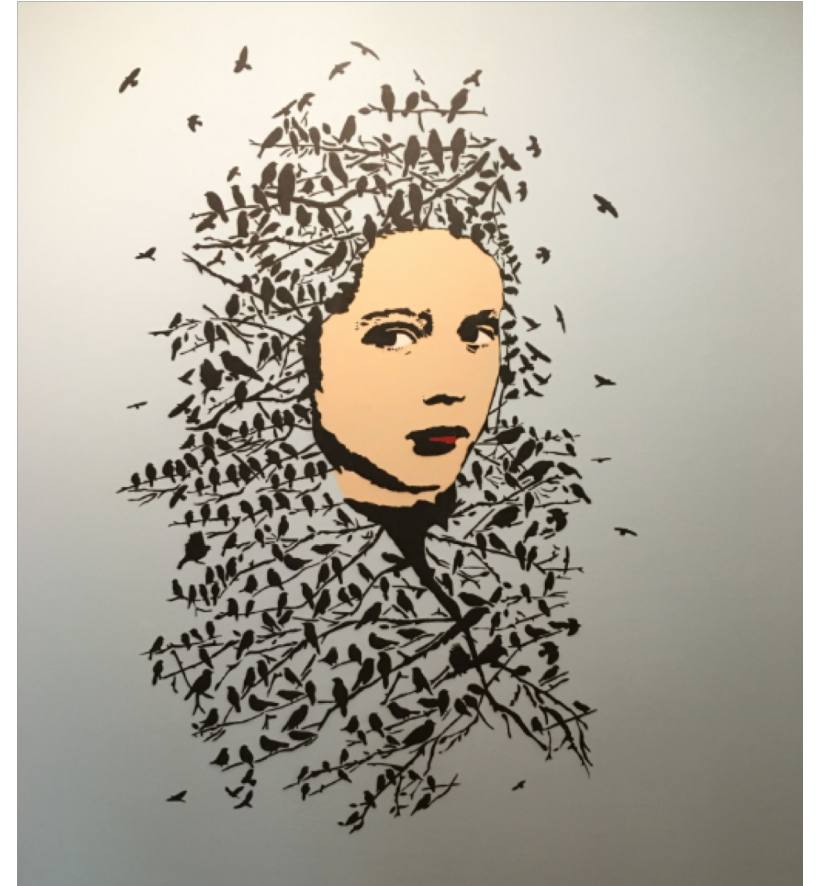


STATEMENT OF INTENT

ELEANOR NEWMAN
AD394

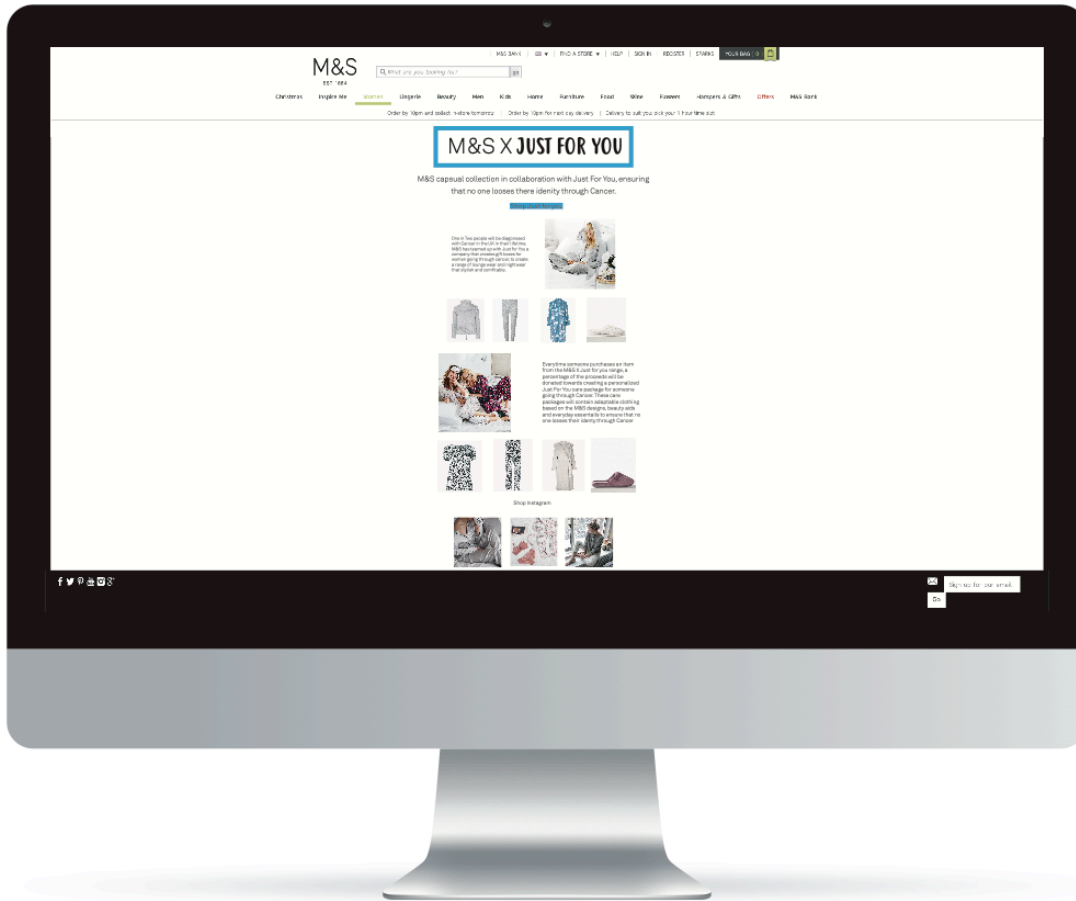
Description of the research

I started my research, by going to two exhibitions one on the legendary Banksy and the other on Icy & Sot. Both these artists use art as a way to express their feelings and their views on the world. I was truly inspired to use my voice to create something that would make a difference. As a lifelong lover of fashion, I believe that clothing can have a significant impact on people's mental health and well-being, but unfortunately, the industry has a reputation for being exclusive and damaging to mental health. I looked into groups being excluded by the fashion industry due to physical differences such as disability, age and illness and decide to focus on the idea of adaptable clothing. I looked into creating adaptable clothing for the elderly by launching a range within the renowned M&S. My second concept was to have an awareness campaign also with M&S for people going through Cancer; this is the idea I am taking forward for my FMP.



'Let Her Be Free' Icy & Sot

Reflection of the process

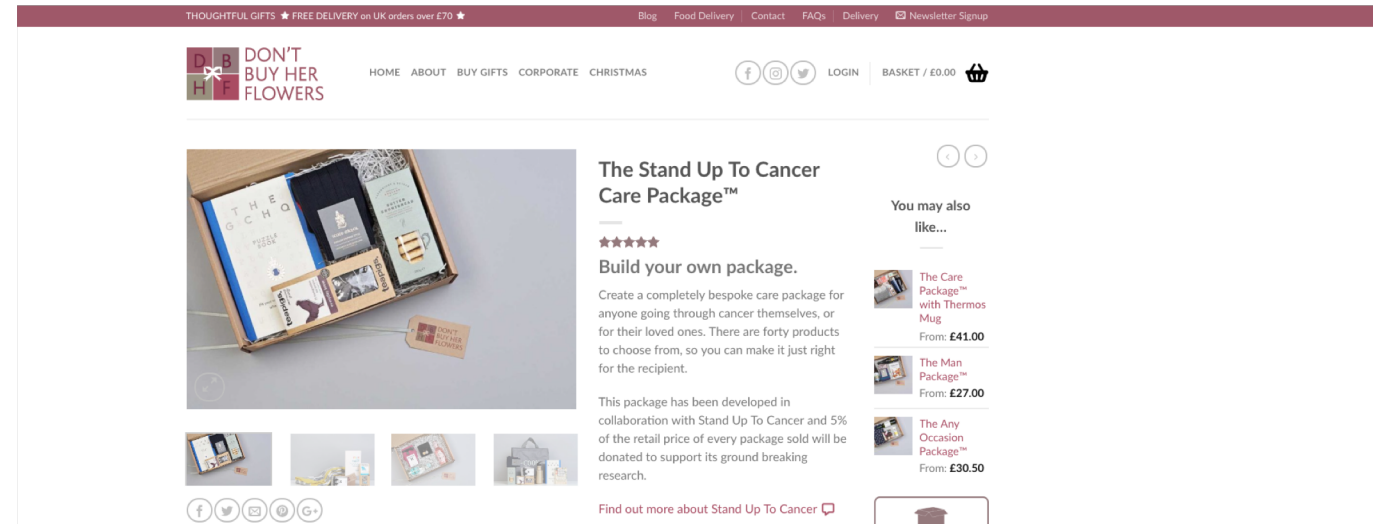


M&S X Just For You Webpage Mock Up

The process I have undertaken to research my final major project is, to create some visuals for not only the brand but the campaign also. I have created the logo, website page and social media for the charity Just For You. I wanted the colour of the brand to be a light blue as it has connotations of calmness and reliability. I have also created the Website and social media for how M&S might promote the collaboration on their pages, for this I looked at examples of M&S branding and how they are currently promoting their collaboration with the TV presenter Holly Willoughby. I have also created an infographic for the campaign as in this fast-paced world people want to read and understand advertisements quickly and understand what it is without having to study it for ages. Practising these visuals has allowed me to see how my campaign would look visually and will help me when expanding the visuals for my Final major project.

Reflection of the research

For the research, I looked into four different groups that I feel get excluded from the fashion industry these groups were, Plus Size, the older generation, People with physical disabilities and people who are suffering from illness. Researching all these different groups helped to inspire me in my idea for my FMP. From the research on people with physical disabilities, I learnt that adaptable stylish clothing does exist with brands such as Tommy Hilfiger and M&S. Having seen how successful these collections are I knew that my idea was on the right tracks and could be done. Also, by researching cancer gift baskets I created the idea for cancer care packages, most of the packages being created are very expensive and not in connection with any brands or health organisations, this is an avenue I want to carry on looking into and using in my final major project.



Stand Up To Cancer Care Package – Don't buy Her Flowers

Description of Final Major Project

The concept of my FMP is to create an awareness campaign in partnership with M&S to launch a pyjama and loungewear range instore and online where 25% of the profits go towards creating care packages for people who are going through Cancer. Each parcel will be personalised to the individual, specially selected based on what Cancer they have, what treatment they are having and what they like. This campaign aims to create awareness about cancer as well as supporting people that are going through treatment and helping them not only stay stylish but helping them keep their sense of individuality and dignity.



Just For You Logo

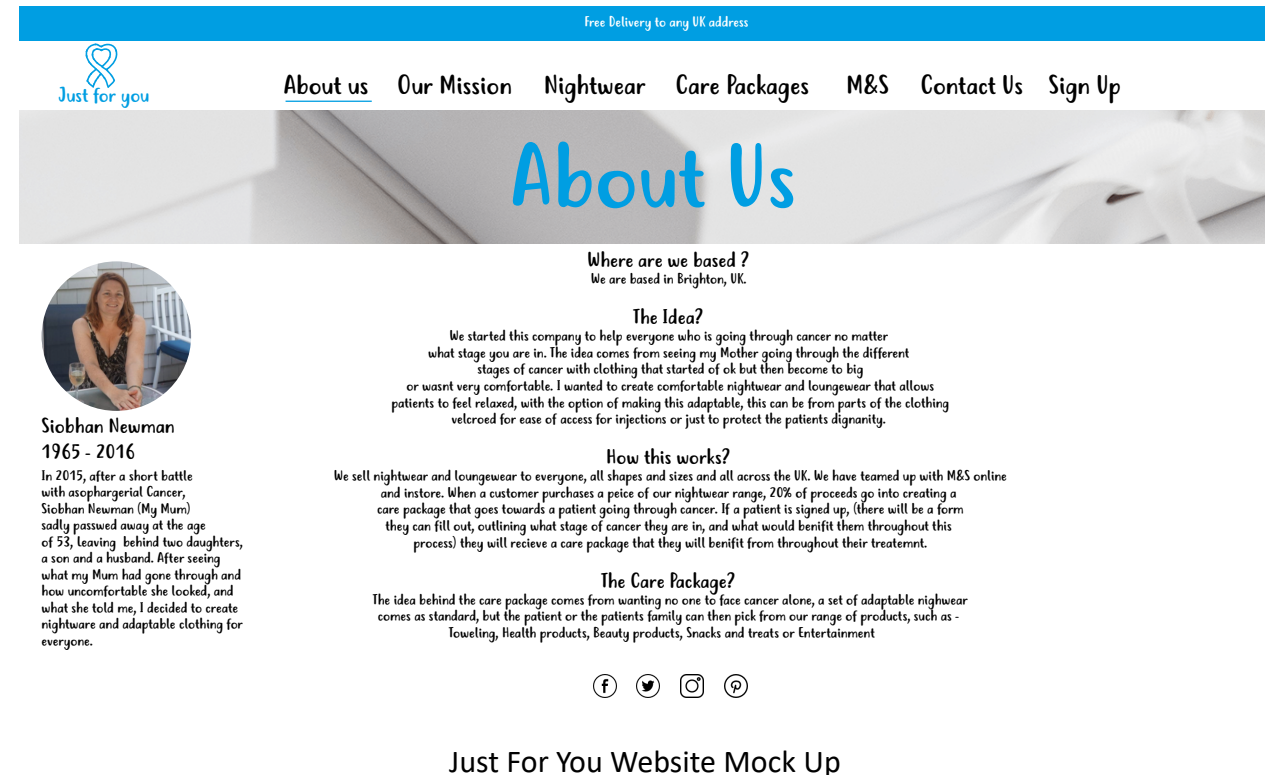
Project Aims

The project aims to not only educate people on Cancer, but it is also to help people that are going through cancer.

The outcomes I want to achieve are:

- Brand Pack Booklet
- Campaign imagery for Collaboration with M&S
- Launch Event Pack
- Full operational website and social media for 'Just for You' and M&S Campaign
- One fully produced Care Package

Through this project, I hope to extend my knowledge of fashion PR and how brands are created and marketed. I am also hoping to develop my general skills in writing, photography and design.



Summary

In the next few months I will research more into Cancer and the side effects of treatments as well as the need of the patients in terms of fabrics, materials and products to help create my care packages. I will also look into M&S branding in more depth to gain more understanding of the brand and to help make my work more realistic. I will also work on my fully operation website and social media by doing photoshoots and illustrations.

Key Dates

Next Briefing – 11th December
Formative Crits – 8th January
Group Tutorials – 22nd January
Presentations – 5th February
Feedback of Presentations – 26th February
All Work Finished – 17th May
Graduate Fashion Week – 2nd – 5th June

Timeline

[illegible]

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