

FASHION PROMOTION REALISATION

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L6 FASHION PROMOTION

Approx. 3,100 words



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SEVENSTORE

“CONNECTS PEOPLE TO THE IDEAS OF COMMUNITY, TECHNOLOGY AND EXPRESSION”

Sevenstore is a retail space located in Liverpool, the North West of England. Their main aim is to connect different communities and emerge creativity from this by providing a large range of styles, as well as opportunities for their audience to learn through events and workshops (Sevenstore, 2023). The store sells ready-to-wear trendy garments with a wide variety of brands from Nike to Moncler. They offer amplified sportswear through luxury designs and collaborations, to differentiate the store from what can be found in the average retail space. Their main competitors include END and Size? (similarweb, 2023), who similarly sell a variety of brands but have higher recognition due to multiple locations across the UK.



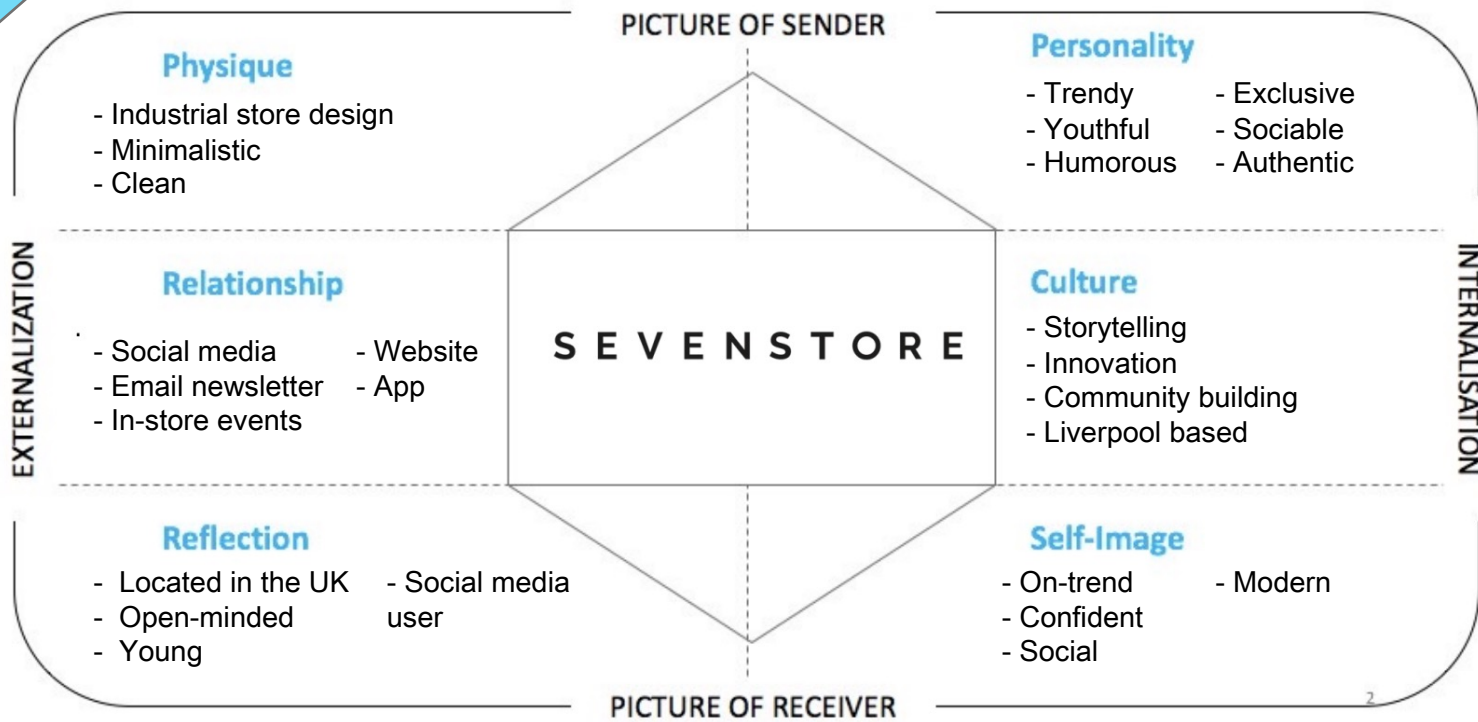
DEMOGRAPHICS

Sevenstore's current audience are aged 25-34 years with 41.86% of visitors to their website being this age (similarweb, 2023), which are the Millennial generation and the elder years of Generation Z. Alongside this, 66% of traffic is coming from within the UK, and there is an almost balanced male to female ratio – 55% being male (Similarweb, 2023). Sevenstore's pricing ranges from £25 T-shirts to £2,485 jackets, suggesting that their audience range from upper to middle class that have additional income to spend on a mixture of affordable and exclusive luxury. Their age group suggests that they are likely to be in a graduate role job or working full time (Office for National Statistics, 2018).

PSYCHOGRAPHICS

It is suggested that their audience are interested in high-end fashion and shoes, keeping up to date with trends and utilising social media platforms such as Instagram and TikTok for style inspiration (Prashanth, 2023). There is a tendency to purchase items through social media, a report by Bain and Company states that 70% of luxury purchases are due to an online interaction influence (D'Arpizio and Levato, N/D). Their daily life consists of going to work and socialising with their friends on days off, and some may have interests in fitness due to a handful of Sevenstore's products being luxury sportswear. Fashion preferences are highly varied amongst their audience as they offer a large list of brands that each have individual identities. The average identity would be either a trendsetter or a trend follower, with a strong hype around new releases of exclusive products/collaborations, as well as a fashion enthusiast that is loyal to specific brands (Merkle, 2023). However, due to having one store it is to be expected that they shop online, especially if the consumer is seeking a specific product because it is more convenient than to travel to the store (Chevalier, 2023).





SEVENSTORE'S BRAND DNA CONSISTS OF INNOVATION, CREATIVITY, AND TECHNOLOGY TO CREATE A SPACE FOR LIKE-MINDED INDIVIDUALS WITH A PASSION FOR FASHION.

S W O T

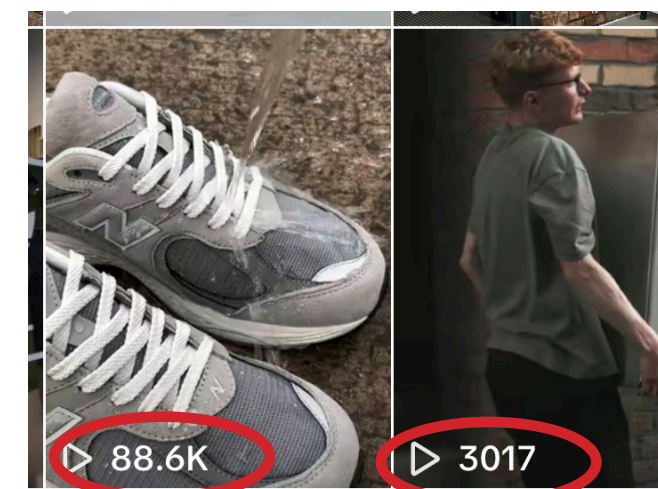
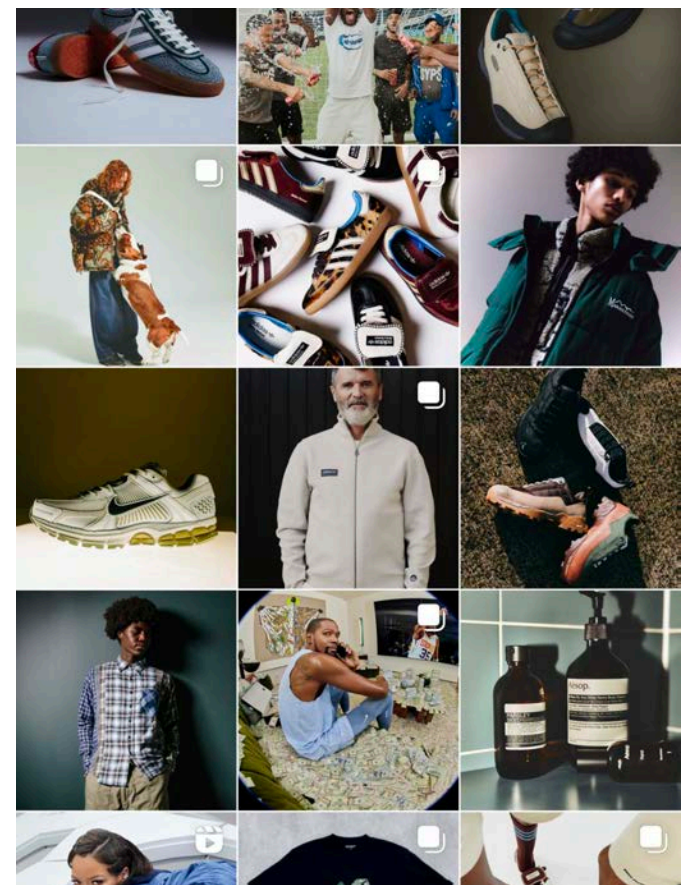
- | | | | |
|--|---|---|--|
| <p>S</p> <ul style="list-style-type: none"> - Wide range of brands available. - Limited edition and high-end items. - Clean website to browse - Retail space is free-flowing with styling inspiration - Giveaways and in-store events - Consistent Instagram page | <p>W</p> <ul style="list-style-type: none"> - 3.2 star rating on Google reviews. 1 star reviews related to online purchases - Decline in total website visits (similarweb, 2023) - Lack of engagement across multiple social media platforms - No consistency on YouTube - No clear aims towards sustainability | <p>O</p> <ul style="list-style-type: none"> - Connect with customers via social media to build brand loyalty - Utilise multiple social media platforms consistently to build recognition - Influencers - Campaign collaborations - Improving E-Commerce and customer satisfaction | <p>T</p> <ul style="list-style-type: none"> - Competitors owning multiple store locations - Cost of Living Crisis, consumers are cautious about purchase decisions (Economist, 2022) - Increase in train strikes, harder for customers to travel and visit in-store (Topham, 2023) - Rise in second hand buying leading to customers buying their products elsewhere for sustainability and affordability (Cochrane, 2023). |
|--|---|---|--|

CONTENT SUMMARY

There is a clear contrast in engagement across platforms, with Instagram being the most successful due to irregular posting on other platforms.

On Instagram there is a clear routine of utilising the story feature for promoting giveaways, collaborations, 'new in', and quick links to the store's website pages.

There is a repetitive usage of a minimal colour pallet to maintain brand aesthetics and easy viewing, with a range of content styles.



On TikTok there are spikes in engagement which is predictable for TikTok's algorithm as it is more randomised than Instagram (Burke, 2023).

Videos that have succeeded the most are the UGC style unboxing videos, giving close-ups of items and producing a casual feel through the lack of studio lighting and scripted clips. This links to the current consumer trend of preferring authentic style advertisement (Cope and Maloney, 2016).

There is a small usage of trending hashtags in the captions, as well as audios/sounds that are popular, by changing this they would be able to grow their engagement (Burke, 2023).

PREVIOUS CONTENT

YOUTUBE - Nike: Mamucium

https://www.youtube.com/watch?v=9UiOu_A4aac



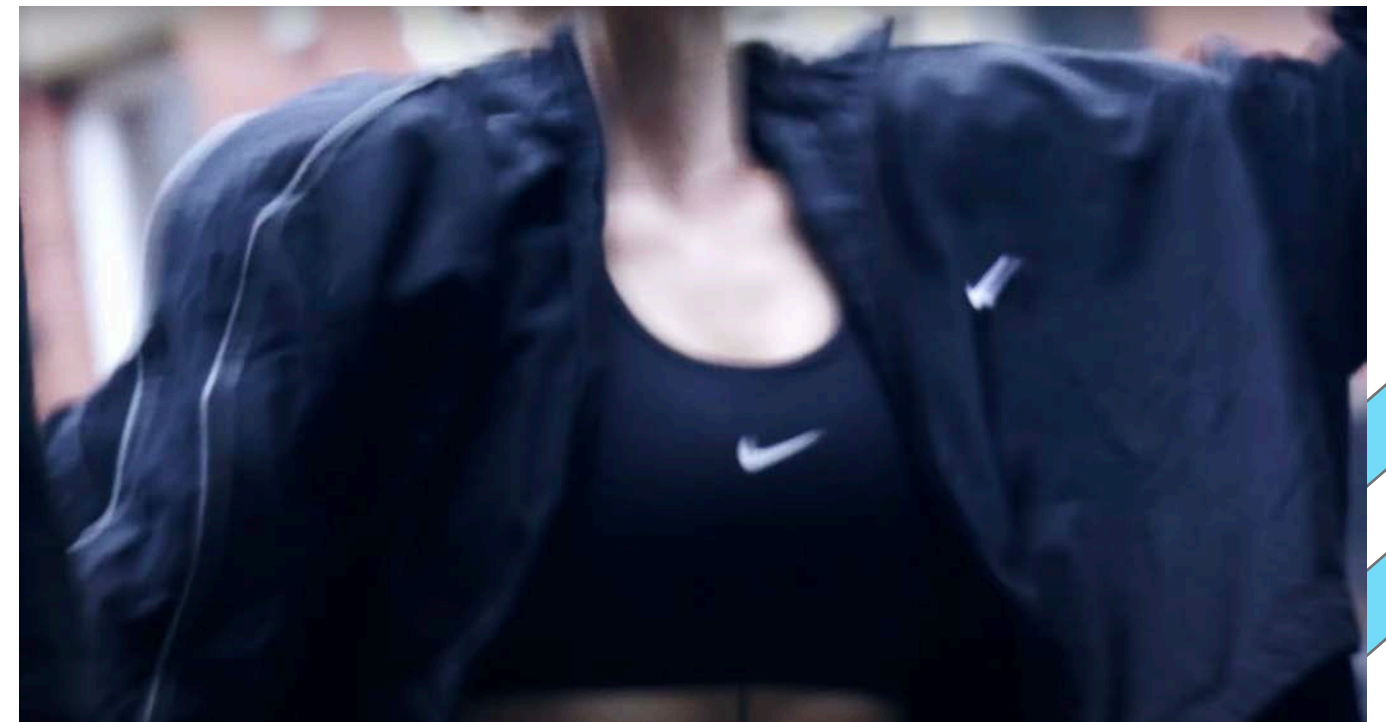
- Digital camera feel and colouring.
- Close-up action shots.
- Product shots.
- Simple styling, main focus is shoes.
- Manchester locations.
- Fast paced music.



"For this SEVENSTORE film "Mamucium", creatively directed by unk, we channelled Manchester's ancient roots and the recent cultural history of the Air Max Plus".



- Fast paced editing.
- Quick camera movements.
- Multiple camera angles.
- Links to history/roots.
- Simple colour scheme.
- Focus on models.



ADIDAS ORIGINALS

Adidas Originals is a subdivision of Adidas introduced in 1997 to allow their audience to shop for streetwear (Highsnobiety, 2023). The trefoil logo represents the brand, which was first seen at the 1972 Olympics in Munich (Adidas, 2023). Originals offers a vast number of sneakers and clothing from old classics to new modern styles, as well as collaborations with other designers and celebrities to introduce creativity (Hipstore, 2023). The brand aims to be the best sports brand in the world, offering products globally whilst also keeping in mind sustainable impacts (Adidas group, 2023).

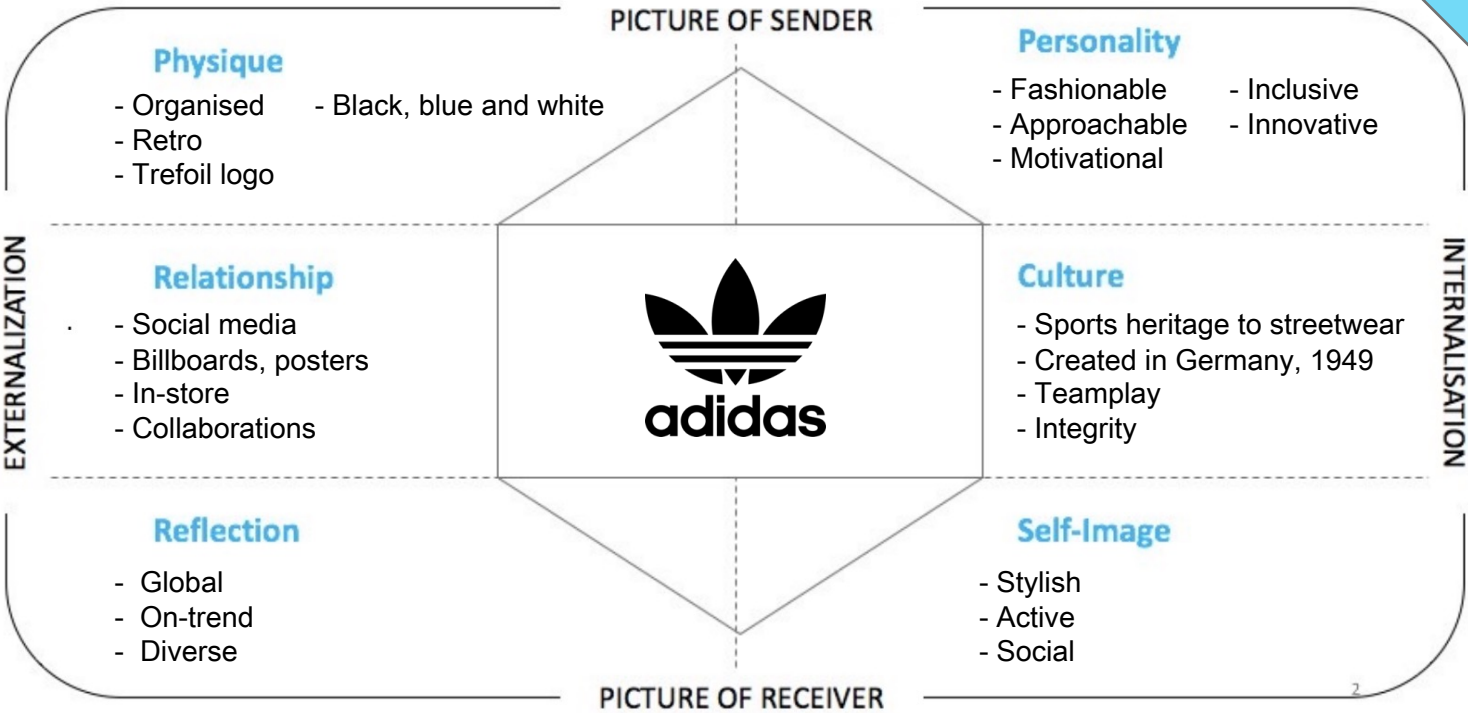
DEMOGRAPHICS

Adidas Originals has 34 million Instagram followers and 6 million TikTok followers (social blade, 2023). With the usage of Adidas' website traffic analysis on Similar-Web (2023) it is estimated that their audience are aged 25 to 34 (33%), with some interest from age groups 35-44 (19%) and 18-24 (17%). It has been stated that Adidas aim to attract the younger generations, as they are the future of the industry (ISPO, 2017). There is also an almost balanced split in the gender of their audience, 55% being male (similarweb, 2023), and it is claimed that their audience are largely from the EMEA region (Europe, Middle East, Africa) (Start.io, 2022).



PSYCHOGRAPHICS

The increased interest from Millennials and Generation Z suggests that it is likely that their consumers are up-to-date with trends through a high usage of social media platforms such as TikTok, YouTube, and Instagram (Feger, 2023). They are likely to be in education from secondary to higher, as well as part time and full time jobs (Office for National Statistics, 2018). The younger ages of Generation Z are potentially unable to purchase items themselves, but are influenced through social media and peers to request to consume the items (Fromm, 2018).



ADIDAS ORIGINALS' DNA CONSISTS OF SUSTAINABILITY, DESIRABILITY, AND COLLABORATION TO CREATE CREATIVE PRODUCTS THAT HIGHLIGHT HERITAGE AND COMMUNITY.

S	W	O	T
<ul style="list-style-type: none"> - Large scale of following and engagement across social media platforms - Successful collaborations with designers and celebrities - Blending sportswear with streetwear - Multiple store locations worldwide - Sustainability efforts 	<ul style="list-style-type: none"> - Collections have a small number of items to choose from - Complex supply chains - Unable to keep up with fast fashion trends - Limited stores in emerging markets (Strategy story, 2023) - Good On You have found gaps in their ethics (2022) 	<ul style="list-style-type: none"> - Usage of digital fashion growing popular for Gen Z (McDowell, 2023) - Further improvement in sustainable practices - Personalisation (Tessa, 2023) 	<ul style="list-style-type: none"> - Large scale of competition - Possible supply chain issues - Cost of living Crisis creating cautious consumers (Economist, 2022) - Second hand market growth, deflects consumer purchase decisions (Cochrane, 2023). - Possible decrease in sportswear popularity

CHOSEN THEME

GEN Z TACKLING THE 'LONELIEST GENERATION'

To push Gen Z into engaging with Sevenstore it is important to utilise storytelling and provide a sense of relatability with others. This year it has been found that there is a 'loneliness epidemic', with 73% of Gen Z claiming that they experience feelings of loneliness (Bakhtiari, 2023). The COVID-19 pandemic resulted in high levels of anxiety and depression amongst younger individuals, as they were thrown off track in their social and academic lives (Glamour, 2023). Therefore they now desire to have a sense of identity alongside a community that they can engage with at a social and emotional level (Yurchisinand Johnson, 2010). This has been seen on TikTok with hashtags used to upload content within a community of interests, such as EquestrianTikTok that has 1.1 Billion total views (TikTok, 2023).

A WGSN global report in the U.S. found that 91% of 18-25 year olds state there is no longer mainstream pop culture due to the continuous development of multiple interest based communities, causing fragmentation (Tan, 2023). This makes it difficult for brands to understand broad audiences, so there is a need to emotionally market through cracking into different identities. Communicating brand values is much more important for maintaining engagement than it was before (Costa, 2019).

Therefore, the chosen outcome of Sevenstore's promotional strategy is to delve into the interests of three protagonists, all of whom are generation Z.



CONCEPT

#AndTheirOriginals

The aims of this is to encourage Gen Z individuals to partake in new activities and seek communities to positively impact their health. Community is a value that both brands push, so it is appropriate for Sevenstore to take this approach of sharing 'real lives' of multiple individuals (Sevenstore, 2023).

On social media platforms there will be three short videos that give an overview of each protagonist. These videos will be no longer than 20 seconds due to the declining attention span of Gen Z (Drenik, 2023). **#AndTheirOriginals** will be prompted for UGC.

An iPhone 14 and a small digital camera will be used. Digital cameras have grown popular because of the nostalgic and personal feel that it captures (MacNeill, 2023). Angles, lighting, and movement will come across as unscripted with quick cuts between each clip.

The Sevenstore website will have a page that further explains the protagonists' interests and way of living. Creating transparency and quick access to purchase links. UGC with **#AndTheirOriginals** will be spotlighted here.

There will be an in-store opportunity to purchase discounted shoes, and take a polaroid picture after purchase. The pictures will then be added to a wall inside the store, enhancing a sense of brand community (Forbes, 2022).



MARLA AND HER SUPERSTARS



Name: Marla Mills
Age: 20
From: Southend on Sea, England
Living in: Manchester, England
Employment: Bartender
Interests: Raves and DJ'ing
Style: New wave gorp-tech



TARGET CONSUMER

Those who would find Marla's feature relatable are identified under the description of 'new wave gorp tech', with interests in outdoor fashion, live music and travel. They wear brands such as North Face, New Balance, Carhartt and seek quality rather than hype in their items of clothing (Nelson, 2023). Although these are outdoor brands well known for activities such as hiking, there is a percentage of consumers who don't participate in these activities and choose to wear the items as a fashion choice instead (Waldow, 2023). Elements of raves and DJ'ing will be in Marla's feature, so there will be attraction from those that are frequent festival and rave go-ers aged 18-25 (Halls, 2018).



SUPERSTARS

The Superstars shoe was originally built for basketball athletes due to its lightness. The popularity then evolved into multiple cultures, including hip hop (Adidas, 2023). They became well known with the association to hip hop group Run-DMC in the mid 1980s, they released a song in 1986 named "My Adidas" and they would tell crowds to hold up their Superstars in the air. Overtime, the shoe continued to develop and move across communities with fluctuations in popularity (Mukhametzyanova, 2019).



RAVES

The trend of music events amongst Gen Z has recently risen due to the seeking of offline experiences and the desire to be in a social scene (Tan, 2023). A key event that young people are currently enjoying are raves, which emerged in the UK in the late 1980s due to changes of preferences towards electronic music. In the past, raves were often illegal events due to the high usage of drugs, so they were held in underground abandoned buildings (Chopra, 2023). This allowed ravers to be under no restrictions of the traditional night scene, creating their own community and spreading information through word-of-mouth.

Alongside this there's an increase in searches for outfit inspiration to wear to raves, especially on Pinterest, for example the search "House music outfits" jumped 185% (Tan, 2023).



INSPIRATION

Adidas Originals x Korn

<https://www.youtube.com/watch?v=BnGn6s3uK1Y>

- Following the band with cameras.

- Usage of modern cameras and digital cameras.



- Audience clips.

- Close-ups of outfit and shoes.



- Dynamic.
- Quick.
- Personal.
- Nostalgic.

SHOOT PLANNING

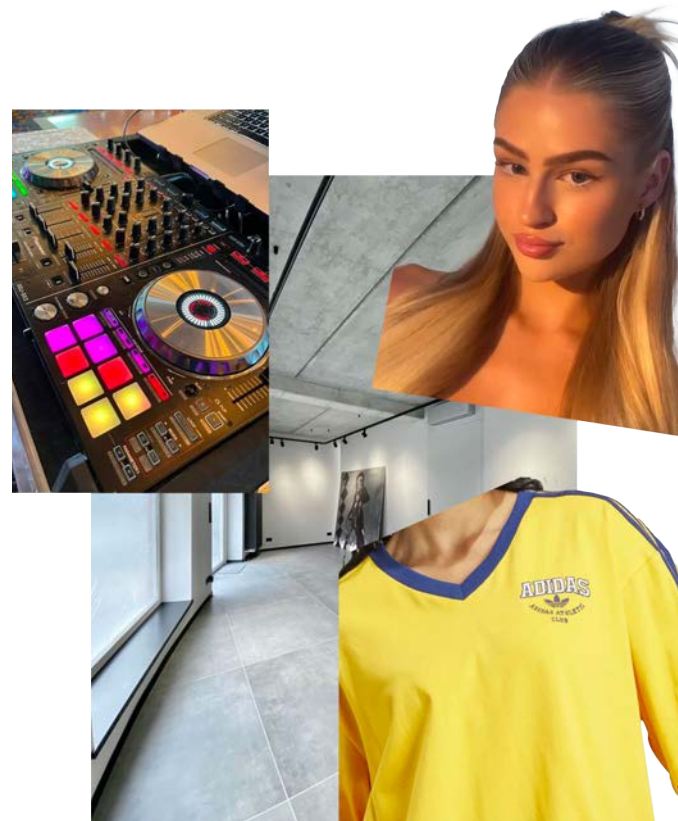
Location: Manchester - Piccadilly station area & outside Mayfield Depot, the venue for The Warehouse Project.

Makeup: Light/Natural.

Hair: Loose with some clipped back using silver star-shaped clips.

Clothing: Black rain jacket paired with parachute pants. A grey cross-body bag. A ribbon tied on her waistband. Black Superstars.

Actions: Walking through Piccadilly, with close-ups on the shoes. Standing and sitting posed outside Mayfield Depot.



Location: Marla's apartment.

Makeup: Light/Natural.

Hair: Half-up with a bun.

Clothing: Yellow Adidas Originals T-Shirt, paired with casual bottoms of Marla's choice.

Actions: Stood practicing her DJ'ing using her laptop and deck.

There will also be short clips that were shot in unplanned shoots. E.g. Raves and areas of Manchester.



CAMERON AND HIS SAMBAS

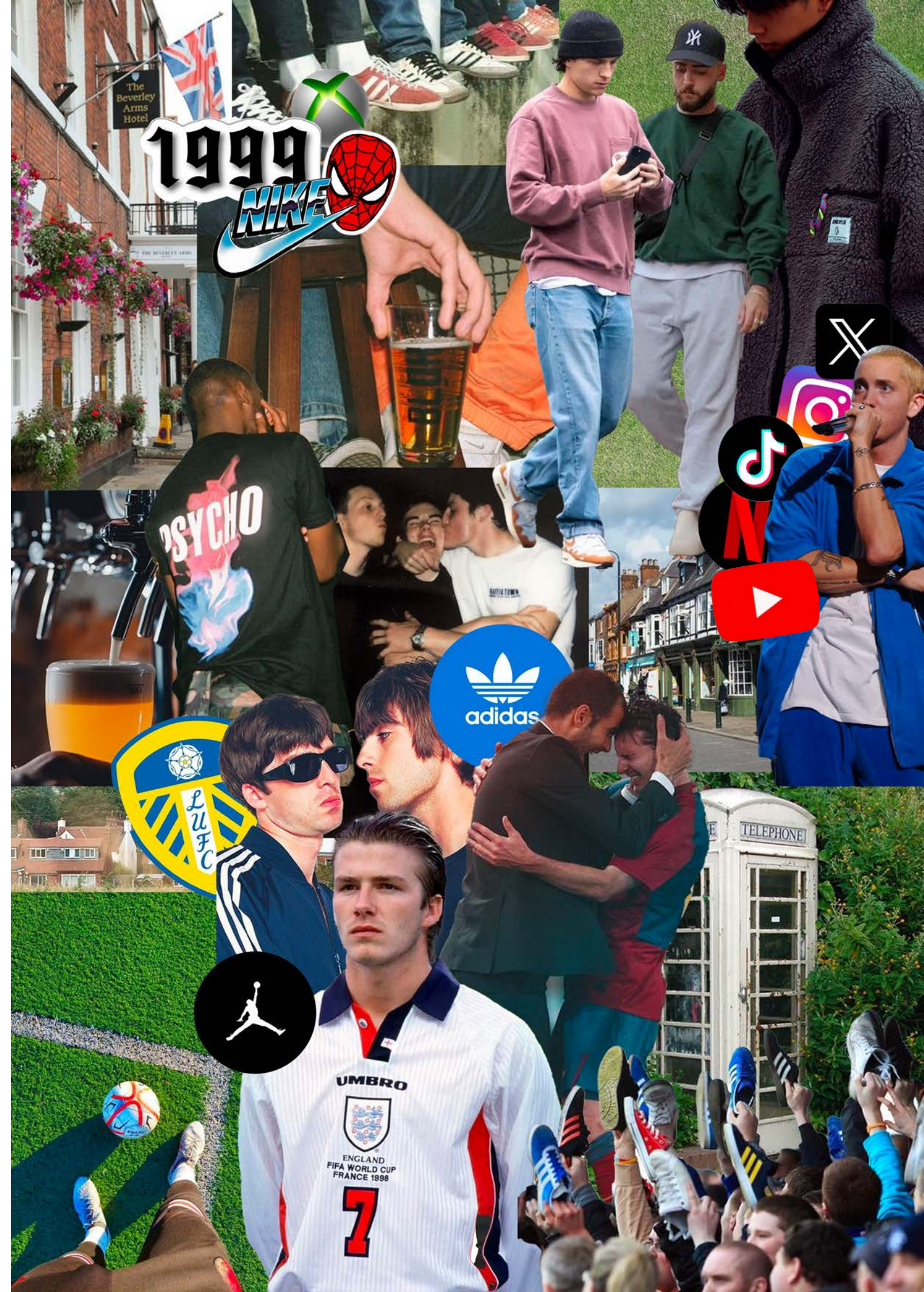


Name: Cameron Robertson.
Age: 24.
From: Beverley, England.
Living in: Beverley, England.
Employment: Football Coach at
Leeds United.
Interests: Football
Style: Smart side of casual



TARGET CONSUMER

The audience that resonates with Cameron have a casual style with inspiration from sportswear and what their peers wear, such as Nike, ASOS, and Stone Island. They are likely to be male University students or working a full time job aged 18-30, socialising with friends in their spare time. They utilise Instagram and X to keep up to date with sports news, and to maintain their relationships. By using a Leeds United employee Sevenstore could be brought to the attention of those who support the team and are predominantly living in the North of England (Burke, 2021).



SAMBAS

After launching in 1950 at the FIFA World Cup in Brazil the Samba shoe became a best-seller. Its design allowed the ability to play football on icy pitches, which was perfect for their European audience (Sneakernews, 2023). The shoe was re-designed multiple times to fit the changing interests of Adidas' audience, and was then adopted by other communities. In the 1990s the shoe was recognised through pop culture as the Gallagher brothers wore them frequently, members of the popular Manchester band Oasis (Cary, 2023).



FOOTBALL AND PUB

Football, majorly popular amongst men, provides a sense of community with the ability to experience both lows and highs together (MFM, 2022). It has been brought to light that large numbers of men are suffering from poor mental health, but they are often not communicating this with others (Boland, 2022). By supporting a football team there is a point of discussion, creating a friendship and the opportunity to play football with others. This benefits both physical and mental health, with a sense of belonging (MFM, 2022). Alongside this, the pub creates an environment of socialisation and enjoyment, with football likely to be on the television. Brits will spend around 14 months of their lives inside of a pub (Cooper, 2021) and studies have shown that men need social interactions to maintain friendships (Blair, 2017).

INSPIRATION

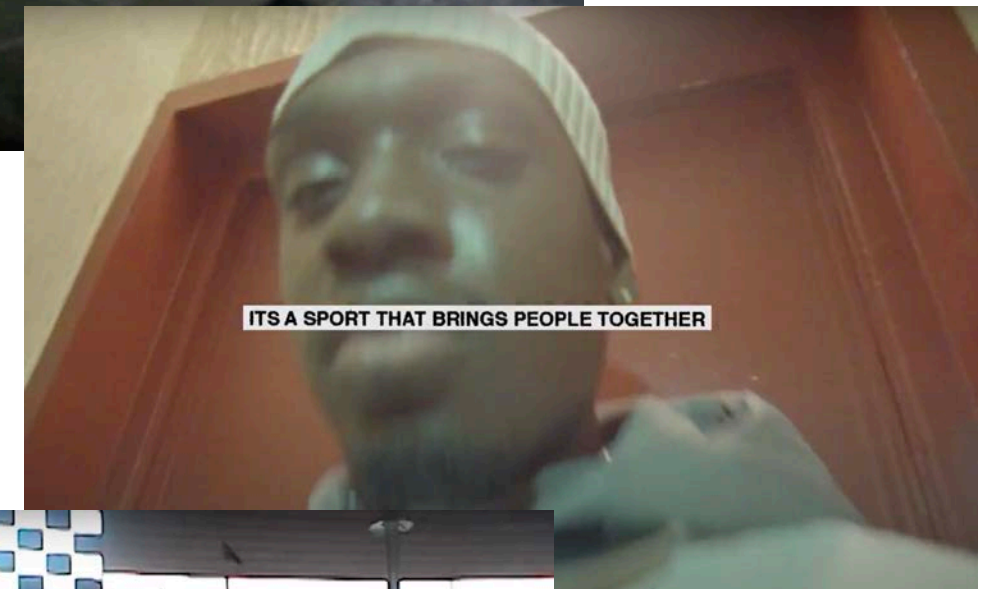
Nike x Off White "Football, Mon Armour"

<https://www.youtube.com/watch?v=BZZ3sAXJtaU>



- Multiple angles and cameras used.
- Short clips.
- Football community highlighted.
- Location clips.

- Stadium clips.
- Natural.
- Casual clothing.



SHOOT PLANNING

Location: Beverley Westwood

Clothing: Leeds United navy blue jumper.
Black joggers. Navy blue sambas shoes.

Actions: Kicking football. Holding football.



Location: Beverley town centre & Cross Keys pub.

Clothing: Black jumper with black corduroy trousers. Navy blue sambas shoes.

Actions: Sat in a pub laughing/talking, walking through town.

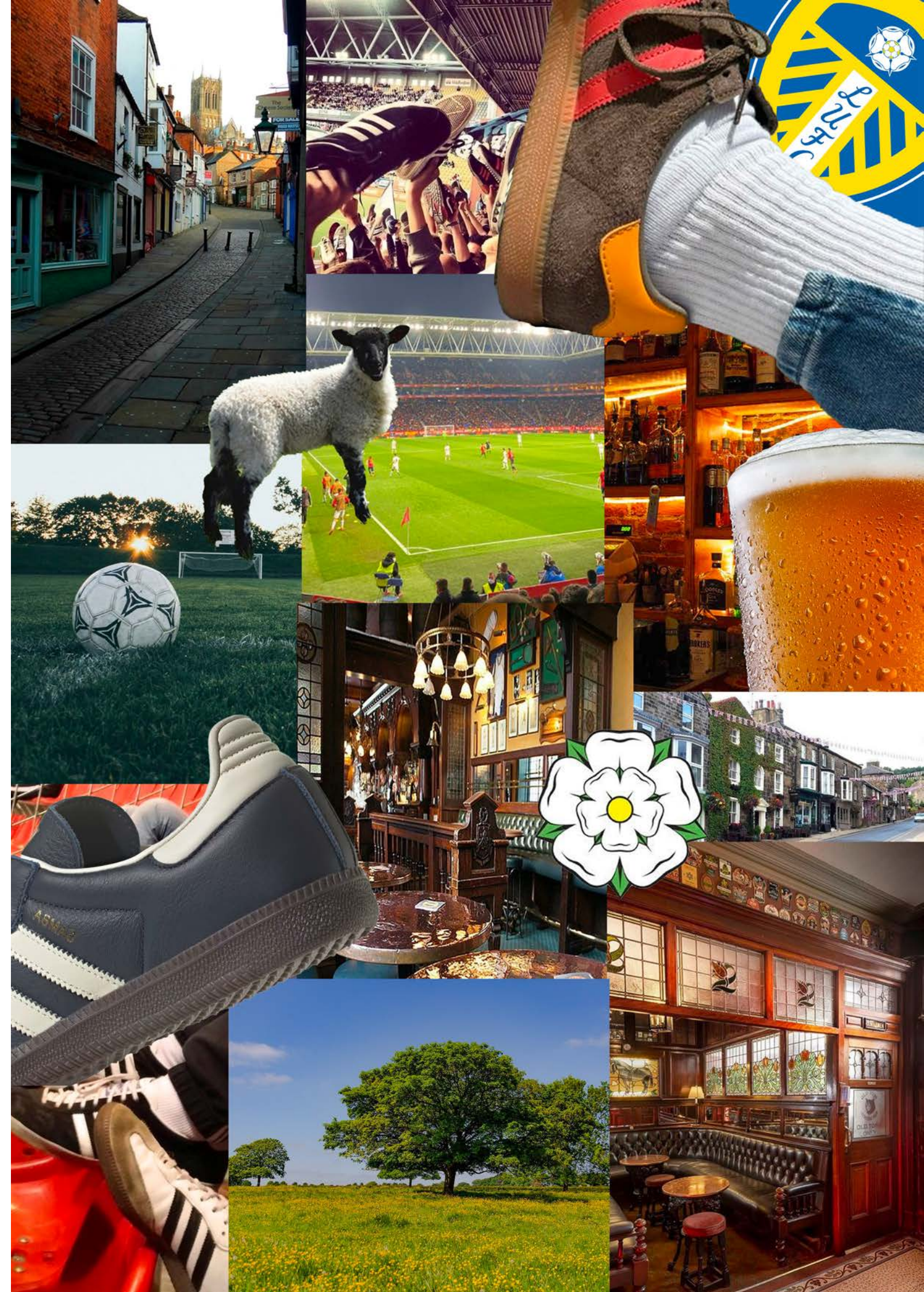


Location: Leeds United Stadium

Clothing: Cameron's choice but given guidelines of casual wear.

Actions: Watching football match.

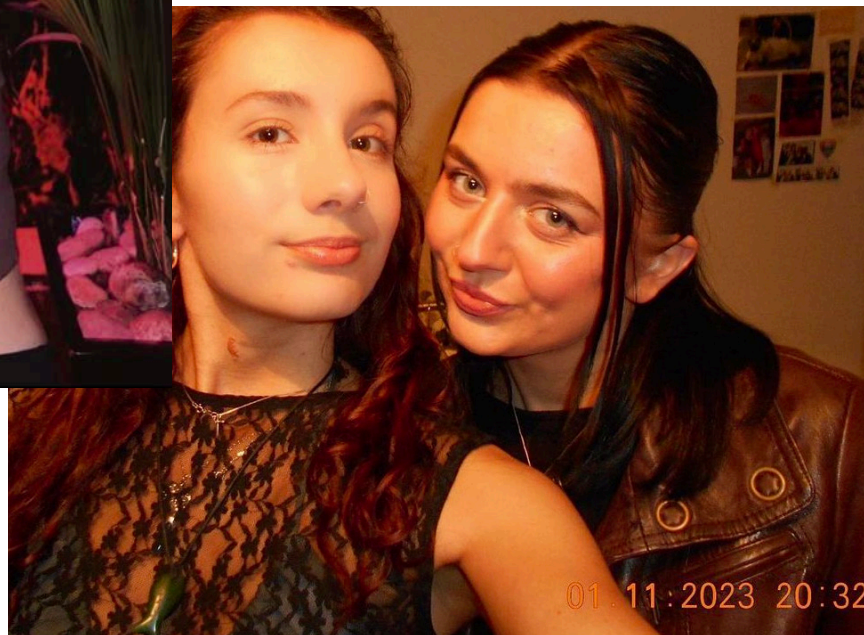
There will also be short clips that were shot in unplanned shoots.



MARCE



Name: Marcella Wilson
Age: 20
From: Edinburgh, Scotland.
Living in: Manchester, England.
Employment: Bartender & University Student.
Interests: Fashion.
Style: Elevated contemporary



TARGET CONSUMER

Marcella's content will mainly attract a female student based audience, around the ages of 18-25 due to her trendy style and affordable choices to enjoy her experience at University. This includes socialising with friends in Cafe's and endorsing in the second-hand market, which is a popular trend for generation Z at the moment (Cochrane, 2023). They are likely to be labelled under the style of 'elevated contemporary', which describes individuals that are aware of new trends and add elements of their own individuality depending on their preferences (Fass, 2023).



GAZELLES

The Gazelle shoe has become a nostalgic wardrobe item that both men and women tend to wear to add a sense of trendiness to their outfits. They were created in 1966 and the design continued to develop depending on the current trends amongst consumers, with links to pop culture (Warnett, 2016). These shoes were known to be fairly accessible and aesthetically appealing because of their suede features which enhanced their popularity, due to the awe of American style (Adidas, 2022).



SOBER CURIOUS AND SECOND-HAND SHOPPING

A current behaviour amongst Generation Z is the decrease in alcohol intake, with 'sober curious' lifestyles. In 2022 the non-alcoholic category achieved \$11 billion, but this doesn't necessarily mean individuals are strictly sober. According to IWSR data 82% of non-alcoholic drinkers still consume alcohol, but at a moderate rate (Ludmir, 2023). This is because of the rising awareness of health and well-being, and the cost of living crisis. Consumers are cautious about their spending so they look for substitutes (Knight, 2023). Socialising with friends doesn't always include an expenditure on alcohol, laid back environments such as caf  s are the new preference (Carnegie, 2022).

Similarly, there has also been an increase in second-hand buying to be able to keep-up with trends at a much more sustainable and affordable cost. The UK is the top country for second hand buyers as of Summer 2023, and Generation Z are fuelling this (Medeiros, 2023).



INSPIRATION

Daniel Arnold's New York | Vogue

<https://www.youtube.com/watch?v=OtKdzBCRIPE>



- Following around the city.
- Watching them carry out their day.
- Switches of camera styles and angles.

- Casual.

- Free flowing.



SHOOT PLANNING

Location: Northern Quarter, Manchester.

Makeup: Light/Natural

Hair: Loose/down.

Clothing: Black and red jacket/coat, bottoms of her choice. Grey Gazelles shoes.

Actions: Walking around Northern Quarter, and browsing through second-hand shops.



Location: Wilson's Social, Manchester.

Makeup: Light/Natural.

Hair: Loose/down.

Clothing: Minimalistic Jumper.

Actions: Socialising with friends at brunch.

There will also be short clips that were shot in unplanned shoots.

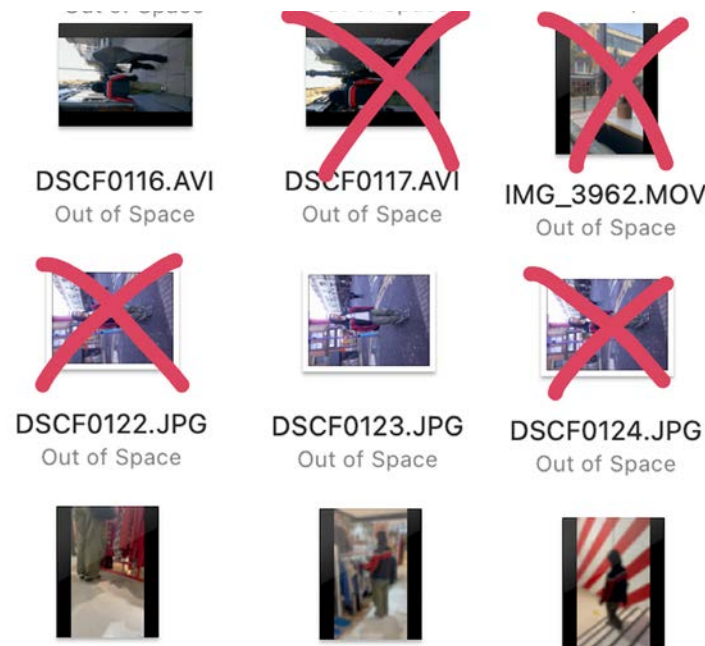


POTENTIAL CHALLENGES

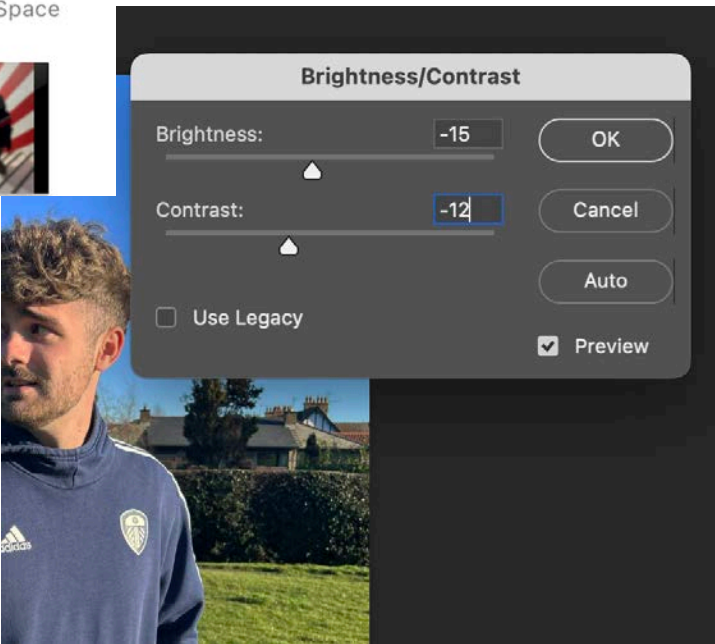
WORK SCHEDULE – All protagonists are employed so it is important that the shoot is planned in advance. An attempt will be made to capture all of the content in one day, so that less time is being taken to plan and produce content.

WEATHER – Due to majority of the content being taken outdoors it is important that a mild/bright day is used, so that the natural lighting is suitable. Light rain could be deemed acceptable for Marla’s content, as it would add to the elements of outdoor clothing. If the weather were to change, another day would be planned for the shoots with plenty of time before the deadline so that schedules can align.

SELECTING AND EDITING CONTENT



Using CapCut the videos are selected and edited together. Images are lightly edited on Adobe Photoshop to improve brightness, vibrancy, and contrast.



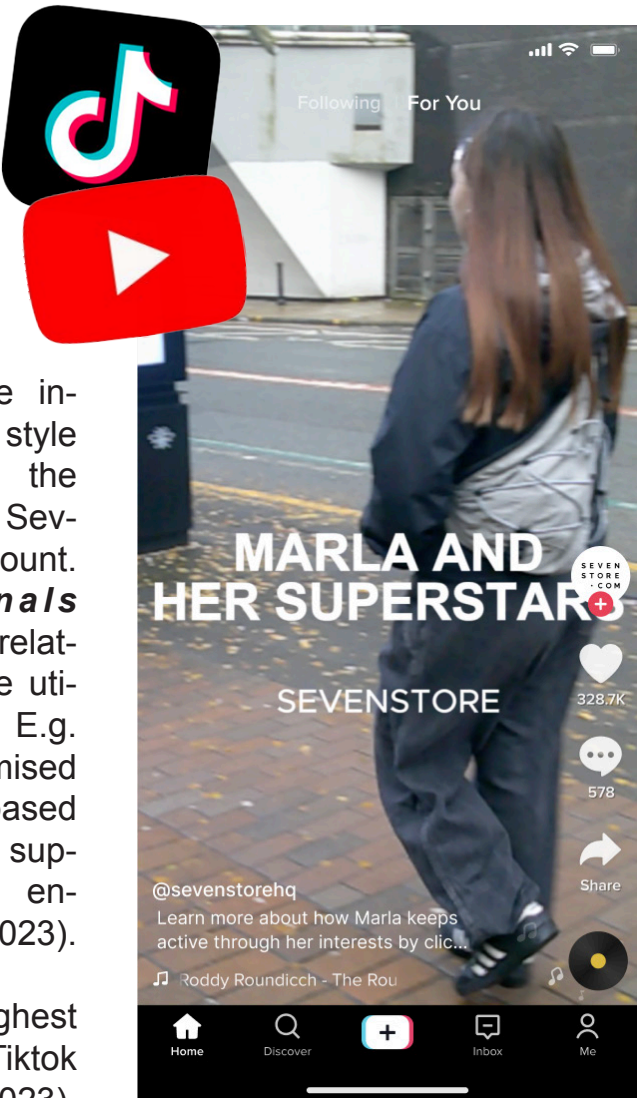
MARKETING STRATEGY

INSTAGRAM

REELS, COLLECTIONS, STORIES.

Multiple uploads of content because Instagram is their most popular and engaged with platform. It is also highly used by Gen Z individuals (Flores-Marquez, 2023). Instagram provides immediate data analysis to understand success of content. By utilising multiple features there will be a push of engagement through the algorithm (Cope and Maloney, 2016).

UGC will be reposted onto Instagram stories to maintain a positive relationship and meet current customer preferences of authentic reviews (Duke, 2023).



YOUTUBE

SHORTS.

YouTube Shorts is similar to Instagram reels and TikTok as it provides casual viewing (Gutierrez, 2023), so the final videos will also be uploaded here. This will provide a larger presence for Sevenstore because there has been a recent increase in users on this platform (Ceci, 2023).

TIKTOK

The final videos are inspired by the current style of content that are the most successful on Sevenstore’s TikTok account. **#AndTheirOriginals** and other hashtags related to interests will be utilised in the captions. E.g. RaveTok. The randomised algorithm that is based on user interests will support the growth in engagement (Burke, 2023).

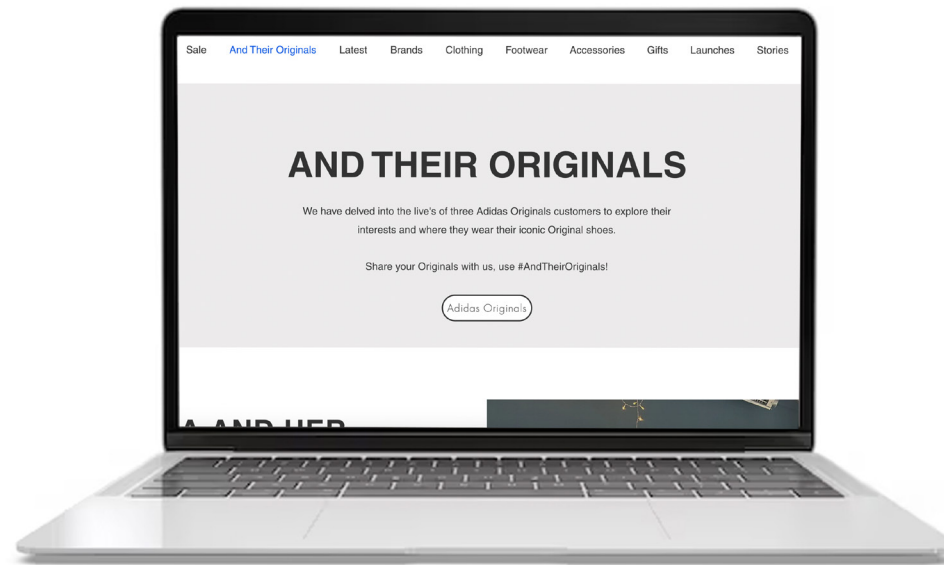
Gen Z have the highest total time spent on Tiktok (Flores-Marquez, 2023).

WEBSITE

A page on Sevenstore's website will provide some details about the origin of each shoe, followed by further insight to the protagonists. This usage of storytelling creates personality to the product, and a sense of identity for the customers.

To enhance authenticity, there will be a section of the page that features UGC.

Traffic analysis can support the measurement of success of the website page and the promotional strategy overall. Such as an increase in purchases, link clicks and traffic driven from the social media platforms which would suggest that individuals are being directed by the recent content uploaded.

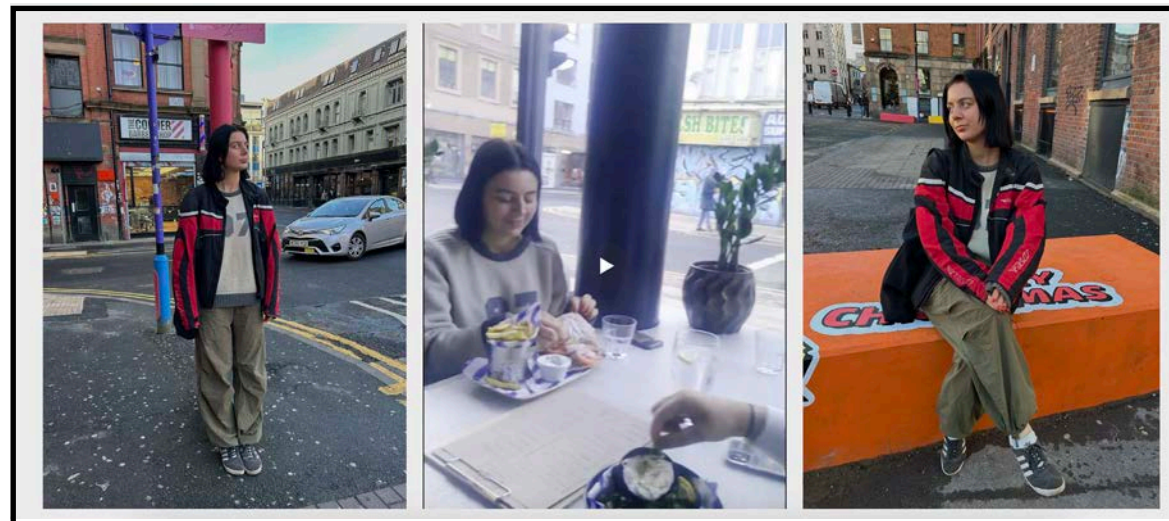
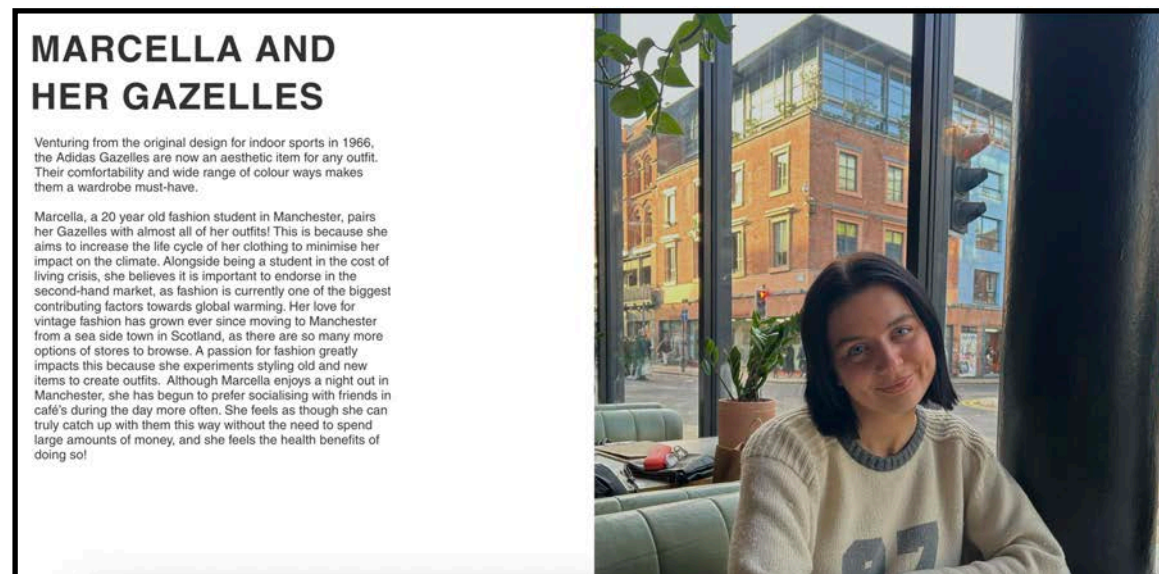


IN-STORE



Each shoe will be placed on top of a 4 foot stone pillar, to match the aesthetic of the store. There will be a poster for each individual displayed on the wall behind the shoe display, as well as a screen playing the three final videos one at a time.



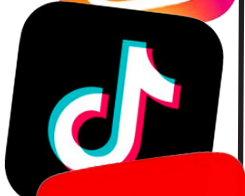



















There will be a selected wall for a collection of polaroid images offered to customers that purchase the Original shoes. This improves the buyer's experience and brings a sense of wholesomeness to the store. It is likely that UGC will be captured through this, as the customer may share a picture of their polaroid online.



CONTENT CALENDAR

JUNE 2024

The chosen month for the promotional strategy to launch is June 2024 because this is when the number of festivals and raves begin to increase, as well as the Euro's Football competition (UEFA, 2024). Therefore Marla and Cameron's content will be on-trend and more likely to catch momentum on the algorithm.

17	18 WEBSITE LAUNCH IN-STORE BEGINS (Announced on Instagram story) 	19 MARLA'S CONTENT   	20 Posts on Instagram story and TikTok of the store displays. <i>#AndTheirOriginals</i> prompt.  	21 CAMERON'S CONTENT   	22 Instagram poll 'The pub or raves?' 	23 MARCELLA'S CONTENT   
24 Instagram story reminder of In-Store discount & <i>#AndTheirOriginals</i> prompt. 	25 Instagram poll 'who do you relate to most?' 	26 Reposts on Instagram story and reels of the store and polaroids. TikToks uploaded of the store and behind scenes of the polaroids.  	27 WEBSITE UPDATE - UGC (Announced on Instagram story) 	28 END OF IN-STORE DISCOUNT (Announced on Instagram story) 	29 Recap videos of store and polaroid wall on all socials.   	30 Polaroids, store display and UGC reposts on website and socials continue until July 18th.

FINAL OUTCOMES

VIEW THE VIDEOS

Marla

https://mmutube.mmu.ac.uk/media/Marla+and+her+superstars/1_yr3nguhx

Cameron

https://mmutube.mmu.ac.uk/media/Cameron+and+his+sambas/1_prj7y76d

Marcella

https://mmutube.mmu.ac.uk/media/Marcella+and+her+gazelles/1_h2udzs9h

VIEW THE WEBSITE WITH THIS LINK

<https://anaisrobertson.wixsite.com/andtheiroriginals>

SELF-REFLECTION

During this assignment I was able to practice and develop my skills of creating content, as I would usually shy away from elements of photography and videography in my previous work. I feel proud of my final outcomes, as I stuck to my original ideas and managed to produce them. I will continue to develop these skills in my next pieces of work because I've realised it allows the opportunity to explore creativity further, and provides more elements overall. To do this, I will carry out practice shoots with less boundaries more often so that I am building my understanding of what works and doesn't work. I'll use tutorials online to improve my Photoshop and video editing skills.

I sometimes struggle with being within a word count as I tend to overexplain my ideas and research because I enjoy the marketing side of the degree. During 1-1's I was advised to include research that directly impacts my final outcomes, so I created a word document where I planned out each segment of my work and began to bullet point research to produce finalised paragraphs. This helped me have an overview of my research and allowed me to estimate the appropriate word counts for each section, so I will continue to do this next semester.

I feel that my research skills have improved over this semester because I am now collecting information from multiple sources and then refining it to what is directly relevant.

My time management with both assignments this semester could've been improved because I began to prioritise one over the other. This was mainly due to the confusion of my other unit. Next semester I am going to focus on different areas of both assignments each week, so that I am continuously progressing over time with the help of lectures and seminars. I will also attend more 1-1's with various tutors.



APPENDICES

Q&A FORM - Marcella's example

Where are you from and where do you currently live?

I grew up in Edinburgh, Scotland and I currently live in Manchester. My family now lives in a small Scottish town called Kirkcaldy.

What do you enjoy about where you currently live?

I enjoy living in Manchester because it is so exiting, there is always something going on there and something to do. I love the fashion and arts scene. I consider Manchester one of the best places in the UK to be a student.

What are the differences you have noticed between where you currently live and where you are from?

Having lived in Manchester, Edinburgh and Kirkcaldy, they are all very different. Manchester is really fast paced, whereas Edinburgh is slower yet more touristy. Kirkcaldy is a small seaside town and so it is nice to come back home sometimes and get out of the city.

What is your current employment?

Currently I am a fashion promotion student and I work part time in a hotel.

What are your goals?

My career goal is fashion journalism having enjoyed writing from a young age.

What do you do for enjoyment?

For enjoyment I like painting, vintage shopping and socialising with my friends.

How did you discover your social community?

I discovered my social community when I came to uni. Being of student age there is so much hype around going out and drinking, but due to that not being my thing, it has sometimes been difficult to find people who want to socialise without it being in a night out setting.

At the age I am at now I have found friends who want to socialise doing the activities we love.

What do you enjoy about your social community?

I love vintage shopping and I enjoy having people that I can go with together to select garments together as I enjoy upcycling and finding unusual pieces. Furthermore, I love going to cafes and going for brunch, being able to talk to people my age about whats going on in our lives and having a lifestyle that allows me to focus on my studies.

What do you like about Adidas Originals?

I love Adidas' brand authenticity. Many brands today lack the authenticity that is so essential to their branding. Furthermore, they provide a reliable service and value their consumers.

What is it that you like about your Adidas shoes?

I love my gazelles because they are such a staple piece. As someone who loves street style and putting outfits together, my gazelles are the ones I go for most often as they look so cool with every outfit.

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