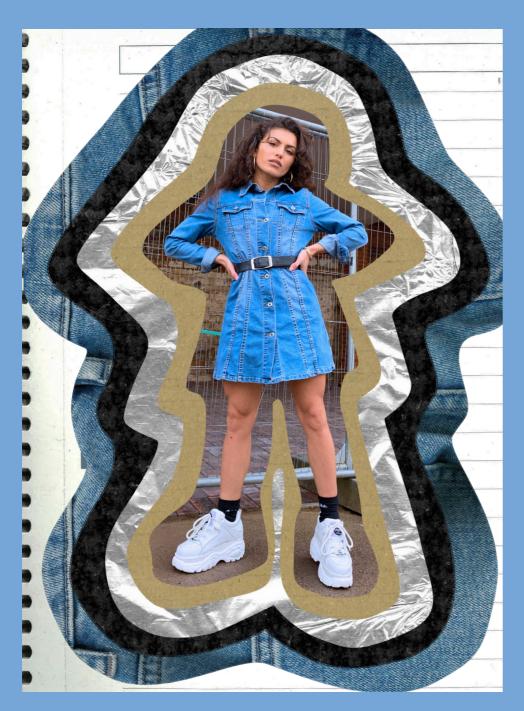
MEDIA PACK



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

On the 2rd October 2019, the unusual company as a ultil created a surgery calle
On the 3rd October 2018, via www.surveymonkey.co.uk I created a survey calle "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 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 huw o now item of elething or featurer event month?
 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

