

SUS

SYNOPSIS

SUS is a print publication with an emphasis on sustainability in the fashion and beauty industry. SUS aims to entertain and educate its readers through creative design flare, imagery and relatable writing style. It aims to ensure it's readers understand the effects these industries have on the planet, people and on animals. It also promotes the positive policies brands are taking to protect these factors. SUS branding is based on a contemporary palette of bright, encouraged tones. The project showcases my personal journey with sustainability, developed design and communication skill set. It reflects my career interest in marketing and social media content creation.

SUSTAINABLE MATERIALS



WELLBEING



SECOND HAND CLOTHING



SUSTAINABLE PRINTING



INITIAL CONCEPT

Catwalk Trends A/W 2020 Ready-To-Wear

LUXURY TO HIGH STREET
TRENDS AND THE TRICKLE DOWN EFFECT

Labels in the collage include: Hellbore Puff Sleeves, Kinkbeaver, Chick Tariffum, Leather, Confident, Social, Fashion Conscious, Small disposable income, Independent, Trend Aware, and Self-fulfilment.

Text in the collage: **UNSUSTAINABLE**
Fast Fashion & The Mass Market

CONCEPT DEVELOPMENT



TRUE COST DOCUMENTARY

INTERESTED IN THE AFFORDABLE FASHION MARKET SECTOR AS WELL AS DISCOVERING SUSTAINABILITY

UPDATED CONCEPT BOARD



CONCEPT PROGRESSION

SUSTAINABILITY
AWARENESS



SECOND HAND



FASHION

RE USING
FASHION



AFFORDABILITY
SUSTAINABILITY

RESEARCH INTO
AFFORDABLE
SUSTAINABLE
BRANDS AND
ORGANISATIONS



AFFORDABLE
FASHION
BRANDS



RE WORKED

WE NEED AFFORDABLE SUSTAINABILITY



SUS



INITIAL COLOUR BOARD



INITIAL IDEA
WAS TO STAY
VERY NEUTRAL
AND NATURAL
WITH EARTHY
GREENS BROWNS
AND NUDES



CONSUMER PROFILE

HEALTHY



COCKTAILS



SELF LOVE



YOUNG MILLENNIALS



FRIEND DATES

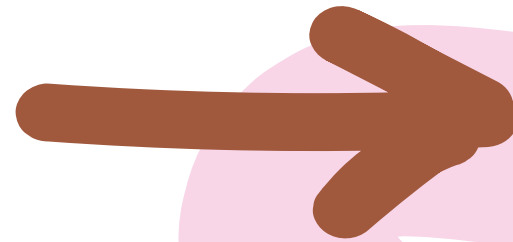
IDEA DEVELOPMENT

GREENWASHING

ZARA

H&M

RECONSIDERED
THAT THE
BRANDS I
WANTED MAY
NOT FIT MY
PUBLICATIONS
AIMS



HURR

PEOPLE TREE

Truly Conscious Clothing

REAL

CONSCIOUS BRANDS

CONTENT INVOLVEMENT

FASHION
REVOLUTION
WORK



TRUE COST
DOCUMENTARY



LUSH
COSMETICS

HURR
FASHION
RENTAL



ASOS MARKET PLACE



ASOS
MARKETPLACE
CHARITY SHOPS

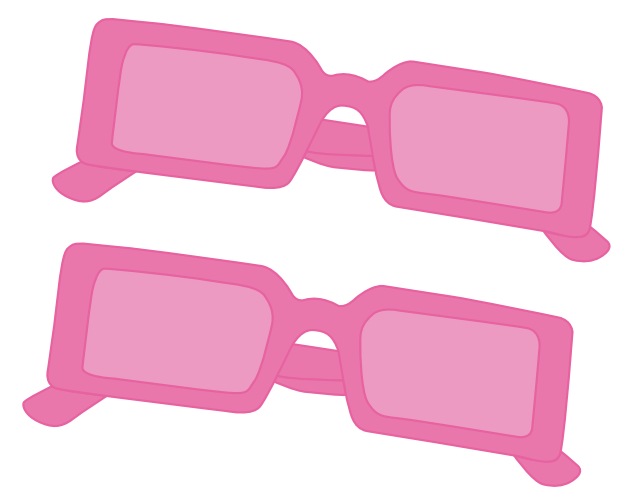


STACEY DOOLEY
FASHIONS
DIRTY
SECRETS



PEOPLE
TREE

ILLUSTRATION CREATION



USE OF
ILLUSTRATIONS
TO VISUALISE
ARTICLES AND
ADD TO THE
FUN ELEMENT
OF THE
PUBLICATION

NATURE ILLUSTRATIONS



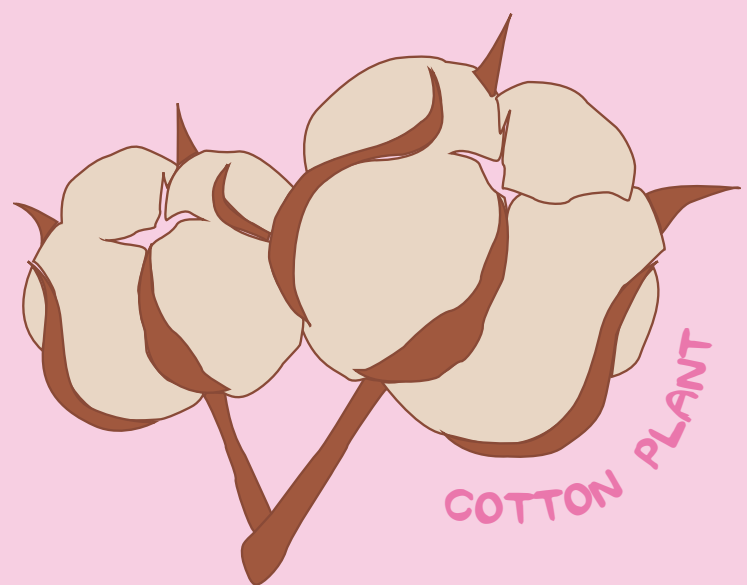
SMALL PLANT ILLUSTRATION



LILLY FLOWER



ORANGE WILD FLOWER



COTTON PLANT



LEAF ILLUSTRATION

SUS MARKET

DO ALL YOUNG WOMEN KNOW ABOUT
SUSTAINABILITY?

NO

Young people are less likely to know about sustainability both in the fashion industry and amongst other industries (as shown in a personal research questionnaire). It is important to engage with the young female demographic in ways of colour and fun visual elements. Alongside reading important sustainability information in a colloquial like manner. The publication identifies a gap in the market by targeting one specific consumer through an independent look and feel. There is a handicraft feel that it's competitors do not possess.

HOW MANY SUSTAINABLE BRANDS DO
YOUNG WOMEN BUY FROM?

NO

INDEPENDENT
AFFORDABLE
SUSTAINABLE
PUBLICATION

SUS BRAND POSITIONING

BRAND PERSONALITY

Adopting a colloquial, conversational writing style SUS is friendly and ensures the reader feels involved. Discussing a serious topic but providing a positive outlet for learning. Sharing all the successful steps the affordable fashion market is taking and making it cool. Exploring design and communication content creates ability for a sustainable journey. SUS is colourful, engaging and unique.

BRAND USP

A publication solely based around fashion sustainability but from the all-important affordable perspective. The informal and youthful content takes the reader on a personal journey. Seeing ideas through the eyes of another on the same journey creates a connection and enjoyment in understanding.

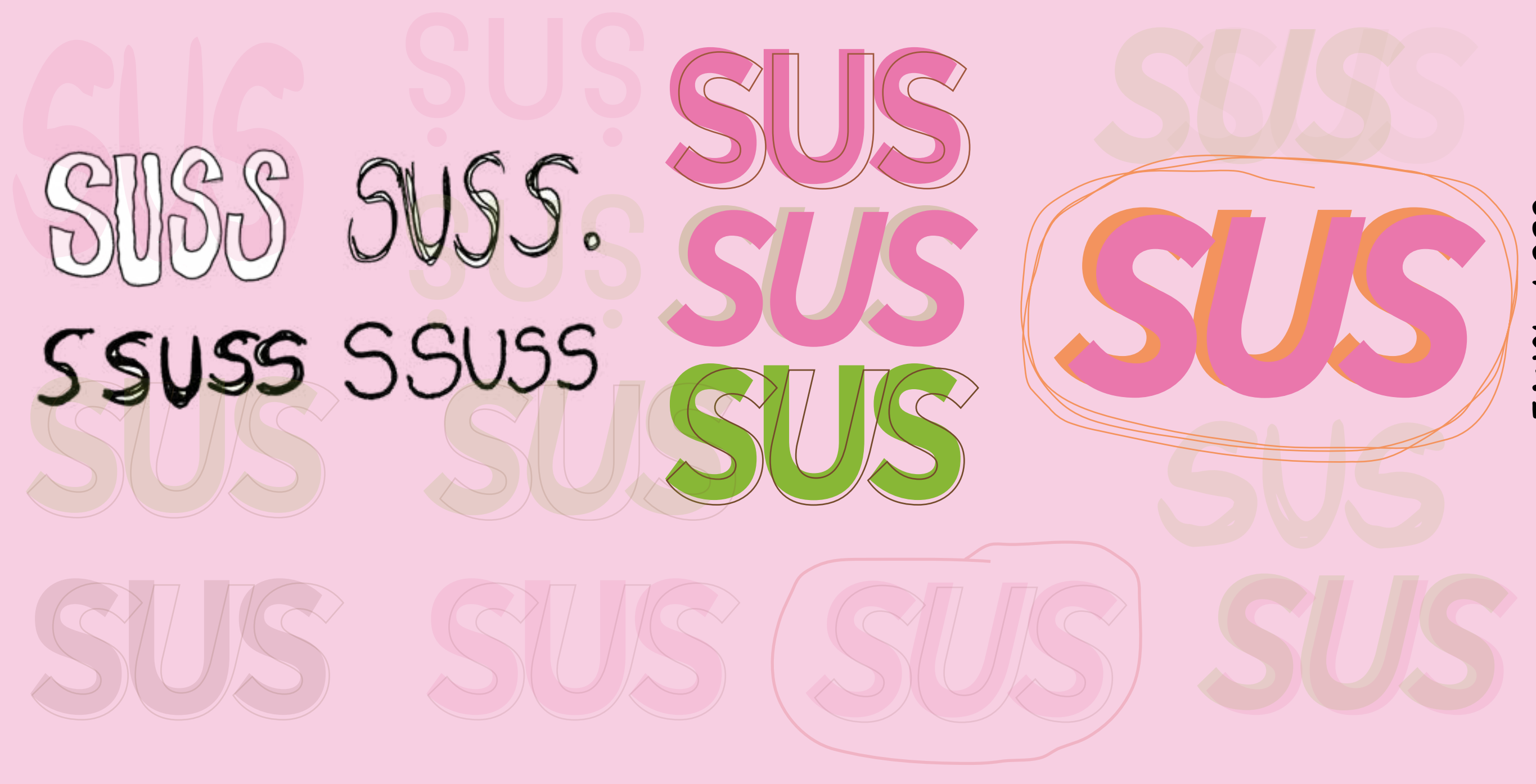


FINAL COLOUR BOARD



5 MAIN COLOURS WITH THE OPTION OF NEW HUE COLOURS FROM EACH MAIN COLOUR WHEN DESIRED

LOGO DESIGN DEVELOPMENT



FINAL LOGO

BRAND GUIDELINES



LOGO

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

0 1 2 3 4
5 6 7 8 9

OWN FONT
FOR TITLES

Sustainability
Sustainability
Sustainability

BODY
TEXT
FONT

BRAND GUIDELINES



Educating young women about Sustainability in a fun, light hearted way. Specifically looking into the fashion and beauty industries. An enjoyable, wide ranging and relaxing read from one young woman to another.

SUSTAINABILITY
FUN
EDUCATIONAL
COLOURFUL

COLOUR
PALETTE

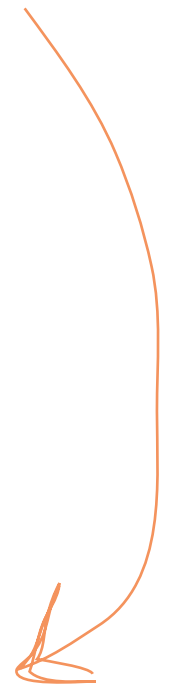
BRAND
PERSONALITY

KEY VALUES

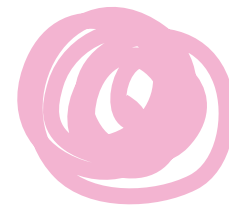
PUBLICATION SOCIAL MEDIA



DEVELOPMENT



SOCIAL MEDIA
CONTENT VIA
INSTAGRAM
FOR THE LEAD
UP TO SUS
PUBLICATION
LAUNCH



DEVELOPMENT

PUBLICATION SOCIAL MEDIA

INTRO TILE



TEASER TILES



BREAK UP TILES

PUBLICATION DEVELOPMENT

FIRST TEST PAGE



ILLUSTRATION PAGE DEVELOPMENT

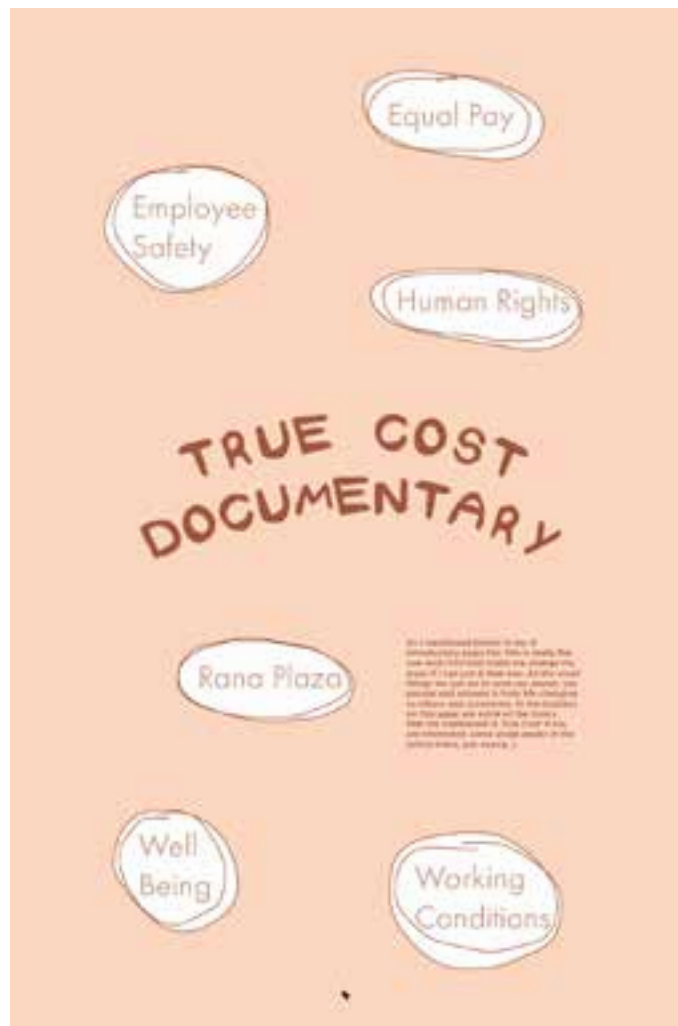


FINAL PAGE

OPENING SPREAD DEVELOPMENT

FURTHER DEVELOPMENT

FINALISED DIGITAL SPREADS



SUS SPREADS



SUS SPREADS



FINAL COVER



