

FB CLASS TERM 3

06/2023

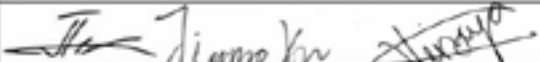


East London

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MATCHES EAST

Coursework submission sheet
Academic Year 2022/2023

| | |
|----------------------------|---|
| Programme | BA (hons) FASHION BUSINESS |
| Unit | Matchesfashion East |
| Term | 3 |
| Teachers | Sennait Ghebreab, Sally Heale, Trishna Daswaney, Danielle Colucci, Lily James |
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| Deadline of the submission | Time: 17:00 Date: 6/13/23 |
| Signature |  |

Late submission will be penalised

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I understand that submitting materials, or parts of materials, that were not created by me, without clear citation of the source, constitutes academic plagiarism and is a punishable act of academic fraud.

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Signed:  Date: 6/13/23

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EXECUTIVE



(theindustry.fashion,2022)

This research seeks to interpret as well as discuss the forthcoming Matchesfashion outlet launching in East London. It serves as London's foremost emerging, fashionable, as well as creative neighbourhoods. The basic idea behind the forthcoming Matchesfashion outlet in East London is to provide premium retail sector a completely ecological client interaction. The recently opened retail location is focused on giving the upscale department sector industry a truly environmentally friendly client encounter. Considering this into account, the suggested idea expands on offering premium merchandise by incorporating creativity as well as ethical practises alongside the Matches general ethos. Through offering the area's client an exclusive retail encounter which is perfectly tailored to ecological demands of modern clients. while reflecting the creative appeal concerning Eastern London, intend to accomplish each purpose as well as goal. The evaluation also seeks to give a comprehensive picture of the whole project administration procedure, comprising human resource tactics, advertising initiatives in both digital as well as physical formats, exclusive label advertising ideas, visual merchandising consumer experiences, evaluations of risks, as well as environmentally friendly initiatives. Fiore Di Ciligeo , cafe within the establishment, which serves a variety of nutritious vegan alternatives, is additionally a highlight of the space., The demographic being studied (Generation Z , students, millenials , workin professionals)is the focus of comprehensive study, consisting of a questionnaire designed to conceptualise the perfect retail encounter. Qualitative discussions, interviewing shoppers ,conferences. Additionally, secondary analysis has been used.

SUMMARY



The following proposal outlines the retail as well as advertising strategy for the newest Matches location across East London with an ethical approach. The recently launched retailer, which includes environmentally friendly clothing labels, ASMR. (Individuals who have experienced ASMR define it as being extremely calming and having a soothing effect. (sleepfoundation, 2022), environmentally friendly café. It includes SPA, (A SPA shall be opened in Matches East, offering guests a place to unwind after a long day of work as well as escape from the bustle of the city. It's a perfect place to relax after a tiring shopping day. The ten percent yearly increase for the healthcare as well as wellbeing sector is projected to persist by 2025). (wellnesscreatives, 2023)). ethical dry cleaning service (a state-of-the-art technique for dry cleaning that makes utilisation of fluid silicone, to operate a secure yet organic result processing sand. (eburydrycleaners, 2022)). Its developed with a combination of care towards the community, ecology, as well as advancement. ASMR-Open Air theatre as well as recreation centre, which would be at highest level at Matches East would be its greatest glory. Here, clients can expect to enjoy the beauty of nature amidst city's hectic lifestyle. There shall be headsets playing extremely gentle, gentle ambient music. There will be couches wherein consumers can lay down and relax listening to it. Clients are taken on a healing mental journey into the heart of nature by the realistic sensorial encounter. Through reframing Matches to be a retail establishment that is focused towards youthful clientele, the business's strategy intends to empower clients to make environmentally friendly decisions.

INTRODUCTION



- Evaluate key rivals as well as carry out a present Matchesfashion analysis.
- Revamp Matchesfashion through changing its essence.
- Put out a business strategy for an upcoming ecological outlet.It would be located in East London.
- Recognise as well as comprehend the way of life preferences of the intended customers. (Matchesfashion Green).
- Provide project administration as well as human resources plan.(Matchesfashion Green)
- Recognise potential risk circumstances which might endanger the project's accomplishment as well as suggest proposed alternatives.
- Utilising ecological tactics, raise customer participation with Matchesfashion Green Outlet.
- Offer labels combination comprising 15 labels which have been morally responsible in their supply, manufacturing, plus marketing.
- Utilising conventional platforms along with offline initiatives suggest marketing strategy - 7 labels.
- Present a central idea, as well as visual merchandising for retail space plus café. Layout drawings would be used to guide them accurately.
- Come up with an idea along with an itinerary. (Matches Fashion Green opening ceremony)

RESEARCH METHODOLOGY

| | PRIMARY RESEARCH | | | | SECONDARY RESEARCH | | |
|--|------------------|-------------|------------|-------------------|--------------------|----------------|---------------------------|
| Objectives | Online survey | Focus group | Interviews | Critical Analysis | Website Resources | WGSN Resources | Simliar Website Resources |
| Recognise Matchesfashion present standing in competition as well as the retail industry. | | | | | | | |
| Create a properly thought-out idea over new ecological outlet in East London. | | | | | | | |
| Promote Matches-fashion Green being an industry leader for environmentally friendly luxury retail-ing. | | | | | | | |
| Create a thorough marketing strategy to promote the launch of chosen labels. | | | | | | | |

introducing M

A
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C
H
E
S



(Britishvogue,2023)



(Britishvogue,2022)



ABOUT MATCHESFASHION

Tom Chapman as well as Ruth Chapman created the seamless commerce upscale apparel shop MATCHES-FASHION in 1987.(showstudio,2023). Prada as well as Bottega Veneta being among the initial labels brought by them to United Kingdom consumers.(businessof-fashion,2023). Matchesfashion distributes high-end products spanning more than 650 labels through a few physical locations(3) as well as an online shop which ships across 170 nations.(voguebusiness,2023). A webpage was created in 2016 as part of its foray towards the world of technology.(southchinamorningpost,2016). Website's income increased by sixty-one % during 2016 compared to the previous year, totaling \$265 million. (glossy,2023). Turnover for website was 204 million gbp in 2016.(Fashionunited,2017). A binding deal to buy a major ownership in this company, a prominent as well as cutting-edge worldwide high-end clothing label, was disclosed by Apex Partners in September 2017.(Apex-partners,2017). The agreement had a \$1 billion worth. (businessoffashion,2017).

Currently, clients may make purchases via company's 3 physical boutiques, online webpage, as well as application. (Matchesfashion,2023).It has outlets in 3 locations - 5 Carlos Place , Marylebone , Wimbledon (Matchesfashion,2023). Matchesfashion's MyStylist provides free style assistance both virtually and in its outlets.(Matchesfashion,2023). Its goal is to provide world's foremost individualised finest retail therapy.(voguebusiness,2021)). The company has a solid reputation as well as is known for the connections they make with its customers including its brand alliances. (voguebusiness,2021). An innovative on-site focused Responsible Edit was launched by the company in 2020 with the goal of promoting labels which makes thoughtful manufacturing choices. (Britishvogue,2020) Sustainable clothing has been made more approachable to buyers through Matchesfashion. com with Eco Age.(Britishvogue,2020) The 4 shoppable cornerstones—charity, individuals, craftsmen, as well as materials—were the foundation surrounding which rules were constructed.(Britishvogue,2020).

Currently, Apex Partners, accepted to contribute £40 million in value plus an extra £20 million in borrowing to help finance a turnaround strategy.(theindustry.fashion,2023).

LOCATION
MOODBOARDS





2
EBOR st.

LONDON
SHUFFLE



EBOR STRE

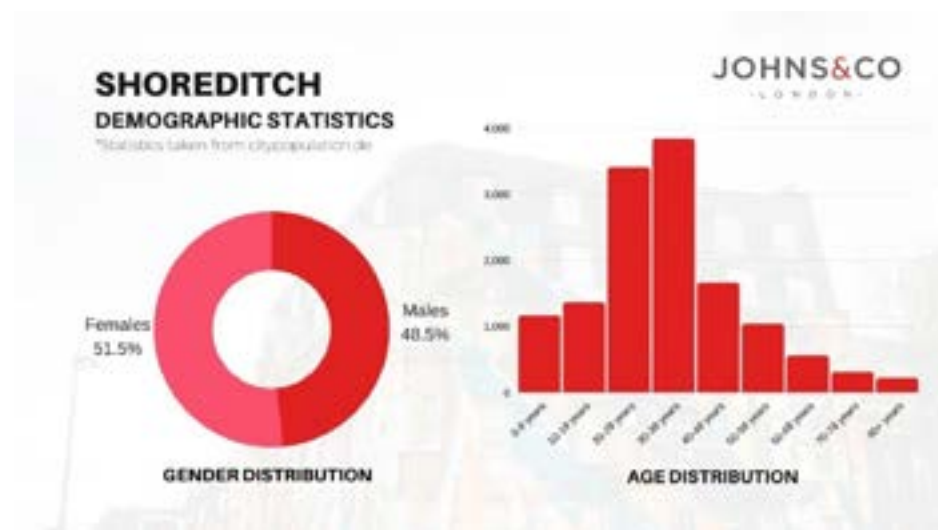
LONDON BOROUGH OF TOWER HAML

WARNING!
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BICYCLES HAVE BEEN
STOLEN FROM THIS
LOCATION

PROPOSED LOCATION



The latest outlet would be situated in the midst of Shoreditch. Its located in the turing of the Redchruch Street and then Ebor Street. Its located 5 mins away from the Commercial Street. Address: 28, Ebor Street , opposite Reformation - E2 7DP. Its located 4 mins away from the Shoreditch station making it convinient for the shoppers to travel to the store.



The newest Matchesfashion Green outlet shall cater to Gen Z along with younger Millenials. East London's central location is Shoreditch.(campusboard,2020). Numerous young professionals reside here which was formerly a middle class suburb.(Hackneycouncil,2018).This location is considered to be the promoter for graffiti as well as fashion in London.(galliard-homes,2022). Given the reasonable restaurants, top-notch pubs, numerous attractions (including the old Spitalfields market), accessible by stroll, reasonable housing in comparison to the rest of London, including excellent transportation options, it is extremely prevalent amid students.(campusboard,2020). It is regarded as one of London's hippest neighbourhoods as well as is particularly well-liked by artists.(simplylondonrelocation,2023). Shoreditch's demographic is recognised to be substantially youthful in comparison to country as a whole, having citizens' median age being 27.(Johns&Co,2020) Young workers now consider it to be among the most desirable places to live.(Johns&Co,2020). Given all the circumstances, Matchesfashion's latest outlet offer clients a really unique East London feel.



BLUE OCEAN ANALYSIS

Red and blue oceans are phrases that Chan Kim along with Renée Mauborgne created to describe the retail environment.(Blue-oceanstrategy,2023). Blue Ocean proposes a distinct strategy for progress as well as recasts ways companies might see progress.When undertaking blue ocean strategies, businesses must weigh a significant degree of chance.(cascadestrategy,2022). Matches in East London surrendered the fierce competitiveness from its competiotors in west London (Selfridges , Browns , Harrods). It looks into the potential for producing a blue ocean in newly developing East London region.



BLUE OCEAN:

Matches in East London

RED OCEAN(Comepititors): (West london shopping area)

Browns

Selfridges

Matches - Marylebone

Fenwick

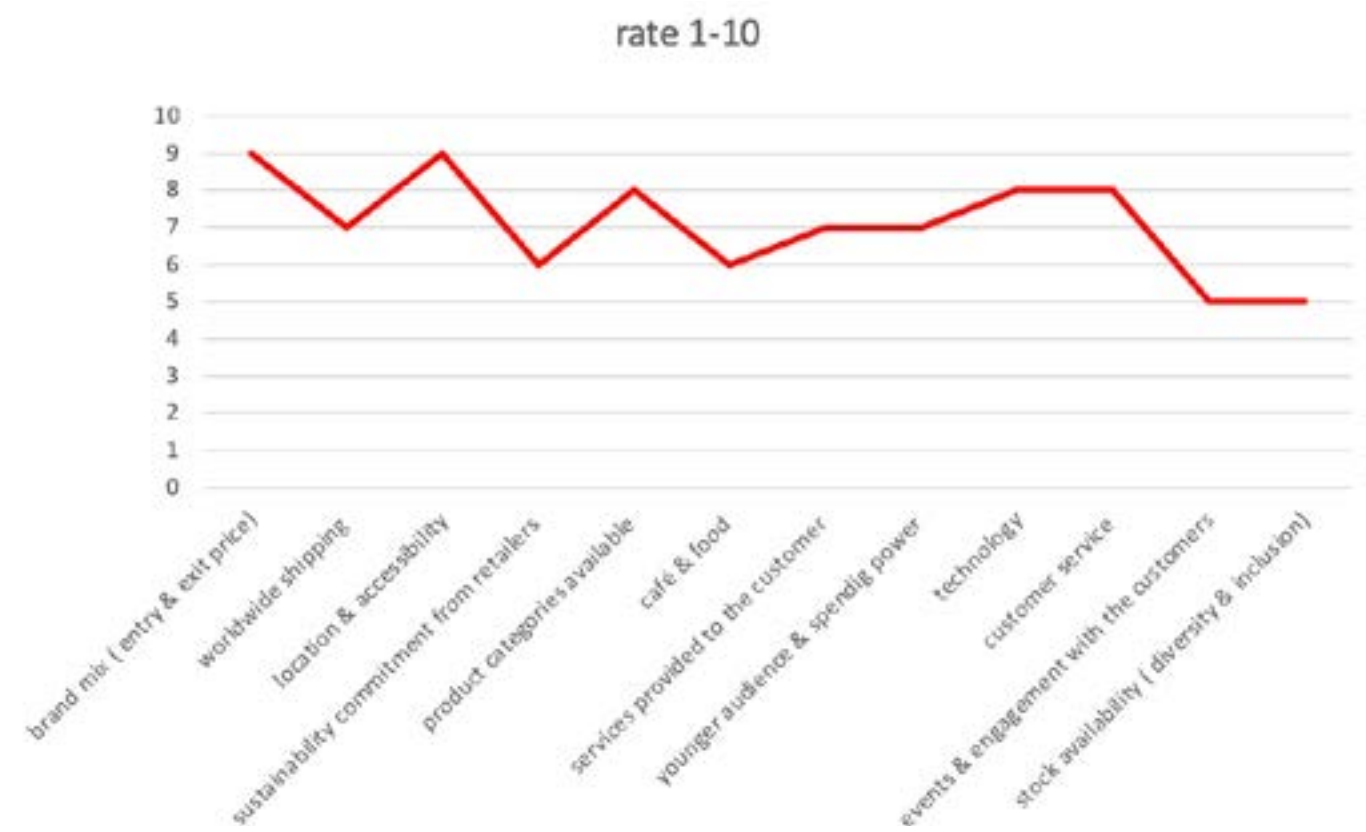
Harrods

Joseph

Matches - Carlos Place

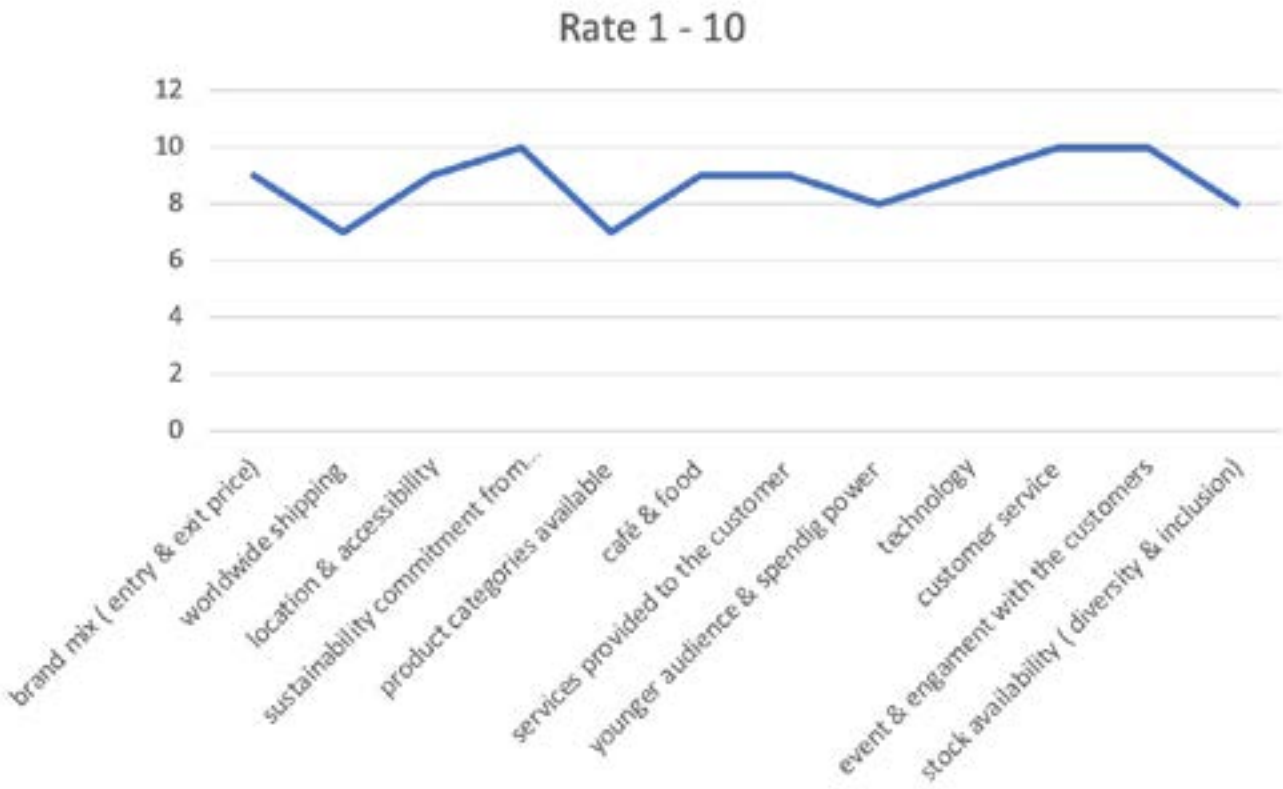
RED OCEAN COMPETITING FACTORS:

| | Rate: 1 - 10 |
|---|--------------|
| Brand mix (entry and exit price) | 9 |
| Worldwide shipping | 7 |
| Location & Accessibility | 9 |
| Sustainability commitment from retailers | 6 |
| Product categories available | 8 |
| Cafe & food | 6 |
| Services provided to the customer | 7 |
| Younger audience and spending power | 7 |
| Technology | 8 |
| Customer Service | 8 |
| Events & engagement with the customers | 5 |
| Stock availability(diversity & inclusion) | 5 |



BLUE OCEAN COMPETITING FACTORS:

| | Rate: 1 - 10 |
|---|--------------|
| Brand mix (entry and exit price) | 9 |
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| Customer Service | 10 |
| Events & engagement with the customers | 10 |
| Stock availability(diversity & inclusion) | 8 |



4 ACTION FRAMEWORK

| | |
|-------------------|---|
| CREATED | About 70% of Matchesfashion buyers claim that they make an effort to behave responsibly.(Harper'sBazaar,2020). Keeping this in mind an ecological as well as morally sound food options are developed for the cafe at the latest outlet. Nutritional plus ecologically conscious options are available, like freshly grown organic products, vegan cuisine, sustainably sourced beverages.(coffee,tea).Organize events to attract consumers to the outlet like workshops (diy experience- terrarium workshop , leaf rubbing bag activity).These activities will be designed keeping younger audience in mind and use of technology to create an immersive experience. |
| ELIMINATED | Environmental responsibility being the top goal, every form of unethical materials are eliminated.Packaging is made entirely of Forest Stewardship Council certified as well as fully reusable supplies . Each of the goods are also cleverly packaged, without utilizing extra supplies for enclosing. |
| REDUCED | There would be a smaller selection of brands along with categories of products accessible contrasted to its rivals notably Browns along with Flannels. Products by ethical niche manufacturers are going to be accessible at the latest outlet. |
| RAISED | The new Matches East store would be fully focused on sustainability .(items combination as well as in-store).There would be regular checks to enure stock availability so as to avoid any inconvenience caused to the consumers visiting the outlet as the goal is to provide seamless consumer experience . Virtual assistance is accessible 24/7 . Assistance would be provided throughout every step of the purchasing process. Concerns may be sent by the consumer via the web page as well as application 's live chat option.Provide faster worldwide shipping services to increase sales and better consumer service. |

6

PATH
FRAMEWORK

| | RED OCEAN COMPETITION | BLUE OCEAN COMPETITION |
|---|--|--|
| INDUSTRY | fashion businesses: a high-end retail establishments which offer multiple amenities at one convenient location.(shopping, eateries, custom clothing, massages, skin careMale grooming,makeover) | Ethical fashion business: Integrating exquisite encounters physically as well as digitally. It faces off in culinary, recreation, plus ethical sectors in addition to its rivals. The retail location has a green cafe with an environmentally friendly vegan options., A rooftop space for festivities wherein clients can view outdoor films along with taking delight in engaging workshops. |
| STRATEGIC GROUP | B2C: emphasises high-end goods from established labels including Gucci , Balenciaga. | B2C featuring a superior experience: Proposes niche labels' environmentally friendly, premium goods.(Reformation,Nanushka). |
| BUYER GROUP | Age : 18 - 70(Generation Z),Millenials(working professionals).Generation X(individuals making great deal of revenue.happy mothers,Genration Y(entrepreneur,his wife). | Age : 18 - 70 (comprehensive coverage of the LGBTQ population including sexual orientation.) Includes students,young working professionals,NFT artists,tourists,sustainable shoppers.) |
| SCOPE OF PRODUCT OR SERVICE OFFERING | popular high-end clothing labels(Gucci,Balenciaga) as well as its offerings. (shopping, eateries, custom clothing, massages, skin careMale grooming,makeover)- services. | a hand-picked collection of high-end niche apparel labels.(Reformation,Nanushka) Conscious vegan Café. improved consumer experiences. - workshops, events. |
| FUNCTIONAL/ EMOTIONAL ORIENTATION | Function orientation:Has different departments for Marketing,finance,store management.Does't give a lot of priority to emotional appeal. | Function Emotional Orientation(fostering connections with clients.) Through offering recreational places, it focuses on appealing emotionally towards clients. There's additionally relaxation spaces throughout the store, Workshop,movie space on rooftop, Spa. Consumer support guarantees that each client complaint may be resolved in an efficient manner. |
| TIME | Conventional multi-label retailers, like Browns, solely offer premium goods; there is not any real goods compilation. | The latest outlet places a strong emphasis on accountability as well as exclusively sells ethical labels.(Vivienne Westwood,Stuudio one eighty nine). |



(workunitagency,2020)

STP

SEGMENTATION

| | |
|---------------|---|
| DEMOGRAPHIC | <p>The research indicates that the majority of clients are around the ages of 16 and 40(appendix). According to a report by Bain and Company, spanning today and 2025, millennials along with Generation Z are going to account for 130 %of luxury sector growth.(thebusinessoffashion,2021). Numerous young professionals reside here which was formerly a middle class suburb.(Hackneycouncil,2018) A great deal of Generation Z clients favour ecologically conscious labels as well as are also prepared to pay ten percent extra for goods that are green. Indeed, whenever it pertains to deciding on an expenditure, 3 of the 4 Generation Z customers give ethical goods priority above brand recognition.(teamlewis,2022). In East London, the very initial in person exhibit , NFT advising assistance was established.(artla-wandmore,2022).This indicates that a lot of NFT artsits reside here. East London's Shoreditch neighbourhood is known for being a welcoming to students owing to its abundance of accomodations, affordable restaurants as well as bars, Spital-fields Market, also convenient accessibility to numerous universities.(universityliv-ing,2023).The shoppers include Men, women, including non-binary</p> <ul style="list-style-type: none">-moderate to upper-income shoppers.-A significant amount of available fund |
| GEOGRAPHIC | <p>-residents of East London(students,sustainable shoppers,fashion pioneers,tour-ists).About 39.9% of the respondents live in East london.his location is considered to be the promoter for graffiti as well as fashion in London.(galliardhomes,2022). Given the reasonable restaurants, top-notch pubs, numerous attractions (in-cluding the old Spitalfields market), accessible by stroll, reasonable housing in comparison to the rest of London, including excellent transportation options, it is extremely prevalent amid students.(campusboard,2020). It is regarded as one of London's hippest neighbourhoods as well as is particularly well-liked by artists. (simplylondonrelocation,2023).</p> |
| PSYCHOGRAPHIC | <p>Luxury shoppers get empowered by their large purchases as well as satisfied by their acquisition of rare, high-end goods.(crob-oc,2021). Shoppers currently place significant importance on in-tensely individualised interactions with labels as well as goods and amenities provided by them.(MGNevents,2022). wealthy con-sumers are becoming more fond of engaging, powerful events as a method for capturing past experiences.(MGNevents,2022).In accord-nace with the survey 60.3% shoppers stated that they give priority to ethical labels while 52.4% stated that they look for wide range of product assortments when shopping.(appendix). Luxury labels are able to sustain consumer loyalty by providing great client experi-ences.(antavo,2023). Buying luxury items usually makes people feel better since it improves their peer group position, self-confidence, as well as self-worth.(cnbc,2019).</p> |
| BEHAVIOURAL | <p>Shoppers are becoming more appreciative of ideals connected to a labels's communication openness.(luxurytribune,2023). Luxury clients desire to know that they're appreciated by brands(retail-week,2021). They desire to consider themselves distinct as well as exceptional.(discover.certilogo,) Consumers want for goods as well as offerings which are exclusive to them.(discover.certilogo,) These shoppers desire to be treated like royalty, whatever that may be given a glass of champagne when waiting for salesperson to arrive with his/her outfit.(discover.certilogo,)</p> |



TARGETING

High-income Londoners both male as well as female.(Lots of available funds to spend on shopping.) The potential clients are between the ages of 16 and 32.(Generation Z , young millennials) In accordance with a recent survey by Klarna, Generation Z (60%) along with millennials (63%) consumers spent more on luxury goods over the previous one year than Generation X (46%) along with baby boomers (18%) consumers.(Glossy,2022) .Millennial voters indicated that they would be happy to pay extra on something if the label selling it is environmentally friendly or ethical.(luxedigital,2023) Millennials,(eighty one %) want the companies they support to promote ecological consciousness as well as be truthful in its ethical initiatives.(luxedigital,2023). A great deal of Generation Z shoppers favour ethical companies as well as are also prepared to pay ten percent additional over environmentally conscious goods.(teamlewis,2022). Shoppers that admire labels having an enduring identity that are artistic plus innovative. The essence of luxury is uniqueness. Clients are switching to one-of-a-kind, unreplicable encounters to satisfy a need for something exceptional as luxury items are increasingly prevalent as well as less challenging to get.(luxurydaily,2022). As opposed to 41% of overall buyers, over 60% of Generation Z along with millennial consumers investigate vintage stores—whether digital auction sites or local resale stores—before making a fresh clothes purchase.(triplepundit,2022).





Students/Generation Z

Purchasing Frequency: once every 12 weeks. A pair of sneakers or a bag.

Buying Preference: make a purchase for oneself.

Justification: East London's Shoreditch neighbourhood is known for being a welcoming to students owing to its abundance of accommodations, affordable restaurants as well as bars, Spitalfields Market, also convenient accessibility to numerous universities. (universityliving, 2023).



Young working professionals/Millennials

Purchasing Frequency: 2-3 over a 24 weeks.

Buying Preference: make a purchase for oneself. Boyfriend. Husband.

Justification: Numerous young professionals reside in Shoreditch which was formerly a middle class suburb. (Hacknecouncil, 2018).



Artists/Digital NFT

Purchasing Frequency: once every 12 weeks.

Buying Preference: make a purchase for oneself.

Justification: This location is considered to be the promoter for graffiti as well as fashion in London. (galliardhomes, 2022). It is regarded as one of London's hippest neighbourhoods as well as is particularly well-liked by artists. (simplylondonrelocation, 2023). In East London, the very initial in person exhibit, NFT advising assistance was established. (artlawandmore, 2022). This indicates that a lot of NFT artists reside here.



Fashionunited,2021)

POSITIONING REFERENCES

Sustainability

Liberty:Liberty london promotes sustainable fashion and has brands like Mara Hoffman , Nanushka , Alighieri, byTiMo in store.(Libertylondon,2023).

Liberty is supporting across the industry environmental responsibility programmes spanning field to completed item to encourage broader involvement towards making the clothing business environmentally conscious. (Libertylondon,2023) They consist of the Global Organic Textile Standard, FSC® accreditation, the Better Cotton Initiative, including the Global Recycled Standard. The packaging used is FSC® accredited as well as ecologically conscious. (Libertylondon,2023).

Harvey Nicholas: Through its RESELL-scheme alongside Reflaunt as well as its partnership with The Restory for repairing our treasured merchandise, Harvey Nicholas is encouraging environmental responsibility. Its dedicated in assisting its clients in buying fewer goods as well as buying smarter physically as well as digitally.(HarveyNicholas,2023). Additionally, it offers environmentally conscious labels including Ganni, Stella McCartney, and Hunza G for both men as well as women. (HarveyNicholas,2023).

Dover Street Market: Dover Street Market's latest collaboration with Diamond Foundry saw the introduction of a line included carbon-free "above ground" diamonds produced in plasma reactors in American labs.(vogue,2019).The ideal blend of imagination as well as originality can be discovered at Dover Street Market's ethical luxurious jewellery range.(vogue,2019). Regarding every purchase submitted between Black Friday and Cyber Monday Dover Street Market had made arrangements to reduce greenhouse gas emissions.(hypebeast,2020).

Harrods: Its reusable juco bags are composed of 70 percent jute, 21 percent reused cotton, as well as 9% cotton.(Harrods,2023). Its the initial upscaleretailer to become part of the UnitedKingdom Plastic Pact.(Harrods,2023). Before 2025, Harrods wants 100percent of its own-brand packing to be recoverable, reused, or made entirely of materials that have been re-used.(Harrods,2023).

Matchesfashion: In order to deal with the issue of global warming, destruction of biodiversity, as well as contamination of water bodies, Matchesfashion signed The Fashion Pact, a collective promise as well as appeal to change.(Matchesfashion,2023). Its packaging is produced utilising FSC-certified components as well as a water-based coating to minimise plastic use alongside increase recycling. its excellent for using for multiple purposes. (Matchesfashion,2023).

Browns: It provides ethical offerings including Tailored To measurements Thrift+ For Browns, as well as Custom made facility. Its shopping bags have been designed from a combination of reused plus FSC materials.Each of its e commerce purchases get delivered in cardboard packaging containers which are 100 percent biodegradable plus sourced via FSC-certified manufacturers.(Matchesfashion,2023)

Selfridges: By 2030, whatever Selfridges develops, purchases, as well as sells would comply with its ecological as well as sustainable criteria. by 2025, the majority of ecologically damaging products would originate from verified, ethical friendly suppliers.(Selfridges,2023).It offers ethical labels lie Stella McCartney,Pangaia. It has been focusing on an ongoing mission to assist in preserving water bodies against debris from plastic as well as exploitation. (Project Ocean).(Selfridges,2023).

Instagram followers Engagement

Liberty : 1M followers, 7352 posts
Engagement rate : 0.20% (Starngage,2023)

Harvey Nicholas : 561k followers , 10.4k posts
Engagement rate : 0.14% (Starngage,2023)

Dover Street Market : 773k followers , 378 posts
Engagement rate : 0.04%(Starngage,2023)

Harrods : 1.9M followers , 8965 posts
Engagement rate : 0.1%(Starngage,2023)

Matchesfashion : 1.1 M followers , 13.8k posts
Engagement rate : 0.02% (Starngage,2023)

Browns : 560k followers , 6996 posts
Engagement rate :0.02% (Starngage,2023)

Selfridges : 1.1M followers , 12k posts
Engagement rate :0.1% (Starngage,2023)

POSITIONING





PORTERS 5 FORCES

(Matchesfashion,2020)

THREAT OF SUBSTITUTE PRODUCTS OR SERVICES: MEDIUM

Matchesfashion East shall be regarded as being a “Blue Ocean” retailer. This is because it is brought to the East London marketplace. Matches East is going to emphasise ecological responsibility, standard of living, including creativity whilst operating as a multi-label luxurious business to set itself ahead of rivals. There are certain rivals who might pose a risk to Matches. (Browns,Selfridges). Selfridges received recognition for its innovation in providing distinctive consumer experience, fueled by “extraordinary” commercial expertise, a dedication to environmental responsibility, along with creative flair.(fashionunited,2017). Nevertheless, the latest establishment is special because of its distinctive label offerings rooftop movie, ASMR experience, wellness center, in addition to ethical cafe.



BARGAINING POWER OF SUPPLIERS: LOW MEDIUM

Multiple labels department outlet assortment in the capital remains fairly broad. (London). As a result, suppliers enjoy a choice as well as are entitled to decide which outlets they want to show the products for maximum revenue. The outlet shall be marketed primarily as exceptional shopping experience owing to the idea underlying it along with its attention upon vital issues like ethical approach.

DEGREE OF RIVALRY: MEDIUM

A range of multi-label stores featuring comparable strategies as well as tactics, in addition to labels’s products in addition to unique encounters, are present in the capital’s retail sector.(London).Matchesfashion has a large number of rivals like Browns,Flannels,Selfridges.The essence of luxury is uniqueness. Clients are switching to one-of-a-kind, unreplicable encounters to satisfy a need for something exceptional as luxury items areincreasingly prevalent as well as less challenging to get.(luxurydaily,2022). The emphasis of Matchesfashion in East London is heavily on ecology along with an experiential shopping atmosphere and encounter. It will mainly comprise of niche ethical labels. This distinctive characteristic wouldl aid in distinguishing the business from its competitors and aid in reducing competition.

BARGAINING POWER OF BUYERS: HIGH

Similar labels along with choices of goods are offered from numerous rivals(Browns , Selfridges , Flannels) including Matchesfashion. Matchesfashion in East London offers Fifteen distinctive, thoughtfully curated as well as extremely environmentally friendly labels. Shoppers form bonds with labels along with viewing it as companions in their lives. (businessnewdaily,2023). It suggests that they are very inclined towards purchasing something instantly.



THREAT OF NEW ENTRANTS: LOW

The likelihood of newcomers joining this competition is very low. The newcomers will find it difficult to achieve the prestigious image that the existing stores have acquired because customer devotion over matchesfashion plus rival businesses is significant. It would be essential to have assets, a solid company strategy, resources, as well as a retail concept.(startupbizhub,2023).



(Matchesfashion,2020)

LOGO PROPOSAL

LOGO PROPOSAL

A good logo design can often bring unexpected effects to people, thus establishing their brand image and standing out from the crowd. Based on the theme of matches fashion's new shop, which is urban jungle, the design of the logo was chosen to be minimalist. The design in these options may not look very complicated, but the feeling it gives is intuitive and straightforward. Just the right amount of detail expresses the creativity of the brand, while the capital and bold serif letters convey confidence and a strong sense of modern simplicity. Ease of recognition is the core strength of the brand communication, while the capital 'M' advocates minimalism and a return to its roots.

INITIAL SKETCHES



FINAL RESULT





(Harper's Bazaar, 2020)

EXECUTIVES PROJECT

MEET
THE
TEAM

JOANNA HALUCHA

BUYING EXECUTIVE

Plays a vital role in selection of location , developing store concept , researching on latest trends , managing work-shops, display at the store (visual merchadising) at the latest Matches Store in East London.



(Pinterest,2021)

Duties as well as obligations

1. Organise the purchasing procedure, taking into account the marketing including disseminating components of goods offering.
2. Analyse suggestions over latest offerings for the business.
3. For implementing efficient tactics, reach out to the advertising as well as sales staff.
4. Examine the effectiveness of current purchasing procedures
5. Incorporate changes to the current shipment along with purchasing procedures.
6. Manage contract-related talks between suppliers as well as providers
7. Choose the best providers according to their standards, pricing, plus dependability.
8. Uphold a positive connection towards the company.

Soft Skills

- 1.market research
- 2.leadership
- 3.Problem Solving
- 4.Team working skills
- 5.Oral and written communication skills
- 6.creativity skills
- 7.active listening

Competencies

- 1.Trend research
- 2.Microsoft Excel Skills
- 3.Marketing strategy
- 4.Competitive analysis
- 5.Teamwork

Education along with Expertise

1.BA (Fashion Buying) from Istituto Marangoni London.

2.Minimum 3 to 4 years experience in buying or similar field.(merchandising.)

MONIKA KANIK

PR & MARKETING EXECUTIVE

Will play a vital role in developing effective social media strategies across all platforms to spread awareness about Matches-fashion Green.



(Pinterest,2021)

Duties as well as obligations

1. Building a cohesive advertising strategy to promote matchesfashion in East London.
2. Monitoring as well as evaluating advertising operations
3. Utilising digital resources to improve the recently launched Matches store's brand identity.
4. Using creative abilities to convey the current store concept through storytelling.
5. Administration as well as recruiting of staff for advertising initiatives.
6. Analysing competition in the market along with trends.

Soft Skills

- 1.Negotiation
- 2.leadership
- 3.Problem Solving
- 4.Team working skills
- 5.Oral and written communication skills
- 6.Organization skills
- 7.Decision Making
- 8.Reliability
- 9.Time management

Competencies

- 1.Microsoft Office
- 2.Microsoft Word
- 3.Microsoft Powerpoint

Education along with Expertise

1.BA (Fashion Business) from London College of Fashion

2.Minimum 3 to 4 years experience in digital marketing

GLORIA GEORGIEVA

FOOD & BEVERAGE EXECUTIVE

Plays a vital role in deciding the theme of the cafe , negotiating with the suppliers, deciding the menu , taking note of the consumer preferences to make the necessary changes in the food options for the green cafe at the matchesfashion green.



(Pinterest,2022)

Duties as well as obligations

1. Hiring, instructing, as well as managing cafe employees.
2. Creating staff members' regular duties including locating qualified substitutes in the event of an employee's unavailability.
3. Verifying that each of the café expenditures are under the allocated funds as well as finding strategies to cut administrative costs.
4. Collecting ingredients for the café along with making sure they are the right things as well as quantities.
5. Placing orders for replenishment as necessary.
6. Managing client concerns about the quality of the meal as well as their overall experience.
7. Recommending alterations to the food menu in light of consumer choices as well as suggestions.
8. Developing creative approaches to draw as well as sustain clients.
9. Creating the menu.

Soft Skills

- 1.Management
- 2.Communication
- 3.Strategy
- 4.Teamwork
- 5.Mentoring
- 6.Leadership
- 7.Decision Making
- 8.Negotiation
- 9.Analytical skills

Competencies

- 1.Microsoft Office
- 2.Microsoft Word
- 3.Food regulations license

Education along with Expertise

- 1.BA (Management) from Regents University
- 2.Minimum 3 to 4 years experience in hospitality sector.
- 3.Food regulations license

NIKHIL MALIK

STORE MANAGER

Plays a vital role in adjusting the timeline of the project, measuring the success , ensuring that the objectives are achieved,selection of the candidates,training them for the Matches East Store.



(Pinterest,2019)

Duties as well as obligations

1. Create company strategies to attract clients, boost foot traffic at ,outlet along with boost revenue.
- 2 Achieving maximum consumer satisfaction through directing, advising, instruction, as well as giving advice to sales representatives.
3. Execute outlet management along with verifying that rules and regulations are respected.
4. Upholding an elevated standard for marketing as well as retail hygiene.
5. Provide information upon, revenue margins, customer requirements, including purchase trends.
6. Perform performance assessments of staff members to identify training needs along with chart paths to employment.
7. Handle all which arise from customers or workers.

Soft Skills

- 1.Leadership
- 2.Communication
- 3.Customer relationship management
- 4.Operational activities
- 5.team motivation
- 6.daily operations
- 7.Key Performance Indicators
- 8.Sales Development
- 9.Customer Experience

Competencies

- 1.Microsoft Office
- 2.Microsoft Word
- 3.MS excel
- 3.Drive for results
- 4.Time management
- 5.Personal Credibility

Education along with Expertise

1.BA (Business Administration) from Regents University.

2.Minimum 3 to 4 years experience as a store manager.



(Pinterest,2016)

GABRIELLA LEE

SALES ASSOCIATE

Plays a vital role in assisting clients and helping them get what they want at the new Matches East store.

Duties as well as obligations

- 1.Dealing with transactions
- 2.Assisting clients in getting what they want .
3. showcasing the latest offerings in the outlet.

Soft Skills

- 1.Active listening.
- 2.Social skills.
- 3.Problem solving.
- 4.Inventory management
- 5.Negotiation
- 6.Relationship Building

Competencies

- 1.MS Office.

Education along with Expertise

1. 2 years experience as sales associate in Selfridges.



(Pinterest,2020)

XANDRA LEE

SALES ASSOCIATE

Plays a vital role in assisting clients and helping them get what they want at the new Matches East store.

Duties as well as obligations

1. Greeting clients
2. Dealing with transactions
4. making sure the maintenance of inventory levels

Soft Skills

- 1.Active listening.
- 2.Social skills.
- 3.Problem solving.
- 4.Inventory management
- 5.Negotiation
- 6.Relationship Building

Competencies

- 1.MS Office.

Education along with Expertise

1. 2 years experience as sales associate in Selfridges.



(Pinterest, 2019)

TIM JACKSON

CAFE WAITER

Plays a vital role in taking orders, serving customers, ensuring the supply of the ingredients and workspace is organised and tidy at the Matches Green Cafe.

Duties as well as obligations

- 1.Serving clients
- 2.Assuring consistency of the supply
3. Dealing with transactions
- 4.Making sure that the workspace is tidy as well as organised

Soft Skills

- 1.Active listening.
- 2.Social skills.
- 3.Problem solving.
- 4.Inventory management
- 5.Friendly.
- 6.Relationship Building

Competencies

- 1.Managing money

Education along with Expertise

1. 2 years experience as a waiter in EL&N.

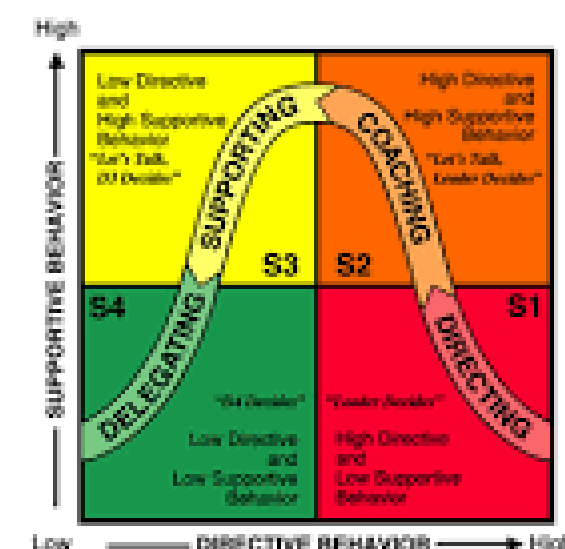
- 2.High school Diploma holder



(wwd,2020)

LEADERSHIP

| | TEAM STATUS | LEADERSHIP |
|-------------------|---|---|
| FORMING | Participants from the team meet during initial phase. Therefore, it's an initial phase of introduction during which individuals get acquainted with one another along with the tasks given by their boss.(store manager). The recently created team needs prompt guidance as well as confidence by their manager because they are experiencing a mixture of enthusiasm plus nervousness. Low maturity. | The freshly appointed team is insufficiently prepared as well as unconfident to function independently. As a result, in the following phase, directing leadership has been used. Functions, as well as duties every group player , are laid out precisely by this kind of leadership. Along with overseeing everyone's duties, the manager is also responsible to lower the worries experienced by employees. |
| STORMING | Given the possibility of employees disagreements, this is perhaps a very difficult phase to get across in every aspect of team developing procedure. An example, coworkers may occasionally differ over the manager's (leader) control, tactics, as well as objectives. Moderate maturity.Inadequate abilities. | Since differences are unavoidable, the manager must resolve it as quickly as he could using the most effective strategy. At this point coaching has been employed as a leadership technique. Particularly, here , the manager put a strong emphasis on fostering the growth of every employee in group through engaging individually . He ensures that workers acquire the skills along with expertise necessary to do the job. |
| NORMING | At this point, the team's sense of purpose has been determined also everyone is aware of their responsibilities, obligations, along with goals. The group begins concentrating on getting the most effective outcomes, plus their deep feeling of friendship motivates everyone to support one another in accomplishing that objective. Moderate maturity. Greater expertise levels yet low faith in themselves. | Subsequently the team members are exceptionally competent at this point, manager ought to promote greater engagement from them. precisely it makes sense to use a supportive leadership approach.Manager assigns everyone on the group considerable expectations of performance to meet. Nevertheless, manager must participate in the procedure forchoosing actions as well as efficiently bring the negotiations to finalisation. Additionally, so as to achieve the intended outcomes, the manager ought to evaluate everyone's accomplishments by conducting regularly scheduled discussions. |
| PERFORMING | In comparison to earlier phases, the group has developed as well as operates with greater efficiency now. Everyone within the team is totally committed to achieving the company's objectives, also everyone is aware of their respective job duties including therir peers personality traits. Arguments may arise, however they typically resolve themselves quickly due to the team players' mutual respect as well as agreement. Additionally, at this point, outstanding outcomes can be accomplished. | Manager's job isn't as demanding owing to high degree of group maturity. In this situation, a delegating managerial approach is used. Everyone in team is given a chance to speak up in this situation, while the manager encourages these individuals to succeed in doing so. Given that he has faith in their team members' skills, the manager offers these individuals the power to make choices. Nevertheless, the manager continues to contribute to team conversations alongside assists in problem-solving. The primary advantage of a delegating approach to management is development of an adaptable plus cooperative atmosphere. however the manager needs to remain cautious of lengthy conversations in teams whereby all participants would like to contribute their opinions. |



Hersey Blanch Leadership Model

Efficiency:

The group's efficiency could be sustained via encouraging team interaction, encouraging participatory planning, handling disagreements constructively, correctly disseminating details, as well as acknowledging success.



(wwd,2020)

GANTT CHART

MATCHES GREEN EAST

Project Leader

Project Start:

Wed, 5/3/2023

Display Week:

1

[illegible]

MATCHES GREEN EAST

Project Leader

Project Start:

Wed, 5/3/2023

Display Week:

1

[illegible]

MATCHES GREEN EAST

Project Leader

Project Start:

Wed, 5/3/2023

Display Week:

1

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

[illegible]

MATCHES GREEN EAST

Project Leader

Project Start:

Wed, 5/3/2023

Display Week:

1

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan


Feb

Mar

Apr

May

| TASK | ASSIGNED TO | PROGRESS | START | END |
|--------------------------------|--------------|----------|---------|---------|
| MONITORING | | | | |
| Adjust timeline | Nikhil Malik | | 5/3/23 | 5/2/24 |
| Measuring success | Nikhil Malik | | 5/2/23 | 5/2/24 |
| Ensuring objectives achieved | Nikhil Malik | | 5/2/23 | 5/2/24 |
| | | | | |
| RECRUITMENT OF STORE EMPLOYEES | | | | |
| Selecting candidates | Nikhil Malik | | 2/1/24 | 2/10/24 |
| Hiring | Nikhil Malik | | 2/20/24 | 2/28/24 |
| Training | Nikhil Malik | | 3/1/24 | 3/10/24 |
| | | | | |
| OPENING A STORE | | | | |
| LAUNCH PARTY | | | | |

A low-angle photograph of two male models standing in a forest of tall, thin trees. The model on the left is wearing a black short-sleeved polo shirt and dark trousers. The model on the right is wearing a bright red quilted jacket over a light-colored patterned shirt and dark trousers with a wide, light-colored striped waistband. The sky is clear and blue.

(Voguebusiness,2023)

PROJECT CONTROL

| week 18 8/10/23 | DESCRIPTION |
|--------------------|---|
| PROGRESS | Completed with hiring team. Hiring three executives along with distributing duties is completed by Human Resources manager. Choosing a perfect spot, executing interior and theme analysis, as well as scheduling meetings with architect and interior designer are all done. The latest outlet would be situated in the midst of Shoreditch. Its located in the turing of the Redchruch Street and then Ebor Street.Its located 5 mins away from the Commercial Street.Address: 28, Ebor Street , opposite Reformation - E2 7DP. |
| RESOURCES | MatchesEast layout.(floorplan), regulations for executives manual. |
| RISKS | In light of various conflicts among the executives, there exist certain collaboration issues. Through mailing the agreement 72 hours later, the property management firm slowed down Matches East's development.It wasn't particularly proactive in getting in touch with property owner. Property owner's rental payment offer somewhat surpasses the allocated expenditure. |
| QUALITY | The selection of three executives takes into account including their competent as well as soft skills. Following a payment discussion involving the property owner, the lease agreement is effectively executed. |

| week 30 31/11/23 | DESCRIPTION |
|---------------------|---|
| PROGRESS | The overall concept, idea, as well as food selection for the cafe have been decided. The consumer experience tactics have been finalised. It includes holding workshops, and using technology like ASMR, SPA, environmental friendly dry cleaning etc. Johanna Halucha as well as Monika Kanik worked together to develop visual merchandising.Nikhil Malik also contributed towards it. Matches-East's brand mix has been chosen. The labels have been reached as well as the stock spending plan is authorised. |
| RESOURCES | Excel budgeting chart.(budget for each label),finalised menu,cafe rendering, cafe vendor contact information. |
| RISKS | Concerning cafe's design as well as furnishings arrangement, it exhibits considerable ambiguity. Finding sustainable regional sellers for Italian food remains challenging. Additionally, the amount of stock could be either too high or too low in relation to client requirements. |
| QUALITY | Considering each choice depends on extensive study along with collaborative debate, the standard of excellence of the output that is produced is exceptional. The food choices complies with MatchesEast's ideology towards ethical living. intended client demographic as well as trends are taken into consideration while choosing brand mix. |

| week 43 3/10/24 | DESCRIPTION |
|--------------------|--|
| PROGRESS | Since MatchesEast's launch is rapidly approaching, project preparation is nearing its conclusion. The consumer engagement as well as digital physical advertising strategies are created. Monika Kanik has finished structuring the launch party's concept, activities, including mailing invitations. The hiring process for staff at the café as well as shop floor is finished. |
| RESOURCES | Excel budgeting chart.(launch party). furnishings and decor in the store,cafe, arrangement of the inventory. dress code- employees.(uniform), staff member manual, classes around employee instructions. |
| RISKS | There have been unforeseen circumstances, including the rooftop recliners that still haven't reached amid shipping postponement. Certain Key performance indicators were not met through advertising strategies. |
| QUALITY | The recruited workers have been selected according to competent as well as soft skills. As a whole, the output has been of an excellent calibre.Monika Kanik has developed advertising techniques that take into account of both physical as well as digital promotional tactics. Shehas finished structuring the launch party's concept, activities, including mailing invitations. |



(wwd,2022)

PERFORMANCE
EVALUATION

DATE: 17/5/23
NAME:Joanna Halucha
ROLE: Buying Executive

OVERALL PERFORMANCE

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|---|---|
| Project management performance (i.e. scheduling, task assignment, work process & deadline monitoring) | 4 | Joanna proved to work effectively, although occasionally a breakdown in conveying decisions has caused issues with completing tasks on time. | Joanna succeeds in what she does, efficiently leads the group, as well as serves everyone with dignity. | Communication among colleagues may bring in a significant enhancement. |
| Governance (i.e. decision-making, consultation and problem-solving) | 5 | Regardless of few team difficulties, Joanna has excellent leadership abilities. | Joanna serves as a fantastic team member who consistently makes wise decisions as well as has exceptional ability to solve problems. Whenever faced with miscommunication, she acts swiftly as well as efficiently. | For individuals as well as the business to develop, there must be confidence in the workforce. Teamwork regarding interacting while executing projects needs should be appreciated. |
| Efficiency & handling of issues | 5 | Joanna undoubtedly demonstrated to all colleagues her ability to be a successful employee, something which co workers appreciate greatly. | Joanna has been a skilled employee that handles every issue with ease. Co workers are thrilled about having a truly outstanding boss on their team. She additionally energises the workers around her. | Joanna is excellent at remaining composed in the face of difficulties as well as challenging circumstances. Her effectiveness is very remarkable. Employees believe that it remains that way. |

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|--|----------------|--|--|---|
| Attendance to meetings | 4 | No issues arose in relation to punctuality. | Joanna complies with the organization's respect for time as well as promptness rules. | It is feasible to have more fruitful talks amid sessions. |
| Overall adjustment & alignment to the original work plan | 5 | Considering her ability to modify project , she reported no issues. | Being the most valuable employees, Joanna constantly as performs her duties with integrity. She is constantly looking for success. Through being focused along with following the rules. | Joanna continues being proactively pursuing the objectives with great determination. She adheres to rules, a trait that's essential , plus shows that first challenges won't lead to troubles in years to come. |
| Organisational effectiveness of the project partnership | 4 | With relation to Joanna's organisation, complaints. weren't encountered. | Joanna manages her workload well. She keeps track of her chores along with revising those that are crucial. | There isn't any constructive criticism or recommendations regarding development. |

DATE: 17/5/23
NAME:Joanna Halucha
ROLE: Buying Executive

COMMUNICATION

| INTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|--|---|
| Involvement of internal communication | 4 | Joanna can be too preoccupied regarding the group's work to keep apprised of project's general advancement or maintain contact with group colleagues. | while doing regular conferences, Joanna.Can properly express the duties along with accomplishments because of her abilities. | Its advised that she should work on enhancing relations with colleagues surrounding her |
| Technical performance of internal communication flow (e.g. through e-mail, website) | 5 | There have been no significant issues regarding interpersonal interaction. | Joanna is accessible throughout business hours. She may be contactable via calling along with mails. | It is suggested that Joanna remain reachable by call, mail, along with in person in her cabin at workplace. If necessary, she could compromise a part of her scheduled to accommodate individual appointments. |
| Circulation of strategic information (openness to share, reliability of the communication and accurateness of the information) | 5 | There are occasions when Joanna may withhold vital details from the rest of the group. She chooses to solve certain issues secretly in order not to jeopardise the overall goal. | Joanna gives a lot of detail about the duties along with objectives that need to get accomplished. | Joanna would ultimately be able to make successful advances as well as improve interpersonal relationships with group members if she accepts that not everything is capable of being accomplished entirely correctly. |

| EXTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|---|---|
| Communication & coordination with other teams | 4 | Following an advertising promotion , Monika presented an issue when a photograph session got deferred due to misunderstanding. | Joanna gets along well with various groups, takes a proactive position, along with supporting them. | For better relationships, additional conferences between marketing employees must be organised. |

SUSTAINABILITY

| SUSTAINABILITY | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|-------------------------------------|--|--|
| Knowledge of Sustainability, Quality & impact into the project (i.e. within the life cycle and after the end of the project | 5 | there weren't any issues seen here. | In terms of ethical production as well as consumption, Joanna is highly skilled while noting information timely . She reads along with having acquaintances in environmental industry. | There are no further remarks along with recommendations regarding development. |

DATE: 20/5/23
NAME:Monika Kanik
ROLE: PR and MarketingExecutive

OVERALL PERFORMANCE

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|--|--|
| Project management performance (i.e. scheduling, task assignment, work process & deadline monitoring) | 5 | Apparently there aren't any issues seen here. | Monika possesses an unwavering dedication to excellence in her profession along with an intense drive to succeed. Similar ideals are fostered in her co workers, she pushes her colleagues to be productive. | Monika is a diligent worker who is driven to finish duties. She happens to be imaginative as well as is updated on advertising expectations ,Generation Z shopper preferences. |
| Governance (i.e. decision-making, consultation and problem-solving | 5 | Apparently there aren't any issues seen here. | Monika helps the advertising group work efficiently. she serves as an outstanding speaker she retains her group encouraged through providing co workers modest incentives for job accomplishments. | Monika's co-workers hold her in high regard. All employees are free to consult Monika regarding questions as well as seek guidance. She also evaluates their efficiency in addition to offering recommendations towards advancement. |
| Efficiency & handling of issues | 4 | Monika possesses a propensity to ignore quantitative information as well as gets caught involved with creative efforts. It makes things challenging to determine whether it would work or it wouldn't. | Advertising approaches are incredibly creative, which ideally appeals to East London clientele. Monika excels in communicating a distinctive concept to Generation Z as well as art enthusiasts. | Monika ought to put her analytical plus rational thinking to resolving problems in addition to maintaining the innovative creative promotions which draw fresh consumers. to store in East London. |

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|--|----------------|--|--|--|
| Attendance to meetings | 3 | Monika frequently arrives late to work, which delays the onset of planned conferences. | Since Monika puts in a lot of effort, she is able to make up for her duties without causing any is- | Monika must adhere to her timetable in order for the employees to adhere to discipline as well. |
| Overall adjustment & alignment to the original work plan | 4 | Monika occasionally puts in twice the effort along with working for an extended period to produce the greatest outcome achievable. | Monika depends extensively on the suggestions of her fellow employees, All employees are happy with the result. | Nevertheless, its commendable that Monika understands her coworkers. She can nurture her dignity as well as trustworthiness while allowing her artistic abilities bloom further. |
| Organisational effectiveness of the project partnership | 4 | Monika struggled to come up with a successful marketing strategy to promote green cafe | Monika excels at maintaining records of everything. She puts herself for any task plus delivers excellent results. however it may be planning ways to best allocate her abilities , figuring out a method to reach a target. | Monika is excellent in strategizing how to operate around budgets as well as helping to create them. |

DATE: 20/5/23
NAME:Monika Kanik
ROLE: PR and MarketingExecutive

COMMUNICATION

| INTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|---|---|---|
| Involvement of internal communication | 5 | Apparently there aren't any issues seen here. | Good relationship is seen towards colleagues . Monika keeps the conversation in a formal approach. | Monika has a great at presentation ability. She shares her ideas for bringing it into reality among her colleagues. Monika additionally appreciates the opinions of her colleagues. |
| Technical performance of internal communication flow (e.g. through e-mail, website) | 3 | Monika occasionally takes a while to reply to texts along with mails It makes it difficult to carry out duties. | Prior to due dates, Monika informs her colleagues as well as gives reminders. | Professional mails as well as messages need to be viewed attentively. Monika must reply quickly as well as inform colleagues know so they can finish the duty. |
| Circulation of strategic information (openness to share, reliability of the communication and accurateness of the information) | 5 | Apparently there aren't any issues seen here. | Monika is straightforward with her coworkers regarding their duties as well as objectives. She prevents leading her colleagues astray through unrealistic standards | Monika is doing an excellent job of keeping up solid rapport among her coworkers. She stays clear of disputes at workplace. |

| EXTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|---|--|
| Communication & coordination with other teams | 4 | Project setbacks were created by Joanna's difficulty choosing a concept for the visual presentation. | Monika is respected amid fellow employees .She engages in various duties, including retail display, to create a coordinated atmosphere at workplace | Whenever collaborating with co - workers a positive attitude ought to be maintained. |

SUSTAINABILITY

| SUSTAINABILITY | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|---|--|--|
| Knowledge of Sustainability, Quality & impact into the project (i.e. within the life cycle and after the end of the project | 5 | Apparently there aren't any issues seen here. | She understood the core concept of the store and developed marketing strategies with ethical approach as its core. | There are no further remarks or recommendations regarding development. |

DATE: 20/5/23
NAME:Gloria Georgieva
ROLE:Food and Beverage Executive

OVERALL PERFORMANCE

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|---|--|--|
| Project management performance (i.e. scheduling, task assignment, work process & deadline monitoring) | 4 | A few small scheduling issues regarding the cafe were discovered by Gloria that they rectified. However, there was a big set back in the supply of groceries as well as the cafe's inauguration due to a misunderstanding among the cafe vendors concerning when it would arrive. | Gloria is nimble as well as adept at finding solutions to issues which arise. She usually knows the manner in which to address problems with the company, like setbacks,-adjustments within the cafe. She is excellent in coaching the chilly workers alongside being quite pleasant towards everyone. | Issues like a setback in groceries delivery ought to prevent them from occurring at the final phase of planning for the café. The care given to precision needs to be improved, particularly while engaging alongside manufacturers. |
| Governance (i.e. decision-making, consultation and problem-solving | 3 | willingness to make all ultimate choices, even those involving trivial issues. | Decisions have been taken promptly. Problem-solving techniques are adequate. | For workers as well as the business to develop, there must be faith in the workforce. Motivate the staff to take responsibility while handling tasks. |
| Efficiency & handling of issues | 5 | Apparently there aren't any issues seen here. | Gloria is skilled at managing problems including crises. | There are no further remarks or recommendations regarding development. |

| ASPECT | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|--|----------------|--|---|--|
| Attendance to meetings | 5 | Apparently there aren't any issues seen here. | Gloria is punctual, adheres to her timetable, as well as takes intervals as scheduled. | There are no further remarks or recommendations regarding development. |
| Overall adjustment & alignment to the original work plan | 5 | Apparently there aren't any issues seen here. | Everyone who is part of Gloria's group can reach her at any time. She stays cool serene, as well as manages uncertainty smoothly. | There are no further remarks or recommendations regarding development. |
| Organisational effectiveness of the project partnership | 3 | Gloria experienced several difficulties running the cafe along with roof-top movie simultaneously. | Gloria is skilled with delegating responsibilities among of her group. She tries her best to manage the roof-top theatre plus the Green Cafe, which helps the initiative succeed. | Gloria was able to operate both through the accompaniment she had from colleagues. (cafe , rooftop theatre.) |

DATE: 20/5/23
NAME:Gloria Gerogieva
ROLE: Food and Beverage Executive

COMMUNICATION

| INTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|--|---|--|
| Involvement of internal communication | 3 | Due to Gloria being reserved, several crucial details are occasionally overlooked during discussion. | Gloria treats her staff with respect as well as pays attention to what they say concerns. | To become better delivering speeches including instructing employees in teams, Gloria has to develop her abilities as a speaker. |
| Technical performance of internal communication flow (e.g. through e-mail, website) | 4 | In mails, certain critical information was missing. | Gloria responds to texts as well as mails right away. | Mails sent to coworkers are supposed to be further formal as well as thorough. |
| Circulation of strategic information (openness to share, reliability of the communication and accurateness of the information) | 2 | Due to poor way of conveying information , several colleagues of the groupbecame ignorant of certain commands in cafe. | Gloria excels in delivering challenging choices as well as communicates with her coworkers. | There must be regular conferences, as well as specific duties must be allocated. |

| EXTERNAL COMMUNICATION | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|---|---|--|
| Communication & coordination with other teams | 5 | Apparently there aren't any issues seen here. | When collaborating with different groups as well as performing work collaboratively, Gloria maintained the most stringent values. | There are no further remarks or recommendations regarding development. |

SUSTAINABILITY

| SUSTAINABILITY | OVERALL RATING | PROBLEMS ENCOUNTERED | POSITIVE ASPECTS | ADDITIONAL COMMENTS |
|---|----------------|---|--|---|
| Knowledge of Sustainability, Quality & impact into the project (i.e. within the life cycle and after the end of the project | 4 | Due to Gloria's inexperience working around a vegan choices, there was considerable confusion regarding the items that needed to be delivered . | On the contrary selecting fantastic regional, environmentally friendly, suppliers to operate the café are also excellent skills of Gloria. | Gloria's ability to focus on something has to be accomplished with no pushing excessively or providing excessive direction is remarkable. Getting every inquiry answered up front will avoid problems afterwards. |



(Matchesfashion,2023)

STAR FRAMEWORK



(Matchesfashion,2023)

SITUATION

Buying executive Joanna Halucha as well as PR marketing executive Monika Kanik hold opposing views regarding how to present the goods in store. Joanna favours arranging the goods in relation to label. therefore there would be -label specific spaces throughout the floor. Monika, however, believes arranging the clothing by purpose, season, as well as hue makes for an additional pleasing display. Considering she holds charge for buying division, Joanna remains adamant that labels should be partitioned.

TASK

The task cannot move further due to contradiction about the product presentation. Joanna as well as Monika fail to comprehend one another.therefore the cohesion at the workplace is deteriorating.The setup of retail space required for launching the retail establishment is delayed by retail display planning.

ACTION

The interior designer, all 3 managers, gather together for a discussion .Each one shall be invited to share his/her thoughts regarding ways to showcase the products including the reasoning underlying that . Various perspectives have been put forward throughout the discussion. All participants submitted their votes towards the most favourable option. Considering the success of entire group in the above scenario, efficient directorship as well as administration abilities tend to be crucial.

RESULT

Following the discussion, issue is efficiently handled. All of them are in agreement that it's better for clients to make purchases when goods are displayed in line with label.Alongside interior designer Johanna as well as Monika are still working together upon retail display.

SITUATION

The latest Matches department store was about to launch. Gloria , started getting things ready.In recognition of the first day. Gloria placed orders for each of of the snacks as well as drinks. She took care to set up a secure workspace featuring the right brightness, hygienic surroundings, air circulation, warmth, plus equipments.Cafe's employees made the choice to purchase pellini beans for Fiore Del Ciliego's forte, but this caused an issue. Tim, (waiter), was given instruction by Gloria to arrange for it. In order to get him sense appreciation as well as worthy, Gloria chose to assign Tim the following duty. Gloria didn't wish to accuse Tim too severely in the event anything happens incorrect.She received incorrect grade of pellini beans 48 hours prior to inauguration. Among Fiore Del Ciliego's exclusives includes muzo latte. Pellini beans shortage might have a major adverse effect over cafe's ability to operate efficiently.

TASK

In addition to being equipped to serve guests among signatures: Muzo latte, its essential to obtain beans from Italy some weeks prior to Café inauguration. With regard to it, its necessary for Gloria to guarantee that pellini beans supplies have been up to par.She has to review again after an order had been placed for being confident that there would be enough pellini stock to serve clients. Unfortunately the necessary pellini beans are currently not available for offering clients Muzo latte.

ACTION

Since scarcity concerning pellini beans surely possess a significant influence upon the food choices, the muzo latte couldn't be considered eliminated out of Fiore Del Ciliego's choices. Gloria intends to purchase additional pellini beans from a nearby brewer.This came from Tom's conception.Gloria gave him the task of solving the issue, allowing him the chance to speak up as well as fostering a feeling of community through the process.

RESULT

Precisely a consequence, during the inauguration of Fiore Del Ciliego, Tim could serve Muzo lattes to clients. Considerig Tim had purchased additional pellini beans through a nearby brewery. the cost pellini beans in neighbourhood brewery had been thirty per cent greater compared to pellini beans which were purchased beforehand originating Italy.



(Matchesfashion,2023)



(Matchesfashion,2023)

SITUATION

The buying executive as well as retail supervisor observed that while clients inquired regarding a label, the way a good serves as environmentally friendly, the label representative stayed silent. The core along with distinctive characteristics about 15 labels were not taught to sales associates. The sales representatives lack motivation plus the ability to hold onto label's information necessary to properly convey what they are selling for satisfying clients. Additionally, clients complained regarding retailer's assistance. Its slow. Following the noon interval, the workers frequently return behind time. They've made numerous attempts to learn more about labels from Malik, the retail supervisor plus Johanna, the buying executive. Nevertheless, there has been barely any shift upon worker's behaviour.

TASK

Generally speaking, efficiency is poor. MatchesEast's treatment to clients has let down clients. Clients become irate as well as frustrated when putting on merchandise gets postponed owing to sales associates' inactivity. In an offline company, sales associates strike forward being the representation for the establishment. Shoppers cannot discover that MatchesEast distinguishes apart with respect environmentally friendly practises unless there isn't a sales associate located on label's area to give better explanation about it. There's great deal of reputation impact. As a result of the problem, diminished profit has become noticed.

ACTION

A session of instruction led by Malik, (retail supervisor), as well as Johanna, (buying executive,) may be implemented. An incentive may be awarded to examination takers who do successfully. As a result, managers are able to manage the workforce in accordance with highest criteria. Worker recognition is crucial for fostering a sense of worth among workers. (beneden,2023). Additionally, sales staff may receive a proportionate incentive upon exceeding a specified amount concerning purchases. Activities including honours such worker of the week, which give workers the chance to win prizes including vouchers, may additionally greatly inspire workers.

RESULT

The majority of staff had understanding of the labels, its goods, as well as its environmental responsibility following passing the preparatory examination. The increased incentive following a particular amount of desired purchases encouraged the staff to increase purchases while offering timely assistance. The customer-focused representatives are courteous. The staff member of the week celebration is quite well-liked by the workforce. It enables people to enjoy their workday while getting incentives. Through collaboration sessions, sales staff members improve their ability to coordinate along with communicate.



RISK LOG

(Matchesfashion,2023)

RISK MANAGEMENT LOG

Project Name : Matches East London Opening
Matches Office : London
Project Manager Name: Nikhil Malik
Project Description: New Store Launch

| ID | Current Status | Risk Impact | Probability of Occurence | Risk map | Risk Description | Project Impact | Risk Area | Risk Response Strategy |
|----|----------------|-------------|--------------------------|----------|--|--|---------------------|------------------------|
| R1 | Open | | | | Incorrect assessment of trends. People’s preferences change rapidly and trends in the fashion industry are fickle and sometimes difficult to anticipate. Inability to adapt to changing trends and recognize which ones are on the decline. | Excessive inventory, loss of profit, undermining customer confidence, confusion with the style and positioning of the store. Missing an opportunity to benefit from the latest trends. | Marketing | Contingency |
| | | High | Medium | Red | | | | |
| | | | | | | | | |
| R2 | Open | | | | Opening a store during a period of economic recession, inflation will lead to problems, because products are purchased on the disposable income of customers. Economic changes dramatically affect the expenses of the store’s target customers. | Consumers have less money left to spend on products. Loss of customers and sales. | External Influences | Contingency |
| | | High | Medium | Red | | | | |
| | | | | | | | | |
| R3 | Open | | | | Insufficient attention to security measures: electronic tags on goods, CCTV cameras, security and lack of a stock management strategy, can lead to damage or theft of goods. | Reducing the quantity of products. | Resources | Transfer |
| | | Medium | Medium | Yellow | | | | |
| | | | | | | | | |
| R4 | Open | | | | An increase in the prices of a key supplier, a delay in the products, a bad relationship with the supplier, his exit from business and the lack of spare options. | Loss of customer interest due to the absence of products. | Material | Avoidance |
| | | Low | Low | Green | | | | |
| | | | | | | | | |
| R5 | Open | | | | Project volume growth. The project parameters were not clearly defined from the very beginning, or tasks were added that were not part of the original project plan. Adjustments can take a lot of extra time. | Not providing the time and resources needed to perform additional tasks can lead to the failure of the project. | Project Scope | Mitigation |
| | | High | High | High | | | | |
| | | | | | | | | |

| ID | Current Status | Risk Impact | Probability of Occurrence | Risk map | Risk Description | Project Impact | Risk Area | Risk Response Strategy |
|----|----------------|-------------|---------------------------|----------|--|--|------------------|------------------------|
| R6 | Open | | | | At the initial stage of planning, the time required for the implementation of a project consisting of many dynamic elements, and for which many different people are responsible, is underestimated. Delays from the project schedule, the execution of certain tasks on the project takes longer than expected. | Lagging behind schedule is reflected in other aspects, such as budget, deadlines, or overall performance indicators. Late opening of the store and loss of profit. | Project Schedule | Acceptance |
| | | Medium | Medium | Yellow | | | | |
| | | | | | | | | |
| R7 | Open | | | | Unclear requirements for the project from the very beginning. May be caused by poor communication with customers and stakeholders. | Investing significant time in the project, and as a result getting an unnecessary result. | Organizational | Mitigation |
| | | Medium | High | Red | | | | |
| | | | | | | | | |
| R8 | Open | | | | Incorrect project planning. The planning document, incorrectly and difficult to understand, describes the timing of the project and the organizational resources needed to complete each task. Lack of development planning of the project into stages. Not all team members received the project schedule. | The occurrence of many risks in the project. Confusion in the subsequent work. | Project Schedule | Acceptance |
| | | Medium | Medium | Yellow | | | | |
| | | | | | | | | |



(StellaMcCartney,2023)

RISK 1

Scope creep

Assessing the risks faced by a project, one of the primary concerns is scope creep, as it can lead to various consequences. The success of the project is influenced by scope creep, as it necessitates additional work without any extra resources. Introducing new requirements to a project without allocating more time and money creates undue pressure on employees, who are burdened with extra tasks but without additional salary. This can have a negative impact on employee retention and job satisfaction. (PM Majik, n.d.)

In the planning stage, it is of utmost importance to define explicit project boundaries.. The project scope should be clearly defined in the initial project document. It is important to regularly communicate project progress through weekly summaries and monthly reviews, ensuring that everyone stays informed and preventing issues that could affect project scalability.

When the scale of the project changes or project elements become overloaded, it becomes necessary to allocate additional time and resources. When making these adjustments, it is crucial to recognize and prioritize areas that can be reduced or eliminated. Implementing a proper structure to manage project changes and having a list of items that can be canceled or adjusted will help facilitate scope creep. (PM Majik, n.d.)

Understanding the risks associated with project scope creep is essential to prevent exceeding budgets or missing deadlines. Having established processes in place to mitigate scope creep and effectively manage it when it arises will safeguard the project's success. (PM Majik, n.d.)

Supplier risks

Matches Fashion East's reputation may deteriorate due to supply disturbances, supplier safety, quality violations, or unfavorable business practices, such as substandard hiring conditions by foreign suppliers. Non-compliance with regulatory obligations or commercial agreements by suppliers can result in operational interruptions. Additionally, inaccurate invoices issued by third-party entities, supplier malfunctions, or their withdrawal from business can lead to financial losses or cost overruns. Furthermore, the risk of confidential company data leakage arises from supplier cybersecurity breaches or malfunctions. (PWC, n.d.)

It is crucial to establish a framework that enables the comprehensive management of supplier risks throughout the entire workflow. The supplier risk management system offers an elevated level of control.

To ensure a more dependable and consistent supplier risk management process, it is imperative to adopt a transparent procurement policy that aligns with Matches Fashion East's corporate social responsibility principles.

A clear comprehension of all stages and suppliers within the supply chain should be attained, with diligent monitoring of operational, ethical, and financial risks, as well as supplier performance. Additionally, contingency supply options should be available to address unforeseen circumstances. (PWC, n.d.)

Suppliers should be obligated to regularly provide detailed information about their own suppliers, ensuring compliance with relevant regulatory and legal requirements within the supply chain.

By establishing a supply chain sustainability strategy focused on averting failures, it becomes possible to effectively respond to any disruptions in the supply chain without incurring unacceptable losses, thus enhancing operational efficiency. (PWC, n.d.)

(StellaMcCartney,2023)



RISK 2

(StellaMcCartney,2023)

RISK 3

Poor scheduling

To ensure the project schedule is executed effectively, it is crucial to arrange actions in a logical and interconnected manner, where each subsequent action depends on the completion of the previous one. However, there may be limitations and delays introduced to adjust the start or end dates. To prevent such problems, it is crucial to recognize notable delays and prioritize a “Finish-to-Start” link type. Tools like a shared calendar, Gantt chart, and Kanban boards can aid in task organization. (Kissflow, 2022)

In projects without baselines, comparing the current schedule to the original plan becomes challenging. Revising the baseline when a deviation occurs can lead to the loss of valuable reference data, making it difficult to assess actual performance or enhance the accuracy of future project schedules.

A common planning mistake is creating an excessive number of tasks, rendering the schedule unrealistic. One way to prevent this is to aim for each task to require between 20 and 80 hours of work. If a task takes less than 20 hours, it should be consolidating it with another task. If the task takes more than 80 hours, it should be divided into separate tasks. (Wood, 2019)

When key project personnel overly emphasize benefits while underestimating costs and time, the tendency towards optimism can have detrimental effects. Mitigating this risk involves conducting cost and schedule risk analyses to evaluate the potential impact of individual risks and uncertainties on the overall project completion time and cost. (Wood, 2019)



GREEN THEORY

In modern times, as the industry is being rebuilt to reach new heights, it must consider the desire of consumers for fashion industry players to meet their social and environmental responsibilities. (Granskog et al., 2020) The trend of eco-friendly consumption is on the rise, with more people engaging in activities such as recycling waste, using re-usable shopping bags and water containers, and purchasing hybrid or electric cars. (Roach, 2019)

Many companies are taking measures to reduce the environmental impact of their manufacturing processes, while also offering clear and open reporting on their sustainable development initiatives. (Roach, 2019) They are actively using social media and engaging with the community to achieve this. (Husson, 2022)

Consumers are now more inclined to purchase durable fashion items and keep them for a longer time, as well as to have them repaired. (Granskog et al., 2020) Many buyers are also guided by eco-labeling, which indicates that the product meets certain certification standards. (Roach, 2019) A McKinsey survey found that 67% of consumers consider the use of environmentally friendly materials to be an important factor in their purchasing decision, while 70% are loyal to brands they know and trust. (Granskog et al., 2020) This emphasizes the significance of being transparent in establishing trust with consumers.

Sustainable brands are focusing on the “green” Generation Z, who are influenced by activists such as Greta Thunberg, Leah Namugerwa, and Luisa Neubauer. They are also experimenting with new products, offers, and brands. At the same time, brands are paying attention to Millennials because Generation Z will only gain purchasing power in the next 5-10 years. (Husson, 2022)

MatchesFashion, considering today's realities, opens a sustainable store where it has carefully selected fashion brands for its target audience: Gen Z and Millennials.

FASHION ENTHUSIAST

Age, Gender : 16-26; 80% females, 20% males

Personality: Charismatic and independent personalities. Express themselves through creativity. They always say what they think and do not tolerate restrictions.

Hobbies: They possess a deep and abiding love for fashion, constantly striving to stay up to date with the latest trends and styles. Read articles about fashion, watch fashion shows the day after the events on the red carpet and follow fashion content all year round. Follow the influencers on social networks, focusing on fashion design, celebrities, fashionable clothes. They like to go to bars and clubs with friends. Listen to pop and hip-hop music. (CyberPublicity, n.d.)

Fashion Style: Tend to be trendsetters among their peers, being the earliest adopters of new styles. They are heavily influenced by fashion trends and take pride in dressing elegantly, frequently exploring a variety of suppliers and brands to curate their unique fashion style. Prefer a unique, eye-catching design. (CyberPublicity, n.d.)

Buying Behaviors: Demonstrate a higher propensity to spend money on clothes compared to others. More likely to say that they are shopping to stand out and that they cannot resist branded goods, even if they are expensive. They can spend almost twice as much on clothes per month as the average buyer. Active users of social media: Instagram, TikTok, YouTube. Appreciate quality products. Prefer to go to stores and make purchases there and gain experience. Have a diverse range of favorite brands and are always on the lookout for new and exciting options to add to their list. (Fernandes, 2022)



LUXURY TRAVELLER

Gender, Age: 30-50; 60% females, 40% males

Personality: They have a high socio-economic status. Honest and confident extroverts. Often in a relationship or are married. Active users of social media. (Thani, 2016)

Hobbies: Make many short trips around the world throughout the year and turn business trips into vacations. Prefer an individual, authentic, luxurious vacation. They like to swim, go to the mountains, visit remote, amazing places, as well as exhibitions in museums. On social media, they share their travel experiences with friends and get ideas for future journeys. (Thani, 2016)

Fashion Style: They are guided by trends. Express themselves through clothes. Often pay attention to resort collections. (Thani, 2016)

Buying Behaviors: They often shop abroad, preferring clothes and accessories. Attracted by custom-made items, various special offers, targeted marketing campaigns on Instagram, personalization, and translation services. Appreciate high-quality clothes and prefer luxury brands. Wealthy people strive to get an exclusive shopping experience. So, they begin to feel closer to the brand, and the brand's clothes bought abroad are associated with a souvenir that serves as a reminder of a pleasant place they visited. Choose places for shopping that cannot be found in their country. Also, they pay attention to innovative technologies in services and inside the store. (Thani, 2016)



CONSCIOUS CONSUMER

Gender, Age: 18-34; 70% females, 30% males.

Personality: Most often, this is Gen Z, as the generation that talks more about the environmental issues and introduces sustainable practices into its life. Optimists who love communication and new acquaintances. This people care about others; they are always ready to listen. They are logical in their judgments. Independent, have goals and know how to reach them.

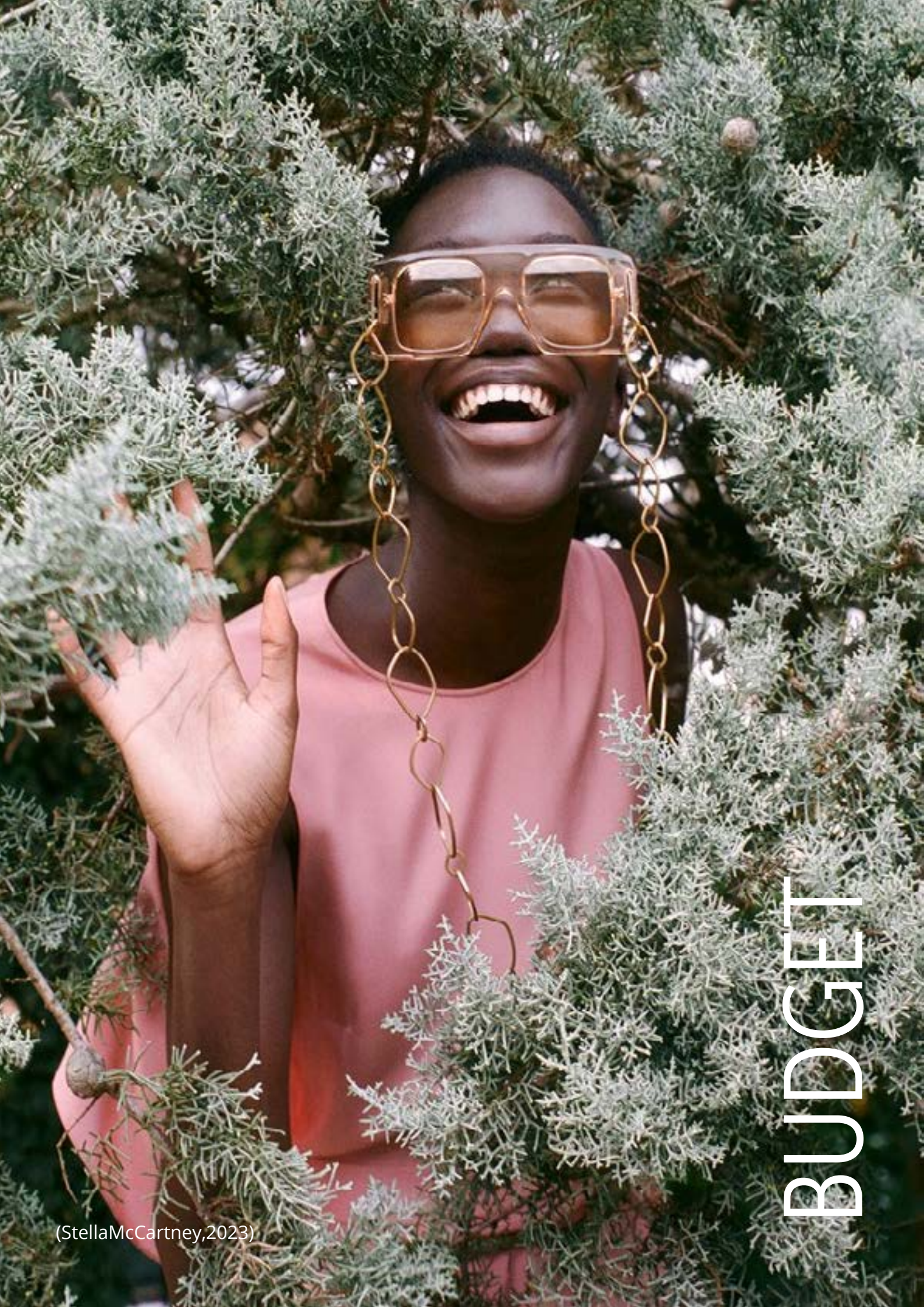
Hobbies: They are environmentally conscious and have a strong awareness of sustainability issues. Read articles on social and environmental topics. Leads a healthy lifestyle. They love outdoor recreation and travel. Spend their time doing volunteering. (Bouronikos, 2022)

Fashion Style: Prefer a minimalist and functional design. They buy sustainable brands. Choose clothes made of fabric that will last a long time.

Buying Behaviors: Makes purchase decisions that have a positive social, economic, and environmental impact. Ethical consumers, guided by their moral principles, choose companies that care about such things as workers' rights, animal rights and the environment. They choose sustainable and transparent brands. Conscious consumers demand better fabrics for their clothes. Loyal customers often buy clothes from the same brands. They are willing to pay extra for environmentally friendly products or services. Support local and small productions. Share the brand philosophy and participate in their sustainable practices. While they may not frequently spend money on clothing, they are capable of purchasing luxury items. (Bouronikos, 2022)



15 BRANDS WITH
PROPOSALS



(StellaMcCartney,2023)

Eileen Fisher -£9000

Maggie Marilyn - £10,000

Arnsdorf - £10,000

Caravana - £8,000

Ganni - £10,000

Nicholas K - £10,000

Studio One Eighty Nine - £8,000

Reformation - £15,000

Mara Hoffman - £15,000

Bite - £20,000

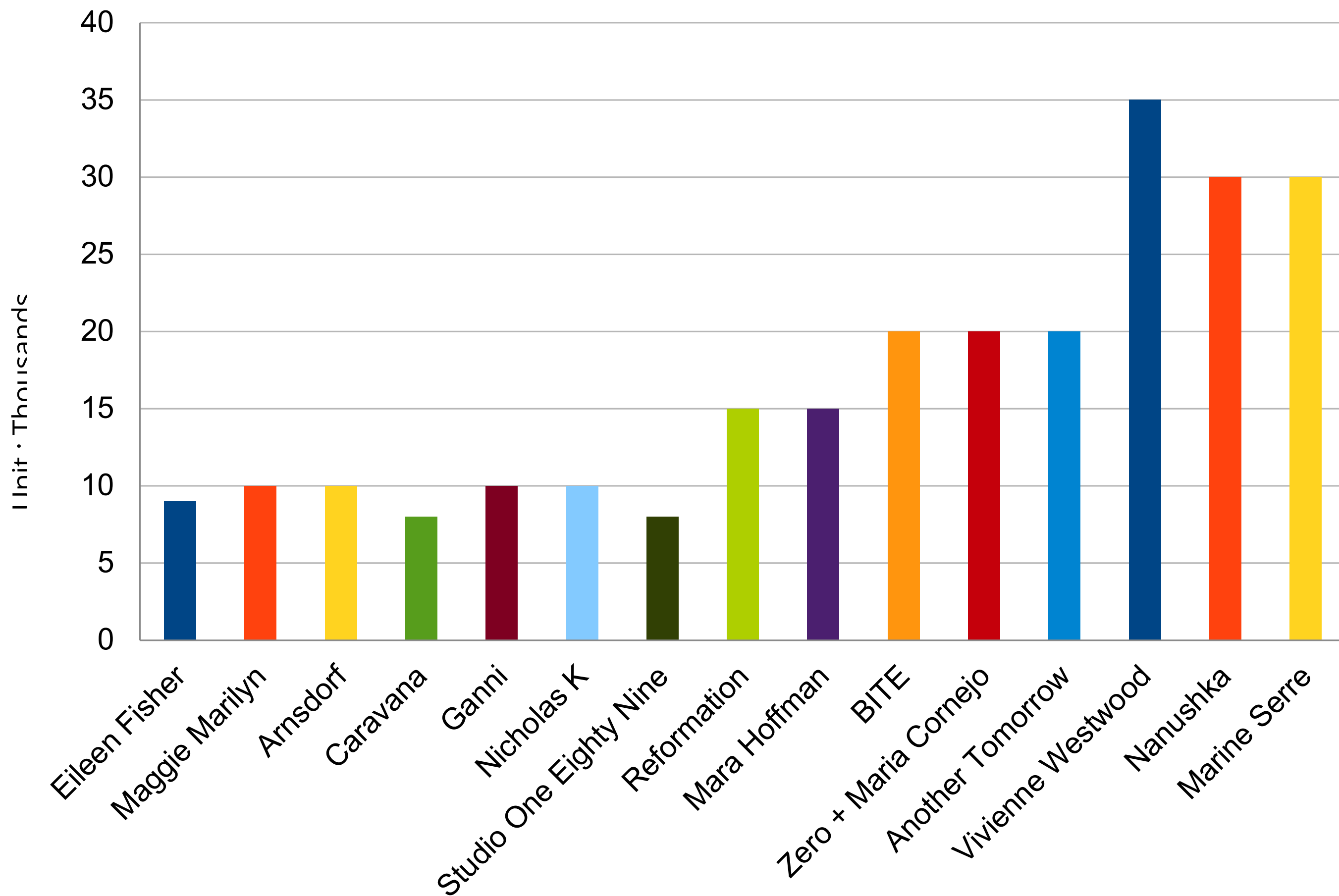
Zero + Maria Cornejo - £20,000

Another Tomorrow - £20,000

Vivienne Westwood - £35,000

Nanushka - £30,000

Marine Serre -£30,000



EILEEN FISHER

About the brand and the reason for the choice:

In 1984, Eileen Fisher established the brand that adheres to sustainable fashion and timeless design. Currently, the brand prioritizes a circular economy, encompassing the entire clothing lifecycle from production to disposal, while ensuring the well-being of all individuals involved in the process. (Eileen Fisher, n.d.)

Sustainable practices:

To achieve the closed-loop economy goal, the brand collaborates with farmers who implement holistic grazing techniques in Patagonia to reduce atmospheric carbon and enhance soil health and biodiversity. In addition, the company uses Tencel™ Lyocell, an eco-friendly material produced from renewable wood pulp in a closed system with reduced energy, water, and chemical consumption, without utilizing old-growth trees. (Eileen Fisher, n.d.) The brand also sources organic cotton from fields that are more beneficial for both workers and wildlife, without the use of pesticides and herbicides. In addition, the brand utilizes flax, a natural fiber that is eco-friendly and requires less water, energy, and chemicals compared to cotton. Additionally, the company is increasing the use of recycled materials to reduce dependency on finite resources.



Product: Womenswear, Shoes, Accessories, Bags

Price point: £20-£580

Budget: £9,000

MAGGIE MARILYN

About the brand and the reason for the choice:

Maggie Marilyn is the founder of the brand of innovative and ethical clothing, in which modernity is combined with classic elegance. Maggie Marilyn, believes that our planet's survival depends on envisioning a better tomorrow. That's why the company believes that the future of fashion relies on transparency, cyclical practices and inclusivity. The fashion industry should allow clothing production to be traced from farm to finished product, treating workers with dignity and respect, and encouraging consumers to understand the true value of clothes.

Sustainable practices:

The company has earned a climate-friendly status and remains committed to its cyclical business model. It also has ambitious plans to decarbonize and regenerate the supply chain. The company endeavors to achieve its objective by utilizing cutting-edge and superior quality fabrics that are gentle to both humanity and the environment. The company exclusively uses fabrics that originate from natural sources and are devoid of harmful chemicals. These comprise deadstock fabrics, Econyl® regenerated nylon, ethical wool that is non-mulesed, linen, organic cotton, recycled polyester obtained from post-consumer waste, and Tencel™. (Maggie Marilyn, n.d.)

To ensure the quality and sustainability of their fiber and fabric, the company has received certifications such as Global Organic Textile Standard, Oeko-Tex®, Bluesign, Responsible Wool Standard, ZQ, Global Recycle Standard. (Maggie Marilyn, n.d.)



Product: Womenswear, Menswear, Accessories

Price point: £30-£900

Budget: £10,000

ARNSDORF

About the brand and the reason for the choice:

Arnsdorf is a modern brand of women's clothing with a carefully thought-out minimalistic design, in which priority is given to environmental friendliness and versatility. The brand upholds values of transparency, ethical manufacturing, and sustainable development. Their philosophy blends fashion with accountability to ensure that every piece they create embodies modern femininity's timeless elegance.

Sustainable practices:

The brand's garments are designed, cut, sewn, and finished in Melbourne, Australia. (Arnsdorf, n.d.) Arnsdorf continuously seeks innovative ways to create clothing by investing in new technologies and systems that can extend their products' life cycles.

They have a permanent collection alongside seasonal edition collections produced in limited quantities. The company believes that well-tailored, thoughtful clothing is timeless and offers lifetime repair and free remodeling services to ensure their products remain in their customers' wardrobes for as long as possible.

Arnsdorf has received various certifications and awards for their commitment to ethical practices and environmental friendliness. In 2018, the company became certified by Ethical Clothing Australia, and in 2019, they were the first leading Australian fashion brand that received a B Corp Certificate. (Arnsdorf, n.d.) In that identical year, they received the first-ever National Designer Award for Sustainability.



Product: Womenswear, Accessories, Bags, Shoes

Price point: £30-£870

Budget: £10,000

CARAVANA

About the brand and the reason for the choice:

Caravana is distinguished by its artisan approach to fashion, the creation of unique products inspired by culture, using traditional techniques. The brand dedicated to preserving the traditions and magic of Maya culture in today's industrialized world. (Caravana, n.d.)

Sustainable practices:

Their materials are sourced from 95% Mexican suppliers, and include natural fabrics like 100% cotton, cow leather, and feathers from cruelty-free farms. The cotton is processed in Mexico, and Caravans suppliers have even created their own looms using jute, gauze, and handmade blankets. Skilled craftsmen in Mexico use traditional techniques and ancient practices to create all products by hand, including leather tanning, fabric weaving, and stitching. The leather used is mostly sourced locally from the TIF-certified Tizimin market on the Yucatan Peninsula, and 80% of the tanning process uses tree bark. Every product and accessory is meticulously crafted by hand at a workshop in Valladolid, with each item requiring numerous hours of work to complete. (Caravana, n.d.) Caravana's artisanal processes result in less waste and less mass production.



Product: Womenswear, Menswear, Accessories, Bags

Price point: £150-£510

Budget: £8,000

GANNI

About the brand and the reason for the choice:

GANNI, a company run by a husband-and-wife team, Creative director Ditte Reffstrup and Founder Nikolaj Reffstrup, is based in Copenhagen and known for its unique style full of contrasts and individuality. (Ganni, n.d.) Casual and playful clothing design, combining Scandinavian simplicity with eclectic patterns and prints. The company has set a goal to reduce its carbon dioxide emissions by 50% by 2027, and has implemented carbon insetting technology to achieve this.

Sustainable practices:

The company has installed solar panels from with Portuguese supplier and partnered with Strix biodiversity consulting company to protect and support local biodiversity sites. GANNI tracks all its products at stages 1-4 of the Supply Chain and provides a list of all stage 1 and 2 Suppliers on its website.

GANNI has been awarded the "PETA Progress Award" for its commitment to stop using natural animal skin by 2023, and now its shoes are made from leatherette based on VEGEA™ grape waste. (Ganni, n.d.) The company has always been fur-free and is registered with Fur Free Retailer.

GANNI is committed to responsible production, with at least 90% of its production volume falling on responsible styles, where 50% or more of the fabric composition is certified as recycled, organic. The company's plastic packaging is either recycled, reused, or recyclable, and it introduced Repack - reusable packaging in 2019.

GANNI REPEAT, launched in 2019, offers resale, rental, recycling, and repair of new and pre-loved GANNI products. The company also strives to empower women, with 67% of women in general management positions and 50% of women at the senior decision-making level. (Ganni, n.d.)



Product: Womenswear, Accessories, Bags, Shoes

Price point: £70-£900

Budget: £10,000

NICHOLAS K

About the brand and the reason for the choice:

Nicholas and Christopher Kunz grew up in the vast wilderness of Arizona, which instilled in them a deep appreciation for nature and a desire to protect it. (Nicholas K, n.d.) Their clothing collections are designed for urban nomads, featuring versatile silhouettes that are not limited to specific seasons. Avant-garde, but at the same time wearable design, often with utilitarian elements and modern urban aesthetics. Since the year 2009, the Kunz family has been affiliated with the Council of Fashion Designers of America (CFDA). Nicholas K is part of the CFDA + Lexus Eco Initiative, which advocates for a conscious lifestyle, environmental respect, and social responsibility. (Nicholas K, n.d.)

Sustainable practices:

In its production the company uses fleece, with thin and elastic fibers that can withstand pilling and require minimal care. However, the demand for dyed wool has negatively impacted biodiversity, as breeders have focused on breeding white herds. The company is endeavoring to reverse this trend. Nicholas K also uses organic cotton, grown without pesticides, herbicides, or fertilizers.

Tencel, a textile made from eucalyptus wood pulp, is manufactured using an environmentally friendly closed cycle process that extracts 99.5% of non-toxic chemicals. Lyocell, a different textile, lessens the necessity for fabric softener or bleach, which reduces expenses and minimizes the chemical impact on the environment. Birla viscose by Birla Cellulose™ is a biodegradable viscose that doesn't contain heavy metals. A single piece of clothing made from this material conserves 900 liters of water and diminishes greenhouse gas emissions by 300 grams. (Nicholas K, n.d.)



Product: Womenswear, Accessories, Bags, Shoes
Price point: £70-£850
Budget: £10,000

STUDIO ONE EIGHTY NINE

About the brand and the reason for the choice:

Studio 189 produces bright African-style clothing and promotes African culture. Expands the rights and opportunities of local artisans by collaborating with various communities of artisans skilled in traditional manufacturing techniques, including indigo dyeing, batik, and kente weaving. (Studio One Eighty Nine, n.d.)

Sustainable practices:

The company is committed to empowering and supporting education and professional development through job creation.

The brand is eco-friendly and uses natural fibers like organic cotton from Burkina Faso, certified by GOTS and the government, cotton from Ghana, dried grass from Ghana, silk from Italy and the USA, and recycled fabrics like cotton and glass. (Studio One Eighty Nine, n.d.) Additionally, Studio One Eighty Nine employs new technologies to create fabrics, including pineapple pinatex leather made from pineapple fibers and tencel fabric made from wood.



Product: Womenswear, Menswear, Accessories, Bags

Price point: £40-£560

Budget: £8,000

REFORMATION

About the brand and the reason for the choice:

In 2009, a small store in Los Angeles selling vintage clothing marked the beginning of The Reformation. (Reformation, n.d.) The brand creates stylish and eco-friendly products made from environmentally friendly materials and in ethical factories. The brand now offers relaxed silhouettes that highlight the feminine figure and is recognized for its efforts in promoting environmentally-friendly practices.

Sustainable practices:

RefScale, a tool used by the company, tracks the carbon and water footprint of their products and provides information on how Reformation products help to reduce these effects compared to most clothing in the United States. Reformation has also made significant efforts in social responsibility, including installing water filters in homes in Honduras and providing 140 million gallons of fresh water to dehydrated rivers and wetlands in California and Colorado. (Reformation, n.d.) Since 2015, all materials used by the company have been 100% carbon-neutral, and also they work with Climate Neutral. Reformation sources electricity from 100% wind energy suppliers, uses LED lighting, Energy Star-rated appliances, and recycles about 75% of all garbage. The company also uses recycled paper hangers and 100% recycled low-density polyethylene bags with biodegradable polymer (BDP). Over 50% of cutting and sewing is done in Los Angeles, with many products made in their own factory. All products check for compliance with Reformation's Restricted Substance List (RSL), based on AFIRM Group industry standards. The company works with dye and printing houses that have certified dying systems, such as the BLUE-SIGN® System and OEKO-TEX® Standard 100. (Reformation, n.d.) More than three-quarters of the Reformation management team are women or representatives of underrepresented groups.



Product: Womenswear, Bags, Shoes
Price point: £30-£1,330
Budget: £15,000

MARA HOFFMAN

About the brand and the reason for the choice:

After graduating from Parsons School of Design, Mara Hoffman established her eponymous label in 2000 with the goal of inspiring and delighting people through vibrant colors, bold shapes, and unique prints, often inspired by nature and created with an emphasis on eco-friendly methods. (Mara Hoffman, n.d.)

Sustainable practices:

Today, the company is committed to sustainable development and has integrated innovative design and manufacturing practices, responsible selection of materials and fabrics, and increased involvement in social justice movements into its foundation. As part of its efforts to minimize its impact on the environment, Mara Hoffman is striving to extend the life of each garment, support environmental restoration, and stand up for communities that are most affected by climate change despite having the least responsibility for it. (Mara Hoffman,



Product: Womenswear, Accessories, Bags

Price point: £160-£1,150

Budget: £15,000

BITE

About the brand and the reason for the choice:

Founded in 2016, BITE is a brand that crafts remarkable, innovative designs with thoughtful qualities. (BITE, n.d.) Its origin in the north and west coast of Sweden imbues a serene quality into everything it produces. By utilizing gorgeous organic fabrics, particularly silk, cotton, and wool, BITE opens up the natural world to its customers. Pursuing beauty, knowledge, and unfettered creativity is at the core of the company's philosophy.

Sustainable practices:

All BITE products, without exception, are manufactured in Italy and Portugal, with 98% of its collections consisting of organic materials with minimal environmental impact. (BITE, n.d.) The company's commitment to preserving the environment and designing products with longevity in mind is evident in every facet of its operations. BITE provides a conscious, minimalist wardrobe that is crafted with meticulous attention to fabric and detail.



Product: Womenswear
Price point: £110-£1,750
Budget: £20,000

ZERO + MARIA CORNEJO

About the brand and the reason for the choice:

In 1998, designer Maria Cornejo, who was born in Chile, transformed an empty space in New York's Nolita into her own personal store and atelier, naming it Zero. (Zero + Maria Cornejo, n.d.) This marked the beginning of Zero + Maria Cornejo, which started as a purely retail concept. Maria's goal was to create timeless pieces for real women. Casual chic and minimalistic design, often using architectural silhouettes and environmentally friendly materials. The collections exude a warm and restrained style that aims to create cherished items in a woman's wardrobe, lasting for more than just one season.

Sustainable practices:

From the start, the company has been committed to supporting the local economy, with 84% of the Zero + Maria Cornejo collection being produced in the heart of New York's Garment District. (Zero + Maria Cornejo, n.d.) The remaining categories, such as shoes and knitwear, are produced by small independent companies and factories in Italy, Bolivia, Peru, and China. The company also prioritizes environmental protection by using eco-friendly fabrics whenever possible, and by delivering their collection to retail partners in 100% compostable TIPA® packaging. (Zero + Maria Cornejo, n.d.)

Since the company is owned and managed by women, Zero + Maria Cornejo places a special emphasis on developing partnerships with women artisans around the world. The company strives to create a positive work environment that supports the team in achieving a meaningful career while respecting their personal and family life.



Product: Womenswear, Shoes, Accessories, Bags, Jewellery

Price point: £50-£1,440

Budget: £20,000

ANOTHER TOMORROW

About the brand and the reason for the choice:

For those inquisitive and compassionate individuals seeking exceptional design, education, and advocacy tools, there is always Another Tomorrow. The brand strives to create timeless and sustainable products that combine luxury with concern for the environment.

(Another Tomorrow, n.d.)

Sustainable practices:

The foundation of a technology-driven circular economy is rooted in contemporary business principles centered around community, transparency, and sustainable scarcity. The three pillars - people, animals, and the environment - form the basis of a value system that directs every decision made. The brand's collection is pushing the boundaries of what is achievable with responsibly sourced and ethically produced materials. The clothes are designed to be sensual, durable, and proportionate to forming the foundation of a timeless wardrobe. The company aims to utilize fashion as a means of activism, demonstrating what can be accomplished during this pivotal phase of human development by amplifying voices for change, educating and engaging the community on the stories behind clothing, and offering greater insight into supply chains. Another Tomorrow uses a variety of materials, including European linen, Tencel™, recycled polyester buttons, Corozo buttons, ethical wool, FSC certified viscose, organic cotton, renewed denim, and GRS recycled cashmere. (Another Tomorrow, n.d.)



Product: Womenswear
Price point: £80-£1,570
Budget: £20,000

VIVIENNE WESTWOOD

About the brand and the reason for the choice:

Vivienne Westwood stands as one of the few remaining independent fashion brands worldwide. Vivienne Westwood creates iconic and rebellious designs that defy conventions and advocate social and environmental activism. The brand uses collections, collaborations, and runway shows to advocate for a better world. The brand mandates that all suppliers adhere to sustainability standards and utilize a tracking tool. Currently, over 90% of the materials used in ready-to-wear collections are sourced from alternative materials that offer solutions to the environmental and social issues within the fashion industry. (Vivienne Westwood, n.d.) The brand consistently innovates new materials and conducts research to ensure the utmost environmental friendliness standards for each product in every category.

Sustainable practices:

Vivienne Westwood champions craftsmanship and heritage. Since the 1980s, the brand has drawn inspiration from traditional British textiles and the traditions of tailoring on Savile Row. The brand collaborates with local artisans and industrialists in the UK, Europe, India, and Africa.

All retail packaging utilized by Vivienne Westwood is plastic-free and crafted from Remake paper, which is FSC-certified, uncoated, and comprised of 40% recycled pulp, 30% virgin pulp that is FSC-certified, and 25% leather by-product. The paper is produced in a factory powered by 100% environmentally friendly energy. (Vivienne Westwood, n.d.) Furthermore, Vivienne Westwood ensures fair employment practices for individuals working in its supply chains.



Product: Womenswear, Menswear, Accessories, Bags Shoes, Jewellery

Price point: £90-£2,660

Budget: £35,000

NANUSHKA

About the brand and the reason for the choice:

Nanushka believes that clothes designed to function well are inherently beautiful. The Budapest fashion house was founded in 2006 by Sandra Sandor and specializes in responsible production, craftsmanship, and intricate details. (Nanushka, n.d.) The intuitive combination of modern silhouettes and traditional techniques, based on innovative craft, new heritage, and a bohemian spirit, embodies the functionalist ethos of the brand. Sophisticated clothing design that combines Eastern and Western influences, with a strong emphasis on vegan materials.

Sustainable practices:

The materials used in Nanushka collections are selected for their low environmental impact, the brand is committed to responsible production. Nanushka women's and men's clothing and accessories celebrate imperfection, offering a sustainable and flexible wardrobe based on heritage and innovation. Nanushka exclusive product, OKOB-OR™, is a 100% recycled and more responsible alternative to leather. Nanushka sustainable development strategy includes cyclicity and a partnership with Eon. (Nanushka, n.d.)



Product: Womenswear, Menswear, Accessories, Bags Shoes, Jewellery

Price point: £30-£2,270

Budget: £30,000

MARINE SERRE

About the brand and the reason for the choice:

The brand creates cutting-edge and futuristic designs that combine couturier techniques with eco-friendly practices, often with a signature moon print. Marine Serre rose to prominence and garnered international attention with her graduation collection, which was chosen to participate in the Festival d'Hyères. (Marine Serre, n.d.)

Sustainable practices:

Currently, the company is focused on a cyclical model that emphasizes recycling and regenerating materials to reduce waste. This approach involves reintegrating end-of-life clothes into a cyclical process that prioritizes transparency and adaptability of resources. Marine Serre design process revolves around recycled materials, which make up approximately 50% of their collections. For the other half, the company works with innovative and eco-friendly fibers such as biodegradable yarn and recycled fibers.



Product: Womenswear, Menswear, Accessories, Bags Shoes, Jewellery

Price point: £50-£2,250

Budget: £30,000

CUSTOMER EXPERIENCE IN STORE

(wwd,2021)

CONCEPT



According to Bain & Company's research, shoppers wanted luxury businesses to assist them by providing health benefits, psychological interest, stress relief, plus inspiration.(voguebusiness,2021). Additionally, luxury businesses have been searching for ways to interact with clients about their well-being as well as staying healthy.(luxurysociety,2021). Wealthy clients are inclined to shell out more for solutions they believe would enhance the way they feel. (lux.digital,2022). Hence, the newly established MatchesEast seeks to provide clients with an environment whereby they could relax as well as take care of their mental plus psychological well-being.

The overall theme of Matches East is "Urban Jungle". It will provide an atmosphere wherein visitors want to spend the entire day. The outlet encourages visitors to , ease up plus retreat amidst city's hectic lifestyle.wealthy consumers are becoming more fond of engaging, powerful events as a method for capturing past experiences.(MGNevents,2022). When questioning customers why they prefer visiting brick and mortar stores over online platforms, 27% said its for the unique consumer experience. (survey,appendix). Luxury businesses can interact with clients personally as well as construct unforgettable encounters through innovative consumer experiences and activities in store.(undercurrent.uk,2023). The primary goal is offering clients a fully engaging, multi-sensory journey inside the retail space.



INSPIRATION



Detached amid the hectic rush of metropolitan life, nature serves as an essential source of inspiration. This idea is put forward in the conceptualization of the newest Matches store. The interior has been adorned in layers of subtle colours, making it pleasant. It makes one feel peaceful. (earthcarewindow, 2023). The exterior is adorned in plants, there are wide windows that allow plenty of sunlight to enter the store, as well as minimalistic flooring to further enhance the impression of escapism.

The green cafe at the roof top is intended to resemble Japanese cherry blossom, offering guests a different getaway destination as well as an atmosphere to unwind plus indulge in guilt-free nutritious food as well as beverages.

SUSTAINABLE STRATEGIES IN-STORE



VINTAGE CORNER

85 percent of buyers made a minimum of 1 environmentally friendly decision modification during the preceding year.(deloitte,2021). 1/3 buyers seek for labels that have excellent environmental as well as sustainability values.(deloitte,2021). GlobalData estimated that the United Kingdom demand for used clothing increased around 149% during 2016 - 2022. Its projected to increase by 67.5% between 2022 - 2026.(theguardian,2023). Gen Z is mainly accountable for the rise in second-hand garment sales. According to a 2022 study by the Boston Consulting Group along with reselling website Vestiaire, the aforementioned category of shoppers was most inclined to purchase (31 percent) as well as sell (44 percent) used goods, while millennials following closely after.(theguardian,2023).

On TikTok, hashtag "vintage" received 28.7 billion views.(theguardian,2023). By 2030, the second-hand store sector, which is expanding eleven times quicker compared to conventional retail, is expected to be valued at 84 billion dollars.(harpersbazaar,2021). It makes perfect sense for MatchesEast to utilise chance to provide a second-hand option in shop. Shoppers will be able to come across previously owned, old designer products which have been refurbished as well as repurposed in this 'vintage corner'. Additionally, shoppers may donate unwanted outdated apparel for vouchers. Primary objectives for this include minimising debris plus the development of circular economy framework. For the purpose of increasing the usefulness of goods it would integrate maintenance assistance with buying process.



VINTAGE CORNER



Earn Vouchers by donating old apparels!

For additional details scan the QR code.



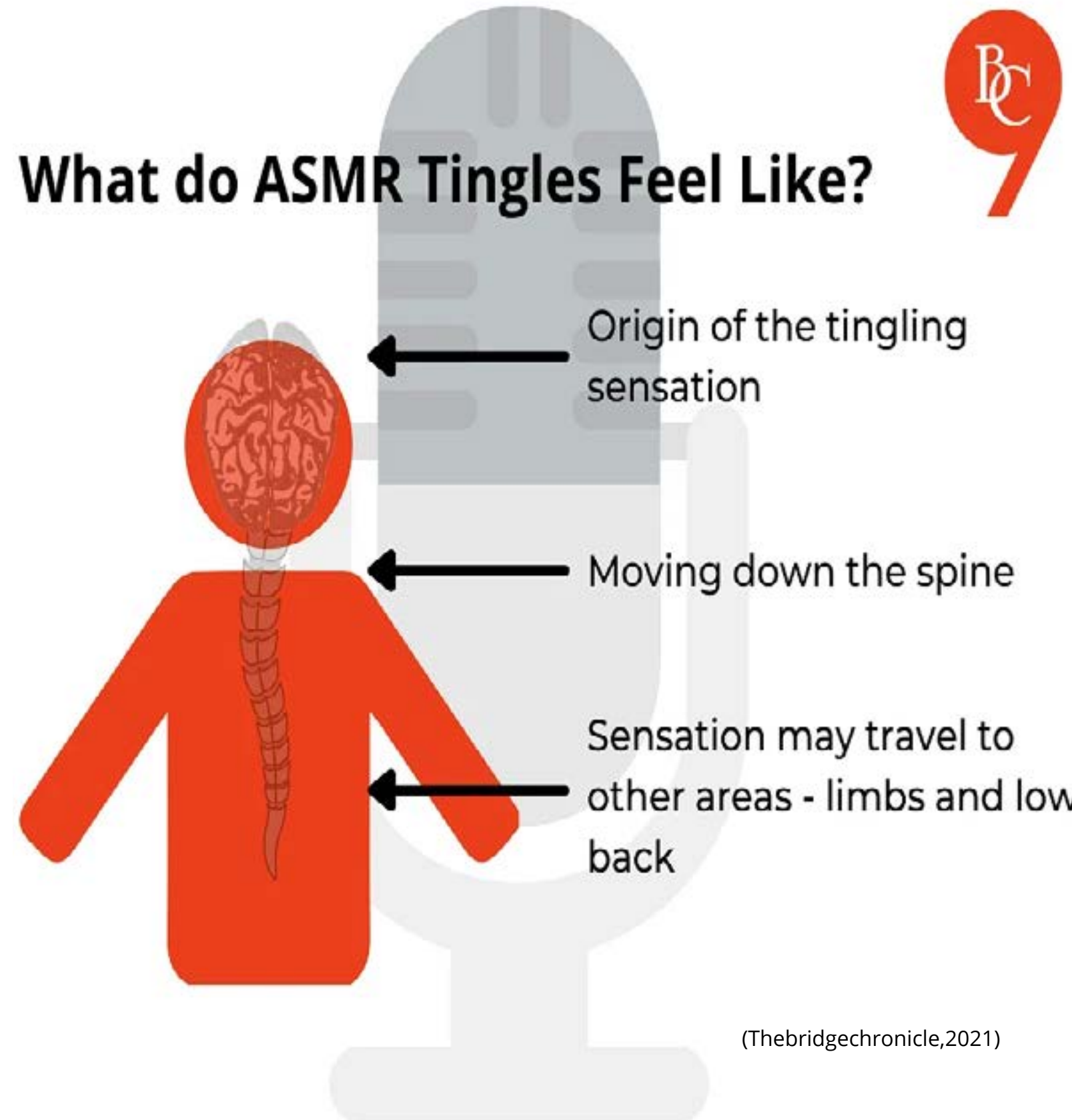
+44 9900000000
28, Ebor Street , opposite Reformation - E2 7DP.

ASMR EXPERIENCE

MatchesEast provides assistance to consumers in order to foster greater connections via aiding them attain mental and psychological wellness. Despite the fact that a good carries a hefty price tag, the buyer is inclined to buy it because they have strong emotional ties to it, such as affection, remembrance compassion, satisfaction, guilt, along with rage. (shrehyagarwal.medium,2022) The most significant expenditure a business can make is in evoking the appropriate feeling. It serves as a commitment a company provides towards its clients allowing individuals access to as well as enjoyment of their very own universe. (shrehyagarwal.medium,2021). Vision, noise, experience, flavour, as well as odour are just a few of the senses that sensory advertising appeals along with intensifying. (shrehyagarwal.medium,2021). Vision being the strongest and most potent feeling of aroma evoking the strongest experiences.(shrehyagarwal.medium,2021).

Autonomous sensory meridian response is referred by the acronym ASMR.(Nebras-kamed,2022).Individuals who have experienced ASMR define it as being extremely calming and having a soothing effect.(sleepfoundation,2022).At MatchesEast the entire area is adorned in plants, there are wide windows that allow plenty of sunlight to enter the store, as well as minimalistic flooring to further enhance the impression of escapism. There shall be headsets playing extremely gentle, gentle ambient music. There will be couches wherein consumers can lay down and relax listening to it. Clients are taken on a healing mental journey into the heart of nature by the realistic sensorial encounter.

What do ASMR Tingles Feel Like?



(Thebridgechronicle,2021)

Information Source

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0196645>

ECO - FRIENDLY DRY CLEANING

Luxury apparel, goods is frequently challenging to get cleaned at house. Therefore, MatchesEast would be working along with Ebury Dry Cleaners, a well-known sustainable laundry company that originated in United Kingdom. Perchloroethylene, usually referred by acronym PERC, is a substance utilised during dry cleaning procedure that is well acknowledged as being hazardous to both individuals as well as nature.(Indiatimes,2018). Approximately 158,000 metric tonnes of perchloroethylene pollutants are produced annually by dry cleaning machinery globally.(epa.gov,nd). Ebury's goal is to utilise cleaning solutions for clothes which perform well as well as exclude any hazardous chemicals which could endanger us along with the planet.(eburydrycleaners,2022). It launched GreenEarth® innovation to aid with sustainability.(eburydrycleaners,2022).

The following represents a state-of-the-art technique for dry cleaning that makes utilisation of fluid silicone, to operate a secure yet organic result processing sand.(eburydrycleaners,2022). GreenEarth® washing therefore substantially less harsh compared to alternative chemicals along with being completely harmless.(eburydrycleaners,2022). It operates directly alongside the neighbourhood council for getting rid of each and every dry cleaning contaminants in an accountable plus ecologically conscious approach.(eburydrycleaners,2022). It continually strives to incorporate renewable resources throughout its showcasing approaches, decrease debris, as well as utilise minimal packaging. (eburydrycleaners,2022). Precisely as a result of its partnership with Ebury, MatchesEast is giving clients two options: clients can drop off their garments at retail location to be picked up by Ebury. Alternatively they can receive an e-coupon following each transaction. They could set up residence collection as well as delivery at any time.



(Eburydrycleaners,2023)

Ebury
DRY CLEANERS

(Eburydrycleaners,2023)

SPA

The health care industry is predicted to increase by 9.9% approximately annually and reach around \$7.0 trillion by 2025. The global wellness institute made the following forecast. (globalwellnessinsitute,2023). In 2023, the worldwide demand for wellbeing will grow to be worth more than \$5.3 trillion. (wellnesscreatives,2023) The well-being as well as health sector in United Kingdom is anticipated to reach £30.6 billion by the end of 2023. (wellnesscreatives,2023) The ten percent yearly increase for the healthcare as well as wellbeing sector is projected to persist by 2025.(wellnesscreatives,2023). A SPA shall be opened in MatchesEast, offering guests a place to unwind after a long day of work as well as escape from the bustle of the city.Its a perfect place to relax after a tiring shopping day. Considering Fushi Wellbeing provides the highest quality ecologically conscious skincare items in United Kingdom , MatchesEast will work together with it.

Fushi Wellbeing received an overall rating of 100 on the sustainable business scale.(statista,2023). It only utilises all-natural, non-GMO, ethical components which are devoid of hazardous substaces and preservatives and are devoid of GM substances. (fushiwellbeing,2023). Its goods qualify appropriate for vegans, while more than eighty-five percent of them have received the Soil Association's Organic certification.(fushiwellbeing,2023). Facials, soothing massages plus treatments utilising Fushi well-being goods will be among the offerings provided. In order to provide a deeper involvement, technology shall be integrated in the spa. Spa attributes:

- Every single box is recyclable.
- avoiding plastic
- natural energy is utilised.
- They have a private pump for water.
- Solar thermal systems

Spa interiors:
a sedum plus meadow ceiling
Plenty of daylight
natura; pool surrounded with lots of greenery
minimalistic tones and hues for interiors.

Considering the feeling of calm which we seek to maximise as well as attain, choosing organic resources plus lots of trees and greenery could prove quite helpful. Our bodies perceives an area filled with pure energy through colour as well as textures,elements.(



(goodhospitality,2023)



(istock,n.d)



(Fushi,2023)

ROOFTOP WORKSHOPS

The purpose of this area is primarily to support customers' psychological health. MatchesEast must act like a facilitator in significantly taking care of the staff along with clients psychological plus emotional needs. Female (46 percent) stated a greater degree of stress over males (37percent), whereas (48 percent) of those between the ages of eighteen - twenty-nine stated they're mentally exhausted in contrast to 40 percent of those between the ages of 30 and upwards.(cnbc,2023).Clients can gain access to the planned events via the mobile application as well as its webpage. They would be able to reserve events as well as note it onto their schedules. Projected events comprise of:

Leaf rubbing workshop: Consumers can paint a recycled tote bag with dried leaves and show-case their creative skills.

DIY terrarium workshop:Consumers will get an opportunity to make a terrarium the way they want and take it home with them as a soveniour.

Yoga, mindfulness workshops led by qualified professionals.

Culinary lessons

Workshops on earthenware

Sketching lessons

crafting jewellery workshop

Baking lessons



ROOFTOP CINEMA

Clients shall be able to watch films using headsets at the rooftop theatre. There shall be couches as well as comforters at the theatre for client's relaxation. In order to minimise environmental impact, solar-powered heating systems are going to be installed during the colder months. It lessens the ecological impact by preventing us from emitting about 30 - 510 kilogrammes of greenhouse gases (CO2) annually.(greenmatch,2023). Visitors visiting the open-air movie theatre are welcome to eat healthy snacks from environmentally conscious cafe.



(luxurylondon,2023)

Rooftop Cinema



Snacks and beverages from green cafe

(Pinterest,n.d)

PACKAGING

Shoppers are ready to shell out 16 percent extra for an item if some of the packing is composed of sustainable material.(intotheminds,2023). The following constitutes among the unexpected findings of a 2023 study which indicates customers' preference for green packaging.(intotheminds,2023). The packaging shall include components made from reused supplies. Some such substances include newspaper, cardboard, plastic, wood etc. MatchesEast would help preserve environmental assets, lessen the quantity of trash that ends up in garbage dumps, avoid contamination through lowering the demand to obtain basic supplies.72 percent polled European customers stated they were willing to shell out an additional for environmentally conscious packaging.(packtouchpoints,2022). On package statements like 'recyclable' along with 'less plastic' are particularly persuasive. (packtouchpoints,2022). Clients ought to be mindful of the ecological impact of brand's packing. Shoppers shall scan QR code upon carry bag to gain knowledge regarding ecological materials utilised.

Reusable supplies like Polyethylene terephthalate or High Density Polyethylene., cardboard, as well as paper wrappings are all included in environmentally conscious packing. (Linked-inkittytang,2023). The aforementioned substances may be crumbled, pulped, as well as re-moulded to start over with unprocessed matter before fresh packing. or other purposes provided they have been properly classified for repurposing.(Linkedinkittytang,2023).



TECHNOLOGY OPTED FOR CONSUMER ENGAGEMENT



(Britishvogue,2018)

PERSONAL VIRTUAL ASSISTANCE

The role of virtual individual private assistance shall develop as well as improve the entire process of purchasing for luxury goods. Using Matches application, clients may employ private stylists with yearly / weekly charge. The use of advanced tools has been implemented to give clients with 24/7 service. Private shoppers could assist clients in finding the specific thing he/she likes particularly distinctive products which are challenging to come by or have been sold out.(voguebusiness,2022).Emotion alongside relationship-building continue to be crucial in luxury sector, while digital personal assistants continue expanding to mix analytical instruments via personal contact.

QR CODE

Smartphone-led areas of interaction spread across the retail space allow clients connect with MatchesEast via their smart phones. Clients shall be enticed to engage in AR interaction as well as earn perks. The ability to schedule anything using a smartphone application including QR code would set clients at peace. They may schedule spots for workshops including leaf rubbing, art pottery, and culinary sessions. Every item details are accessible through QR code upon goods. MatchesEast Application is going to be connected by QR code instantly. The mobile application allows clients to virtually test on clothing.



(gaytimes,2023)

LOYALTY POINTS

Customers who remain loyal get loyalty points through application, exclusive discounts at green cafe , as well as admission to exclusive events. An excellent technique to maintain a business's relationship with clients after their purchase process is through a loyalty programme.(Antavo,2023). Personal bonuses provide clients with greater worth via distinctive experiences(smile.io.2021). Luxury firms pose the chance to obtain vital information regarding their clients via client loyalty schemes.(voguebusiness,2021).

TAILORED EXPERIENCE

MatchEast system shall link the connections between online information with in-person interactions to create a comprehensive profile about every consumer. Upcoming offerings as well as interactions shall be customised in light of these details.



(Fashiongonerogue,2019)

VIRTUAL INFLUENCERS

They are appearing on social networking sites like TikTok as well as Instagram more quickly compared to any time before. businesses are currently being engaged in collaborating on such cutting-edge type of promotion. (voxburner,2023).

It provides companies total ownership over all aspects of marketing, notably the development of ideas, that is often influenced by the company's image plus the influencer. (voxburner,2023). Businesses also aren't required to be concerned regarding keeping a virtual influencer committed. It could constantly rely onto them . There aren't any sick leaves nor prior obligations. They lack the ability to bring businesses into disgrace or controversy. (voxburner,2023). Thats the best part. (voxburner,2023).

They are chosen by businesses since people find it intriguing. Labels may interact with Generation Z consumers by using virtual influencers. Since they were raised in a technologically advanced society, Generation Z is significantly more accustomed to using avatars over other demographics. (voxburner,2023). Indeed, 42 percent of those who are part of virtual communities claim to have greater freedom to speak for themselves there compared to actual world, as reported by Roblox. (voxburner,2023).



(StellaMccartney,2023)



(gaytimes,2023)

INCLUSIVE STRATEGIES

ENHANCE THE CLIENT'S ENCOUNTER FOR IMPAIRED INDIVIDUALS.

In United Kingdom, approximately 16 million individuals with impairments. 11 percent children, 23 percent individuals in their prime earning years, and 45 percent people in their later years are impaired. (scope, 2023). Purple estimates that the combined buying strength of individuals with impairments as well as their households is approximately £249 billion to United Kingdom businesses yearly. (Retailgazette, 2021). Clients with disabilities encounter arrangements of mainstream retailers that are challenging to move around, unsuitable as well as unsuitable for them., congested webpages featuring small print, including an in-store staff that does not currently consistently provide exceptional client service tailored to what they require. (disabilityunit, 2021) Impaired customers currently are unable to enter numerous establishments along city's sidewalks. Retailers including retail establishments (78 percent), as well as eateries, clubs, as well as cafés (66%), among the types of places which handicapped find it hard to visit. Those who participated in United Kingdom impairment Survey reported being inability to enter or having an extremely hard time doing it. (disabilityunit, 2021). In accordance with Scope data presented during TechShare Pro 2019, 75% of impaired individuals believe that companies are suffering as a result of inadequate accessibility features. (abilitynet, 2019). Businesses lose down upon a possible £2.74 billion by not catering to the needs of 11 million of 27 million families in United Kingdom. (abilitynet, 2019).

In order to transform the retail location easier to navigate for individuals alongside disabilities, MatchesEast would work alongside Scope. The organisation that advocates for impaired individuals equality across England as well as Wales. It offer helpful advice, compassionate care, plus persistent advocacy towards a more equitable community. (Scope, 2023).



(Thepurplepound, 2023)

SCOPE = Equality for disabled people

(Scope, 2023)

UNISEX COLLECTION

More and more of shoppers are making purchases in non-gender-specific segments, inspired from the famous individuals as well as designers they adore. A designated area shall be filled with neutral line that would display lines of unisex clothing to cater younger audience that is interested regarding gender-related topics. Rob Smith, owner of “gender-free apparel” company Phluid Project, estimates that 56% of Generation Z shoppers in 2019 went “beyond of their designated gendered zone.”(nbcnews,2021). Modern clothing may be more exciting, vivid, adaptable as well as outspoken if it takes a unisex direction.(holrmagazine,2022).Carava would have unisex collection at MatchesEast to promote diversity as well as inclusivity.



OUTFITS IN MULTIPLE SIZING OPTIONS

Throughout the past several years, inclusivity regarding size is becoming increasingly common in apparel businesses.(goodonyou,2022). Consistency in sizing enables shoppers to choose a product despite wearing it that may contribute to a purchase, particularly since online shopping takes over an increasing share of the apparel sector's revenues annually. (makersvalley,2023). Offering various sizes, however, enables clients of every measurement the opportunity to purchase from the business as well as helps them find themselves attractive as well as at ease wearing merchandise from that brand. (makersvalley,2023). Possessing a high-end purse is the only way which plus-sized individuals may partake in the latest runway trends. (dailytargum,2022).

Increasing sizing options in luxury clothing sector shall bring about it possible for every individual, no matter their size, to take pleasure in excellently produced, opulent items which give individuals an empowered feeling.(dailytargum,2022) Many individuals have been blocked out of the high-end clothing labels. Numerous individuals have felt worthless because of such discrimination. Because of the high cost and exclusivity from entire socioeconomic strata, such products' customer base is further restricted.(dailytargum,2022).MatchesEast ought to include inclusivity in sizing, devoid of gender discrimination.This will help boost sales both online as offline.Maggie Marilyn would have unisex collection at MatchesEast to promote diversity as well as inclusivity.



(Boredpanda,2022)

CAFE CONCEPT

Italian cuisine had the greatest rating amongst the various cuisines examined throughout the nation (60.54), indicating that the British definitely admire it.(justeat,2023). Italian cuisine in London receives an outstanding rating possible (60.44) at the regional scale.(justeat,2023). The cafe is going to make guests experience as though they were somewhere in the middle of cherry blossom season, creating an immersive experience. The cafe's furnishings as well as aesthetic is created using Mount Yoshino's cherry blossoms as an idea. Ethical material is going to be used for the creation of exclusive drapes, napery. Every piece of dinnerware would be specially produced specifically for the café out of earthenware as well as include cafe-themed embellishments.



ENVIRONMENT CONSCIOUSNESS

MATERIAL: The cafe is going to employ regenerated substitutes for packing .(containers , carry bags , cutlery). Every piece of dinnerware would be specially produced specifically for the café out of earthenware as well as include cafe-themed embellishments. Additionally, tablecloths are going to be reusable in the future.

WASTE: The cafe shall adhere with certain easy guidelines for lessening food wastage as well as preserve money:

- To prevent receiving incomplete dishes with food following each course, lower the serving quantities.Around the world, the concept of portion control is used to lessen meal waste. (rancelab,2021). This technique specifies the amount that must be used to prepare a meal before serving it.(rancelab,2021).
- Promote waste-free food preparation.eg : repurposing leftovers while minimising components loss in meal for that day.
- Reduce inventory wastage through keeping exactly the necessary quantity of ingredients in stock.(unleashed,2018).
- Distributing excess food by collaborating with businesses such as Foodcloud. Its mission is to create a global community in which nothing is thrown away. they are assisting in achieving this goal through sharing extra food to those in need as well as encouraging generosity. (oddbox,2021).

ENERGY: Fiore Di Ciliego would consume less electricity, considering energy-conserving lighting including Light emitting diodes. Compared to traditional halogen lamps, these use as much as 90 percent smaller amount of power.(evergreenenergy,2023). Refrigerators are going to feature motion detectors which turn themselves off to save power.(howstuff-works,2023) It would utilise power-saving shielding to consume fewer kilowatts over temperature control. Fiore Di Ciliego has undertaken investments in solar power. geothermal as well as solar electricity would be utilised for generating all aspects of cafe.Advantages: Sustainable forms of electricity includes solar energy. It doesn't produce any "greenhouse" pollutants which retain temperatures such as carbon dioxide. It prevents ecological harm brought by digging fossil fuels.(constellation,2023). Geothermal energy serves as accessible at all times. requires no big spaces.(enelgrenpower,2023).



(Pinterest,n.d)



FIORE DI CILIEGIO



FIORE DI CILIEGIO BEVERAGES

TEA AND COFFEE

Could be offered using milk substitutes made from oat,almond,soy,skimmed milk.

| | | | |
|-----------------|-------|---------------|-------|
| Espresso | £ 2.5 | Green Tea | £ 4.5 |
| Double Espresso | £ 3 | Chamomile Tea | £ 4.5 |
| Americano | £ 3.5 | Hibiscus Tea | £ 4.5 |
| Cappuccino | £ 3.5 | | |

Matcha Latte **£ 4.5**
 (tea made with milk as well as fresh green matcha)

Vanilla Latte **£ 4.5**
 (a soft, silky milk-based latte containing vanilla extract as the flavouring)

Chai Latte **£ 4.5**
 (prepared by combining black tea which is spice infused with milk based latte)

SMOOTHIE AND JUICE

Every beverage is made from scratch every day.

| | | | |
|--------------|-----|-----------------|-----|
| Orange juice | £ 4 | Classic Ice Tea | £ 4 |
| Celery juice | £ 4 | Peach Ice Tea | £ 4 |
| Apple juice | £ 4 | | |

Berry Blast **£ 5**
 Mix of rasberry,blueberry and strawberries

Pixie Gipsy **£ 5**
 Celery,Apple,Spinach,Orange

Refreshner **£ 5**
 Celery,Mango,Spinach

COLD BEVERAGES

SNACKS

| | |
|--------------------------------|-----|
| Seasoned olives | £ 4 |
| Tomato Rosemary foccacia bread | £ 4 |

FIORE DI CILIEGIO LUNCH/DINNER

CICCHETTI

| | |
|--|------|
| Golden chard, burrata, rosemary, orange and pepper | £ 8 |
| Spicy grilled lamb, basil, as well as piquillo chilies | £ 12 |
| Caramelised onion, mushrooms ,sourdough | £ 8 |
| Rocket salad, sun dried tomatoes , sourdough, and a passion fruit-mint vinaigrette | £ 8 |

IL SECONDO

| | |
|--|------|
| Lamb and ham ragu, maccheroni and parmasean | £ 16 |
| Parmasean ravioli,courgettes, and hazelnuts with lobster | £ 17 |
| Fussili with a white wine ragu and simmered thigh | £ 18 |
| Spaghetti with fresh herbs, lemongrass, and red onions | £ 16 |
| Classic mac & cheese | £ 12 |
| Spaghetti in Arabiatta sauce | £ 14 |

DESSERT

| | |
|----------------|-----|
| Vanilla Gelato | £ 8 |
| Tiramisu | £ 8 |
| Panna Cotta | £ 8 |



MATCHES **M/F** FASHION





GREEN MANIFESTO


(StellaMcCartney,2023)

At MatchesEast, we think that everyone is important , creates an impact, as well as possesses a responsibility to fulfil ourselves along with the earth. Environmental responsibility is business's top commitment. We founded Matchesfashion Green following our ambitious promise of changing how people buy as well as run industry. Our mission aims to revolutionise fashion industry by being 100% ethical. The objective aims to motivate clients, team members, including competitor businesses to collaborate towards a better tomorrow.

MatchesEast strives to lessening negative ecological effect as well as fostering a welcoming atmosphere, togetherness alongside clients. It adheres to United Nations sustainable development objectives.


Providing a second-hand , rental, as well as maintenance of merchandise contribute being essential components of clients' experiences with MatchesEast. We places a strong emphasis on extending the value for goods along with cutting debris. Clients may resell old clothes in vintage corner while also finding exceptional antique luxury goods.They also get coupons upon doing so. packaging has been entirely biodegradable as well as green.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



MatchesEast would work alongside sea changers for fostering greater aquatic life variability in support of its overall mission. A tiny group of individuals who are passionate about the United Kingdom's oceans, coastlines, including biodiversity run the underwater preservation organisation Sea-Changers.(seachangers,2023). every year, Seachangers receives a donation equal to three percent of Retailers' sales.

14 LIFE BELOW WATER





(Pinterest,n.d)

By choosing to adopt an environmentally friendly way of living now, our planet would appear vibrant in future.



(Pinterest,n.d)



(Pinterest,n.d)

MatchesEast strives to be open as well as sincere concerning the people we serve. We disclose the certifications from reputable organisations as well as sources regarding all ethical efforts across its official site. Each item displayed inside MatchesEast features a QR code that includes details about the fabric's breakdown plus level of environmental responsibility. The practise concerning greenwashing by the labels, collaborators, including MatchesEast is absolutely discouraged.



(Pinterest,n.d)

The goal of MatchEast is to enhance the portrayal concerning many groups throughout the whole organization's framework. We believe that equality as well as distinction are essential elements of ideology. Match-es works with designers across various cultures as well as ethnics. It is dedicated to making guarantees that someone who functions either to be a staff member in Matches or within its distribution network is appreciated, safe, get help if needed. In addition, it strives to honour every client irrespective of sexuality, socioeconomic status, impairment.



MatchesEast aims to inspire individuals to demonstrate concern after their psychological wellness as well as personal welfare using its application, rooftop workshops. It desires all the individuals to live fully as well as look forward to a better tomorrow. Matches offers a variety of fun workshops including meditation lessons, cookery, pottery, leaf rubbing, terrarium making.



RENDERING



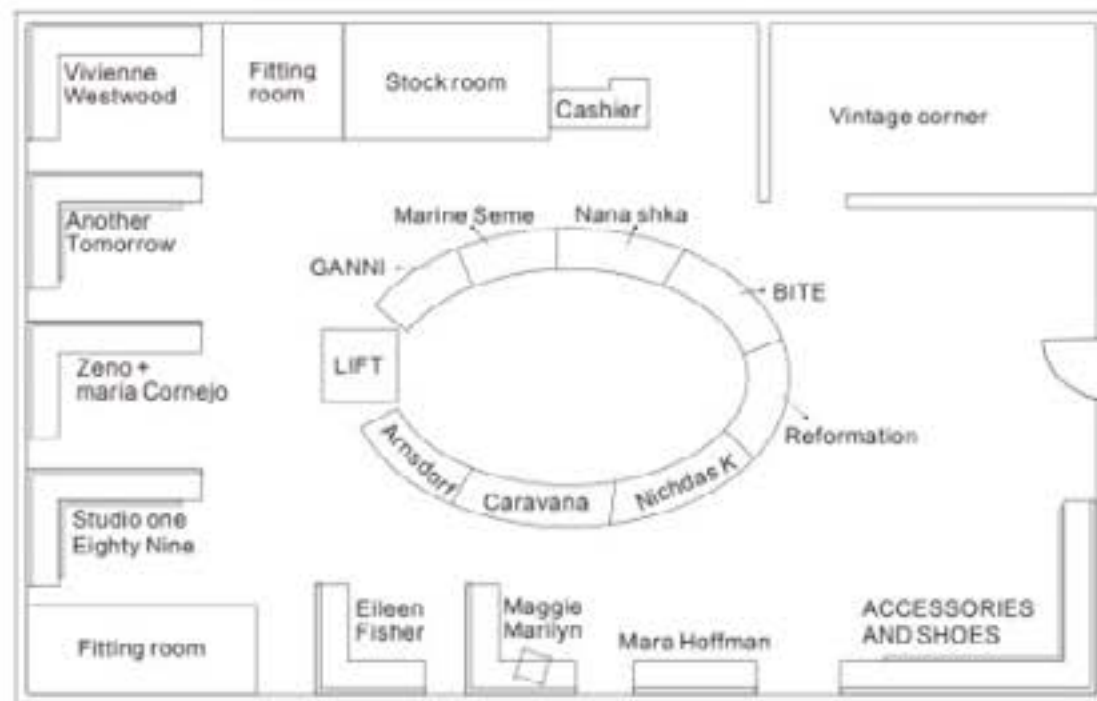
(StellaMcCartney,2023)



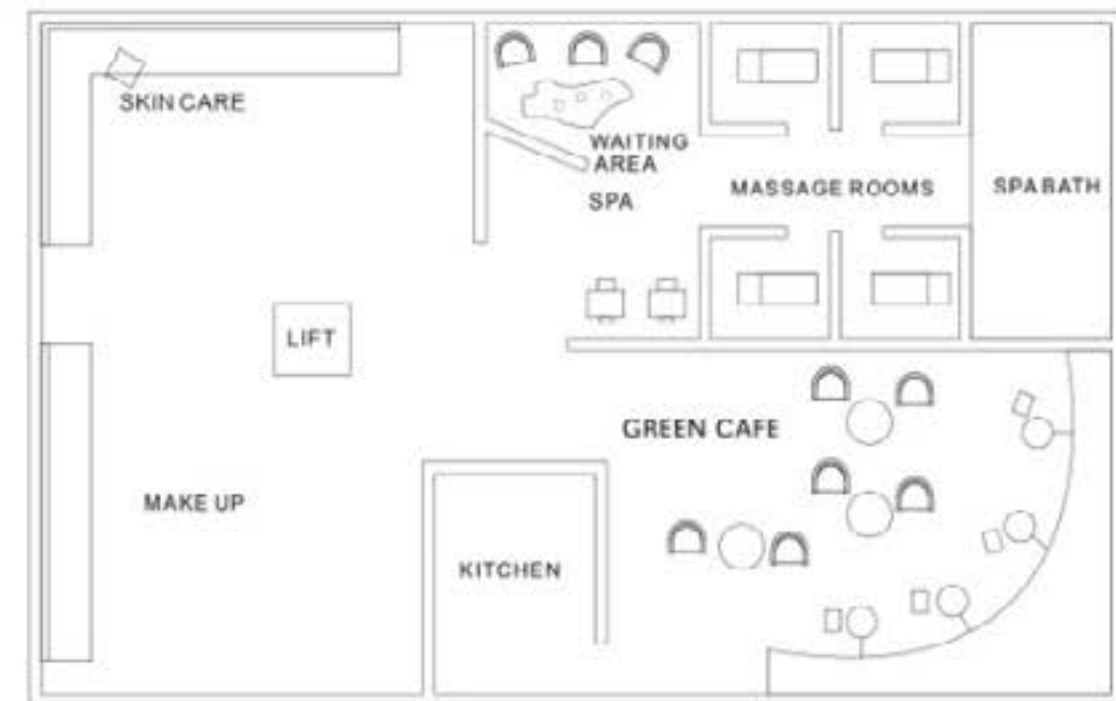
FLOORPLAN

(StellaMcCartney,2023)

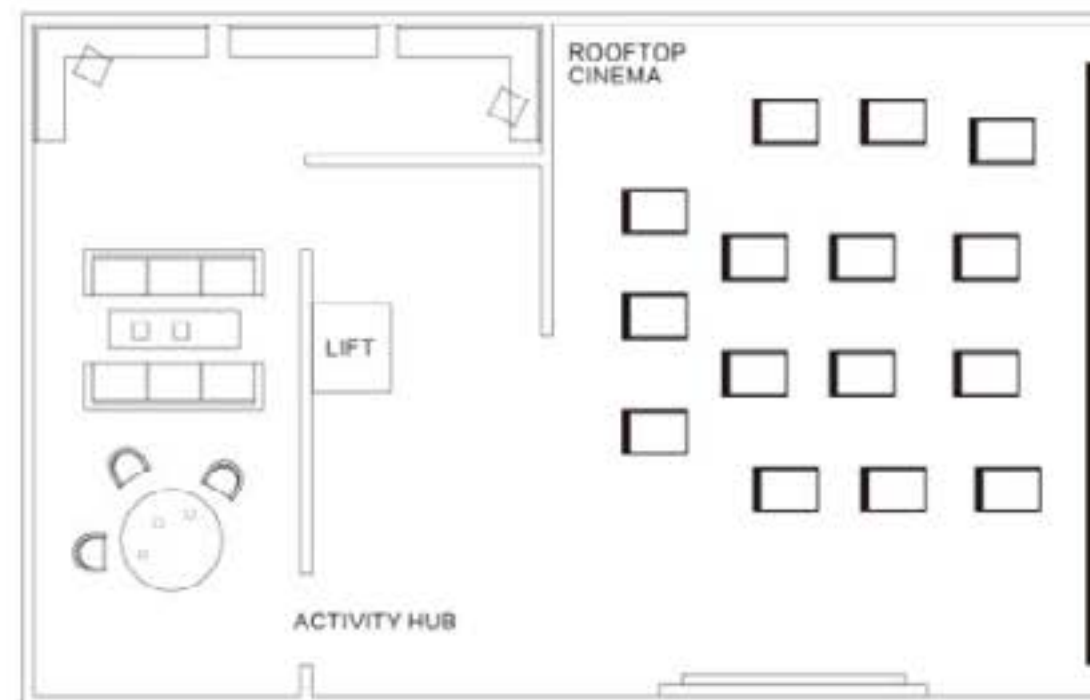




Ground Floor



First Floor



Rooftop

AIDA AND RACE

(StellaMcCartney,2023)



| | OBJECTIVES | STRATEGY | KPI |
|---|--|--|---|
| A | <p>ATTENTION:</p> <p>Move past mere fashion and broaden the scope of the target audience.</p> <p>Promote the store and entice fresh clients.</p> <p>Captivate customers on a profound level, establishing a connection between art, culture, merchandise, and the store. (Chen, 2020)</p> | <p>The campaign for MatchesFashion East will take place three months prior to its launch. It will involve placing advertisements on billboards and digital panels located on busy streets like Shoreditch High Street.</p> <p>Collaborations with artists, musicians, and actors to create joint projects. Showcase installations and host live performances.</p> <p>Vibrant and captivating window displays specifically crafted for photo opportunities.</p> <p>Ensuring product availability across all leading sales platforms.</p> <p>Promote events through digital marketing platforms.</p> <p>Introduce pop ups for limited-edition collections. (Saunter, 2023)</p> | <p>Foot Traffic: Increase daily foot traffic to 160. (Cascade, 2023)</p> <p>Cost per Acquisition: Reduce the CPA by 20% (Cascade, 2023)</p> |
| I | <p>INTEREST</p> <p>Utilize cutting-edge technology to generate lasting connections between the brand and customers by evoking specific moments and emotions through immersive sensory experiences.</p> <p>Introduce customers to the environmentally friendly aspects of the store, allowing them to become acquainted with the sustainable practices and initiatives it embraces.</p> | <p>Organize an immersive 4D experience: Craft a virtual woodland using scenic vistas, smells, and sound effects. Pair it with wellness practices such as yoga and meditation guided by an expert.</p> <p>Offer a selection of food and beverages at the in-store café.</p> <p>Enhance the store's design with captivating elements: paintings, sculptures, NFT displays, video walls, and LED installations.</p> <p>Host interactive workshops and educational videos, collaborating with local creatives. (Chen, 2020)</p> <p>Broaden the shopping experience by incorporating a vintage corner, an ASMR experience, a rooftop cinema, and a spa.</p> | <p>Basket size: Increase basket size to 2 items (Nicasio, 2021)</p> <p>Conversion Rate: Increase conversion rate to 10% (Cascade, 2023)</p> |

| | OBJECTIVES | STRATEGY | KPI |
|---|---|---|--|
| | <p>Enhance customer engagement by seamlessly blending online and offline channels and leveraging social media to offer individualized interactions with each customer. (Chen, 2021)</p> | | |
| D | <p>DESIRE</p> <p>Establish engaging connections with consumers to cultivate loyalty. Evoke feelings and create enduring impacts on customers.</p> <p>Amplify online presence, enhance reputation, and boost sales. Foster an enticing retail environment that motivates people to share their experiences on social media, demonstrating their up-to-date status.</p> <p>Make sure that the store has all the necessary resources in place to facilitate the creation of digital content.</p> <p>Innovative avenues to reinforce loyalty and goodwill among valued customers who seek exclusive, one-of-a-kind experience. (Saunter, 2023).</p> | <p>Employ interactive digital displays and a fitting tool enhanced with augmented reality.</p> <p>Unveil the creative process and encourage consumers to witness the production behind the scenes.</p> <p>Transform fitting rooms into mini-photo studios with customizable decorations.</p> <p>Provide a live streaming booth for users to share their outfits online.</p> <p>Enhance the shopping experience by offering personalized appointments, ensuring intimacy and stress-free shopping. (Chen, 2020)</p> <p>Deliver personal virtual assistance to clients.</p> | <p>Sales per square foot: Boost sales to achieve £270 per square foot (Nicasio, 2021)</p> <p>Average Transaction Value: Increase average transaction value by £40 (Cascade, 2023).</p> |

| | OBJECTIVES | STRATEGY | KPI |
|---|---|---|--|
| A | <p>ACTION:</p> <p>Encourage buying behavior and foster connections with price-conscious customers.</p> <p>Capture customers attention towards the products and assist in their purchase choices.</p> <p>Enhance the sense of exclusivity and foster stronger connections. (Chen, 2021).</p> | <p>Provide incentives such as gifts and digital vouchers to customers who subscribe to official accounts and share content with their friends.</p> <p>Grant perks for in-store purchases, such as digital coupons and organizing flash sales.</p> <p>Emphasize the most popular products by considering online sales and customer reviews.</p> <p>Enable personalized purchases and offer limited editions of clothing. (WGSN, n.d.)</p> | <p>Net Profit: Increase net profit by 20% (Cascade, 2023)</p> <p>Sell-Through: ncrease the sell-through rate by 20% (Cascade, 2023).</p> |
| R | <p>RETENTION:</p> <p>Enhance one's standing in a competitive market.</p> <p>Emphasize the concept of cyclicity by engaging customers and discussing the importance of preserving and restoring products.</p> <p>Motivate customers to take good care of their purchases, as the value of these items remains intact even after initial use.</p> <p>Enhance merchandising strategies and pricing for better efficiency.</p> <p>Inspire customers to spend extended periods of time with brand, both through online interactions and offline experiences. (Chen, 2021)</p> | <p>Utilize consumer data analysis to inform merchandising decisions and in-store pricing.</p> <p>Offer customers access to services that enable them to restore, repair, and resell their clothing and accessories, along with eco-friendly dry-cleaning options.</p> <p>Extend invitations to VIP clients for exclusive social events, granting them access to special items and personalized sessions with a stylist.</p> <p>Arrange events and meetings to engage with clients.</p> <p>Arrange themed parties featuring celebrities.</p> <p>Introduce new and exclusive items on the cafe menu in exchange for social currency earned through interactions with the store's application. (Chen, 2021).</p> | <p>Customer Satisfaction: Increase NPS by 8/10. (Cascade, 2023)</p> <p>Customer Lifetime Value: Increase CLV by 20% (Cascade, 2023).</p> |

A



RACE

(StellaMcCartney,2023)

| | OBJECTIVES | STRATEGY | KPI |
|---|---|---|---|
| R | <p>REACH:</p> <p>Attract and gain insights about new customers while fostering meaningful relationships that extend beyond mere transactions is a key focus.</p> <p>Particular emphasis on understanding customer preferences.</p> <p>Draw in online customers and establish enduring connections.</p> <p>Enhance customer service to provide better assistance.</p> <p>Boost the volume of product inquiries.</p> <p>Fortify the brand's reputation. (WGSN, n.d.).</p> | <p>Promote the store's opening through social media platforms.</p> <p>Engage in a collaborative effort with reputable influencers who align with the brand's values, and collectively produce a highly impactful live streaming that distinguishes itself from others. Invite renowned stylists to provide the audience with comprehensive insights into the products and demonstrate various styling tips.</p> <p>When showcasing products on Instagram, include specific details and a direct purchasing link. Establish a seamless connection between communication platforms and the online store. Foster strategic co-operation by sharing content and directing traffic between platforms. (WGSN, n.d.)</p> | <p>Site traffic: Grow site traffic 20% (Hayes, 2022).</p> <p>Conversion rate: Increase conversion rate 10% (Hayes, 2022).</p> |
| A | <p>ACT:</p> <p>Utilize pop culture to raise awareness and grow the social media following.</p> <p>Enhance brand competitiveness in e-commerce by crafting a distinctive online shopping experience.</p> <p>Foster customer loyalty.</p> | <p>Engage with subscribers through the sharing of culturally relevant material. Share regular book and movie reviews and conduct entertaining quizzes on social media platforms.</p> <p>Generate news content and distribute it via email.</p> <p>Develop and design Instagram masks and filters. (WGSN, n.d.)</p> <p>Establish informal communication channels with customers, allowing them to get a glimpse behind the scenes.</p> | |

| | OBJECTIVES | STRATEGY | KPI |
|---|---|--|--|
| | <p>Infuse a sense of inclusivity and democracy into conventional retail practices.</p> <p>Generate valuable content and engage with customers. (WGSN, n.d.)</p> | <p>Build an online community where individuals are encouraged to share their lifestyle. Organize offline events centered around art, yoga, and music to involve this community.</p> <p>Present the store as a hub for skill and creativity. Showcase the inspiration behind each product or service through photo reports on Instagram and the official online store. (WGSN, n.d.).</p> | <p>Customer Retention Rate: Increase retention by 5% (Greene, 2023).</p> <p>Net Promoter Score: Increase NPS to 8/10 (Ahmed, 2023).</p> |
| C | <p>CONVERT:</p> <p>Enhance the frequency of purchases and encourage repeat transactions.</p> <p>Facilitate a streamlined and user-friendly shopping experience for customers.</p> <p>Differentiate from the multitude of rival live broadcasts and E commerce platforms.</p> <p>Leverage the potential of social media and live streams to drive online and offline sales.</p> <p>Simplify the purchase decision-making process for customers and establish effective communication channels.</p> | <p>Install a real-time chat function on the website for offering customized customer support and guidance.</p> <p>Introduce a street style section in online store and social media platforms, where invited fashion editors and influential figures handpick and provide commentary on their favorite street snapshots. Customers can click on the images to discover and purchase similar products from the brand's online store.</p> <p>Develop an online shopping app with interactive tools such as virtual fitting and instructional videos. Additionally, periodically incorporate entertaining content in the app, including videos, games, and virtual reality experiences. For instance, create an augmented reality game where users can capture virtual cash coupons using their cameras, which can then be redeemed while shopping. (WGSN, n.d.).</p> | <p>Daily sales: Boost sales 10% (Hayes, 2022).</p> <p>Abandoned Checkouts: Reduce the abandoned checkouts to 80 per month. (Greene, 2023).</p> |

| | OBJECTIVES | STRATEGY | KPI |
|---|---|--|--|
| | Allocate greater room for brand storytelling and educational content, influencing immediate purchase choices. (WGSN, n.d.). | | |
| E | <p>ENGAGE:</p> <p>Foster customer loyalty, Enhance customer involvement and prevent excessive supply or unsuccessful introductions of products.</p> <p>Foster stronger connections with customers while generating valuable data that the brand can utilize for future product planning.</p> <p>Instill a sense of partnership among customers, involving them in the collaborative process of developing new products and strategies alongside actual employees of the company.</p> <p>Establish the brand as an organization committed to cooperation and maintaining ongoing interactions with its customers.</p> <p>Amplify brand credibility within a particular domain. (WGSN, n.d.).</p> | <p>Extend invitations to the brand's most engaged customers for online meetings, where they can collaboratively brainstorm ideas and provide feedback on the products under development.</p> <p>Establish a collaborative community that fosters the exploration of novel and diverse concepts. Customers will offer the products or experiences that they consider essential. If selected, the brand collaborates with the individual behind the idea throughout the entire research, development, and production process. Subsequently, other participants vote on whether the product should be manufactured, with voters receiving a discount for their contribution. Upon the product's eventual production, the original innovator receives a percentage of the profit. (WGSN, n.d.)</p> | <p>Customer satisfaction score: Increase CSAT to 8/10 (Ahmed , 2023)</p> <p>Service call classification: Reduce customer service calls by half (Hayes, 2022)</p> |

7 BRANDS OFFLINE PROMOTION

(StellaMcCartney,2023)

| EILEEN FISHER | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|----------------------|---|---------|---------|---------|---------|---------|---------|
| Lottery | In order to generate more interest in the brand, visitors who purchase Eileen Fisher products will have the chance to participate in a lottery. The lottery offers various prizes, including accessories, purchase discounts, and sets of care or repair items. (Chen, 2020) | | | | | | |
| Wild Posting | Together with Wild Posting agent, advertising for Matches Fashion East will be displayed on the walls of buildings in high-traffic areas within the Whitechapel. By strategically placing professional-quality paper posters on 8-sheet poster, attention will be drawn, messages will be conveyed, and a buzz will be created among people. (Wild Posting, n.d.) | | | | | | |
| Wallscape | By affixing vinyl posters to walls in areas with heavy footfall, visibility from a great distance will be ensured, resulting in maximum impact. (Larkins, 2022) | | | | | | |
| AR Mural Advertising | To create a memorable advertising, a AR mural will be crafted by the skilled muralist and graffiti artist Fat Heat. The process of creating the mural will captivate the attention of the onlookers as they witness the transformation of an ordinary old wall. The mural-decorated street will become a prominent backdrop for passers-by and Instagram users, leading to recognition on social media. Augmented reality will be utilized to allow viewers to initially appreciate the stunning mural as it is, and then, by using their phones, they will be amazed as the wall comes to life with animation and moving elements. These innovative aspects will give the mural a cutting-edge look, help expand its reach and achieve a higher level of interaction with the customer. (Butt, n.d.) | | | | | | |
| Taxi Advertising | Through a collaboration with London Taxi Advertising, fully adorned taxis roaming the city will effectively raise awareness among both locals and tourists. (Larkins, 2022) | | | | | | |

| GANNI | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------------|---|---------|---------|---------|---------|---------|---------|
| Workshop | Aurora Robson, will lead a master class that combines creativity and sustainability. As an acclaimed artist who advocate for re- ducing the negative impact of plastic recycling, Aurora will share a technique during the short session that transforms plastic into remarkable works of art without the need for expensive tools, equipment, or glue. To amplify the event's reach and attract more participants, renowned London style blogger Yanin Nama- sonthi will be invited to join the master class. (Xeros, 2020). | | | | | | |
| Airport Advertising | Upon disembarking in the Heathrow Airpor, travelers will be greeted by stunning advertising showcasing products from Ganni and Matches Fashion East, strategically placed in the arrival halls, baggage claim area, and the greeting hall. To enhance customer experience, the advertisement will feature a QR code enabling consumers to obtain discounts when visiting the stores. (Leish- man, 2020) | | | | | | |
| Window Display | The window display serves as the initial point of contact between a brand and potential customers, often influencing their decision to enter the store. By utilizing eye-catching glowing signs and employing a well-executed visual merchandising strategy, the window display can significantly boost footfall and sales. (Unibox, n.d.) | | | | | | |
| Billboard | A 12ft x 24ft billboard will be positioned on the northeast side of the Old Street roundabout, targeting a dynamic and youthful audience commuting from Old Street Tube Station to Shoreditch for work and leisure. (Larkins, 2022) This prime location also offers excellent visibility to a vast audience of motorists traveling between East London, the City of London, London's West End, Euston, and King's Cross. (City Outdoor Media, n.d.) | | | | | | |
| Bus Shelter Advertising | A glass-framed illuminated advertisement at a bus stop will en- sure round-the-clock visibility for both drivers and pedestrians in a high-traffic location. (Larkins, 2022) | | | | | | |

| REFORMATION | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------------|---|---------|---------|---------|---------|---------|---------|
| The Reformation Corner | The Reformation corner will be made in the store, where visitors will be provided with design customization services. The production process of the brand's products will also be showcased, with displayed examples of the materials used. This will enable customers to touch the fabrics, fibres and become acquainted with the brand's sustainable practices. Reformation employs Ref Scale, an instrument that monitors and measures the environmental impact of their products in terms of carbon emissions and water usage. Customers will be able to receive a card attached to their receipt, indicating the amount of CO2 and water they have saved based on their purchase. (Quek, 2018) | | | | | | |
| Wallscape | A highly visible advertisement will be placed on the building's facade in a high-traffic area. Combining vibrant colors, captivating graphics, and brand message, the beautifully designed wall advertisement will transform the surroundings and attract the attention of local and distant consumers. (True Impact Media, 2022) | | | | | | |
| Window Display | In collaboration with a skilled design team, an innovative, memorable, and visually appealing window display will be created to establish a genuine connection between the brand and consumers. (Prop Studios, n.d.) | | | | | | |
| Bus Shelter Advertising | Working together with Clear Channel, the leading provider of bus stop advertising in the UK, a digital screen called Adshel Live will be installed at a bus stop on a bustling street. Bus stop advertising allows consumers to reach and efficiently conveys a brand's message. (Clear Channel, n.d.) | | | | | | |
| Underground Advertising | A digital panel will be positioned at the Shoreditch High Street station, where passengers typically spend at least 27 minutes on their commute. As passengers seek to entertain themselves while waiting, the tube presents an excellent opportunity for consumers to engage with marketing messages. (Billboard Advertising, n.d.) | | | | | | |

| MARA HOFFMAN | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month |
|------------------------------|--|---------|---------|---------|---------|---------|-------|
| Wellness Festival | A month-long sustainable and wellness-focused festival, organized by Matches Fashion East and Mara Hoffman, will be launched. The festival, centered around holistic well-being, will feature various events such as yoga, meditation, and more. It will take place at Victoria Park, the oldest public park in the UK, which attracts over 9 million visitors annually. (Tower Hamlets, n.d.) | | | | | | |
| Experiential Bus Advertising | An electric bus, adorned with a forest-themed design, will traverse different locations within the city to promote the store and the Wellness festival in collaboration with Mara Hoffman. Inside, amidst natural sounds, guests can enjoy health cocktails and organic snacks. Additionally, there will be introductory information about the upcoming festival and the opportunity to purchase Mara Hoffman accessories. (Larkins, 2022) | | | | | | |
| Bus Shelter Advertising | Bus stop advertising effectively reaches a diverse audience by being prominently displayed for bus users, pedestrians, shoppers, workers, and motorists alike. This adaptable form of outdoor advertising effectively conveys the brand's message. | | | | | | |
| Window Display | The focal point of the display will be trending products showcased on pedestals and mannequins. Vibrant colors will accentuate a cheerful and contemporary style. Creative props will be utilized to captivate attention and direct it towards the products. Furthermore, a digital panel will be incorporated, featuring dynamic and enticing visuals to boost foot traffic. (Swales, n.d.) | | | | | | |
| Billboard | In partnership with Clear Channel, a 48-sheet billboard measuring 3m x 6m will be placed on Shoreditch High Street, near a pedestrian crossing. This vibrant area serves as a meeting point for young individuals and trendsetters, bustling with activity from daytime commuters to nighttime revelers at the area's numerous bars. (Clear Channel Ltd, n.d.) | | | | | | |

| VIVIENNE WESTWOOD | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------------|--|---------|---------|---------|---------|---------|---------|
| Vivienne Westwood Cafe | For a duration of one month, the cafe located in Matches Fashion East will be adorned in the distinctive style of Vivienne Westwood. During this period, an array of new menu items inspired by various types of punk subculture will be available, aiming to captivate attention and enhance customer loyalty through exclusive experiences. (Chen, 2021) | | | | | | |
| Café Promotion | To promote the Vivienne Westwood cafe, an advertisement will be designed as a mini quiz, where each answer leads to a specific question. By the end of the quiz, participants will discover which type of punk subculture they align with. This engaging advertisement will be displayed at a bus stop, allowing people waiting there to pass the time in an interesting way. Additionally, the advertisement will be featured on Instagram, offering entertainment and drawing attention to the cafe's theme, ultimately encouraging consumers to visit the store. (Chitrakorn, 2021) | | | | | | |
| Underground Advertising | An advertisement will be strategically placed along the entire row of escalators at Old Street station. This location sees an annual footfall of 21 million passengers and provides access to the trendy East London borough of Shoreditch. The station is situated opposite a major roundabout, frequented not only by business professionals but also influential creatives, as well as individuals who enjoy exploring bars, restaurants, and shops. (Transport Media, n.d.) | | | | | | |
| Window Display | The store window display will showcase Vivienne Westwood products, with mannequins stylishly dressed to capture the attention of potential customers. (Wikipedia, n.d.) | | | | | | |
| Billboard | A billboard will be positioned on Commercial Street, a bustling thoroughfare with heavy traffic and numerous establishments for dining, drinking, and shopping. This advertising initiative aims to reach a constantly changing audience, stimulate interest, and elevate brand awareness and popularity. (Manning, 2017) | | | | | | |

| MARINE SEREE | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------------|---|---------|---------|---------|---------|---------|---------|
| Installation | Matches Fashion East will cooperate with the renowned and environmentally conscious artist-Lorenzo Quinn to create an installation that aims to enhance coverage and engage the audience. In collaboration with Marine Serre, the installation will focus on sustainability and will be located in Victoria Park. Visitors will be able to delve into the installation by utilizing QR codes that offer in-depth information about the creation process and the artists who contributed to it. (Artsper Magazine, 2021) | | | | | | |
| 3D Digital Billboard | To promote Matches Fashion East and Marine Serre, a captivating 3D digital billboard will be erected. This innovative advertisement will give the impression that the 3D image is emerging from the billboard, capturing the attention of passers-by on busy streets. (Napoli, 2021) | | | | | | |
| Wild Posting | A multitude of eye-catching posters featuring large images and bold text will be strategically pasted on buildings in high-traffic areas. This approach highlights competitive advantages and positions Matches Fashion East as a bold and enterprising brand. (Sesto, 2022) | | | | | | |
| Bus Advertising | The iconic red double-decker bus, specifically bus number 135 in London, will be transformed into a mobile advertisement. It will travel through prominent stops such as Old Street station, Shoreditch High Street Station, and Aldgate East Station. (Transport for London, n.d.) With approximately 2.3 billion bus trips taken in London annually, advertising on these buses provides an excellent opportunity to reach a diverse and extensive audience. (London Bus Advertising, n.d.) | | | | | | |
| Underground Advertising | Advertisements will be strategically placed on the platforms of Aldgate East station. Consumers wait on platforms for an average of 3 minutes and 79% of passengers have responded to London Underground advertising by attending events, making purchases, or showing interest in a brand directly. (Transport Media, n.d.) | | | | | | |

| NANUSHKA | PROMOTION | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------|---|---------|---------|---------|---------|---------|---------|
| Exhibition | In order to attract new customers and offer a delightful surprise for existing customers, a sustainability-themed exhibition featuring the works of Olafur Eliasson and Nanushka will be curated. Olafur Eliasson, known for his installation of an artificial sun in the Tate Modern Turbine Hall, has been appointed as a United Nations Goodwill Ambassador to address climate change. His name has gained widespread recognition, drawing over two million visitors to his captivating installation. Eliasson continues to create artwork centered around climate issues, with recent works aimed at raising awareness about the coexistence between humans, animals, ecosystems, and the environment. (Christie's, 2021) | | | | | | |
| Window Display | As part of a sustainability-focused exhibition within the store, a collaborative effort with Olafur Eliasson will bring forth an eye-catching and engaging store window display. (Napoli, 2021) | | | | | | |
| Mural Advertising | A hand-painted mural will adorn a 2,500-square-foot wall on the side of the building. The mural conveys a sense of the uniqueness of the brand's products and creates an emotional connection with the consumer, similar to that inspired by handmade products. Artists working in urban space will generate excitement, curiosity, and foster interaction with the public. (Mallon, 2023) | | | | | | |
| Bus Advertising | To introduce consumers to Matche Fashion East, the 242 bus route, covering 34 stops from Homerton Hospital to Aldgate Bus Station, including Shoreditch High Street station and Dalston Junction station, will be utilized in collaboration with London Bus Advertising. Bus advertising is recognized as one of the most impactful forms of out-of-home advertising, as it accompanies viewers throughout their daily journeys. (Transport for London, n.d.) | | | | | | |
| Taxi Advertising | The iconic black taxi is synonymous with London, often chosen by numerous tourists as their preferred mode of transportation to reach their destinations. (Ubiquitous Taxis, n.d.) | | | | | | |



MOCK UPS



LAUNCH PARTY PROPOSAL



The Urban Jungle theme is all about bringing the energy and vitality of the city into a natural environment. We will transform the store into a lush and vibrant jungle, complete with greenery, exotic plants, and vibrant colors. This will create an immersive experience that will transport guests to a world where nature and urban life coexist in perfect harmony.



In order to make Matches East a success and expand its target audience, inviting guests from different sectors such as designers, photographers, influencer, artists and loyal matchesfashion VIP customers is a key step. This has enabled matches east to be diverse and inclusive, thus attracting a wide range of customers.

Matches east's opening party will offer theme-related drinks and food, as well as interactive activities.





OBJECTIVES

-Increase awareness, visibility and reach for the new Matches store.

Attract media attention and coverage through strategic invitations to fashion journalists, bloggers, and influencers.

Utilize social media platforms to promote the event and generate buzz, leveraging hashtags, sneak peeks, and behind-the-scenes content.

Encourage attendees to share their experience on social media by creating Instagrammable moments and providing incentives like exclusive discounts or giveaways.

-Increase interest and desire for the new Matchesfashion's target audience.

Conduct personalized styling sessions or consultations to provide fashion inspiration and demonstrate the versatility of Matches Fashion's offerings.

Prepare workshop activities to provide good interaction and points of interest for customers.

-Build a strong community among both existing and new MatchesFashion customers

Facilitate networking opportunities between guests from different sectors, encouraging collaborations and fostering connections.

Host panel discussions or talks featuring industry experts, designers, and influencers, providing valuable insights and creating a sense of community.

Implement a loyalty program or membership perks for Matches Fashion customers, offering benefits such as early access to collections, exclusive events, or personalized styling services.



EVENTS SCHEDULED

6:00 PM - Guests begin to arrive and are greeted by staff dressed in jungle-themed outfits. They are given a welcome drink upon arrival.

6:30 PM - A short welcome speech is made by the host, thanking guests for attending and introducing the MatchesFashion team.


6:45 PM - Guests are invited to explore the store, which has been decorated with plants and other jungle-themed decor. Staff members are on hand to answer questions and provide styling advice.

7:15 PM - A DJ starts playing music, setting the tone for the party. Guests can continue to browse the store, try on clothes, and mingle with each other.

8:00 PM - Workshop time for guests. (Leaf rubbing ,Terrarium making).

8:45 PM - Desserts and drinks are served, with options like tropical fruit skewers, jungle-themed cocktails, and mocktails.

9:30 PM - The event comes to a close, and guests are given gift bags as a thank-you for attending.





INVITATION LETTER

Dear guest:

We are thrilled to invite you to the launch party of our new MatchesFashion offline store, which will take place at 6:00pm in London. The theme of the party is "Urban Jungle," so get ready to immerse yourself in a world of lush greenery, exotic plants, and wild prints.

The launch party will be an exciting event where you can be among the first to explore our new store and discover the latest fashion trends from around the world. You will also have the opportunity to meet and mingle with some of the most influential personalities in the fashion industry, including designers, stylists, bloggers, and influencers.

To add to the excitement, we have planned a series of activities and surprises that will take you on a journey through the urban jungle. From live music performances to interactive installations, the launch party promises to be an unforgettable experience that you won't want to miss.

We hope that you will join us for this special occasion and be part of our celebration.



MATCHESFASHION

GUEST LIST

DESIGNERS:

Sandra Sander

Having founded Nanushka in 2006 after completing her studies at the London College of Fashion, she was excited by the ultimate theme associated with the Bauhaus movement: ‘form follows function’. Sandra’s designs encapsulate everything from her love of nature to her Hungarian heritage, consistently simple, sensual and evergreen. At the same time powerful and sophisticated; she creates silhouettes that are emblematic of the modern woman.

itte Reffstrup and Nicolaj Reffstrup

Ditte worked in fashion, and Nicolaj was immersed in technology and concerned with climate change. As their relationship grew to include both fields, so did their .In 2009, the couple took over —a fashion label founded by a gallery owner just nine years before, which then only made cashmere sweaters. Much has changed over the past decade for the brand.

Vanessa Barboni Hallik

Vanessa is the founder and CEO of Another Tomorrow, a sustainable luxury fashion brand that provides complete tech-enabled supply chain transparency and embedded resale. Prior to founding Another Tomorrow, Vanessa served as a Managing Director at Morgan Stanley.

INDUSTRY EXPERTS:

Jefferson Hack

Jefferson Hack is the founder and editorial director of Dazed Media, the independent publishing company responsible for Dazed & Confused, Dazed Digital, AnOther Magazine and Another Man.

Stavros Kareli

Stavros Karelis, founder and buying director of independent concept store Machine-A, is known supporting young design talents by stocking them alongside established brands.

Susanna La

Susanna Davies-Crook is an artist and art writer based in London and Berlin. She is Contributing Visual Arts Editor at Dazed & Confused Magazine, Contributing Editor at Berlin-based Sleek Magazine and contributes to Twin Magazine. She held the position of art editor at Exberliner Magazine for over a year and has written catalog texts for clients including the German Embassy and contributed to Frieze online and Thisistomorrow.info.

INFLUENCERS:

Hannah Crosskey

Followers: 130K

Her style prowess doesn’t stop at fashion, her page is also speckled with the most swoon-worthy interior design inspo. Brighton-based Crosskey’s feed is a minimalist’s dream. If, when you close your eyes, all you see is pastels and monochrome, this is your gal.

Bettina Looney

Followers: 70.6k

Ocala-born, London-based Bettina Looney will have you going loony for her impeccably-chic wardrobe. What she doesn’t already possess, you don’t want. In amongst posting about her lust-worthy clothes, bags, jewellery, nails (the list goes on), Looney’s feed also features some real life snaps of her holidays and her soon-to-be hubby.

Lisa Aiken

Followers: 78.8k

Aiken left her position as Fashion Director at Net-a-Porter (where she spent 7 years) to become Fashion Director at Moda Operandi last year. Follow her at Fashion Weeks across the world wearing stylish - and yet wonderfully wearable - outfits.Her job means she’s responsible for scouting the coolest new brands and designers about to break, so her feed’s a great place to discover soon-to-be-big names

Lindsey Holland

Followers: 91.8k

A Northerner living in London, Lindsey Holland dresses in a muted palette of immensely wearable clothes, providing excellent everyday wardrobe inspo. She started her blog in 2012 and, until 2016, juggled blogging with a career as an NHS physiotherapist.

Yanin Namasonthi

Followers: 143k

Yanin’s blog, I Dress Myself, started out a Tumblr account where she would post daily outfit pics before work. Six years on and Yanin’s platform is a go-to destination for fashion, beauty and travel. She’s collaborated with YSL beauty, Topshop, Missguided, H&M, Nike and Converse to name a few, and also launched her own jewellery collection with Astrid & Miyu in 2017.

Monikh Dale

Followers: 140k

Londoner Monikh knows her way around an earthy palette like no other. The ‘Weekly New Girl’ section she posts on her blog is full of excellent shopping inspo.

Grace Ladoja

Followers: 45.9k

It’s pretty cool that Ladoja is grime-supreme, Skepta’s manager, and it’s even cooler that off the back of that she was awarded an MBE for services to music. As if all of this wasn’t quite cool enough, she has a girl gang of amazing, dynamic women who are also killing it.

BUDGET

| ACTIVITY | NOTES | COST |
|------------------------|--|---------|
| VENUE | There is no additional cost for the launch event as it is held at Matches East. | 0 |
| GUEST SPEAKERS | The two brand founders- Reffstrup and Vanessa Barboni Hallik. | £35,000 |
| INFLUENCERS& DESIGNERS | Designers include Sandra Sandoritte Reffstrup and Nicolaj Reffstrup,Vanessa Barboni Hallik. Influencers include Hannah Crosskey,Bettina Looney,Lisa AikenLindsey Holland,Yanin Namasonthi,-Monikh Dale,Grace Ladoja. | £77,000 |
| CATERING | Food and drinks catered for 300 people. | £10,000 |
| PRESS(PR) | Launch coverage and press releases to raise awareness and attract customers. | £5,200 |
| INSTALLATIONS | Decorated with plants and other jungle-themed decor. | £8,000 |
| GIVEAWAYS | A gift bag for each customer. | £2,000 |
| DJ | DJ to set the mood at the launch party. | £750 |
| TOTAL | £137,950 | |



RECOMMENDATIONS

(StellaMcCartney,2023)



PARTNERING WITH RETAILERS

Businesses may create as well as maintain contacts through their connection while building strategic alliances.(traceone,2023). Retail partnerships may benefit clients by working together more effectively. Additionally, clients benefit from retailers' ability to swiftly meet their requirements through offering a wider range of cutting-edge goods, thereby improving the shopping encounter.(traceone,2023). The primary objective of a good partnership is for each party to profit from the market plus the advantages which the other delivers.(retail-assist,2019). It could occur in the shape of closing a market deficit which currently exists, facilitating customer connectivity, or supplying anything solid as well as unquestionable which puts 2 businesses in forefront of what the rivals could provide. (retail-assist,2019). A retail partnership may receive Public relations spike as focus is brought towards the project. This may aid in advertising. It is feasible to make fresh connections, use novel as well as distinct sorts of skills, communicate or put into practise concepts which were before impractical. (retail-assist,2019).

Selfridges has a Generation Z clientele that is around 25.86% larger than that of Harrods (22.94%) and Flannels (25.42%), two comparable businesses.(similarweb,2023). Given the widespread appeal of Selfridges, a partnership between MatchesEast as well as Selfridges might prove incredible. MatchesEast places an extensive amount of emphasis upon psychological wellness. It would feature ASMR experiences in addition to multiple events that promote emotional wellness, such as leaf rubbing, terrarium construction, and spa treatments. The partnership between Matches as well as Selfridges allows for the exploration of an unique display of creativity

(StellaMcCartney,2023)

GOING DIGITAL

Developing smartphone directed interaction points for clients to effortlessly link Matches using phone around the premises. Client engagement would be boosted by accumulating rewards through the application that ultimately translate to coupon. Drawing the links between physical Matches interactions as well as online information sources would enable subsequent promotions , shopping trips to be tailored to clients' diverse profiles. The widespread use of NonFungibleTokens has begun to challenge the traditional notion of sole proprietorship of luxury commodity that is real in nature. In addition to maintaining the rarity as well as uniqueness which luxury business boasts for, its moreover allowing a unique method of tracking their legitimacy .(medium,2022).

Luxury companies are taking steps to ensure that their customers' demands are satisfied in realm of technology in identical manner that they fulfil them in traditional stores. since they adhere to the concept of offering an upgraded retail encounter. (medium,2022). It is being said that livestream virtual purchasing is "subsequent enourmous change in marketing.(forbes,2022). Ecommerce features were recently integrated into Instagram as well as Instagram Live. (forbes,2022). Viya, a well-known blogger, held a livestream like a sponsor for Taobao's Singles Day 2019 marketing extravaganza, which drew over 43 million visitors. (forbes,2022)The estimated income from live streaming purchases in China in 2022 amounts \$423 billion. (forbes,2022). use of algorithms to forecast items shoppers would purchase using application must be investigated by MatchesEast.

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(StellaMcCartney,2023)

PROJECT ADMINISTRATION

Communicative leaders of projects are more capable to connect with investors as well as maintain commitment in every step of project's effort.(pmi,2013). 3 out of 4 respondents in a research of 1,000 UnitedStates. shoppers said that interaction which leaves people pleased is very significant factor while engaging alongside a company.(digitalitnews,2022). To promote a collaborative group strategy, such characteristics must not solely be highlighted outside however additionally inside the group. This will add to develop clarity plus client confidence, that is crucial while marketing to generation Z.(forbes,2022). The importance of inclusive recruitment practises has increased since they've grown more essential to the achievement of any organisation.(aihr,2023). Ahead of starting the recruiting procedure, MatchesEast should bring the employing staff over discrimination awareness sessions to make certain the selection procedure concentrates just about the skills the applicant brings to business.(whatishumanresource,2023).The greatest " signs of subsequent job efficiency" involve actual work specimen assessments which resemble the sorts of duties the applicant would be performing in the position.(hbr,2017).By doing this one can avoid choosing the wrong person for the position and does not fit the requirements. Successful management requires the capacity to work well with others. Such skills enable executives to inspire their teams more effectively, promote greater participation, as well as build collaboration—all that will eventually assist in organisation's prosperity.(michaelpage,2020). Among the many talents that make up one's psychological ability are their interpersonal skills, which include:

- communicating verbally
- Communication that is nonverbal
- Negotiation with empathy
- managing conflicts
- Impact
- Listening intently

It is crucial for employees to have these skills in order to understand consumers and fulfil their needs to the fullest extent.(michaelpage,2020).

(StellaMcCartney,2023)

(StellaMcCartney,2023)

CONCLUSION

| OBJECTIVE | CONCLUSION |
|--|---|
| Evaluate key rivals as well as carry out a present Matches-fashion analysis. | MATCHESFASHION has established itself as a leading up-scale apparel shop since its inception in 1987. With a wide range of high-end products from over 650 labels, the company has expanded its reach through physical boutiques, an online shop, and a dedicated application. The recent financial support from Apax Partners indicates a commitment to the company's turnaround strategy and future growth. |
| Revamp Matchesfashion through changing its essence. | MatchesFashion East has positioned itself as a remarkable shopping experience with a strong emphasis on ethics and unique offerings. The inclusion of ethical brands and the incorporation of experiential elements like a rooftop movie, ASMR experience, wellness center, and ethical cafe further enhance its distinction. With a solid business strategy, resources, and a well-defined retail concept, MatchesFashion East is poised to thrive in the East London marketplace. |
| Put out a business strategy for an upcoming ecological outlet.It would be located in East London. | The new MatchesFashion East store embodies a strong commitment to environmental responsibility and ethical practices. With a focus on sustainability, the cafe offers ecologically conscious food options and organizes engaging events to attract a younger audience. Customer experience is prioritized through regular stock availability checks and 24/7 virtual assistance. Also, faster worldwide shipping services are also implemented for improved sales and consumer service. |
| Recognise as well as comprehend the way of life preferences of the intended customers. (Matchesfashion Green). | The target market for MatchesFashion East London can be segmented various factors. For example, the behavioral segment includes value-oriented and trustworthy shoppers seeking a long-term connection with brands, open to design creativity, and inclined to research a brand's history and ethical principles. The target market primarily consists of high-income individuals, including young millennials and Generation Z shoppers residing in East London |
| Provide project administration as well as human resources plan.(Matchesfashion Green) | The project team for MatchesFashion East consists of individuals with diverse skills and expertise who play vital roles in different aspects of the project. The team includes buying executives, PR and marketing executives, a food and beverage executive, a store manager, sales associates, and a cafe waiter. By fostering collaboration, communication, and individual growth, the team can sustain efficiency and create a positive working atmosphere. |

| OBJECTIVE | CONCLUSION |
|---|---|
| Recognise potential risk circumstances which might endanger the project's accomplishment as well as suggest proposed alternatives. | The risk management log for the MatchesFashion East highlights several key risks that need to be addressed to ensure the project's success. For example, scope creep poses a significant concern, and clear project boundaries should be defined and communicated effectively to prevent additional work without adequate resources. By addressing risks proactively, the project can achieve its objectives and minimize potential negative impacts. |
| Utilising ecological tactics, raise customer participation with Matchesfashion Green Outlet. | MatchesFashion East has embraced sustainable strategies in-store to meet the growing demand for environmentally friendly and socially conscious options. For example, the inclusion of a Vintage Corner provides shoppers with access to pre-owned designer products and promotes a circular economy. Also, MatchesFashion East strives to be inclusive and accessible to individuals with disabilities. Overall, strategies position MatchesFashion East as a leader in sustainable and customer-focused retail. |
| Offer labels combination comprising 15 labels which have been morally responsible in their supply, manufacturing, plus marketing. | The featured brands, including Eileen Fisher, Maggie Marilyn, Arnsdorf, Caravana, Ganni, Nicholas K, Studio One Eighty Nine, Reformation, Mara Hoffman, Bite, Zero + Maria Cornejo, and others, demonstrate a strong commitment to sustainability, ethical practices, and environmental consciousness in the fashion industry. By adopting responsible production methods and promoting social responsibility, these brands are contributing to a more sustainable and ethical fashion landscape. |
| Utilising conventional platforms along with offline initiatives suggest marketing strategy - 7 labels | The promotional strategies for Eileen Fisher, Ganni, Reformation, Mara Hoffman, Vivienne Westwood, and Marine Serre by Matches Fashion East encompass a variety of creative and effective approaches. These include lotteries, wild posting, wallscape, AR mural advertising, airport advertising, window displays, billboards, bus shelter advertising. By utilizing these promotional techniques, MatchesFashion East seeks to establish a strong presence and attract a wide range of customers. |
| Present a central idea, as well as visual merchandising for retail space plus café. Layout drawings would be used to guide them accurately. | MatchesFashion East aims to cater to wealthy clients' desire for enhanced well-being by providing a relaxing environment. The concept of "Urban Jungle" creates an atmosphere where visitors can escape the hectic city lifestyle. The incorporation of nature-inspired elements and a green cafe further adds to the overall sense of tranquility. MatchesFashion East aims to meet the evolving expectations of discerning consumers seeking holistic experiences |

| OBJECTIVE | CONCLUSION |
|---|--|
| Come up with an idea along with an itinerary. (Matches Fashion Green opening ceremony | The launch party proposal for MatchesFashion East aims to achieve multiple objectives, including increasing awareness and reach, generating interest and desire among the target audience, and building a strong community. The Urban Jungle theme will create an immersive experience, while the scheduled events will provide entertainment and interaction. Overall, the launch party aims to be a memorable and successful celebration of MatchesFashion East's new store. |



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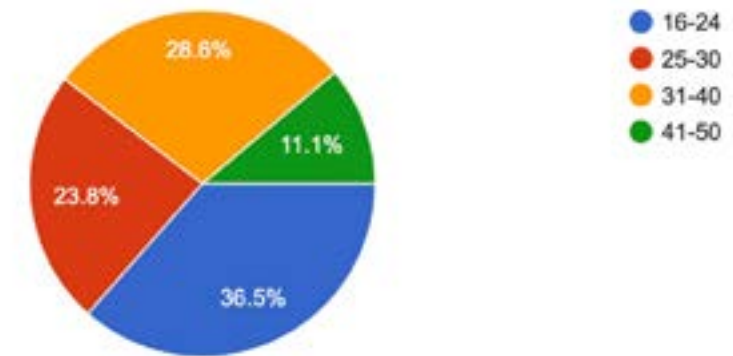
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SURVEY

Age

63 responses

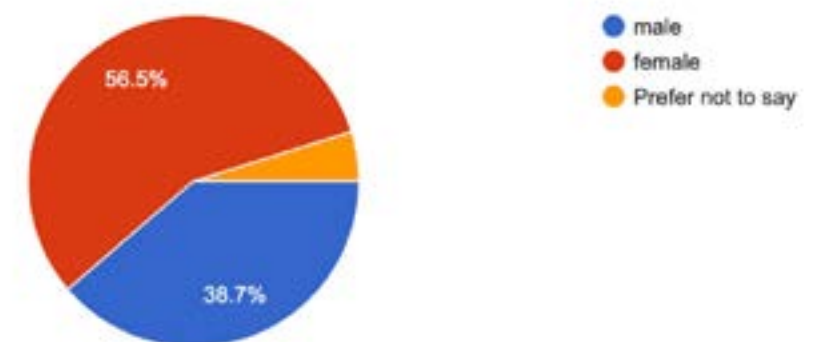
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Gender

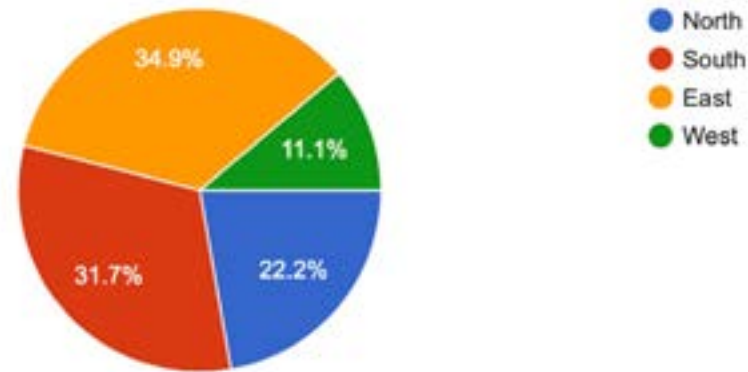
62 responses

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In what area of London do you live?

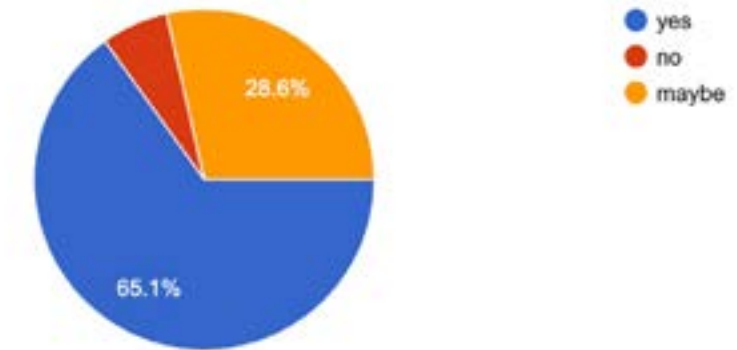
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Would you prefer East London to be the location for your shopping?

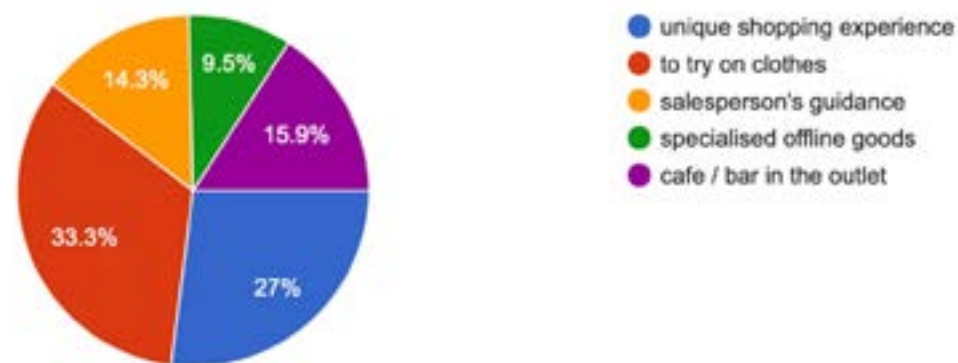
63 responses



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Primary considerations for choosing outlets over e-commerce sites

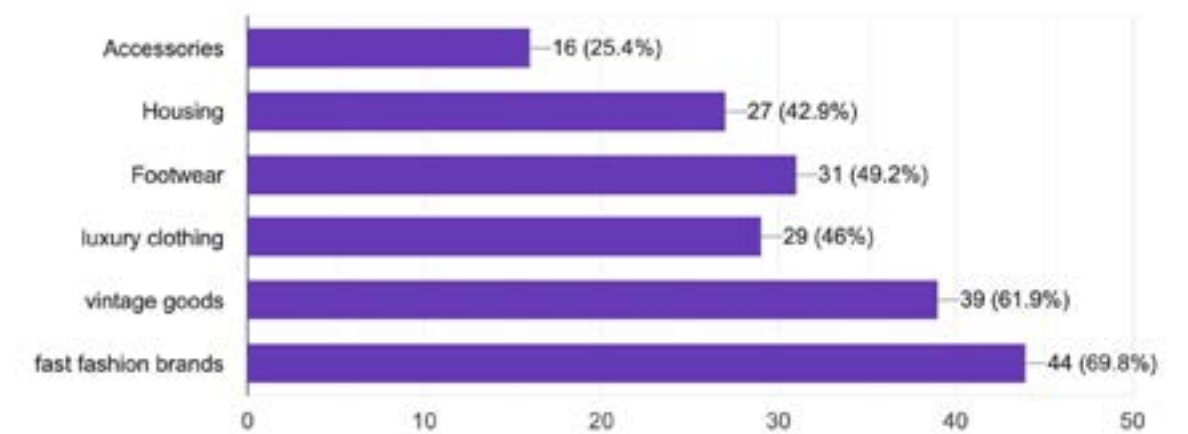
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What do you generally shop in East London?

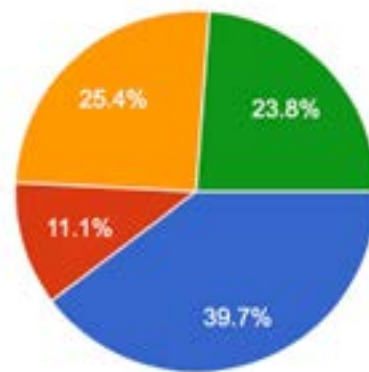
63 responses



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Have you ever purchased anything from Matchesfashion?

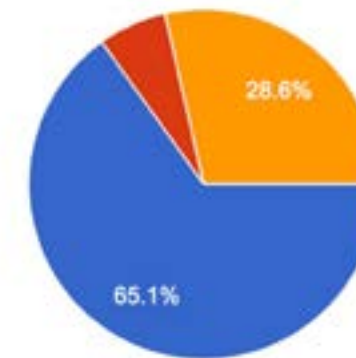
63 responses



- yes, online
- yes, in store
- both, online as well as in store
- no

Would you prefer East London to be the location for your shopping?

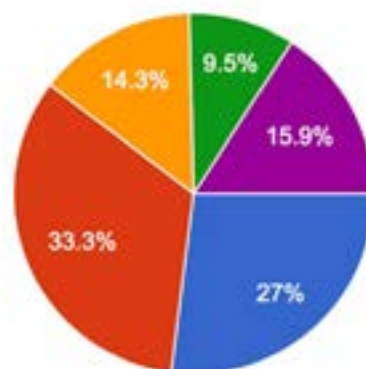
63 responses



- yes
- no
- maybe

Primary considerations for choosing outlets over e-commerce sites

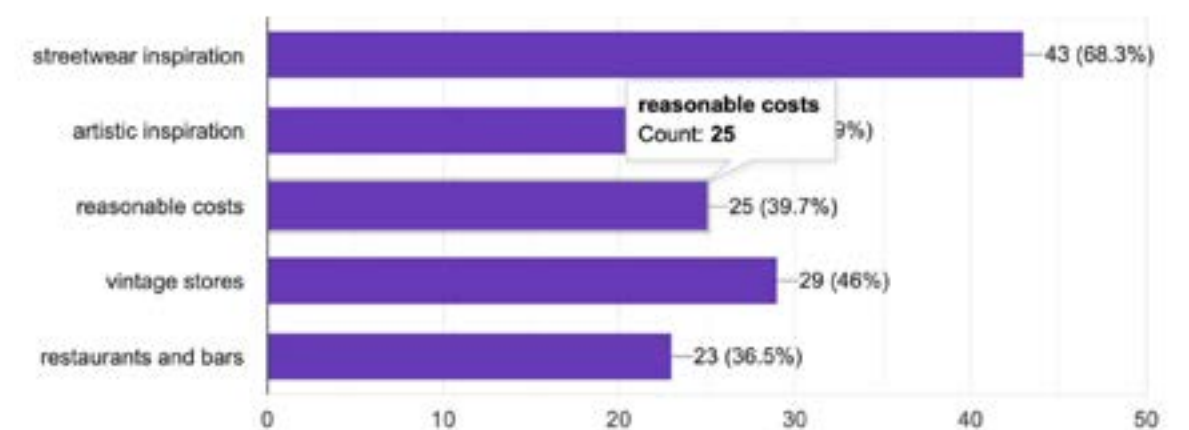
63 responses



- unique shopping experience
- to try on clothes
- salesperson's guidance
- specialised offline goods
- cafe / bar in the outlet

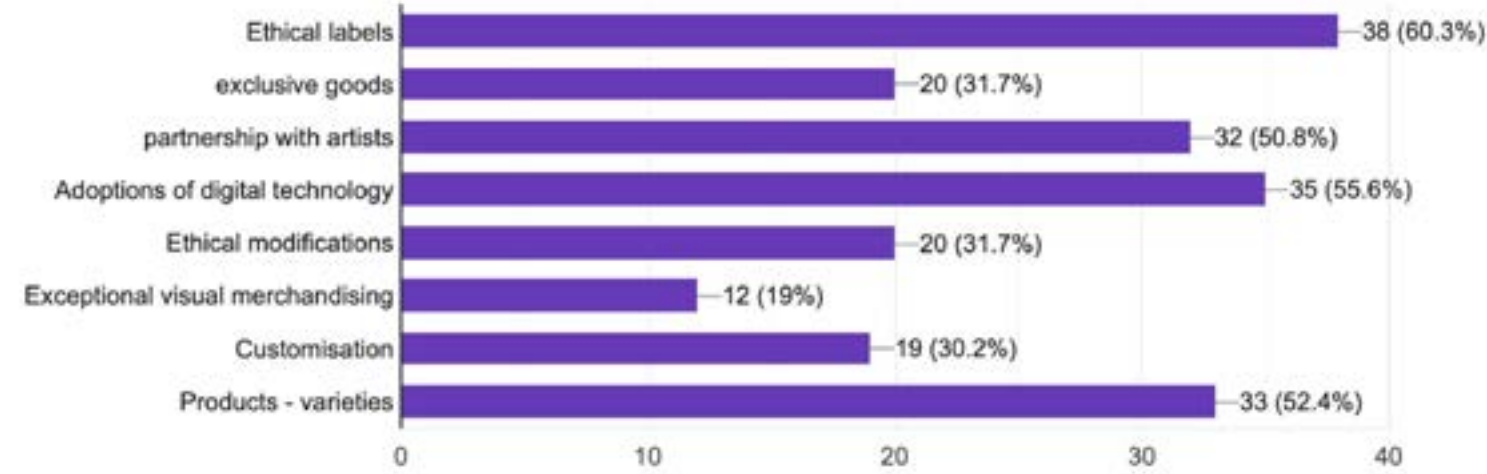
Pros of shopping in East London.

63 responses



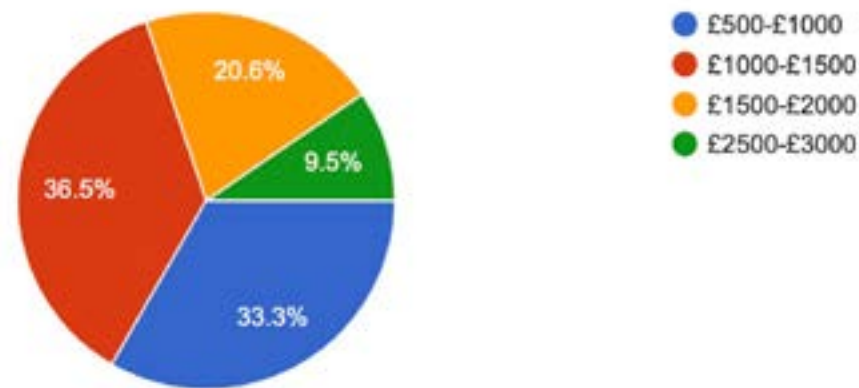
What might you anticipate about the matches fashion East London outlet?

63 responses



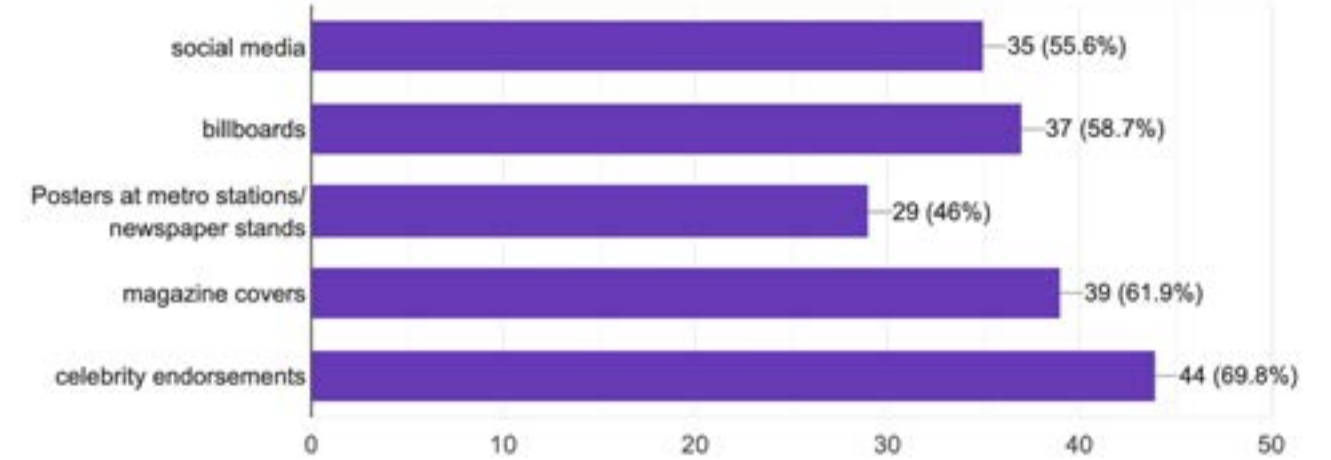
How much are you willing to spend?

63 responses



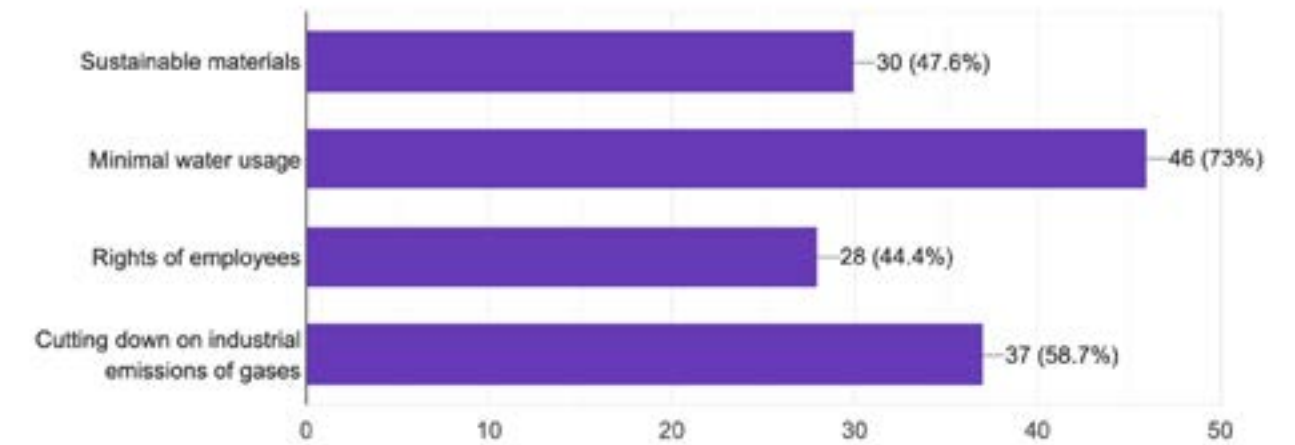
How do u prefer to find out about the latest campaigns

63 responses



Which of these environmental considerations are significant to you?

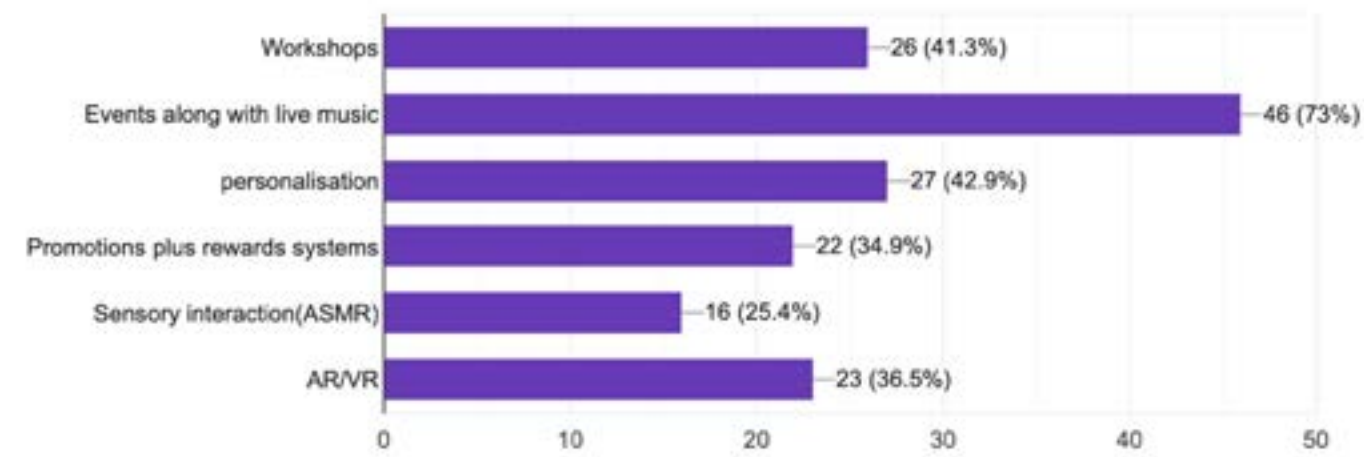
63 responses



Interesting activities at the launch party

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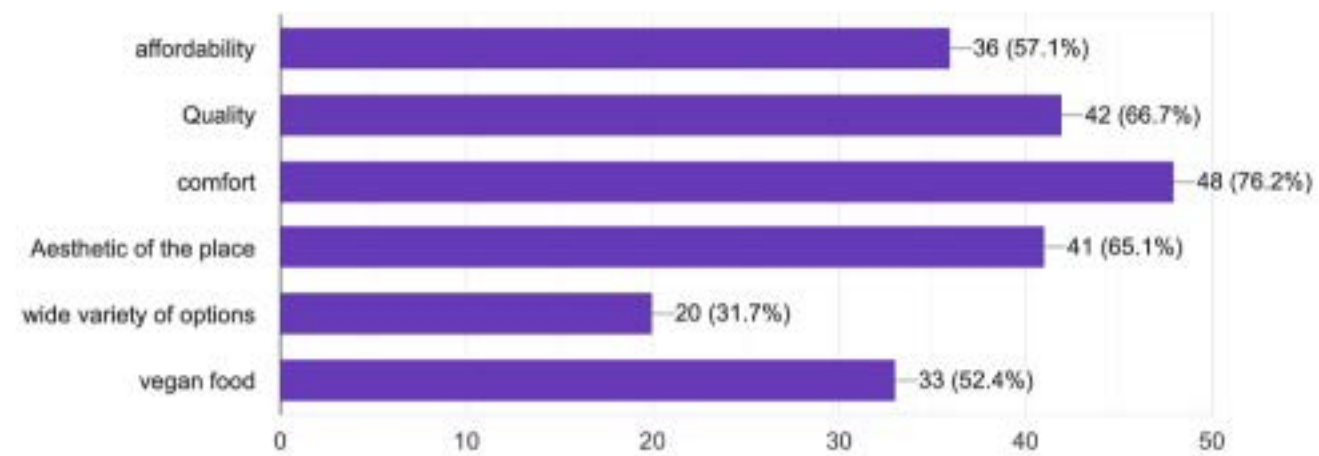
63 responses



Which features make an excellent cafe?

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63 responses



Speaker 1 So let's start with our first question. How have changing consumer behaviour in the recent few years after COVID has changed the way that fashion retailers approach their in-store experience? We saw the advances changed massively as much as we said, especially in London, that everyone is changing the physical retail space. So what would you say? Like, would you specify the things that really made this change in the industry?

Speaker 2 Well, that's a very good question. And I think and actually what's happening now is obviously something that's changing dramatically yet again. I mean, I think it's that whole idea. There's an education process. It's a big part of what you guys do. You don't probably realise it, but you're teaching society, you're teaching the consumer, you're teaching the industry new ways of doing things. And I think particularly coming from where you sit today and the views you have on what this changing terrain needs to look like and you are consumers again in the days that you're what what feels right for you also is something to be very considerate of.

Speaker 2 And know how to.

Speaker 2 But I think what's been going on is watching. I sit in a place where I'm an observer by nature, and I'm an observer by virtue of what I do. And I don't like to dictate too much because I feel that that's not everyone needs to figure out their own path, but dictating in a way that's bringing to life something that can make a difference in the retail.

Speaker 2 Atmosphere of the consumers.

Speaker 2 Journey, whatever that looks like. And that's why I've been in online. That's why experiential retail became a critical component of what I've been doing the last few years. I think, to your point. The Internet, of course. I mean, it sounds as though because it's been around now for what feels like ages to go to air, but actually when it didn't exist. And that was actually kind of fun too, because the influence that was had from one country to another country was actually the same. Because you still had influencers then, which were celebrities and music people. You had all these other things going on. But anyway, I will go back and just it's just interesting how some of these things actually stay the same no matter what goes on or what technology were granted to use it just a little bit faster. But sorry, this is one thing I can do when I get excited about what we're talking about is I'm talking like so I to make history back to it. But anyway, I think the thing is, is that right now the consumer. Is has got all these tools, but they're also trying to figure out what to do with all these tools. They want something new. You know, part of the consumer base wants something new and different. Part of the consumer base is like, no, I like the old way of doing everything. So as a retailer, you're trying to figure out how do you produce something that can kind of capture this audience in total? And that's actually a really difficult space to sit in. And so this is where the term like omnichannel kind of is four years ago, which is a term I don't particularly care for, because that insinuates that everything is one and thing is going to be just one.

Speaker 2 Like this thing becomes that over here. But multichannel is actually the term I like to use because it's actually celebrating these different ways of speaking to people and it really meaningful way. So you've got your online and you know what you speak to and will speak to different people. You got your store, your physical store and how that will actually speak.

Speaker 2 Your sales staff will have to be of a certain calibre and know what's going on. You have to know all the trends can speak knowledgeably to the customer. I mean, these are all very different skills. You don't have that online because people usually want self-service. But the biggest, I guess, hurdle for online now is inspiration. So how do you inspire people to shop in that space? And that's where social media.

Speaker 2 I mean, I have to say, because as you can hear, I'm American and I've had the joy of spending a lot more time in the U.S. with my family. And the U.S. loves a Wal-Mart and the U.S. loves the Costco. And so that says a lot. But but it's so scary when you walk in these places and you see all these products. So awesome making and editing the right product for what you're going to deliver to your consumer base, which is where sustainability becomes a big part of that conversation. So I've just rolled a whole bunch of different topic topics into one.

Speaker 1 There's nothing to go through, like starting at, you know, physical, like more traditional retail and then moving to online, then going back to combining online with physical retail. So I do like it's very interesting to see this path, which also links into my second question, which is we are always going back and forth with this question, like with the rise of the online retailers, what do you think will be the role of physical retail spaces in doing this?

Speaker 2 Okay. How many of you have been into Harrods recently? Okay. They're doing a phenomenal job right now. I have to say, it's so impressive. What? And I mean, of course, no one can quote me on this one. I'm not a huge fan because it's so in your face and it's so kind of the antithesis of a lot of what I've done in my career. But it serves a purpose and it obviously is very successful, does very well, and I like a lot of the people that work there. So it's nothing against any of the individuals there. It's just that's not the way that I like to to operate. However, in the last six months, it's been really phenomenal to see what they were, maybe even more like nine months to a year. But they've really embraced in terms of the luxury space and that's all. And that particular view is just the luxury space. And they're really owning these big experiences every time that your they've they've just embraced it. Yeah. I was saying to you, they really owned it in a way. The software just kind of let it sit by the side and I think they're doing it in their own way. So I think it's really interesting to watch from the physical landscape this need to entertain because there's this whole entertainment and media component of what so much people are doing right now and how all these things intersect. And then of course, from a social standpoint, engagement standpoint, how you pull people in from that, because I think that's the other part of it is I think there's always been this really linear thought of like if you want to you what you want to talk to the people that will be the consumer. And I think what's really shifting is that so like with franchising and marketing, whatever it is you're doing to engage them and now it's kind of moving into more of the space that they will eventually become consumers. So we need to talk to a much broader audience and on an actual audience who are either these can be consumers as well as aspirational consumers. They just want to be part of what's going on. And I feel like a lot of the retailers right now are kind of venturing into that space. And I think physical retail after because obviously online sort everybody's read this a million times. I mean like it was a farfetch and brands at the time our business was off the charts. Because so many people have just simply could not manage through. They did not have online. The brands did not have robust online businesses. And the pandemic made everybody relook at that. And it's so fascinating because the Monograms are now killing it. And the online space for themselves because there's so many customers that know what exactly I know exactly what I want. And I'm gonna go directly to that brand because I know they're going to have, you know, 45 versions of it. I'll find the colours that I want.

Speaker 2 Who just want an edit and they'll go to a particular store because they particularly like that I. What store. So I think you've got the monograms that have come up, have now gained all this power, which is pretty phenomenal. And they're kind of taking back their own distribution in different ways, too. But they're also finding that experiential becomes very important for them, which is why you're starting to see this section. I just was also in the lake and these incredible beauty store on Rodeo Drive, all of these stores that are doing and being totally different things.

Speaker 2 It's just for me, like the pandemic brought on this need to invest in online. And then as soon as we could all go out, of course, we all ran out and we started doing all kinds of other things. And as an online shopping or.

Speaker 2 On Zoom calls.

Speaker 2 And I think that's what the whole industry is grappling with right now is like, Oh, crap. Like everybody is no longer in the online space. It did grow substantially, though. I mean, I think in that time it grew well, much faster than it would have done if we hadn't had a pandemic. But everybody's cut back dramatically. So that's where the physical store becomes so important. So you see all these DTC brands that have now started investing in actual offline spaces.

Speaker 1 You mentioned before visual merchandising. You were talking about Costco and how it really plays the customer. It really depends on kind of country and anything. Did any physical or visual merchandising that can really drive sales and engage the customer in shop?

Speaker 2 It's always that. And this is so funny because this is always a hard one.

Speaker 2 So at Browns.

Speaker 2 I had a couple of different ideas and it was trying to because I think because I come from the world of online predominantly. So everything was about like, what's that really interesting thing that people like in the online space that keeps them coming back. And that's what's new from my net-a-porter things that mean literally what that drives is incredible. And I think you just taught people to shop that way because of one. It was just also the easiest and actually quite exciting way to shop. But also trying to recognise people want newness, particularly in this luxury space. So in the store, trying to move the store around on a consistent basis, that actually meant that basically it replicated your what's new so that the customer walking by always had a reason to come in and had a reason to see something different. And this is actually very counter to what had been previously done, which is always put the same things in the front window. You leave them in there forever. People like to see that they feel comfortable, routine, that sort of thing. And I just actually feel that that's actually not the case anymore. So I think that was actually really an interesting place. So it was like then the comfort, it also gives yourself associates something to talk about. So I think that's the other thing that you have to remember is that you need to give them tools to be able to interact with people as they come in the door because they instead of just saying.

Speaker 2 Hi, can I help you?

Speaker 4 Which is like one of the worst things I think people can say, because your automatic answer is usually a no and you want to give them something to talk about. And so like, Oh, have you seen like this is the way we're doing this. This whole concept around this is like what's new and whatever, whatever they choose to work on. But. It's something else that you can do. I think from a you can't deny that. Putting raincoats at the front of the store if it's raining or, you know, in the vicinity of the closed entrance. Putting things that are seasonally allowed. So that is 100% unreality. And as much as I wanted to deny it, coming from an online world into the offline world. It definitely is. People walk in. If they walk into your store, they're granting you their time. And so you need to be really conscious of what can you give them. And that moment they've chosen to walk into your space. It's going to be meaningful to you. That, for me is one of the most important things, is what grabs your attention. What is something that you would love to pick up and walk out the door with something maybe they haven't seen anywhere else? Which is also a bit of grounds.

But we did get in a number of arguments with some of the shopfloor staff and managers because they always just wanted to put the really practical things in the front entrance. I mean, you can't do that because people are looking in the window and you want it to look also beautiful. So there's always there's always a job.

Speaker 1 Yeah, always. We were told that there would be like some stuff that they change their visual merchandising every week. Is that true for other brands?

Speaker 2 No. I mean, it really depends. Again, it's like everyone said. So I live around the corner from a reformation store. It drives me crazy. They never fucking change their clothes. I've looked at this cute. Now they're not cute any more. Pair of shoes for about three months and I just want to walk in and shake them and go like, Do you know how many people are walking past your store and you can show something other than this cute little gold pair of shoes? So everyone's got a different view on what it is. I do have to say that here. I mean, I know for us when we moved into the Bourke Street store, we didn't have windows, so it became something slightly different, but it became the focus room in that first room as you walk in the door, which was an installation evolving, a very it was like every couple months because also it took a huge amount of time to pull together, but. Yeah, I think it's it's definitely something that everyone needs to do what they need to do. But I think the thing we've also had to deal with in the UK is Brexit. So everybody's we used to have warehouse like again, I can only speak for France and who have warehouses here. I could do like 60 minute, 90 minute delivery to the store and we had to move that warehouse to the Netherlands to make life easier because a big proportion, proportion of our business was online and so it didn't make sense to import goods to the UK to then export them out to another part of the world. So that's really made an impact on what we can do in terms of getting stock store stock.

Speaker 2 So unfortunately and this is that this is life, right? I mean, this is you have to constantly deal with stuff that gets thrown at you. And how are you going to figure out how to deal with it? And again, remain looking inspiring and luxury and exciting. I mean, it's there's always going to.

Speaker 2 Be a challenge so you can figure out how to roll with it, basically.

Speaker 1 Which leads me to my next question. Um, I mean, I remember a little poker that you used to have a picture on the website that shows what people do shop at the moment. So it's a very cool way to use data and utilise it. But also, is there any light on in this in different ways, but is there any data analytics that you use in-store do you use to use in store for brands as to utilise the customer experience or to train the staff?

Speaker 2 Very I mean, it becomes a really critical part of just operating a business is the data analytics, because you can't have a business that you're not looking at what's going on. And I had a friend of mine who's doing some form for the other day for. More of like a Google home store than anything else here in the UK. And I had noticed that this store had run out of all this coronation day stuff like and the woman restocking. It was like. But very little of this. And it was like, in one day we're going to be sold out of most of it. Anything that had Charles on it. And I was I was talking to her about this and I was like, Oh my God, why do they just totally miss out on this opportunity? They could have killed it because it was a little more expensive.

Speaker 2 And and she's like, Holly, they don't have systems. They don't have any tools that tell them what they're selling, how fast it's selling. They don't have a merchandising team. She's like, So they like it. So it's like step one. So it's kind of amazing how many people are willing to go and start a business and do something but not back it up with the data and analytics they need to ensure that actually they're getting the most out of what they're doing is kind of spinning your wheels. If you're doing something like this, it's cute. But at the end of the day, part of it is you're trying to drive a business and you need profitability. There's a lot of things that you need to make sure that you can continue to pay all the people that.

Speaker 2 Work for you.

Speaker 2 Buy the stock that you need to make sure the stores look great. The marketing is there. So there's there's a lot to it. Um, I think with the so there's, you know, obviously the reports that you need from like, say merchandising standpoint and that's been really critical I think particularly well then of course as well as the grounds is that you've got this I'm very much the sort of person that is always forward looking. Is that so much about like if I have this intuition about if you like what's coming, what's what are the consumers going to want that they don't necessarily know they want right now, but they will want and they'll want tons of it in about a year's time. And you've got them all these other people who are followers. And that's absolutely fine because there's a whole cycle of purchasing behaviour and only analytics and data will help you figure out how and when best to like.

Speaker 1 And should really depend on how much implemented from law with different systems, obviously. Yeah.

Speaker 2 And I think there's a balance between backward looking and forward looking. So that's always been my favourite with all of these folks and. Now it's time to shut that down.

Speaker 1 Exactly. Okay. You guys like to feel every webinar that we had last year. We were asking this question like how the defence, Kogan and stuff. So we're moving to more questions that are business related and the like, macro environment in the retail environment, like physical retail. What challenges are you facing? The third comment, or like what mistakes, mistakes could you do and how do faith with them?

Speaker 1 Mistakes into the wild. Do the guy confess himself, for instance? Like obstacles throughout the way that I'm not like my environment more about the building of the business.

Speaker 2 I mean, I think I've touched on some of them are. And no matter, Brexit is a macro issue. In this country. Things that come up. So the Browns store. Is that the new star is 300 years old. It's a great two star listed building. There's only one other one in the UK and that's Buckingham Palace.

Speaker 1 consistency. So for Chloe, Advance is and I think other classes are also working on other consistent stuff, so I will pass them back to my other peers. If you don't mind. If I ask a few questions that are related to Bronx is and what everybody wants to know. So guys will want to go.

Speaker 3 Can I start? Yeah. I want to ask you, how do you interact with your VIP clients? Because obviously for owners like big brands, especially like Browns matches, your VIP clients is a very important part of your strategy. So what do you do to keep them from going to your competitors? This case, it's all cards and matches.

Speaker 1 Yeah. I mean, it's it's a really good question. I mean, they do typically make up a good percentage of your customer base. When I was at net-a-porter this. A huge chunk of time, 40% of the customer base was actually sitting in the VIP status. This comes back to like that experience that so many over want access to things, things they can't get elsewhere. But putting a programme of things together for them, that's. Catering to them. And obviously a lot of these stores, you've got men's and women's oftentimes a separate. So you see, to figure out what makes sense for you. They are like when you go through the data, but the numbers they. I think it's for me, it's just that consistency because I have so many female friends in particular are in high level jobs and they've got really busy schedules and they just need someone to help them look good. They care about looking current but not necessarily dictated by that need. They just want to look good no matter where they're going. And I think that if. These sales associates work in the VIP arena. Can actually just I mean, to me, I still fundamentally think that the stylist component of fashion is so not played out very well. There's nothing that you can't scale. You can't seem to scale. And if someone can do one like, I don't know, because all these stylists have become really important and it's very personal.

Speaker 1 Yeah. But it's so interesting to me because it can fundamentally make a difference in someone's life about how they feel about themselves, about how much you can sell to them, that they're, you know, all these things that actually benefit everybody. And actually just we work in fashion and we just want to make people smile and feel that at the end of the day. So if you can do that and stay present, because I think a lot of times people make an outreach and then don't follow through that aren't there's no consistency there. There was a woman that I that I've known for years and she's one of the Saudi princesses. And she said to me, she she was like, Holly, I need a stylist. I really need someone to a VIP. So it was a very I would imagine at this point in your life, you have one.

Speaker 1 She's like, Oh, no, I've got like five. I just need another one. It's like, okay. But my skin is like, well, because it's a different point of view. I was like, okay, I get it. She's got a lot of time and a lot of money. So if fair play is that consistent? For me is really, really critical. And someone you know, of course, I'm a little more fashion savvy than your average person, but a lot more fashion as an average person. But consistently, the people at work were so scared of me because of what I knew that they didn't suggest. I'm like, Guys, come on. I like I need I want somebody else's view on how I can put some stuff together. So it's just I think it's just like being interesting and advanced. People are not, you know, who they are, but it's getting to know who they are and then trying to pull them together is often like spending time together because actually they're usually really interesting people.

Speaker 3 And due to an exclusive events and parties for they sorry, do do like exclusive events and parties.

Speaker 2 I'm sure that only their they have access to because that's another thing like I remember when I started at Browns and I didn't know because I've been in online the whole time that not even thought.

Interviewer: Hi guys I have been working on MatchesEast project for my Uni so I would like to ask you to know your opinion on it. So my first question is what is your opinion about opening up Matchesstore in East London?

Interviewee: I think it's one of the good ways to expand your consumer base, because when you're looking at West Central versus East, you have a completely different demographic today. So I feel like that we will be able to extend their products and their offerings or whatever the services are, providing the new consumer base and gain more market share within that. But yeah.

Interviewee: That's going to feel like a lot of luxury brands are moving towards East London. That's what I read online as well. And yeah, if they like about opening a new store to visit and like obviously they'll have to look and do the brands as well. Like according to the East London market, what they're offering then, if it works well for you, that could be a great place to open a new store in.

Interviewer: Okay. So my second question is why do you think about sustainability when it comes to the luxury market?

Interviewee: I think it's one of the new not even new ways. I feel like it's one of the bigger things. It's just not a trend at all. It's not like a trend like you've added something. It's more than a trend right now because sustainability is so important. I feel like the entire idea of demographics is also changing because now a lot of millennials to Gen Z, they're like a lot of them are preferring brands that encourage sustainability or adopting the eco conscious practices. And I think it's also important to like select brands or brands choosing their operations successfully to like sort of, you know, maintain this But I meant to say I think it is important with all the practice conscious like practices and sustainable choices and the materials that they're using is what the consumers are also thorough. So if there's a demand from the consumer side, and I think it's also important for the luxury brands to adapt to that and then match up to their expectations. And in a way, it's not it's all about profit to the local businesses. It is profitability at the end of the day. So it is important for them to like, adapt to those situations as well as like in general to reduce the impact that they're trying to create the creating. So yeah.

Interviewee: Yeah, I totally agree with that as well as like sometimes it can be kind of. I don't know. Like, you know, luxury brands, like showing what they are doing, like sustainability and all like, like watching and all of that. So yeah, if you love them, like it should be more transparency, like sure to the audience, like Stella McCartney and all of those brands, like what they do do they should on the website and have you like a lot of smaller brands out that offer you that you have that dream that's actually sustainable it you make sure to for like if you try to get.

Interviewer: Okay. So my third question is, do you think consumer experience plays a vital role in the retail stores?

Interviewee: I think with the growing demand and the experiences that the consumers have already seen, and I think it is very important because not just products and the innovative or the functionality that goes beyond include of the products is important, but also to support it with the creative experience that can provide your consumers with like a unique experience in and out of the box. Experience is also important. It's a it's like a marketing technique. At the end of the day, it's all about creating those experiences, and I think that's also very strong how genzebe you use it to do it. Because if you look at it like the common aspect is customization for both of them, that's one of the experiences that they really like. But like apart from

that, I feel like millennials are more like they want to experience something sort of new like they haven't ever seen before. But whereas GenZ it's like all about be like, yes, like, you know, how we visited the early pop up store to like, you know, to the before towards And I feel like, yeah, just like having like a nice Instagram. They like showing off like, you know, I went with it Yeah I'm part of this campaign or this initiative is important for them. So if you like, experiences make up everything for consumer group.

Interviewer: I totally agree with what she said, and I. That's why, like, even for me, like I been doing. The I saw this thing on Levis 100th year celebration. It was like a whole like a music thing going on. So that's what makes me feel special. And like, even in stores in general, even if I don't shop, it is just being there, like maybe like a pop up or like doing some activity or getting like a few freebies.

Interviewee: Sorry to interrupt you, but like also like mention the freebies. I think it's one of the ways to push your consumers to come purchase something or like at least view the product, not even to, like go to a level of like attaining the product, but to like just view and just go through that way They can earn like more reviews online. I feel like all of these experiences account for those earned reviews, you know what I'm saying? So at the end of the day, it's all about providing the experience for your consumers.

Interviewer: Thank you so much for your time.

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| Date | 04/15/2023 |
| Group name | VEJ-TEAM |
| Group members | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu |
| Aim of meeting | Carry out division of labour tasks |
| Agreed tasks | Complete and check moodboards, green theory, leadership and GANTT chart |
| Action to be completed by (name) list | Elizabet-brand mix Elizabet&Jianuo- 15 brands Vinaya Atkur- 4 action framework Jianuo Xu- logo proposal |
| Action completion date | 04/25/2023 |

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|--|--|
| Date | 04/28/2023 |
| Group name | VEJ-TEAM |
| Group members | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu |
| Aim of meeting | Carry out division of labour tasks |
| Agreed tasks | Jianuo Xu- moodboard Vinaya Atkur- leadership and GANTT chart Elizabet- green theory |
| Action to be completed by (name) list | Jianuo Xu- moodboard Vinaya Atkur- leadership and GANTT chart Elizabet- green theory |
| Action completion date | 05/03/2023 |

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|--|---|
| Date | 05/03/2023 |
| Group name | VEJ-TEAM |
| Group members | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu |
| Aim of meeting | Carry out division of labour tasks |
| Agreed tasks | Complete and check customer experience, launch party proposal, offline strategies |
| Action to be completed by (name) list | Vinaya - customer experience Elizabet- offline strategies Jianuo- launch party proposal |
| Action completion date | 05/10/2023 |

| | |
|--|--|
| Date | 04/15/2023 |
| Group name | VEJ-TEAM |
| Group members | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu |
| Aim of meeting | Carry out division of labour tasks |
| Action to be completed by (name) list | Complete with Objectives of the launch party Budget of the launch party, Justifications of 15 brands 7offline promotional strategies ,Budget flowchart ,Pie chart for each brand ,Risk log ,Focus group, Star framework ,Project evaluation, still complete some part of consumer experience and all moodboards for report(floorplan, furniture moodboard, visual merchandising for gafe and store, café moodboard, concept moodboard) |
| Agreed tasks | Jianuo Xu- moodboard Vinaya Atkur- leadership and GANTT chart Elizabet- green theory |
| Action completion date | 05/03/2023 |

| Name of group | VEJ | |
|-----------------------|---|---|
| Names of participants | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu | |
| Your name | Vinaya Atkur | |
| Presentation topic | MatchesEast | |
| Agreed contributions | Elizabet -brand mix,15 brands,green theory,offline strategies,conclusion,risk log,- consumer profile Jianuo - 15 brands,logo,proposal,moodboards,rendering,launch party,referencing,- focus group. Vinaya - leadership GANTT chart,Blue Ocean,Recommendations,Consumer experience,focus group. | Elizabet and Jianuo met all the tasks and deadlines and completed all the work on time. |
| Names | Elizabet Piglovia Jianuo Xu | |
| Strengths | <div>Elizabet Pigolevia</div> <div>-Excellent in her work</div> <div>-Understanding</div> <div>-Approachable</div> <div>-Hardworking</div> <div>Jianuo Xu</div> <div>-Very creative</div> <div>-Time management</div> <div>-Understanding</div> <div>-Empathetic</div> | |
| Areas to improve | <div>Elizabet is an excellent team mate who knows how to do her work with perfection. Im glad I got an opportunity to work with her.I feel she is perfect. She could work on opening up a bit more so she can reach great heights in future.</div> <div>Jianuo Xu is extremely creative knows how to do what to do and is caring. I feel she is perfect She could work on opening up a bit more so she can reach great heights in future.</div> | |

| Name of group | VEJ | |
|-----------------------|--|--|
| Names of participants | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu | |
| Your name | Jianuo Xu | |
| Presentation topic | MatchesEast | |
| Agreed contributions | Elizabet -brand mix,15 brands,green theory,offline strategies,conclusion,risk log,- consumer profile Jianuo - 15 brands,logo,proposal,moodboards,rendering,launch party,referencing,- focus group. Vinaya - leadership GANTT chart,Blue Ocean,Recommendations,Consumer experience,focus group. | Vinaya and Elizabet met all the tasks and deadlines and completed all the work |
| Names | Elizabet Piglovia Jianuo Xu | |
| Strengths | <div>Vinaya:</div> <div>- Very active and engaged in work</div> <div>-Helps group members</div> <div>-Has leadership qualities</div> <div>-Works rigorously</div> <div>Elizabet</div> <div>-Good comprehension skills</div> <div>-Serious attitude towards work</div> <div>-excellent in her work</div> <div>-approachable</div> | |
| Areas to improve | <div>-Vinaya has a very high level of execution in her work, I am very proud to work with her and through her influence I have been able to improve my efficiency, she can be more powerful through her strong action and leadership.</div> <div>- Elizabeth is very disciplined in her part of the job, she has a great learning attitude that I can learn from and she is very thoughtful about what she does to provide us with effective creative content. She can do better by keeping her serious attitude and learning efficiently.</div> | |

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| Name of group | VEJ | |
| Names of participants | Vinaya Atkur, Elizabet Pigoleva, Jianuo Xu | |
| Your name | Vinaya Atkur | |
| Presentation topic | MatchesEast | |
| Agreed contributions | <p>Elizabet-brand mix,15 brands,green theory,offline strategies,conclusion,risk log,- consumer profile</p> <p>Jianuo- 15 brands,logo,proposal,moodboards,rendering,launch party,referencing,- focus group.</p> <p>Vinaya- leadership GANTT chart,Blue Ocean,Recommendations,Consumer experience,focus group.</p> | Vinaya and Jianuo met all the tasks and deadlines and completed all the work on time. |
| Names | Elizabet Piglovia Jianuo Xu | |
| Strengths Vinaya Atkur - Strong leadership abilities - Very understanding and supportive - Excellent InDesign skills - Hardworking Jianuo Xu - Always adheres to deadlines - Excellent Photoshop skills - Creative - Considers and implements the suggestions | Areas to improve Vinaya Atkur It was very pleasant to work with Vinaya, as she always guides the team members during work, motivates and supports. I think the development of her leadership skills will bring her significant success in the future. Jianuo Xu Jianuo is very creative in her decisions. She has a good aesthetic taste and her visual works fit perfectly into the project. The development of analytical abilities would help her complement the existing skills and achieve ideal results in the future. | |

GIBBS FRAMEWORK

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| Description | This project was done by Vinaya, Elizabeth and myself.It was the first time we had worked together on a project, and I was confident that I would be able to do it based on what I had seen of them in class and at school, as they are all very serious people. In this project we had a clear division of labour, Vinaya helped us to make a clear division of labour in the group, each person was responsible for a different part of the project, for example, I am good at creative work, so I did all the visual work, we all tried to complete our part of the project within the time frame we decided on and give some feedback. |
| Feelings | I could feel the motivation and seriousness of the people working on this project, we all monitored and motivated each other to keep up with the work and my team members helped me when I had some confusing questions. There was no shirking of responsibilities or dragging of feet during the project, everyone was working hard to do their part. I think this is a very important attitude in group work. |
| Evaluation | We all have a clear idea of what we are good at, so the division of labour is very reasonable, and whoever is good at something is responsible for that part of the project. Even if there are problems in the process, we will discuss how to solve it together in time. |
| Description | Although we encounter problems or disagreements as the project progresses, which is inevitable when working together, we don't fall out over it, we try to find the most suitable solution, which is something we have to face and learn from, and is a very good exercise for the future when we enter the real work. |
| Conclusions | The group project went well for me overall and I really appreciated and valued the opportunity to work together. I think I learnt a lot from it.There were times when I procrastinated a little and the group pushed me all the way through. This enabled us to get most of the work done in time for the end of the course, and although we didn't see each other every day, we all did what we needed to do. Whenever we shared what we had done, there was positive feedback and appreciation from the group.This gave me the confidence to do the rest of the work. |
| Action plan | If I could work with the group again I would be more motivated to do things, I would like to do them better and faster and I would like to try some different types of work.There were inevitably some delays in the project and I think we would all try to avoid that again if we could, we could actually communicate more about the project and it would make it go more smoothly and clearly. But at the end of the project, we all did our best to present our project to the best of our abilities and I could see the effort that each other had made. |

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| Description | This project has been done group of 3 people that's me Elizabeth and Jianuo.Initially I was scared since its a teamwork and i had never worked with my teammmates earlier or known them well.Upon talking about each persons's skills we learned that Jianuo is a creative person who is good with visuals and aesthetics.Elizabeth is good with research so am I. We accordingly divided our work.Every week we used to discuss our parts to be completed and send it on our whatsapp group for others to review.We succesfully completed our work on time owing to Jianuo's and Elizabeth's determination. |
| Feelings | When I think about how our team came together to complete this task, I'm incredibly proud of what we've collectively accomplished.Though we didn't know each other before working on the project we got along so well, there was mutual understanding which is quite vital for a successful project.everyone respected each other's ideas and did not create any fuss about anything.We stuck to our set targets and managed everything well. |
| Evaluation | On day 1 itself we decided what our our strengths so we divided all the work based on our skill set.Sometimes my teammates would feel one or two things could be improved after analysis.Changes would be made accordinly but due to mutual understanding everything went smoothly. |
| Description | Despite certain difficulties regarding communication as well as scheduling difficulties, we did our utmost to succeed. I think everyone possessed taken on leadership in different areas.t whenever one team member was uncertain of how to complete an action, the rest of us were readily available to help.I believe that doing so helped us develop our abilities to boost our skills while working as a team. |
| Conclusions | I gained extensive knowledge on woking in teams. Although I believe that I served as team's leader in numerous instances, there have been occasions in which other teammates acquired the leadership position. I've additionally realised how much I love working in teams.I'm grateful for it as well as believe I learnt a lot. Additionally, I discovered that because we couldn't meet regularly due to other responsibilities, it seemed preferable to split the team's tasks well in advance To sum up, I believe everyone is really happy about final outcomes.The whole experience was plenty of enjoyment for us.We all contributed many disntinctive ideas as a team. I believe we developed a distinctive as well as ilncomparable report. |
| Action plan | If I were to collaborate with team together in coming times, I would attempt to make an effort that we held additional in-person discussions.I would also make sure everyone is open to more communication.Sometimes owing to teammates commitments to other work there were some delays but together as a team we ensured our work was completed smoothly.We got all our work approved by all tutors beforehand and make necessary changes over the study leave.I am glad all my teammates gave 100% and didnt leave anything for end moment. |

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| Description | <p>The project was developed by Vinaya, Jianuo and me. We have been working on a project to open a new sustainable Matches-Fashion store in East London. The goal was to create a marketing plan for opening a store. We conducted market research and developed an appropriate marketing strategy and identified a range of brands for sale in the new store. It was the first time I worked on such a project and with these people. But at the same time, we successfully shared tasks and shared the finished work every week.</p> |
| Feelings | <p>It was very informative to work on this project, which covers so many areas. I felt sufficiently interested, as I could apply the acquired knowledge to life. I am very glad that I was able to work with such a team, as everyone worked hard to do their job. We got along well and respected each other’s opinions. We followed each other’s work, giving advice and motivating. This helped a lot in the successful progress of the project, and I am proud of the result that we have achieved.</p> |
| Evaluation | <p>At the very beginning of the work, we assessed the scale of the project and took into account the time and effort required to complete specific tasks. Also, we have identified more priority tasks and spent more effort on them. We determined who has what features and what skills, and based on this we distributed the tasks that we encountered among each other. The peculiarity of each members helped to complement the project from different sides, and we improved our work, thanks to a different vision of the members.</p> |
| Description | <p>During the course of the project, there were some communication difficulties, because most of the work took place remotely. We had to approach the project with this in mind, and to cope with the problem that arose, we used WhatsApp chat to exchange opinions and works. Padlet also provided more visibility. We decided to implement a regular distribution of tasks and weekly summaries for feedback. This allowed us to break the project into manageable tasks and establish communication within the team.</p> |
| Conclusions | <p>I think that in general, the work on the project was organized and well. I was able to learn a lot from my team. A clear distribution of tasks has significantly improved the progress of our project and the overall morale of the team. We were able to adapt to each other’s needs outside of the project. I am grateful to my team for supporting me and taking the leadership role.</p> |
| Action plan | <p>Having gained experience from this work, in future projects, I would suggest analyzing the scope of the project and drawing up deadlines and requirements for distributed tasks, ensuring the participation of all team members. In addition, it would be good to organize regular face-to-face meetings to work together and identify areas for improvement. Next time I will try to work faster and be more open to my team. In general, all the team members worked well and showed excellent results.</p> |



Categories

Sustainability

The **WGSN Sustainability Glossary** provides definitions for key concepts and terminology related to environmental, social and economical sustainability throughout the whole supply chain.

Based on the principles of circular product design, this free resource is applicable to Consumer Insight and all the industries we serve: Fashion, Beauty, Interiors, Consumer Tech and Food & Drink.

Our series of blogs cover the need-to-know topics in sustainability to help you make better decisions for your brand and the planet. Each post will begin by identifying the relevant stages of the topic in the production cycle, from sourcing to post-purchase, to facilitate your product design process. In this first post of the series, WGSN explains what circular design is.

What is circular design?

Circular design is an approach that replaces the 'take-make-waste' linear model with a circular model of design in which products are designed to be environmentally low-impact, to last for a longer time and to be easily reused or recycled at the end of their useful life. The aim is to eliminate waste and to enable continuous, closed-loop use of resources.

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Fashion

The denim industry has long been discussing the ways to convert its dyeing process into a more sustainable approach, but with consumers increasingly looking to shop consciously, brands are continuing their pursuit for sustainable and innovative options in their production.

With WGSN on the ground at significant denim tradeshow and discussing innovative developments with suppliers and industry professionals, we regularly release key intelligence reports that take our learnings and combine them with creative and environmental concerns, which also focus on the uncertainty around economic challenges, to give digestible and actionable approaches to the denim market.

In our recent report, Sustainability & Innovation: Denim Responsible Colour, we explore trends that can lower the chemical and carbon impact of denim colour processing, from innovative indigo solutions to zero-waste colour. See below two trends we highlighted in the report.



Vogue Spain's Fashion Editor, María José Pérez, caught up with, WGSN's Fashion Director, Francesca Muston, to discuss sustainability and why it's a necessity within the fashion industry.

Sustainability is a huge topic in fashion right now. There are many actions that can be carried out, but which do you think the (luxury) companies will carry out in the short and medium term?

Luxury businesses are able to introduce innovative sustainable materials which are often too pricey for brands operating at a lower price point. In partnering with fabric start-ups, they're able to showcase these new innovations and help bring them to market at scale. Stella McCartney is the best example of someone doing this right now, particularly with her work around leather alternatives.

Luxury products are also seen as an investment purchase and so are a good counter to the industry's issue with disposable fashion and throwaway culture. Promoting the longevity of quality products and good design is important for a sustainable future. One of the best ways we see this happening is through partnerships with the resale market, such as The RealReal. These resale platforms should be seen as a strategic opportunity for luxury rather than a threat.

How are high-street brands going to take on the challenge of sustainable and environmentally responsible materials at a reduced sale price?

The high street has a significant challenge associated with the volume of goods. The overall focus is on the move to circularity, as identified by the Ellen MacArthur Foundation. Great progress has already been made with introducing BCI and GOTS cotton to a high proportion of product assortments, with many brands already at or approaching 100%. The use of recycled polyester is also quickly increasing, although micro-fibre shedding remains a

Categories

Sustainability

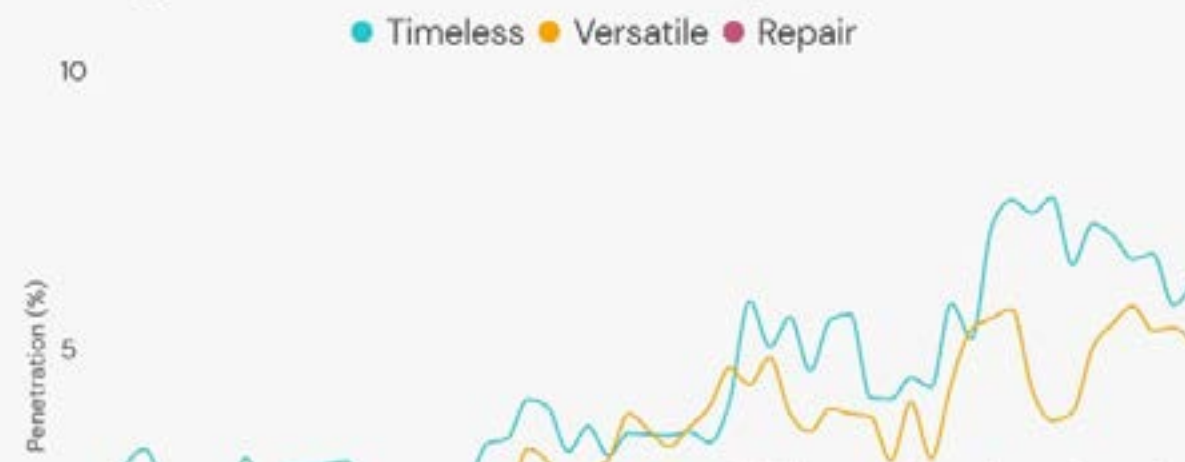
As consumers adopt a 'buy less, use it for longer' mindset, opportunities are rising for platforms and products that enable greater care of products and promote reuse.

Climate activist Greta Thunberg starred as the cover interview on the launch issue of *Vogue Scandinavia* this month, commenting that she hasn't bought new clothes for more than three years, choosing to buy secondhand, borrow or repair items instead.

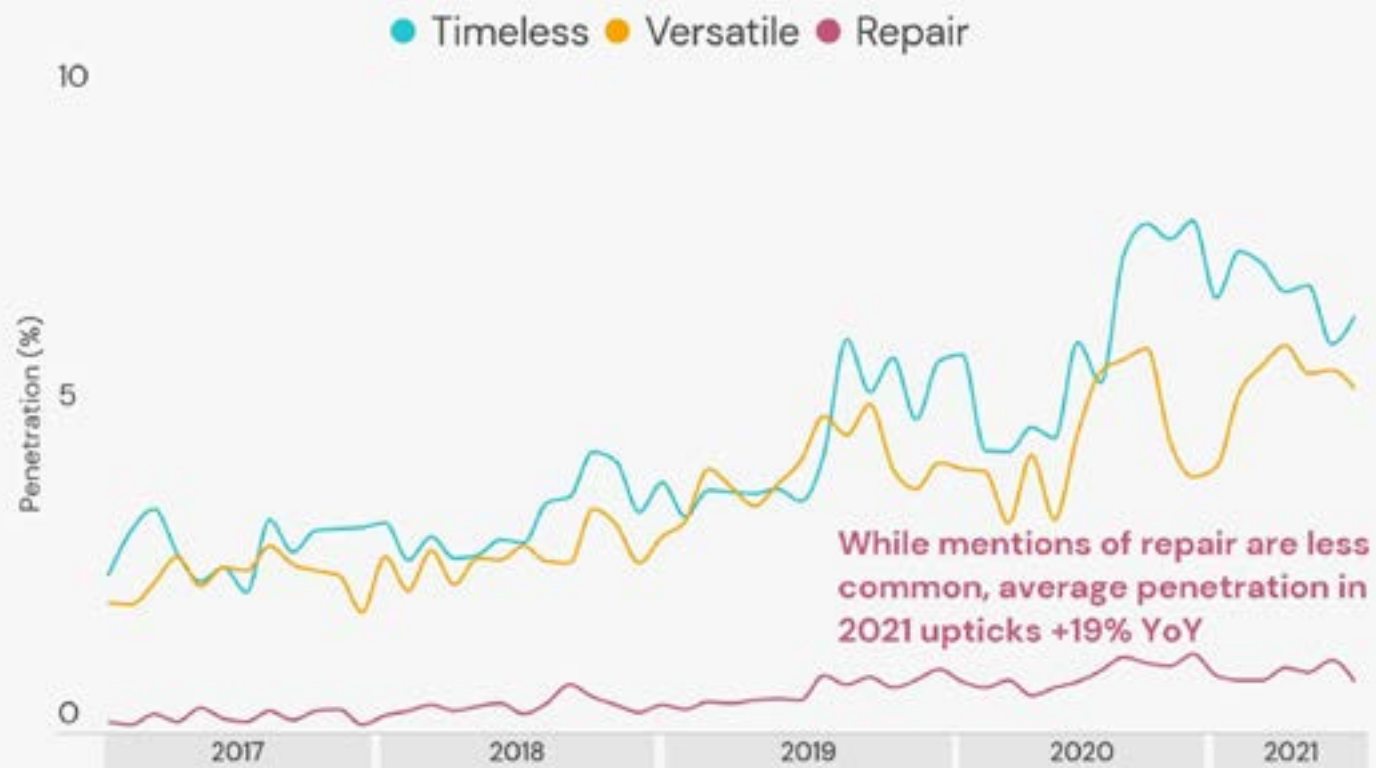
The changing fashion mindset

Dylon Dyes' new campaign, Re-Dye Don't Re-Buy, cites research that 34% of respondents are consciously buying fewer clothes now and encourages people to care better for the clothes they have via how-to guides.

Conversations about product longevity and versatility grow within the fashion industry on social media



Conversations about product longevity and versatility grow within the fashion industry on social media



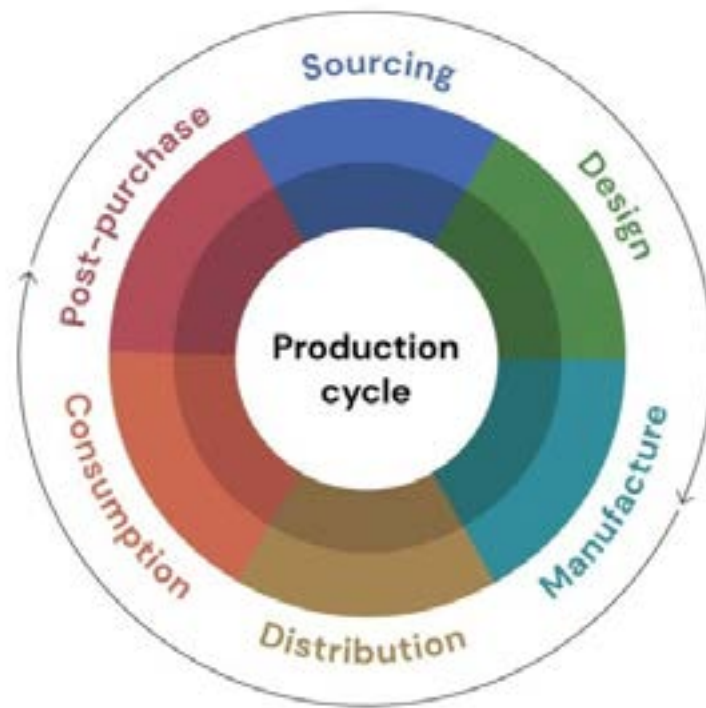
Sustainable futures: extending product lifetimes

Educating the consumer and being transparent and honest about your efforts to change is an important part of any sustainability strategy. Circularity and better materials are a great step in the right direction, but ultimately there needs to be some right-sizing of the industry; volumes need to be reduced and prices will need to rise if we are truly going to be more sustainable.

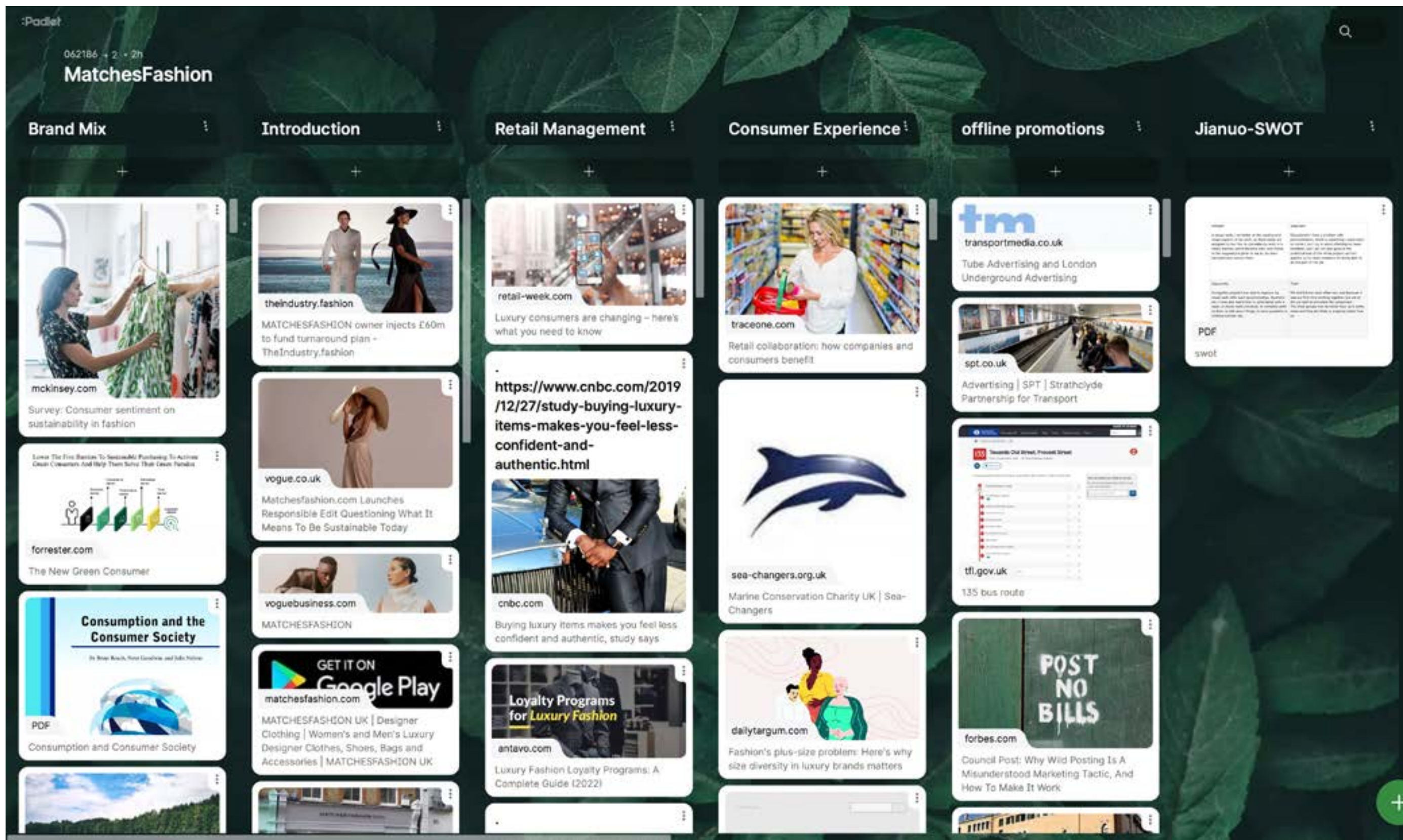


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Circular design should be considered at the design stage/WGSN Original Image



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