

MEDIA PACK

DECADE

ISSUE 1
MAY 2019



GEORGIA MOORE-HEMSLEY

INTRODUCTION

Decade focuses on contributing to the sustainable revolution, by celebrating slow fashion choices.



Style: Street, Raw, Playful, Creative

Target Market : Female & Male aged 17-27

Price: £4.99

Print Specification: 52 pages, Recycled Paper, Perfect Bounding

COMPETITORS

She Is Fierce (Rebel Issue) - £10

- "With a focus on creativity, culture and collaboration, we are dedicated to empowering women with stories of accomplishment and a massive injection of inspiration."
- Relatable tone of voice
- Creative

Polyester Magazine - £5

- "Polyester is a self published, intersectional feminist fashion and culture publication aiming to bridge the gap of URL cyberfeminism with the IRL world."
- Also create an audio podcast and transcript every 2 weeks.
- Collage

Considered Magazine - £12

- "Considered magazine is an independently published, bi-annual print magazine featuring sustainable lifestyle, thoughtful design and slow travel articles."
- Sustainable lifestyle but minimalistic
- Older target audience

RESEARCH

On the 3rd October 2018, via www.surveymonkey.co.uk I created a survey called "Fashion Market Research : Your Wardrobe". Seventy-two people, aged between 17 and 35 answered the following questions with a Yes or No answer. The results follow:

- Have you worn at least 75% of all of your clothes in the last 12 months?
Yes 21% No 79%
- Have you heard of the term "capsule wardrobe" before?
Yes 35% No 65%
- Do you find yourself short of fashionable yet practical clothing?
Yes 78% No 22%
- Have you thrown out more than five items of clothing / footwear in the last 12 months?
Yes 94% No 6%
- Do you buy a new item of clothing or footwear every month?
Yes 68% No 32%
- If so, do you often get more three or more items every month?
Yes 43% No 40% N/A 17%
- Are you aware & conscious of the effect fast fashion and clothing production has on the environment?
Yes 46% No 54%
- Would you say you keep up with seasonal trends?
Yes 63% No 37%
- Do you prefer your clothing colourful over a neutral colour palette?
Yes 25% No 75%
- Would you be interested in investing in a smaller wardrobe of better quality and of timeless design?
Yes 83% No 17%

READERS

Gender : Male
Aged : 18
Occupation: Student
Income: Low disposable
Location: Brighton
Interests: Second Hand Fashion, Art, Socialising

Gender: Female
Aged: 23
Occupation: Graphic Designer
Income: Low disposable
Location: London
Interests: Planet Welfare, Festivals, Fashion



SOCIAL MEDIA

Instagram: @decademaguk

