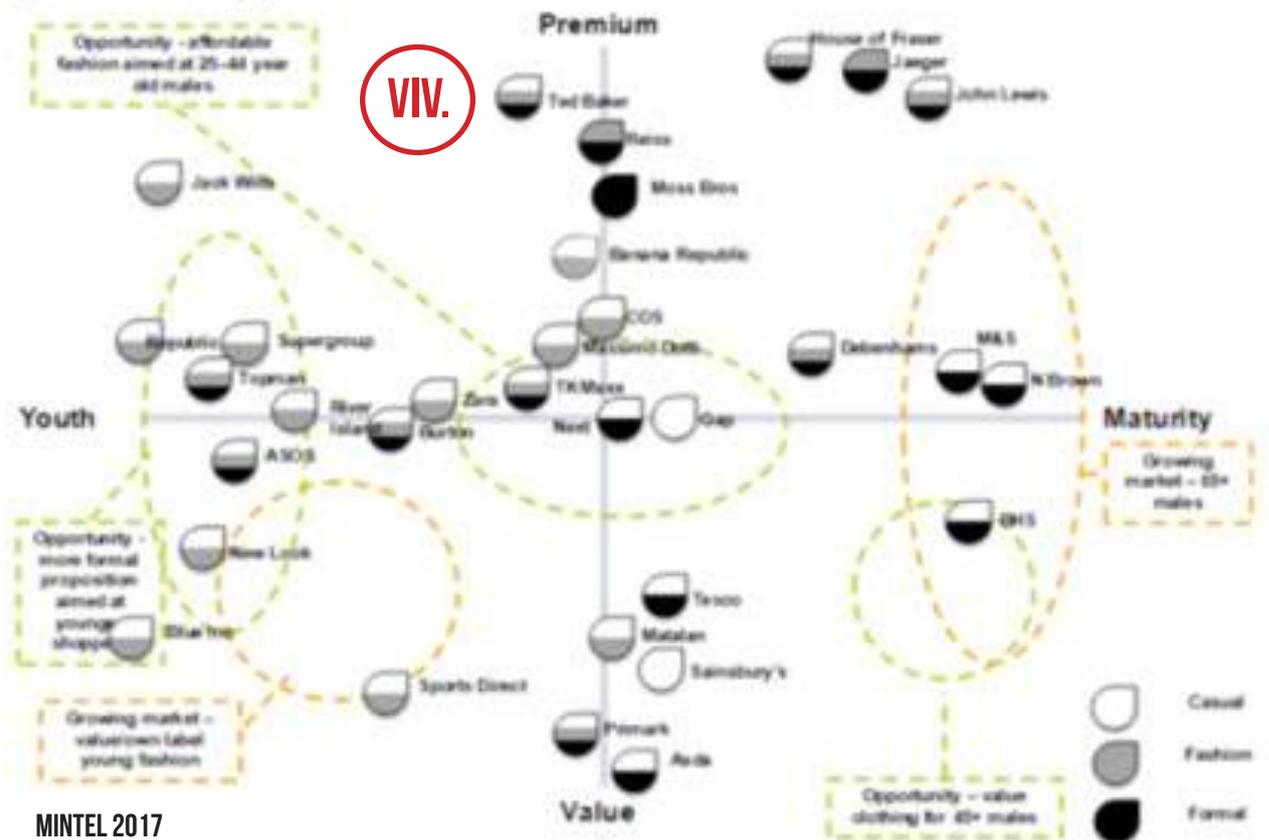
Click here to shrink table

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MINTEL 2017

Figure: Market opportunities in menswear



MINTEL 2017



GUCCI, 2017



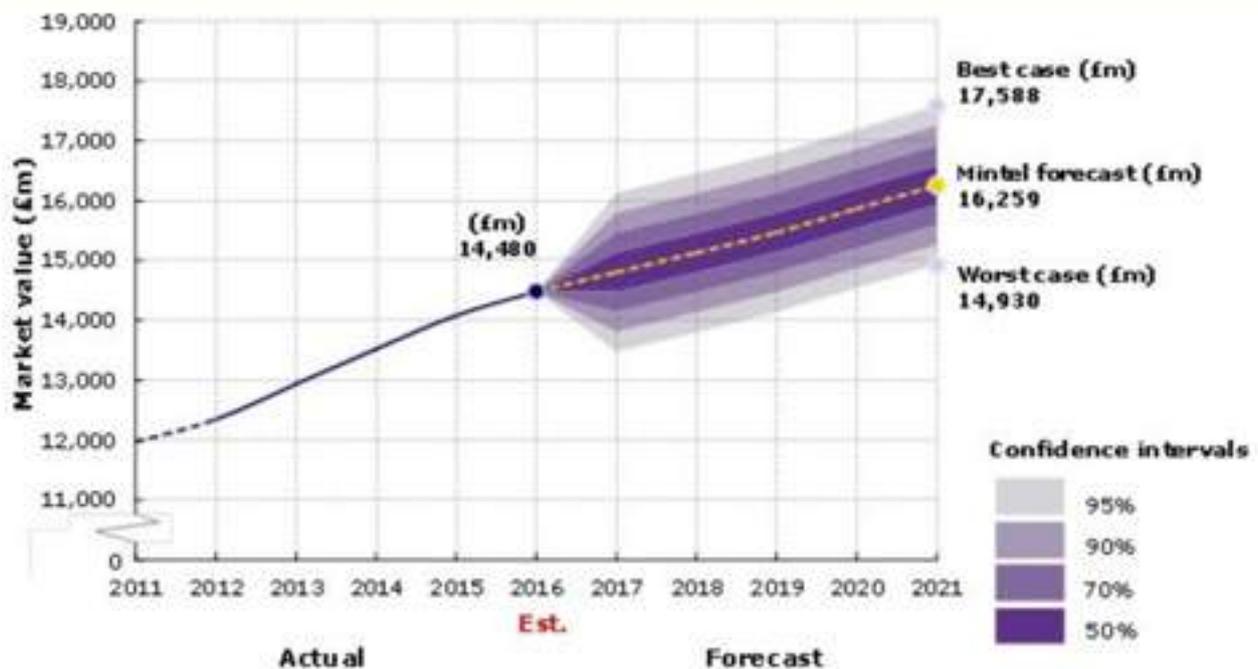
LOUIS VUITTON, 2017

THAT STREETWEAR IS GENDERLESS SOMETHING THAT WOULD BE DRAWN ON THROUGH PROMOTIONAL ACTIVITY. LAST YEAR HIGH STREET GIANT ZARA RELEASED THEIR GENDERLESS RANGE WHICH MADE WORLDWIDE PRESS WITH SOME SAYING IT WAS A GOOD THING, AND OTHERS SAYING THAT THE RANGE WAS "PLAIN" AND SOMETHING THAT JUST WASN'T NEEDED. VIV. WONT NEED TO EXPLAIN THAT MEN OR WOMEN CAN WEAR THE RANGE DUE TO THE TARGET CONSUMER ALREADY UNDERSTANDING THAT. PREVIOUS EVENTS SUCH AS GUCCI PUTTING FEMININE BOWS ON THE MENS RUNWAY COLLECTION AND JADEN SMITH FRONTING A LOUIS VUITTON WOMENSWEAR CAMPAIGN HAVE ALLOWED YOUNGER FASHION CONSCIOUS INDIVIDUALS TO UNDERSTAND THAT GENDER IS NO LONGER A HUGE SEPARATION IN THE WORLD OF CLOTHING. (THE INDEPENDENT, 2017)

SOMETHING THAT HAVE BEEN HIGHLIGHTED IN MOST REPORTS ON MINTEL AND PASSPORT AND MAY BRING AN INSIGHT INTO WHY STREETWEAR IS AT AN ALL TIME HIGH AT THE MOMENT, IS THAT MEN ARE WANTING UNIQUE PIECES. IT ISN'T ENOUGH FOR A BRAND TO SELL CLOTHES JUST OFF THE FACT OF IT BEING PART OF THAT BRAND, MEN WANT UNIQUENESS THROUGH THE DESIGNS. A WAY TO DO THIS IS TO FOLLOW A SIMILAR MODEL TO STREETWEAR WITH THEIR CAPSULE COLLECTIONS AND DATE-UNKNOWN 'DROPS' ALLOWING BRANDS TO KEEP THEIR CURRENT IMAGE WHILST ALSO CATERING FOR THOSE WHO WANT SOMETHING DIFFERENT AND UNIQUE (HIGHSNOBIETY, 2017)

LOOKING AT THE MARKET SITUATION, THERE IS A GAP IN THE STREETWEAR SCENE FOR A TOTALLY BRITISH BRAND. A BRAND THAT ALREADY HAS A FOLLOWING DUE TO BEING UNDER THE UMBRELLA OF WESTWOOD BUT IS LOUD AND PROUD ABOUT ITS BRITISH HERITAGE. OTHER BRANDS, AS EXPLAINED FURTHER IN THE DOCUMENT, ARE EITHER USA OR FOREIGN COUNTRY OF ORIGIN AND THE FEW BRITISH STREETWEAR BRANDS THAT ARE CURRENT, SUCH AS 'PALACE' ARE NOT IN THE CATEGORY OF HIGH END STREETWEAR THAT 'VIV.' IS.

ON THE GRAPH BELOW, "VIV." WOULD BE PLACED AROUND TOWARD THE TOP OF THE PREMIUM SPECTRUM, IN LINE WITH THE LIKES OF HOUSE OF FRASER, JUST ABOVE TED BAKER AND IN LIKE WITH ZARA REGARDING YOUTH.



THE MARKET GAP FOR A YOUNG, PREMIUM STREETWEAR BRAND IS DEFINITELY THERE. THAT, IN CONJUNCTION WITH STRONG BRANDING AND PROMOTIONAL ACTIVITY SURROUNDING VIVIENNE WESTWOOD MEANS 'VIV.' HAS POTENTIAL TO BE A SUCCESS. ACCORDING TO BUSINESS OF FASHION, GENERATION Z AND MILLENNIAL WILL BOOST THE MARKET BY £290 BILLION MAKING THEM ACCOUNTABLE FOR 45 PERCENT OF SALES. STREETWEAR IS A HUGE LIFESTYLE TREND FOR THAT TARGET CONSUMER GROUP MEANING "VIV." HAS HIGH POTENTIAL FOR DOING WELL.

MINTEL 2017

“AS SUCH, TRUE STREETWEAR SEEMS NOT TO EXIST IN THE PRODUCTS THAT REPRESENT IT, NOR IN THE STYLES THAT COME AND GO UNDER ITS NAME. INSTEAD, STREETWEAR IS AN ACTION, OR PERHAPS EVEN A PACT BETWEEN ITS PAST AND FUTURE: TO CONSISTENTLY REVEAL A NEW SKIN, IF ONLY SLIGHTLY DIFFERENT FROM THE LAST, TO WARD OFF CONTAMINATION AND SLIP QUIETLY ONTO NEW PATHS OF DISCOVERY.”

- ALEX G. BROWN IS A FASHION AND ENTERTAINMENT WRITER BASED IN TORONTO. HER WORK EXPLORES THE DAILY INTERSECTION OF FASHION AND POP CULTURE.



TREND RESEARCH



STREETWEAR IS CURRENTLY A MAJOR TREND ESPECIALLY WITHIN MEN'S FASHION. URBAN STREETWEAR HAS BECOME A \$300 BILLION INTERNATIONAL BUSINESS THAT IS PROJECTED TO GROW ANNUALLY. GLOBAL DATA SAYS THAT 41 PERCENT OF MEN WEAR SPORTSWEAR ON A DAILY BASIS, NOT JUST FOR SPORTS ANYMORE AND THIS IS INCREASING YEAR ON YEAR. BRAND NAME ALSO DOUBLED IN IMPORTANCE AMONGST MEN 11.6 PERCENT LAST YEAR VERSUS 22 PERCENT THIS YEAR AND IS FORECASTED TO INCREASE NEXT YEAR. STREETWEAR HAS GONE FROM BEING AN URBAN LEISURE TO BEING USED ON EVERY CATWALK. FROM HIGH FASHION TO FAST FASHION, THEY ALL WANT A SLICE OF THE STREETWEAR MARKET. FOR MY TREND RESEARCH, I BEGAN BY LOOKING AT TRENDING MATERIALS, COLOUR AND KEY GARMENTS FOR THIS YEAR'S STREETWEAR TREND. I RESEARCHED ABOUT DIFFERENT MATERIALS THAT COULD BE USED FOR THE STREETWEAR ITEMS. AS THIS IS FOR THE VIVIENNE WESTWOOD COLLECTION THE CONSUMER WOULD WANT BETTER QUALITY. COTTON AND NYLON APPEARED TO BE THE BEST MATERIALS TO USE FOR THIS COLLECTION AS CONSUMERS ARE LOOKING FOR ITEMS WITH "THE PERFECT BLEND OF FUNCTION AND FASHION, ENABLING SEAMLESS

MOVEMENT FROM WORK TO PLAY." ACCORDING TO WGSN. WITH THIS THE CONSUMER DEMANDS ITEMS SUCH AS JACKETS THAT ARE MULTIFUNCTIONAL WITH BUILT IN POCKETS AND WITH A MODULAR DESIGN. FROM THIS, I RESEARCHED THE KEY GARMENT PIECES THAT ARE IN TREND. THE BASIC TEE WITH SLACKTIVIAT SLOGANS ON, AND ANTI CONFORMIAT STATEMENTS WITH A POLITICAL UNDERCURRENT. BALENCIAGA HAS USED THIS RECENTLY ON THE CATWALK. THE CAP IS ANOTHER KEY ACCESSORY WITHIN THE TREND. FLIGHT PANTS ARE ANOTHER KEY GARMENT WITHIN THE STREETWEAR MARKET. THIS GARMENT IS SEEN TO BE ONE OF THE HOTTEST NEW TRENDS IN MENSWEAR, ACCORDING TO INDUSTRY EXPERTS. THE CAP IS A GREAT ACCESSORY TO INCORPORATE, AS IT IS RARE AN ACCESSORY ATTRACTS SUCH A WIDE VARIETY OF CONSUMER. FOR EXAMPLE THE TWO CELEBRITY CONSUMERS, RIHANNA AND JEREMY CORBYN. THIS HAS BEEN A FEATURE ON CATWALKS THIS YEAR. FOR EXAMPLE, MARC JACOBS 2017 READY TO WEAR CATWALK. VIVIENNE WESTWOOD HERSELF IS SEEN TO BE A CONTROVERSIAL INDIVIDUAL WHO KEEPS EVERYONE TALKING. IT IS ESSENTIAL THAT WE COMMUNICATE THIS THROUGH HER NEW STREETWEAR COLLECTION.



THE MA1 BOMBER JACKET IS A STREETWEAR ITEM THAT IS NOW SEEN ON OUR CATWALK ESPECIALLY IN 2017 IN COLLECTIONS SUCH AS KANYE WEST'S YEEZY COLLECTION, CALVIN KLEIN, BURBERRY LONDON, DIESEL AND DOLCE AND GABBANA. THIS ENCOURAGES THE SEE NOW, BUY NOW CONCEPT. THIS PRODUCT IS NOW HIGH IN DEMAND. THIS ITEM WAS FIRST A MILITARY JACKET DEVELOPED IN 1958 BY DOBBS INDUSTRIES. INITIALLY PRODUCED IN COTTON, BUT LATER PRODUCED IN HIGH QUALITY NYLON. MA1 JACKETS HAVE BECOME POPULAR WORLDWIDE, ESPECIALLY IN THE US, JAPAN AND THE UK. MANY AMERICAN MANUFACTURER, FORMALLY MILITARY CONTRACTORS NOW PRODUCE A VARIETY OF COLOURS IN ADDITION TO THE TRADITIONAL. THIS JACKET IS MULTIFUNCTIONAL, THEREFORE FITTING THE CONSUMERS DEMANDS ACCORDING TO WGSN. THE JACKET BECAME POPULAR IN THE 1970'S FROM THE SUBCULTURE PUNKS WHO BEGAN TO WEAR THIS ITEM AS A FASHION STATEMENT. EXPOSURE IN MAGAZINES SUCH AS THE FACE AND I-D MAGAZINE MADE THIS ITEM A FASHION ITEM THAT EVERYBODY WANTED TO WEAR. ALTHOUGH THIS ITEM WAS ORIGINALLY DESIGNED FOR WORLD WAR I PILOTS, IT REAPPEARED IN THE MID-1990'S GRUNGE ERA WORN OVER A SLIP DRESSES. THIS AUTUMN, THE BOMBER HAS MADE A COMEBACK AGAIN, AS SEEN AT GIVENCHY, YSL AND BALMAIN. "DESIGNERS COMBINED ITS VOLUMINOUS SHAPE WITH FITTED PENCIL SKIRTS AND SLEEK TROUSERS AND DRESSES FOR A LOOK THAT IS MODERN AND SEXY." THIS ITEM ALLOWS THE COLLABORATION BETWEEN CATWALK FASHION AND STREETWEAR FASHION TO COME TOGETHER IN ONE OUTFIT. ACCORDING TO GOOGLE, SEARCHES FOR BOMBERS—WHICH WERE

ALREADY SHOOTING UPWARD IN 2016—WERE UP 297 PERCENT IN THE UK YEAR OVER YEAR IN 2017, AND A WHOPPING 612 PERCENT HERE IN THE U.S. T AND NOT ONLY ARE SEARCHES UP ON THE JACKET AS A SEASONAL ITEM, THEY'RE UP YEAR-ROUND, MEANING IT'S ABOUT STYLE AS MUCH AS IT IS UTILITY. THIS MEANS THAT THIS ITEM IS SUSTAINABLE AND WILL HAVE A LONG-LIFE SPAN AS THERE IS AN ONGOING DEMAND FOR THIS PRODUCT.



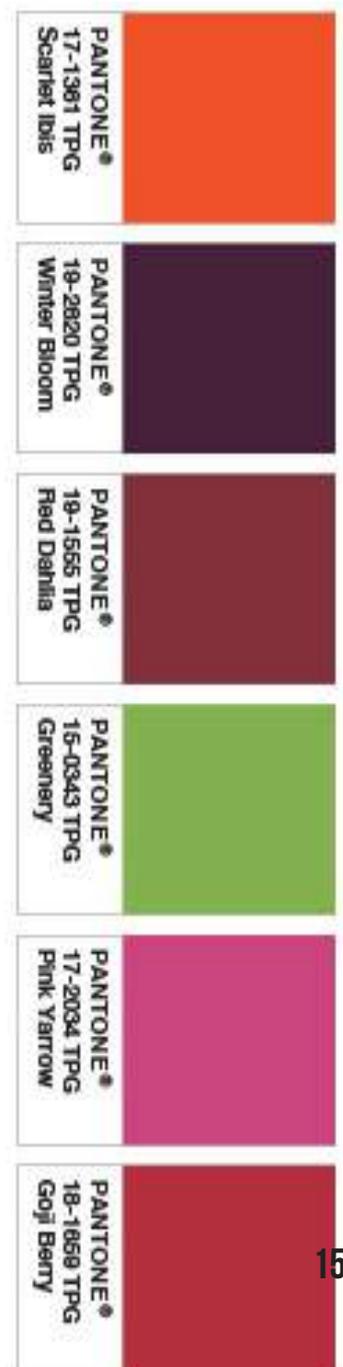
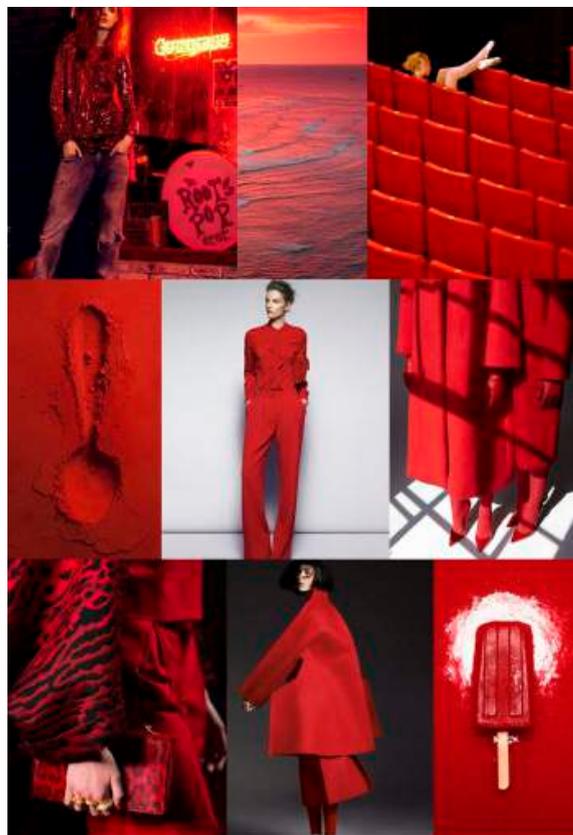
TO FIND WHAT COLOUR WE WERE GOING TO INCORPORATE I LOOKED FOR THE COLOUR PALETTE AND FABRICS THAT ARE IN TREND AND THAT ARE FORECASTED TO TREND ACCORDING TO WGSN. THIS ENABLED US TO CHOOSE FROM THIS THE COLOURS THAT WILL BE SUSTAINABLE, SO OUR COLLECTION HAS A LONG LIFESPAN. RED HAS DOMINATED IN 2017. BURGUNDY AND WINE COLOUR HAS BEEN USED EXCESSIVELY IN THIS YEAR'S CATWALKS. ALEXANDER MCQUEEN, ALLUZZARA, CHLOE, CHRISTOPHER KANE AND DELOPOZO HAVE ALL USED THIS COLOUR IN THEIR CATWALKS. "SCARLET HAS A VIBRANCY THAT PLAYS INTO THE UPBEAT TASTES OF THE LATAM MARKET, PARTICULARLY FOR CASUAL WEAR. IT CAN BE USED TO UPGRADE SIMPLE PIECES WITH A SENSE OF LUXURY, AND WORKS WELL ACROSS MENSWEAR AND WOMENSWEAR". (WGSN LATAM COLOUR A/W 17/18 INFUSION). KHAKI IS MAKING A COMEBACK WITH MILITARY, SAFARI AND MORE INNOVATIVE STYLE FLUID. SHINY, GALACTIC SILVER HAS ALSO BEEN SEEN FREQUENTLY ON THIS YEAR'S CATWALK. ALONG WITH POP ART YELLOWS AND LOUD ORANGE.

WE CHOSE RED AS VIVIENNE WESTWOOD USED THIS COLOUR A LOT THROUGHOUT HER RANGE. BRANDS HAVE BEGUN TO GO BACK TO THE BASICS OF THEIR BRAND. "RETURNING THE ROAD AND ITS STYLE TO THE HEART OF THEIR COLLECTIONS". WGSN DESCRIBE THE COLOUR RED AS A KEY COLOUR WITHIN STREET STYLE, ESPECIALLY WHEN STYLED IN A STATEMENT WAY

AND IS ESSENTIAL IN THE YOUTH SCENE MARKET SECTOR. THERE HAVE BEEN LARGE PROPORTIONS OF LIGHT COLOURS (WHITES), FAUX BLACKS, WITH RED TINTS. "WE HAVE SEEN RED INCREASE DRAMATICALLY ON THE CATWALK YEAR ON YEAR FROM 2016 TO 2017" SAYS LIZZY BOWRING (HEAD OF CATWALKS AT WGSN)

LOOKING AT THE FUTURE, RED WILL ALWAYS BE PART OF THE COLOUR MIX, BUT WILL EMERGE IN DIFFERENT TONES AND WILL HAVE A DIFFERENT PRESENCE EVERY SEASON. THIS MEANS THAT THIS IS A GOOD COLOUR TO USE AS IT WILL NOT BECOME AN OUTDATED COLOUR AND THE CONSUMER WILL CONTINUE TO BUY ITEMS WITHIN THE RANGE EVEN AFTER THE SEASON.

FOR WGSN TREND REFERENCE, REFER TO APPENDICES





CHECKS AND PATTERNS WITHIN MENSWEAR IS DRIVEN BY THE YOUTH SUBCULTURES. THE PATCH PATTERNS ARE DRIVEN ON THE CATWALK BY THE GRUNGY STREET STYLE. WGSN FORECASTS THAT IT IS EXPECTED THAT CLASSIC TARTAN WILL BE FILTERING THROUGH INTO THIS TREND. ALTHOUGH, I HAVE RESEARCHED ON A NUMEROUS AMOUNT OF FASHION BRANDS ONLINE AND THEY ALREADY HAVE TARTAN WITHIN THEIR ITEMS. THIS DEMONSTRATES THAT THIS IS ALREADY HAPPENING. TO INCORPORATE THIS INTO OUR THEME WE LOOKED AT THE TARTAN PATTERN, PRINCE OF WALES CHECK AND TWEED. TARTAN IS ARGUABLY THE BEST KNOWN CLOTH IN THE WORLD. THIS IS SCOTLAND'S NATIONAL COSTUME. THIS IS LINKED WITH VALUES OF COURAGE AND HARDINESS. THROUGHOUT THE TWENTIETH CENTURY TARTAN RETAINED ITS ROLE AS BOTH AN INTERNATIONALLY RECOGNIZED SYMBOL OF "SCOTTISHNESS" AND AS AN ATTRACTIVE FASHION TEXTILE. TARTAN IS CURRENTLY WIDELY WORN BY SCOTS AS HIGHLAND DRESS ON FORMAL OCCASIONS AND ALSO TO SPORTING EVENTS. "SINCE THE 1970S TARTAN HAS FEATURED IN THE SUBCULTURAL DRESS OF SKIN-HEADS, ROCKABILIES, AND PUNKS, AS WELL AS BEING PROMINENT IN THE WORK OF INTERNATIONAL DESIGNERS SUCH AS VIVIENNE WESTWOOD, JEAN PAUL GAULTIER, AND ALEXANDER MCQUEEN."



PLAIN T-SHIRTS, USUALLY WITH ANTI-CONFORMIST SLOGANS ARE BECOMING INCREASINGLY IN DEMAND. THIS ENABLES YOUTH SUBCULTURES TO COMMUNICATE THEIR BELIEFS. I RESEARCHED INTO DEMNA GNASALIA WHO WORKED FOR THE INFLUENTIAL LABEL VETEMENTS AND NOW IS THE CREATIVE DIRECTOR OF BALENCIAGA. HE IS ARGUABLY RESPONSIBLE FOR THE NINETIES INFLUENCED FASHION TREND. MAKING ANTI FASHION, FASHIONABLE AGAIN LEADING THE LUXURY LUXE SPORTWEAR REVOLUTION. HE DID THIS WITH THE 'DHL' T-SHIRT IN SS 16. THIS BASIC UNFASHIONABLE DELIVERY DRIVER TEE, WAS PUT ON THE VETEMENTS CATWALK AND WENT ON SALE IN THE MIDDLE OF JANUARY AT HIGH-FASHION RETAILERS. . "MODELS, BLOGGERS, STYLISTS AND PHOTOGRAPHERS MADE IT AN INSTAGRAM STAPLE. IT SPAWNED PARODY MEMES. EVEN KEN ALLEN, THE CHAIRMAN OF DHL, WAS PHOTOGRAPHED WEARING THE VETEMENTS T-SHIRT IN MARCH." THE HYPE QUICKLY REACHED HYSTERIA. IT HAS NOW IN 2017, SOLD OUT AT MOST RETAILERS, DESPITE BEING £185 AND IS STILL BEING REQUESTED TO RESTOCK. THIS BEGAN THE INTEREST IN YOUTH SUBCULTURE FASHION SUCH AS SLOGAN TEXT ON PLAIN TEES.

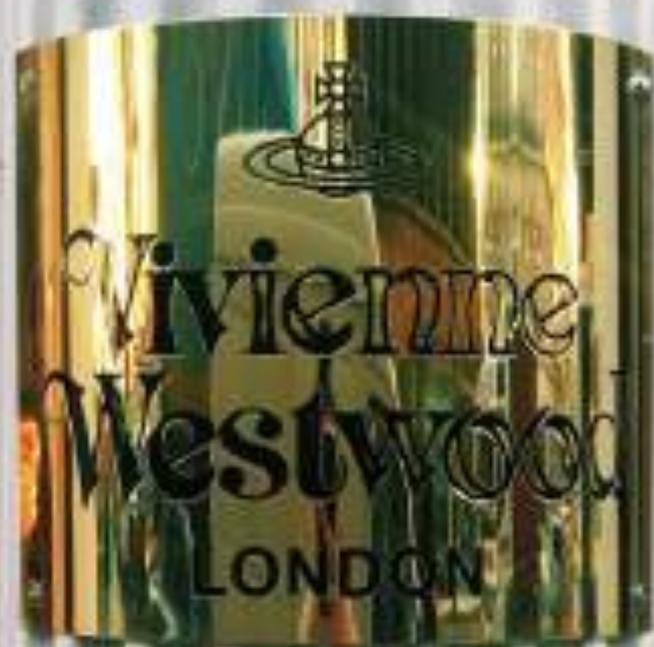
IN TERMS OF MATERIALS, THE CONSUMER WANTS MATERIALS THAT OFFER "SOPHISTICATION AND PERFORMANCE". SYNTHETIC FABRICS SUCH AS NYLON ARE WITHIN THIS FORECAST, AS WELL AS NATURAL MATERIALS SUCH AS COTTON. THE CONSUMER ALSO DEMANDS A PRODUCT AND MATERIAL THAT IS MULTIFUNCTIONAL, AND THESE MATERIALS PROVIDE THAT. COTTON IS ABLE TO CONTROL MOISTURE, INSULATE, PROVIDE COMFORT AND IT IS ALSO HYPOALLERGENIC, WEATHERPROOF AND IS A DURABLE FABRIC. NYLON ALSO IS ALSO POPULAR FOR THIS REASON AS IT IS ABRASION RESISTANT, LIGHTWEIGHT, HAS INSULATING PROPERTIES AND CAN BE PRE-COLOURED OR DYED IN A WIDE RANGE OF COLOURS. THIS MATERIAL WILL ALSO WORK WELL AS WE WOULD POTENTIALLY NEED TO DYE THE MATERIAL. TEXTILE TECHNOLOGICAL ADVANCES HAS MEANT THAT WE CAN NOW TAKE NATURAL FABRICS TO THE NEXT LEVEL; MARRYING SYNTHETIC YARNS WITH NATURAL ONES, COMBINING ECO-FRIENDLY FIBRES WITH PERFORMANCE MATERIALS, THEN YOU WILL START TO UNDERSTAND WHAT THESE FABRICS ARE ALL ABOUT.

IN THE EARLY 1970S, VIVIENNE WESTWOOD AND HER BOYFRIEND, MALCOLM MCLAREN, MADE THE ULTIMATE ANTI-FASHION STATEMENT BY INTRODUCING PUNK TO THE UK. "STREETWEAR BRANDS TOOK INSPIRATION FROM DIY AESTHETIC OF PUNK". THEIR KING'S ROAD BOUTIQUE, SEX, SOLD FETISH-WEAR AND WESTWOOD'S OWN DESIGNS, AND WAS FREQUENTED BY SID VICIOUS OF THE SEX PISTOLS, SIOUXSIE SIOUX, AND ADAM ANT. OVER THE YEARS, WESTWOOD AND MCLAREN, THE SEX PISTOL'S MANAGER, COLLECTED ENDLESS MEMORABILIA FROM THE PUNK REVOLUTION. LAST YEAR, ON THE 40TH ANNIVERSARY OF ANARCHY IN UK VIVIENNE WESTWOOD AND HER SON JOSEPH CORRE

BY MALCOLM MCLAREN, DELIBERATELY SET BLAZE TO MILLIONS (\$6 MILLIONS) OF DOLLARS' WORTH OF PUNK MEMORABILIA IN PROTEST AGAINST MUSIC AND FASHION BECOMING A 'MARKETING TOOL.' BRANDS ARE NOW SEEN AS GOING BACK TO THEIR ROOTS AND CULTURE AND BY INCORPORATING PUNK INTO OUR COLLECTION, THIS BRING BACK THE CULTURE OF PUNK THAT WAS STARTED BY VIVIENNE HERSELF. ON THE SPRING 2017 MEN'S RUNWAYS. IN PARIS, KRIS VAN ASSCHE OF DIOR HOMME BASED HIS COLLECTION ON THE PUNK YOUTH HE ENCOUNTERED IN ANTWERP, BUT WITH A MODERN TWIST. VAN ASSCHE'S REBEL PUNKS DONNED RIPPED, SLEEVELESS BLACK AND WHITE CHECKED SHIRTS WITH SUSPENDERS TRAILING OFF AT THE SIDES OVER LOOSE BLACK TROUSERS, AND PURPOSEFULLY CHIPPED BLACK NAIL POLISH.

TAKING ALL THESE TRENDS INTO CONSIDERATION, WE WILL CREATE A COLLECTION THAT IS SUSTAINABLE AND WHAT THE CONSUMERS WILL DESIRE FOR THE LONGEVITY.







COMPETITION

INTRODUCTION TO COMPETITION

THIS SECTION EXPLORES COMPETITORS FOR VIVIENNE WESTWOOD AS A LUXURY READY-TO-WEAR DESIGNER, AS WELL AS, ANALYSING WESTWOOD'S COMPETITORS IN THE MID-MARKET FOR THE PROPOSED STREETWEAR DIFFUSION LINE "VIV". LOOKING AT THESE COMPETITORS WILL ENSURE THAT THE DIFFUSION LINE PROPOSED WILL BE SUCCESSFUL IN TERMS OF PRODUCTS, PRICING, STORE LOCATION AND PROMOTIONAL ACTIVITY; THEREFORE, ACHIEVING THE POSITIVE OUTCOME IMAGINED.



FIG. 4A.1 MILLER 2017



FIG 4A.2 HARROLD'S 2017

LUXURY READY-TO-WEAR COMPETITORS

IN GATHERING INFORMATION ON VIVIENNE WESTWOOD'S DIRECT COMPETITORS; ALEXANDER MCQUEEN AND STELLA MCCARTNEY; HAS ENABLED AN IN-DEPTH ANALYSIS TO BE CARRIED OUT IN-ORDER TO COMPARE THE COMPANIES PARALLELS AND DIFFERENCES. ALEXANDER MCQUEEN AND VIVIENNE WESTWOOD EQUALLY STAND OUT IN THEIR OWN RIGHTS YET SHARE CUTTING-EDGE QUALITIES (DESIGNER FASHION, 2015). STELLA MCCARTNEY SHARE THE SAME PRICING STRATEGIES AND AWARENESS OF LUXURY SUSTAINABILITY AS VIVIENNE WESTWOOD. THROUGHOUT THIS SECTION FACTORS OF EACH COMPETING BRAND SUCH AS RETAIL PRICE, PRODUCTS ON OFFER, SIZES AVAILABLE, LABELS / PACKAGING, COUNTRY OF ORIGIN, VISUAL MERCHANDISING, PROMOTIONAL CAMPAIGNS, SOCIAL MEDIA, WILL BE RESEARCHED IN-ORDER TO PRODUCE A CLEAR UNDERSTANDING FOR THE DYNAMIC OF THE NEW STREET WEAR DIFFUSION LABEL, VIV.

ALEXANDER MCQUEEN

ALEXANDER MCQUEEN SELLS A LARGE RANGE OF PRODUCTS. GARMENTS INCLUDE: JACKET & COATS, DRESSES, KNITWEAR, TOPS & T-SHIRTS, PANTS & JEANS, SKIRTS AND SUITS. WHEN SHOPPING IN ALEXANDER MCQUEEN CUSTOMERS HAVE BECOME ACCUSTOMED TO SEEING PERFECTLY HUNG, SEASONAL ITEMS. STOCKS ARE AROUND FOR THE DELEGATED SEASON BECAUSE ALEXANDER MCQUEEN IS RENOWNED FOR GOOD QUALITY, INNOVATIVE, INVESTMENT PIECES FOR THEIR CONSUMER. THIS IS ONE OF THE REASONS WHY THE DESIGNER IS VIVIENNE WESTWOOD'S MAIN COMPETITOR (ALEXANDER MCQUEEN | DESIGNER FASHION AND LUXURY CLOTHING, 2017).

THE CHART SUGGESTS THAT ALEXANDER MCQUEEN'S DRESSES ARE THE MOST EXPENSIVE ITEM THAT THEY SELL, JACKETS & COATS BEING THE SECOND MOST PRICED ITEM. THE HIGHEST PRICE GARMENT ON THE ALEXANDER MCQUEEN WEBSITE IS A DRESS FOR £32,700. THIS IS MORE EXPENSIVE THAN ANY GARMENT STELLA MCCARTNEY OR VIVIENNE WESTWOOD SELL ON THEIR WEBSITES.

ALEXANDER MCQUEEN PRODUCTS & SIZES			
WOMEN'S PRODUCT	SIZING (UK)	MEN'S PRODUCT	SIZING (UK)
TOPS / T-SHIRTS	8-14	TOPS / T-SHIRTS	XS-XL
COATS & JACKETS	8-14	SHIRTS	14 ½ - 16 ½
DRESSES	8-14	JUMPERS	XS-XL
JUMPERS	XS-M	COATS & JACKETS	38-44
TROUSERS	8-14	JEANS	30-37
JEANS	24-29	TROUSERS	30-37
SHOES	3-7	SHOES	5- 11 ½

FIG 4A.4 ALEXANDER MCQUEEN 2017

PRODUCTS (ACROSS BOTH GENDERS)	RETAIL PRICE (£)	
	LOWEST	HIGHEST
CLOTHING		
JACKETS & COATS	1,085	8,340
DRESSES	995	32,700
KNITWEAR	495	1,995
TOP & SHIRTS	175	4,580
PANTS & JEANS	375	2,395
SKIRTS	345	2,745
SUITS (SEPERATE PIECES)	375	7,475
ACCESSORIES		
BAGS	275	3,695
SHOES	325	1,995
WALLETS & PURSES	110	845
SCARVES	145	1,295
BELTS	665	2,295
SUNGLASSES	215	465
FRAGRANCE	75	285
TIES	70	215

FIG 4A.5 ALEXANDER MCQUEEN 2017

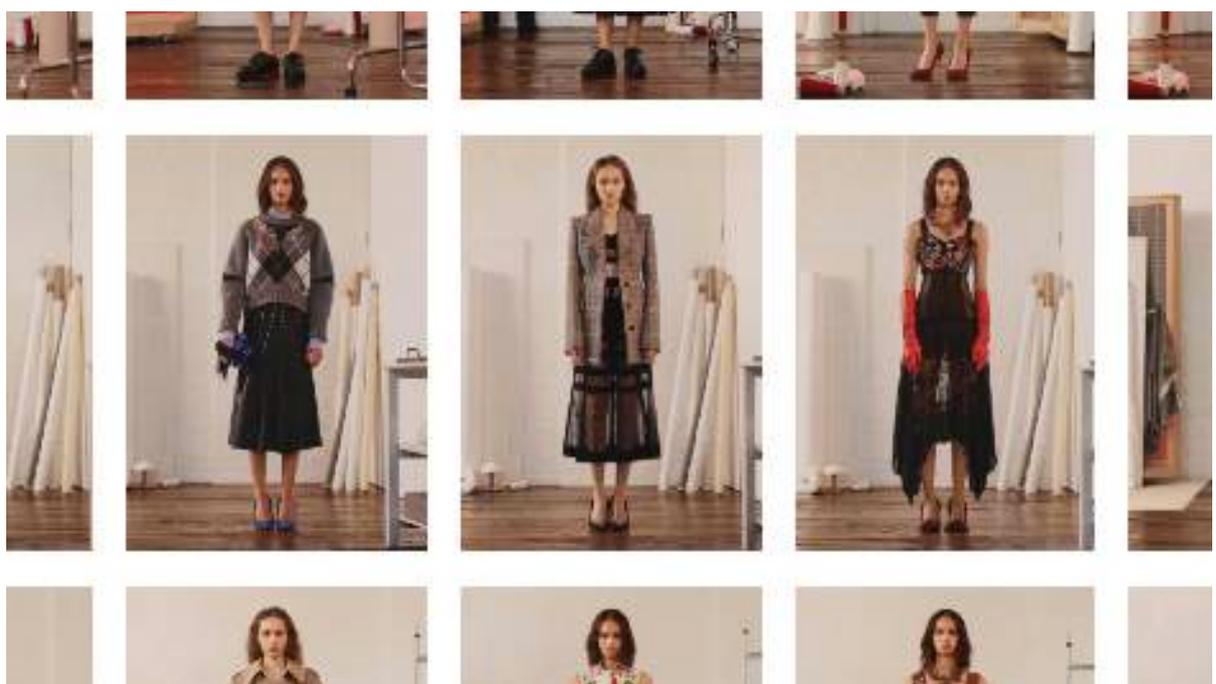


FIG 4A.3 ALEXANDER MCQUEEN 2017

PRIMARY RESEARCH IN SELFRIDGES, MANCHESTER AND ALEXANDER MCQUEEN, LONDON, SUGGESTED THAT SOME IF NOT ALL OF ALEXANDER MCQUEEN'S PRODUCTS ARE PRODUCED IN ITALY. ALEXANDER MCQUEEN INCLUDES LOTS OF INFORMATION ON THEIR LABELS INCLUDING: SIZE, REFERENCE NUMBER, CATEGORY STYLE AND FABRIC. THE INSIDE OF THE LABEL ALSO HAS A SMALL BARCODE. SOME PRODUCTS HAVE SPECIAL MESSAGES INSIDE OF THEM ABOUT THE CRAFT BEHIND THE GARMENT AS SEEN ON (FIGURE 4A.6).

GARMENTS PURCHASED TEND TO COME IN A BLANK ALEXANDER MCQUEEN LOGO CARD BAG WITH BLACK TISSUE PAPER INSIDE, SHOES / BAGS COME IN BLACK LOGO DUST BAGS. THIS SHOWS THAT MCQUEEN TREAT THEIR CUSTOMERS WITH LUXURY TREATMENT CONSIDERING THEY PAY LUXURY PRICES.



FIG 4A.6 KLEKT 2017



PRIMARY RESEARCH SELFRIDGES, MANCHESTER



PRIMARY RESEARCH ALEXANDER MCQUEEN, LONDON

BRAND	QUANTITY	WHERE
ALEXANDER MCQUEEN	55	<p>EUROPE (11)</p> <ul style="list-style-type: none"> -UNITED KINGDOM: LONDON (2) -AUSTRIA: VIENNA (1) -FRANCE: PARIS (3) -ITALY: MILAN (2) -MONACO (1) -RUSSIA: MOSCOW (2) <p>AMERICA (6)</p> <ul style="list-style-type: none"> -TEXAS: DALLAS (1) -NEVADA: LAS VEGAS (1) -CALIFORNIA: LOS ANGELES (1) & SAN FRANCISCO (1) -FLORIDA: MIAMI (1) -NEW YORK (1) <p>ASIA (40)</p> <ul style="list-style-type: none"> -UNITED ARAB EMIRATES: DUBAI (3) -AZERBAIJAN: BAKU (1) -CHINA (16) -JAPAN (9): OSAKA -KUWAIT (1) -MALAYSIA: KUALA LUMPUR (1) -PHILIPPINES: MANILA (2) -QATAR: DOHA (1) -SAUDI ARABIA: JEDDAH (1) -SINGAPORE (3) -SOUTH KOREA: SEOUL (1) -TURKEY: INSTANBUL (1)

FIG 4A.7 MCQUEEN STORE LOCATOR 2017

AS SHOWN IN FIG 4A.7 ALEXANDER MCQUEEN HAS STORES IN PLACES ALL OVER THE WORLD, ASIA HAVING THE MOST. PRIMARY RESEARCH ON VISUAL MERCHANDISING HAS BEEN DONE IN SELFRIDGES, MANCHESTER ASWELL AS THE ALEXANDER MCQUEEN STORE IN LONDON. FROM THIS PRIMARY RESEARCH IT HAS BECOME OBVIOUS THAT MCQUEEN LIKE TO STICK TO THEIR WHITE, GREYS AND MARBLES. THIS GIVES THE STORES A LUXURY FEEL AND THE GARMENTS A SENSE OF IMPORTANCE AND EXCLUSIVITY.



FIG 4A.8 MCQUEEN 2017



ALEXANDER MCQUEEN STORE, LONDON



ALEXANDER MCQUEEN VISUAL MERCHANDISING, LONDON

“IT’S ABOUT DRESSING WOMEN AND HOW A PIECE MAKES THEM FEEL. AS SOON AS YOU PUT A MCQUEEN JACKET ON, YOU STAND DIFFERENTLY BECAUSE IT HAS A WAIST AND IT HAS A SHOULDER AND IT MAKES YOU FEEL EMPOWERED.”

— SARAH BURTON, CREATIVE DIRECTOR (ALEXANDER MCQUEEN | DESIGNER FASHION AND LUXURY CLOTHING, 2017).

ALEXANDERMCQUEENOFFERASIZINGSERVICEONTHEIRWEBSITE WHERE YOU TYPE IN YOUR HEIGHT AND WEIGHT AND THEY TELL YOU WHAT SIZE THEY RECOMMEND YOU SHOULD PURCHASE. YOU CAN ALSO RESERVE CLOTHES IN STORE VIA THE WEBSITE.

MCQUEEN PROVIDE A RANGE OF DELIVERY SERVICES: STANDARD SHIPPING (4 – 6 DAYS) – COMPLIMENTARY, EXPRESS SHIPPING (1-3 DAYS) -£20, CASH ON DELIVERY SUPPLEMENT - £5, SATURDAY SHIPPING, PICK UP IN STORE – COMPLIMENTARY. YOU CAN RETURN AN ONLINE ORDER WITHIN 14 DAYS OF THE DELIVERY DATE USING A PRE-PAID UPS LABEL, EXCHANGES ARE ALSO EXCEPTED FREE OF CHARGE.

LIVE CHAT IS AVAILABLE MONDAY-SATURDAY 9AM-7PM, YOU CAN ALSO CALL THEM THE SAME DAYS AND TIMES. THERE IS AN OPTION TO EMAIL SOMEBODY REPRESENTING THE COMPANY AND THEY AIM TO REPLY WITHIN 24 HOURS (ALEXANDER MCQUEEN | DESIGNER FASHION AND LUXURY CLOTHING, 2017).

ALEXANDER MCQUEEN IS A CUTTING-EDGE LUXURY DESIGNER WELL KNOWN FOR ITS UNIQUE AND MEMORABLE DESIGNS. MCQUEEN HAVE A STRONG CORPORATE IMAGE AND ARE GLOBALLY KNOWN. THEY CATER FOR WOMEN, MEN AND KIDS THIS OPENS THEIR TARGET MARKET MASSIVELY. THE CUSTOMER OF MCQUEEN FEEL EXCLUSIVE AND GET LUXURY SERVICES FROM THE COMPANY. SARAH BURTON SINCE JOINING IN 2000 IS REACHING A WIDER MARKET WITH HER NEW DESIGNS.

ON THE OTHER HAND, MCQUEEN IS A VERY EXPENSIVE BRAND AND ISN'T AFFORDABLE TO MANY MARKETS. THERE ARE ONLY TWO STORES IN THE UK WHICH ARE BOTH IN LONDON, MCQUEEN DOES HAVE CONCESSIONS IN SELFRIDGES HOWEVER. (ALEXANDER MCQUEEN | DESIGNER FASHION AND LUXURY CLOTHING, 2017).



FIGURE 4A. 10 REBILLAT 2017

ALEXANDER MCQUEEN USES THESE POPULAR SOCIAL MEDIA SITES: INSTAGRAM, TWITTER AND FACEBOOK. MCQUEEN USES THE ONLINE PLATFORMS TO PROMOTE NEW SEASONS AND TO SHOW CELEBRITY ENDORSEMENTS. MCQUEEN USES THE BRANDS LOGO AS THEIR PROFILE PICTURE ACROSS ALL THEIR SITES, THEIR INSTAGRAM ACCOUNT HAS THE MOST FOLLOWERS WITH AN IMPRESSIVE 5.3 MILLION, MORE THAN THEIR TWITTER FOLLOWS AND FACEBOOK LIKES COMBINED.

MCQUEEN'S AW17 CAMPAIGN IS SET IN THE EXTREME LANDSCAPE OF ICELAND. "DRAWING PARALLELS WITH THE MYSTICAL LANDSCAPE OF CORNWALL, THE INSPIRATION BEHIND THE COLLECTION, ICELAND PROVIDES A DUALITY BETWEEN THE RUGGED AND THE ROMANTIC." (ALEXANDER MCQUEEN | DESIGNER FASHION AND LUXURY CLOTHING, 2017) THIS CAMPAIGN IS MADE UP OF BLACK & WHITE IMAGERY AS WELL AS SOME COLORED IMAGES MAINLY WITH A RED COLOUR SCHEME.

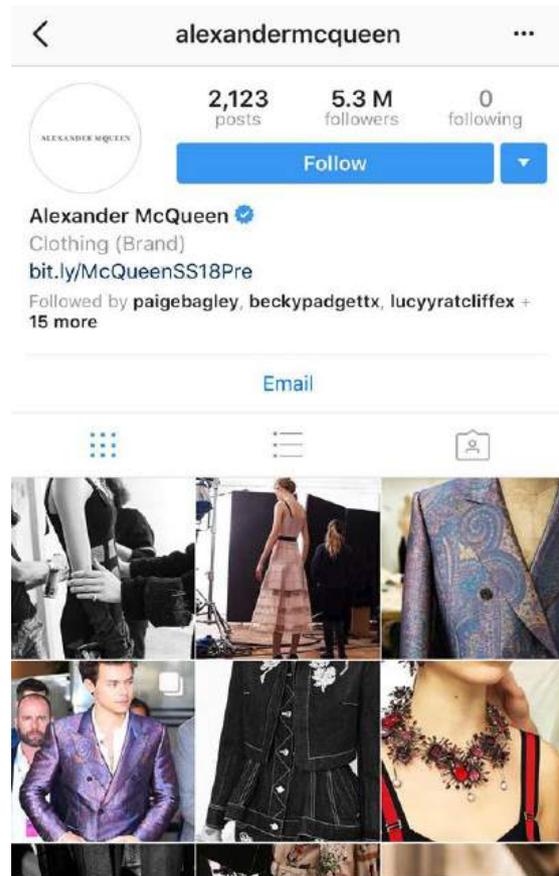


FIG 4A.12 INSTAGRAM 2017



FIGURE 4A.11 WOMEN'S AW17 CAMPAIGN 2017



STELLA MCCARTNEY

STELLA MCCARTNEY SELLS MANY READY-TO-WEAR PRODUCTS INCLUDING: COATS & JACKETS, KNITWEAR, DRESSES, T-SHIRTS, SWEATSHIRTS, SHIRTS, TOPS, TROUSERS, SKIRTS AND ALL IN ONES. MCCARTNEY ALSO SELLS ACCESSORIES SUCH AS SUNGLASSES, JEWELLERY, SCARVES, GLOVES, BAGS, KEYRINGS, BELTS AND HATS. RESEARCHING ON HER WEBSITE SHOWS THAT SHE STOCKS MANY SIZES IN CLOTHING AND SHOES WHICH OPENS HER CUSTOMER BASE MASSIVELY IN COMPARISON TO A COMPANY THAT ONLY HAS HALF OF THE SIZES SHE HAS (MCCARTNEY 2017).

THE MOST EXPENSIVE STELLA MCCARTNEY ITEM IS A £3,145 DRESS; THIS IS NOT BAD FOR A READY-TO-WEAR LUXURY DESIGNER OF HER STATUS. THE CHATS SUGGEST THAT ACROSS ALL MCCARTNEY'S PRODUCTS THERE ARE CHEAPER AND MORE EXPENSIVE ALTERNATIVES.



FIG 4A. 15 MCCARTNEY 2017

STELLA MCCARTNEY PRODUCTS & SIZES			
WOMEN'S PRODUCT	SIZING (UK)	MEN'S PRODUCT	SIZING (UK)
TOPS / T-SHIRTS	6-16	TOPS / T-SHIRTS	XS-XXL
COATS & JACKETS	6-16	SHIRTS	15-17
DRESSES	6-16	JUMPERS	XS-XL
SKIRTS	6-16	COATS & JACKETS	34-40
JUMPERS	6-16	TROUSERS	25-46
TROUSERS	6-16	JEANS	25-46
JEANS	6-16	SHOES	5-13
SHOES	2-8		

FIG 4A. 13 MCCARTNEY 2017

PRODUCTS AVAILABLE (ACROSS BOTH GENDERS)	RETAIL PRICE (£)	
	LOWEST	HIGHEST
CLOTHING		
JACKETS & COATS	435	2,070
DRESSES	565	3,145
KNITWEAR	295	1,435
SWEATSHIRTS & T-SHIRTS	160	690
SHIRTS & TOPS	385	1,125
TROUSERS	395	745
JEANS	210	820
SKIRTS	435	1,185
ALL-IN-ONES	1,095	2,085
ACCESSORIES		
BAGS	280	1,850
SHOES	270	720
WALLETS & PURSES	300	315
HAT	115	250
SCARVES	270	540
BELTS	225	225
SUNGLASSES	185	365
FRAGRANCE	22	78
KEY RING	80	380
GLOVES	215	215
BROOCH	225	225
SOCKS	45	75

FIG 4A. 14 MCCARTNEY 2017

THE PICTURE OF THE BLACK AND WHITE PRINT COAT WAS TAKEN IN SELFRIDGES, MANCHESTER. THE COAT HAS A STELLA MCCARTNEY TAG ON AS WELL AS A SELFRIDGES TAG, THE DESIGNER TAG IS ATTACHED BY SOME STRING, THE TAG IS A CREAM COLOUR WITH THE DOTTED LOGO ON. THE ACTUAL TAG DOESN'T CONTAIN MUCH INFORMATION, IT CONTAINS: A BARCODE, PRICE, SIZE, PRODUCT CODE AND TWO OTHER UNRECOGNISED CODES.

THE PURCHASED ITEMS COME IN A LUXURY LOGO BAG WITH BLACK RIBBON HANDLES, SHOES AND BAGS WILL ALSO COME WITH THEIR OWN LOGO DUST BAG. MCCARTNEY PACKAGING HAS A LUXURY AND ETHICAL FEEL ABOUT IT.

PRIMARY RESEARCH IN SELFRIDGES, MANCHESTER



BRAND	QUANTITY	WHERE
STELLA MCCARTNEY	98	<p>EUROPE (27)</p> <ul style="list-style-type: none"> -UNITED KINGDOM (11): MANCHESTER, LONDON, CHELSEA -AZERBAIJAN: BAKU (1) -SPAIN: BARCELONA (1), MADRID (1) -DENMARK: COPENHAGEN (1) -ITALY (4): MILAN, ROME, FLORENCE -RUSSIA: MOSCOW (2) -FRANCE: PARIS (5) -SWEDEN: STOCKHOLM (1) <p>ASIA (45)</p> <ul style="list-style-type: none"> -TURKEY: INSTANBUL (1) -KAZAKHSTAN: ALMATY (1) -JAPAN (22): TOKYO, OSAKA, FUKUOAKA, HOKKAIDO, YOKOHAMA, NAGOYA -THAILAND: BANGKOK (1) -CHINA (7): BEIJING, CHENGDU, HONG KONG, SHANGHAI -LEBANON: BEIRUT (2) -QATAR: DOHA (1) -UNITED ARAB EMIRATES: DUBAI (2) -INDONESIA: JAKARTA (1) -SAUDI ARABIA: JEDDAH (1), RIYADH (1) -KUWAIT (1): SALMIYA -SOUTH KOREA: SEOUL (2) -SINGAPORE (1) -TAIWAN: TAIPEI (1) <p>AMERICA (26)</p> <ul style="list-style-type: none"> -FLORIDA: BAL HARBOUR (1) -CALIFORNIA (6): COSTA MESA, LOS ANGELES, PALO ALTO, SAN FRANCISCO, WALNUT CREEK -TEXAS (2): DALLAS, HOUSTON -NEVADA: LAS VEGAS (1) -NEW YORK (14) -CANADA: VANCOUVER (1) -PUERTO RICO (1)

FIG 4A. 16 STORE LOCATOR - STELLA MCCARTNEY 2017

STELLA MCCARTNEY HAS MANY STORERS IN THE UK, MORE THAN ALEXANDER MCQUEEN AND A SIMILAR AMOUNT TO VIVIENNE WESTWOOD.

WHILST DOING PRIMARY RESEARCH AT STELLA MCCARTNEY IN LONDON IT BECAME APPARENT THAT MCCARTNEY ASWELL AS MCQUEEN LIKE MARBLE TEXTURES, WHICH IS ASSOCIATED TO LUXURY. THE STORE HAS A HOMELY FEEL WHERE AS MCQUEEN DID NOT. WHILST DOING SECONDARY RESEARCH FOR STELLA MCCARTNEY ALL THE STORES LOOKED SIMILAR AND CARRIED A LIGHT THEMED INTERIOR. THE STORES ARE ALL VERY MINIMILSTIC AND STRAIGHT TO THE POINT BUT ALSO CLASSY AND ELEGANT AT THE SAME TIME.



STELLA MCCARTNEY VISUAL MERCHANDISING, LONDON



STELLA MCCARTNEY VISUAL MERCHANDISING, LONDON

“WE ARE A VEGETARIAN COMPANY COMMITTED TO OPERATING A RESPONSIBLE AND MODERN BUSINESS.” – STELLA MCCARTNEY

STANDARD SHIPPING IS COMPLIMENTARY ON ALL ORDERS FROM STELLA MCCARTNEY, YOU ALSO HAVE 14 DAYS TO RETURN ORDERS. ON THE WEBSITE, THERE IS AN ONLINE CHAT BOX WHICH IS AVAILABLE MONDAY-FRIDAY 9AM-7PM. HOWEVER, THE PAST 2 WEEKS ON THE WEBSITE THIS OPTION SEEMS TO BE UNAVAILABLE; THIS ISN'T VERY GOOD FROM STELLA MCCARTNEY. MCCARTNEY DOES PROVIDE THE OPTION TO EMAIL HOWEVER FOR SOME PEOPLE THIS ISN'T QUICK ENOUGH IN THIS FAST-PACED FASHION INDUSTRY. THIS IS NOT THE LUXURY CUSTOMER SERVICE EXPECTED FROM A DESIGNER OF HER STATUS. THIS WILL BE CONSIDERED WHEN PROPOSING 'VIV'.

STELLA MCCARTNEY OFFERS SIZING HELP ON THEIR WEBSITE, THEY ASK FOR YOUR HEIGHT AND WEIGHT AND THEY WILL ADVISE THE SIZE THAT YOU SHOULD PURCHASE (MCCARTNEY, 2017). THIS IS NOW EXPECTED FORM LUXURY DESIGNERS AS THEY ARE SPENDING SO MUCH ON A PRODUCT THEY DON'T WANT TO MESS AROUND WITH SENDING THEM BACK AND WAITING FOR A REPLACEMENT SIZE.

MCCARTNEY VALUES THEMSELVES AS A SUSTAINABLE COMPANY, THEY TAKE RESPONSIBILITY FOR THE RESOURCES THEY USE AND THEIR IMPACTS. STELLA MCCARTNEY IS THE WORLD'S FIRST AND ONLY VEGETARIAN LUXURY BRAND; THEY DON'T BELIEVE IN ANIMAL CRUELTY AND THAT ANY ANIMAL SHOULD GIVE THEIR LIFE FOR THE SAKE OF FASHION (MCCARTNEY, 2017). THE MATERIALS AND FABRICS USED TO CREATE THE ECO-FRIENDLY GARMENTS FOR MCCARTNEY COME AT A HIGHER COST LEADING TO A MORE EXPENSIVE RETAIL PRICE IN COMPARISON TO SOME OTHER LUXURY DESIGNERS. MCCARTNEY IS ALSO VERY EXPENSIVE IN COMPARISON TO VIVIENNE WESTWOOD (MCCARTNEY, 2017). THE DESIGNER'S ECO-FRIENDLY AND CRUELTY-FREE APPROACH IS PAYING OFF, SHE EARNT MORE THAN £7.5 MILLION LAST YEAR (STELLA'S SUCCESS AS ECO FASHION DRIVES UP PROFIT, 2017). THE BRAND HAS MANY 'ENVIRONMENTAL PARTNERS' INCLUDING: CANOPY, CENTER FOR SUSTAINABLE FASHION AT UNIVERSITY ARTS LONDON, ETHICAL TRADING INITIATIVE, WILDLIFE FRIENDLY ENTERPRISE NETWORK AND WILDLIFE WORKS ETC... (MCCARTNEY, 2017).

STELLA CURRENTLY SELLS CLOTHING FOR WOMEN, MEN AND KIDS; THIS OPENS HER TARGET MARKET MASSIVELY RATHER THAN JUST CATERING FOR ONE GENDER. HOWEVER, SOME PRODUCTS PRODUCED BY STELLA MCCARTNEY CAN ONLY BE PURCHASED ONLINE AND NOT IN STORE, THIS IS AN ISSUE FOR PEOPLE WHO LIKE TO PHYSICALLY SEE AND TRY ON GARMENTS BEFORE THEY BUY (MCCARTNEY, 2017).

FIG 4A.18 REFINERY 29 - STELLA MCCARTNEY CAMPAIGN 2017





FIG 4A.19 REFINERY 29 - STELLA MCCARTNEY CAMPAIGN 2017

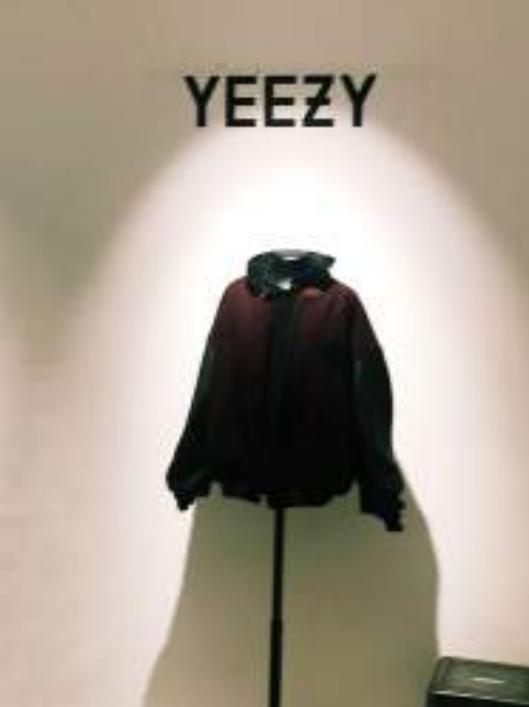


FIG 4A.20 STELLA MCCARTNEY INSTAGRAM 2017

STELLA MCCARTNEY USES A VARIETY OF SOCIAL MEDIA PLATFORMS INCLUDING: INSTAGRAM, FACEBOOK & TWITTER. THE PLATFORMS ALL USE THE SAME RECOGNISABLE LOGO AS THE PROFILE PICTURE, ALL 3 ACCOUNTS ARE USED TO SHOW CASE CAMPAIGNS, NEW PRODUCTS AND NEWS BASED AROUND THE DESIGNER. INSTAGRAM HAS THE BIGGEST FOLLOWING OUT OF MCCARTNEY'S SOCIAL MEDIA PLATFORMS WITH 4 MILLION FOLLOWERS.

MCCARTNEY'S MOST RECENT CAMPAIGN (THE WINTER 2017), EXPLORES CLASSICS IN AN EFFORTLESS WAY, WITH SOFT HEAD-TO-TOE JERSEY TAILORING IN SHADES OF SHONE, SAND AND GREY CREATING FULL SILHOUETTES RICH IN DETAIL (MCCARTNEY, 2017). MCCARTNEY STATES THAT THE BRAND USE INNOVATIVE AND RECYCLED MATERIALS SUCH AS ORGANIC COTTON, SUSTAINABLY-SOURCED VISCOSE, RECYCLED NYLON AND CRUELTY-FREE SKIN-FREE-SKIN. THE CAMPAIGN IS SHOT AT OUTSIDE MAN MADE LOCATIONS ON THE EASTERN COAST OF SCOTLAND. THE CAMPAIGN PHOTOGRAPHS HAVE BEEN USED AS THE TWITTER HEADER, HOWEVER THE HEADER FOR THEIR FACEBOOK PAGE DOESN'T SEEM TO CORRELATE TO THE CURRENT CAMPAIGN. MCCARTNEY SHOULD MAYBE CONSIDER LINKING THEIR CURRENT CAMPAIGN AND SOCIAL MEDIA BETTER, THIS SHALL BE TAKEN INTO CONSIDERATION WHEN MANAGING THE SOCIAL MEDIA SITES FOR 'VIV.'





MID-MARKET STREETWEAR COMPETITORS

HAVING ASSESSED THE COMPETITION FOR VIVIENNE WESTWOOD, THE SAME INFORMATION WILL BE CORRELATED FOR THE PROPOSED LINE, 'VIV'. CONTRIBUTING TO 1980'S PUNK YOUTH CULTURE BY PROVIDING AN EXPRESSIVE OUTLET (ROTMAN, 2017), VIV RE-ENGAGES WITH THE ORIGIN OF REBELLION AND INDIVIDUALISTIC STREET WEAR. CULTIVATING THE SAME EMOTIONS AS A RESPONSE TO OUR POLITICAL, SOCIAL, CULTURAL AND ECONOMIC CLIMATE. INDICATIVE OF THE PUNK MOVEMENT, GRIME IS THE PUNK OF TODAY. EMULATING A SIMILAR AURA, SOFT POWER LIKE GRIME MUSIC DIRECTLY INFLUENCES STREET STYLE, WHICH IS WHY 'VIV' – THE STREETWEAR LINE, HAS BEEN IMAGINED AS A RELEVANT ADDITION WITHIN TODAY'S MARKET.

LUXURY STREET-WEAR BRANDS BEING THE NATURAL PROGRESSION FROM VIVIENNE WESTWOOD, HOOD BY AIR, OFF-WHITE AND YEEZY WERE SEEN AS BEING OUR DIRECT COMPETITORS. SUBSEQUENTLY, THE PRICE POINTS HIGHLIGHTED A LIMITED ACCESSIBILITY AND WOULD MEAN BEING UNOBTAINABLE FOR THE MAJORITY OF OUR CONSUMER BASE. THEREFORE, OUR DIRECT COMPETITION IS SUPREME AND NOAH. COMPARING FEATURES OF BOTH BRANDS WILL BEGIN TO REALISE DETAILS AND DECISIONS OF THE PROPOSED STREET WEAR DIFFUSION LABEL, 'VIV'.

OFF-WHITE		YEEZY		HOOD BY AIR	
HOODY	£700	SWEATSHIRT	£235	SHIRT	£306
SWEATSHIRT	£395	COTTON TEE	£120	COTTON TEE	£231
BOMBER JACKET	£1200+	COTTON JOGGERS	£220	TROUSERS	£208
DENIM JACKET	£790	PUFFER COAT	£695	HOODY	£479-£579
COTTON TEE	£215	PARKER COAT	£1340		
COTTON JOGGERS	£355				

FIG 4B.1 SELFRIDGES & FAR FETCH 2017

Supreme

UNDERSTANDING THE FEATURES OF SUPREME'S COLLECTION PROVIDES INSIGHT INTO A STREET WEAR LINE. PRODUCING A LIMITED AMOUNT OF READY-TO-WEAR, IN ORDER TO MAINTAIN EXCLUSIVITY AND DESIRABILITY (SANCHEZ,2016). WHEN SUPREME'S ANTICIPATED DROP ARRIVES, ONLINE AND IN-STORE STOCK SELLS OUT WITHIN A MATTER OF MINUTES. PROJECTED ON UK MALE SIZING, CONSUMERS CAN CHOOSE FROM THE SIZES SHOWN IN THE CHART (FIGURE 4B.3 SUPREME, 2017).



PRODUCT	SIZE	MEASUREMENTS	
JACKET	S-XL	BODY LENGTH (S/M/L/XL) STEP ERC CREWNECK	26 1/2, 27 5/8, 28 3/4, 30
TOPS / SWEATERS	S-XL	CHEST WIDTH (S/M/L/XL) STEP ARC CREWNECK	22 1/2, 23 1/4, 24 3/8, 25 5/8.
SWEATSHIRTS	S-XL	SLEEVE LENGTH (S/M/L/XL) STEP ARC CREWNECK	33 1/8, 34 1/4, 35 3/8, 37
T-SHIRTS	S-XL		
PANTS	30INCH - 36 INCH	WAIST CIRCUMFERENCE (30,32,24,36) FLIGHT PANTS	32 1/4, 34 1/4, 36 1/4, 38 1/4
CAP	ONE SIZE	INSEAM LENGTH (30,32,24,36) FLIGHT PANTS	27, 27 1/2, 28, 28 3/4
SKATE	N/A	LEG OPENING WIDTH (30,32,24,36) FLIGHT PANTS	7, 7 1/4, 7 1/2, 7 3/4

FIG 4B.3 SUPREME 2017

ITEM	LOWEST (£)	HIGHEST (£)
JACKET	378	1098
TOPS / SWEATERS	78	78
SWEATSHIRTS	118	148
PANTS	99	798
T-SHIRT	25	48
HATS	48	50

FIG 4B.5 SUPREME 2017

CARRYING OUT RESEARCH BY MEANS OF SPENDING TIME IN THEIR SOHO STORE, LONDON, IT IS EVIDENT THAT ONE OF THE KEY BRAND SIGNIFIERS FOR THEIR CHINESE AND AMERICAN MADE CLOTHING IS THEIR ICONIC RED LABEL WHICH UNDERLAYS THE WHITE FUTURA BOLD ITALIC SIGNATURE WRITING OF BARBARA KRUGER (GRANT, 2013). THIS LOGO IS CARRIED THROUGH THE CUSTOMER JOURNEY FROM THE SIGNAGE OUTSIDE, TO THE BAGS SENT AWAY WITH CUSTOMERS.

SUPREME HAS INVESTED IN ONLY SIX BRICKS-AND- MORTAR SITES GLOBALLY (SUPREME,2017). PRIMARILY RESIDING IN BROOKLYN SINCE 1994, THE SIMPLICITY OF THE BRANDS MARKETING IS EVER TRUE. SUBMERGED INTO WHATEVER SURROUNDINGS, WITH THE EXCEPTION OF A BLACK OR WHITE BORDER, SUPREME DEVELOPED ITS PRESENCE YEAR AFTER YEAR COLLABORATING WITH PIONEERS, LOUIS VUITTON, IN POP-UP SHOPS IN LONDON, SYDNEY, PARIS AND SEOUL; ASSERTING THEIR BRAND WITHIN PREVIOUSLY UNCHARTED MARKETS. SUPREME CAN ALSO BE ACCESSED VIA THEIR ONLINE STORE AT WWW.SUPREME NEWYORK.COM, WHICH HAS ENGAGED 12.45 MILLION VISITORS ON DESKTOPS AND MOBILES IN THE LAST SIX MONTHS (SIMILAR WEB, 2017).

LOCATION	YEAR
NEW YORK CITY	1994
DAIKANYAMA, TOKYO	1998
WESTERN OSAKA	1998
FUKUOKA	1998
LOS ANGELES	2004
HARAJUKU, TOKYO	2006
NAGOYA	2008
SOHO, LONDON	2011
SHIBUYA, TOKYO	2012
PARIS	2016

FIG 4B.7 SUPREME 2017



SUPREME POSTING PRICES

GROUP A	£5	GROUP B	£10	GROUP C	£15	GROUP D	£30
UNITED KINGDOM		BELGIUM		CZECH REPUBLIC		ICELAND	
		FRANCE		AUSTRIA		RUSSIA	
		GERMANY		BULGARIA		BELARUS	
		NORTHERN IRELAND		CROATIA		TURKEY	
		IRELAND		DENMARK			
		LUXEMBOURG		ESTONIA			
		MONACO		FINLAND			
		NETHERLANDS		GREECE			
				HUNGARY			
				ITALY			
				LATVIA			
				LITHUANIA			
				NORWAY			
				POLAND			
				PORTUGAL			
				ROMANIA			
				SLOVAKIA			
				SLOVENIA			
				SPAIN			
				SWEDEN			
				SWITZERLAND			

FIG 4B.9 SUPREME 2017



FIG 4B.10 SUPREME 2017

SERVICES	
SHIPPING	WITH AN EXCEPTION TO GROUP D THAT IS SHIPPED VIA EXPRESS SAVER, ALL OTHER SUPREME SHIPMENTS ARE STANDARD AND ARE NOT DELIVERED TO P.O. BOXES. DEPENDANT ON THE CONSUMER LOCATION, THEIR SUPREME DELIVERY WILL ARRIVE WITHIN 3-5 WORKING DAYS IF PLACED BEFORE 4PM IN THE UK. WITHIN 5 BUSINESS DAYS IN CENTRAL EUROPE AND ALL OTHER COUNTRIES ARE ESTIMATED UP TO 10 BUSINESS DAYS.
RETURN POLICY	<p>SUPREME WILL GLADLY ACCEPT RETURNS AND ISSUE AN ON-LINE STORE CREDIT OR REFUND THE ITEM. ITEMS TO BE EXCHANGED MUST BE RETURNED IN PERFECT, UNWORN, NEW CONDITION WITH ALL ORIGINAL TAGS ATTACHED. PACKAGES SENT WITHOUT CONTACTING US BEFOREHAND WILL NOT BE ACCEPTED. NOTE THAT YOU MUST SHIP THE ITEM BACK TO US WITHIN 14 CALENDAR DAYS FROM THE DATE YOU RECEIVED THE PRODUCT. ALL SALES ITEMS ARE FINAL AND CANNOT BE REFUNDED OR EXCHANGED.</p> <p>FOR ANY RETURNED ITEMS YOU WILL NOT BE REFUNDED THE ORIGINAL COST OF SHIPPING, AND YOU ARE RESPONSIBLE FOR THE COST OF RETURNING THE ITEM TO US. MAKE SURE TO USE A REPUTABLE SHIPPING COMPANY WITH TRACKING INFORMATION OR PROOF OF POSTAGE, AS WE ARE NOT RESPONSIBLE FOR LOST OR STOLEN PACKAGES.</p> <p>ITEMS MAY NOT BE RETURNED OR EXCHANGED IN PERSON AT ANY SUPREME STORE LOCATION.</p>
CUSTOM DUTIES & EXPORT VAT	STANDARD UK VAT RATE IS CHARGED TO ALL ORDERS WITHIN THE EUROPEAN UNION. THIS IS INCLUDED IN THE PRICES DISPLAYED ON THE SITE. FOR THOSE COUNTRIES THAT ARE OUTSIDE THE EU, VAT WILL BE REMOVED FROM THE TOTAL OF YOUR ORDER AT THE CHECKOUT STAGE. PLEASE NOTE THAT FOR THOSE COUNTRIES, YOU WILL BE LIABLE TO PAY THE COUNTRY'S VAT AS WELL AS ANY RELEVANT IMPORT DUTIES. SUPREME ASSUMES NO RESPONSIBILITY IN THOSE PACKAGES HELD IN CUSTOMS IF THOSE CHARGES ARE NOT SETTLED BY THE CUSTOMER.

TO THEIR EIGHT MILLION INSTAGRAM FOLLOWERS, SUPREME PROMOTE THEIR LATEST NORTH FACE COLLABORATION. CONTRIBUTING TO THEIR 1070 POSTS (INSTAGRAM,2017), THE THREE IMAGES DEPICT THEIR MOUNTAIN BALTORO JACKET AT DIFFERENT ANGLES; THAT ARE BEST TO VIEW THE DESIGN. SUPREME'S WEEKLY UPLOADS ANNOUNCE FEATURES, UP-AND-COMING EDITORIALS, TO DRAW ATTENTION TO NEW STORES AND PHYSICAL PROMOTIONAL ACTIVITY, AS WELL AS, MAINTAINING THEIR LIFESTYLE IMAGE. SUPREME DO THIS OVER THEIR FACEBOOK PAGE, THAT ENGAGES 1.8 MILLION LIKERS AND FOLLOWERS (FACEBOOK, 2017), TWITTER ATTRACTING 137,558 FOLLOWERS (TWITTER, 2017) AND WITH CONSUMERS SNAPCHATting THEIR LOCATION AND EXPERIENCES. INTERESTINGLY, SUPREME'S USE OF TWITTER IS ALMOST NON-EXISTENT; JOINING IN DECEMBER 2008 AND ONLY TWEETING A CHRISTMAS TREE EMOJI ONCE, SEVEN YEARS LATER. IT SEEMS THAT THE BRAND HAS PREFERENCE FOR OTHER PLATFORMS SUCH AS INSTAGRAM; BECAUSE IT IS SAID THAT NEWER CHANNELS, ESPECIALLY INSTAGRAM, ARE BETTER TOOLS TO COMMUNICATE TO MILLENNIALS (DEMERS, 2016).

SUPREME IS ONE OF THE LEADING STREETWEAR BRANDS IN THE WORLD, THAT HAS CONTRIBUTED TO THE DYNAMICS IN WHICH THE CULTURE THAT SURROUNDS IT WORKS. BASING THEIR SIZING SOLELY ON THE MALE PHYSIQUE DOESN'T STOP THE MANY LOYAL CONSUMERS FROM BUYING INTO THEIR CULTISH BRAND. NONETHELESS, IN ONLY CATERING FOR THIS MARKET THEY ARE INEVITABLY LOSING A WIDER SPREAD OF POTENTIAL CONSUMERS BUYING INTO THE BRAND; WHICH IN TURN COULD TALLY TO A LOSS IN LIKELY SALES AND PROFITS. SUPREME'S CONSUMERS HAVE GROWN WITH THE BRAND AND IDOLISE IT AS IF A HIGHER POWER. THE BRAND DOES NOT NEED TO VENTURE INTO MANY MARKETING TOOLS AS THEIR CONSUMER NATURALLY GENERATES HYPE AROUND THEIR STOCK, PRODUCT DROPS AND EVENTS FOR THEM. IN BECOMING SO ACCUSTOMED TO THIS CULTURE AND PERHAPS WITH THE AIM TO STAY AS A NICHE, CULT BRAND; SUPREME ARE NOT UTILISING THE FULL POTENTIAL OF SOCIAL MEDIA PLATFORMS. IF CHANGED, THEY COULD ENHANCE THEIR RELATIONSHIP WITH THEIR CONSUMERS BY INVOLVING THEM MORE WITHIN THEIR CULTURE AND WORLD, COMPLETING THE DESIRED LIFESTYLE CYCLE. THE STREETWEAR BRAND HAS DELAYED ITS GLOBAL EXTENSION, ESPECIALLY IN TERMS OF BRICKS-AND-MORTAR SITES ACROSS EUROPE. EMERGING WITHIN NEW THRIVING MARKETS SUCH AS ASIA, IT IS LIKELY THAT SUPREME WILL CONTINUE IN THIS FASHION.







'SKATE' IS AN ELEMENT TO THEIR BRAND THAT REMINDS AND RE-ENFORCES THEIR LIFESTYLE ORIGINS AND APPEAL.

NOAH FEEDS ITS CONSUMER WITH A "REBELLIOUS VITALITY OF SKATE, SURF AND MUSIC CULTURE" (NOAH, 2017) WITH A RANGE COMPARABLE TO SUPREME, BUT CONTRASTINGLY AMPLIFYING THEIR CONSUMER REACH WITH SIZES THAT ARE MORE AGREEABLE TO WOMEN. NOAH HAS CHOSEN NOT TO INCLUDE A SIZING CHART ON THEIR WEBSITE, WHICH CAN LEAD TO UNCERTAINTY FOR ANY NEW CUSTOMERS AIMING TO PURCHASE SOME OF THEIR ITEMS.

PRODUCTS	SIZE
TEES	S-XXL
TOPS	S-XXL
HATS	ONE SIZE
SWEATSHIRTS	S-XL
OUTERWEAR	S-XL
BOTTOMS	28 INCH - 36 INCH
ACCESSORIES	N/A

FIG 4B.4 NOAH 2017

ITEM	LOWEST (\$)	HIGHEST (\$)
TEES	68	988
HATS	32	118
SWEATSHIRTS	110	628
OUTERWEAR	128	1200
BOTTOMS	65	298

FIG 4B.6 NOAH 2017



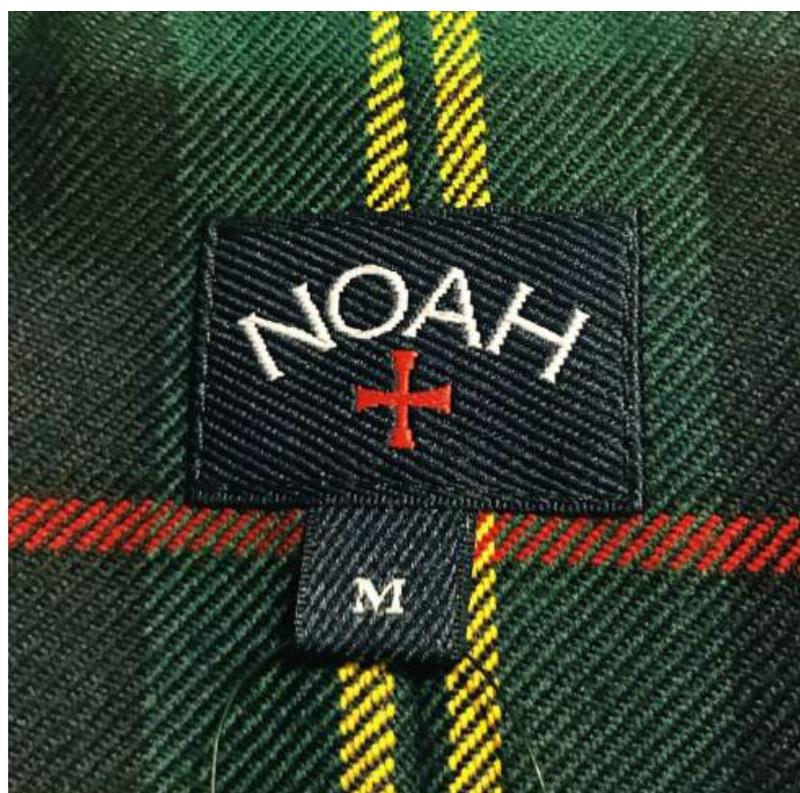
NOAH - DOVER STREET MARKET, LONDON

WITH MINIMAL PHYSICAL PRESENCE OF THREE STORES, NOAH, HAS ENGAGED WITH THE EUROPEAN, AMERICAN AND ASIAN MARKETS (NOAH, 2017). STORES SUCH AS THEIR NEW YORK CITY FLAGSHIP, MULBERRY STREET (2015), DOVER STREET MARKET LONDON “SHOP-IN-SHOP” (2016) AND TOKYO CLUBHOUSE (2017) PROVIDES A WIDE VARIETY OF DIFFERENT CONSUMERS IN MARKETS WITH A SAMENESS TO SUPREME (ENG,2016). THE BRAND IS AVAILABLE AS A STORE ONLINE, UNDER THE URL OF WWW.NOAHNY.COM AND HAS EXPLORED COLLABORATIVE RELATIONSHIPS USING A POP-UP SHOP WITH 6397 IN THEIR MULBERRY STREET PREMISES, WHICH NATURALLY LASTED A SNIPPET OF TIME. BOTH BRANDS ARE SUBJECT TO STOCKISTS GLOBALLY AND ARE SOLD WITHIN SHOPS SUCH AT NOT3 IN MANCHESTER’S NORTHERN QUARTER.

WITHOUT A UK STANDALONE STORE, RESEARCH WAS TAKEN FROM NOAH’S SHOP-IN-SHOP AT DOVER STREET MARKET AND ONLINE. THEIR CANADA, HONDURAS AND USA MANUFACTURED- BRAND MARKETS THEMSELVES, FROM LABELS TO CARRIER BAGS, WITH NAVY FONT AND A RED CROSS COMMUNICATING; “THERE ARE NOW CLOSE TO 500 DEAD ZONES IN OUR OCEANS”; A STATEMENT THAT RECONNECTS THE BRAND TO “THEIR OCEANIC, SURFER ROOTS” (BETTRIDGE,2016) AND KEEPS IT EVER PROMINENT WITHIN NOAH’S BRAND IDENTITY.



FIG 4B.8



DOVER STREET MARKET, LONDON

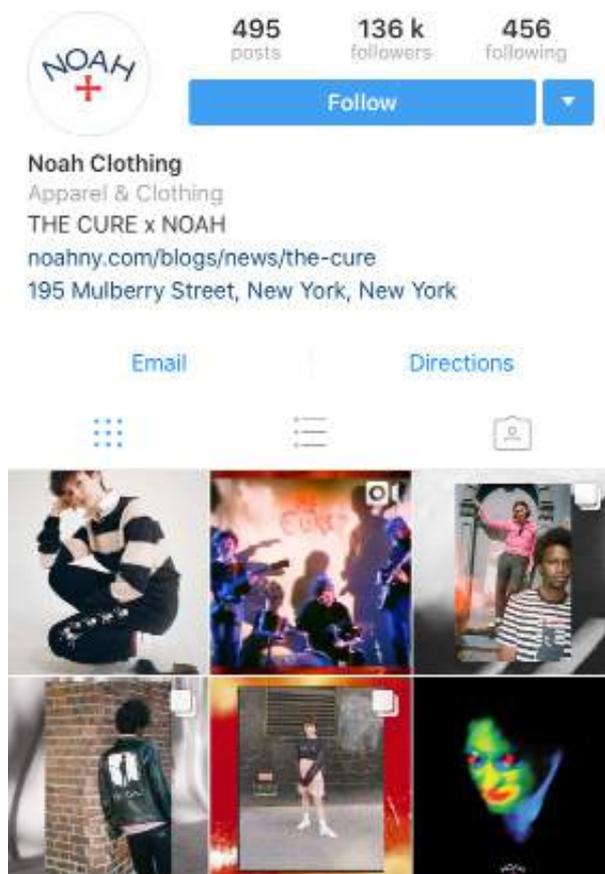
NOAH SERVICES / POSTAGE / RETURNS

SERVICES	
RESALE	CUSTOMERS MAY PURCHASE A MAXIMUM OF 3 ITEMS PER STYLE. OUR PRODUCTS ARE INTENDED FOR PERSONAL USE ONLY. IF WE SUSPECT YOU ARE MAKING PURCHASES WITH THE INTENT TO RESELL, WE WILL CANCEL YOUR ORDER AND BLOCK YOU FROM MAKING FUTURE PURCHASES IN OUR ONLINE STORE. IF YOU FEEL WE HAVE MADE A MISTAKE IN CANCELLING YOUR ORDER, PLEASE CONTACT US.
RETURNS PORTAL	ITEMS RETURNED WITHIN 14 DAYS OF THEIR ORIGINAL SHIPMENT DATE IN SAME AS NEW CONDITION WILL BE ELIGIBLE FOR A FULL REFUND OR STORE CREDIT. ITEMS RETURNED WITHIN 30 DAYS OF THEIR ORIGINAL SHIPMENT DATE IN SAME AS NEW CONDITION WILL BE ELIGIBLE FOR STORE CREDIT. SHIPPING AND HANDLING IS NON -REFUNDABLE AND ALL SALE ITEMS ARE FINAL PURCHASE. TO PROCESS A RETURN, PLEASE FILL IN YOUR EMAIL AND ORDER NUMBER IN THE ORDER LOOKUP SERVICE.
RETURNS / EXCHANGES	UNDER NO CIRCUMSTANCES CAN WE ACCEPT IN-STORE FOR AN ONLINE PURCHASE.
PAYMENT	WE ACCEPT MOST MAJOR CREDIT CARDS (VISA, MASTERCARD AND AMERICAN EXPRESS) AS WELL AS PAYPAL. ALL PAYMENT INFORMATION IS TRANSFERRED FROM YOUR COMPUTER TO OUR SERVERS USING A SECURE, ENCRYPTED PROTOCOL (HTTPS). AS PART OF OUR ONGOING EFFORTS TO COMBAT CREDIT CARD FRAUD, WE MAY REQUIRE ADDITIONAL IDENTIFICATION VERIFICATION FOR INTERNATIONAL AND/OR LARGE ORDERS.

FIG 4B.11 NOAH 2017



NOAH USES INSTAGRAM TO CONJURE EXCITEMENT AND AWARENESS ABOUT THEIR NEW VENTURES LIKE THEIR LATEST COLLABORATION WITH THE CULT (INSTAGRAM, 2017), GIVING A GLIMPSE TO THEIR 132,000 FOLLOWERS A WEEK BEFORE THE RELEASE. WITH 493 VIDEOS AND PHOTOGRAPHS TO COMMUNICATE THEIR IDEALISED LIFESTYLE, PRODUCTS AND PROMOTIONAL ACTIVITY DAILY, CONSUMERS CAN FEED INTO THE WORLD OF NOAH NEW YORK. HAVING HARDLY ANY PRESENCE ON FACEBOOK, ATTRACTING 176 LIKERS AND 180 FOLLOWERS (FACEBOOK, 2017), AND AN ABSENCE OF SNAPCHAT AND TWITTER ACTIVITY; PROVES THE WEIGHT THAT INSTAGRAM PULLS IN TERMS OF GAINING ATTENTION FOR STREET WEAR BRANDS. ON THE CONTRARY, NOAH'S LACK OF SOCIAL MEDIA PARTICIPATION MAY BE FOLLOWING THE "SOCIAL MEDIA DETOX TREND" (RUDGARD, 2017) WHICH IS AGREEABLE TO THEIR NATURAL AND OUTDOORS ACTIVITY ORIGINS.



WITH THE FASHION INDUSTRY BEING FORCED BY EACH OTHER AND ITS CUSTOMERS TO BE COMPLETELY TRANSPARENT (FOLEY, 2017), THE VALUE OF THIS IS PRICELESS. IN SHOWING MANY EFFORTS TO FULFIL COMPLETE SUSTAINABILITY, "BRENDON BABENZIEN AFTER HIS TIME AT SUPREME" (TEJADA, 2015) NOW FOUNDER OF NOAH, COMMUNICATES THE BRANDS AWARENESS EXCEPTIONALLY VIA LABEL KNOWLEDGE. CONTRARY TO THIS, THE BRAND STILL SHIPS ITS PRODUCE AND USES PAPER CARRIER BAGS, WHICH COULD PROMPT THE QUESTION AS TO WHETHER NOAH IS FULLY COMMITTED TO THE MISSION. THROUGH SOCIAL MEDIA, NOAH IS BEGINNING TO BUILD ITS PRESENCE BY ANNOUNCING COLLABORATIONS AND EXPOSING PROMOTIONAL CAMPAIGNS TO FEED THEIR LOYAL CONSUMER BASE. HOWEVER, IN ONLY TOUCHING UPON USING PLATFORMS SUCH AS INSTAGRAM, THEIR BRAND CAN BE MISCONSTRUED AS INCONSISTENT. TO AVOID THIS, ONE COULD SUGGEST THAT NOAH UTILISES THE FULL EXTENT OF WHAT SOCIAL MEDIA, IN ITS ENTIRETY, HAS TO OFFER; TO SUSTAIN THEIR EVER-GROWING CONSUMER RELATIONSHIP. NOAH'S STORES ARE A COMPLETE TRANSLATION OF THEIR MISSION STATEMENT AND SUCCEED IN DEPICTING THEIR INSPIRATION AND ORIGINS. EACH DIFFERENT ACCORDING TO THEIR LOCATION, THE BRAND SHOULD CONSIDER OPENING MORE BRICKS-AND-MORTAR SITES GLOBALLY TO BROADEN THEIR CONSUMER REACH.





CUSTOMER

STREETWEAR CONSUMERS ARE QUICKLY BECOMING THE FASHION INDUSTRY'S MOST DEDICATED CUSTOMERS, THE NEED TO HAVE THE FRESHEST GARMENTS BEFORE ANYONE ELSE IS HIGHER THAN EVER BEFORE. CAMPING FOR HOURS, OR EVEN DAYS, OUTSIDE STORES JUST TO PURCHASE THAT LONG-AWAITED COLLABORATION T-SHIRT ISN'T UNCOMMON. MAJORITY OF THE TIME ITEMS ARE BOUGHT PURELY FOR RESALE, AND THIS IS HOW MANY MILLENNIALS MAKE A STEADY INCOME DUE TO THE OVERWHELMING DEMAND FOR BRANDS SUCH AS SUPREME AND PALACE.

THESE INDIVIDUALS HAVE DEVELOPED A REPUTATION IN THE FASHION INDUSTRY, SOMETIMES FOR THE WRONG REASONS. AS CERTAIN BRANDS COMMONLY RELEASE LIMITED QUANTITIES IT'S SEEN AS IMPRESSIVE TO

“A HYPE BEAST IS A KID THAT COLLECT CLOTHING, SHOES, AND ACCESSORIES FOR THE SOLE PURPOSE OF IMPRESSING OTHERS. ALTHOUGH THE INDIVIDUAL MAY NOT HAVE A DIME TO THEIR NAME THEY LIKE TO FRONT LIKE THEY ARE MAKING FAR MORE THAN EVERYBODY ELSE. EQUIPPED WITH MOMMIES CREDIT CARD THE HYPE BEAST WILL TRY HIS HARDEST TO MAKE SURE HE HAS EVERY PAIR OF NIKE’S HE SAW JAY-Z WEARING ON 106 & PARK.” — ALEXANDER LANGOX, URBAN DICTIONARY (ONLINE), APRIL 2006

THIS TERM HAS SHONE A NEGATIVE LIGHT ON THE CONSUMER PROFILE, STATING THAT THEY COMMONLY RELY ON THEIR PARENT'S INCOME TO SUPPLY THEIR WARDROBE WITH THE LATEST DROPS. ALTHOUGH IT'S JUST A LABEL, THIS MAKES ALL THE DIFFERENCE IN STREETWEAR CULTURE. A HIGH SCHOOL JUNIOR SUMS IT UP PERFECTLY, "THE BRAND NAME AND THE FACT THAT EVERYONE KNOWS ABOUT IT MAKES IT WORTH THE MONEY, ESPECIALLY THE STYLE OF THE BRAND AND ALL OF THE DIFFERENT DESIGNS"- ERCAN GOKSEC, C MAGAZINE (ONLINE), MARCH 2017.

PRODUCING JUST ONE PROFILE FOR A STREETWEAR CONSUMER IS NEAR IMPOSSIBLE AS IT'S A SUBCULTURE THAT VARIES SO MUCH. 2017 HAS SHOWN A HUGE SURGE IN SPORTSWEAR SALES, IT'S A TREND THAT'S DOMINATED EVERY RUNWAY AND SLOWLY SLIPPED ITS WAY BACK INTO DAILY LIFE, NOT JUST FOR THE GYM. HIGH STREET STORES SUCH AS TOPSHOP AND URBAN OUTFITTERS ARE CURRENTLY PACKED FULL OF FILA, ADIDAS AND KAPPA, EMBRACING 90'S NOSTALGIA. THE NATURE OF WHERE THESE BRANDS ARE STOCKED MAKES THIS TREND ACCESSIBLE TO EVERYBODY. THIS PERFECTLY LINKS IN WITH STREETWEAR, HOWEVER, THESE TRENDS TEND TO ONLY BE SEEN ON THE OLDER GENERATION THROUGH CELEBRITIES. SHOWING HOW THIS CUSTOMER DIFFERS TO ONE WHO WOULD PURCHASE VIVIENNE WESTWOOD.

MOST COMMONLY, A TYPICAL STREETWEAR CONSUMER IS AGED EIGHTEEN TO MID-TWENTIES AND EITHER STUDIES AT UNIVERSITY OR IN FULL TIME EMPLOYMENT. AS ITEMS TEND TO BE OF A HIGHER PRICE RANGE, THEY ACCESS THEM THROUGH STUDENT LOANS, OVERDRAFTS, OR WAGES. THIS TREND REALLY TIES IN WITH MUSIC AND BRANDS SUCH AS CARHARTT, SUPREME, PALACE AND PATAGONIA ARE OFTEN SEEN ON NIGHTS OUT THAT HAVE DRUM AND BASS, DISCO OR GRIME AS THE GENRE. A PERFECT EXAMPLE OF THIS IS THE STONE ISLAND NIGHT THAT WAS HOSTED AT OLD GRANADA STUDIOS IN MANCHESTER. "THE BRAND ALSO OFFERED UP LIMITED STONE ISLAND PRESENTS MANCHESTER T-SHIRTS, WHICH FEATURED THE CITY'S ICONIC WORKER BEE, WHICH WERE SOLD EXCLUSIVELY AT

THE EVENT, WITH ALL PROCEEDS TO BE DONATED TO THE WE LOVE MANCHESTER EMERGENCY FUND." — LEWIS MUNRO, MIXMAG, OCTOBER 2017.

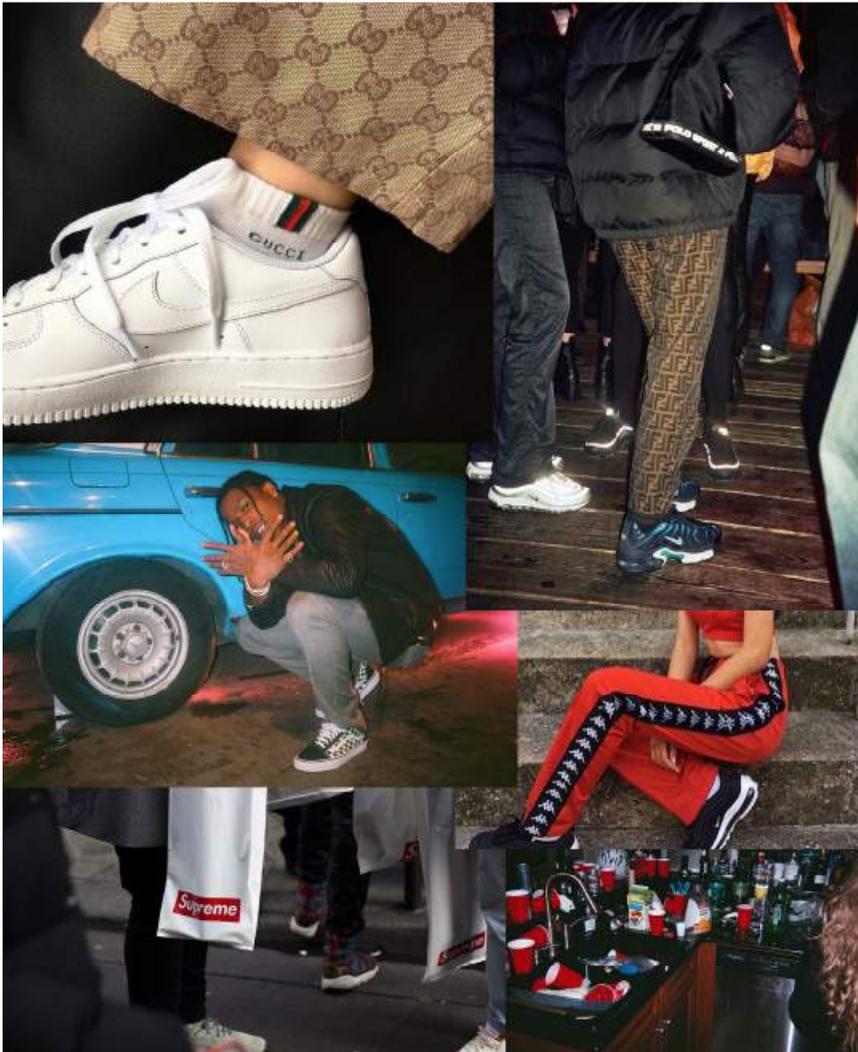
FACEBOOK GROUPS SUCH AS BASEMENT, OR WAVEY GARMS ARE EXTREMELY POPULAR AMONGST THESE STUDENTS AND IS A SOURCE OF INFORMATION FOR THEM INTO THE WORLD OF STREETWEAR, AND WHERE/HOW TO BUY IT. IT'S RARE THAT THIS CONSUMER WILL HOLIDAY THROUGHOUT THE YEAR, DUE TO FINANCES AND STUDYING, UNLESS THEY'RE IN FULL TIME WORK. FESTIVALS ARE THE MOST COMMON OPTION, SUCH AS LOST VILLAGE, BOOMTOWN, GOTTFWOOD AND DEKMANTEL. THESE ARE SPECIFICALLY ONLY SUMMER EVENTS AND ARE COUNTED DOWN TO ALL YEAR WITH EXCITEMENT AND ANTICIPATION. THIS SUBCULTURE IS MORE PROMINENT ACROSS THE UK IN MANCHESTER, LONDON AND SCOTLAND, WHICH IS WHY THESE ARE THE PLACES WHERE VIV WILL BE LAUNCHED.

UPON RESEARCH, VIVIENNE WESTWOOD'S DEMOGRAPHIC COMES ACROSS COMPLETELY DIFFERENT TO EVERYTHING THAT'S JUST BEEN EXPLAINED. "HER MAIN TARGET AUDIENCE ARE CONSUMERS BOTH MALE AND FEMALE RANGING FROM 25-60 YEARS OF AGE, WHO LIKE A UNIQUE LOOK WITH A CHIC STYLE COMBINED WITH ATTITUDE. WITH DIFFERENT SHAPES, PATTERNS, TEXTILES AND COMBINED ACCESSORIES. HER TARGET AUDIENCES ASSOCIATE A SENSE OF SOCIAL AND ENVIRONMENTAL AWARENESS WITH VIVIENNE WESTWOOD AND LIKE TO PORTRAY THIS THROUGH THEIR DESIGNER CHOICE. THE TARGET AUDIENCES ARE ALSO ENVIRONMENTALLY AND POLITICALLY AWARE DUE TO WESTWOOD'S WELL KNOWN STRONG BELIEF CAMPAIGNS. THE BRANDS MOST POPULAR CONSUMERS ARE SAID TO BE FROM UK, USA AND ASIA. SHE CURRENTLY SELLS INTERNATIONALLY, WITH A TOTAL OF 86 COUNTRIES IN 5 CONTINENTS AND 7 STORES IN THE UK" — GABRIELLA CARR, SLIDESHARE, JANUARY 2015.

HOWEVER, YOUNG PEOPLE HAVE REALLY SHOWN POLITICAL INTEREST IN 2017 WHICH IS SOMETHING WESTWOOD IS EXTREMELY PASSIONATE ABOUT. IN THE RECENT ELECTIONS, SOCIAL MEDIA WAS FULL OF JEREMY CORBYN AND THE LABOUR CAMPAIGNS WHICH WERE STRONGLY BACKED BY THE YOUTH. THE GAURDIAN LABELLED THIS 'THE YOUTHQUAKE' AND STATED THAT "IT WAS A NIGHT IN WHICH BRITAIN'S YOUNGER GENERATION FLEXED THEIR POLITICAL MUSCLES TO REAL EFFECT FOR THE FIRST TIME"- ALAN TRAVIS, THE GUARDIAN, JUNE 2017.

A PARODY T-SHIRT WAS RELEASED WITH THE NIKE LOGO ACROSS THE FRONT, BUT INSTEAD OF THE BRAND NAME IT SAYS 'CORBYN', THIS IS A PERFECT EXAMPLE OF STREETWEAR, YOUTH AND POLITICS MERGING. PRICED AT ONLY £20, AND SELLING OUT WITHIN HOURS. "THEY ALSO ANSWER ONE OF THE MOST-ASKED QUESTIONS AMONG THE UNDER-21 ELECTORATE: IS NIKE PRO-LABOUR? "THE NIKE CEO LOVES THEM," CLAIMS ONE "INTERN". "HE MADE ALL HIS BOARD WEAR THEM FOR THE LAST BOARD MEETING." — MORWENNA FERRIER, THE GUARDIAN, 2017. THIS PROVES THAT URBAN BRANDS SHARE THE SAME ETHICS AS WESTWOOD HERSELF.

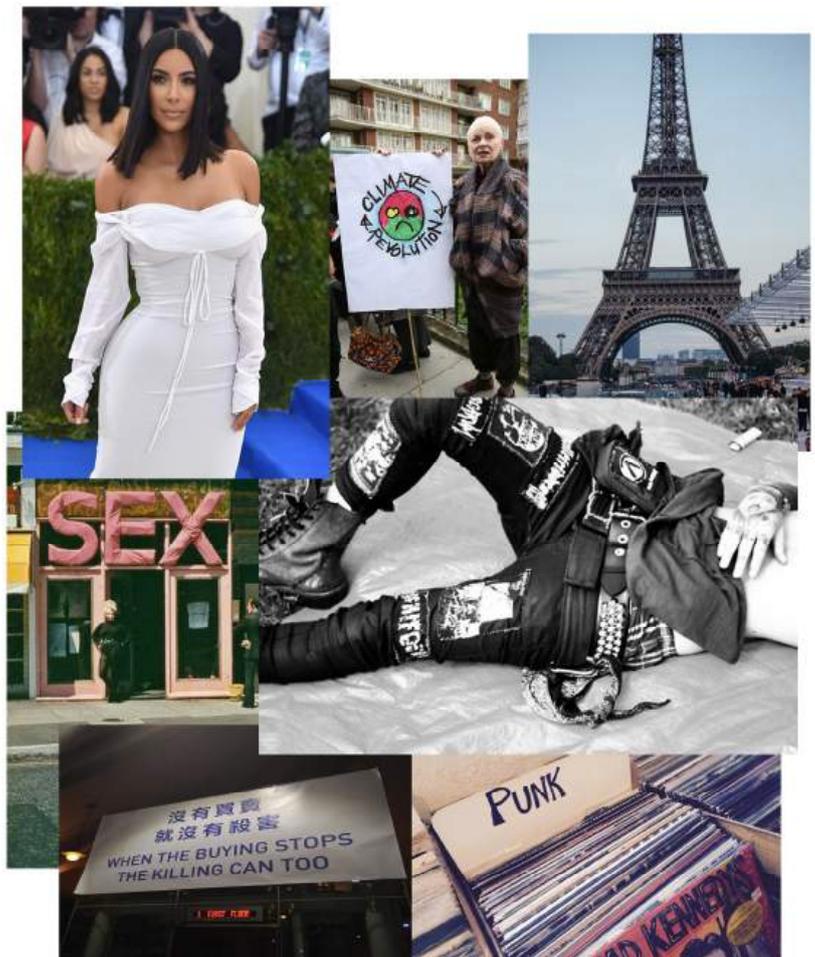
"TICKETMASTER HAS RELEASED A STUDY ON GRIME MUSIC, REVEALING THAT 58% OF GRIME FANS VOTED FOR LABOUR LEADER JEREMY CORBYN IN THE LAST ELECTION." — ELLA KEMP, THE INDEPENDENT, OCTOBER 2017. THIS WAS AFTER HEAVY ENDORSEMENT FROM THE GRIME COMMUNITY AND CELEBRITIES SUCH AS STORMZY AND JME. UPON RESEARCH, STUDIES SHOW THAT WESTWOOD'S CONSUMERS ARE HEAVILY INTO DANCE/ELECTRONIC MUSIC, PUNK AND INDIE/ALTERNATIVE WHICH LINKS PERFECTLY TO THE STREETWEAR DEMOGRAPHICS' LOVE OF FESTIVALS AND NIGHTS OUT. WITH POP MUSIC, JAZZ, URBAN/HIP-HOP FOLLOWING CLOSELY BEHIND. THIS DATA ALSO SHOWS THAT THEIR NUMBER ONE INTEREST IS MUSIC, WHICH REACHES 21.41% MORE THAN TV SHOWS, AND 25.69% MORE THAN MOVIES — CUSTOMER-PROFILE (ONLINE, DATE UNKNOWN).



STREETWEAR CUSTOMER PROFILE

WESTWOOD'S AUDIENCE ARE NOT CATEGORIZED BY AGE, BUT MORE ABOUT PASSION AND INTEREST. WITH HER HUGE INFLUENCE ON PUNK CULTURE SHE HAS LIFELONG FANS AS WELL AS NEWCOMERS. DUE TO THE NATURE OF HER OSTENTATIOUS DESIGNS, HER CONSUMERS ARE FASHION FORWARD INDIVIDUALS. HER TYPICAL AUDIENCE MAY BE INTERESTED IN MORE HIGH-END DESIGNERS AND ENJOY GOING TO FASHION SHOWS, LUXURIOUS HOLIDAYS AND NICE DINNERS. HOWEVER, THEY MAY BE AN ENVIRONMENTAL ACTIVIST WHO LIVES BY WESTWOOD'S MOTTO OF "BUY LESS, CHOOSE WELL, MAKE IT LAST" – HANNAH MOORE, NEWSBEAT, JUNE 2017. THE PRICE RANGE RESTRICTS THE TYPE OF CUSTOMERS, FROM THE PRODUCTS AVAILABLE ON HER WEBSITE A T-SHIRT CAN START FROM £95, BUT ALSO COST UP TO £290. BAGS START AT AS MUCH AS £210 FOR A SIMPLE CLUTCH, BUT UP TO £660 FOR A RUCKSACK. WESTWOOD HAS PRODUCTS OF ALL PRICE RANGES AND DIFFUSION LABELS THAT MAKE HER BRAND ACCESSIBLE TO A WIDE AUDIENCE. HOWEVER, AS IT'S NOT HIGH STREET LEVEL PRICES IT RELATES TO STREETWEAR AND WHAT THEIR AUDIENCE IS WILLING TO SPEND ON CLOTHING.

THE AMAZING THING ABOUT STREETWEAR IS THAT IT'S ONE OF THE MOST GENDER-NEUTRAL CLOTHING SUBCULTURE'S OUT THERE WHICH MAKES THE TARGET AUDIENCE SO WIDE. IT'S EXTREMELY COMMON TO WALK DOWN ANY HIGH STREET AND SEE A GIRL WEARING AN OVERSIZED MEN'S STUSSY T-SHIRT, OR THE OTHER WAY AROUND. THIS IS PERFECT FOR VIV AS WESTWOOD HERSELF IS AN ADVOCATE FOR TRANSGENDER RIGHTS AND FLUIDITY IN FASHION. "I HAVEN'T TOLD ANYONE THIS BEFORE, BUT WHEN I WAS A TEENAGER... I ACTUALLY THOUGHT I WAS TURNING INTO A BOY, AND I DIDN'T REALLY CARE. IT DIDN'T BOTHER ME AT ALL," VIVIENNE WESTWOOD, ELLE (ONLINE), MAY 2015. THIS QUOTE WAS ONLY ONE YEAR AFTER WESTWOOD LAUNCHED HER FIRST POLITICALLY THEMED UNISEX RANGE, FOCUSING ON ANTI-FRACKING.



VIVIENNE WESTWOOD CUSTOMER PROFILE

BEFORE DETERMINING THE PERFECT TARGET AUDIENCE FOR VIV, A SURVEY WAS PRODUCED AS PART OF PRIMARY RESEARCH. THIS WAS SENT OUT ACROSS SOCIAL MEDIA AND THE RESULTS WERE COMPLETELY ANONYMOUS. THE FIRST QUESTION SIMPLY ASKED WHAT GENDER THE RESPONDER WAS, AND IT CAME BACK AS A PERFECT SPLIT BETWEEN FEMALE/MALE AT 42.86% EACH, WITH THE REMAINING 14.29% PREFERRING NOT TO ANSWER. THIS WAS THE PERFECT RESPONSE AS VIV IS A GENDER-NEUTRAL CLOTHING LINE, WITH GARMENTS FOR EVERYBODY.

85.71% OF INDIVIDUALS WHO ANSWERED THE SURVEY WERE AGED BETWEEN 18-24 WHICH WAS AN AMAZING RESPONSE AS THIS IS THE EXACT TARGET AUDIENCE FOR STREETWEAR BRANDS. ONLY ONE PERSON WAS AGED 75 OR OLDER WHICH WAS A SURPRISING RESULT, BUT SHOWS HOW VARIED THE CULTURE IS.

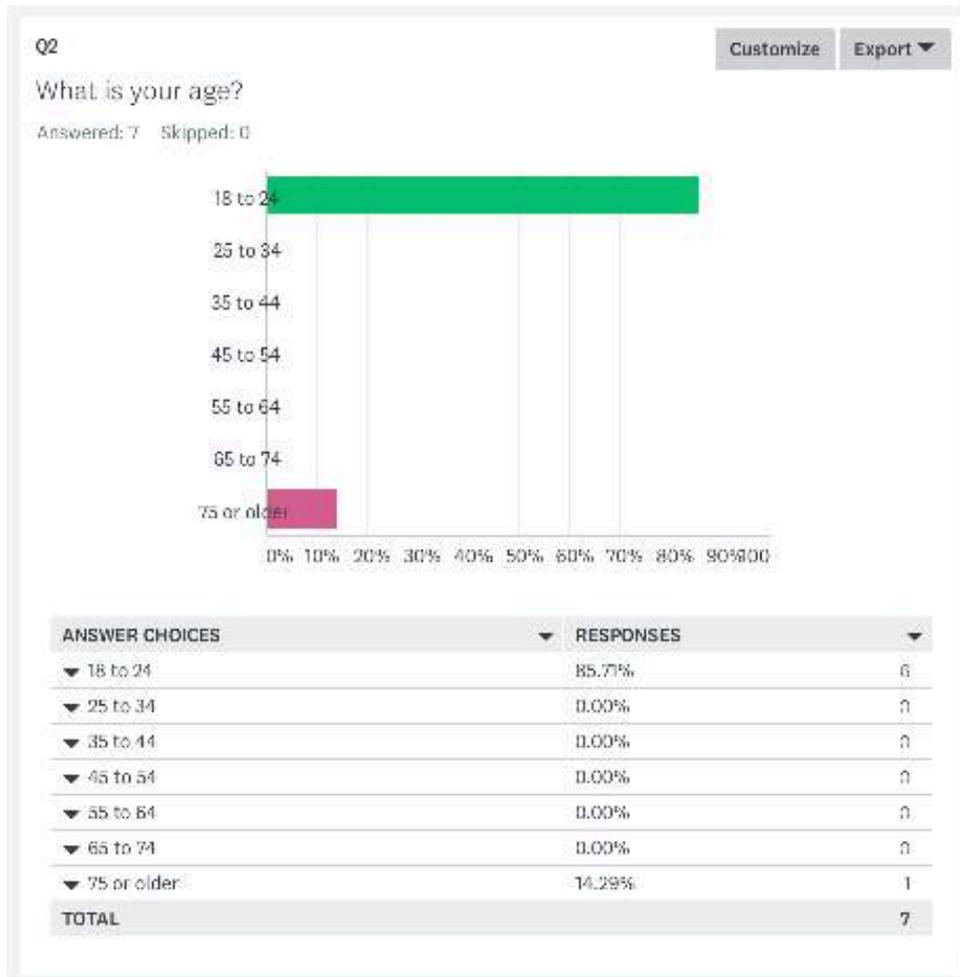
WHEN BEING ASKED THE QUESTION 'ARE YOU INTERESTED IN STREETWEAR AND POSSIBLE FUTURE STREETWEAR DIFFUSION LABELS?' THE MAJORITY REPLIED YES AT 71.43%. POSITIVELY THE OTHER 28.57% WERE 'INDIFFERENT' BUT DIDN'T RESPOND NO. THIS 28.57% WAS MADE UP BY THE ONE INDIVIDUAL 75 OR OLDER, AND ONE AGED 18-24. A LIST OF 17 DIFFERENT STREETWEAR BRANDS WERE LISTED IN THE NEXT QUESTION, ASKING WHICH THE RESPONDENTS BOUGHT INTO. SUPREME AND HUF WERE TIED, AT 33.33% EACH, WITH NOAH AND STUSSY RECEIVING 16.67% EACH. ONE PERSON CHOSE TO SKIP THIS QUESTION WHICH POSSIBLY MEANS THE OPTIONS COULD HAVE BEEN MORE VARIED.

THE FINAL QUESTION WAS THE MOST IMPORTANT, 'WOULD YOU BE INTERESTED IN A VIVIENNE WESTWOOD STREETWEAR DIFFUSION LABEL?' WHICH RECEIVED A HUGE MAJORITY RESPONSE OF 71.43% SAYING YES. 28.57% STATED THAT THEY COULDN'T ANSWER UNTIL THEY HAD SEEN THE COLLECTION OR IT HAD BEEN RELEASED, WHICH IS UNDERSTANDABLE. NOT ONE INDIVIDUAL RESPONDED NO WHICH SHOWS GREAT HOPE FOR VIV.

AFTER ANALYZING ALL OF THE RESULTS AND CONSIDERING THE AGE AND GENDER OF THE RESPONDENTS, VIV'S TARGET AUDIENCE PERFECTLY CORRELATES WITH THAT OF STREETWEAR. THE PRICES OF THE COLLECTION RANGE FROM £50-£250 WHICH IS PERFECTLY AFFORDABLE FOR THAT DEMOGRAPHIC

DUE TO THE BRANDS AND ITEMS THEY ALREADY BUY WHICH GO ABOVE THAT PRICE POINT. THIS IS A COMPLETELY DIFFERENT CONSUMER TO THE USUAL WESTWOOD ONE BUT VIV WANTED TO TIE INTO HER ORIGINAL HERITAGE AND NOT LOSE THE DEDICATED, AUTHENTIC LOVERS OF THE BRAND.

DESIGNS WERE PRODUCED CAREFULLY TO MAKE SURE TARTAN, TWEED, HERRINGBONE AND DOGTOOTH WERE STILL BEING USED TO STAY LOYAL TO WESTWOOD'S LIFELONG CONSUMERS, JUST WITH AN EDGY, MODERN TWIST. THESE PRINTS AND FABRIC LINK INTO WESTWOOD'S PUNK HERITAGE AND STAY TRUE TO HER BELIEF'S AND STYLE. BRINGING THESE PRINTS INTO MORE LUXURIOUS PRODUCTS SUCH REVERSIBLE BOMBERS AND FLIGHT PANTS WHICH ARE ON THE HIGHER END OF THE PRICE SPECTRUM. WITH A HOODIE BEING IN THE MID-RANGE, AND T-SHIRTS/CAPS AT THE LOWEST PRICE POINT. THIS MAKES THE RANGE ACCESSIBLE TO EVERYBODY NO MATTER WHAT THEIR INCOME OR LIFESTYLE.



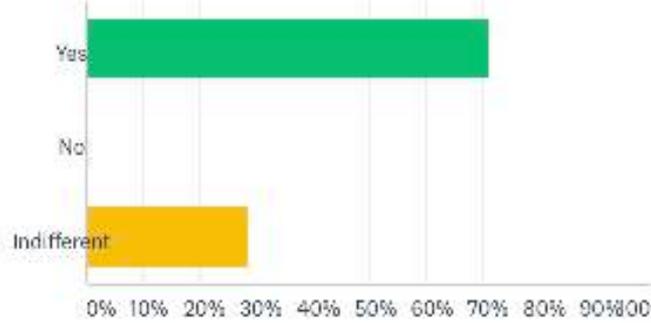
Q3

Customize

Export

Are you interested in streetwear and possible future streetwear diffusion labels?

Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	71.43% 5
No	0.00% 0
Indifferent	28.57% 2
TOTAL	7

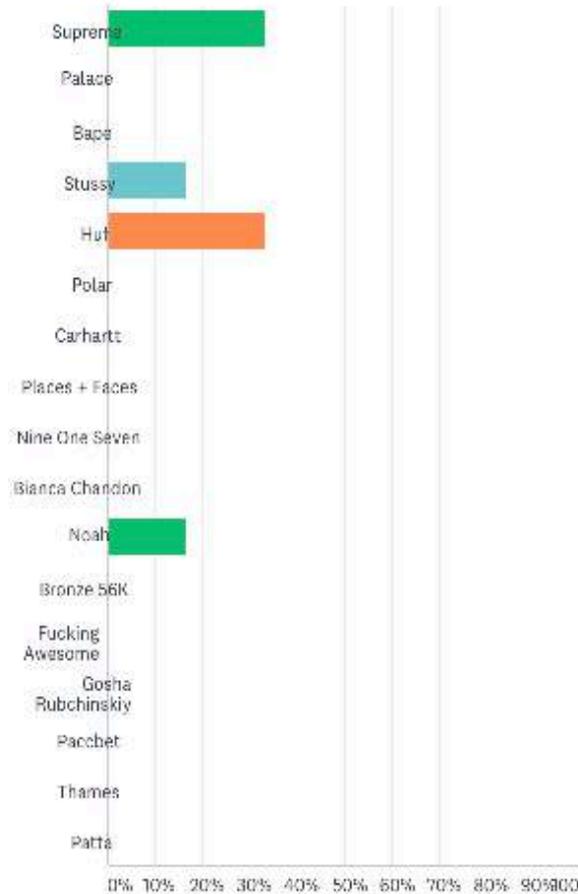
Q4

Customize

Export

What streetwear brands do you currently buy into?

Answered: 6 Skipped: 1



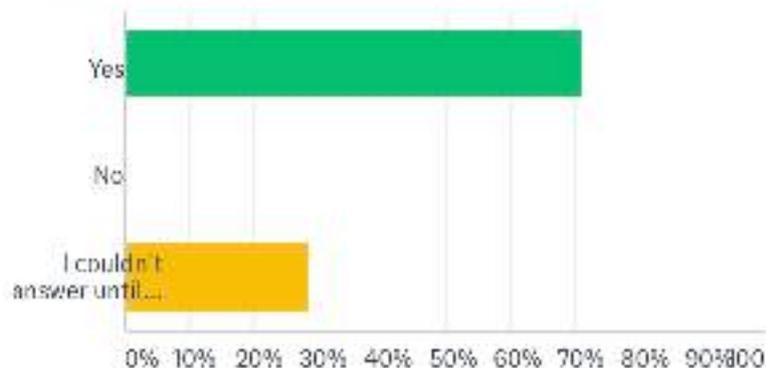
ANSWER CHOICES	RESPONSES
Supreme	33.33% 2
Palace	0.00% 0
Bape	0.00% 0
Stussy	16.67% 1
Huf	33.33% 2
Polar	0.00% 0
Carhartt	0.00% 0
Places + Faces	0.00% 0
Nine One Seven	0.00% 0
Bianca Chandon	0.00% 0
Noah	16.67% 1
Bronze 56K	0.00% 0
Fucking Awesome	0.00% 0
Gosha Rubchinskiy	0.00% 0
Pacchet	0.00% 0
Thames	0.00% 0
Patta	0.00% 0
TOTAL	6

Q5

Customize Export

Would you be interested in a Vivienne Westwood streetwear diffusion label?

Answered: 7 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	71.43% 6
No	0.00% 0
I couldn't answer until I had seen the collection/it was released	28.57% 2
TOTAL	7

RANGE DEVELOPMENT



VIV. BY Vivienne Westwood

RANGE SUMMARY



**TARTAN REVERSIBLE MA-1
BOMBER JACKET**

PRODUCT REF: VIV001

CLASSIC MA-1 INSULATED BOMBER JACKET CRAFTED FROM WOOL IN A ROYAL STEWART TARTAN FEATURING CUSTOM VIVIENNE WESTWOOD LINING, VISIBLE WHEN REVERSED.

£250



TARTAN FLIGHT PANTS

PRODUCT REF: VIV002

MILITARY STYLE FLIGHT PANTS CRAFTED FROM WOOL IN A ROYAL STEWART TARTAN.

£150



**BRITISH PATCHWORK 6 PANEL
CAP**

PRODUCT REF: VIV003

6 PANEL CAP FEATURING 6 BRITISH MATERIALS STEEPED IN HERITAGE WITH LEATHER STRAP AND EMBROIDERED VIV. LOGO

£60



'ANARCHY IN THE UK' HOODIE

PRODUCT REF: VIV004

CUSTOM FIT HOODIE WITH SCREEN PRINTED VIV. LOGO AND 'ANARCHY' SLEEVES.

£100



'GOD SAVE QUEEN VIV' T-SHIRT

PRODUCT REF: VIV005

HEAVYWEIGHT COTTON T-SHIRT FEATURING SEX PISTOL INSPIRED VIV. GRAPHICS.

£50



'CONFORMITY' T-SHIRT

PRODUCT REF: VIV006

HEAVYWEIGHT COTTON T-SHIRT WITH FRONT QUOTE AND BACK LOGO.

£50

RANGE INFORMATION

VIV. BY VIVIENNE WESTWOOD...

A NEW DIFFUSION LINE INSPIRED BY A BLEND OF 70'S BRITISH PUNK AND CONTEMPORARY STREETWEAR.

SEASON/GENDER: AW 17 MENSWEAR/WOMENSWEAR, APPLICABLE TO ALL GENDERS

NOT STRICTLY FOR MEN, NOT STRICTLY FOR WOMEN, NOT STRICTLY GENDERLESS JUST AVAILABLE FOR ALL BODY SHAPES IN A WIDE RANGE OF SIZES.

LAUNCH: 24TH SEPTEMBER, LAST DAY OF SALE: 24TH DECEMBER

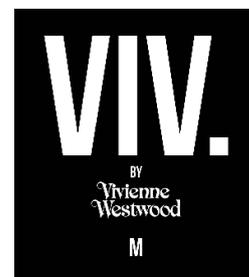
INLINE WITH THE AUTUMN WARDROBE AND CHRISTMAS SHOPPING PERIOD, THE BUSIEST DATES IN THE SHOPPING CALENDAR, TO ENSURE MAXIMUM SALES.

BCG MATRIX FORECAST



AS CORE PRODUCTS WITH A LOW PRICE POINT AND HIGH PRODUCTION RUN VIV. ANTICIPATE THE RANGE OF T-SHIRTS TO PROVIDE THE LARGEST RETURN VS. INVESTMENT, CLOSELY FOLLOWED BY THE HOODIE. THE BOMBER JACKET REQUIRED SIGNIFICANT INVESTMENT, HOWEVER, AS THE 'STAND-OUT-PIECE', IT IS EXPECTED TO BE THE MOST DESIRED AND DUE TO IT'S RELATIVELY SMALL PRODUCTION RUN VIV. ANTICIPATE IT WILL SELL OUT. PERHAPS THE ONLY RISK IS THE FLIGHT PANTS, AS VIVIENNE WESTWOOD HAS NOT PRODUCED THIS STYLE OF PANT IN A LONG TIME AND THE SILHOUETTE IS RELATIVELY NEW TO THE STREETWEAR MARKET, THIS PRODUCT POSES THE MOST RISK, ALBEIT, A CALCULATED ONE.

INTERNAL LABEL DESIGN:



STYLE RATIOS

PRODUCT	JACKET	TROUSER	HOODIE	T-SHIRT x2	CAP
RATIO (VS. JACKET)	1	2	4	4	3

SIZING & QUANTITIES

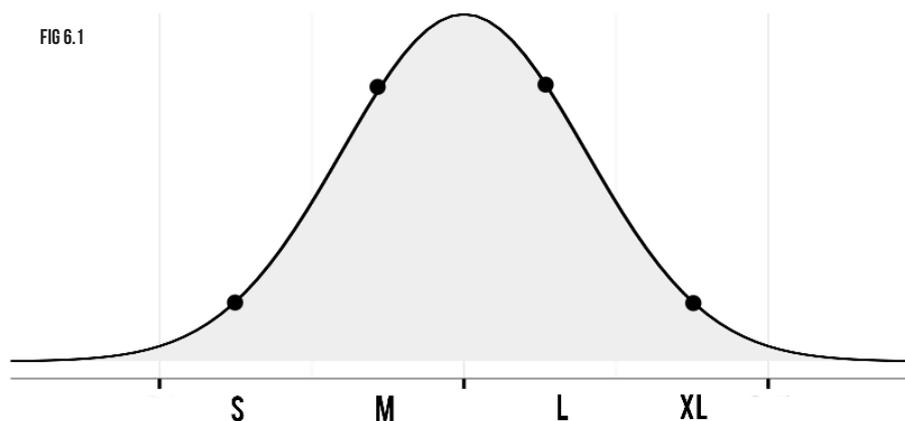
TOPS

STANDARD VIVIENNE WESTWOOD TOP SIZING, APPLICABLE TO BOTH MEN & WOMEN.

SIZE	S	M	L	XL
CHEST MEASUREMENT (INCHES)	36.5	38.5	40	41.5

STREETWEAR BRANDS ALMOST ALWAYS RELEASE THEIR COLLECTIONS WITH SIZES SMALL TO EXTRA LARGE AVAILABLE, GENERALLY, THESE SIZES ARE INTENDED FOR MEN, HOWEVER, IT'S COMMON FOR WOMEN TO ALSO PURCHASE THESE ITEMS. AS FEMALES GENERALLY HAVE A SMALLER FRAME THAN MEN VIV. CONSIDERED PRODUCING AN EXTRA SMALL BUT HAVING LOOKED AT COMPETITORS DECIDED IT WAS UNNECESSARY AS WEARING OVERSIZED GARMENTS IS CURRENTLY ON TREND AND WOMEN CONTINUE TO BUY STREETWEAR WITH FEW SIZING COMPLAINTS.

FIG 6.1



IN ORDER TO ESTABLISH WHAT QUANTITIES SHOULD BE PRODUCED OF EACH SIZE A 'NORMAL DISTRIBUTION CURVE' MODEL WAS UTILISED, HELPING ENSURE THAT THE OPTIMUM RATIO OF SIZES IS AVAILABLE.

SMALL: 16.6%
 MEDIUM: 33.3%
 LARGE: 33.3%
 EXTRA LARGE: 16.6%

BOTTOMS

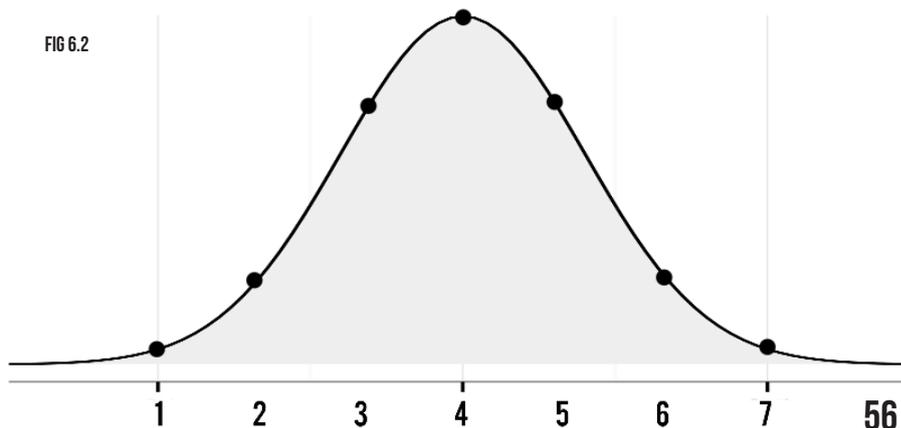
NEW VIV. GENDERLESS TROUSER SIZING CHART TO ENABLE BOTH MEN & WOMEN TO GET THE PERFECT FIT.

SIZE	1	2	3	4	5	6	7
WAIST/LEG MEASUREMENT (INCHES)	22/30	24/32	26/32	28/32	30/32	32/32	34/34

TROUSER SIZES PRESENT MORE OF A CHALLENGE WHEN CATERING TO BOTH MEN AND WOMEN, THIS LEAD VIV. TO DEVELOP A NEW SIZING CHART, BASED ON THE APPROXIMATE SIZES OF OUR TARGET MARKET MAKING IT EASIER FOR POTENTIAL CUSTOMERS TO GET THE RIGHT FIT. INITIALLY, VIV. INTENDED TO PRODUCE UP TO A 36" WAIST IN LINE WITH THE STATUS QUO HOWEVER, THOSE IN THE YOUNGER MARKET, ON AVERAGE, TEND TO BE SLIMMER THAN MIDDLE AGED MEN/WOMEN. WITH THIS IN MIND THE LARGEST SIZE WAS DROPPED TO A 34" WAIST AND THE SMALLEST SIZE WAS DROPPED FROM A 24" WAIST TO A 22". LEG LENGTHS ALSO DIFFER DUE TO THE FACT THAT AS THE AVERAGE BODY GETS WIDER IT ALSO GETS TALLER.

FIG 6.2

1: 4.5%
 2: 9%
 3: 19%
 4: 35%
 5: 19%
 6: 9%
 7: 4.5%



VIV. TARTAN REVERSIBLE MA-1 BOMBER JACKET FASHION PIECE



REVERSE:



SELLING PRICE:

£250 (BASED ON COMPETITOR INFORMATION SECTION)

COST PRICE:

£12.51 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:

S, M, L, XL

QUANTITY:

72 PIECES

DISTRIBUTION OF SIZES:

SIZE	QUANTITY
S	12
M	24
L	24
XL	12

MATERIALS & COMPONENTS:

OUTER: WOOL, ROYAL STEWART TARTAN.

LINING: NYLON, VIVIENNE WESTWOOD UNION JACK LOGO REPEATING ON WHITE BACKGROUND.

INSULATION: POLYESTER FIBRE FILL.

CUFFS, COLLAR & WAISTBAND: 92% NYLON, 8% ELASTANE, BLACK.

ZIP, MAIN & ARM POCKET: YKK GOLD.

POPPERS, WAIST POCKETS: BLACK.

FEATURES:

- 'A CLASSIC PIECE OF MILITARY OUTERWEAR WITH A BRITISH SUBCULTURAL TWIST'
- MODELLED ON ORIGINAL 1958 AIR FORCE MA-1 FLIGHT JACKET.
- 'KEEPS YOU WARM IN - 10 TO 10 DEGREES'
- REVERSIBLE.
- PAIR WITH 'TARTAN FLIGHT PANTS' TO WEAR AS SET.
- ELASTICATED COLLAR, WAISTBAND & CUFFS.
- WATER RESISTANT.
- ARM UTILITY POCKET.
- DRY CLEAN ONLY.
- UNISEX

BOMBER JACKET DEVELOPMENT

TARTAN IN AW 17...

2017 SAW A TARTAN TREND APPEAR ON THE CATWALKS. FASHION GIANTS BURBERRY & COMME DES GARCONS BOTH REINTRODUCED TARTAN TO THEIR RANGES AND A HOST OF CELEBRITIES HAVE DONNED THE SCOTTISH FABRIC, VASTLY INCREASING ITS PRESENCE AS IT BEGINS TO FILTER DOWN TO THE STREET.

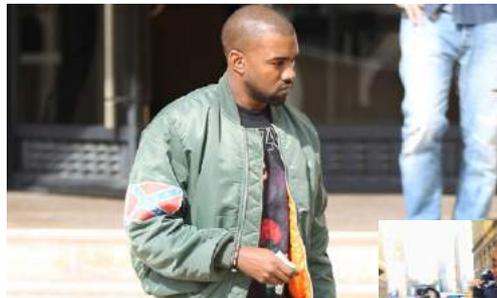


^ COMME DES GARCONS CHRISTMAS TARTAN RANGE >

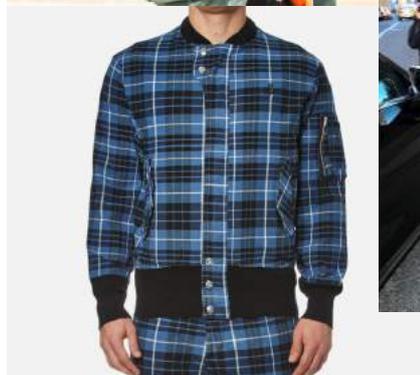


< CARA DELEVIGNE IN BURBERRY AW 17 PANTS

v BURBERRY AW 17



< KANYE IN MA-1 ^



^ VIVIENNE WESTWOOD CHECK BOMBER, AW 16



SUPREME X UNDERCOVER BOMBER JACKET >



BOMBER JACKETS IN STREETWEAR..

BOMBER JACKETS HAVE LONG HELD THEIR PLACE IN STREETWEAR. MANY CREDIT 'THAT PHOTO OF KANYE' IN AN ALPHA INDUSTRIES MA-1 AS THE INSTIGATOR. IN 2016, MIKE CIRKER REVEALED THAT KANYE HAD SINGLE-HANDEDLY INCREASED BOMBER JACKET SALES BY 30% (SAWYER, 2016).

LONG TIME COLLABORATORS SUPREME AND UNDERCOVER PRODUCED A PUNK INSPIRED BOMBER JACKET IN THEIR 2016 CAPSULE COLLECTION.

VIVIENNE WESTWOOD HAS ALSO ADOPTED THE MA-1 SILHOUETTE IN HER 'ANGLOMANIA' DIFFUSION LINE AS WELL AS UTILISING A CHECK PATTERN.

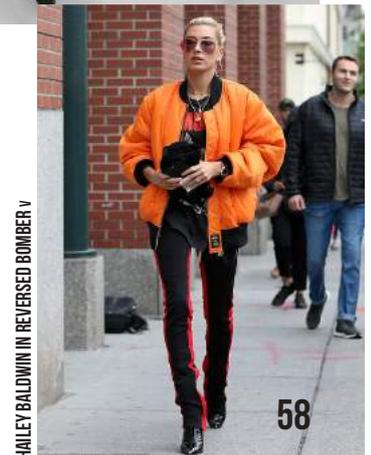


^ REVERSED MA-1

REVERSIBLE...

IN A SOCIETY THAT SEEMS TO BE CONTINUALLY WORSE OFF, TWO GARMENTS IN ONE IS ALWAYS GOING TO BE A BONUS. STUDENTS AND 20-SOMETHINGS LOVE A DEAL AND ALTHOUGH THE VIV. MA-1 IS NOT CHEAP, IT REPRESENTS A SOUND INVESTMENT THAT THOSE WITH AN INTEREST IN FASHION WOULD CERTAINLY CONSIDER BUYING. MANY PROSPECTIVE CUSTOMERS MAY ACTUALLY USE THE '2-FOR-1' RATIONALE TO FACILITATE THEIR PURCHASE.

WHEN ORIGINALLY DEVELOPED, THE LINING OF THE MA-1 BOMBER JACKET WAS COLOURED A BRIGHT ORANGE. IF A PILOT CRASH LANDED OR WAS SEPARATED FROM THEIR PLANE THEY COULD REVERSE THE JACKET TO INCREASE THEIR CHANCES OF BEING SPOTTED BY A RESCUE TEAM AND STILL WARM. SO, THE PATTERNED, REVERSIBLE LINING IS A NOD TO THE ORIGINAL, ADDING AN ELEMENT OF AUTHENTICITY; A DESIRABLE ATTRIBUTE IN THE CURRENT FASHION MARKET.



HAILEY BALDWIN IN REVERSED BOMBER v

VIV. TARTAN FLIGHT PANTS FASHION PIECE



SELLING PRICE:

£150 (BASED ON COMPETITOR INFORMATION SECTION)

COST PRICE:

£12.17 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:

1, 2, 3, 4, 5, 6, 7

QUANTITY:

144 PIECES

DISTRIBUTION OF SIZES:

SIZE	QUANTITY
1	6
2	13
3	28
4	50
5	28
6	13
7	6

MATERIALS & COMPONENTS:

MAIN: WOOL, ROYAL STEWART TARTAN.

POCKET TRIMS: HEAVYWEIGHT 350GSM COTTON TWILL, BLACK.

ZIPS, X2 ON HEMS, X1 FOR FLY: YKK, GOLD.

WAISTBAND BUTTON: BLACK.

FEATURES:

- 'A FUSION OF CLASSIC PUNK UNIFORM AND MILITARY GRADE FUNCTIONALITY'
- MODELLED ON ORIGINAL AIR FORCE FLIGHT PANTS.
- PAIR WITH 'TARTAN MA-1 BOMBER' TO WEAR AS SET.
- SLIM, TAPERED FIT.
- MULTIPLE POCKETS.
- HEM ZIPS.
- UNISEX.
- DRY CLEAN ONLY.

FLIGHT PANT DEVELOPMENT

TARTAN IN PUNK & PUNK PANTS...

EXCEPT MAYBE THE LEATHER JACKET, A PUNK'S TROUSERS WERE THE MOST DEFINING PART OF THEIR DRESS. BEFORE 1976 TARTAN TENDED TO BE SAVED FOR THE KILTS OF SCOTSMEN, BUT VIVIENNE WESTWOOD, MALCOLM MCLAREN AND THE REST OF THE ORIGINAL BRITISH PUNK MOVEMENT ADOPTED THE FABRIC AND GAVE IT THE PUNK TREATMENT, ADDING ZIPS, POCKETS, CHAINS AND RIPS.

VIV.'S MODERN TAKE ON THE ORIGINAL TARTAN BONDAGE PANTS HAS BEEN UPDATED TO FIT INTO THE CONTEMPORARY STREETWEAR MARKET WHILST MAINTAINING THE CHARACTER DEVELOPED IN THE 70'S.



> VIVIENNE WESTWOOD ANGLONIAN TARTAN TROUSERS, AW16



VIVIENNE WESTWOOD DONS A TARTAN ^ BONDAGE TWO-PIECE, 1970'S



< TARTAN BONDAGE PANTS ^



> GRAMM. TRACKSUIT SET >



> SUPREME SETS >



STREETWEAR SETS...

ARGUABLY THE MOST ICONIC STREETWEAR ENSEMBLE OF ALL TIME IS THE MATCHING TRACKSUIT. WORN BY RAPPERS, SKATEBOARDERS AND MUSICIANS THE SHELL SUIT REALLY TOOK OFF IN THE 80'S AND 90'S. FAST FORWARD TO THE PRESENT DAY AND A PLETHORA OF STREETWEAR BRANDS ARE PRODUCING TOP AND BOTTOM SETS.

SUPREME TEND TO MANUFACTURE SEVERAL 'SETS' A SEASON, IN ITEMS RANGING FROM PRINTED DENIM TRUCKER JACKETS PAIRED WITH IDENTICALLY PRINTED JEANS TO HEAD-TO-TOE SHELLSUITS WITH HAT, GLOVES, SHOES AND BAG TO MATCH. SS 17'S MOST DESIRABLE ENSEMBLE WAS THE 'PATCHWORK SET'.

MANCHESTER BASED LOCALS 'GRAMM.' HAVE ALSO RECENTLY FOUND SUCCESS LAUNCHING A NUMBER OF TRACKSUITS THROUGH 2017.

VIV. BRITISH PATCHWORK 6 PANEL CAP FASHION PIECE



SELLING PRICE:
£60 (BASED ON COMPETITOR INFORMATION SECTION)

COST PRICE:
£12.06 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:
ONE SIZE, ADJUSTABLE LEATHER STRAP

QUANTITY:
216 PIECES

MATERIALS & COMPONENTS:

PEAK: TARTAN, WOOL, PLASTIC INSERT.
PANEL 1: GREY HERRINGBONE, WOOL.
PANEL 2: PRINCE OF WALES CHECK, WOOL.
PANEL 3: PRINCE OF WALES CHECK, WOOL.
PANEL 4: HOUNDSTOOTH, WOOL.
PANEL 5: HOUNDSTOOTH, WOOL.
PANEL 6: HARRIS TWEED, WOOL.
STRAP: BROWN LEATHER

FEATURES:

- 'A STREETWEAR STAPLE, THE 6 PANEL FEATURING AN ARRAY OF THE FINEST BRITISH MATERIALS'
- CONSTRUCTED FROM 6 DIFFERENT QUINTESSENTIALLY BRITISH MATERIALS.
- ADJUSTABLE FOR ANY HEAD SIZE.
- EMBROIDERED 'VIV.' LOGO.
- PREMIUM LEATHER STRAP.

6 PANEL CAP DEVELOPMENT



^ SUPRME 6 PANEL COLLECTION

v WIZ IN SUPREME 6 PANEL



^ YOUNG LEAN IN POLO SPORTS CAP

CAPS IN STREETWEAR...

THE BASEBALL CAP WAS ORIGINALLY CONCEIVED IN 1860, AND THE MODERN VERSION WE SEE TODAY FIRST HIT THE MARKET IN THE 1940'S.

HATS OF ALL SHAPES AND SIZES HAVE APPEARED IN STREETWEAR COLLECTIONS FOR THE ENTIRE LIFESPAN OF THE FASHION GENRE, HOWEVER, IT WAS THE BASEBALL CAP THAT REALLY STUCK. STREETWEAR ADOPTED THE SILHOUETTE AND NOW BRANDS SUCH A BIANCA CHANDON, NOAH AND SUPREME RELEASE A RANGE OF 6 PANEL CAPS FOR EACH SEASON.

BALENCIAGA PRODUCED A WHOLE RANGE OF 'DAD CAPS' FOR THEIR AW17 COLLECTION, INCLUDING A PARODY OF BERNIE SAUNDERS' PRESIDENTIAL CAMPAIGN LOGO.

BRITISH HERITAGE...

THE VIV. AW17 COLLECTION IS IN ITSELF, QUINTESSENTIALLY BRITISH AND TAKES A LARGE PORTION OF ITS INSPIRATION FROM THE UK'S HISTORY & SUBCULTURES, SO IT MADE SENSE TO INCLUDE A HERITAGE PIECE.

A WIDE RANGE OF BRITISH FABRICS WERE CONSIDERED AND FIVE OF THE MOST ICONIC WERE CHOSEN.

ROYAL STEWART TARTAN:



PRINCE OF WALES CHECK:



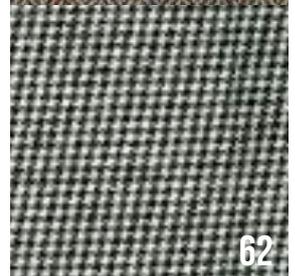
HERRINGBONE:



HARRIS TWEED:



HOUNDSTOOTH:



VIV. 'ANARCHY IN THE UK' HOODIE CORE PIECE



SELLING PRICE:

£100 (BASED ON COMPETITOR INFORMATION SECTION)

COST PRICE:

£12.19 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:

S, M, L, XL

QUANTITY:

288 PIECES

DISTRIBUTION OF SIZES:

SIZE	QUANTITY
S	48
M	96
L	96
XL	48

MATERIALS & COMPONENTS:

MAIN: 350GSM REVERSE WEAVE, 82% COTTON, 18% POLYESTER.

DRAWSTRINGS: 100% COTTON

FEATURES:

- 'A STAPLE STREETWEAR SILHOUETTE GETS AN ANARCHIC MAKE OVER'
- GRAPHICS SCREEN PRINTED USING ULTRA OPAQUE WATER BASED INK TO REDUCE ENVIRONMENTAL IMPACT WHILST ENSURING COMPLETE COVERAGE ON A DARK GARMENT.
- REVERSE WEAVE MATERIAL REDUCES VERTICAL SHRINKAGE AND COUPLES WITH SIDE PANELS TO REDUCE HORIZONTAL SHRINKAGE, THEREFORE PROLONGING THE LIFE OF THE SWEATER.
- BOXY FIT
- ELASTICATED CUFFS & WAISTBAND.
- KANGAROO POCKET.
- MACHINE WASHABLE, 40°C.

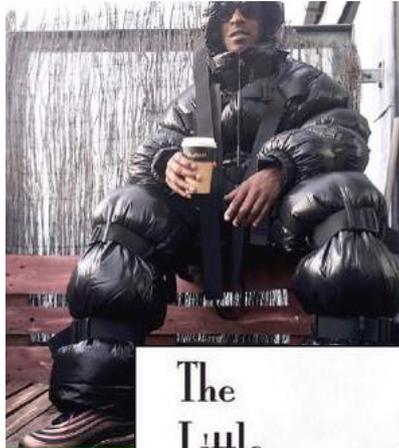
HOODIE DEVELOPMENT

HOODIES IN STREETWEAR...

ORIGINALLY DEVELOPED BY CHAMPION IN 30'S, IT WASN'T UNTIL THE MID 70'S THAT THE HOODIE REALLY STARTED TO HAVE AN IMPACT ON FASHION. IT WAS ADOPTED BY FOLLOWERS OF THE INITIAL HIP-HOP MOVEMENT AND ALSO QUICKLY BECAME A THIEF'S FAVOURITE CHOICE OF GARMENT. MANY SUBCULTURES HAVE DONNED A HOODIE SINCE IT'S CREATION, NOW, IN 2017, IT'S A FASHION STAPLE.

THE SUPREME 'BOX LOGO' HOODIE IS ONE OF THE MOST WIDELY ANTICIPATED PRODUCT RELEASES IN THE CALENDAR, LET ALONE WITHIN THE FASHION INDUSTRY.

VIV. SEEKS TO PAY HOMAGE TO THE EARLY ADOPTERS OF THE HOODIE WHILST PROVIDING A VERSATILE GARMENT TO THE MASSES.



^ 'ROADMAN' SKEPTA IN MONCLER ONE PIECE

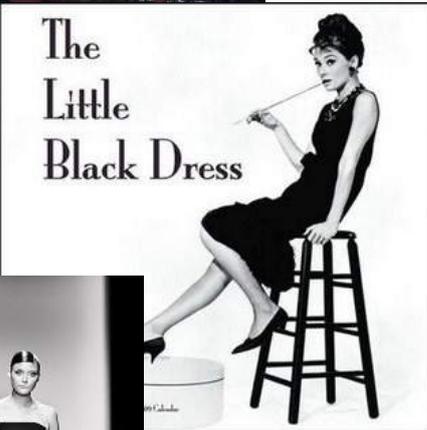


MONOCHROME...

THE BLACK AND WHITE COLOUR PALETTE HAS ALWAYS HAD ITS PLACE IN FASHION. ARGUABLY STARTED BY COCO CHANEL'S ORIGINAL 'LITTLE BLACK DRESS' IN 1926, A PLETHORA OF DESIGNERS SUCH AS RICK OWENS AND YOHJI YAMAMOTO ONLY OVER PRODUCE COLLECTIONS IN MONOCHROME TONES.

THROUGH 2015, 2016 AND INTO 2017 THE 'ROADMAN' LOOK HAS BEEN EXTREMELY PREVALENT WITHIN STREET STYLE. WEARERS GENERALLY DON AN ALL BLACK TRACKSUIT AND BLACK ACCESSORIES; CAP, GLOVES, SHOES ETC. ALTHOUGH VIV. COULD NOT DIRECTLY TRANSLATE THIS, INFLUENCE CAN BEEN SEEN IN THE CORE PIECES OF THE COLLECTION.

THE OTHER ADVANTAGE OF BLACK AND WHITE IS THAT IT GOES WITH THE VAST MAJORITY OF COLOURS. THIS IS ESSENTIAL FOR OUR TARGET MARKET, OF WHICH SOME ARE ON A BUDGET' AS IT MEANS THEY CAN GET AS MUCH WEAR AS POSSIBLE OUT OF THE PIECE, THEREBY INCREASING ITS COST EFFICIENCY.



^ DIOR MONOCHROME



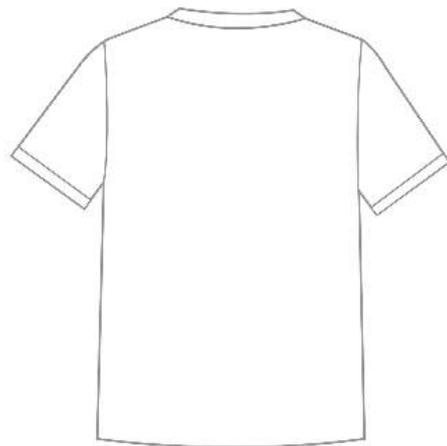
ARM GRAPHICS...

VETEMENTS, HBA AND OFF-WHITE HAVE ALL CONTRIBUTED SIGNIFICANTLY TO THE RISE IN POPULARITY OF 'ARM GRAPHICS'.

VIV. SEEKS TO ADD A PUNK TWIST TO A SOUGHT-AFTER STYLING FLOURISH BY INCORPORATING A REPEATING PATTERN OF THE ANARCHY 'A'.



VIV. 'GOD SAVE QUEEN VIV' T-SHIRT CORE PIECE



SELLING PRICE:

£50

COST PRICE:

£12.06 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:

S, M, L, XL

QUANTITY:

288 PIECES

DISTRIBUTION OF SIZES:

SIZE	QUANTITY
S	48
M	96
L	96
XL	48

MATERIALS & COMPONENTS:

MAIN: 200GSM HEAVYWEIGHT COTTON

FEATURES:

- 'A RE-WORK OF THE ALBUM ARTWORK FOR THE GENERATION DEFINING SINGLE "GOD SAVE THE QUEEN" BY THE SEX PISTOLS'
- GRAPHICS SCREEN PRINTED USING WATER BASED INK TO REDUCE ENVIRONMENTAL IMPACT.
- COMES IN TWO DIFFERENT COLOURWAYS; WHITE AND BLACK.
- MACHINE WASHABLE, 40°C.
- UNISEX

VIV. 'CONFORMITY' T-SHIRT CORE PIECE



SELLING PRICE:

£50

COST PRICE:

£12.06 (BASED ON COSTING FORECAST SECTION)

SIZE RANGE:

S, M, L, XL

QUANTITY:

288 PIECES

DISTRIBUTION OF SIZES:

SIZE	QUANTITY
S	48
M	96
L	96
XL	48

MATERIALS & COMPONENTS:

MAIN: 200GSM HEAVYWEIGHT COTTON

FEATURES:

- 'A PROMINENT VIVIENNE WESTWOOD QUOTE WITH LARGE LOGO BACK PRINT'
- GRAPHICS SCREEN PRINTED USING WATER BASED INK TO REDUCE ENVIRONMENTAL IMPACT.
- COMES IN TWO DIFFERENT COLOURWAYS; WHITE AND BLACK.
- MACHINE WASHABLE, 40°C.
- UNISEX

T-SHIRT DEVELOPMENT

PARODY IN STREETWEAR...

SINCE THE CONCEPTION OF 'MODERN STREETWEAR' IN THE 90'S, STREETWEAR BRANDS HAVE BEEN EXPLOITING LOGOS FROM OTHER LARGER BRANDS, ADAPTING AND ALTERING THEIR DESIGNS TO INSPIRE THEIR TARGET MARKET. KNOWN IS THE STREETWEAR COMMUNITY AS 'BOOTLEGS', THEY TEND TO INCORPORATE A SATIRICAL PLAY ON AN ESTABLISHED LABEL'S BRANDING.

STUSSY AND SUPREME WERE SOME OF THE ORIGINAL PIONEERS TO EXPLOIT THIS TECHNIQUE. SUPREME'S WORLD FAMOUS 'BOX LOGO' IS AN ALMOST DIRECT COPY OF BARBRA KRUGER'S ARTWORK, NOW, IT'S ONE OF THE MOST RECOGNISED FASHION LABELS ON THE PLANET.

VIV. LOOKED BACK TO THEIR ROOTS AND DECIDED TO UTILISE THE ORIGINAL PUNK BAND, THE SEX PISTOLS, IN THEIR DESIGN AND ADAPTED THE 'GOD SAVE THE QUEEN' SINGLE COVER.



< BARBRA KRUGER VS. SUPREME



COMME des GARÇONS

^ COMME DES GARÇONS GET THE PARODY TREATMENT



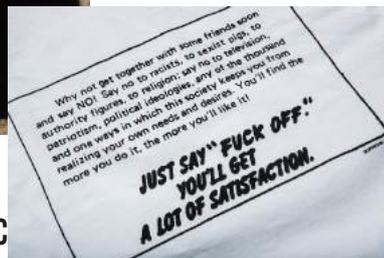
^ SUPREME GUCCI BOOTLEG



^ RORY-JOHN 'MOVIE QUOTE SERIES' >



BACK GRAPHIC



< SUPREME 'SAY NO' QUOTE TEE



VLONG BACK PRINT >

STREETWEAR WOULDN'T BE STREETWEAR WITHOUT THE BOLD BRANDING AND GRAPHICS WE SEE STREWN ACROSS THE MAJORITY OF RELEASES, A KEY FEATURE OF WHICH IS THE 'BACK PRINT'. FROM 'PALACE' TO 'FUCKING AWESOME', IT'S ALMOST IMPOSSIBLE TO FIND A URBAN APPAREL RETAILER WHO DOESN'T UTILISE THE REVERSE SIDE OF A GARMENT.

THE 'CONFORMITY' T-SHIRT IS PRINTED WITH A LARGE 'V' LOGO ENSURING IT FITS WITH THE REST OF THE MARKET PLACE AND COMMUNICATES THE BRAND IN UNISON.



PALACE TRI-FERG BACK PRINT



FUCKING AWESOME BACK GRAPHICS >

QUOTES...

INSPIRATIONAL AND RECOGNISABLE QUOTES ARE A REGULAR FEATURE IN THE FASHION MARKET PLACE. IN THE 70'S, DURING THE INCEPTION OF PUNK, IT WAS ALMOST THE SUBCULTURAL FOLLOWER'S DUTY TO EMBLAZON A CONTROVERSIAL QUOTE ACROSS THE BACK OF THEIR LEATHER JACKETS.

STEP FORWARD TO THE STREETWEAR ERA AND THE USE OF QUOTES IS JUST AS COMMONPLACE. RORY-JOHN RELEASES A SERIES OF T-SHIRTS CONTAINING QUOTES FROM CULT MOVIES SUCH AS SCARFACE AND AMERICAN PSYCHO. MANY EXAMPLES SUPREME ARE ALSO FAVOURITES OF THE QUOTE TEE, PERHAPS THE MOST FAMOUS BEING THE 'SAY NO' T-SHIRT, RELEASED IN 2016.

VIV. ADDED AN ORIGINAL VIVIENNE WESTWOOD QUOTE TO HELP MAINTAIN A CONNECTION TO THEIR PARENT BRAND AND THEIR PLACE IN PUNK WHILST COMMUNICATING A POLITICALLY CHARGED STATEMENT.





RAW MATERIALS



US AT 'VIV.' ARE ABOUT QUALITY NOT QUANTITY, WE'RE CREATING THIS DIFFUSION RANGE TO BE EFFICIENT AND SELF-SUSTAINING. OUR AIM IS TO CONTINUE TO CREATE CLOTHES THAT FORWARD OUR POLITICAL BELIEFS. THE AIM FOR THE NEW COLLECTION IS FULL DISCLOSURE, CLEAR TRANSPARENT SOURCING. WE DO NOT PLAN FOR EXPANSION, IN FACT QUITE TO OPPOSITE, WE'RE WANTING TO IMPROVE WHAT THE COMPANY ALREADY DOES. WE'RE AN ETHICALLY TRADING CLOTHING BRAND, BUT BY NO MEANS ARE WE DEFENDING THE FASHION INDUSTRY, WE'RE CREATING A COLLECTION THAT TAKES VIV. BACK TO HER ROUTES. THIS COLLECTION IS ABOUT REBELLION AND THE UPRISING OF A NEW TIME FOR FASHION. WE ARE ATTACKING THESE SOCIAL AND ENVIRONMENTAL ISSUES HEAD ON, IN FACT OUR AIM IS TO ENHANCE THESE SUSTAINABLE BELIEFS THAT ARE ALREADY AT THE HEART OF OUR CULTURE AND PROCESS.

OUR ACTION PLAN IS TO CREATE HOME GROWN STREETWEAR, IN COLLABORATION WITH VIV. TRADITIONAL PUNK CULTURE. THIS ECLECTIC RANGE IS MORE THAN JUST ORGANIC COTTONS, FOR US THE RESPONSIBILITY GOES FURTHER THAN THIS. THROW-ON NOT THROW-AWAY IS THE QUOTE FOR THIS COLLECTION, BASIC GARMENTS THAT LAST. WE'VE PURPOSELY PRICED THESE GARMENTS LOWER THAN USUAL, WE'RE CONNECTING WITH THE STREETS NOT OUR PREMIUM COMPETITION. FROM PRIMARY RESEARCH 60% OF PEOPLE ARE STRONGLY INTERESTED IN SUSTAINABLE FASHION, 'THE

FINDINGS SHOWED THAT ONLY STORE RELATED ATTRIBUTES OF ECO FASHION POSITIVELY INFLUENCE CONSUMERS' ECO FASHION CONSUMPTION DECISION, YET, SUCH RELATIONSHIP CAN BE WEAKENED BY THE PRICE PREMIUM LEVEL OF ECO FASHION' (CHRISTINA W.Y. WONG, 2012) WE'RE AWARE OUR TARGET MARKET FOR THIS COLLECTION IS GENERATION Z, AND THEY'RE UNABLE TO AFFORD PREMIUM PRICES, WE'RE ALSO AWARE THAT THIS GENERATION HAVE A LOT TO SAY AND WOULD APPRECIATE AN AFFORDABLE, TREND FOCUSED, ETHICAL COLLECTION. SO, WE PLAN TO CURATE AN AFFORDABLE COLLECTION FOR THE NICHE MARKET THAT ARE AWARE OF THE ZEITGEIST AROUND THIS ERA, AND HOW THE FASHION WE CREATE NOW IS THE FUTURE, WE WANT TO MAKE A DIFFERENCE FOR THE NEXT GENERATIONS. ETHICAL COLLECTION. SO, WE PLAN TO CURATE AN AFFORDABLE COLLECTION FOR THE NICHE MARKET THAT ARE AWARE OF THE ZEITGEIST AROUND THIS ERA, AND HOW THE FASHION WE CREATE NOW IS THE FUTURE, WE WANT TO MAKE A DIFFERENCE FOR THE NEXT GENERATIONS.

VIV. TARTAN REVERSIBLE MA-1 BOMBER JACKET

FOR THIS BOMBER JACKET WE'RE HIGHLIGHTING ALL THE FAMOUS ATTRIBUTES THAT VIV. OFFERS, OUR STATEMENT ROYAL STEWART TARTAN DIRECTLY FROM THE HEART OF SCOTLAND, DUE TO OUR GOOD RELATIONS WITH HARRIS TWEED. ALL OUR EXCELLENT WEAVERS PROVIDE US WITH THE MOST DURABLE AND SUSTAINABLE WOOL. THE STORY OF OUR TWEED BEGINS WITH OUR PURE VIRGIN WOOL. THIS WOOL IS BLENDED TOGETHER TO CREATE THE FINEST HAND-CRAFTED SCOTTISH TWEED, GOWN IN THE SCOTTISH MAINLAND, THEN THE WOOL IS WASHED AND DYED, OUR WOOL IS DYED PRIOR TO BEING SPUN, THIS IS BECAUSE THE BLEND OF DIFFERENT WOOL MAKES UP THE NUMEROUS SHADES YOU SEE IN THE JACKET. THE WOOL IS THEN WEIGHED AND BLENDED TO GET THE RIGHT HUE NEEDED, AFTER COMPRESSED BETWEEN MECHANICAL ROLLERS WHICH MIX THE FIBRES BEFORE BEING SEPARATED INTO YARN. TO GIVE THE YARN MAXIMUM STRENGTH FOR WEAVING IT THEN HAS A TWIST IMPARTED AS IT IS SPUN. THEN OUR YARN IS SENT TO THE WEAVERS, ALL OF HARRIS TWEED IS WOVEN ON A TREADLE LOOM AT THE WEAVERS' HOME. THE WEAVERS THEN HAND-TIE THE NEW YARNS TO THE TAIL-ENDS OF THE EARLIER WEAVE, TO THEN THREAD ONTO THE LOOM. ONCE THAT PROCESS IS COMPLETE, IT IS THEN SENT OFF FOR FINISHING IN WHAT IS CALLED A 'GREASY STATE' AND THEN PASSED THROUGH THE NIMBLE HANDS, CORRECTING THE SMALLEST

FLAWS, BEFORE BEING COPPED AND PRESSED TO A PERFECT CONDITION. THEN THE FABRIC IS DROVE DOWN TO OUR FACTORY IN LONDON. WE MANUFACTURE ALL OF OUR GARMENTS IN THE UK BUT OUTSOURCE OUR FABRICS, WE ARE CONNECTED WITH COUNTRIES WITH SOME OF THE LARGEST MATERIAL FOOTPRINTS.

WE CHOSE HARRIS TWEED AUTHORITY DUE TO ITS HERITAGE AND HISTORY, THEY PROVIDE CLEAR MANUFACTURING PROCESS AND TRULY TRADITIONAL METHODS, THIS WAS IMPORTANT TO US BECAUSE WE WANT TO BE ABLE TO MAKE IT CLEAR HOW AND WHERE YOUR CLOTHES ARE BEING MADE, FROM FABRIC TO THREAD. "LOW-IMPACT PRODUCTION AND RELIANCE ON NATURAL MATERIALS THROUGHOUT, HARRIS TWEED IS A TRULY ECOLOGICALLY SOUND TEXTILE" (HARRIS TWEED AUTHORITY, 2017).

BUTTONS AND ZIPS

THIS JACKET ALSO HAS DETAILING WHICH ADDS TO THE COSTING OF THE JACKET, THE BUTTONS AND ZIPS ARE ALSO SOURCED FROM ITALY, WE GET INTENSE DETAILING INTO EACH AND EVERY JACKET. THIS DETAILING IS OF THE VIV. LOGO, WE TAKE PRIDE INTO EACH INDIVIDUAL DETAIL, THE HAND CRAFTSMANSHIP OF EACH JACKET IS WHAT MAKES THEM SO UNIQUE.



The Cloth

"Woven with love and care"



CUFFS, COLLAR & WRISTBAND

- 92% NYLON, 8% ELASTANE.

THE LINING OF THIS JACKET MADE UP OF STRUCTURAL RECYCLED NYLON, THIS NYLON IS MADE FROM 100% NYLON FIBRE. THE COMPANY WE GET THIS NYLON FROM IS CALLED VIVIFY TEXTILES, THE FACTORY IS BASED IN BERGAMO ITALY, AND THEN TRANSFERRED ACROSS TO THE UK BY SHIPMENT TO GET THE LOGO PRINTED, WE TRANSPORT OUR FABRICS BY BOAT AS THIS IS THE MOST COST EFFECTIVE. WE CHOSE RECYCLED NYLON BECAUSE WE'RE TRYING TO MAKE PEOPLE AWARE THAT EVERY FABRIC THAT GOES INTO THIS COLLECTION HAS BEEN ETHICALLY SOURCED AND MANUFACTURED, THEIR WEBSITE PROVIDES ALL SOURCING INFORMATION AND ALSO THE WORKING CONDITIONS OF THE FACTORIES. WE ALSO WORK WITH VIVIFY TEXTILES FOR OUR INSULATION, WE USE RECYCLED POLYESTER FIBRE.

- PRODUCT NAME: ECONYL
RECYCLED NYLON WHITE
- WIDTH (CM/INCH): 56.5
- WEIGHT (GSM): 182
- COUNTRY OF ORIGIN: TAIWAN
- MOQ (METER): 100M/ROLL

THIS BOMBER JACKET IS OUR MOST EXPENSIVE PIECE DUE TO ITS DIFFERENT ATTRIBUTES, FOR EXAMPLE THE REVERSIBILITY AND THE DETAILING THAT GOES INTO EVERY ASPECT. THE WOOL IS THE MOST EXPENSIVE AT £42 PER 1 METRE, THE NYLON IS SLIGHTLY LESS EXPENSIVE AT £14.25 PER METRE AND THE RECYCLED POLYESTER IS £11.36 PER 1 METRE, ROUGHLY WE NEED AROUND 2.5 METRES PER BOMBER JACKET. THE TOTAL FABRIC COST OF THIS JACKET IS £169.90. AFTER BEING MANUFACTURED AND TAILORED IN OUR FACTORIES IN THE UK THIS JACKET IS PRICED AT £250.





FLIGHT PANTS



THESE FLIGHT PANTS ARE DESIGNED TO WEAR AS A SET WITH OUR BOMBER JACKET OR BY THEMSELVES. THE MARKET SITUATION AT THE MOMENT FOR FLIGHT PANTS HAS COMPETITION FROM THE LEADING STREETWEAR BRANDS SUCH AS SUPREME, CARHARTT, STONE ISLAND. THEY'RE CURRENTLY VERY POPULAR WITHIN THE STREETWEAR CULTURE, NUMEROUS BRANDS ARE PRODUCING THEM IN MULTIPLE COLOUR WAYS AND DIFFERENT FABRICS. FOR EXAMPLE, CORDUROY, GORE TEX, CAMO. WE CHOSE TARTAN DUE TO THE HERITAGE OF OUR BRAND. THE TARTAN USED FOR THESE FLIGHT PANTS IS THE EXACT SAME AS THE TARTAN FOR OUR BOMBER JACKET, WE NEED AROUND 3 1/2 YARDS PER TROUSER, THAT'S COSTING ABOUT £147.

THE ADDED FABRIC TO THESE PANTS IS THE POCKETS, THESE POCKETS ARE CRAFTED TOGETHER USING ORGANIC BLACK COTTON AGAIN FROM VIVIFY TEXTILES. THE POCKET TRIMS ARE A HEAVYWEIGHT; 350GSM ORGANIC COTTON TWILL BLACK. THE BENEFITS OF USING ORGANIC COTTON ARE THAT ORGANIC PRODUCTS ARE GROWN USING METHODS AND MATERIALS THAT HAVE LOW IMPACT ON THE ENVIRONMENT, AS WE KNOW US AT VIV. HAVE VERY STRONG BELIEFS ON THIS AS SHE IS AN ENVIRONMENTAL ACTIVIST. THIS PARTICULAR COTTON IS ALSO COTTON PROOF, AND IS FINISHED WITH A VIV. BUTTON ON THE LARGE POCKET. WE WILL NEED 1/2 METRE OF OUR RECYCLED COTTON, THIS WILL COST £6.12. THE DETAILING OF THE BUTTONS AND CUFFS IS DONE BY OUR FACTORIES IN THE UK.

- **FABRIC COMPOSITION: 100% ORGANIC COTTON**
- **WIDTH (CM/INCH): 57/58**
- **WEIGHT (GSM): 70**
- **WEIGHT/M: 0.10**
- **COUNTRY OF ORIGIN: CHINA**
- **MOQ (YARDS): 120**





6 PANEL CAP

THIS 6- PANEL IS THIS 6- PANEL IS A COMPLEX PIECE BECAUSE OF THE DIFFERENT TARTANS AND CHECKS USED FOR EACH PANEL. ON THE PEAK IS OUR SIGNATURE TARTAN, SOURCED FROM HARRIS TWEED AUTHORITY, WE USE AROUND A 1/4 OF A METRE OF FABRIC COSTING £10.50. THE NEXT PANEL IS GREY HERRINGBONE WOOL, THIS IS SOURCED FROM EDINBURGH, A COMPANY CALLED EDINBURGH FABRICS. WE LIKE TO DIFFERENTIATE THE COMPANIES THAT SUPPLY OUR WOOL, MAINLY BECAUSE WE'RE PARTICULAR ABOUT WHICH COLOURWAYS ARE SELECTED. THE GREY HARRINGTON IS A CHEAPER FABRIC THAN THE TARTAN, THIS COSTS £1 PER 10CM X 10 CM, AND WE'RE ONLY NEEDING A VERY SMALL PANEL OF FABRIC PER CAP, ALSO TO TRANSPORT THIS FABRIC TO LONDON IS CHEAPER DUE TO THE FABRICS BEING MADE IN EDINBURGH THAN IF IT WERE SOURCING OFFSHORE. THE NEXT TWO PANELS ARE PRINCE OF WALES CHECK WOOL AND HOUNDSTOOTH WOOL, AGAIN THIS IS SOURCED FROM HARRIS TWEED AUTHORITY. THE STRAP AROUND THE BACK IS PRODUCED IN YEOVIL HQ IN SOMERSET, ENGLAND BY A COMPANY CALLED PITTARDS. PITTARDS CREATE INNOVATIVE STRUCTURAL LEATHER, OF THE HIGHEST QUALITY, WE SOURCE FROM THEM DUE TO THE QUALITY OF LEATHER AND HERITAGE. PITTARDS HAVE BEEN FAMOUS FOR THEIR LEATHER SINCE THEY STARTED IN 1826, 'PITTARDS TECHNICAL EXPERTISE AND CONTINUING PROGRAM OF RESEARCH AND DEVELOPMENT HAS DRIVEN THE ENGINEERING OF A BROAD RANGE OF PERFORMANCE LEATHERS' (PITTARDS, 2016).

THE COUNTRY OF ORIGIN FOR THIS LEATHER IS ADDIS ABABA. THE CORPORATE AND SOCIAL REASONABILITY OF THE COMPANY IS OF UPMOST IMPORTANCE TO THEM 'WE DEMONSTRATE SOCIAL RESPONSIBILITY THROUGH EMPLOYMENT FOR THE DISADVANTAGED AND EXTENDED CARE FOR STAFF AND FAMILIES' (PITTARDS, 2016)
LEATHER BUNDLE - 2 X 500G £15.00



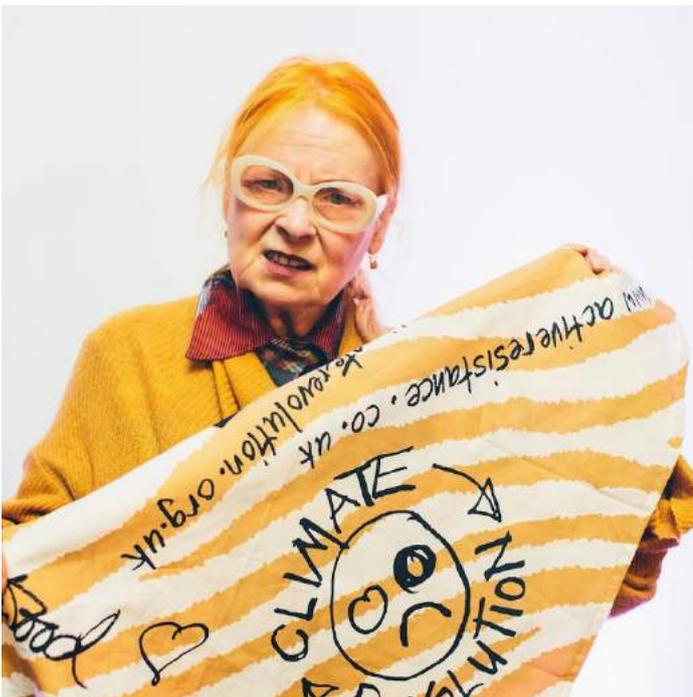
VIV. 'ANARCHY IN THE UK' HOODIE

THE CORE PIECE FROM THIS COLLECTION IS OUR ANARCHY HOODIE, THIS HOODIE IS 82% RECYCLED COTTON AND 18% POLYESTER, AND THE DRAW STRING IS ALSO 100% COTTON. THE COTTON USED FOR THESE PRODUCTS IS DIFFERENT TO OUR COTTON USED ON OUR FLIGHT PANTS FOR EXAMPLE, SIMPLY BECAUSE WE WANTED A WEIGHTED HANG TO THESE JUMPERS. THIS IS HOME GROWN COTTON FROM A COMPANY CALLED 'DISCOVERY KNITTING'. DISCOVERY KNITTING IS A HIGH-END BOUTIQUE KNITTING MILL LOCATED IN GREAT BRITAIN, THEY'RE AS EXCITED AS WE ARE AT EXPERIMENTING WITH THE DRAPES OF COTTON. WE WANTED A HEAVY WEIGHT COTTON THE ADD AN EXTRA SLING TO THE JUMPER, DISCOVERY KNITTED OFFERED US A HEAVY 350GSM ORGANIC COTTON, WHICH WAS PERFECT, IT GETS TRANSPORTED TO US BY LORRY. THE COUNTRY OF ORIGIN IS SOUTH ASIA. WE NEED ABOUT 2.5 METRES PER JUMPER, THIS FABRIC COSTS £17 PER METRE, ALL TOGETHER THE RECYCLED COTTON COST £42.50 AND THE RECYCLED POLYESTER COSTS £15 PER METRE.



WHY ORGANIC?

- BY BUILDING SOIL FERTILITY, ORGANIC FARMERS HELP LOCK CO2 INTO THE SOIL, HELPING MITIGATE CLIMATE CHANGE.
- BETTER QUALITY FIBRE THAN STANDARD COTTON.
- IT IS HYPOALLERGENIC. IT DOES NOT CAUSE ANY ALLERGY OR IRRITATION WHEN IT TOUCHES HUMAN SKIN.
- FAIR PRICE: THE PRICE OF ORGANIC INCLUDES INVESTMENTS MADE BY FARMERS WHO ARE PROTECTING THE ENVIRONMENT, MAINTAINING SOIL FERTILITY, PRESERVING BIODIVERSITY AND CONSERVING WATER.
- THIS MEANS ORGANIC COTTON SOMETIMES (BUT NOT ALWAYS) IS MORE EXPENSIVE BECAUSE THE COSTS AREN'T HIDDEN, AND OUR TRANSPARENCY ALLOWS FOR THE QUALITY OF EACH ITEM. (PEOPLE TREE, 2016)



GOD SAVE THE QUEEN TEE + CONFORMITY TEE

THE PRINTED TEES ARE ALSO MADE UP OF THE ORGANIC COTTON FROM 'DISCOVERY KNITTED' BUT HAVE A SLIGHTLY LIGHTER WEIGHT BUT MID WEIGHT, AT 200GSM. THIS COTTON COSTS £15 PER METRE, WE NEED ABOUT 2 METRES PER TEE. THE REASONING BEHIND THE HEAVIER GSM IS DUE TO THE FACT THAT WE'RE AFTER A RELAXED SILHOUETTE, THIS INFORMATION IS FOUND IN OUR TREND RESEARCH. DISCOVERY KNITTED ARE PLEASED TO PROVIDE THE BEST BRITISH FABRICS, 'WE ARE PROUD TO CONTINUE THE BRITISH TRADITION BY CONTRIBUTING OUR KNITTED VERSION.' (DISCOVERY KNITTED)

THIS WEIGHTED FABRIC STAYS TRUE TO OUR THROW-ON NOT THROW-AWAY QUOTE, THE HEAVIER LOOSENEED EFFECT IS IN KEEPING WITH THE TREND THAT IS ON THE HIGH-STREET AT THE MOMENT. OUR DIFFERENCE IS THE USE OF THE ORGANIC COTTON, WE THINK THIS ADDS TO THE TEXTURE AND GRAIN TO THE T-SHIRTS. THE STRUCTURE IS SIMILAR TO OUR HOODIE, JUST SLIGHTLY LIGHTER.

- GOOD BASIC INTERLOCK
- 100% ORGANIC COMBED COTTON
- 200 GSM LIGHT / MID WEIGHT
- ECRU ~ UNDYED NATURAL
- EXCELLENT FOR GARMENT DYEING





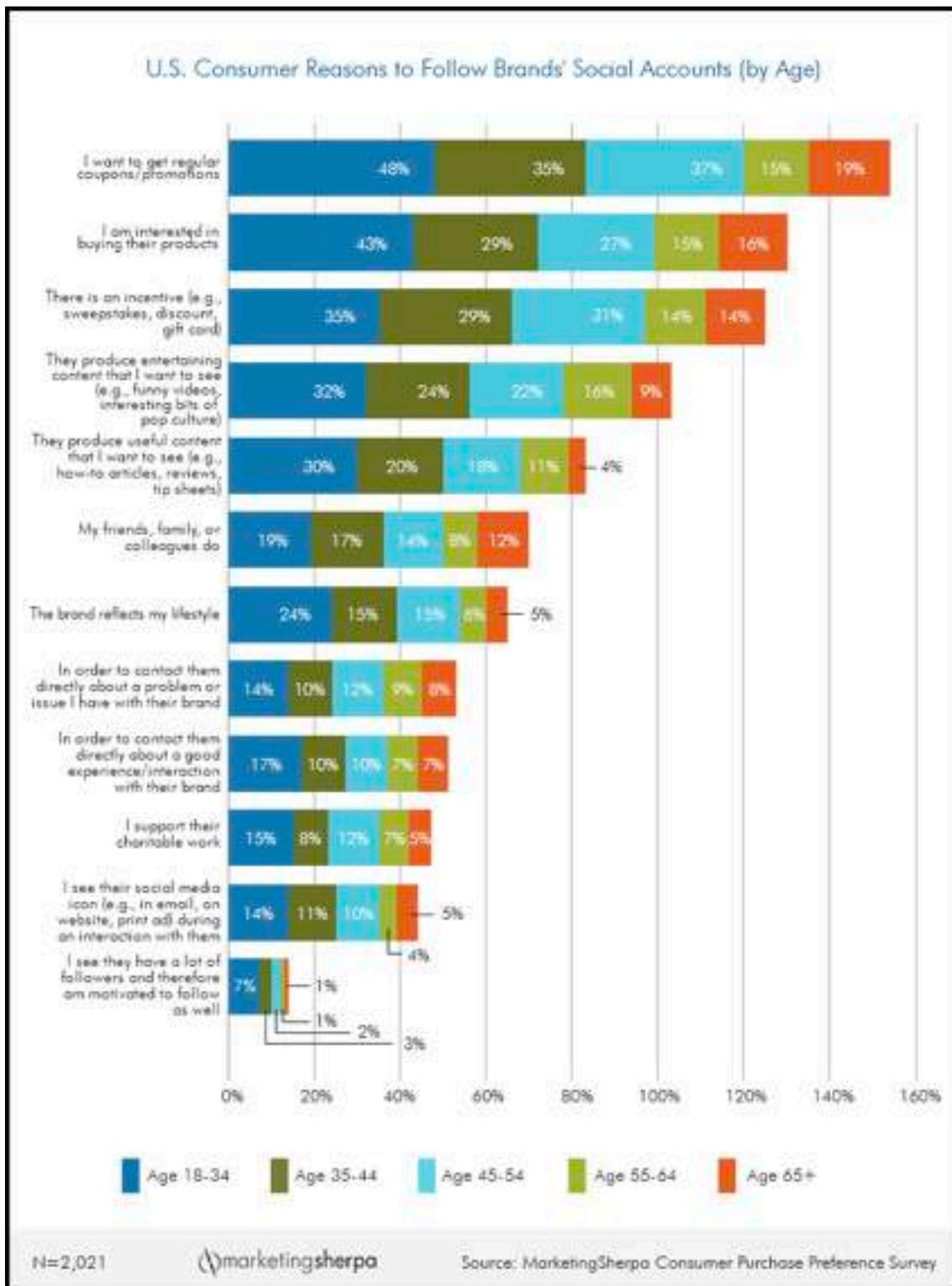
RANGE PROMOTION

THE CHOSEN PROMOTIONAL TOOLS, JUSTIFICATION OF THESE AND ALLOCATED BUDGET EXPENDITURE WILL BE DISCUSSED. 'VIV' TARGETS ONLINE AND IN-STORE MILLENNIALS; PARTICIPATING IN GENERATING HYPE THROUGH SOCIAL MEDIA VIA A COUNTDOWN PRE-LAUNCH, UNANNOUNCED POP-UP SHOPS AND LIMITED STOCKIST DROPS ON THE 15TH OF SEPTEMBER 2018; AS WELL AS FEATURES WITHIN NICHE PUBLICATIONS THROUGHOUT THE PROCESS.

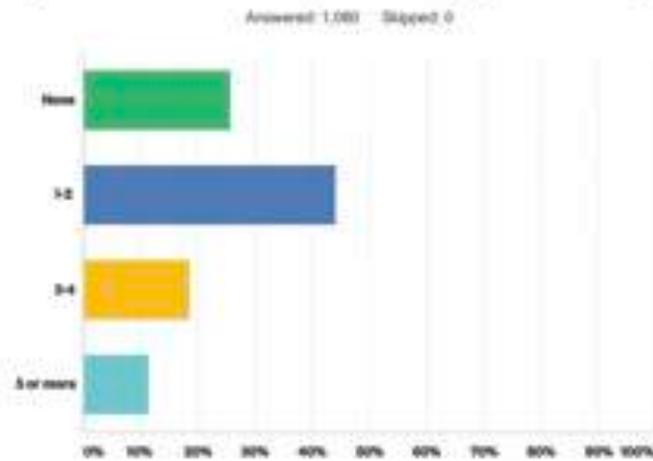
SWOT

STRENGTHS:	WEAKNESSES:	OPPORTUNITIES:	THREATS:
VIV SUPPORTS VIVIENNE WESTWOOD'S IDEOLOGIES, MORALS AND VALUES AND EXPRESSES THOSE TO AN AUDIENCE THAT MAY NOT HAVE BEEN REACHED BEFORE.	THE KNOWLEDGE OF 'VIVIENNE WESTWOOD' DESIGNER BRAND WOULD OVERPOWER VIV'S DIFFERENCES I.E VIVIENNE WESTWOOD AS A BRAND IS KNOWN AS EXPENSIVE WHICH COULD PREVENT MILLENNIALS FROM EXPLORING INTO VIV.	TO INFLUENCE AND EDUCATE MILLENNIALS ON IMPORTANT ENVIRONMENTAL AND POLITICAL ISSUES.	VIVIENNE WESTWOOD IS SEEN AS RELEVANT TO PUNK CULTURE AND MAY NOT BE ACCEPTED INTO STREETWEAR CULTURE.
RE-CONNECTS 'VIVIENNE WESTWOOD' THE PERSON, AS A BRAND INTO BRITISH YOUTH AND STREETWEAR CULTURE.	THE BRAND IS SEEN PREDOMINANTLY AS A WOMENSWEAR BRAND.	TO GROW THE BRAND IN A DIFFERENT DIRECTION AND KEEP ON EXPANDING AS A RELEVANT, SUCCESSFUL AND RECOGNIZABLE STREETWEAR LABEL.	THE REALITY OF MAINTAINING VIV AS AN ENTIRELY SUSTAINABLE LABEL MAY PROVE TOO EXPENSIVE AND EXTREMELY DIFFICULT.
VIVIENNE WESTWOOD IS AN ICONIC PERSON AND BRAND THAT POSITIVELY INSPIRES MANY PEOPLE THEREFORE THE TRANSITION WILL BE SMOOTH.	ESTABLISHED AS RELEVANT WITHIN THE PUNK ERA.	TO CHANGE THE CONSCIOUSNESS OF STREETWEAR LABELS IN SUSTAINABILITY AND MAKE IT A PIVOTAL AND NECESSARY ATTRIBUTE TO ANY STREETWEAR RANGE.	MILLENNIALS MAY NOT THINK TO RESEARCH VIVIENNE WESTWOOD OVER EXPERIENCE, KNOWLEDGE AND PRESUMPTIONS; THEREFORE, NOT BUY INTO THE NEW BRAND VIV.
THE LINE IS AS SIMPLISTIC AND AUTHENTIC AS ITS COMPETITORS, THE FAMILIARITY OF THE PRODUCTS WILL SIT WELL WITH THE TARGETED CONSUMER, HOWEVER DIFFERENTIATE ITSELF MASSIVELY BY THE MATERIALS USED, SUSTAINABILITY AND STORY BEHIND THE BRAND.	THE UMBRELLA VIVIENNE WESTWOOD BRAND ISN'T AS SUCCESSFUL AS IT ONCE WAS.	TO BE THE DOMINATING STREETWEAR LABEL FROM THE UK.	EXISTING LOYAL CUSTOMERS MAY BE CONFUSED WITH VIV AND LOSE CONFIDENCE IN THE UMBRELLA BRAND ITSELF THEREFORE LOSING LOYAL CONSUMERS.
			OUR TARGET MARKET MAY NOT LIKE THE ACTUAL PRODUCTS.

IN TARGETING 18-24 YEAR OLDS, THE MOST APPROPRIATE FORM OF PROMOTION IS SOCIAL MEDIA, AS 95% OF MILLENNIALS CONSIDER SOCIAL MEDIA AS A RELEVANT DATABASE THAT COMMUNICATES TRENDS, NEWS AND SOCIAL KNOWLEDGE (MONTAGNE, 2015). STORE EVENTS, BECAUSE MILLENNIALS FEEL MORE LOYAL TO A BRAND THAT PROVIDES INTERESTING EXPERIENCES (TIER LOGIC, 2016). LASTLY, PRINT MAGAZINES DUE TO THEIR MILLENNIAL NOSTALGIC APPEAL (COSSLETT, 2017). AS A RESULT OF SELECTING SOCIAL MEDIA, STORE EVENTS AND MAGAZINES AS OUR PROMOTIONAL TOOLS, VIV HOPES TO CORRECTLY COMMUNICATE WITH OUR TARGET MARKET, ENGAGE THEM WITHIN OUR PROPOSED CULTURE AND ENCOURAGE A SENSE OF LOYALTY TOWARDS THE BRAND



In the past month how many PRINT magazines have you read?

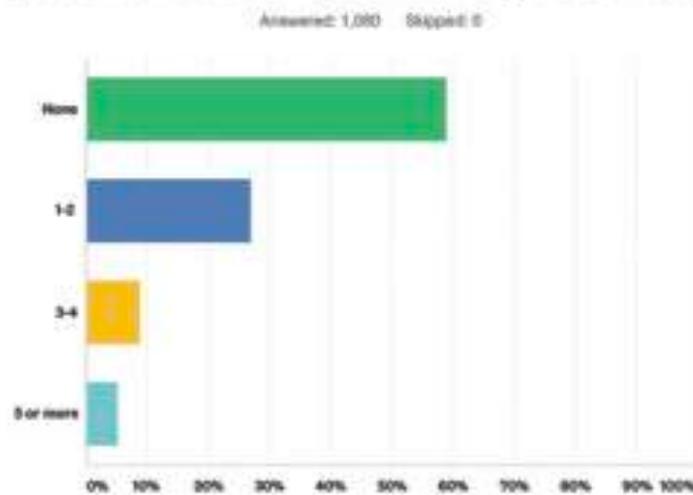


ANSWER CHOICES	RESPONSES	
None	25.67%	279
1-2	44.07%	475
3-4	18.52%	200
5 or more	11.57%	125
TOTAL		1,080

FIGURE .2 (PILCHER, 2017)

25.8% of respondents had NOT read a print magazine this past month. Nearly 44% have read 1 or 2. 30% have read 3 or more print magazines.

In the past month how many DIGITAL magazines have you read?



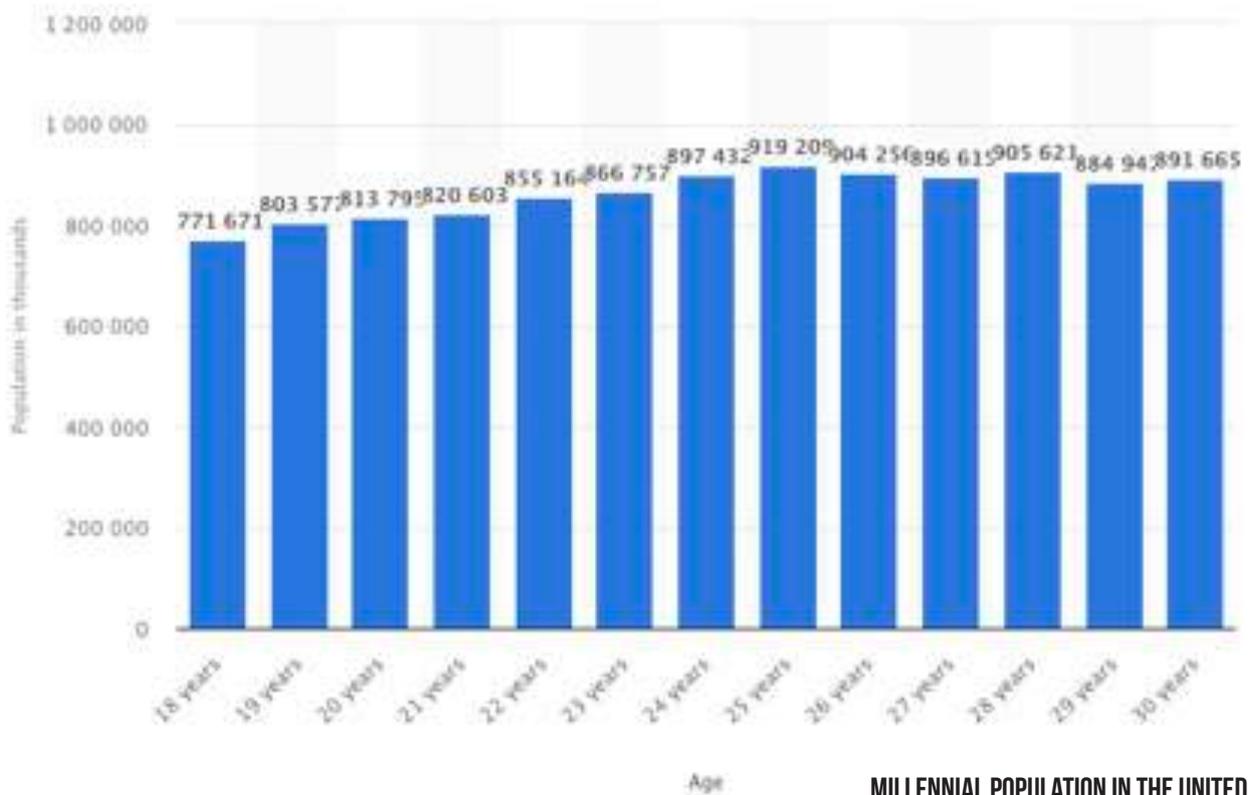
ANSWER CHOICES	RESPONSES	
None	59.07%	638
1-2	26.94%	291
3-4	8.80%	95
5 or more	5.19%	56
TOTAL		1,080

59% of respondents had NOT read a digital magazine this past month. 27% have read 1 or 2. Only 14% have read 3 or more digital magazines.

ANALYSING SUPREME AND NOAH'S PROMOTIONAL ACTIVITY VIA SOCIAL MEDIA, POP-UP EVENTS AND PUBLICATION ADVERTISEMENT, EDITORIALS AND ARTICLE FEATURES, SUGGESTS THAT VIV SHOULD ALIGN ITS OWN MARKETING STRATEGIES WITH THESE TOOLS. 30 WORDS

ENCOURAGING THE AWARENESS OF POLITICAL, SOCIAL, ECONOMIC, ENVIRONMENTAL AND TECHNOLOGICAL ISSUES; THESE FACTORS WILL INEVITABLY AFFECT THE BRAND WITHIN THE EXISTING MARKET OF 11,231,312 MILLENNIALS IN 2016 IN THE UK (STATISTA, 2016); WHICH HAS BEEN COVERED IN MARKET SITUATIONS (SEE SECTION 1). GLOBAL HUMANITARIAN ISSUES INCLUSIVE OF LIBYAN SLAVERY, SPECULATION ON THE DETAILS OF GRENFALL TOWER AND THE RECOGNITION OF ISRAELI JERUSALEM BY PRESIDENT TRUMP, MAY COME TO IMPACT THE BRANDS SOCIAL MEDIA POSTS, RANGE DESIGN AND CONSUMER. BREXIT'S POLITICAL UNCERTAINTY, COULD AFFECT VIV'S SHIPMENT AND AVIATION TRADE (GERRARD,2017);

DAMAGING RELATIONS WHERE THE BRAND SOURCES MATERIALS. 18-24 YEAR OLDS MAY NOT HAVE ACCESS TO ANY DISPOSABLE INCOME, AS LONDON ANTICIPATES A LOSS OF 10,500 JOBS BY BREXIT (BURTON,2017), DECREASING VIV'S FORECASTED PROFIT. ENVIRONMENTALLY, ENGLAND'S SEASONS ARE BECOMING MORE DIFFICULT TO DISTINGUISH BETWEEN, WITH EXTREME WEATHER REPORTS (LUXURY TRAVEL DIARY, 2017); THE SHIFT FROM SEASONAL TO SEASON-LESS COLLECTIONS IS LIKELY TO BECOME A NECESSARY ADDITION TO VIV'S RANGE (SOWRY, 2017). FURTHERMORE, TECHNOLOGY ENABLES MILLENNIALS TO TRAVEL FREQUENTLY, PROMPTING VIV TO ADOPT A SEASON-LESS STYLE IN ORDER TO KEEP UP WITH TRIUMPHS LIKE 3 HOUR FLIGHTS FROM LONDON TO NEW YORK (BAIRD, 2017). BRITISH CULTURE, LIKE THE ROYAL FAMILY, CAN EVOKE A SENSE OF PATRIOTISM AND INCLUSIVITY; THE ENGAGEMENT OF MEGHAN MARKLE (ABERSTEEN, 2017) TRANSLATES TO PRIDE OF MULTI-CULTURAL BRITAIN, AFFECTING THE OUTLOOK ON HOME GROWN BRANDS LIKE VIV.



MILLENNIAL POPULATION IN THE UNITED KINGDOM IN 2016 BY AGE

OVERALL SMART OBJECTIVE:	
S	I WANT VIV AS A LABEL TO RE-INTRODUCE VIVIENNE WESTWOOD INTO MILLENNIALS LIVES.
M	THE LABEL WILL GENERATE SOCIAL MEDIA HYPE ACROSS FIVE WEEKS (15 TH AUGUST – 22 ND SEPTEMBER) AND SELL OUT WITHIN TWO WEEKS (15 TH SEPTEMBER – 22 ND SEPTEMBER @ POP-UP & 15 TH SEPTEMBER - 29 TH SEPTEMBER @ DROPS).
A	I WILL ACCOMPLISH THIS BY USING A COUNTDOWN ON INSTAGRAM AND GIVING SNEAK PEEKS ON SNAPCHAT EVERY WEEK FROM AUGUST 15 TH . DO A FEATURE IN PAUSE MAGAZINE (1 ST SEPTEMBER) AND PUT POSTERS UP AROUND KING'S ROAD, DSM, SELFRIDGES EXCHANGE AND FINNESTONE; SEND EMAILS TO DOVER STREET MARKET AND SELFRIDGES SUBSCRIBERS A WEEK BEFORE DROP.
R	BY RE-INTRODUCING VIVIENNE WESTWOOD INTO MILLENNIALS LIVES, I WILL BOOST SALES AND PROFIT FOR HER COMPANY, ESTABLISH A NEW TARGET MARKETS INTEREST FOR VIVIENNE WESTWOOD AND RE-ASSOCIATE VIVIENNE WESTWOOD'S RELEVANCE WITHIN YOUTH CULTURE OF TODAY IN THE UK & SCOTLAND'S MINDS.
T	I WILL HAVE ACHIEVED THIS WITHIN A MONTH. I WILL BOOST SALES WITHIN 2 WEEKS, RE-ASSOCIATE VIVIENNE WESTWOOD WITH CURRENT YOUTH CULTURE WITHIN 3 WEEKS AND ESTABLISH A NEW TARGET MARKETS INTEREST OVER FOUR WEEKS.

OVERALL SMART OBJECTIVE:

WE WILL RE-INTRODUCE VIVIENNE WESTWOOD THROUGH VIV BY ESTABLISHING A MILLENNIAL TARGET MARKET VIA SOCIAL MEDIA, STORE EVENTS AND MAGAZINE COVERAGE OVER 5 WEEKS. MILLENNIALS WILL FIND RELEVANCE WITHIN VIV TRANSLATING TO AN INCREASE IN SALES WITHIN TWO WEEKS OF THE POP-UP SHOPS AND STOCKIST DROPS AVAILABLE.

OVERALL...

PRE...

PRE-PROCESS SMART OBJECTIVE:	
S	I WANT TO DEVELOP HYPE AROUND VIV ON VIVIENNE WESTWOOD'S WEBSITE, THROUGH INSTAGRAM, FACEBOOK AND SNAPCHAT; AS WELL AS ADVERTISE WITHIN A PROMOTIONAL ARTICLE IN PAUSE MAGAZINE ABOUT THE LAUNCH.
M	VIV WILL DEVELOP HYPE OVER FOUR WEEKS (15 TH AUGUST – 15 TH SEPTEMBER 2018), VIA A BANNER ON THE VIVIENNE WESTWOOD WEBSITE, DAILY POSTS ON INSTAGRAM, FACEBOOK AND SNAPCHAT BY VIV AND INFLUENCERS; GIVING SNEAK PEEKS EVERY TUESDAY AND FRIDAY. AN ARTICLE IN PAUSE MAGAZINE WHICH WILL ACCESS THEIR READERSHIP; INFORMING, EXCITING AND BUILDING EXPECTATIONS FOR THE RANGE AND LAUNCH.
A	I WILL ACCOMPLISH THIS BY COMMUNICATING THE BRAND TO VIVIENNE WESTWOOD'S EXISTING CLIENTELE AND USING A COUNTDOWN ON INSTAGRAM, AND SNAPCHAT; FEATURING INFLUENCERS SPEAKING AND SHOOTING WITH US ON OUR ACCOUNT. WE WILL ALSO RELEASE SNEAK PEEKS AND DRAW ATTENTION TO THE CULTURE AND LIFESTYLE THAT SURROUNDS THE BRAND THROUGH LIFESTYLE POSTS. INFLUENCERS WILL ALSO RE-POST PROMOTIONAL IMAGES ON THEIR ACCOUNT TO WIDEN THE REACH. I WILL ACCOMPLISH THIS BY HONING-IN ON THE LIFESTYLE ASPECT OF VIV IN THE ARTICLE AND PAYING FOR THE FEATURE TO BE PROMOTED ON PAUSE ONLINE WEBSITE AND INSTAGRAM PRIOR AND WHEN THE ISSUE IS RELEASED.
R	BY DEVELOPING HYPE AROUND VIV, OUR TARGET CONSUMER WILL BECOME FAMILIAR WITH WHAT THE BRAND IS ABOUT AND WILL ESSENTIALLY BEGIN TO BUILD AN AFFILIATION WITH VIV. IT WILL PREPARE THE EXISTING MARKET AND OUR TARGET CONSUMER FOR THE RELEASE OF THE RANGE AND TRIGGER SUBLIMINAL ANTICIPATION TO BUY THE NEWEST LABEL.
T	I WILL HAVE ACHIEVED THIS IN 3 WEEKS (15 TH AUGUST 2018 – 4 TH SEPTEMBER 2018). I WILL GENERATE HYPE THROUGH THE VIVIENNE WESTWOOD WEBSITE, INSTAGRAM, SNAPCHAT AND FACEBOOK WITHIN 2 WEEKS AND BUILD A FAMILIARITY AND AFFILIATION BY PAUSE ONLINE MAGAZINE WITHIN 1 WEEK.

PRE-PROCESS SMART OBJECTIVE:

WE WILL BUILD AND DEVELOP HYPE AROUND VIV IN 3 WEEKS VIA THE HOME WEBSITE, INSTAGRAM, FACEBOOK AND SNAPCHAT, AS WELL AS AN ARTICLE IN PAUSE MAGAZINE. OUR TARGET CONSUMER WILL GAIN CONFIDENCE AND BECOME FAMILIAR WITH THE BRAND BY THE 15TH OF SEPTEMBER, WHICH WILL RESULT IN SELF-AFFILIATION AND A WANT TO SEE WHAT IS NEXT AND BUY THE NEW RANGE.

DURING...

MID-PROCESS SMART OBJECTIVE:	
S	<p>I WANT TO INFORM CONSUMERS OF EACH STAGE OF THE RANGE LAUNCH, WHILST KEEPING THEM ON THEIR TOES AND ENGAGED THROUGHOUT THE VIV JOURNEY, AS WELL AS ENABLING MANY DIFFERENT CONSUMERS TO ACCESS THE RANGE.</p>
M	<p>CONSUMERS WILL BE INFORMED OF THE POP-UP SHOPS AND STOCKIST DROPS OVER 3 WEEKS (8TH SEPTEMBER – 29TH SEPTEMBER 2018) VIA POSTERS, INSTAGRAM, ART INSTALLATIONS AND PROMOTIONAL EMAILS. POSTERS WILL PREPARE CONSUMERS OF THE CHOSEN AREAS FOR THE POP-UP SHOPS AND THE ART INSTALLATIONS IN DIFFERENT LOCATIONS FOR A WIDER REACH. PROMOTIONAL EMAILS WILL INFORM OF THE STOCKIST DROPS AND INSTAGRAM WILL BE UTILISED FOR BOTH.</p>
A	<p>I WILL ACCOMPLISH THIS BY CONSTANTLY FEEDING CONSUMERS THE NEXT EVENT, WHILST ENGAGING THEM WITHIN THE VIV JOURNEY:</p> <p>(8TH SEPTEMBER – 15TH SEPTEMBER 2018) POSTERS WILL CIRCULATE KING'S ROAD, FINNESTONE AND GLASGOW TOWN CENTRE. VIVIENNE WESTWOOD, VIV AND INFLUENCERS WILL POST DIGITAL POSTERS THAT CHANGE DAILY ON THE ORIGINAL WEBSITE, INSTAGRAM, FACEBOOK AND SNAPCHAT.</p> <p>(15TH SEPTEMBER – 22ND SEPTEMBER 2018) SELFRIDGES AND DOVER STREET MARKET WILL EMAIL THEIR CONSUMER BASE AND POST THAT ONLINE DROP HAS LAUNCHED ON THE 15TH SEPTEMBER. BOTH STORES WILL POST IN-STORE DROP ANNOUNCEMENT THROUGH THEIR INSTAGRAM ACCOUNTS ON THE 21ST SEPTEMBER. VIV WILL POST LIVE IMAGES FROM THE POP-UP SHOPS AND INFORM CONSUMERS OF THE ONLINE STOCKIST DROP ON 15TH SEPTEMBER AND INSTORE STOCKIST DROP ON THE 21ST SEPTEMBER.</p> <p>(22ND SEPTEMBER - 29TH SEPTEMBER 2018) TEMPORARY ART INSTALLATION STATUES WILL INFORM CONSUMERS OF THE STOCKIST DROPS IN DOVER STREET MARKET LONDON AND SELFRIDGES EXCHANGE SQUARE. THEY WILL BE ON THE KING'S ROAD (LONDON), STEVENSON SQUARE (MANCHESTER), MARKET STREET (MANCHESTER) AND CORPORATION STREET (MANCHESTER). AN ONLINE AND IN-STORE ARRIVAL POST WILL BE POSTED ON VIV, SELFRIDGES AND DOVER STREET MARKETS INSTAGRAM ACCOUNTS, ON VIVIENNE WESTWOOD'S WEBSITE AND AN ARRIVAL EMAIL WILL BE SENT OUT TO SELFRIDGES AND DOVER STREET MARKETS CONSUMERS.</p>
R	<p>BY HAVING A THREAD OF EVENTS IN WHICH CONSUMERS CAN GET INVOLVED WITH AND INFORMING THEM OF THE NEXT IN INTERESTING WAYS, JUST AS THE PREVIOUS EVENT IS DUE TO CONCLUDE, MAINTAINS THE TARGET MARKETS INTEREST WITHIN VIV'S JOURNEY. THIS STRATEGY ALLOWS THE BRAND TO SUSTAIN THE LEVEL OF HYPE ACHIEVED PRIOR TO THE POP-UP SHOPS AND KEEPS VIV A RELEVANT BRAND THAT HAS LEFT A BIG IMPRESSION BY THE END OF THE PROCESS.</p>
T	<p>I WILL HAVE ACHIEVED THIS IN 3 WEEKS (8TH SEPTEMBER – 29TH SEPTEMBER 2018). I WILL INFORM CONSUMERS EVERY WEEK AND KEEP THEM ENGAGED WITHIN 2 WEEKS.</p>

MID-PROCESS SMART OBJECTIVE:
<p>WE WILL KEEP THE CONSUMERS INFORMED OF EVERY STAGE OF VIV'S PROMOTIONAL JOURNEY; STARTING ON THE 8TH, 15TH AND 22ND SEPTEMBER AND UTILISING POSTERS, POP-UP SHOPS, ART INSTALLATIONS, SOCIAL MEDIA AND STOCKIST DROPS. OUR CONSUMER WILL BE KEPT ON THEIR TOES AND BE ABLE TO ENGAGE IN VIV'S JOURNEY OVER THE 3 WEEKS IN 3 DIFFERENT LOCATIONS; LONDON, GLASGOW AND MANCHESTER, WHICH WILL CONTRIBUTE TO WIDENING VIV'S INITIAL CONSUMER REACH AND CEMENT THE BRAND WITHIN THE UK'S IDENTITY.</p>

POST...

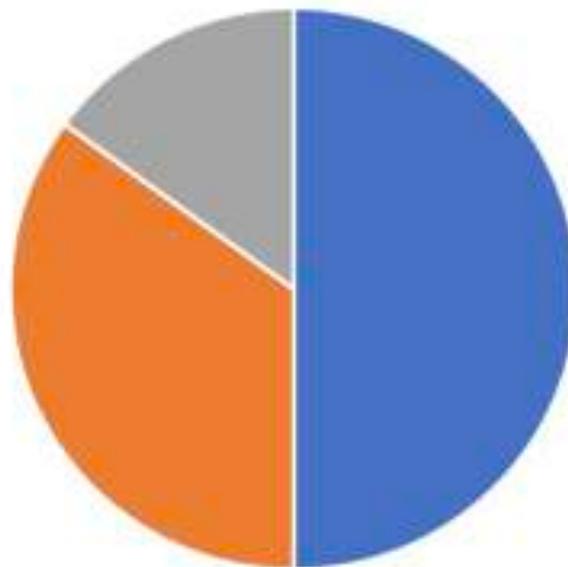
<p>POST-PROCESS SMART OBJECTIVE:</p>	
<p>S</p>	<p>I WANT TO TURN HYPE CONSUMERS INTO LOYAL CUSTOMERS AND WOULD LIKE TO COLLECT CUSTOMER INFORMATION AND FEEDBACK FROM THEM, AS TO WHAT WE COULD DO NEXT TIME IN ORDER TO IMPROVE AND DELIVER.</p>
<p>M</p>	<p>CONSUMERS WILL BE ABLE TO TAP INTO VIVVILLE AT ANY STAGE OF THE MARKETING CAMPAIGN BY FOLLOWING THE INSTAGRAM, SUBSCRIBING TO OUR MAILING LIST, ADDING VIV ON SNAPCHAT AND LIKING OUR PAGE ON FACEBOOK.</p>
<p>A</p>	<p>I WILL ACCOMPLISH THIS BY COLLECTING INFORMATION AT THE POP-UP SHOPS (15TH SEPTEMBER – 22ND SEPTEMBER), DOVER STREET MARKET AND SELFRIDGES EXCHANGE (22ND SEPTEMBER – 29TH SEPTEMBER), WHERE CUSTOMERS WILL BE ENCOURAGED TO SIGN INTO THE EXPERIENCE BY OFFERING UP THEIR CHOICE OF INFORMATION. BY PROVIDING AN INCENTIVE OF A FREE CUSTOMISATION SERVICE FOR THOSE WHO PROVIDE ALL INFORMATION ONLY ON THE POP-UP SHOP AND DROP DAYS. I WILL TURN HYPE CONSUMERS INTO LOYAL CUSTOMERS BY PERSONALISING EMAILS, SNAPCHATTING INDIVIDUALS PERSONALLY INFORMING THEM OF EVENTS AND PRODUCTS CURATED ESPECIALLY FOR THEM AND INVITING LOYAL CUSTOMERS TO EVENTS THAT VIV WOULD HOLD IN THE FUTURE. ALSO INCLUDING AN INTERACTIVE FEEDBACK METHOD THROUGH OUR 'THANK YOU FOR COMING' MESSAGE ON SNAPCHAT; GIVING A CHANCE FOR CONSUMERS TO VOICE FEEDBACK AND WHAT THEY'D LIKE TO SEE NEXT.</p>
<p>R</p>	<p>BY COLLECTING FEEDBACK VIV IS ABLE TO DIRECTLY CHANGE WHATEVER THE CONSUMERS DIDN'T LIKE, DEVELOP ASPECTS THAT CONSUMERS LOVED AND GAIN GUIDED INSPIRATION FOR THE NEXT PROMOTIONAL CAMPAIGN OR RANGE RELEASE. IN OFFERING CUSTOMISATION SERVICES, CONSUMERS CAN FEEL SPECIAL AND ATTACHED TO THE BRAND. THIS WOULD BEGIN TO BUILD LOYALTY WHICH IS THEN RE-ENFORCED WITH THE PERSONALISED MESSAGES AND INVITES, THAT WOULD FOLLOW AFTER THE POP-UP SHOPS OR STOCKIST DROP. BEING MORE INTERACTIVE WITH THE CONSUMER WILL BUILD A RELATIONSHIP WITH VIV THAT WOULD FURTHER ENGRAIN VIV AS A PRIMARY STREET WEAR BRAND WITHIN BRITISH STREETWEAR CULTURE.</p>
<p>T</p>	<p>I WILL HAVE GAINED CUSTOMER INFORMATION WITHIN A DAY OF OPENING THE POP-UP SHOPS, WHICH WILL BE BUILT UPON FROM 15TH SEPTEMBER – 29TH SEPTEMBER. I WILL HAVE COLLECTED FEEDBACK WITHIN A WEEK OF THE 29TH SEPTEMBER AND CONTINUE TO TURN HYPE CONSUMERS INTO LOYAL CUSTOMERS FROM THE CONCLUSION OF VIV'S FIRST PROMOTIONAL CAMPAIGN AND RANGE RELEASE.</p>

POST-PROCESS SMART OBJECTIVE:

WE WILL HAVE COLLECTED CUSTOMER INFORMATION AND GAINED FEEDBACK BY THE END OF THE 15TH OF SEPTEMBER, UTILISING THE INFORMATION WITHIN A WEEK OF THE 29TH SEPTEMBER. IN BEGINNING TO BUILD LOYAL CUSTOMER RELATIONSHIPS WITH MILLENNIALS VIA PERSONALISED SNAPCHATS, INSTAGRAM DIRECT MESSAGES AND EMAILS; VIV WILL HAVE COMPLETED ITS OVERALL OBJECTIVE OF INCREASING SALES AND RE-INTRODUCING VIVIENNE WESTWOOD AS RELEVANT WITHIN THE STREETWEAR MARKET.

IN COMMUNICATING WITH MILLENNIALS ACCORDINGLY, VIV WILL UTILISE SOCIAL MEDIA PLATFORMS AS A WAY OF LAUNCHING THE BRAND AS A LIFESTYLE.

Use of Social Media Platforms



INSTAGRAM – 50% SNAPCHAT – 35%
FACEBOOK – 15%

■ Instagram ■ Snapchat ■ Facebook ■

“BRANDS ON INSTAGRAM ARE SEEING A PER-FOLLOWER ENGAGEMENT RATE WHICH IS 58 TIMES HIGHER THAN ON FACEBOOK” (PARKER, 2017), THIS IS WHY 50% OF OUR SOCIAL MEDIA UTILISATION WILL BE FOCUSED THROUGH INSTAGRAM. THE PROMOTIONAL MIX OF TOOLS CHOSEN ARE DISPLAYED IN THE TABLE BELOW AND ALLOCATED TO THE SOCIAL MEDIA PLATFORMS BEST SUITED:

METHOD:	INSTAGRAM:
PUBLIC RELATIONS VIA INFLUENCERS	<p>WE WILL UTILISE INFLUENCERS IN ORDER TO AUTHENTICALLY PROMOTE VIV AS A STREETWEAR, LIFESTYLE BRAND. INFLUENCERS HAVE BECOME SOCIAL MEDIA CELEBRITIES IN THEIR OWN RIGHT, WHICH JUSTIFIES OUR REASONING BEHIND DECIDING AGAINST CELEBRITY ENDORSEMENT. CELEBRITY ENDORSEMENT IS COSTLY AND SEEN AS DISINGENUOUS, MORE SO THAN INFLUENCERS. ESPECIALLY BECAUSE INFLUENCERS HAVE MORE LEVERAGE TO PROMOTE AS THEY WISH, DUE TO PUBLIC RELATION PROMOTION. IN USING PR, VIV, IS ESPECIALLY CONFIDENT IN THE CHOSEN INFLUENCERS AS THEY ARE ALL RENOWNED FOR THEIR STYLE, WHICH HAS CONTRIBUTED TO THE NUMBER OF FOLLOWERS THEIR ACCOUNTS HAVE ATTRACTED; RANGING FROM 12,500 TO 563,000 FOLLOWERS. HOWEVER, IN OPTING FOR PUBLIC RELATIONS, VIV HAS NO CONTROL OVER WHETHER THE INFLUENCERS WILL EVEN SHOWCASE THE BRAND, WHICH IS A RISK THAT HAS BEEN FACTORED IN. IN RESPONSE TO THIS, THE INFLUENCERS WILL BE OFFERED A COMPLIMENTARY SELECTION OF THE CURRENT RANGE AND WILL REMAIN ON VIV'S GUEST LIST FOR SPECIALISED EVENTS AND INVITE-ONLY PARTIES FOR THE FOLLOWING YEAR. VIV WILL STAY TRUE TO ITS MORALS OF AIDING AND ALSO PROVIDE SUPPORT FOR GROWING THE INDIVIDUAL INFLUENCERS GOALS OR BUSINESS IDEAS IN THE FORM OF PROVIDING OUR INFLUENCERS VALUABLE TIME WITH OUR MARKETING, DESIGN, HUMANITARIAN, STYLIST OR PHOTOGRAPH SPECIALISTS TO BUILD A PLAN AND GAIN ADVICE IN INVESTING IN 'BRAND YOU'. INCLUDING PUBLIC RELATIONS WITHIN OUR PROMOTIONAL MIX, WILL ENABLE A COST-EFFECTIVE DELIVERY OF OUR MESSAGE AND COULD POTENTIALLY BEGIN TO COMMUNICATE OUR BRAND TO JUST OVER 1 MILLION POTENTIAL CONSUMERS.</p> <p>INFLUENCERS: @SIOBHANBELL (40.7K), @ANOUSKAANASTASIA (36.9K), @CORADELANEY (12.5K), @NATWINTER_ (17.2K), @SANDRALAMBECK (522K), @BLONDEYMCROY (152K), @SHAMEL.KENDRICK (16.6K), @BENJICOLSON_ (29.8K), @ELIASRIADI (42.5K), @LUCASPUIG (126K), @GULLYGUYLEO (46.1K), @TERENCESAMBO (24.4K)</p>
ADVERTISEMENT/ DIRECT MARKETING	<p>WE WILL ADVERTISE DIRECTLY VIA VIV'S OFFICIAL INSTAGRAM ACCOUNT, @VIV_UK, AND POST PROMOTIONAL PHOTOSHOOTS AND PRODUCT SNEAK PEEKS THROUGHOUT FROM 15TH AUGUST – 15TH SEPTEMBER. VIV, WILL ENLIGHTEN CONSUMERS OF DROP DAYS AND LOCATIONS THROUGH DIRECT MARKETING, WITH INFORMATIVE POSTS ON SUSTAINABILITY DOTTED AMONG VIV'S PROMOTIONAL ONES. WHEN THE POP-UP SHOPS ARE UP AND RUNNING (15TH SEPTEMBER – 22ND SEPTEMBER 2018), @VIV_UK WILL POST LIVE CONSUMERS POSTS EACH DAY, LIKEWISE TO THE DOVER STREET MARKET AND SELFRIDGES STOCKIST DROP (22ND SEPTEMBER – 29TH SEPTEMBER). VIV WILL EMPLOY @REECEKING_ (563K), @JOANNAKUTCHA (1.1M) AND @DAMNSHAQ (15.9K) AS THE MODELS WHO WILL SHOWCASE THE RANGE THROUGH SNEAK PEEKS AND EVENTUALLY THE FULL COLLECTION, WHEN DROPPED, ON @VIV_UK. THESE MODELS WILL ULTIMATELY BE THE FACES OF VIV'S FIRST CAPSULE COLLECTION AND WITH JUST UNDER 1.7 MILLION FOLLOWERS BETWEEN THEM, THEIR ALREADY ADDICTIVE ONLINE PERSONALITIES WILL HELP TO DRAW ATTENTION AND DEVELOP THE LIFESTYLE BEHIND VIV; THROUGH INSTAGRAM AND OTHER PLATFORMS SUCH AS SNAPCHAT.</p>

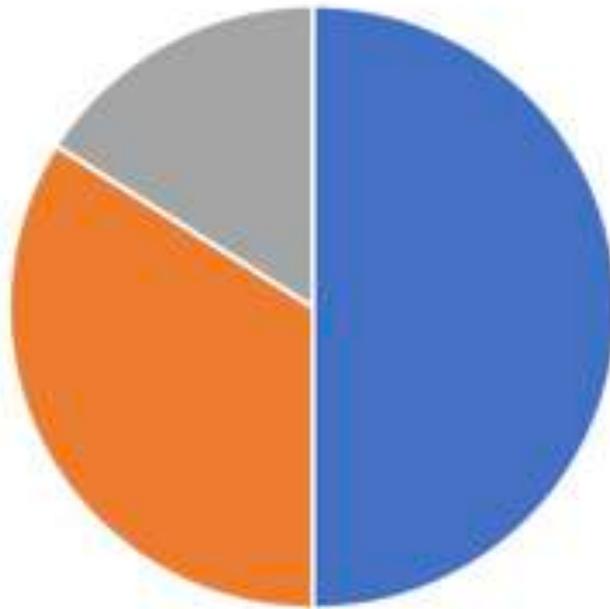
METHOD:	SNAPCHAT:
ADVERTISEMENT	DEVELOPING THE LIFESTYLE AND YOUTH CULTURE THAT IS VIV, @REECE KING_ (563K), @JOANNAKUTCHA (1.1M) AND @DAMNSHAQ (15.9K) WILL TAKE OVER VIV'S SNAPCHAT EVERY TUESDAY AND FRIDAY TO GIVE CONSUMERS AN INSIGHT INTO THEIR LIVES. EITHER REPRESENTING VIV APPAREL, YOUTH CULTURE OR THE PROGRESSION OF THE CAMPAIGN I.E RANGE AND POP-UP SHOP SNEAK PEEKS. OUR SNAPCHAT STORY WILL TAKE OVER AND REPORT DAILY HIGHLIGHTS OF THE POP-UP SHOPS IN BOTH KING'S ROAD AND FINNESTONE, AS WELL AS THE STOCKIST DROPS IN LONDON AND MANCHESTER. CONSUMERS WILL BE ABLE TO CHOOSE A VIV. OFFICIAL FILTER ON SNAPCHAT ALSO. IN COLLECTING FEEDBACK AND ENSURING CUSTOMER LOYALTY, VIV, WILL SNAPCHAT MESSAGE EVERY CONSUMER WHO HAD FILLED IN THEIR DETAILS AND COME TO THE POP-UP/ STOCKIST DROP STORES WITH A FAMILIAR AND FRIENDLY SMALL TALK MESSAGE, THANKING THEM FOR THEIR ATTENDANCE. SNAPCHAT WILL CONTINUOUSLY BE USED FOR SUCH, IN COMMUNICATING WITH CONSUMERS ABOUT CURATED EVENTS OR PRODUCTS IN THE TONE YOU WOULD A FRIEND. THIS SOCIAL MEDIA PLATFORM WILL EQUATE TO 35% OF VIV'S ADVERTISEMENT AND PROMOTION.
SALES PROMOTION	VIA OUR SNAPCHAT, THE RANGE WILL BE PREVIEWED FOR THE FIRST TIME. THE JOURNEY OF THE PROCESS WILL BE SHOT THROUGH SNAPCHAT STORIES FOR OUR CONSUMERS TO TAP INTO AND INCREASE CONSUMER DEMAND. DOCUMENTING VIV'S LAUNCH ALLOWS THE BRAND TO SELL APPAREL AND A CULTURE. DEPICTING THE BRANDS TONE, VIBE, DAY-TO-DAY SCHEDULES AND GETTING TO KNOW PEOPLE WHO ARE INVOLVED WITHIN THE PROCESS; WATCHING THEM EAT AND SOCIALISE IN SPECIALLY CURATED PLACES WILL HAVE A HAND IN SELLING VIV AS A LIFESTYLE THAT CAN BE BOUGHT INTO.
METHOD:	FACEBOOK:
DIRECT MARKETING	ALLOWING VIV TO COMMUNICATE DIRECTLY TO THE CUSTOMER, THE BRAND WILL FLOOD FACEBOOK THROUGHOUT THE PROCESS WITH DROP DATES, PROMOTIONAL PRE-POP-UP INFORMATION, SNEAK PEEKS, PRODUCT SHOTS AND EVENT REPORTS. IN THE FORM OF ONLINE DISPLAY ADVERTS ON TIMELINES, VIDEO BEGINNING ADVERTS AND INFORMATION ON THE ACTUAL VIV FACEBOOK PAGE.

CONTROLLING A MIXTURE OF PUBLIC RELATIONS, DIRECT MARKETING, SALES PROMOTION AND ADVERTISEMENT OVER INSTAGRAM, SNAPCHAT AND FACEBOOK ALLOWS VIV TO DELIVER THE BRANDS MESSAGE COST EFFECTIVELY. IN HEAVILY UTILISING INFLUENCERS ON INSTAGRAM WILL SAVE THE BRAND A SUBSTANTIAL EXPENDITURE. SENDING TWO ITEMS OF THE CURRENT RANGE TO EACH INFLUENCER, THE VALUE OF THE ITEMS IN ACCORDANCE TO THE NUMBER OF FOLLOWERS THE INFLUENCER HAS, WILL EQUATE TO A SMALLER PAY-OUT THAN CELEBRITY ENDORSEMENT. VIV WILL PAY IN TIME, WHEN HONOURING THE MENTORING SERVICE AND WILL INCLUDE THE DEDUCTION OF THE DISCOUNTED PIECES FROM THE SECOND COLLECTIONS PROFITS. VIV WILL BE ABLE TO EFFECTIVELY REDUCE EXPENDITURE ON SPECIAL EVENTS AND INVITE-ONLY PARTIES BY RESTRICTING THE

INFLUENCERS TO CHOOSING ONLY TWO EVENTS PER-CALENDAR YEAR. IN EMPLOYING MODELS AS 'LIFESTYLE PROMOTERS', WILL ENABLE VIV TO EFFECTIVELY SAVE ON EXPENDITURE AS THEIR JOB ROLE WILL ENTAIL NUMEROUS JOBS. HAVING THE SAME PROMOTIONAL CAMPAIGN PHOTO'S, SNEAK PEEKS AND PRODUCT SHOTS ACROSS INSTAGRAM, SNAPCHAT AND FACEBOOK WILL BE COST EFFECTIVE FINANCIALLY AND TIME.

THE OVERALL BUDGET GIVEN TO THE PROMOTION OF VIV IS £20,000. SOCIAL MEDIA WILL PUT TO USE 25% OF THIS BUDGET. REALISTICALLY, AS THIS IS COMMUNICATING TO A MASS AUDIENCE, THE EXPENDITURE ON SOCIAL MEDIA PROMOTION WOULD BE MORE EXPENSIVE AND WOULD NOT COVER THE ENTIRE COSTINGS.

£5,000 delegated between platforms



INSTAGRAM - £2,500 SNAPCHAT -
£1,700 FACEBOOK - £800

■ Instagram ■ Snapchat ■ Facebook

**WHO ARE YOU GOING TO
COMMUNICATE WITH AND WHY?
IN COMMUNICATING WITH MILLENNIALS
IN LONDON, GLASGOW AND MANCHESTER;
VIV WILL UTILISE POP-UP SHOPS
AND STOCKIST DROPS AS A WAY OF
LAUNCHING THE BRAND AS A LIFESTYLE.**

METHOD:	POP-UP SHOPS
SALES PROMOTION	<p>WE WILL TARGET OUR CONSUMERS ACCORDINGLY BY BUILDING APPROPRIATE POP-UP SHOPS TO THE AREA, COMMUNICATING SLIGHTLY DIFFERENT MESSAGES TO SUIT THE CONSUMER BASE PRESENT IN THE SPECIFIED AREA. DUE TO THE GENTRIFICATION OF KING'S ROAD AND IN-KEEPING WITH THE ATMOSPHERE IT MUST HAVE HAD WHEN THE DESTINATION WAS KNOWN FOR ITS PUNK SUB-CULTURE HUB, THE POP-UP SHOP NEXT TO VENUS STATUE, IN THE ONE-WAY SYSTEM AROUND SLOANE SQUARE STATION WILL BE TURNED INTO A TRADITIONAL 'VIV AND CHIP SHOP'. TYPICALLY BRITISH, BOTH THE TOURIST MILLENNIALS AND HOME-GROWN MILLENNIALS SURROUNDING AND PASSING THROUGH THIS AREA WILL FIND THE IRONY ATTRACTIVE. LIKewise, TO ASAP ROCKY'S SELFRIDGES POP-UP, APPAREL WILL BE PACKAGED IN OVERSIZED CHIP BOXES AND WRAPPED IN BROWN PAPER. PRESENTED UNDER THE OVEN ON THE COUNTER, WITH A CHOICE OF APPAREL ON A BOARD THAT HOVERS ABOVE THE KITCHEN. THE NEW WORLD CREATED WILL ATTRACT MILLENNIALS, AS THE EXPERIENCE WILL BE "INSTAGRAMABLE" AND "SNAPCHATTABLE". IN RESEARCHING FINNESTONE, IT IS QUICKLY BECOMING "GLASGOW'S HIPPEST PLACE TO LIVE" (CASTLE, 2016). LOOKING AT THE EVOLUTION OF AREAS LIKE SHOREDITCH AND THE HIPSTER CUSTOMER PROFILES THAT HAVE BOUGHT INTO THAT LIFESTYLE, VIV'S VINYLs, WILL BE LOCATED WITHIN THE HEART OF FINNESTONE. A RECORD SHOP, SELLING APPAREL IN RECYLED TRANSPARENT SLEEVES. THE TONE OF THE VINYL SHOP WILL COINCIDE WITH THE TONE OF THE AREA AND THEREFORE TARGET CONSUMERS WITHIN A DIFFERENT MARKET. IT WILL ALSO SPARK INTEREST ACROSS THE NATION AS BOTH POP-UP SHOPS ARE DIFFERENT AND CONSUMERS FROM BOTH ENDS OF THE COUNTRY WANT TO BE ABLE TO SEE THE OTHER AS WELL. IN BOTH UNITS, THERE WILL BE A CUSTOMISATION AREA WHERE CONSUMERS CAN PERSONALISE THEIR OWN VIV APPAREL UPON PURCHASE. THIS EXCITING PROSPECT WILL ENTHUSE THE CONSUMERS EXPERIENCE AND ALSO TAP INTO WHAT IS CURRENTLY BEING OFFERED IN RETAIL GLOBALLY.</p>
METHOD:	STOCKIST & ONLINE DROPS
DIRECT MARKETING	<p>ALLOWING VIV TO COMMUNICATE DIRECTLY TO THE CUSTOMER, THE BRAND WILL FLOOD SELFRIDGES, DOVER STREET MARKET AND THEIR OWN EXISTING SUBSCRIBERS THROUGH EMAIL TO NOTIFY THEM A WEEK BEFORE THE ONLINE AND STOCKIST DROP (15TH SEPTEMBER) AND THE DAY OF THE DROP (22ND SEPTEMBER). THROUGH VIVIENNE WESTWOOD'S ESTABLISHED INTERACTIVE CUSTOMER WEBSITE, CONSUMERS WILL BE DIRECTLY TOLD ABOUT THE VIV LAUNCH THROUGH A TEMPORARY ONLINE BANNER ADVERTISEMENT. SELFRIDGES AND DOVER STREET MARKET ACCESS THEIR CONSUMER BASE AND INFORM THEM THROUGH ONLINE WEBSITE ADVERTISEMENT BANNERS, AS WELL AS POSTS ON SOCIAL MEDIA.</p>
METHOD:	ART INSTALLATIONS & POSTERS
GUERRILLA MARKETING	<p>THROUGH UNCONVENTIONAL TACTICS TO GENERATE OUR TARGET MARKETS ATTENTION SUCH AS PEPPERING SLOANE SQUARE, KING'S ROAD AND DUKE OF YORK SQUARE, GLASGOW TOWN CENTRE AND FINNESTONE WITH POSTERS THAT WILL TAP INTO THE MILLENNIAL NOSTALGIA (COSSLETT, 2017) APPEAL. BY DRAWING BACK TO HOW SIMPLISTIC ADVERTISEMENT USED TO BE, 18-24 YEAR OLDS WILL AUTOMATICALLY FIND A FAMILIARITY WITHIN THE TACTIC AND BUILD AN IMMEDIATE AFFILIATION AND INTEREST WITHIN THE EVENT TAKING PLACE. THE ART INSTALLATIONS WILL HELP VIV TARGET OUR CONSUMER FURTHER WITH THE KNOWLEDGE THAT THE BRAND IS SUPPORTING UP AND COMING ARTISTS AND STUDENTS THEIR OWN AGE WHICH WILL AGAIN CREATE AN AUTOMATIC AFFILIATION WITH THE CAUSE. THE INSTALLATIONS ABOVE ALL ELSE WILL BE EYE-CATCHING AND SHOCKING TO BEHOLD. 47% OF MILLENNIALS VALUE THE EXPERIENCES A BRAND PROVIDES MORE THAN THE PRODUCT VALUE. THE WOW FACTOR OF THE INSTALLATIO STATUES WILL PROVOKE OUR MILLENNIALS NOSEY MIND-SET TO WANT TO DISCOVER WHERE THE TRAIN LEADS AND FOLLOW IT TO EITHER DOVER STREET MARKET LONDON OR SELFRIDGES EXCHANGE MANCHESTER.</p>

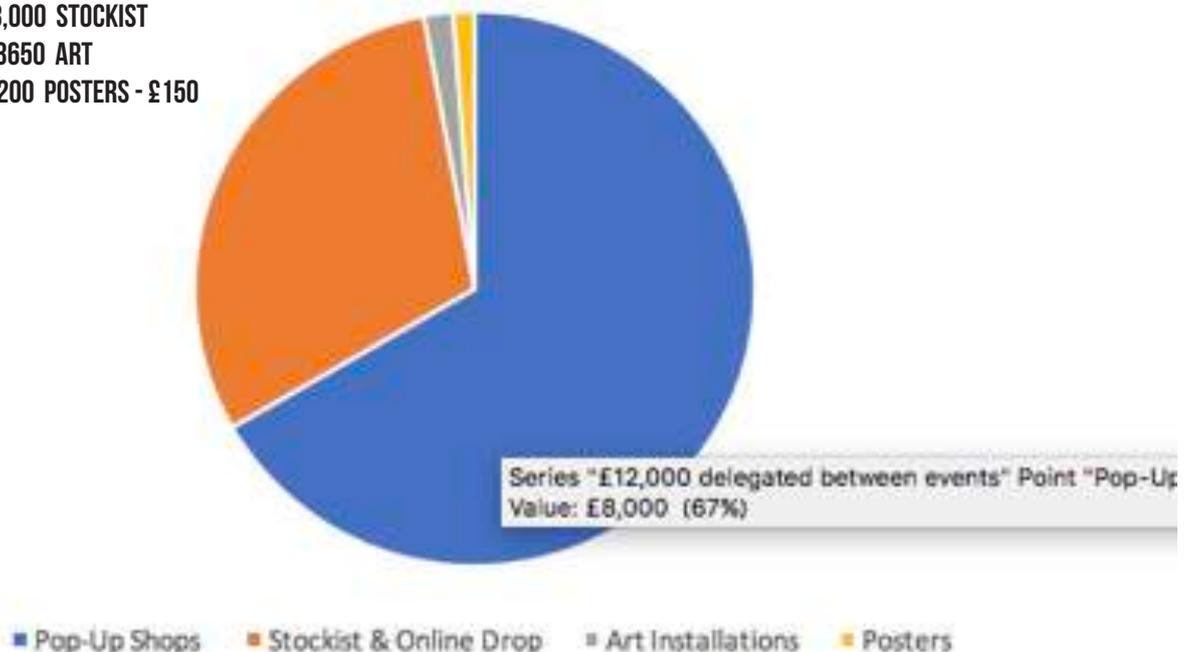
MIXING SALES PROMOTION, DIRECT MARKETING AND GUERILLA MARKETING THROUGH POP-UP SHOPS, STOCKIST DROPS, ONLINE DROPS AND ART INSTALLATIONS ALLOWS VIV TO DELIVER EXCITING MESSAGES COST-EFFECTIVELY. ULTIMATELY, USING SALES PROMOTION THROUGH POP-UP SHOPS IS A COSTLY EXPENSE BUT IS EFFECTIVE IN QUICKLY STIMULATING MARKET DEMAND WITHIN A SHORT SPACE OF TIME. HAVING THE POP-UPS LIVE FOR JUST A WEEK WILL GENERATE INVALUABLE HYPE AND THE LAST-CHANCE-TO-BUY-PSYCHE THAT WILL INCREASE THE RATE OF SALES BOTH IN-STORE AND ONLINE. WITH VIVIENNEWESTWOOD.COM UTILISING DIRECT MARKETING THROUGH INTERACTIVE CONSUMER WEBSITES, ALL WORK IS DONE IN-HOUSE AND THEREFORE COST EFFECTIVE. HOSTING VIV'S DROP, DOVER STREET MARKET AND SELFRIDGES WILL WANT TO SECURE A POSITIVE REACTION IN THEIR STORES; IN EMAILING THEIR OWN SUBSCRIBERS,

VIV SAVES ON DIRECT PROMOTION. IT IS COST EFFECTIVE BY USING THEIR STAFF, LOYAL CONSUMER BASE AND MARKETING KNOWLEDGE, RATHER THAN SOURCING THEM INDIVIDUALLY. GUERILLA MARKETING IN TERMS OF THE ART INSTALLATION STATUES WILL BE MADE AS A PROJECT BY DIFFERENT UP AND COMING ARTISTS AND ART STUDENTS, WHICH WILL REDUCE COSTS EFFECTIVELY IN TERMS OF TRADING STATUES FOR EXPOSURE. MARKETING LIKE THIS CAN BE INEXPENSIVE, PAYING JUST FOR TRANSPORTATION, AND THEREFORE EFFECTIVE MIXED WITH GUERILLA METHODS

STORE EVENTS BEING THE BIGGEST COST WILL USE 60% OF THE £20,000 BUDGET. REALISTICALLY, AS THIS IS COMMUNICATING TO A MASS AUDIENCE ACROSS THE COUNTRY, THE EXPENDITURE ON STORE EVENT PROMOTION WOULD BE MORE EXPENSIVE AND WOULD NOT COVER THE ENTIRE COSTINGS.

£12,000 delegated between events

POP-UP SHOPS - £8,000 STOCKIST
& ONLINE DROP - £3650 ART
INSTALLATIONS - £200 POSTERS - £150



MAGAZINES

IN TALKING TO THE MILLENNIALS READING PAUSE AND I-D MAGAZINE, VIV WILL UTILISE FEATURES, PRODUCT PLACEMENT AND ADVERTISEMENT AS A WAY OF LAUNCHING THE BRAND AS A LIFESTYLE.

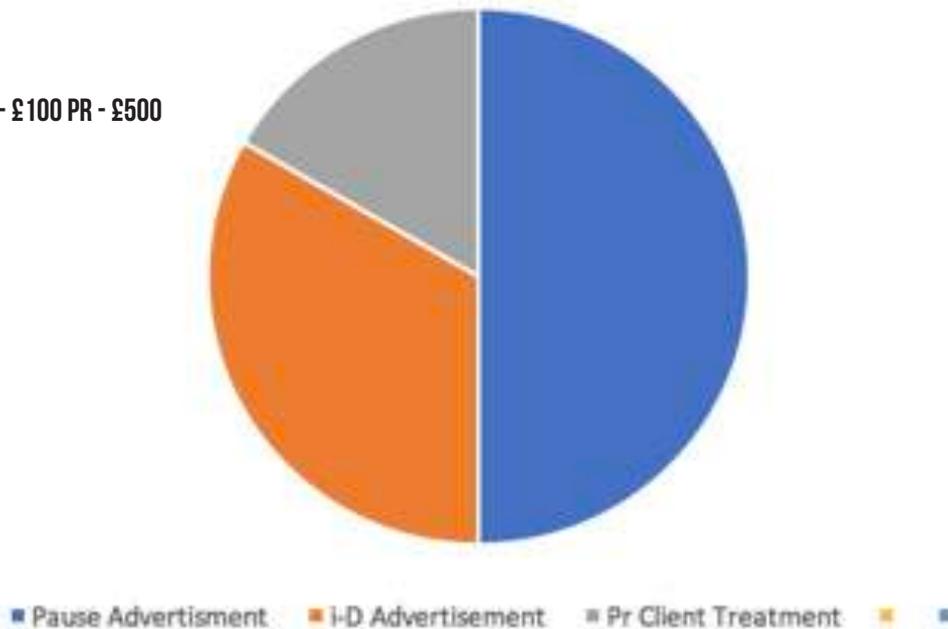
METHOD:	PAUSE ONLINE MAGAZINE
PRODUCT PLACEMENT VIA PUBLIC RELATIONS	WE WILL UTILISE PRODUCT PLACEMENT IN ORDER TO SUBLIMINALLY PROMOTE VIV AS A STREETWEAR, LIFESTYLE BRAND. STYLING AND EDITORIAL SHOTS HAVE ALWAYS BEEN EYE-CATCHING WITHIN ONLINE AND IN-STORE MAGAZINES AND THEREFORE PROVIDE A PERFECT PLACE TO INCORPORATE VIV APPAREL. IN-KEEPING WITH AUTHENTICITY, OUR PRODUCTS NOT BEING THE MAIN FOCUS OF A FEATURES IMAGERY ALLOWS FOR THE CONSUMER TO DISCOVER OUR BRAND THEMSELVES AND FEEL AS THOUGH THEY HAVEN'T BEEN PUSHED INTO A SALE. TO ENSURE THAT VIV'S APPAREL IS INCLUDED WITHIN EXTRA FEATURES, VIV WILL GAIN LEVERAGE IN PROVIDING PAUSE WITH AN EXCLUSIVE PRE-LAUNCH INTERVIEW AND A PAID ADVERTISEMENT.
ADVERTISEMENT	WE WILL ADVERTISE DIRECTLY ON PAUSE ONLINE, AND PARTICIPATE IN A PROMOTIONAL CONVERSATIONAL INTERVIEW ABOUT VIV'S NEW RANGE ON THE 1 ST SEPTEMBER. VIV, WILL SHED KNOWLEDGE ON THE RANGE, PROCESS AND BRAND FOR NICHE CONSUMERS WHO READ PAUSES FEATURES. THIS WILL CREATE HYPE AROUND THE DROP, INFORM CONSUMERS OF INFORMATION AND BE A MASSIVE PROMOTIONAL TOOL IN GETTING VIV RECOGNISED AS A STREETWEAR LABEL.
METHOD:	I-D PRINT MAGAZINE
ADVERTISEMENT	IN DEVELOPING THE LIFESTYLE AND YOUTH CULTURE OF VIV, I-D PRINT PUBLICATION WILL ADVERTISE A SINGLE PAGE OF VIV' NEW LAUNCH ON THE 15 TH SEPTEMBER, IN THE MIDDLE OF THE MAGAZINE. THIS WILL SAVE MONEY BUT STILL HAVE THE SNOWBALL EFFECT OF NICHE CONSUMERS BUILDING A SUBLIMINAL AFFILIATION WITH VIV BECAUSE IT IS ASSOCIATED WITH I-D MAGAZINE. THE ADVERT WITH TARGET THE MILLENNIAL READERS OF THE PUBLICATION, WITH AN EXTREMELY SIMPLISTIC BLACK BACKGROUND WITH WHITE DROP DATES AND PLACES ON IT. THIS WILL BE COST EFFECTIVE IN THAT THE ADVERT IS USING NO COLOUR PRINT AND IT IS EXTREMELY SIMPLISTIC.

PRODUCT PLACEMENT THROUGH PUBLIC RELATIONS DELIVERS COST EFFECTIVENESS AND MINIMAL EXPENDITURE FOR VIV IN PAUSE MAGAZINE AS THE BRAND HAD PROMISED AN EXCLUSIVE FEATURE AND PAID FOR ADVERTISEMENT WITHIN THE PUBLICATION. THIS COULD ACT AS A TWO IN ONE DEAL IN SWAYING STYLISTS AND EDITORS TO ENSURE VIV'S PRODUCTS ARE INCLUDED ELSEWHERE WITHIN THE ONLINE PUBLICATION. IN ADVERTISING IN I-D MAGAZINE ON A SINGLE PAGE, IN THE MIDDLE OF THE PUBLICATION WILL PROVE CHEAPER, STILL GAINING EXPOSURE AND CAPTURING NICHE CONSUMERS THAT MAY HAVE NOT BEEN REACHED YET. AGAIN, THIS EXPOSURE IS COST EFFECTIVE IN ITS PROMOTION IN TERMS OF WHO IT REACHES BUT ALSO IF VIV IS SEEN IN I-D, CONSUMERS MAY COME TO ASSOCIATE THEMSELVES WITH

THE BRAND AND THEREFORE I-D WILL HAVE SHARED ITS INVALUABLE CONSUMER LOYALTY. MAGAZINES COMMUNICATING TO A NICHE AUDIENCE WOULD USE 15% OF THE £20,000 BUDGET. WITH THE PR VIV USES, IT IS REALISTIC THAT THIS EXPENDITURE COULD COVER THE COSTINGS, HOWEVER IN ORDER TO ADVERTISE WITHIN A MAGAZINE AT LEAST TRIPLE THE AMOUNT WOULD BE NECESSARY.

£3000 Delegated To Magazine Exposure

PAUSE - £1500 I-D - £1000 PR - £500



OUR TARGET MARKET LIKES TO KNOW THAT THEY ARE CONTRIBUTING TO BUYING INTO A BRAND THAT SEEMS AGREEABLE TO THEIR OWN MORALS, VALUES AND ASPECTS OF THEIR IDENTITY (GOODSON, 2012), WHICH IS EXACTLY THE TYPE OF MESSAGES THAT WILL COMPEL OUR CHOSEN CONSUMER TO GENERATE OUR DESIRED RESPONSE. AS PREVIOUSLY MENTIONED, THE VIV CONSUMER IS GLOBALLY AWARE. VIV IS 100% SUSTAINABLE, WHICH IS A STRONG MESSAGE THAT WILL BE COMMUNICATED THROUGHOUT ALL THE CHOSEN PLATFORMS. BEING CONSCIOUS WILL COMPEL OUR TARGET AUDIENCE AS THE SUSTAINABILITY OF BRANDS AND THEIR ACKNOWLEDGMENT OF THE IMPORTANCE OF TRANSPARENCY AND CORPORATE SOCIAL RESPONSIBILITY HAS BECOME CRUCIAL (NEILSON, 2015). THIS AWARENESS WILL GENERATE A POSITIVE AND RESPECTFUL RESPONSE FROM OUR CONSUMERS. PUSHING THE CORE ELEMENT OF YOUTH CULTURE ACTS AS A METAPHOR FOR ACCEPTANCE OF A NEW UK, FOR BEING OUTSPOKEN AND EDUCATED IN PROGRESSING ON YOUR INDIVIDUAL PATH AND FOR BEING UNAPOLOGETICALLY YOUTHFUL. THIS IS A POWERFUL MESSAGE, THAT HAS BEEN ADOPTED TENFOLD. ONE IN WHICH VIVIENNE WESTWOOD GREW AN EMPIRE ON AND THE SAME COMPELLING MESSAGE, THAT MILLENNIALS NOW WILL BE ABLE TO CONNECT WITH AND GENERATE SINCERE HYPE ABOUT. THE SUSTAINABILITY MESSAGE WILL HAVE THE GREATEST IMPACT DURING THE POP-UP SHOPS (15TH SEPTEMBER- 22ND SEPTEMBER), AS VIV CAN REALLY COME TO LIFE AND BE ABLE TO DIRECTLY HOLD CONVERSATIONS WITH PEOPLE ABOUT THE DECISIONS THAT HAVE BEEN MADE, I.E NO PLASTIC CARRIER BAGS. THE SECOND SELF-MESSAGE WILL BE APPARENT IN THE ART INSTALLATIONS AND HAVE THE GREATEST IMPACT THROUGHOUT THE SNAPCHAT TAKEOVER

ON TUESDAYS AND FRIDAYS ALSO. THIS IS BECAUSE VIV IS TAKING THE BRAND TO A NEW LEVEL IN TRUSTING OTHERS TO BE THEMSELVES AND REPRESENT VIV AS THEY SEE FIT WITH A TAKE-IT-OR-LEAVE-IT BRIEF TO FOLLOW.

UPON BUILDING VIV AS A BRAND, THE PROMOTIONAL TOOLS AND TYPES UTILISED MASSIVELY EFFECT THE VIBE YOU AS A BRAND COMMUNICATE AND THE COSTS OF ITS MARKETING. IT IS PROJECTED THAT IN USING PUBLIC RELATIONS HEAVILY THROUGHOUT SOCIAL MEDIA, STORE EVENTS AND MAGAZINES, VIV'S PROMOTIONAL STRATEGIES WILL TOTAL IN COST EFFECTIVENESS. HOWEVER, REALISTICALLY £20,000 TO COMPLETE VIV'S ENTIRE PROMOTIONAL CAMPAIGN IN MY OPINION, ISN'T ENOUGH TO EXECUTE IT TO THE STANDARD IT WOULD DESERVE. WITH A MIXTURE OF TOOLS, THE MARKETING CAMPAIGN WOULD BE SUCCESSFUL IN TARGETING THE MILLENNIAL CONSUMER AND GENERATING THE DESIRED HYPED RESPONSE. WHAT WE ARE PROPOSING FOR VIV, IS STAYING TRUE TO THE BRAND IN PROMOTING STAYING TRUE TO YOURSELF. BEING AUTHENTIC AND BEING AWARE, VIVIENNE WESTWOOD REALLY FLOURISHED WHEN PIONEERING THE PUNK, YOUTH-CULTURE MOVEMENT AND IS CONSISTENT IN THE FACT THAT SHE WILL BE PIONEERING IN BRINGING BACK THAT BRITISH 'UNAPOLOGETICALLY ME' ATTITUDE TO MILLENNIALS AND TO STREETWEAR.

FEMALE INFLUENCERS



NAT WINTER 17.2K



CORA DELANEY 12.5K



SANDRA LAMBECK 522K



ANOUSKA ANASTASIA 36.9K



SIOBHAN BELL 40.7K

MALE INFLUENCERS

TERENCE SAMBO 24.4K



BLONDEY MCGOY 152K



ELIAS RIADI 42.5K



BENJI COLSON 29.8K



LEO MANDELLA 46.1K

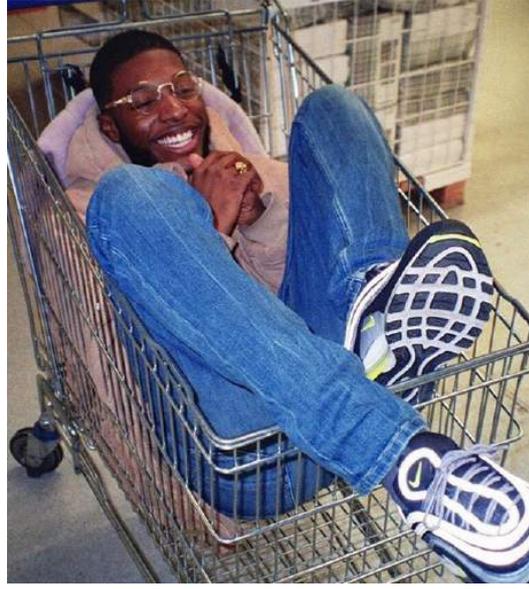


LUCAS PUIG 126K



SHAMEL KENDRICK 16.6K

SNAPCHAT INFLUENCERS



SHAQ ROBINSON 15.9K



JOANNA KUTCHER 1.1M



REECE KING 563K

SALES FORECAST



THIS SECTION WILL CONTAIN THE SALES FORECAST SHEET AND A COSTING SHEET FOR EACH PRODUCT, AS WELL AS THE QUANTITIES WHICH WE WOULD PROPOSE TO ORDER FOR THE LINE 'VIV.'

IN AN IDEAL WORD THE LANDING COST PRICE WOULD BE DIFFERENT. MAJORITY OF THE MATERIALS ARE COMING FROM VARIOUS COUNTRIES INCLUDING SOUTH ASIA AND ALSO ITALY, SO THE PRICE OF SHIPPING THE PRODUCTS OVER WOULD HAVE TO BE INCLUDED. THE TRANSPORT OF THE ITEMS FROM THE FACTORY TO THE WAREHOUSE WOULD ALSO HAVE TO BE CONSIDERED WHEN PROPOSING A NEW LINE. IT IS PROPOSED THAT THE GARMENTS WILL ALL BE MADE AT A FACTORY IN THE UK THEREFORE THE COSTING SHEET ISN'T REALISTIC AS RATE OF EXCHANGE AND DUTY & CLEARANCE HAVEN'T BEEN INCLUDED.

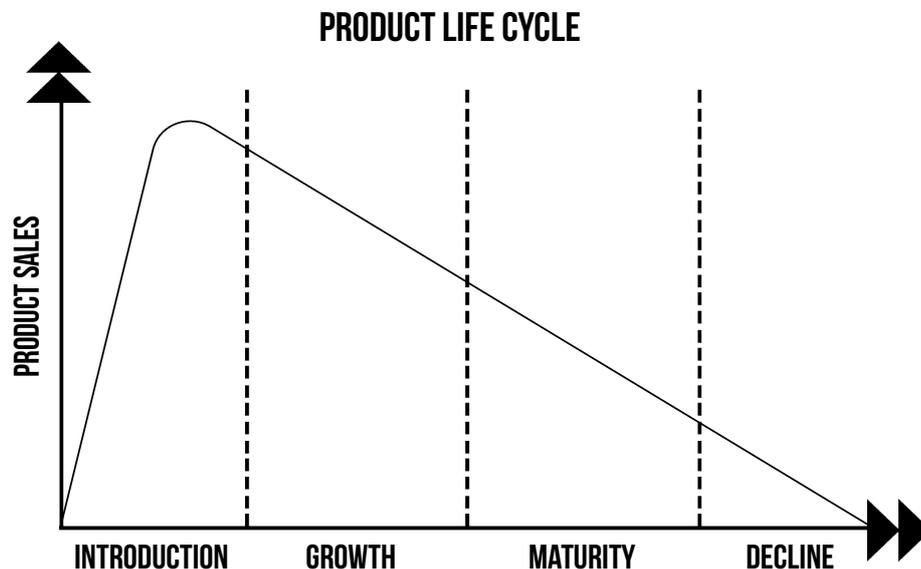
SALES FORECAST TABLE

WITH VAT													
Style ref.	Product Description	Country of Origin	Colourway	Fabric	Size Range	Factory Price	Landed Cost Price	Qty	Selling price	Sales value	Profit	Total Profit	Margin %
VIV006	Graphic Tee	UK	Black / White	Cotton	S-XL	12	12.06	288	50.00	14400	37.94	10,927	71.06
VIV005	Graphic Tee	UK	Black / White	Cotton	S-XL	12	12.06	288	50.00	14400	37.94	10,927	71.06
VIV001	Flight Pants	UK	Tartan	Wool	1,2,3,4,5,6,7	12	12.17	72	150.00	10800	137.83	9,924	90.26
VIV001	MA-1 Bomber Jacket	UK	Tartan	Wool	S-XL	12	12.51	144	250.00	36000	237.49	34,199	94.00
VIV003	6 Panel Cap	UK	Patchwork	Wool	ONE SIZE	12	12.06	216	60.00	12960	47.94	10,355	75.88
VIV004	Logo Hoodie	UK	Black	Cotton	S-XL	12	12.19	288	100.00	28800	87.81	25,289	85.37
totals							73.05	1296		117360	586.95	101,620	81.27
budget							94672.80						

QUANTITIES

Store Quantities					
Product	Planned ROS	Weeks on Sale	Number of Stores	Quantities	Overall Quantity
VIV006	4	12	4	192	288
VIV005	4	12	4	192	288
VIV001	1	12	4	48	72
VIV001	2	12	4	96	144
VIV003	3	12	4	144	216
VIV004	4	12	4	192	288
Online Quantities					
Product	Planned ROS	Weeks on Sale	x2	Quantities	
VIV006	4	12	2	96	
VIV005	4	12	2	96	
VIV001	1	12	2	24	
VIV001	2	12	2	48	
VIV003	3	12	2	72	
VIV004	4	12	2	96	

REALISTICALLY IF 'VIV.' WAS GOING TO BE LAUNCHED WE WOULD HAVE A HIGHER QUANTITY OF PRODUCTS TO HAVE ONLINE AND INSTORE, THIS IS DUE TO THE NATURE OF THE POP UP SHOP PROMOTIONAL TOOL.



WE'RE PROPOSING THAT 'VIV' WILL BE STOCKED IN FOUR STORES, ALL OF WHICH ARE IN THE UK. THE STORES WE'VE DECIDED TO SELL OUR PRODUCTS IN ARE: MANCHESTER (KING STREET), LONDON (FLAGSHIP & WORLD'S END) AND GLASGOW (BUCHANAN STREET). LONDON IS THE MOST POPULATED CITY IN THE UK AS WELL AS BEING THE CAPITAL CITY OF ENGLAND, THEREFORE THIS IS OUR MAIN STOCKIST OF 'VIV.'. WORLD'S END IS THE FIRST EVER VIVIENNE WESTWOOD STORE SO IT WOULD MAKE SENSE FOR US TO STOCK THE LINE THERE. (430 KINGS ROAD, 2017). GLASGOW IS THE LARGEST POPULATED CITY IN SCOTLAND AND THE THIRD LARGEST POPULATED CITY IN THE UK, AS WE ARE USING A LOT OF TARTAN IT SEEMS FITTING TO PLACE IN THE SCOTLAND STORE ON BUCHANAN STREET. MANCHESTER IS KNOWN AS ONE OF THE MAJOR CITIES OF THE UK THEREFORE WE WOULD PROPOSE TO SELL OUR LINE IN THE MANCHESTER STORE ON KING STREET (CITYMETRIC, 2017).

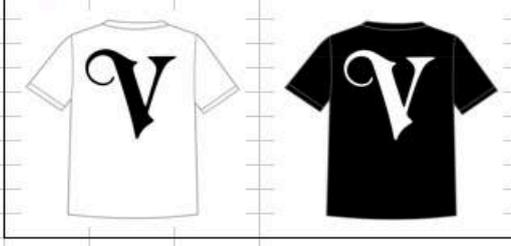
'VIV.' WILL ALSO BE SOLD ONLINE ON THE VIVIENNE WESTWOOD WEBSITE. WE'RE PROPOSING TO SELL OUR DIFFUSION LABEL IN-STORE AND ONLINE FOR TWELVE WEEKS WHICH IS THE WHOLE SEASON.

PRIMARY RESEARCH VIVIENNE WESTWOOD STORE, LONDON

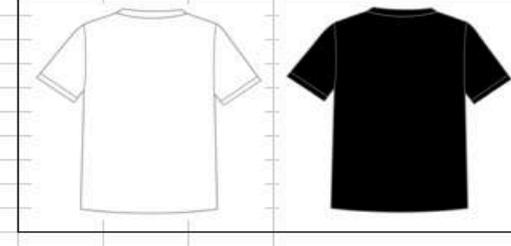




COSTING SHEET - 'CONFORMITY' TEE

<u>COSTING SHEET</u>		<u>DESCRIPTION-</u> <u>SUPPLIER -</u>	Graphic Tee		<u>REF NUMBER-</u>	VIV006
					<u>COUNTRY OF ORIGIN-</u>	UK
	MATERIALS	COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
	MAIN FABRIC/YARN					
	SECOND FABRIC/YARN					
	TRIM FABRIC					
	LINING					
	ACCESSORIES	COST \$ PER UNIT	PIECES PER GMT	TOTAL	BACK	
	Woven Labels					
	Swing tickets/labels					
	Embroidery					
	Zip/s					
	Buttons					
	Studs					
	Transport Packaging					
	Hanger					
	DIRECT MATERIALS			£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials (6) X 2	FOB GARMENT COST			£12		
	RATE OF EXCHANGE					
	Freight			0.06		
	Duty & Clearance %					
FOB + Freight	LANDED PRICE			£12.06		
	SELLING PRICE			£50	MARGIN%	71.06%

COSTING SHEET- 'GOD SAVE THE QUEEN' TEE

<u>COSTING SHEET</u>		<u>DESCRIPTION-</u> <u>SUPPLIER -</u>	Graphic Tee		<u>REF NUMBER-</u>	VIV005
					<u>COUNTRY OF ORIGIN-</u>	UK
	MATERIALS	COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
	MAIN FABRIC/YARN					
	SECOND FABRIC/YARN					
	TRIM FABRIC					
	LINING					
	ACCESSORIES	COST \$ PER UNIT	PIECES PER GMT	TOTAL	BACK	
	Woven Labels					
	Swing tickets/labels					
	Embroidery					
	Zip/s					
	Buttons					
	Studs					
	Transport Packaging					
	Hanger					
	DIRECT MATERIALS			£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials (6) X 2	FOB GARMENT COST			£12		
	RATE OF EXCHANGE					
	Freight			£0.06		
	Duty & Clearance %					
	LANDED PRICE			£12.06		
	SELLING PRICE			£50	MARGIN%	71.06%

COSTING SHEET - 6 PANEL CAP

COSTING SHEET		DESCRIPTION- SUPPLIER -	6 Panel Cap		REF NUMBER- COUNTRY OF ORIGIN-	VIV003 UK
MATERIALS		COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
MAIN FABRIC/YARN					 <p>This image cannot currently be displayed.</p>	
SECOND FABRIC/YARN						
TRIM FABRIC						
LINING						
ACCESSORIES		COST \$ PER UNIT	PIECES PER GMT	TOTAL	BACK	
Woven Labels					 <p>This image cannot currently be displayed.</p>	
Swing tickets/labels						
Embroidery						
Zip/s						
Buttons						
Studs						
Transport Packaging						
Hanger						
DIRECT MATERIALS				£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials (6) X 2	FOB GARMENT COST			£12		
	RATE OF EXCHANGE					
	Freight			0.06		
	Duty & Clearance %					
FOB + Freight	LANDED PRICE			£12.06		
	SELLING PRICE			£70	MARGIN%	79.33%

COSTING SHEET - MA1 BOMBER JACKET

COSTING SHEET		DESCRIPTION- SUPPLIER -	MA-1 Bomber Jacket		REF NUMBER- COUNTRY OF ORIGIN-	VIV001 UK
MATERIALS		COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
MAIN FABRIC/YARN						
SECOND FABRIC/YARN						
TRIM FABRIC						
LINING						
ACCESSORIES		COST \$ PER UNIT	PIECES PER GMT	TOTAL	BACK	
Woven Labels						
Swing tickets/labels						
Embroidery						
Zip/s						
Buttons						
Studs						
Transport Packaging						
Hanger						
DIRECT MATERIALS				£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials (6) X 2	FOB GARMENT COST			£12		
	RATE OF EXCHANGE					
	Freight			£0.51		
	Duty & Clearance %					
FOB + Freight	LANDED PRICE			£12.51		
	SELLING PRICE			£250	MARGIN%	94.00%

COSTING SHEET - FLIGHT PANTS

<u>COSTING SHEET</u>		<u>DESCRIPTION-</u>	Flight Pants	<u>REF NUMBER-</u>	VIV002	
		<u>SUPPLIER -</u>		<u>COUNTRY OF ORIGIN-</u>	UK	
MATERIALS		COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
MAIN FABRIC/YARN						
SECOND FABRIC/YARN						
TRIM FABRIC						
LINING						
ACCESSORIES		COST \$ PER UNIT	PIECES PER GMT	TOTAL		
Woven Labels					BACK	
Swing tickets/labels						
Embroidery						
Zip/s						
Buttons						
Studs						
Transport Packaging						
Hanger						
DIRECT MATERIALS				£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials 6 X 2	FOB GARMENT COST			£12		
RATE OF EXCHANGE						
Freight				£0.17		
Duty & Clearance %						
FOB + Freight	LANDED PRICE			£12.17		
SELLING PRICE				£150	MARGIN%	90.26%

COSTING SHEET - 'ANARCHY IN THE UK' HOODIE

<u>COSTING SHEET</u>		<u>DESCRIPTION-</u>	Logo Hoodie	<u>REF NUMBER-</u>	VIV004	
		<u>SUPPLIER -</u>		<u>COUNTRY OF ORIGIN-</u>	UK	
MATERIALS		COST \$ PER UNIT	CONSUMPTION	TOTAL	FRONT	
MAIN FABRIC/YARN						
SECOND FABRIC/YARN						
TRIM FABRIC						
LINING						
ACCESSORIES		COST \$ PER UNIT	PIECES PER GMT	TOTAL		
Woven Labels					BACK	
Swing tickets/labels						
Embroidery						
Zip/s						
Buttons						
Studs						
Transport Packaging						
Hanger						
DIRECT MATERIALS				£6		
FOB X 0.20 (20%)	DIRECT LABOUR			£2.40		
FOB X 0.30 (30%)	OVERHEADS			£3.60		
Direct Materials (6) X 2	FOB GARMENT COST			£12		
RATE OF EXCHANGE						
Freight				£0.19		
Duty & Clearance %						
FOB + Freight	LANDED PRICE			£12.19		
SELLING PRICE				£120	MARGIN%	87.81%



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- 1) . **Online adults aged 18-34 are most likely follow a brand via social networking (95%).**
(Source: [MarketingSherpa](#)) Think about your audience and see where they are most likely to follow your brand.

Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter (Source: [Hootsuite](#)) Instagram has become a powerful platform for marketers and its potential cannot be overlooked any longer.

90% of Instagram users are younger than 35
(Source: [ScienceDaily](#)) Instagram has become *the* social media network for targeting millennials. **32% of teenagers** consider Instagram to be the most important social network. Female internet users are more likely to use Instagram than men, at **38% vs. 26%**.

In a survey of U.S. consumers by Toronto-based retail design firm [Shikatanil Lacroix](#), nearly half of Millennials (47 percent) said they value the experience a brand provides more than the actual product value, compared to 22 percent of boomers and 38 percent of Gen X.

In addition, nearly 48 percent of Millennials feel more loyal to a brand that provides interesting experiences, compared to 35 percent of Gen X and 17 percent of boomers. And 42 percent of millennials indicated they enjoy experiences that allowed them to feel part of the story, compared to 38 percent of Gen X and 20 percent of boomers.

"[Millennials] are very much experiential driven, and much more about being part of the narrative, so retailers have to start thinking about how to make the consumer part of the story," said [Jean-Pierre Lacroix](#), president and founder of [Shikatanil Lacroix](#). "Being part of an immersive experience is really important for millennials. The message for the retailer is you have to make [the store environment] more immersive and much more engaging than you are today." Rebecca Harris,

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