

BRAND
CONCEPT/
PHILOSOPHY

49

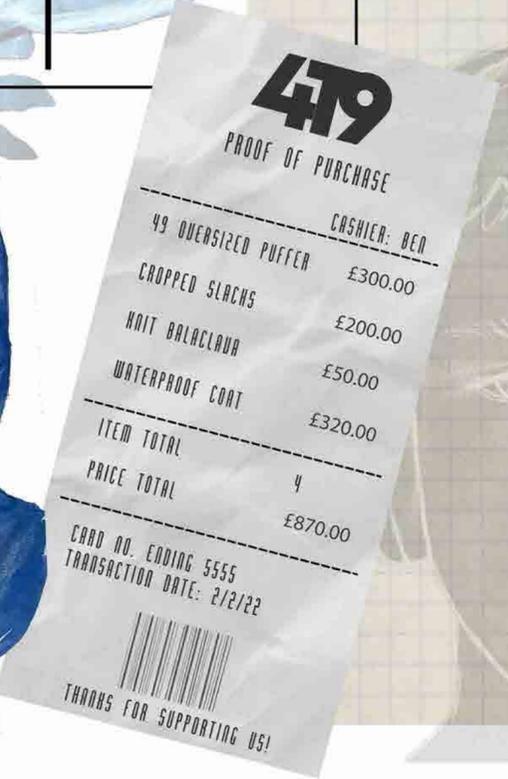
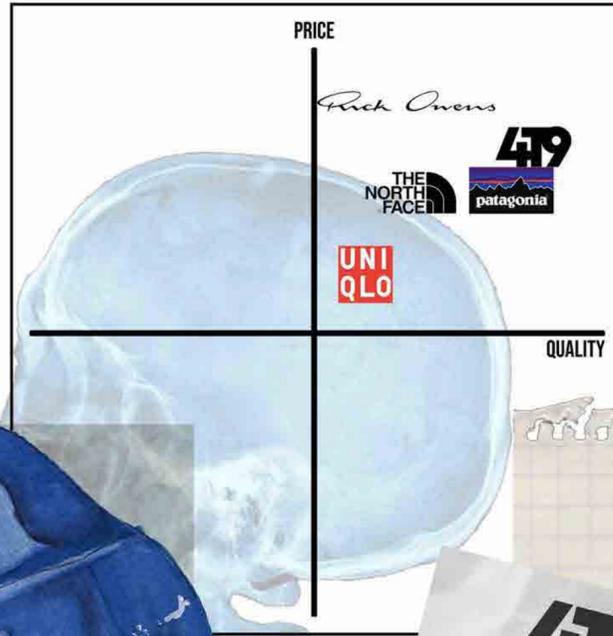
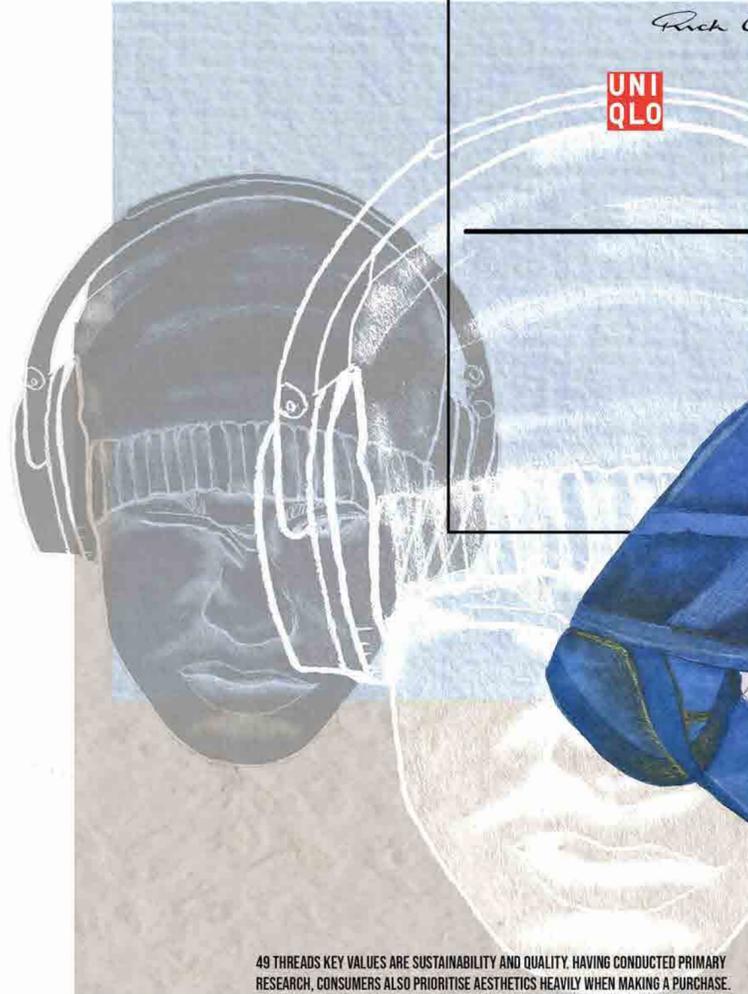
HIRITO IKEUCHI

49 THREADS IS A MENSWEAR BRAND FOCUSED IN THE NORTH OF THE UK. TAKING PRIDE IN IT'S OPEN AND INVITING SENSIBILITY TO FASHION, WE ARE A SPACE FOR ALL WHO WANT TO FEEL AND LOOK THEIR BEST. WE ARE STRONGLY PASSIONATE ABOUT UPLIFTING COMMUNITIES AND BEING SOCIALLY AND ENVIRONMENTALLY AWARE, SO WE TRY TO KEEP THESE PHILOSOPHIES FRONT FACING AND CONSIDERED THROUGH OUR CONSTRUCTION AND PROMOTIONS. 49 WANTS TO CREATE A FUN AND NON SERIOUS ENVIRONMENT IN WHAT'S MAJORLY AN ASUSTERE AND NON INCLUSIVE SPACE.

WE WANT TO TAKE OUR STAFF SERIOUSLY SO WE PUT ORGANISATIONS IN PLACE TO PROVIDE WORK AND UPSKILLING FOR LOCAL PEOPLE. USING WHERE POSSIBLE, LOCALLY SOURCED MATERIALS AND UPCYLED FABRICS/MATERIALS. 49 THREADS' USP IS THE ABILITY TO MIX STYLISH WITH CONSCIOUS, HAVING FUN AND BEING UNIQUE.

CUSTOMER
49

NOAH IS A 28 YEAR OLD SOFTWARE DEVELOPER, LIVING IN MANCHESTER CITY CENTRE. HE SHARES A COMFORTABLE FLAT WITH HIS BEST FRIEND AND TABBY CAT, BENNY. HE USES THE SPACE TO WORK BOTH FROM HOME AND IN OFFICE. HE'S ALWAYS LISTENING TO MUSIC AND PLAYING VIDEO GAMES, SO HIS HEADPHONES ARE PERMANENTLY FOUND ON HIS HEAD. HE LOVES PRODUCING MUSIC AS A SIDE HOBBY, AND HAS CONVERTED A CORNER OF HIS ROOM INTO HIS DECK SPACE. HE TRIES HIS BEST TO DO HIS BIT FOR THE ENVIRONMENT BY WALKING EVERYWHERE RATHER THAN DRIVING AND USING HIS TOTE BAGS FOR FOOD SHOP RUNS. HE LIVES IN OVERSIZED CLOTHING AND LIKES TO SHOP SECOND HAND, AS WELL AS HIS USUAL SPOTS; END, URBAN OUTFITTERS, PATAGONIA AND UNIQLO. HAVING AN INTEREST IN FASHION HE LIKES TO CREATE FUN PINTEREST BOARDS FOR OUTFIT IDEAS, COFFEE IN HAND TO FUEL HIS CAFFIENE ADDICTION.



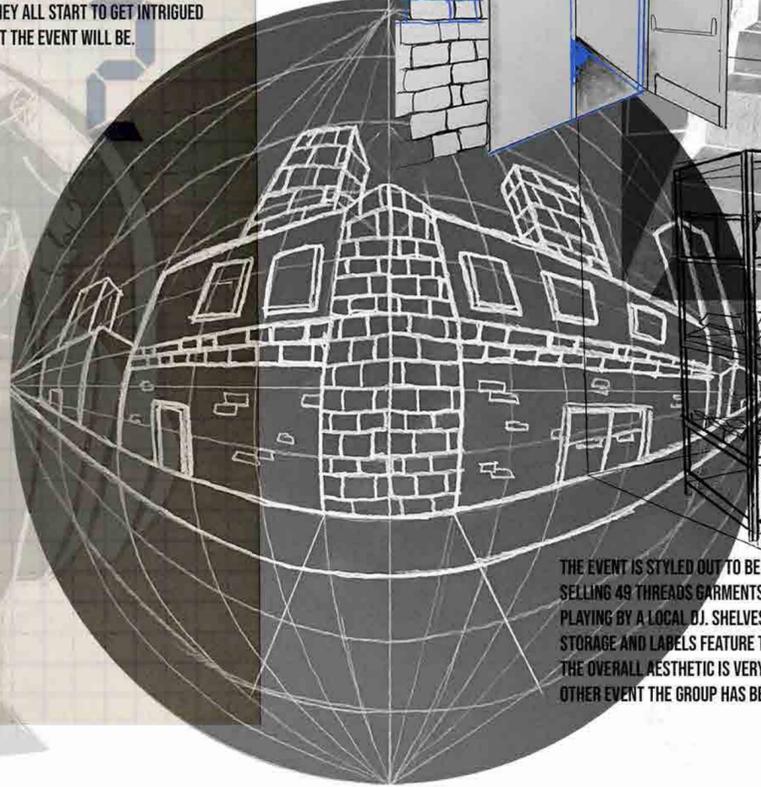
49 THREADS KEY VALUES ARE SUSTAINABILITY AND QUALITY. HAVING CONDUCTED PRIMARY RESEARCH, CONSUMERS ALSO PRIORITISE AESTHETICS HEAVILY WHEN MAKING A PURCHASE. 49 THREADS USP IS THE BALANCE BETWEEN SUSTAINABLE AND PRACTICAL WEAR BUT WITH A HIGH DIRECTION FOR AESTHETICS AND MAKING THE GARMENT STYLISH. 49'S PRICE POINT REFLECTS THE SOCIAL SUSTAINABILITY ASPECT THAT THE BRAND REPRESENTS. GARMENTS ARE MADE BY WORKERS IN SAFE/COMFORTABLE CONDITIONS WITH A REAL LIVING WAGE. AS WELL AS SOURCING FABRICS AS ETHICALLY AS POSSIBLE, THEREFORE PRICING WILL BE IN THE HIGHER END.

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COMPETITORS/MARKET LEVEL



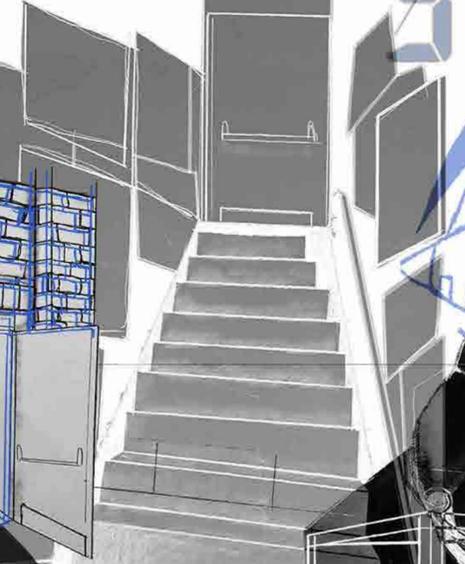
HE HEADS OUT WITH HIS OTHER INVITED FRIENDS, AND SEES THE EVENT IS TAKING PLACE IN A BUILDING WITH NO REAL SIGNAGE ON THE OUTSIDE. THEY ALL START TO GET INTRIGUED ABOUT WHAT THE EVENT WILL BE.

THE BUNK IS OPEN



THE EVENT IS STYLED OUT TO BE AN UNDERGROUND BUNKER, SELLING 49 THREADS GARMENTS AND HAS LOUD MUSIC PLAYING BY A LOCAL DJ. SHELVES ARE LINED TO MIMIC FOOD STORAGE AND LABELS FEATURE THE 49 THREADS BRANDING. THE OVERALL AESTHETIC IS VERY DIFFERENT FROM ANY OTHER EVENT THE GROUP HAS BEEN TO.

THEY MAKE THEIR WAY DOWN A STAIRCASE, WALLS FILLED WITH ADS FOR LOCAL BUSINESSES AND CREATIVES.



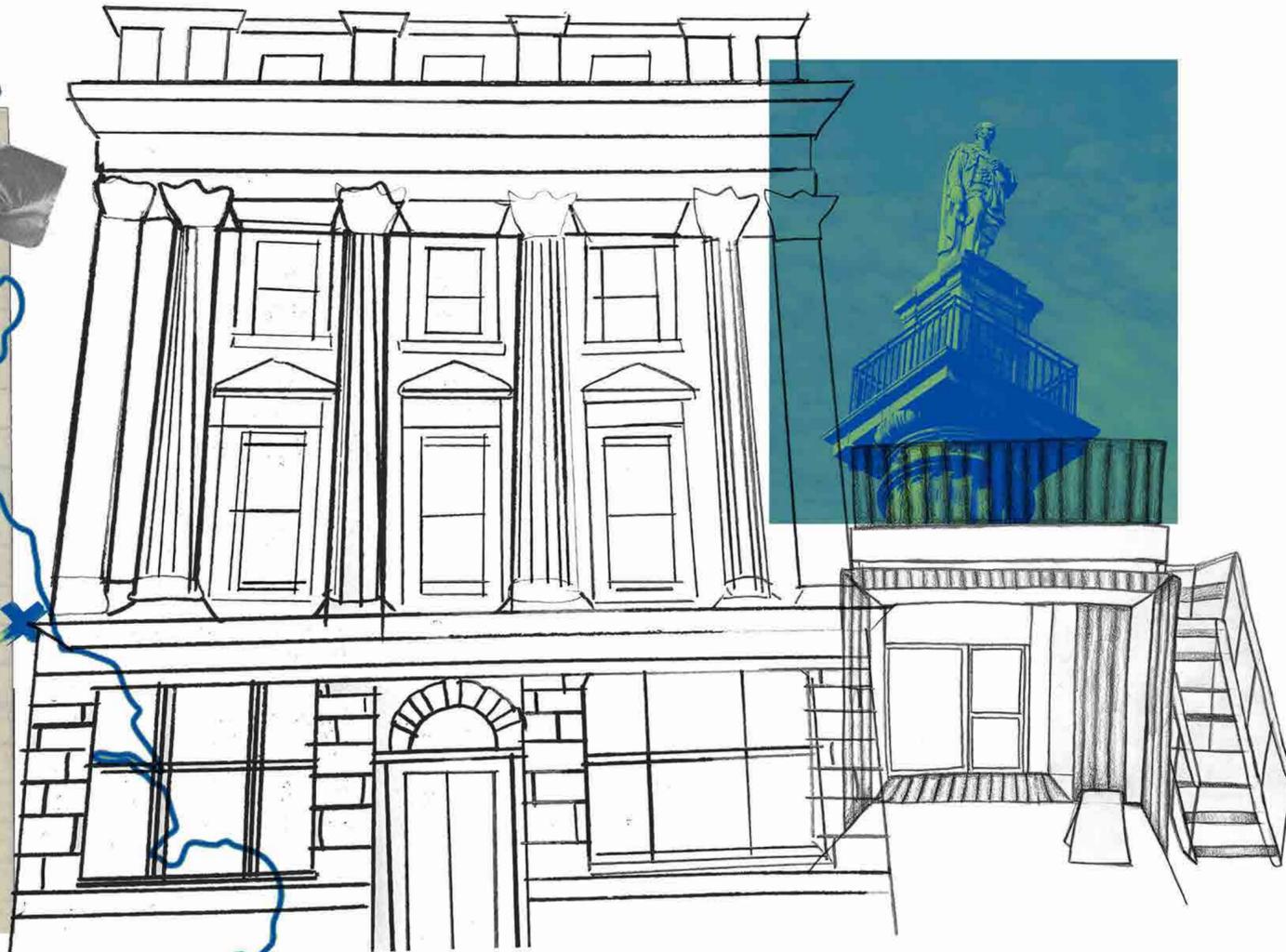
NOAH TAKES MANY VIDEOS AND PICTURE OF HIS TIME AT THE EVENT, TAGGING #BUNK49 ON SOCIAL MEDIA. SPREADING THE BRANDS EVENT WITH HIS FOLLOWERS AND FRIENDS. HE BUYS ONE OF THE 'CANNED GOODS' SOLD AT THE EVENT AND ALSO RECEIVES A PR GOODIE BAG ON HIS WAY OUT, CONTAINING A BRANDED 'SURVIVAL' KIT.

ROUTE TO MARKET
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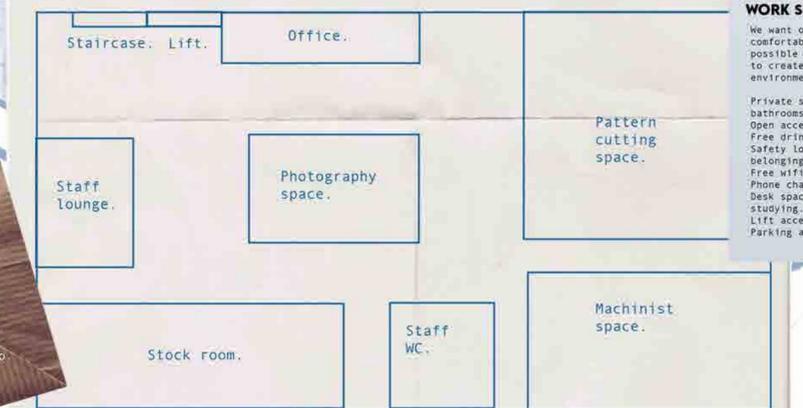
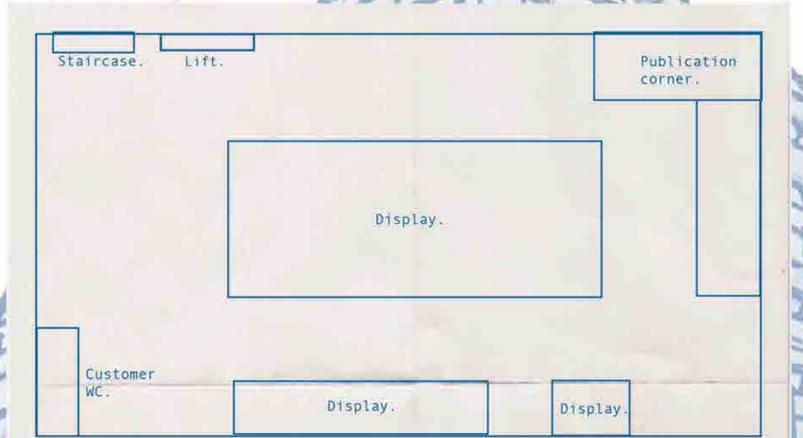
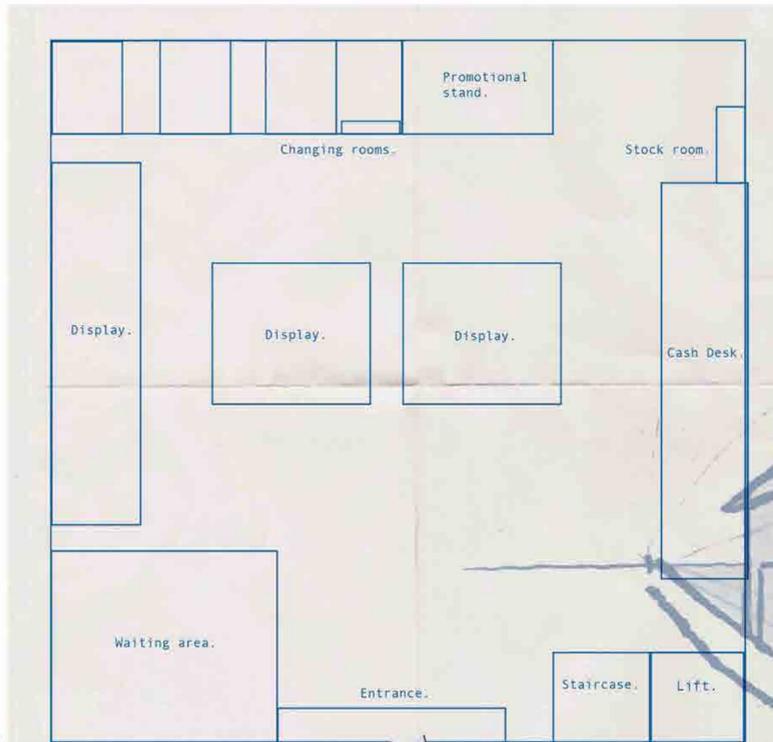
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THE PLACE

The 49 Threads flagship store will be based in the centre of Newcastle on the well known grey street as a stand-alone neighbourhood store. The tall original brick building style allows for different levels of the space to be used for different purposes and these will be decorated accordingly. As the brand has strong Northern and community values, a northern based city with a bustling footfall would be the most compatible for the brand. The manufacturing and designing will take place in the studio on the top floor of the building, allowing all processes and physical sales to remain in one place, encouraging a sense of community among staff.



As well as a physical store, for the brand's international consumers, an online store will also be available. This will be an easy-to-navigate website, both on desktop and phone, as secondary research shows more people use an online shop on their phones than computers (UK Fashion Network 2019). Storage and packaging will be done in the studio as stock will be smaller than mainstream brands. Staff will be on hand to package, post and quality check on online orders, and help write handwritten thank you notes for the brand's personal touch. For future collaborations, brand representatives will be invited to the studio on the top floor to discuss ideas and products will be sold both in store and online, but more stock will be shown online depending on the brand's location that's included in the collaboration.



WORK SPACE BENEFITS
 We want our staff to be as comfortable and happy as possible at work, so we aim to create a peaceful work environment.
 Private staff lounge and bathrooms.
 Open access office space.
 Free drinks and snacks.
 Safety lockers for belongings.
 Free wifi.
 Phone charging stations.
 Desk space for those studying.
 Lift access.
 Parking allowance.



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SHOP FLOOR PLANS

49 OUR PEOPLE

Staff are very important to us as a brand and play a key role in brand strategy. We aim to uplift communities through upskilling schemes while maintaining close relationships with our staff built on loyalty and trust.

OUR STUDIO STAFF

Based mostly in our studio space, our indirect facing staff are very important members of our brand. We strive to hire local talent to provide the best service for our consumers, but also run upskilling schemes where we provide education and training to potential staff members, or just more vulnerable members of the community who can use these skills to find careers elsewhere. We hold workshops and career development talks in our studio that are free on a booking process, or through other local charity connections. We want to keep our staff for as long as possible so providing support alongside their roles is a must for us. For staff with children, we offer flexible work times to fit around childcare. Paid holiday days are also included throughout the year as well as paid sick leave. The studio is a kind and safe environment for our staff, and monthly safety checks from an outside party are set up in both machinery and staff spaces. Progression within the brand structure is encouraged for those who want it, and wages are always in line with The Real Living Wage. Every month we also have an anonymous staff survey where we take opinions and constructive criticism from our staff and try to improve in any areas we might be lacking in. We believe in our people and if our people are happy and safe, our products reflect that.

FULL TIME/ PART TIME SALES ASSISTANT ROLES

JOIN THE 49 THREADS COMMUNITY WITH A ROLE IN OUR STORE AND SALES TEAM. IF YOU'RE A FRIENDLY, APPROACHABLE AND POSITIVE INDIVIDUAL, WE'D LOVE TO HEAR FROM YOU!
JOB ROLES INCLUDE HELPING OUR CUSTOMERS WITH STYLING, SIZING AND GENERAL LOOKS OF THE 49 THREADS STORE AND IMAGE. WE STRIVE TO HAVE A FUN AND RELAXED WORKPLACE, WITH A PRIDE FOR OUR STAFFS WELLBEING.

- BENEFITS WHEN WORKING WITH US:**
- FLEXIBLE WORKING HOURS.
 - THE REAL LIVING WAGE FOR ALL STAFF.
 - PARKING ALLOWANCE FOR THOSE WHO DRIVE.
 - TRANSPORT ALLOWANCE.
 - PRIVATE STAFF LOUNGE.
 - COMPANY EVENTS.
 - COMPETITION INCENTIVES.
 - AN ENCOURAGEMENT TO PROGRESS WITHIN THE COMPANY.
 - STAFF DISCOUNT.
 - FREE SNACKS AND BEVERAGES AVAILABLE.
 - EXTENDED SICK PAY AND MUCH MORE!

PLEASE SEND YOUR CV AND COVER LETTER TO OUR EMAIL OR VISIT US IN STORE.

FULL TIME/PART TIME PATTERN CUTTERS POSITION

THE 49 THREADS TEAM ARE LOOKING FOR NEW ADDITIONS TO THE COMMUNITY. WE ARE LOOKING FOR PATTERN CUTTERS WITH A LOVE FOR THE CRAFT AND FASHION. EXPERIENCE IN MENSWEAR IS DESIRABLE BUT NOT NECESSARY AS OUR OTHER TEAM MEMBERS WILL BE ON HAND FOR SUPPORT TO NEWCOMERS. YOUR MAIN RESPONSIBILITIES WILL BE COMMUNICATING WITH THE DESIGNERS AND USING YOUR KNOWLEDGE AND SKILLS TO EXECUTE THE DESIGNS THROUGH SAMPLING AND DRAFTING.

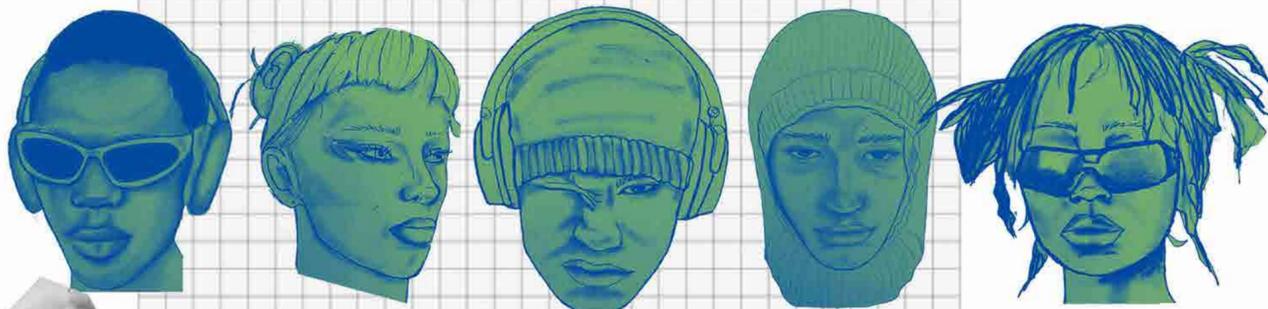
- STAFF BENEFITS:**
- FULL TIME STAFF WHO ARE SALARIED WILL BE PAID A COMPETITIVE WAGE THAT IS ACCURATE AND HIGHER TO THE REAL LIVING WAGE.
 - PRIVATE STAFF LOUNGE.
 - PARKING ALLOWANCE.
 - TRANSPORT ALLOWANCE.
 - CHILD CARE SUPPORT THROUGH FLEXIBLE START/ FINISH HOURS.
 - ENCOURAGED PROGRESSION IN THE COMPANY.
 - COMPANY EVENTS.
 - STAFF DISCOUNT.
 - GENERAL POSITIVE WORK SPACE AND MUCH MORE!

PLEASE SEND YOUR CV AND COVER LETTER TO OUR EMAIL OR VISIT US IN STORE.

OUR STORE STAFF

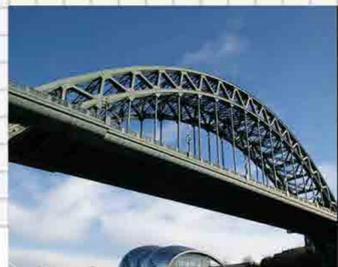
Our in-store staff will be fully trained in how to approach customers and sales in the 49 Threads way. Friendly, approachable and knowledgeable are all attributes we actively seek out for our front facing staff as we want our customers to be welcomed and comfortable when they shop with us, hopefully encouraging them to return or spread the message of the store. Our front facing staff are all paid 'The Real Living Wage' which is already voluntarily paid by 12,000 companies in the UK (Living Wage Foundation 2022). We want to ensure our staff are well taken care of, not only for themselves but also so they can do their job to the best of their ability.

MAX Shop floor manager. ANNA Team leader. TOM Sales assistant. ALEX Sales assistant. IZZY Sales assistant.



CHARITIES

49 Threads also works alongside a couple of local charities and are always looking to work with more through events and fundraising. Currently we are close friends with those involved with 'The People's Kitchen' and 'Rape Crisis Tyneside and Northumberland'. A % of proceeds of some of our promotional items gets donated to these charities, and we also work with those who are vulnerable with free job skill meetings and community events held at the community kitchens, with those sessions financially covered by us. We are always looking to provide more services and events and have a feedback and ideas submission portal on our website.



"THE BUNK" LAUNCH EVENT

"The Bunk", is 49 Thread's launch event taking place in an underground club in Newcastle. Inspired by the theme of the debut collection, extreme climate change and adaptation, The Bunk will be a "doomsday" prepper themed event, playing on the 'end of the world' rhetoric but playing it up and making it a lighthearted and fun event.

On an invite only basis, attendees will arrive at the location and be directed by staff to an inconspicuous entrance. They will be led down a mostly dark staircase, except for a few energy efficient red lightbulbs lighting the stairs up.

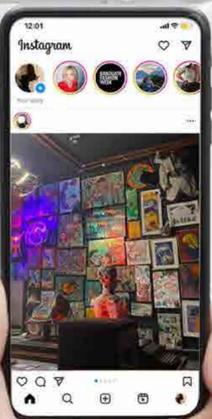
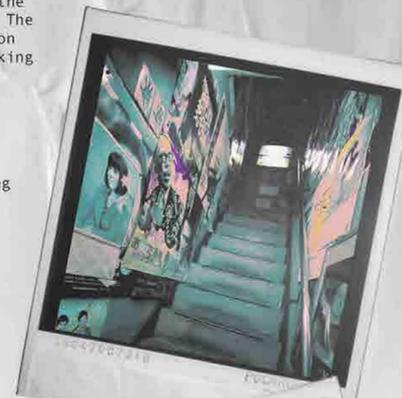
The event will be a celebration of the brands launch, and a celebration of sustainable movements. Local Djs will provide music and themed drinks will be available provided by a local bar group.

Wanting to make the launch of 49 Thread's as fun and memorable as possible, the walls will be lined with promotional posters for the new collection, but also advertising other local businesses, such as Food, drink and venues local to the 49 Threads flagship store. A select number of the business owners will be invited to join the event and a food business will be a part of the event to cater, in a way to show 49 Thread's community ethos. The décor inspiration comes from market places and bustling street vendors.

Shelves will be lined with mock ups of 49 Threads stock and promotional items such as 49 Threads "food in a can". Exclusive launch items will be for sale and be bagged in 'hazardous' waste bags and PR packages will be given out to invitees in takeaway food style packaging. The PR packages will go along with the theme of a doomsday bunker, but also the brands sustainable values.



Staff will be dressed in white hazmat suits, but when under the UV lights of the event, spray painted messages will be seen on their uniforms. These messages will be hashtags the attendees can use or take photos of for their social media pages.



49 LAUNCH EVENT



WHO?

Invitations will be given out to a range of consumer demographics. Influencers will be picked carefully according to their suitability of spreading the brand message. In addition, writers for relevant magazines and blogs, such as Dazed and Nylon Magazine, who are known for their commentary on lifestyle and music as well as fashion, will be given invites in exchange for the brand being mentioned in their next piece.



Competitions run on platforms including Instagram and tiktok will offer 15 tickets for the general British public to win. An additional 10 international tickets will be given away via competition as well. Having a range of attendees takes away the social 'exclusivity' of the brand and creates a relatable and loyal relationship with potential customers from the start. A further 5 tickets will be auctioned off and proceeds from those 5 tickets will be given to local charities.

49
LAUNCH EVENT

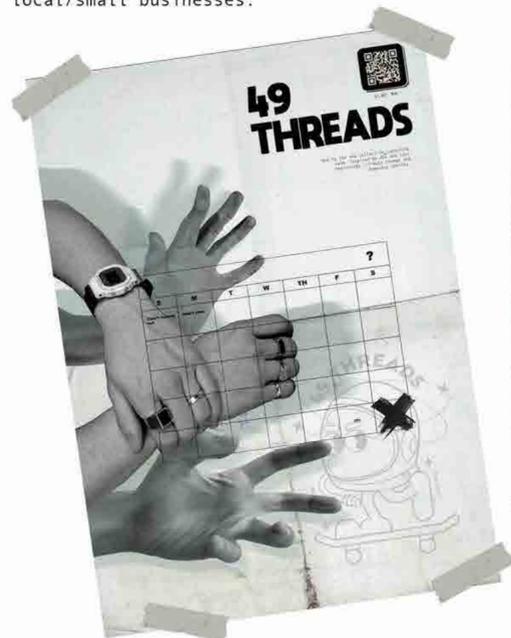


THE POSTER CAMPAIGN

Using graphics and photography, 49 Threads campaign posters will be designed to draw in customers through a scavenger hunt type of competition. With five competition prizes to win, each hunt will take place in one of five major cities in the UK: Manchester, Newcastle, Edinburgh, Sheffield and London. To win one of five limited edition 49 Threads garments, the player must find five posters with unique codes hidden somewhere on the poster. When they have collected all five codes from the posters in their chosen city, they must be the first to type the codes into the competition entry page on the 49 Threads website.



The hunt will be over when all five prizes in all five cities have been redeemed. Codes will be repeated on multiple posters, so this creates the challenge of finding the missing codes the player doesn't have yet. This competition is an interactive way for allowing the brand and consumers to connect whilst also creating a buzz around the brand. It also promotes the imagery of the brand. The posters will be placed in/ outside local businesses which will not only reduce the damage to the posters in public but also create footfall for those local/small businesses.



PROMOTIONAL ITEMS

"CLOTHES IN A CAN"

As included and seen at the launch of the brand, a key promotional item for 49 Threads will be the "clothes in a can" concept. Taking inspiration from long life food that would be found in a doomsday bunker, the can will feature the branding of 49 Threads, designed to look like a food label, but inside the can will be a branded t-shirt. The can is recyclable but could also be used as a keepsake. A sealed can could also have the potential to become a collector's item if success of the brand increases. This item was created to be a different approach to collectors' items and traditional packaging, creating a niche image for the brand and potentially a curiosity that leads more customers to see what the brand has to offer.

Due to the contents being a t-shirt, it's also a good product to purchase for those who may not have the budget to buy the higher priced garments such as coats and trousers. This promotional product will give these customers the opportunity to wear 49 Threads without having to pay the higher price point.



THE ZINE

A short zine will also be produced and include a mixture of photography, graphics and typography. This zine will be a visual showcase of some of the garments produced but will be more about the energy and personality of the brand. The zine will be A5 so as to not be too expensive to print and will be sold in store as well as given out at the launch event to attendees. The purpose of the zine is to showcase the brands aesthetic but it could also be part of a potential expansion plan through the gradual addition of guest writers or businesses within the zine as a collaboration or advertising opportunity.



COLLABS

END.

As END has a big presence in the fashion scene in the North, a collab between the two brands seems natural. END x 49 Threads Collab will feature a small capsule collection that would be sold in both stores and would be a limited edition drop. Having stores close together would then encourage both brand's consumers to visit each store, increasing engagement and interest in both brands.



A collab between Asics and 49 Threads would also create a buzz around the brand as Asics is known for creating unique drops with a large hype around them due to limitability. Asics 49s (named after 49 Threads) would feature graphics from the brand but in the style of Asics trainers. The shoe will also be made from recycled material, as to keep the philosophy of 49 Threads running through all its projects.



49
PROMO

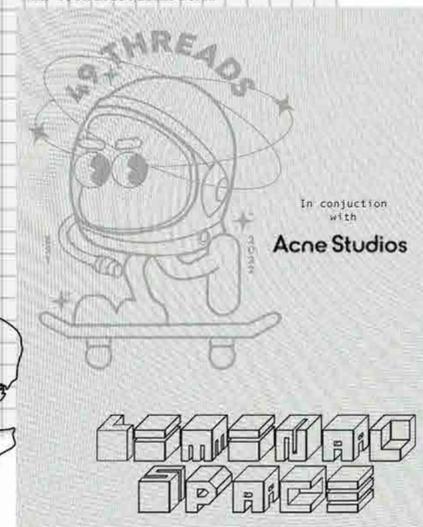


Nutrition Facts	
Serving size: 1 can (200g)	
Amount per serving	
Calories	0
Total Threads	
Size	49
Color	White/Black
Wash	30°C
Tumble Dry	Low
Iron	Yes
Style	49g

- ### 49'S CHECKLIST FOR 5 YEARS TIME
- USE 100% COMPOSTABLE PACKAGING FOR OUT ORDERS.
 - USE 100% RECYCLABLE PACKAGING FOR STOCK AND ORDERS.
 - KEEP WAGES ABOVE COST OF LIVING RISES.
 - COLLAB WITH 5 MORE BRANDS.
 - WORK WITH 5 MORE CHARITIES.
 - SELL IN LARGER RETAILERS.

OUR AIMS

We believe in being as honest and transparent with our community and customers as possible, and that means knowing we have room to improve and grow. It's hard to be perfect and 100% stick to our personal values, but we aim to grow our company as sustainably as possible. In the next 5 years we aim to have opened another store in another major city in the North, where we have another hub of staff working there in the same communal way as our Grey Street store. We also want to be more involved in Charity work, through classes/ workshops to fundraising events, we are already trying to implement this through our ideas box on our website.



PRICING

JUSTIFICATION

When pricing the 49 Threads products, we used the Cost-Plus pricing strategy as it was important for us to be aware of our staff and fair labour laws. The RRP pricing is on the higher end to reflect our quality of product and to ensure the transparency of our brand values. We are aware that this may dismiss the threat of competition, but our profit and pricing has to justify our ethos, and also make consumers aware that we are not cutting corners when it comes to quality, sustainability and compassion. When comparing our prices to other brands with similar products, we usually sit around the middle of pricing for luxury goods, which we see as an advantage to not be at either end of the spectrum to allow a wider demographic of buyers.

PRICE COMPARISON



FINAL COSTINGS/ PROFIT

Product Style/Number	Quantity	Total Costs	WS Markup	RRP	WS Profit
SLEEVES001	200	50.34	100.68	182.00	10.068
WIDELEG002	300	60.20	120.40	220.00	18.060
PRINTEDCOAT003	200	169.88	339.76	615.00	33.976
PRINTEDTEE004	300	27.90	55.80	100.50	8.370
TRENCH005	200	50.50	100.00	180.00	10.100
CORDUROYHOOD006	200	80.00	160.00	290.00	16.000
SKIRT007	300	35.00	70.00	126.00	10.500
QUILT008	200	90.00	180.00	325.00	18.000
CROPPEDCOAT009	200	87.00	174.00	315.00	17.400
GILET010	300	50.00	100.00	180.00	15.000
WHITECROPPED011	300	52.00	104.00	190.00	15.600
STRAIGHTLEG012	300	50.00	100.00	180.00	15.000
CARGO013	300	51.00	102.00	185.00	15.300
LONGPANTCUFF014	300	51.00	102.00	185.00	15.300
SHORTPANTCUFF015	300	49.00	98.00	176.00	14.700
GREYK016	300	45.00	90.00	165.00	13.500
NAVYK017	300	45.00	90.00	165.00	13.500
				Total	Total
				943,150	260,374.00
					Profit
					682,776



QUANTITIES, COST AND PROFIT

Total Costs		Income
Staff	472,000	682,776
Rent/Location	45,000	
Promotion	19,300	Income - Costs = Profit
	536,300	146,476

By the end of year 1, we are seen to have created a profit of £146,476.



INSTORE BUYING PROCESS

During a his weekend errand run James sees a shop front he hasn't been in before.

Decorated in an unique way, the window display draws him in into the 3-storey grey street building, the brands graphics were printed onto the glass and the mannequins were dressed in a style he loved.

Greeted by a shop floor staff member, James looks around the 2 floors of stock, eyeing up a pair of wide leg trousers, he makes his way into the changing room area, a member of staff leading him to an available room. he appreciates the uplifting message of "you look great" printed on the main mirror.

He feels welcomed and calm in the shop, the music isn't too loud, the lights aren't too bright and the staff aren't chasing him around the shop.

He picks up the pair of trousers that caught his eye and checks the tag for his waist and leg size.

At the till he meets another member of staff who makes him feel comfortable and they share a joke together.

James leaves the shop with his brown paper bag and care book, scanning the QR on the door on his way out, giving 49 Threads a follow on tiktok and Instagram.



THANKS FOR YOUR PURCHASE!

PLEASE ALLOW UP TO A WEEK FOR UK DELIVERIES AND 2 WEEKS FOR INTERNATIONAL.

RETURNS ARE FREE FOR OUR CUSTOMERS AS WE WANT YOU TO GET THE BEST FIT POSSIBLE. RETURNS PACKAGING WILL BE INCLUDED IN YOUR DELIVERY AND WELL AS INFORMATION ON WHERE TO DROP OFF THE PACKAGE. PLEASE ALLOW 1-2 WEEKS FOR THE REFUND TO BE BACK INTO YOUR ACCOUNT. GET IN TOUCH THROUGH OUR EMAIL OR SOCIALS FOR ANY QUESTIONS.

WE'VE RECEIVED YOUR RETURN. SORRY IT WASN'T PERFECT FOR YOU :(

YOUR RETURN HAS REACHED OUR STORE AND A REFUND IS ON IT'S WAY. IN THE MEAN TIME LET US KNOW ON OUR WEBSITE HOW WE CAN IMPROVE ANYWHERE TO PREVENT MORE RETURNS AND MAKE OUR CUSTOMERS HAPPY.

ONLINE BUYING PROCESS

Noah is browsing Instagram on his lunch break and comes across a cool graphic posted by a menswear brand. It's a competition based in 5 cities including his city of Manchester.

He clicks on the page's profile to see more about the competition and sees the brand really speaks to his style. They have a link to their website in their bio so he goes for a browse.

He quickly has his eye on a puffer jacket and decides to invest ready for the cold winter. he also sees the brand has only made 100 of this particular item; this encourages noah to make the purchase as it makes him feel special and exclusive.

He uses the size chart available to pick his correct size and pays using the PayPal option, his preferred method.

3 days later and his parcel arrives, packaged in recycled brown paper and their logo, he likes the attention to detail to be sustainable.

Unwrapping the parcel he sees a hand written note signed by "Lilly - 49 Threads staff", thanking him for his purchase. Also inside is a care booklet and a breakdown of where the coat was made and where the fabrics came from.

he package also includes a prepaid returns slip, just incase he's not 100% happy. Noah wears his new coat out and his flat mate also borrows it (not always asking first.)

after seeing noah show off his new coat, his mutual friends find the brand on social media and also take a look at their website at the other garments they have.

We always accepts returns instore before 30 days, as long as the items are in perfect condition and proof of purchase can be shown, via paper receipt or email.



We prefer to not give out paper receipts as we want to reduce our waste as a brand overall, but we will give them to those who don't want an email version.

OUR SIZING GUIDELINE

	TOPS AND COATS		TROUSERS/BOTTOMS (WAIST)	
	CM	INCH	CM	INCH
XS	86-91	34-36	XS	75-79
S	91-96	36-38	S	79-83
M	96-101	38-40	M	84-88
L	101-106	40-42	L	88-92
XL	106-111	42-44	XL	93-98
XXL	111-116	44-46	XXL	99-105



MEASURE AROUND THE FULLEST PART OF YOUR CHEST

MEASURE AROUND NARROWEST PART OF WAIST.

MEASURE FROM TOP OF INSIDE LEG TO ANKLE.

We are considered a 'menswear' brand, but we accept any and all customers and identities. If you like our garments but struggle with the sizing chart, please get in touch with us online or instore.



STOCKING THE STORE/ONLINE

On the third floor of the grey street flagship store, the pattern cutters and machinists make and perfect the garments ready to be sold.

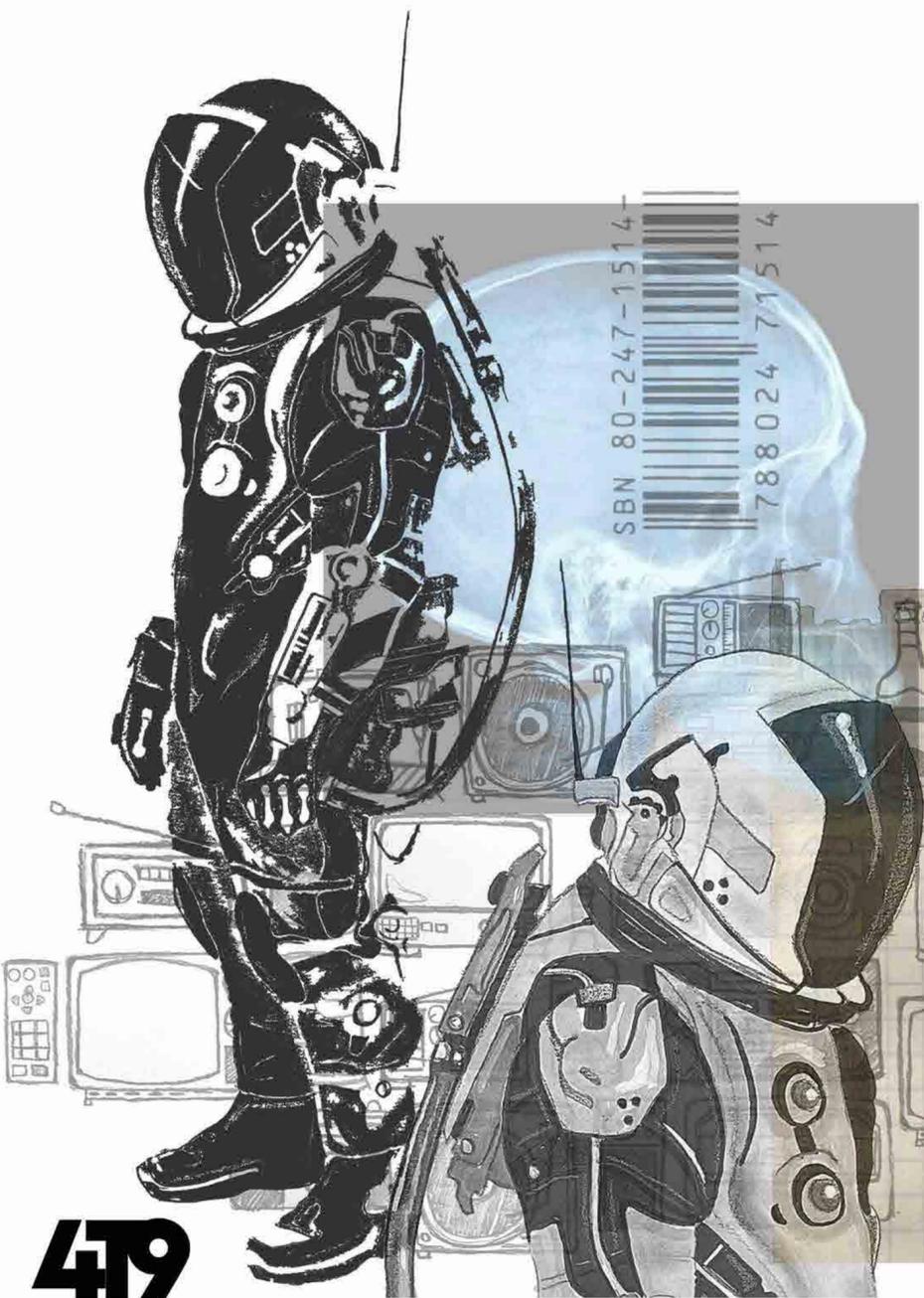
Staff check the quality and fit on mannequins and then stock is taken downstairs to the main selling floors, any extra product is stored in the store room on the manufacturing floor.

Floor staff and the in house visual merchandiser then rotate stock and make sure shelves are full and garments are hung properly on the shop floor.

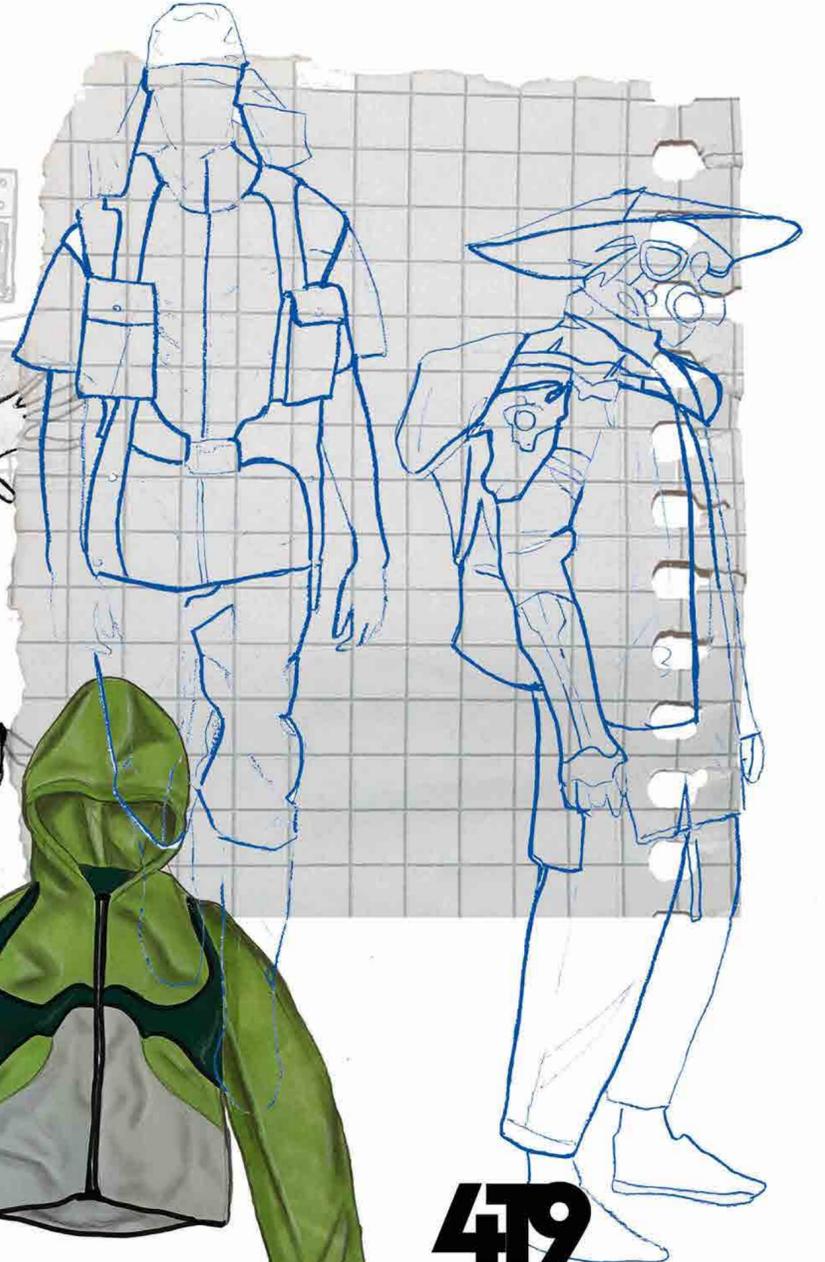
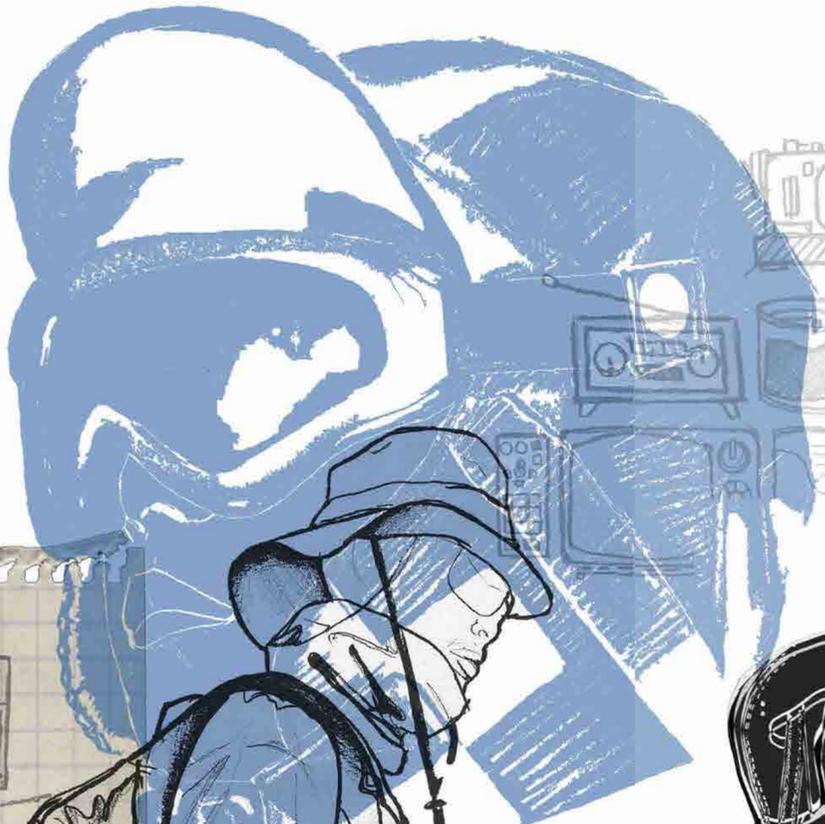
Mannequins are dressed for the window and for the individual sections inside the store, reflecting the current release of garments, styled with other garments to increase up selling potential.

A small team work on the 3rd floor, packaging and preparing online orders, using stock from the store room before taking any from the shop floor.





49 THREADS' LATEST LAUNCH "MOD:FY", IS A HYPOTHETICAL LOOK INTO HOW HUMANS WILL HAVE TO ADAPT TO EXTREME WEATHER DUE TO CLIMATE CHANGE. AN OVER-THE-TOP APPROACH TO WEATHER PROOF GARMENTS. MOD:FY IS A CONCEPTUAL COLLECTION CREATED FOR THE PURPOSE OF BOTH STYLE AND AWARENESS. TAKING INSPIRATION FROM ENVIRONMENTAL STUDIES AND CREATIVE GRAPHICS, THE COLLECTION AIMS TO BRING A DYSTOPIAN STYLE TO A SMALL CORNER OF MENSWEAR.



ICE CAP

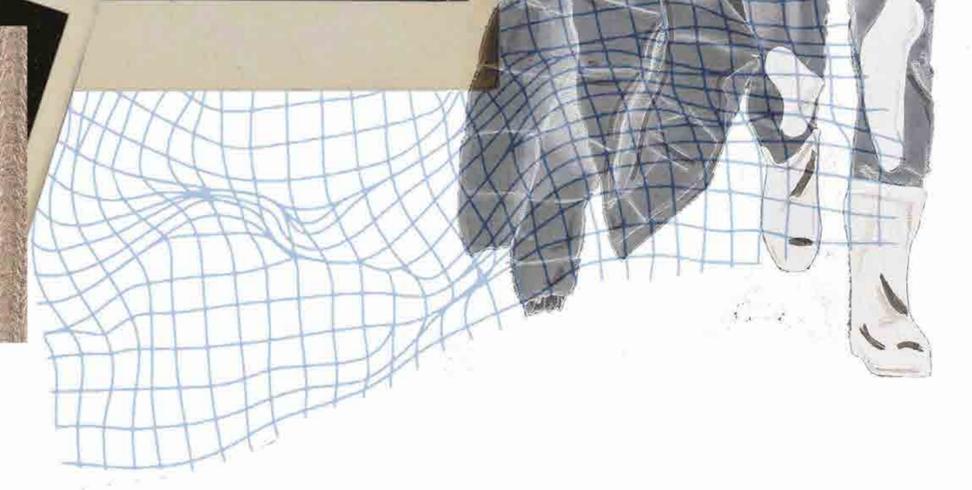
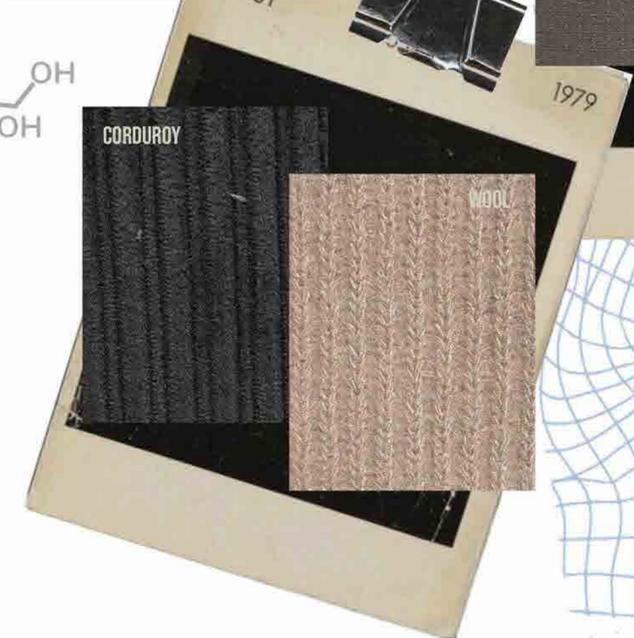
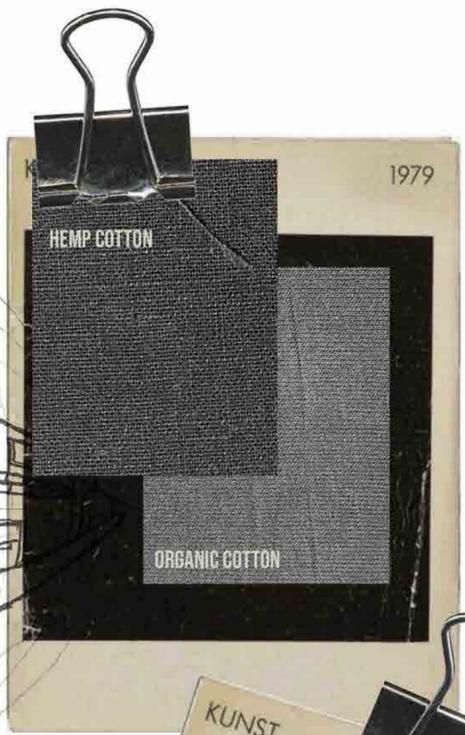
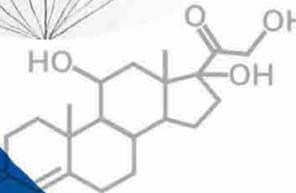
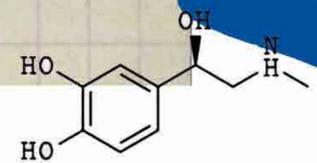
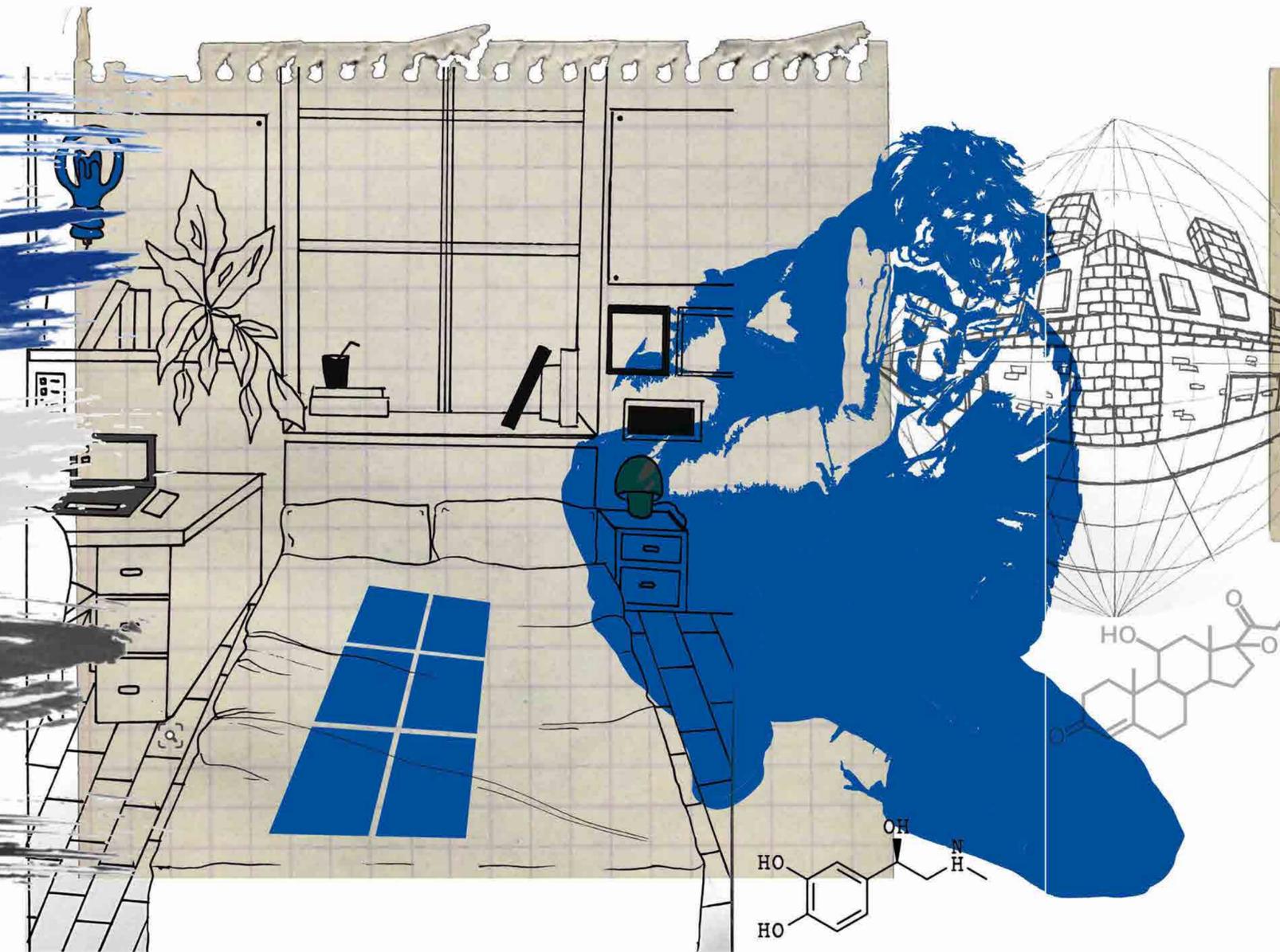
VOYAGE

TUNDRA

EROSION

EXTINCT

COLOURS
419

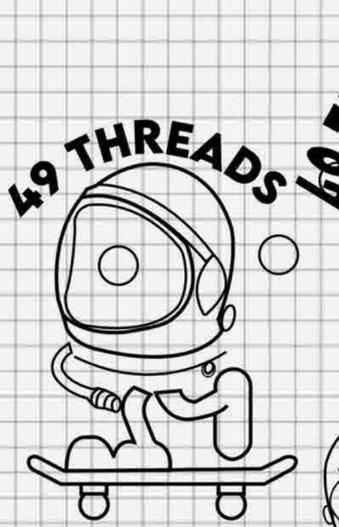
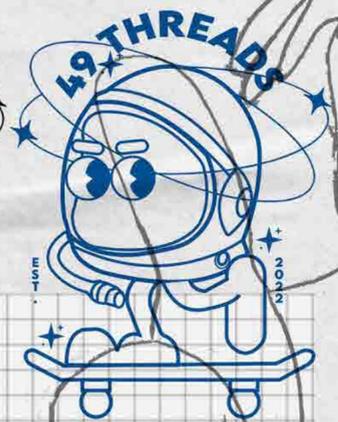
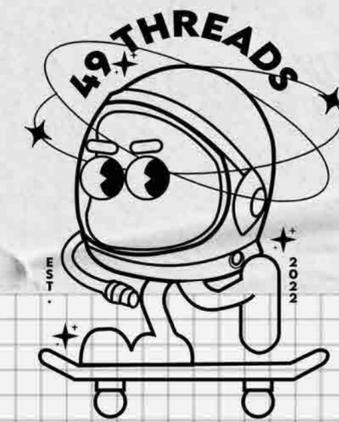


FABRICS
419

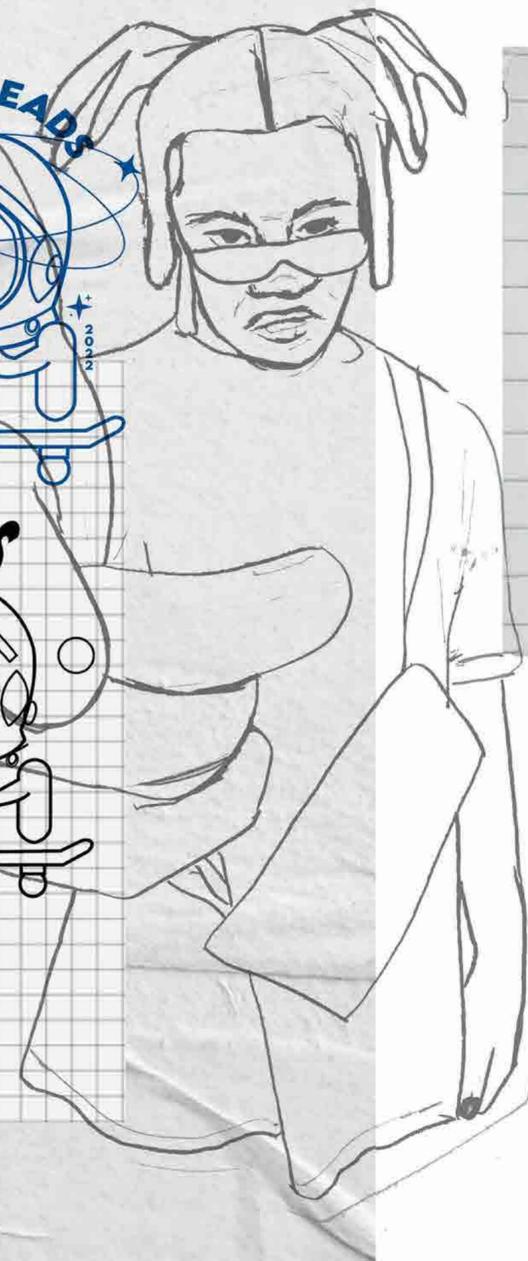
Illustration for print 1.



Used photoshop to pick out the texture for the print.



Using illustrator to create graphics for the brand.



Using Tipex to make sure design is crisp around thin lines.



49
PRINT REALISATION

Creating 2 looks for product + promo.



Screen print tests.



49
PRINT DEVELOPMENT



CRAIG GREEN X MONCLER



CARHARTT.



HELIOT EMIL.



ARC'TERYX.



[CODE_2
1010110010



wide leg



Quilted detail.



LOOK 1



LOOK 2



layered wrap around skirt + trousers.

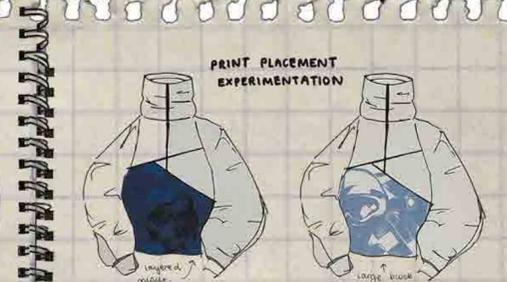


Two snap usings.

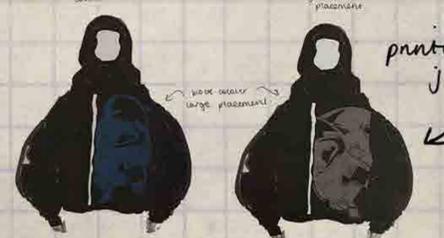
wrap around head collar.



space suit inspired



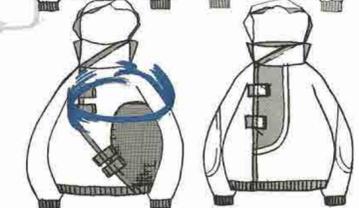
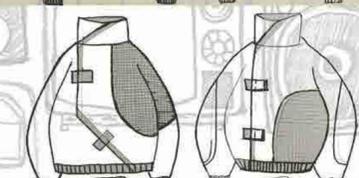
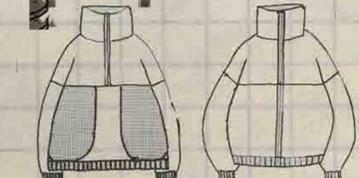
PRINT PLACEMENT EXPERIMENTATION



printed puffer jacket.

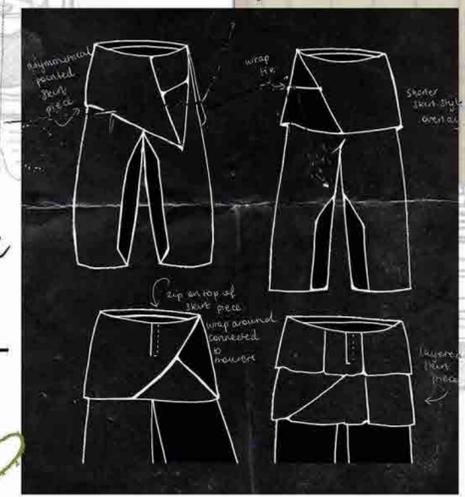


print placement

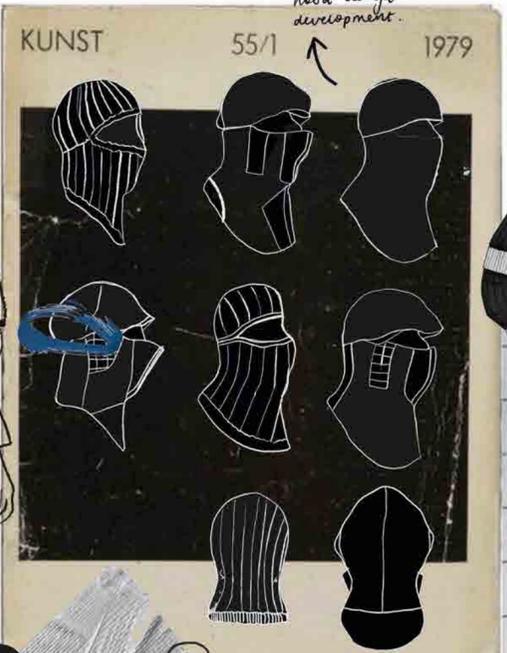


419 DESIGN DEVELOPMENT

oversized sleeves.



419 DESIGN DEVELOPMENT



LOOK 4

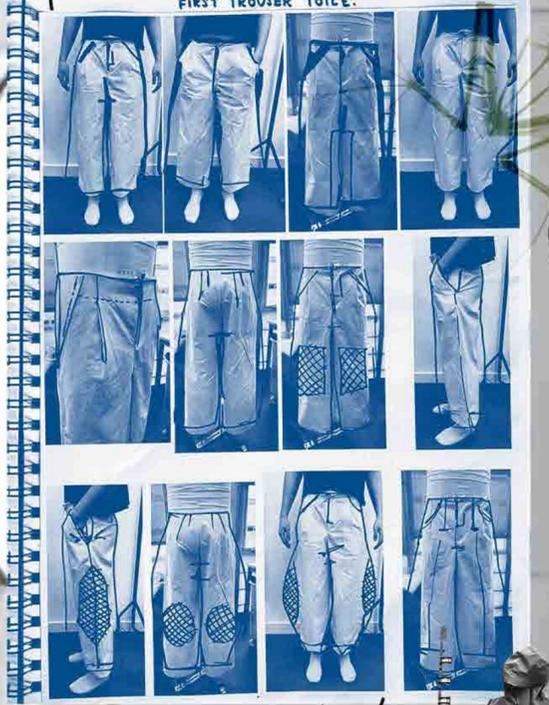


LOOK 3



LONDON COLLEGE OF FASHION

FIRST TROUSER TOILE.



Street trouser shape.

cropped silhouette



round sleeve shape.



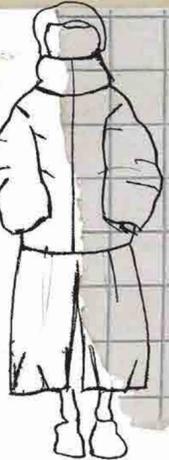
wrap layer detail

Tailored pleat.

Mixture of fabrics + textures.



baggy/boxy silhouette.



wide leg.



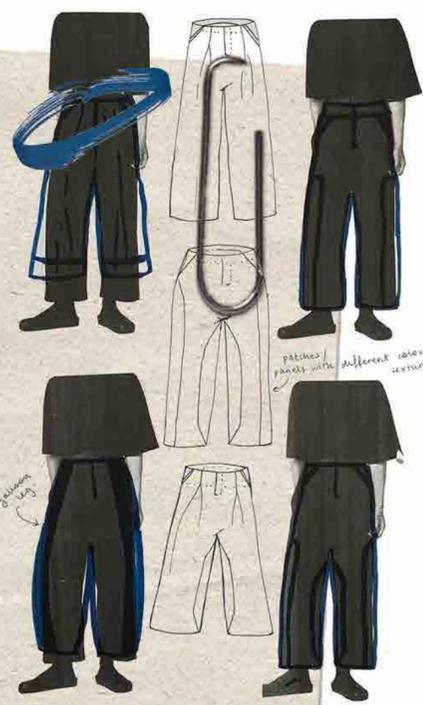
rounded sleeve.





Dropped shoulder.

textured panel.



patches/panels with different colour texture



cropped to ankle.

wide leg fit



Elongated dramatic sleeve.

straps supporting shoulder + waist.

LOOK 5



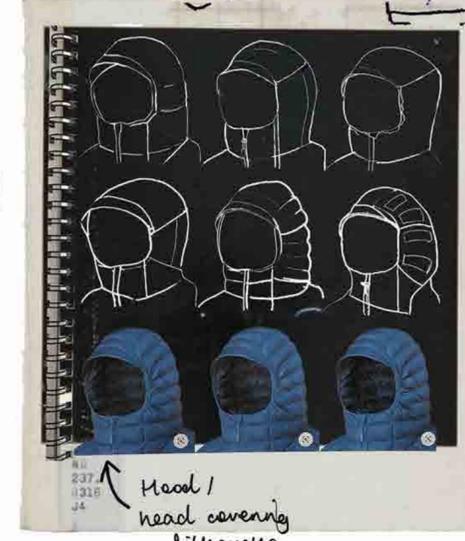
quilted detail paneling.



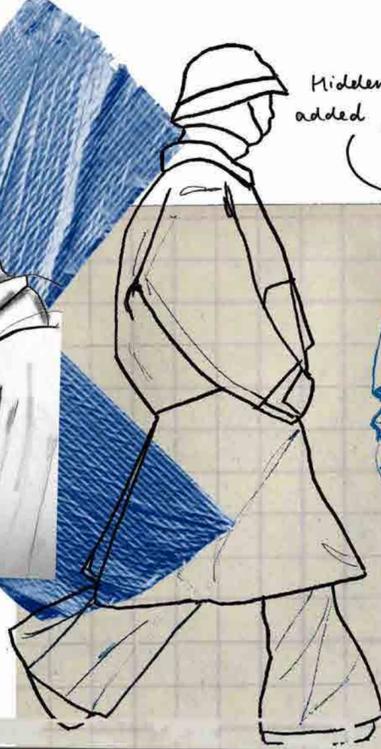
LOOK 6



WATER PROOF TECH WEAR



Hood / head covering silhouette.



Hidden / added pockets



long hanging silhouette.

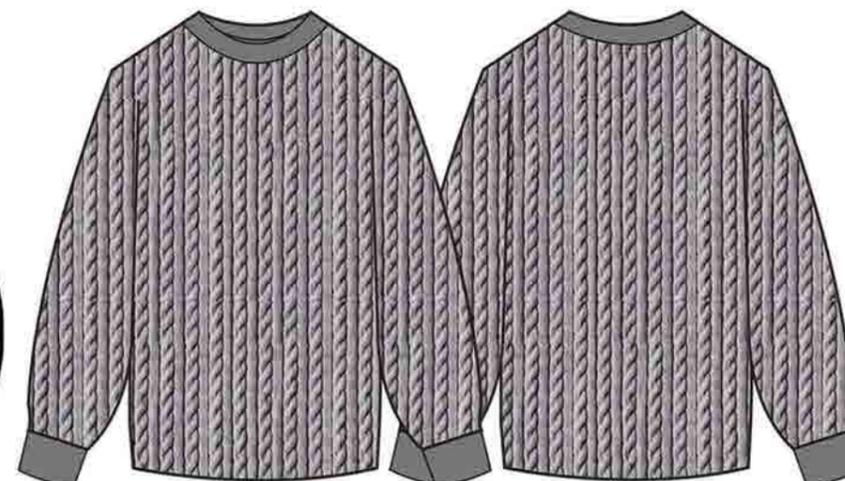
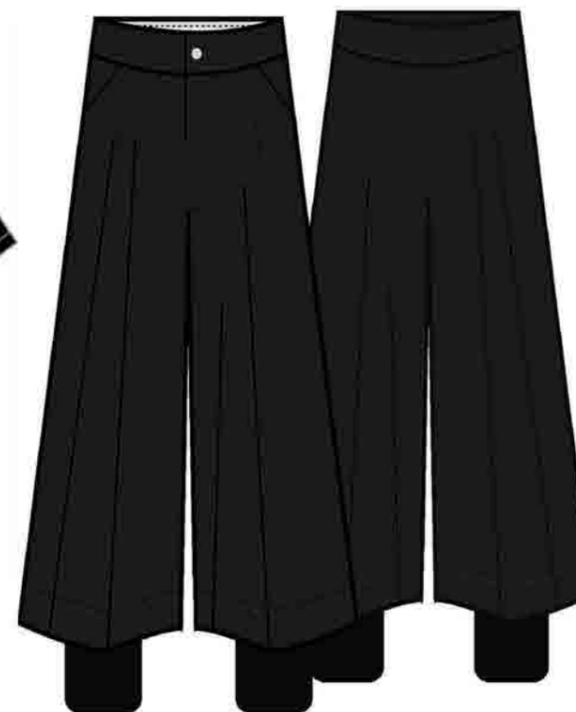
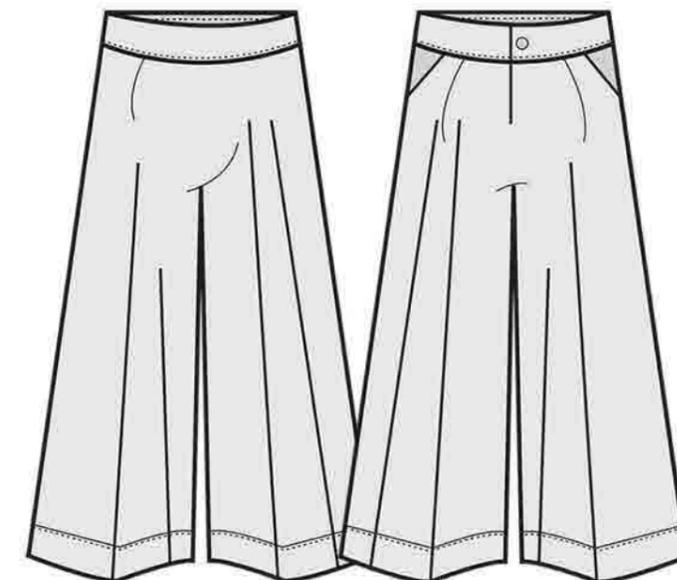
Inspired by blazers.

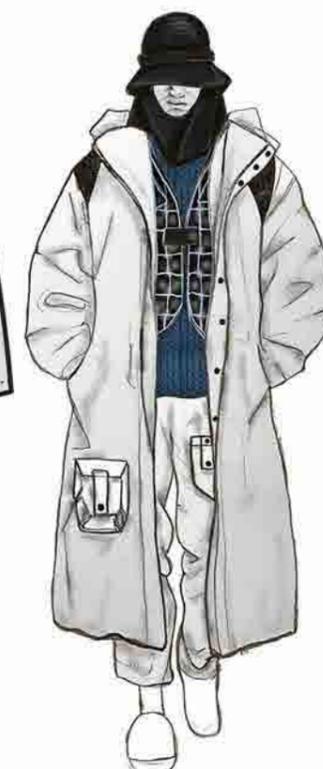
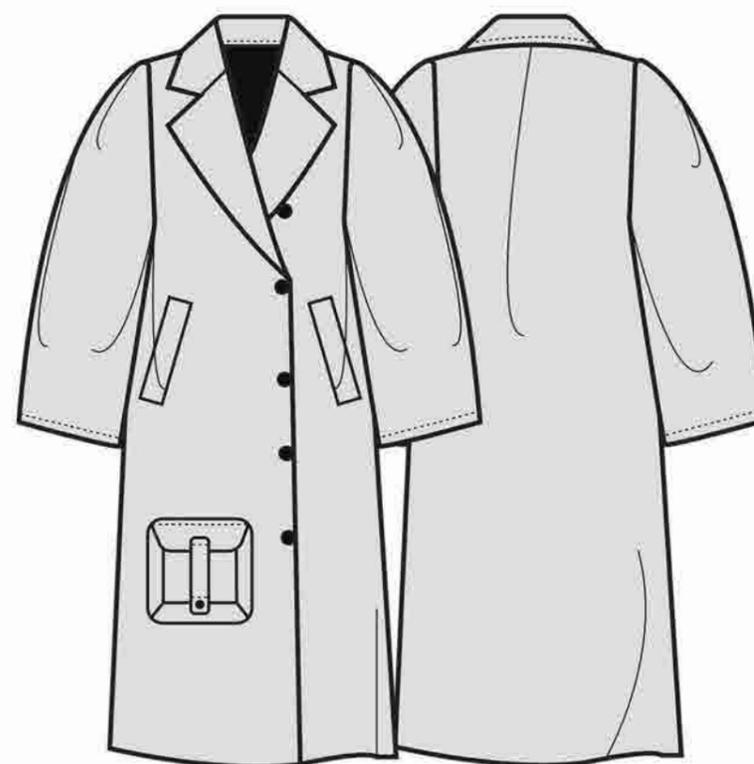
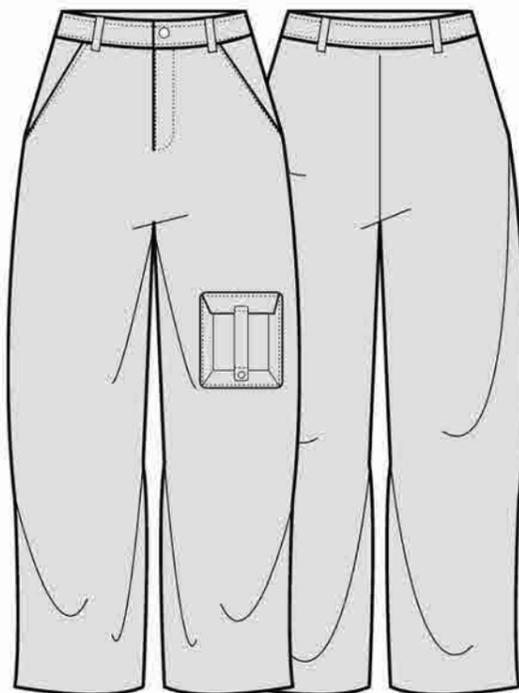
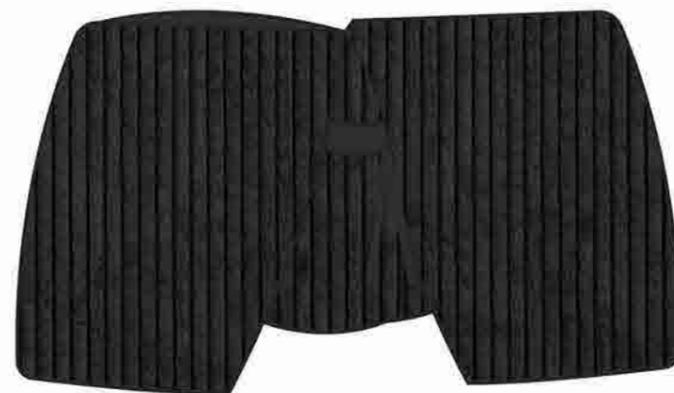
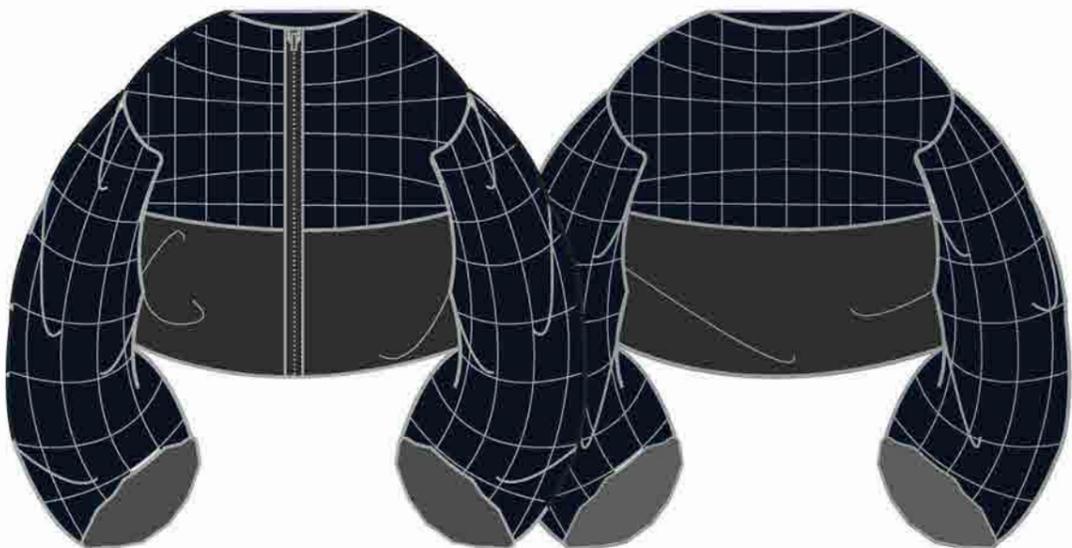


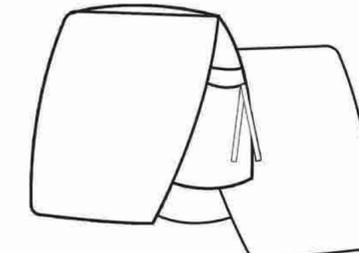
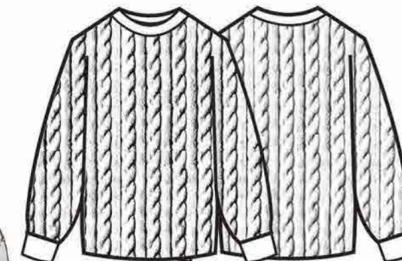
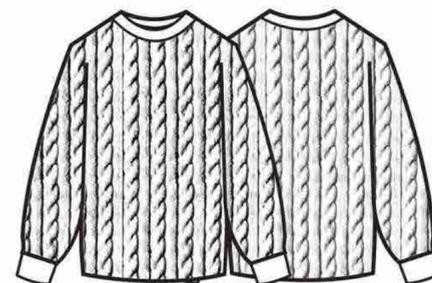
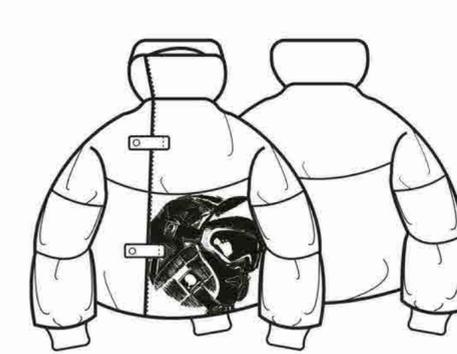
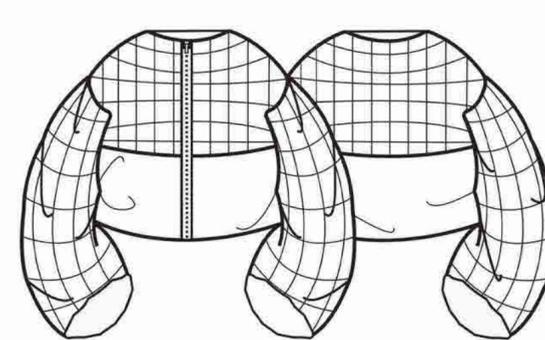
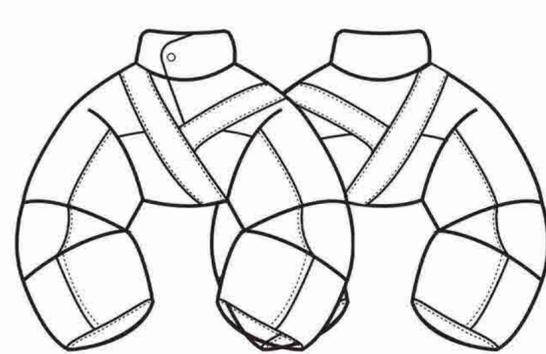
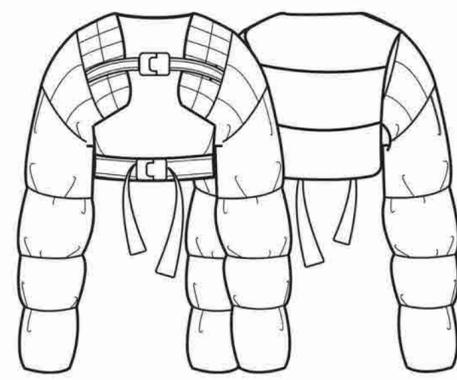
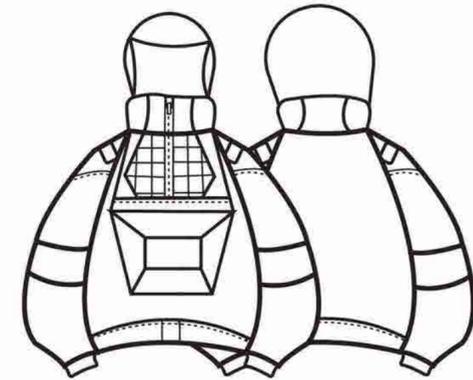




419
RANGE PLAN/FLATS







OVERSIZED HOODED COAT.
- CORDUROY BASE.
- ELASTICATED ARM BANDS.
- QUILTED DETAIL.
- QUATRE ZIP.

CROPPED WIDE LEG TROUSERS.
- WIDE LEG.
- PLEATED DETAIL.
- ANKLE LENGTH.

PUFFER CROPPED SLEEVES.
- ELONGATED ARM LENGTH.
- UPCYCLED STRAPS ACROSS CHEST AND STOMACH.
- QUILTED DETAIL.
- FULLY RECYCLED/DEADSTOCK FABRIC.

PRINTED TEE.
- COTTON DROP SHOULDER.
- HAND SCREEN PRINTED DESIGN.

WIDE LEG BUILT IN CUFF TROUSERS.
- WIDE SILHOUETTE.
- TIGHTER FITTING LEG CUFF.
- BUTTON FINISH.

OVERSIZED CROPPED PUFFER.
- EXTREME PUFFER SILHOUETTE.
- LAYERING STRAPS DETAIL.
- SUBTLE PRINT DETAIL.
- WRAP AROUND COLLAR.

CABLE KNIT JUMPER.
- RECYCLED WOOL.
- REGULAR FIT.

STRAIGHT LEG TROUSERS.
- FULL LENGTH.
- BUTTON FINISH.
- CLEAN HEM.

FULL BODY TRENCH COAT.
- SHIN LENGTH.
- POPPER POCKET DETAIL.
- WIDE LAPELS.
- FRONT BUTTON CLOSURE.

CABLE KNIT JUMPER.
- RECYCLED WOOL.
- REGULAR FIT.

QUILTED GILET.
- THIN PADDED QUILT.
- BUTTON POPPER CLOSURE.

CARGO TROUSERS.
- BAGGY FIT.
- POPPER BUTTON POCKET DETAIL.
- QUATRE ANGLE POCKETS.

PUFFER COAT WITH JOINING CUFFS.
- EXTREME OVERSIZED SILHOUETTE.
- FULL QUILTED BODY.
- FULL BODY ZIP FASTENING.
- NO STANDING COLLAR.

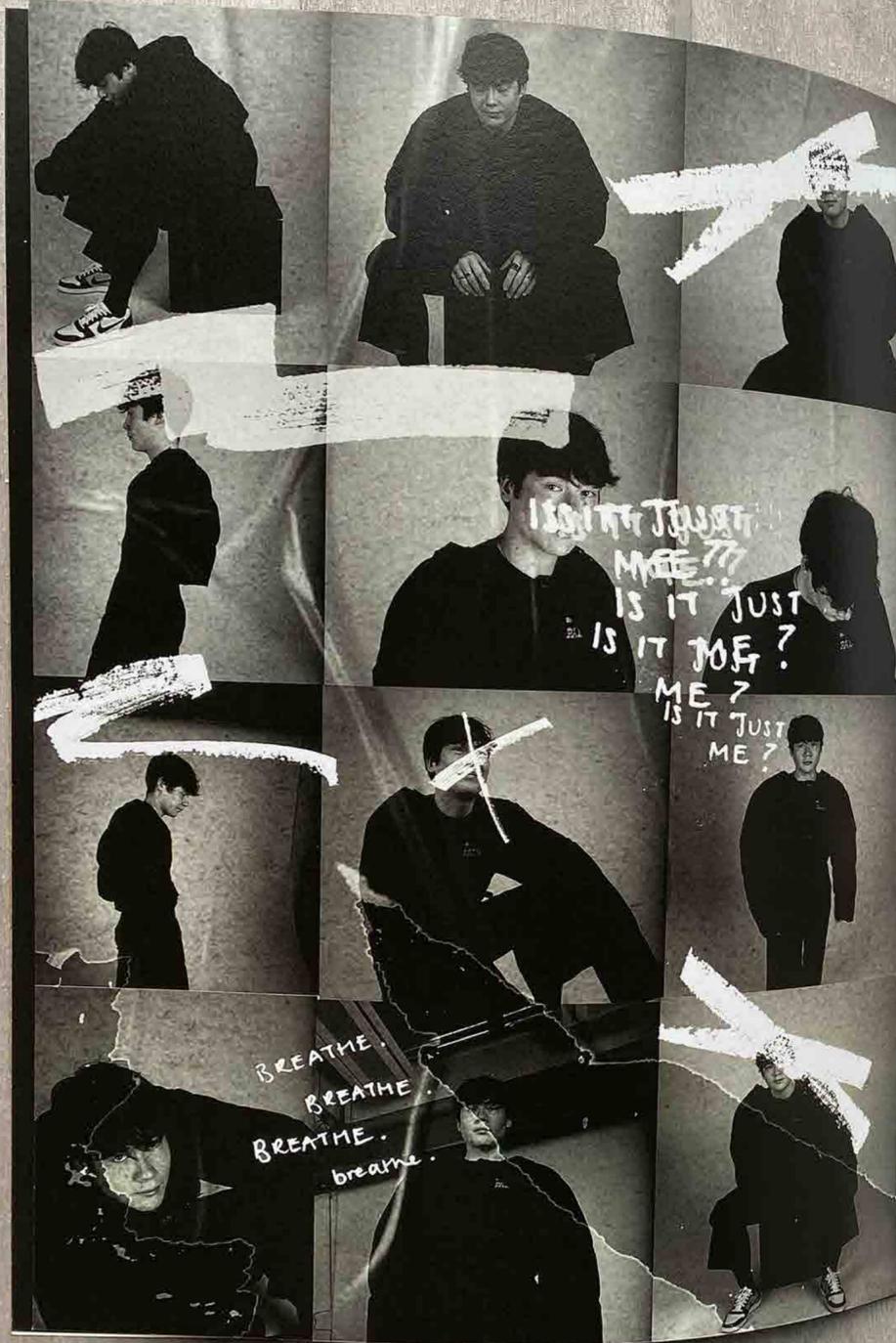
WIDE LEG TROUSERS.
- EXTREME WIDE LEG SILHOUETTE.
- ANKLE LENGTH.
- BUTTON CLOSURE.

PRINTED PUFFER COAT.
- HAND SCREEN PRINT DESIGN.
- CORDUROY BODY.
- ASYMETRICAL FASTENING.
- POPPER CLOSING.
- HIGH COLLAR WITH WRAP AROUND.
- RIBBED CUFFS.

WRAP AROUND SKIRT.
- TIE FASTENING.
- ADJUSTABLE/REMOVABLE.

PLEATED TROUSER WITH BUILT IN CUFFS.
- ANKLE LENGTH.
- UNDERLAYER LEG.
- QUATRE ANGLE POCKETS.





CLIMATE ANXIETY (ECO-ANXIETY)

"SOMEONE EXPERIENCING CLIMATE ANXIETY MAY FEEL WORRIED, NERVOUS, OR SCARED OF THE CONSEQUENCES OF CLIMATE CHANGE, AND WHAT THE FUTURE HOLDS FOR OUR PLANET. THEY MAY ALSO EXPERIENCE LOW MOOD CONNECTED TO A BROADER SENSE OF HOPELESSNESS OR HELPLESSNESS."

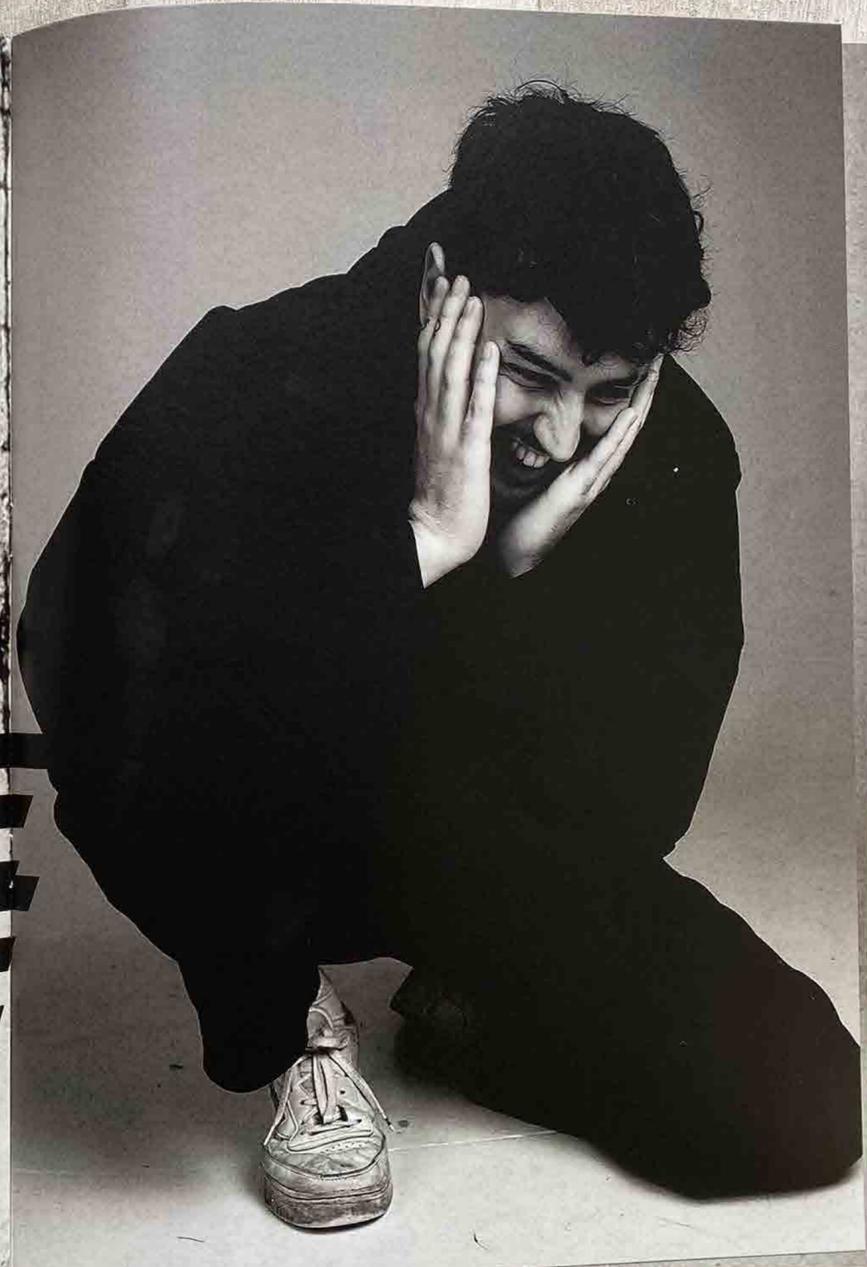
BEING AN AGORAPHOBIC, I OFTEN WORRY ABOUT EVERYTHING OUT OF MY CONTROL. ARE MY PARENTS HEALTHY? ARE MY FRIENDS OKAY? WILL I BE ABLE TO WORK WITH MY CONDITION? DO PEOPLE THINK I'M ANNOYING? WHY DOES MY CHEST HURT? IS THAT MAN FOLLOWING ME?

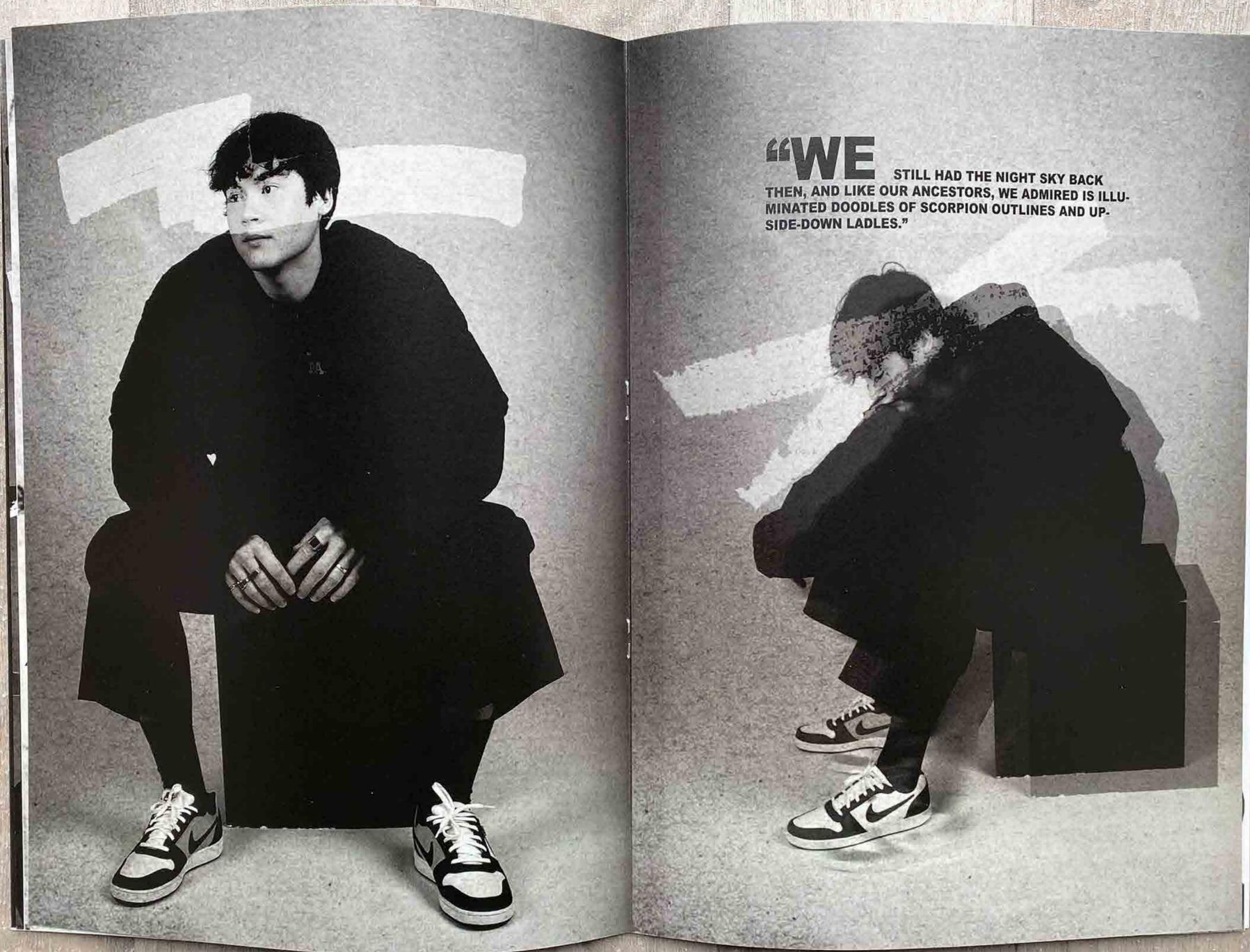
LIKE AN OLD SCHOOL TELEVISION, INTRUSIVE THOUGHTS FLICK THROUGH MY BRAIN CONSTANTLY LIKE SOMEONE IS PRESSING HOLD OF A REMOTE AND REFUSING TO LET GO OF THE BUTTON. AND ALONGSIDE THOSE ARE THE-

**THOUGHTS
OF THE
WORLD
ENDING.**

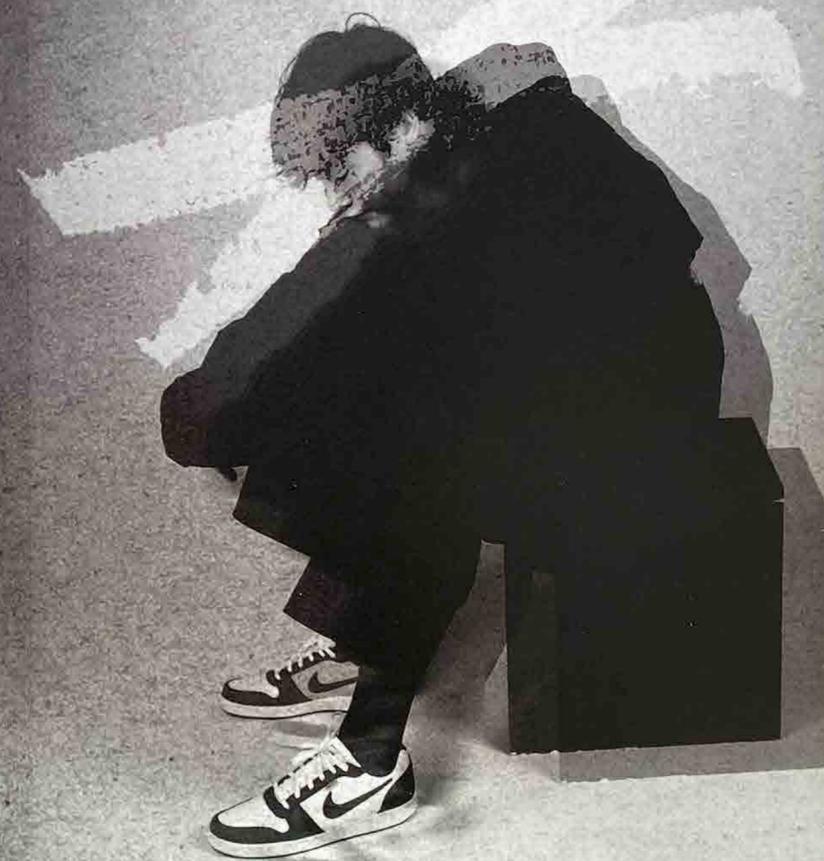
IT MUST SEEM LIKE WE SOUGHT TO LEAVE NOTHING BEHIND BUT BENZENE, MERCURY, THE STOMACHS OF SEAGULLS RIPPLED WITH JET FUEL AND PLASTIC. YOU PROBABLY DOUBT THAT WE WERE CAPABLE OF JOY."

**BUT I
ASSURE
YOU WE
WERE.**





“WE STILL HAD THE NIGHT SKY BACK THEN, AND LIKE OUR ANCESTORS, WE ADMIRER IS ILLU-MINATED DOODLES OF SCORPION OUTLINES AND UP-SIDE-DOWN LADLES.”



**“ABSOLUTELY,
THERE WERE
SOME FORESTS
LEFT!”**



**“ABSOLUTELY, WE
STILL HAD SOME
LAKES!”**

