

Morgan Crosby-McGrail

(2012049)

Sketchbook

<https://www.flickr.com/photos/192949640@N05/albums>

I am Morgan, and for the past academic year I have been completing an Access to Higher Education Diploma with focus on Fashion Promotion. My final major project was titled 'Household Luxury' where I explored the idea of luxury fashion labels collaborating with household brands to create limited-edition products which I then used as styled props in my promotional imagery. Next year, I am studying BA (Hons) Fashion Image and Styling at UCA Rochester where I have been awarded a UK Excellence Scholarship.

University for the Creative Arts
School of Further Education
Canterbury

LASER Access to Higher Education Diploma in Art & Design – 2020/21

Centre Name	University for the Creative Arts, Canterbury
Candidate Name	Morgan Crosby-McGrail
Candidate Signature	
Project Proposal Title	Household Luxury
Date	02/03/2021
Pathway	Fashion & Textiles

Project Proposal: Guidance for Candidates

- In producing the Project Proposal, and in preparing for the Project Realisation, you should familiarise yourself with Unit 8 of the qualification.
- In particular you should understand the Assessment and Grading Criteria, which will be used to determine standards of achievement.
- Unit 8 requires that you produce a project proposal of about 500 words, excluding the project plan and bibliography. Project Proposals should not be so succinct that they do not address the requirements listed below nor should they be excessively long and unfocussed.

The Project Proposal must be word processed and presented under the headings listed below

Tutor Signature		Date	
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Section 1: A review of progress and achievement through parts 1 and 2 of the course

Over the past six months, I have gained a lot of new skills and creative experience. By completing the pathway carousel in the first term, I was introduced to lots of exciting, creative directions and techniques that I could progress into for the remainder of my course and carry on through to a degree or career. The carousel assisted me to choose the Fashion & Textile Pathway with focus on fashion promotion, styling and makeup. My career aspirations are to work with branding and advertising, I would especially love to do this within the fashion industry. During my two projects in the Fashion & Textile Pathway I have learnt and developed photoshop skills, photoshoot set layout and styling, fabric printing techniques, the creation of mood boards / collages and research skills: all which have been combined into the production of my final images. I have also adapted to working online, mostly alone, and in the studio interacting with others.

Section 2: Project concept

For my final project, I want to create a series of promotional imagery for collaborations between luxury fashion labels and affordable, household brands. I want to clearly show the combination of having a luxury experience without the expensive price tag; this is an idea I explored in a previous project where I created a collaboration between Dove and Gucci and is a concept I want to develop further. I hope to produce imagery for two or three separate collaborations, these final images will be used to advertise the collaboration in a magazine or website format. I want to physically produce a working prototype of the new products that I will be promoting so I can use them as styled props. I will experiment with printing, photoshop and styling workshops which will help me generate ideas and plan for my final photographs. I will research brands with existing collaborations, such as Moschino and Off-White, and their designers: I will note what worked well between them and why certain brands have chosen to work together. I also want to investigate how brands target their audiences through advertising and marketing strategies. I am very inspired by colour and will research fashion photographers who work exceptionally with colour such as Raymond Meier. I will mostly use online sources to gather research but will also gain inspiration from magazines and hope to visit some physical stores that relate to my collaboration ideas. I will begin my project by focussing on generating ideas for only two collaborations as I am conscious of the amount of time I will be able to spend on my project once lockdown restrictions ease and I return to full-time work as well as limited access to materials and any university facilities I may need; as I get deeper into my project I will be able to assess my ability to take on another collaboration: if not I will expand the range of products inside the two existing collaborations.

Section 3: Evaluation

I will plan my ten-week project by creating a timetable that will help me structure and distribute my time; the timetable will include planned workshops as well as independent study and experimentation. I will record all my research, workshops and other outcomes in my sketchbook with detailed notes and self-reflection. Throughout my project I will attend feedback tutorials with my tutors and peer review sessions with other students where I will gain constructive ideas that I can include and develop into my work. Once my project is complete, I will evaluate my work by reflecting on the initial aims in reference to the final outcome.

APPENDIX 1: Bibliography (Harvard Format):

Provides an opportunity to formally record the research sources that you have used. You should record your initial research sources for the project proposal.

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Foundation Diploma / Extended Diploma Year 2 / Access Diploma**Final Major Project Proposal Timetable**

01 Mar Week 1 FMP	- Monday: Check in 10am-11am - Thursday: Individual tutorials - Friday: Library workshop 10am-1pm - Finish project proposal and timetable - Mood boards x4 - Existing collaborations research - Brand research - Café research
08 Mar Week 2 FMP	- Monday: Check in 9:45am-10am - Monday: Sketchbook planning workshop - Thursday: Digital sketchbook workshop 2pm-3pm - Friday: Bibliography workshop - Collect bibliography sources - Typography research - Primary research – trip to B&Q - More collaboration research - Bibliography workshop homework
15 Mar Week 3 FMP	- Monday: Check in 9:45am-10am - Monday: Experimentation and review workshop – supermarket Sarah x2 - Thursday: Individual tutorials - Printing experimentation - Review proposal + timetable - Advertising research - Photoshop design
22 Mar Week 4 FMP	- Monday: Check in 9:45am-10am - Thursday: Peer presentation and assessment workshop - Thursday: Studio week planning - Photoshop design - Make presentation PDF - Research fashion photographers - Final Printing – scarf and apron
EASTER BREAK 29.03 – 09.04.2021	- Make final prototypes – orange bucket x3, apron, scarf, cereal bowl, cereal box x2, cereal prizes - Plan for final images - Monday, Thursday: Studio day
12 Apr Week 5 FMP	Take still life final images
19 Apr Week 6 FMP	- Monday: Check in 9:45am-10am - Take styled final images - Edit Final Images - Process sheet x3
26 Apr Week 7 FMP	- Monday: Check in 9:45am-10am - Take final styled images - Edit final images
03 May Week 8 FMP	- Wednesday: Final images to be complete - Sketchbook catchup - Process sheets x3
10 May Week 9 FMP	- Friday: Studio Day - Finish sketchbook - Final images layout - Presentation sheets
17 May Week 10 FMP	Friday: FMP DEADLINE Physical/Virtual Exhibition Installation Week

My Idea

my idea started with seeing these orange buckets in B&Q + how I wanted to make them 'trendy'



Project Concept

For my final project, I want to create a series of promotional imagery for collaborations between luxury fashion labels + affordable household brands. I want to clearly show the combination of having a luxury experience without the expensive price tag. I hope to produce imagery for two separate collaborations, these final images will be used to advertise the collaboration in a magazine or website format. I want to physically produce a working prototype of the new products that I will be promoting so I can use them as styled props. I will research existing brand collaborations; I will note what worked well between them + why certain brands have chosen to work together. I also want to investigate how brands target their audiences through advertising + marketing strategies.

During my previous project, I promoted a collaboration between Dove + Gucci. (inspired by Billie Eilish in a 1960's bathroom). This project inspired me to develop my idea of low/high end collaborations.

Brand Ideas

- Moschino
- Hermès
- Chanel
- Prada
- Gucci
- Louis Vuitton
- Fendi
- Dior
- Chloe
- Lauboutin
- Versace
- Balenciaga
- YSL
- Rolax
- Burberry
- Tiffany
- B&Q
- Colgate
- Heinz
- Levi's
- Kellogg's
- McVities
- Fairy
- Tesco
- Primark
- Flairish
- Bic
- Wilko's
- PG Tips
- B&M
- Haribo



Timetable

DATE	WEEK	MON	TUE	WED	THUR	FRI	SAT	SUN
1st March	1	Pathway Check-in 10am-11am Mood Board x 4	Collaborations Research	Project Proposal Form	Proposal Scheduled Tutorials Brand Research	Paperpile & Library Workshop 10am-1pm Cafe Research		Sketchbook
8th March	2	Pathway Check-in 9:45am-10am Sketchbook and Planning Workshop	Finance Advice 10:30am	Collecting Bibliography Sources Timetable	Digital Sketchbook Workshop 2pm-3pm Typography Research	Bibliography Workshop	Primary Research Trip to B&Q More Collaboration Research	Sketchbook - Finish Bibliography Workshop
15th March	3	Pathway Check-in 9:45am-10am Experimentation and Review Workshop		Print Making - Hermès & B&Q Review Proposal	Scheduled Tutorials Advertising Research	Group Check-in 9:45am-10am	Photoshop Design - Hermès & B&Q Sketchbook	
		Pathway Check-in 9:45am-10am Work	Photoshop Design - Chanel & Kellogg's	Make Presentation PDF	Peer Presentation & Assessment Workshop Studio Week Planning	Final Printing - Scarf & Apron	Work	Research Fashion Photographers
EASTER HOLIDAYS -								
Make Final Prototypes - Orange bucket x3, Apron, Scarf, Cereal Bowl Cereal Box x2, Cereal Prizes								
22nd April	4	Studio Day	Work	Work	Studio Day	Work	Work	Work
19th April	8	Pathway Check-in 9:45am-10am Edit Studio Photos	Work	Work	Take Some Final Images + Edit Process Sheets x3	Work Peer Presentations AM	Work	Work
26th April	7	Pathway Check-in 9:45am-10am Take Some Final Images + Edit	Work	Work	Take Some Final Images + Edit	Work Peer Presentations AM	Work	Work
3rd May	8	Process Sheets x3 Sketchbook	Work	Work Final Images Complete	Sketchbook	Work Peer Presentations AM	Work	Work
10th May	9	Pathway Check-in 9:45am-10am Process Sheets x2	Work	Work	Presentation Sheets Finish Sketchbook	Studio Day	Work	Work
						FMP DEADLINE		
17th May	10	Pathway Check-in 9:45am-10am	Studio Day - Take Photos with Final Outcomes	Work	Final Statement Upload Work to	FMP EXHIBITION DEADLINE		

Off-White



Off-White is a luxury fashion brand typically producing streetwear with an industrial theme. Off-White has collaborated with numerous other brands + companies, often these brands are not considered luxury + have no relation to fashion.

Virgil Abloh

Virgil Abloh is an American designer who is the artistic director of Louis Vuitton + currently chief executive officer for Off-White, a luxury brand he founded in 2011 (Wikipedia Contributors, 2021). Abloh first gained notoriety in 2007 when he started a collaborative relationship with rapper Kanye West: working on an 'endeavor to merge rap, contemporary art + high fashion'. (Thom Bettridge, 2019). Abloh has extended this concept into the Off-White brand by catering to 'the growing market for luxury

goods amongst younger consumers, the popularity of hip hop culture + the demand for 'streetwear' (34st.com, 2020). He has also gained a cult-like following of customers willing to go through somewhat extreme measures to get their hands on his exclusive products!



Jimmy Choo x Off-White

In 2018, Jimmy Choo collaborated with Virgil Abloh to create a collection of shoes with inspiration from Princess Diana + 80/90s shoe trends incorporated with the trend of using transparent PVC. 'The footwear collaboration is a perfect nod to the late Princess' signature style, mixed in with Abloh's minimalist DNA, which will satisfy the more modernist fans' (Goldstone, 2018). A collaboration between two fashion brands with different aesthetics allows them both to reach + grow into a new consumer market.



IKEA x Virgil Abloh

Off-White's most anticipated collaboration was when it partnered with IKEA by releasing a 15 piece collection of home-ware goods including items such as bedding, furniture, rugs + a clock. The collection was inspired by millennials + students moving into their first home + was named 'MARKERAD' (translating to 'marked' in English). Many of the collection's designs are modelled on existing IKEA furniture that Abloh has adapted to incorporate his signature signage in quotation marks, his industrial style and playful + ironic concepts (Gibson, 2019). The collection kept IKEA's affordable prices which made it more financially accessible compared to typical Off-White products.



To shop the collection, loyal Off-White customers had to get free tickets which were released online + sold out in under 5 minutes. In the UK, the collection was only sold in 3 IKEA stores to customers with tickets: hundreds of people queued + camped the night before to ensure they got a piece of the collection (Elle Violet Bramley, 2019). With brands that have such a cult following, the collection is now being re-sold for a high mark up, especially the rugs which are now priced at over £1000!

"IT'S ABOUT ELEVATING THE ANONYMOUS, EVERYDAY ICONS THAT WE USE WITHOUT NOTICING."

-Virgil Abloh on his IKEA collection.

The Simpsons x Off-White

For Off-White's SS19 collection, Virgil Abloh partnered with The Simpsons to create a small capsule of streetwear (3 t-shirts + 1 sweat-shirt). The collection was titled 'BUSINESS CASUAL' and was centered around the idea of rebellion against traditional dress code with Bart Simpson featured as the muse' (Matthies, 2020). The collection had the typical designs + ironic slogans of an Off-White garment and as normal, the collection quickly sold out. Despite the collections initial

reaction, the capsule is now being re-sold for under the purchase price which is unusual for how other Off-White's limited items are resold, I think this could be because The Simpsons has done a lot of collaborations + it wasn't seen as a particularly innovative idea.



Moschino

Moschino is an Italian luxury fashion label, specialising in leather accessories, shoes, luggage, fragrances. It was founded in 1983 by Franco Moschino in Milan/Wikipedia Contributors, 2020). Moschino gained popularity for his 'innovative + electric designs that often poked fun at high fashion + established fashion houses, having fun + experimenting with fashion like no one really before him' (Coggles, 2016)



Jeremy Scott

Jeremy Scott became Moschino's creative director in 2013 after the brand was struggling to re-invent itself to a new generation. Scott had already established his own label + a successful collaboration with Adidas as well as gained a following from celebrities + fashion fans. 'He applied Moschino's original humour +

tongue-in-cheek nature, that the brand was so famous for in the 80s, to new designs + new ideas that would speak to the 21st century customer'. Jeremy Scott incorporated a lot of American culture into the Italian brand's designs (Coggles, 2016)

McDonalds Collection

Jeremy Scott's debut for Moschino was in 2014 at Milan Fashion Week where he showcased a series of collections inspired by '90s American brand iconography: Cheetos, Spongebob, McDonalds amongst others (Irina B, 2017). The entire collection was a great success for Scott but people seemed to especially love + talk about the McDonalds capsule the most; it was described as Vogue as a 'mutant hybrid of Ronald McDonald + Coco Chanel' (Blanks, 2014). The collection was an exaggerated, luxury version of staff uniform + the McDonalds dining experience; bright yellow + red seemed to be the colour palette + the infamous golden arches were incorporated as Moschino's heart design. He also showed off accessories shaped as Happy Meal boxes, disposable cups + fry boxes + included cow print as a reference to

burgers + milkshakes. I think the reason the collection worked so successfully was because Jeremy Scott made greasy fast food fashionable as an unexpected yet very literal collaboration



Moschino x Barbie
In 2015, Moschino partnered with Barbie twice! The first collaboration saw a spring capsule collection which was typical Barbie - bubble gum pink, mini skirts + big, blonde hair. The collection wasn't to be seen as too serious + problematic (as Barbie often is) but to create nostalgia + joy. He referenced a lot of Barbie's different career outfits + accessories which all together created a very literal version of Barbie's wardrobe (Pheips, 2014).



Towards the end of 2015, Moschino collaborated with Barbie again, but this time was to create a small clothing capsule as well as a Moschino doll. Scott described the collaboration - 'I want to bring all of the Moschino elements to Barbie, as I had done the reverse by bringing all of the Barbie elements to Moschino'. The collection saw less hot pink + more leather + gold chains (Fraser, 2015). The collection produced Barbie dolls dressed to match the clothing capsule; the dolls were used as models to promote the collection instead of using human models which I think is very innovative + a great way to advertise both parts of the collaboration.

Moschino x The Sims 4

An online + physical collection.



Moschino x Budweiser

A clothing + consumable collection





B&Q



B&Q Limited is a British multinational DIY + home improvement retailing company, founded by Richard Block + David Quayle in 1969 originally as Block & Quayle. The retail chain offers over 40,000 products across 300 physical stores + online shops (Wikipedia Contributors, 2021).



Since the start of lockdown in March 2020, B&Q has seen a rise in customers wanting to make home improvements, especially within the younger generation. B&Q commissioned research that concluded:

- 9 out of 10 people believe that the home is central to making life better.
- 40% of people are more motivated to do home improvements as a result of lockdown. There has been a specific rise in gardening + decoration projects.

- After a challenging time for many, more than 50% said they found DIY projects therapeutic + now describe their home as a sanctuary.
- 18-24 year olds have embraced DIY the most + plan to do more ambitious projects. (DIY.com, 2020)

B&Q 'Build a life' campaign 2020



TRIP
TO B&Q



Hermès



Hermès is a French luxury goods manufacturer established in 1837. It specialises in leather goods, lifestyle accessories, home furnishings, perfumery, jewellery, & ready-to-wear. (Wikipedia Contributors, 2021). Originally, Hermès was a manufacturer of equestrian saddles & other riding gear. Hermès made its first bag in 1900 for riders to carry their saddles in; over the next 50 years more product ranges were released to build the company as the fashion brand it is today (Martin Roll, 2020).

Birkin Bag

The infamous Birkin Bag was created in 1984 after Jean-Louis Dumas (the chairman of Hermès at the time) met actress Jane Birkin on a flight to London from Paris; the actress' diary & documents fell out of her bag & scattered everywhere; it was then when she told Dumas her need for a medium sized, weekend bag (Harpers BAZAAR, 2017).



A Birkin bag is seen as an elite symbol of wealth & exclusivity; these bags are only available to a small amount of people who have the right connections & money to buy one. Hermès used to have a wait list to purchase a Birkin, but now hopeful buyers have to be important enough to be offered a bag; if they are offered to buy a Birkin they are rarely allowed to choose the colour or size. There is a limit on how many a customer can buy each year. The Birkin bag currently holds the record for the most expensive bag sold at an auction after a Himalayan crocodile skin bag sold for over \$500,000. These bags have been found to be a better investment than buying gold or stock (Business Insider, 2019). Birkin bags are so expensive because of the premium materials; they are made from like calf, alligator and even ostrich skin, each bag is made entirely by hand by an experienced craftsman. Usually a Birkin takes 18-24 hours to make.



Scarves

Hermès produced its first scarf in 1937, a century after the company was founded. Originally, the scarves were made from imported Chinese silk & were twice as strong as any other silk scarf on the market at the time. "Not only could the wearer fashion it around her neck or tie it to her saddle, she could use it for more demanding tasks. Princess Grace Kelly of Monaco for example, used her Hermès scarf as a chic sling when she injured her arm in 1957" (Loft, 2019). Today, Hermès sources its silk from their own silk plantation in Brazil and is still worn by important women, such as The Queen!



Orange

Orange is a strong, energetic, attention-grabbing colour. People often describe orange as bright, happy, but can also seem overwhelming. Much like purple, orange tends to be a controversial colour as people tend to love it or hate it.

"Orange is a healthy colour that

connotes sunsets & autumn leaves - or as a colour that demands attention to warn of danger" (Becker, 2019).

Hermès wasn't always associated with its signature orange boxes & garments like it is today; the company originally used the colour brown. During WW2, Hermès was unable to order brown dye; no dye was available except orange (Icon - Icon, 2016).

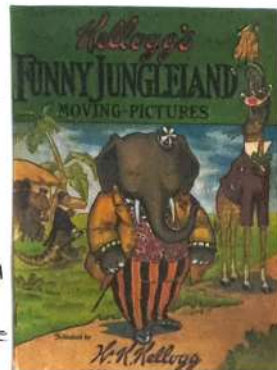


Kellogg's

The Kellogg Company, usually trading under the name Kellogg's, is an American multinational food manufacturing company head-quartered in Michigan, USA. Its products are sold in 180 countries. Kellogg's largest factory is in Manchester. Kellogg's produces cereal-convenience foods, which includes their well-known brands like Corn Flakes, Frosties, & Pringles. Kellogg's holds a royal warrant which enables them to provide their food to the Queen & the Prince of Wales (Wikipedia Contributors, 2021)

Prizes

Kellogg's were the first company to offer a prize with the purchase of their cereals to appeal to the younger generation. They started this incentive in 1909 when customers who purchased two cereal boxes could send off to receive a book called The Funny Jungleland Moving Picture Book. Originally it was free to claim the book (minus the price of a stamp) but Kellogg's eventually started charging 10 cents for the small book. The promotion ran for 23 years & 2.5 million books were claimed (Mentalploss.com, 2011). More recently, Kellogg's have been offering a free bowl when three boxes are purchased.



Mascots "an animal, person or object adopted by a group, brand or company as its representative symbol & supposed to bring good luck & positive energy (dictionary.com, 2021)

Mascots are a quick way to get a consumer's attention. They are cleverly used to create an emotional reaction from the consumer; they often have a fun, memorable story that relates to the brand & product. They will appear on all TV adverts, packaging & other visual advertising techniques. Mascots will often stay with a brand for decades which creates a lasting relationship with customers. (James Good, 2012)

Kellogg's have many iconic mascots, each associated with a specific cereal. The most well-known ones are, Cornflakes (Carnegie), Tony the Tiger (Frosties) & Snap, Crackle, Pop (Rice Krispies).



Chanel



Chanel is a French fashion house that focuses on women's high-fashion & ready-to-wear clothes, luxury goods & accessories. It was founded in 1910 in Paris by the designer Gabrielle 'Coco' Chanel (Wikipedia contributors, 2021).



Chanel has been an international fashion brand since the 1920's; this is when Coco Chanel started producing her iconic designs that are still recognizable & influencing fashion trends today. Coco was heavily inspired by menswear & pushing the fashion standards for women of the time. The rebellious woman often wore her boyfriends' trousers & suit jacket which led to her designing her iconic 'tweed' jacket & yachting pants. She moved the typical French woman in a corset & long skirt into comfortable yet sophisticated outfits. In 1926 Chanel released her 'Little Black Dress'; before this black was distasteful to wear other than when mourning and other dark colors were associated with masculinity. Coco Chanel was nearly always wearing layers of gold & pearl chains. She was the woman that brought faux jewellery into the mainstream (Designer Vintage, 2021). Coco Chanel's fashion legacy has been preserved by the late Karl Lagerfeld who continued using her original designs & style.

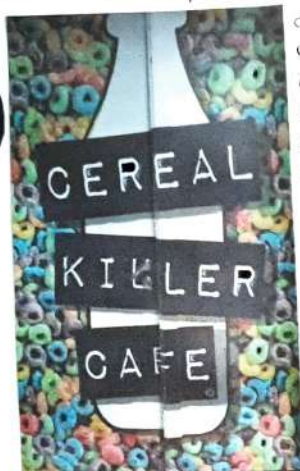
The Brasserie Gabrielle

In 2015, Karl Lagerfeld released a Chanel collection inspired by Parisian restaurant/café culture. The collection was initially inspired by CoCo Chanel's frequent attendance at French Brasserie's (Chanel, 2018). Lagerfeld transformed the Grand Palais into a chic Parisian bistro with mosaic tile floors, gold & wood paneling & red leather booth filled with models chatting while enjoying espressos & baskets of croissants (PurseBop, 2015).



Cereal Killer Cafe

The Cereal Killer Cafe is an international business of cafes selling anything cereal related. The company was most well-known for its locations in Brick Lane + Camden, London but unfortunately had to permanently close due to Covid 19 lockdown in 2020. The cafe's interiors reflected a retro nostalgia style inspired by the 90's. The cafes were decorated with novelty cereal boxes, vintage milk bottles, other cereal related memorabilia. The cafe offered more than 100 different varieties of global cereal brands, 12 kinds of milk + 20 toppings. It also sold coffee, toast + other breakfast treats. The cereal cafe sold over one million bowls of cereal during its 5 years of operation + now continues to sell online (Cereal Killer Cafe 2019).



Unfortunately, in 2015, the cereal killer cafe was vandalised by the anti-gentrification protests in London. It is thought the small cafe was targeted due to its prices for a bowl of cereal. The price of a bowl would cost £3.50 all the way to £7.50.

Parisian Cafe

Cafes are a big part of a French dining + social experience, there are nearly 15,000 cafes in Paris alone! A typical Parisian cafe is open nearly 24 hours serving morning breakfast, afternoon appetizers + carry on serving dinner + drinks until past midnight. They have a full kitchen + restaurant menu as well as large alcohol selection from the bar. Some cafes even have a tobacco shop inside. Parisian cafes are well-known for their outdoor 'sidewalk seating' where customers spend hours people watching, socialising + dining.

'These cafes became synonymous with writers, intellectuals + politicians who would use them for impassioned conversation + philosophical discussion. American writer Ernest Hemingway, philosopher + political activist Jean-Paul Sartre and even Pablo Picasso would frequent these French institutions, often taking inspiration from the people they met and conversation that took place' (Citizen Femme, 2020).



Cafe Procope

Cafe Procope opened in 1686 + was the first cafe that offered the Parisian cafe culture. It is the oldest + most established cafe in Paris. The cafe is located across from the Comedie-Francaise theatre which made the cafe the perfect gathering place for many composers, actors + playwrights; it was a hub of the artistic + literary community in the 18th + 19th century. Procope has a long list of people of history visiting + dining in their cafe including Benjamin Franklin.



FMP Planning Workshop

Peer Feedback Form

FMP title

Household Luxury (a working title, subject to change)

Project summary (describe your concept in a sentence or two):

The collaboration between luxury fashion brands and household, affordable brands shown through the promotional imagery of three separate collaborations: Hermès and B&Q, Chanel and Kellogg's, Fendi and Fairy. I want to make the physical products to use in my final images.

5 experimental progress workshops you intend to do (including any that you are researching and prescribing for yourself):

- Supermarket Sarah x3
 - Printing x2
 - Photoshop Design x3
-
- Peer feedback providing ideas for avenues of research:
 - Research the typography used by high-end and low-end fashion brands and how this effects a company's image.
 - How will I name and format the typography for my collaboration? What will the collaborations be called?
-
- Peer feedback providing ideas for self-initiated workshops:
 - Creating a muse of what the customer would look like for each collaboration.
 - Remote shoot to generate idea for locations to use in my final images. See how my products and styled props look in certain locations and even make a set build.

My first online workshop of this project was about how to plan. Successfully manage my time, it helped me realise that I work best doing a bit of work each day rather than doing a lot in one day and nothing the next. I have decided on the workshops that I benefited the most from in my previous projects, I plan to repeat each workshop for each brand collaboration. After the motivational workshop, we were separated into breakout rooms where I was able to explain my idea to two other students + hear about their work. It is always valuable to get new opinions on my work as well as give constructive ideas to others.

Peer Review

Typography

Typography is the art + technique of arranging type to make written language legible, readable + appealing when displayed. Typography enables a brand to portray context, personality + emotion to its demographic of consumers + with so many competitors, it is a way for a brand to stand out.

Typography in fashion

In the 1980's, designer + brand logo burst onto the fashion scene + began the era of 'inexpensive' high-fashion. By wearing obvious branding, consumers could declare their loyalty to a brand - what it stood for as well as show off their latest purchase. Eventually, the trend fizzled out + any association with fashion typography was seen as tacky + excessive until around 2013 when the designer logo began to make a distinctive comeback (TypeRoom, 2015). I think designer logos + slogans have resurfaced with the growth of social media + influencers who want to show off their extravagant + expensive lifestyle as well as the popularity of streetwear.



A lot of fashion brands have made significant changes to their brands typography choice; moving from fancy to simplistic, minimalist sans serif fonts. 'Modern brands have less time than ever to connect with their audiences + in doing so, try to make their message appealing, accessible + digestible! Sans serif fonts have no extra marks or strokes + can be highly adaptable across many forms of media - large + small print, print + digital, static + animated (Monotype, 2019)



Bibliography

REVIEW: Write a short review of one of your books, imagine you are writing about it for a magazine, or promoting it online.

BRENDA POLAN AND RODGER TREDRE



From Chanel to McQueen, the names that made fashion history

The Great Fashion Designers: From Chanel to McQueen, The Names That Made Fashion History

Written by Brenda Polan and Rodger Tredre in 2009 and updated in 2020 with 5 new fashion designers.

This book covers the history and evolution of fashion through introducing fifty-five of the most influential fashion designers over the past two hundred years. Each designer has been given a designated chapter which showcases their most prominent and extraordinary collections as well as a look into their personal lives with context of society at the time in. The authors, Polan and Tredre, were fashion journalists through the 80's, 90's and into the early 2000's; throughout this time they were fortunate to conduct interviews with nineteen of the book's included designers which gives personal insight within those chapters.

The Great Fashion Designer truly explores each designer's life from birth to death, with detail of family, relationships and world affairs that occurred during their life and how these factors influenced their creations. The book also notes the development of initial concepts and how these same ideas are used today.

During Chapter 7, 'Gabrielle 'Coco' Chanel (1883-1971), I discovered how a lot of Chanel's original work and designs were subject to her lifestyle and how she became the most-celebrated designer in history. This chapter went into great detail on her troubled childhood through to the successful career she made for herself. It was fascinating to learn about Chanel's long list of past relationships that influenced her ideas of breaking female societal standards not only in France but around the world and how these controversial designs are still heavily used in the fashion industry nearly 100 years later.

QUOTE: Find a few quotes from your sources which are useful to your project

'It's not such a crazy idea. In 2019, people probably would spend \$1,000 on a logo bag that looks like a Mexican pastry'.

-Vogue on '14 Collaborations That Actually Mattered'.

'What once would have been considered brand dilution for a luxury brand is now seen as brand enrichment.'

-Vogue on 'The Power of Designer Collaborations'.

Coco Chanel has an abundance of inspiration all quotes. My idea is to create necessary products in a luxury way.

Luxury is a necessity that begins where necessity ends'.

-Coco Chanel

Workshop

Although this quote is from a typography + graphic design book, I think it relates to all art processes.

My idea is to take something familiar, like cereal, and make it new + exciting!

'It is about taking something familiar and making it serendipitous'.

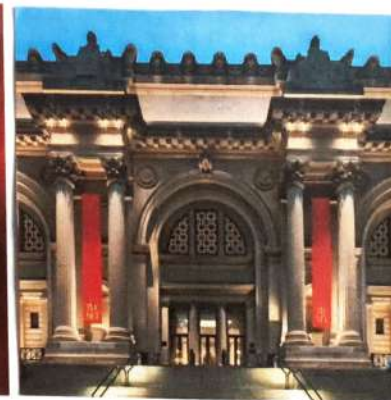
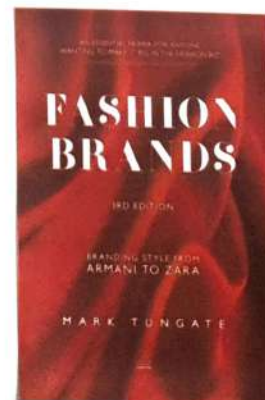
-Stop, Think, Go, Do: How Typography and Graphic Design Influence Behaviour

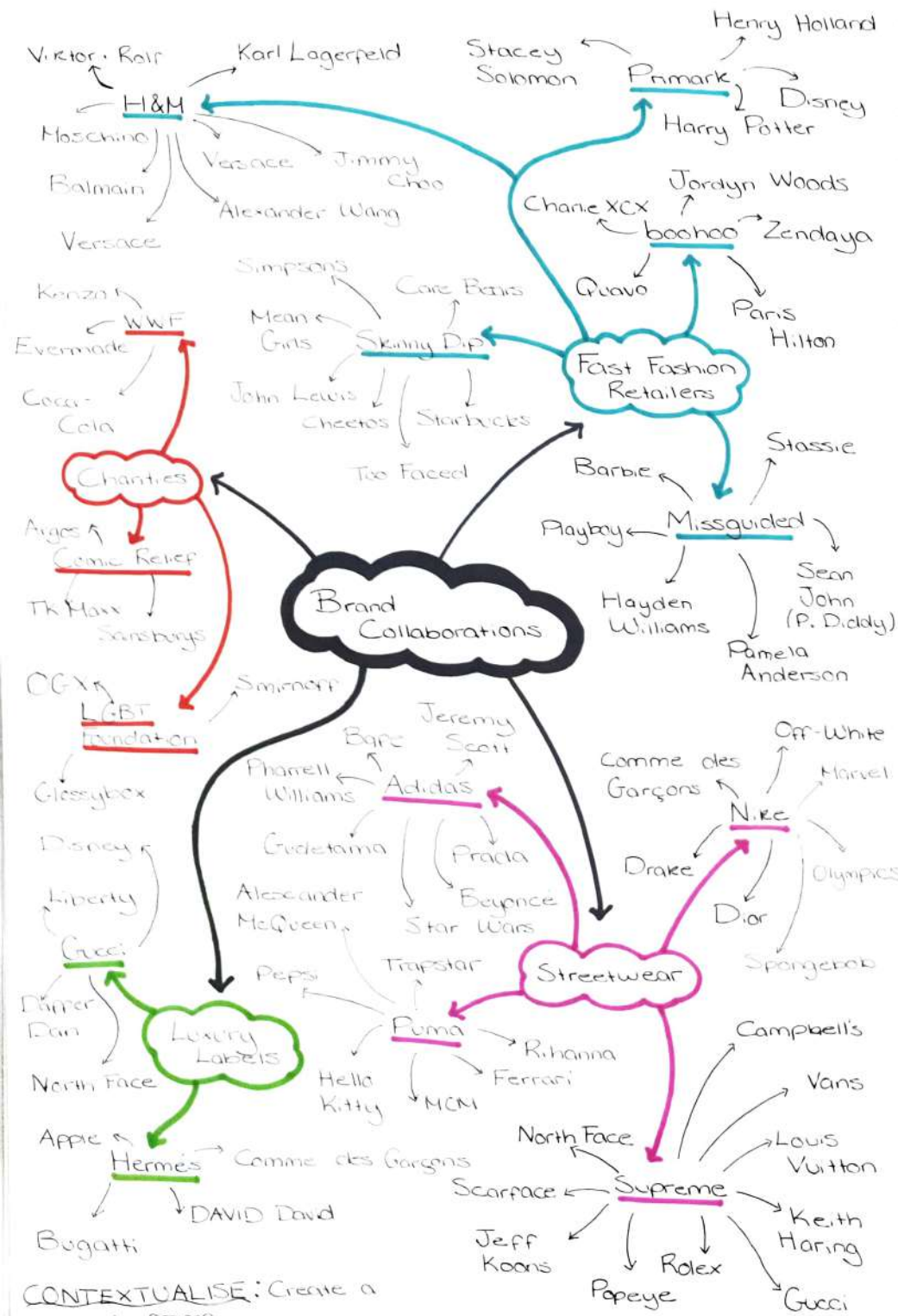
RESEARCH: Look at the bibliography of one of the books + identify new further research sources to collect for your project.



I decided to look at the references used by U. Chonkwan in their book 'Luxury Fashion Branding: Trends, Tactics, Techniques'. I haven't read this book in depth as I plan to use it for further research into luxury + affordable branding. However, there was lots of research ideas I took from it.

- Luxury Briefing by James Ogilvy - a print + digital report providing news, analysis + opinion on all sectors of the luxury industry.
- Fashion Brands: Branding Style from Armani to Zara by Mark Tungate - a book exploring the changes in highstreet + luxury fashion (I will look to see if I can find this in a library)
- Metmuseum.com - Although the MET museum doesn't have any current exhibitions relating to my project, I will research to see if any other museums do.
- Trendwatching.com - If I plan to create promotional imagery for today's market, I need to see what is selling right now.





ANALYSE: Collate around 25 research images taken from the resources in your Bibliography.

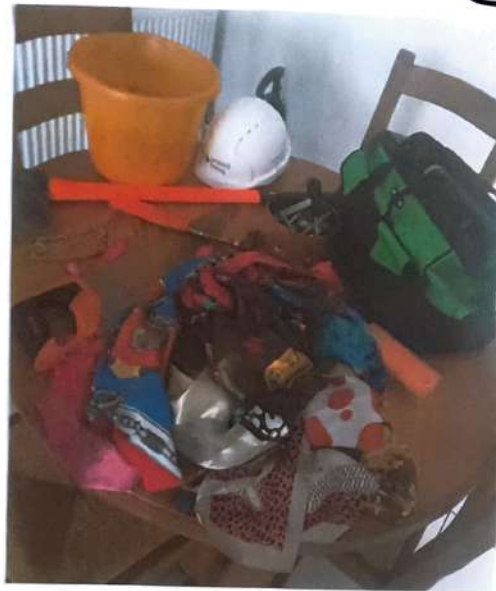
I chose a range of images from existing collaborations, celebrities endorsing collaborations, products from my chosen brands + location ideas. I then picked a few favourites + grouped them based on which collaboration they best suited!



CONTEXTUALISE: Create a research frame

Supermarket Sarah

Creating a number of Supermarket Sarah style photo shoots is my favourite way to gather physical inspiration for my projects; I treat them as a physical moodboard. It helps me use objects from around my house styled in a way that I am able to bring forward into my final images. I hope to make Supermarket Sarah shoots for all three of my collaborations.



I raided my garage of all tools + hardware as well as gathered my silk scarves + some jewellery. This will be used for my B&Q + Hermes collaboration.



I didn't have a lot of "things" that related to my Chanel + Kellogg's collaboration apart from the obvious cereal items. I started with a Kellogg's setup + added accessories + textiles which related with Chanel.

I edited my Supermarket Sarahs in a way I might edit my final images; desaturated with pops of red.





Printing

Printing is a fun way to experiment with the idea of two brands coming together. It also helps me visualise my colour palette for my project.



I did some sponge printing inspired by the collaboration of Hermès + B&Q. I used paper shapes + stencils to create my prints.



I experimented with clean lines, negative space + black ink.

I really enjoyed printing + am very impressed with the outcome. I plan to scan my prints + incorporate them into digital designs. I will use these prints



in my final images as backgrounds + plan to print my own scarf + apron.





I combined
typical Hermes
designs with
industrial/DIY
shapes



masking tape
created clean
sharp lines



I re-used the masking
tape to create an
interesting background



Liberty

Liberty is a luxury department store in London. It is famous for its bold + floral fabrics as well as the store's close connection to art + culture. The store helped popularize + spread the British Art Nouveau Style (Liberty London, 2020)

Fabrics

Liberty started producing silk fabrics in 1875. Originally, the store imported plain silk from India over to England where it was dyed + handprinted - by 1904, Liberty had print + fabric works across England which is when the brand started marketing their products as "Made in England". Now, Liberty has produced over 40,000 prints + produces two new collection prints each year (Claire, 2014)



Collaborations - Liberty X

Ever since Liberty was founded, the store has worked alongside lots of designers + brands. However, in 2009 Liberty launched a series of collaborations branded Liberty X - the first collaboration with Hermès (who had never worked with another brand before). Since then, Liberty has collaborated with dozens of big brands such as Marc Jacobs, Hello Kitty + Nike (Telegraph, 2015).



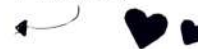
Hermès →

Richard Quinn →



Microsoft →

Gucci →



Luxury Advertising

Luxury - a state of great comfort or elegance, especially when involving great expense. ♥

Luxury (fashion) brands target a market to their audience in a very different way compared to mass market brands; you will never see a 'Facebook ad for Chanel, an Instagram ad for Lamborghini' (Neil Patel, 2020) or a magazine advert in OK! for Rolex - the limited use of advertising media makes the brand seem more exclusive. Luxury brands focus more on the experience that the products give and in some cases don't show the product in its advertising campaigns. As my idea is a collaboration between luxury + affordable brands, I would like to explore + play on where my final images could be published.



The luxury consumer population has shifted over the past 30 years: a 'traditional luxury consumer' would usually favour well established brands like Hermès + Dior, but the 'new luxury consumer' population "are no longer lured by only brand names but expect a complete package of products + services that offer value through innovation, an exceptional experience, in every element of the brand."

"THEY HAVE TO BE SURPRISED, TANTALISED, CAPTIVATED, COURTED, PAMPERED AND CONSTANTLY PLEASED WITHOUT END" (Okon kwo, 2014) ♥

What makes a brand luxury? (SO Creative, 2020)

• Outstanding Craftmanship - Quality materials + high standards of hand-crafting that is hard to reproduce by machine are the embodiment of true luxury



• Rich Heritage - Luxury brands usually have a long history which emphasises the staying power + knowledge they have gained along the way. Sometimes their notoriety revolves around an exceptional founder, such as Coco Chanel or their country of origin like Savile Row tailors + Rolls Royce who play on their British heritage.



• Scarcity - The point about luxury is that everyone shouldn't be able to afford it, so many high-end brands ration their products + accessibility. The six-year waiting list for the Hermès Birkin bag is legendary: if it's worth waiting for, it's worth having. Brands often produce limited edition items which makes the brand even more exclusive. Some luxury brands have expanded to make labels which are more affordable such as Love Moschino + Versace Jeans.



TIFFANY & CO.

• Brand Identity - A brand's identity will show its personality + attitude to create a personal connection with their specific consumer that reflects their intentions. Tiffany has come to stand for a romantic symbol of love + Lamborghini as the playboy's ultimate toy.



• Public figures - Luxury brands are very careful with who they want to associate their brand with + often use the same person throughout multiple campaigns. ♥



All of these features which make up a luxury brand are used in their promotional imagery to relate a luxury experience to their consumer. I will come back to these points when planning my final images to make sure I include these ideas to help create a sense of luxury in my images.

Hypebeasts

Hypebeast - a term used to describe an individual who collects luxury apparel, shoes + accessories to increase their status. Hypebeasts usually wear a mixture of streetwear name brands such as Supreme, Off-White, Vetements + Bape. (Mehak Anwar, 2015) I briefly mentioned Hypebeasts during my Off-White research; I found it interesting how a company can have such influence over their consumers.



Hypebeast culture is a subgenre of streetwear culture that originated from the 1980's Californian surf + skateboard lifestyle. Shawn Stussy or Stüssy is often credited with transforming streetwear from a subculture into a high-end luxury style. The streetwear movement grew worldwide in the 1990's as more + more streetwear brands were launched (COMM, 2020).

Drop Culture

Streetwear brands have created brand value through 'drop culture', which was first introduced by Supreme. Drop culture consists of releasing limited-edition products or collections, without any or little advertising. Hypebeasts will queue for hours, camp overnight or even travel the world to purchase these goods. "Hypebeasts ultimately find themselves buying these exclusive goods - Supreme hammers, Supreme air horns... Supreme bricks! - just for the sake of buying them" (The COMM, 2020). The popularity for these brands has created a demand for a secondary resale market dedicated to buying + selling streetwear items for profit. Sellers do not hesitate to sell at triple the RRP, especially if it's limited edition. The resale market is expected to reach \$41 billion in the next three years.



Supreme

Supreme was founded by James J. Latta in 1994 when he opened the first store in Manhattan. The store originally sold apparel aimed at the New York skate + surf scene. Supreme slowly gained new customers through the 90's + early 2000's.

but wasn't until 2006 that it blew up: in 2006 Supreme collaborated with Nike for the third time + released their Supreme Blazer SB which Kanye West was photographed wearing at a Grammy after-party. Once these photos were published the shoes were being resold over 5x the retail price + put Supreme in the mainstream (Houston + Fennell, 2021).

The most iconic Supreme design is their box logo, which closely resembles (or copies) the work of artist Barbara Kruger. Supreme often appropriates pop culture images + designs.



Supreme has built a loyal fan base through clever marketing - everything is limited to make it feel more exclusive. Supreme 'drops' shock every Thursday at 11am + the contents of each drop is announced on the Monday before. To get a chance to visit + purchase at a Supreme store, customers have to enter a raffle + will be notified if they have been chosen! To purchase online, customers likely have installed a 'bot' that allows them to checkout instantly. This hype that Supreme has generated around purchasing their products have allowed them to sell almost anything with their logo on (Avalon Franks, 2018).



Collaborations

Supreme has collaborated with hundreds of brands since it was founded + have definitely contributed + created the popularity of collaborations.



E. Porodina

Elizaveta Porodina is a Russian-born fashion photographer who has worked for many brand projects + fashion publications such as Vogue, GQ + Louis Vuitton (Porodina.com, 2021)



Porodina was a clinical psychologist before she became a photographer - she is interested + inspired by personalities + identity which is

portrayed through her work as she mostly focuses on people. She has always been influenced by art, especially visual art.

"SOMETIMES AMBIGUOUS
SOMETIMES HONEST +
OBVIOUS - HER RANGE
WIDELY VARYING
BETWEEN CINEMATIC,

FASHION + ALMOST DOCUMENTARY
IMAGERY. WHETHER IN DRAMATIC
BLACK + WHITE OR VIVIDLY COLOURED
ARTWORKS" (artpil, 2018)



Porodina's work is very inspiring to me as a collaboration between fine art + photography - her photographs are more like paintings than promotional imagery. I am particularly impressed by her work using bright colours, she really takes into consideration complimentary colours + colour co-ordination. For my Hermès + B&Q collaboration, I know I will be using lots of co-ordinated orange so maybe I can experiment + include some blue as oranges complimentary colour.

Photoshop

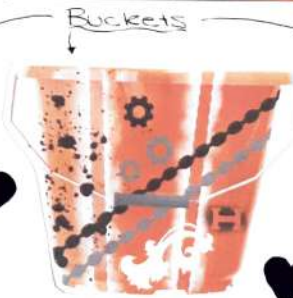


apron inspired by
B&Q uniform

Hermès x B&Q
silk scarves

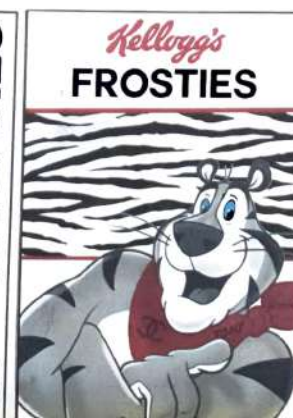


I recreated some of my favourite designs from the printing workshop. I even found a paint brush in Photoshop that looks like sponge printing!



I used Photoshop to mock up some products that might be included in my collaborations.

I want to create these products in real life to use as styled props in my final images



I made very simple designs to start generating ideas for my Chanel + Kellogg's collab

The main theme will be black + white (what Chanel is known for) with pops of red. Each box will come with a matching bowl + fancy spoon I would like to also include a prize!

♥ Presentation ♥

Peer Presentations

Group Crit and Self-reflection

• FMP Proposal

So far, I am enjoying the exploration of collaborations between luxury fashion brands and household affordable brands. I have been creating a solid foundation of research and am now ready to use this information to experiment and produce promotional imagery. After advice from my tutor, I have decided to just focus on producing and promoting my two collaborations that are already in progress rather than adding (and rushing) a third one which was my original idea. I have had to do this as I will be returning to full-time work soon.

• Research

I have researched quite a few fashion brands who produce a lot of successful collaborations. I have found the research on Off-White, Moschino and Liberty the most influential and relevant to my project. I am especially inspired by the Off-White x IKEA collaboration as this is a homeware collection aimed at a younger demographic which I think will have similarities to my Hermes x B&Q collaboration.

By researching the brands that are included in each collaboration (Hermes, B&Q, Chanel and Kellogg's) has helped me gain a better understanding of the heritage of the brand as well as their identifying designs, ideas and products: all of which I would like to include in my final imagery.

• Experimentation

I have completed three practical, self-lead workshops, Supermarket Sarah, printing and Photoshop design: all of these workshops have allowed me to experiment with ideas that I want to develop. I found the printing workshop the most enjoyable and useful to my project as I want to recreate my prints onto products.

• Evaluation

I have been finding it more beneficial to focus/experiment with one collaboration instead of both at the same time so I will continue to do this. After seeing the presentations from other fashion promotion students, I have realized that I need to experiment more with styling and photography workshops to start generating ideas for that side of my project.

• Feedback

I received positive feedback from my tutors and peers as well as some ideas to include within my project. The other students seemed to really like my prints and bright yet simple colour palette. As I was explaining my research and ideas for the Chanel collaboration, I was met with some great ideas to include an activity on the back of my cereal box or a pop out shape like a handbag or pill hat: this is such a fun idea that I would like to consider!



- 1.
 - 2.
 - 3.
 - 4.
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 - 7.
- I chose research + experimental sketchbook pages that have influenced my project the most as well as my plans for my week in the studio. ♥

LIC University for the Creative Arts		FI		School of Further Education	
Canterbury		Epsom		Farnham	
FOADMP	EDADP1	EDAD2	EDCMP1	EDCMP2	ACCESS
Student Name: <i>Morgan</i>		Group: <i>P&T</i>		Date: <i>16/4/2021</i>	
Rotation/Stage/Part/Term:					
Attendance	Excellent	Good	Satisfactory	Poor	
Punctuality	Excellent	Good	Satisfactory	Poor	
Academic progress	Excellent	Good	Satisfactory	Poor	
Tutor comments including progress on any previous Action Plan:					
<i>Final photos - BQ</i> <i>Still life.</i> <i>BQ advertising last year - hyper satirizing better than fashion world - simple</i>					
Agreed Action Plan following reasonable target setting: (SMART)					
Completion Date:					
1. <i>Find image/reference ~</i> 2. <i>Mixtures of simple & over-the-top photos.</i> 3. <i>Object & colour. Isolating an area</i> 4. <i>Raymond Mieser.</i> 5. <i>Paint splat</i>					
<i>Make a set</i>					

Over the Easter holiday I made the products I will be promoting + using as props. With influence from my photoshop designs + my prints, I created two buckets, an apron + a scarf for the B&Q + Hermes collab.

I was only able to go into the studio for one day so I made sure I made the most of it by bringing in as much as I could to style + photograph. It was fun to see other students + tutors in person rather than online!

♥ ♥



♥ Studio Day ♥

Raymond Meier

Raymond Meier was born in Switzerland in 1957. He began his photography career in 1972 with an apprenticeship at the Zurich Art School. When he was 20, he opened his first studio in Zurich + began to apply his conceptual thinking + photographic experimentation to the field of commercial image making. In 1986, he moved his studio to New York City where he has been a major influencer upon publications at points of innovative change including Harper's Bazaar, Vogue + The New York Times (Meier, 2014). Meier has worked with major fashion, jewellery + cosmetic brands for three decades where he has created long-lasting relationships + has shaped their visual identities + communications.



I am very inspired by Meier's work, especially his images promoting beauty products. His work is quite minimal, crisp + clean often with a smudge or splash of colour that relates to the product he is promoting. When taking my own promotional imagery for my collaboration, I would like to try + recreate some of these techniques to showcase what I have made!

Kellogg's FROSTIES

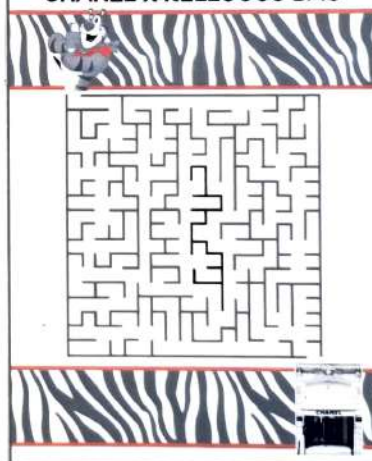


I decided to redesign two Kellogg's cereal: Frosties + Cornflakes. Both boxes are black + white with pops of red to show the combination between the two brands. Each box has a print (tiger stripes + spots) that will match a bowl.

I tried to 'dress up' the two mascots in fancy Chanel clothes + accessories.

I also found the font Chanel uses called 'Couture'!

HELP TONY FIND THE CHANEL STORE FOR A CHANCE TO WIN A LIMITED EDITION CHANEL X KELLOGGS BAG



CORN FLAKES



COMPLETE THE WORD SEARCH FOR A CHANCE TO WIN A LIMITED EDITION CHANEL X KELLOGGS BAG



I made activities on the back of each boxes which gives the customer a chance to win a limited edition bag. I thought this plays with the hypebeast culture.

I bought some kind of fancy spoons to go with the idea of making cereal a luxurious product.



Remote Shoots

As I was only able to go into the studio for one day, I had to take the rest of my images at home.

To continue my Hermès + B&Q images at home, I pinned the sheet I splattered as a background + styled myself with orange eyeshadow + my buckets, scarf + apron.



All of my Chanel + Kellogg's images were taken remotely. I made a couple set builds using sheets + duvet covers. I also 'dressed' a breakfast table + styled my friend and I.

I found it quite difficult to take these photos + come up with innovative ideas.



Final Images

My photos taken in the studio didn't need a lot of editing as they were already colour graded. I just did a few adjustments to make them more vibrant, especially the orange.

BEFORE



B: +20
C: +15
S: +10
SC (white):
black -75
Sharpen.

AFTER



My photos taken remotely were taken on my phone so the quality + colour was not the same as my photos from the studio. I experimented with a lot of tools to try and get the images to match + look like they were taken at the same time.

To make my backgrounds a natural white, I desaturated the image + copied a layer of colour over the top. I did this technique in most of my images taken on my phone as they had a yellow tint to them.



Some of my Chanel + Kellogg's images, I made black + white except for pops of red which I think looks great!

AFTER



B: +20
C: +20
S (red) +12
Sharpen.

BEFORE



I took me a while to narrow down my final images but when I did I used Photoshop to edit them.

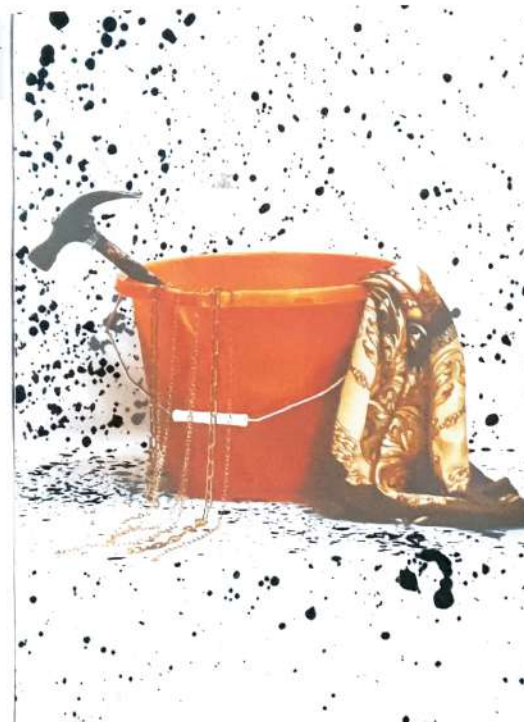
BEFORE

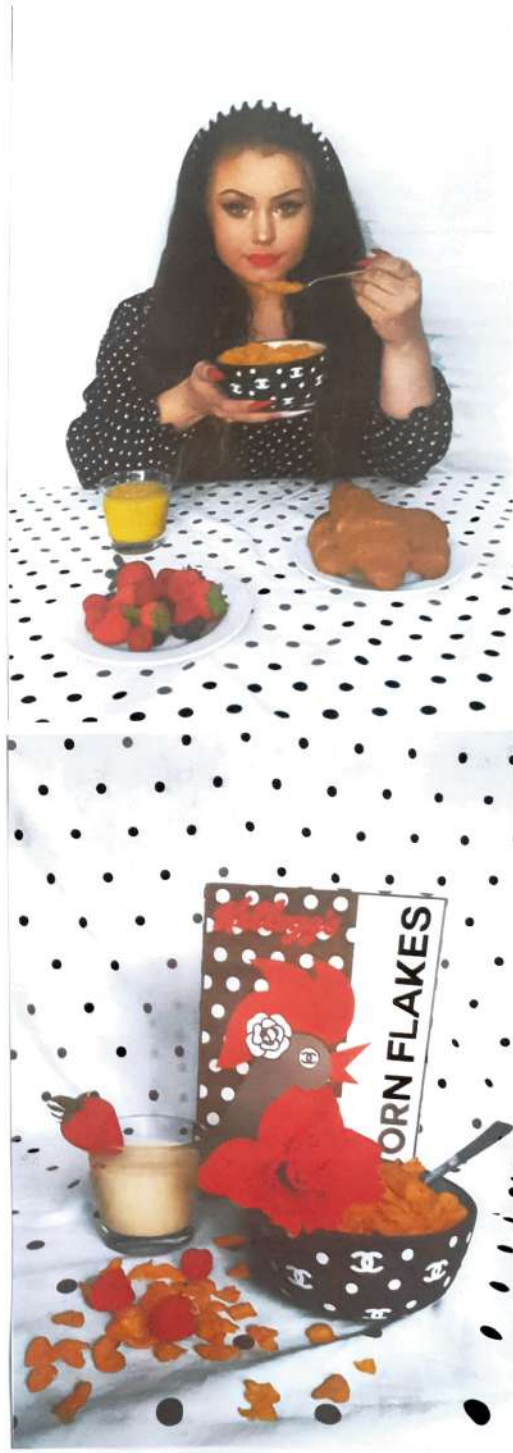


AFTER



B: +20
C: +32
S: +12
SC (white):
black -75







I can see all my images being used as digital + physical advertisements. I photoshopped my images onto billboards, bus stops + tube station boards to suggest where/how they can be displayed! It's so cool to see my images like this!



My adverts would be seen in magazines like Elle Decor.



Advertising

I made 8 different magazine layouts (on the next page) which I will print out + put into real magazines.



Tutorials

Since the beginning of my project I have attended regular tutorials with my tutors to get feedback on my project: each time I kept a note of what was discussed.

4/3/21 - Tutorial with Lucy and Sam

I showed Lucy and Sam my initial mood boards for four different collaborations between luxury and household brands. We discussed which collaborations and brands would work best and I have decided on 2 definite ones: Hermès x B&Q and Chanel x Kellogg's. If I have time at the end, I will also look into doing Fendi x Fairy. We spoke about making a toolbox and different set builds. Also, to research where and how these collaboration products will be sold.

11/3/21 - Tutorial with Nichola and Aaron

I was feeling a bit stuck on research ideas so Nichola and Aaron helped me come with some. I could look into product placements within film and TV (Sex in the City) as well as some collaborations between non-fashion brands. Some designers to investigate are Liberty and William Morris. Aaron linked me to an article written in Harper's Bazaar all about fashion collaborations.

17/3/21 - Peer Presentation with 3 other students

Presentation form completed in my sketchbook.

25/3/21 - Peer Presentation with Nichola, Aaron and students

Presentation form completed in my sketchbook. I also discussed my plans for my week in the studio including the still life imagery I plan to take and what props/objects I need to bring in.

7/5/21 - Tutorial with Lucy

I showed Lucy some of my final images from the studio day and discussed about how I will lay them out at the end of the project. I want to show my images as magazine advertisements and Lucy suggested collaging to create window and shop displays using my props and images as posters.

Peer Crit - Grace

Your whole sketchbook is really detailed and full of experimental work and mood boards. Your project idea is really clear and detailed all the way through. There is loads of evidence of workshops and photoshoots. Your final magazine layout looks really professional and it flows together well with a clear brand image.

On my last day in the studio, I showed my finished sketchbook + final images to a couple of students, got some written feedback.

Peer crit - this was from a friend. I love you - photoshoots are so important and your ideas are really interesting and I really like how you have been able to combine magazine images with your own. If you can, maybe use more images to make the images look more diverse.

Final Evaluation

My idea of combining luxury fashion labels with more affordable, household brands started in my previous project where I invented a collaboration between Dove and Gucci; I enjoyed bringing elements of each brand together to create something new and exciting. From the beginning of my FMP, I knew I wanted to include B&Q into one of my collaborations after seeing a display of their 99p orange buckets: I was inspired to reinvent them.

Throughout my project, I researched a lot of brands that have partnered with others to produce numerous collaborations; this research helped me determine why and how brands collaborate (usually to create limited-edition products to reach the customers of both brands). I was heavily inspired by Off-White and Moschino – two brands that are renowned for their collaborations. I especially liked how the designers of these brands (Virgil Abloh and Jeremy Scott) still managed to showcase their individuality through the collaborations; this is something I tried to translate into my final outcome – a collaboration between two brands with my personality coming through. I feel it would have been more beneficial for my shoots in the studio and at home to research more fashion and advertising photographers as they would've helped me plan and experiment more.

The majority of my experimentation was in preparation of making my styled objects for each collaboration. I think my experimental printing had most influence on my Hermès x B&Q collaboration as it paved the aesthetic of how my final images were styled, from the stencils I chose to the marks I made. While printing, I trialled lots of paint and ink mediums to ensure I would get the best result when transferring these prints onto my buckets, scarf and apron; it was here that I embraced the look of ink splatter which I carried through onto the background, objects and clothes I used in my final images. My skills using Photoshop have dramatically improved over this project as a lot of my experiments and outcomes were digitally reliant; I watched a lot of YouTube tutorials to learn about new tools and techniques which enhanced the speed and quality of my designing and editing.

As the Easter break was approaching and lockdown restrictions started to ease, I came to the realisation I was only going to be able to make and promote two collaborations instead of the three I had hoped to do. Although I was excited to explore another collaboration, I knew starting another would put a strain on my workload, so I decided to expand on my existing projects. When it came to designing my Chanel x Kellogg's cereal boxes, I had a brain block on how I wanted to include the idea of winning or receiving a prize: after explaining this to Nicola and Aaron during one of my tutorials I was bombarded with great concepts like creating a pop-out cardboard Chanel bag or making a Chanel brooch to put inside the box. Eventually, I decided on novelty activities like a word search and maze to create the suspense of winning a limited-edition item without having to physically make one.

I thoroughly enjoyed this project from the start to the end as it was centred around a concept I had chosen and developed. This was a very self-lead project which allowed me to work independently while still interacting and receiving feedback from others. By completing various workshops, I have learnt new research and planning skills which I will carry through to my degree course next year. Overall, I am extremely happy and proud of the development and final outcomes of this project.