

Fashion Design & Marketing BA (Hons)

# amperound

About Us.

# print Focussed

Campground is a luxury women's, Ready-To-Wear brand focusing on creating lifelong treasures, designed and built with every detail in mind. Our dream is to create a space for customers to escape from chaos, homing in on true pleasures.

The artistic minds behind the brand take an abstract design approach with emotion being the driving force. Showcasing impactful hand rendered prints, we explore feeling through a depth of colour and texture. Each collection involves creating artwork that communicates the concept, developed alongside silhouettes to blend the two together into beautiful garments.

# our style

Silhouettes are intended as understated, timeless canvases to display and compliment the prints. A play of masculine and feminine in appearance, with experimentation of comfortable shapes and layers. Garment research is used to explore traditional features and shapes for us to redesign through a modern lens, continuously creating a digital archive of vintage pieces that catch our eye. For example, men's workwear pieces are developed with a feminine twist, from carefully chosen cloth and intricate print work.

# Fabrication

Fabrication is at the heart of our design decisions because our luxury prints deserve a beautiful, high-quality canvas to lay on, and intricate, organic textures to be paired with to complete the looks. We research and carefully select organic, traditionally made cloth to build our garments.

# Research

Findings from the research report show that customers may form a stronger emotional connection to a product if their involvement with the brand is high. Here at Campground, we feel strongly about creating products that will be as loved and treasured by the owner as they are by us. We want the customer to feel the concept of our brand within our products, therefore, we pay much attention to ways in which we can welcome the customers into our world.

Brand Philosophy.

Our primary and secondary research informed us that in order to immerse our customers into the creative visual world of the brand, touchpoints and marketing are important. Therefore, our mission is to plan interactive spaces and ways of communicating our ethos to our audience.

# At campground we take a fluid,

abstract approach to design, not becoming restricted by specific guidelines. We value the organic nature of hand-crafted methods and embrace the imperfections.

CREATIVITY

#### TRANSPARENCY

Campground strongly values honesty in every aspect of production and distribution. We aim to share every stage of the collection journey which builds a trusting relationship with our consumers.

#### CREAFTSMANSHIP

High quality craftsmanship is central to our designs, we believe garments should be made with love, care and with an in-depth knowledge of traditional methods.

### COMMUNITY

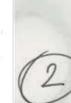
Campground aims to bring together creatives across the world with monthly workshops and engaging social media channels.

#### RESPONSIBILITY

At Campground we want to be as proud of our brand as we are our products. Therefore, we will always be working on new ways to be more responsible, starting with long lasting products and slow production.

### SENSITIVITY

Our creative process is personal and sensitive, and our inspiration is deep. We work hard to translate this through beautiful colours and textures, hoping to engage customers into a world of emotional art.





# STRENGTHS

- We are devoted to building high-quality, long-lasting garments thus more sustainable. - Printed garments are hand rendered using direct screen painting methods therefore, each piece is completely unique. Meaning products are exclusive and valuable.

- Materials are sourced responsibly, and scraps are repurposed into gifts for customers such as lavender bags.

- We build a community of artistic expression that is inclusive to all.

- Transparent about production and distribution, everything is communicated to the customers to build a trusting relationship. - Doesn't just sell a product, but provides a full creative experience for the customers to enjoy and remember along with their purchases.

- We are dedicated to selecting traditional and organic materials, customers can be assured the products reflect the price in quality and design detail.

OPPORTUNITIES

- Strong USP and ESP, not many of our

silhouettes with hand rendered prints and an

- More people are joining the 'quality over

quantity' mentality, giving us opportunity to

competitors are creating traditional

artistic community.

WEAKNESSES

- Our high price point may not be accessible to everyone.

- Hand rendered prints are time consuming so products can't be mass produced in the same way as plain garments can. Unique pieces may be limited.

- High quality, traditional materials may be expensive and difficult to source, time for this must be catered for.



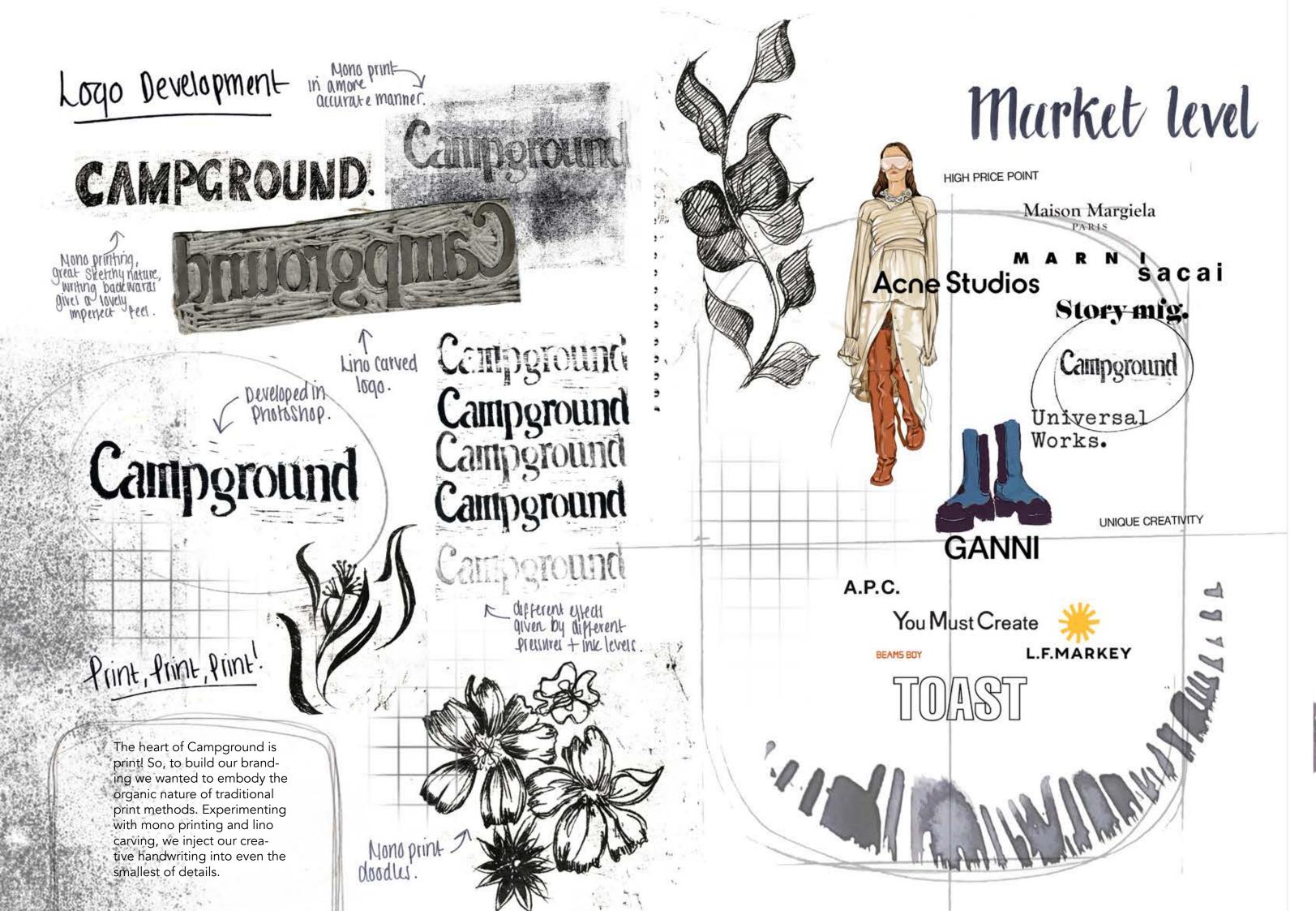
- Big scale fashion companies are greenwashing customers into thinking they are sustainable, therefore customers misunderstand the meaning of a responsible brand, and may not value that part of our ethos.

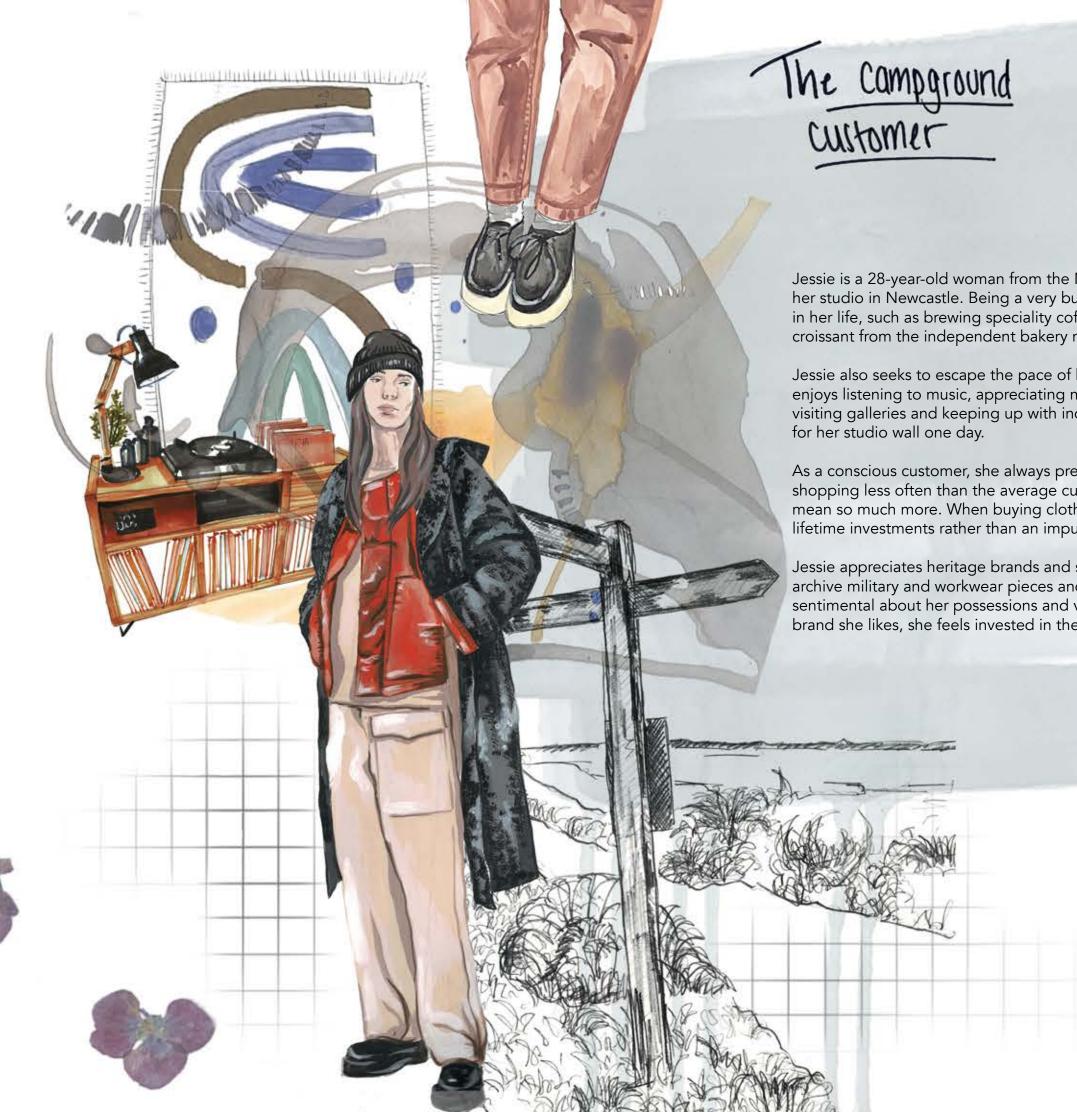
- High costs involved in our production and marketing plans may make it harder to meet financial goals.

solve this problem for customers and show more people the worth of a quality product for them to cherish. - As people's lives are becoming busier and more chaotic, people are seeking a healthy escape, leaving a space for us to fill with our immersive experiences and brand ethos.

- Monthly creative workshops allow us to engage with independent creators and artists, benefitting local communities in the north and south.





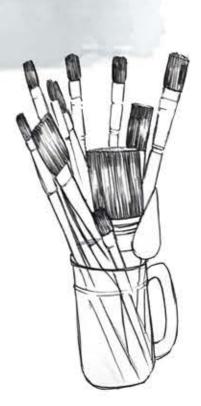


Jessie is a 28-year-old woman from the Northeast, working as a Freelance Graphic Designer in her studio in Newcastle. Being a very busy person, Jessie romanticises about the small things in her life, such as brewing speciality coffee for her morning breather, with her favourite almond croissant from the independent bakery next to her apartment.

Jessie also seeks to escape the pace of her life through appreciating all sorts of artform. She enjoys listening to music, appreciating many different genres and is passionate about painting, visiting galleries and keeping up with independent artists. She dreams of buying a huge painting for her studio wall one day.

As a conscious customer, she always prefers to buy high quality products and is never wasteful, shopping less often than the average customer but spending more on special items because they mean so much more. When buying clothing, quality is everything to her as she sees clothing as lifetime investments rather than an impulse purchase.

Jessie appreciates heritage brands and searches vintage shops across the country looking for archive military and workwear pieces and is often drawn the look of menswear. She is very sentimental about her possessions and values a product with a backstory. When she discovers a brand she likes, she feels invested in their creative background.





Campground South is our second Flagship store, sitting with similar independent stores in East London where the collections can be showcased in the renovated historic building among the creatives. The store concept expresses our image and immerses customers into our design concepts. Events are also held here to share artistic experiences.



#### CAMPGROUND SOUTH: LONDON FLAGSHIP STORE



Campground

What you recieve?

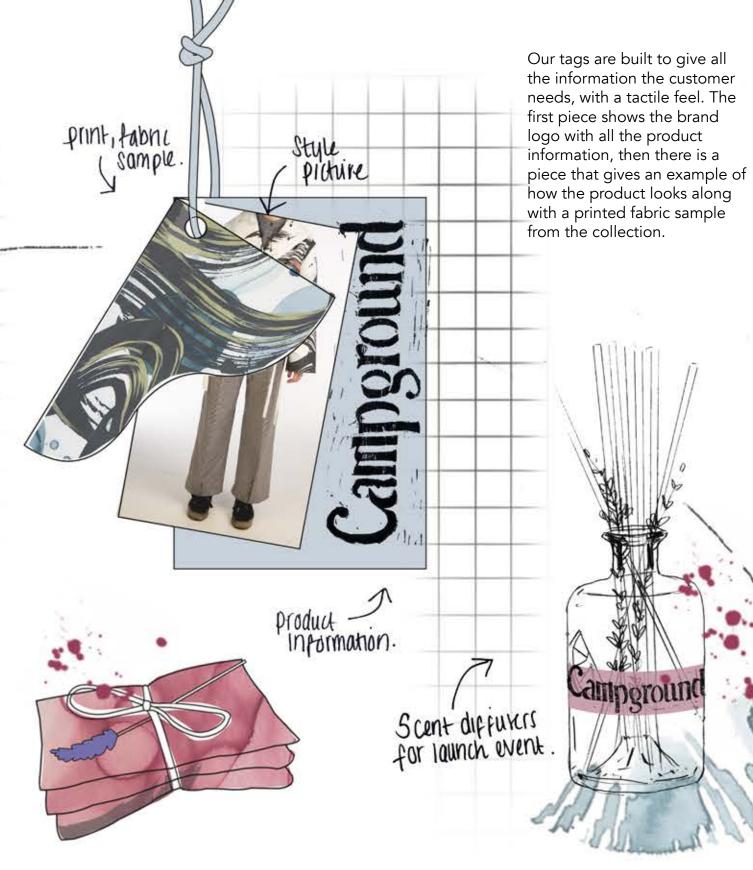
When our customers purchase an item from our website, they will receive their order in one of our printed, recycled cardboard boxes. We don't use excessive packaging details as we don't agree with single use products. In the box there will be the product, plus a handwritten thank you note, along with a lavender bag made from fabric scraps.

inside

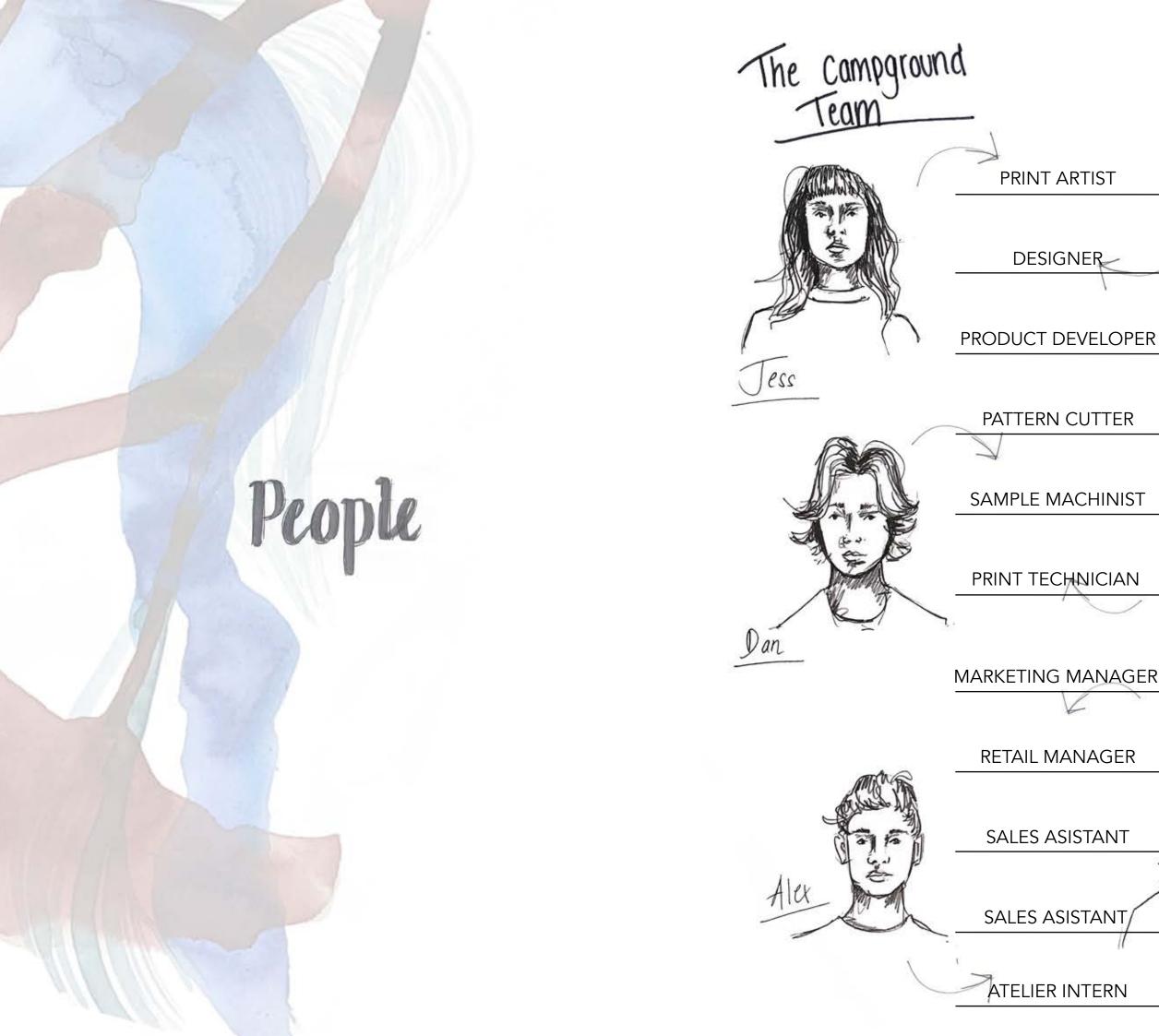
clothing label

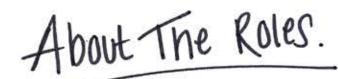
Campground





Making a collection always comes with fabric waste, so something we do to reduce this problem is to make them into little gifts for our customers! So, each order comes with a lavender bag made from the collection's fabric scraps. They can keep it in their clothing drawers or under their pillow for a relaxing sleep! We are always thinking of new ways to use up every bit of our beautiful cloth.







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Lauren

Annabell

Hannah

JESS, 29 PRINT ARTIST

My role is all about visually communicating the creative concepts behind the collections. I get to research Campground's personal and sensitive concepts and use my knowledge of fine art to put together beautiful visuals to develop into textile print.

as we collaborate well together, throughout the collections. We have regular team meetings to share ideas and check in with each aspect of work.

Before I joined Campground, I worked as a Freelance Print Atist where I developed my skills and style. When I discovered Campground, I really identified with their vision and felt that I could communicate their ideas well.

## HANNAH, 24 **RETAIL MANAGER**

In my daily role I work on building sales in the Campground North store in York. Due to us being a small team, I take on lots of roles within the store to make sure everything runs smoothly. This is fun as I get to be really involved and manage my sales team to their best ability.

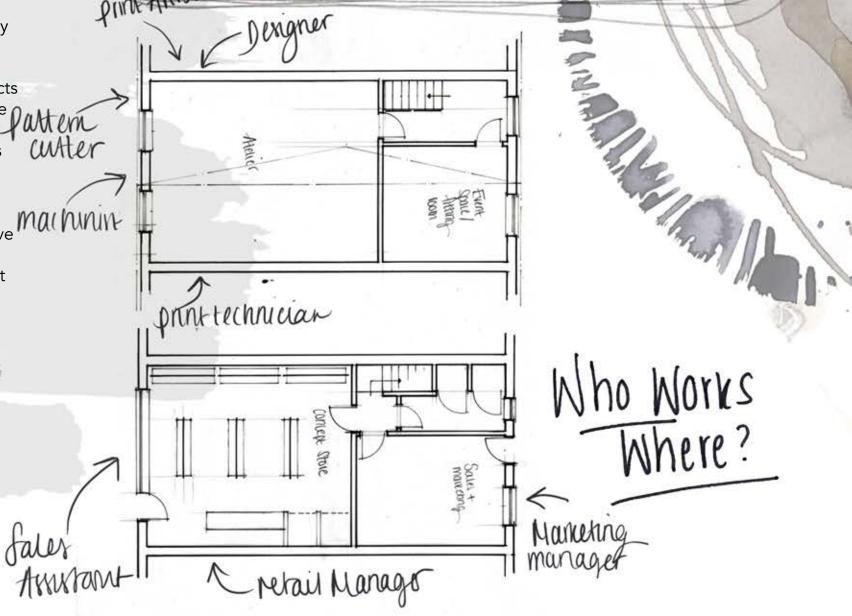
I love working with the Campground team My favourite role is choosing key products from each collection and liaising with the puttern design team with customer feedback so puttern that we can increase sales. I have always ' CUALER worked in the retail environment, so my best skills are driving sales and training my sales team to best communicate the MacMin brand concept. Campground always have exciting events being planned which keeps us engaged and passionate about building a customer community.

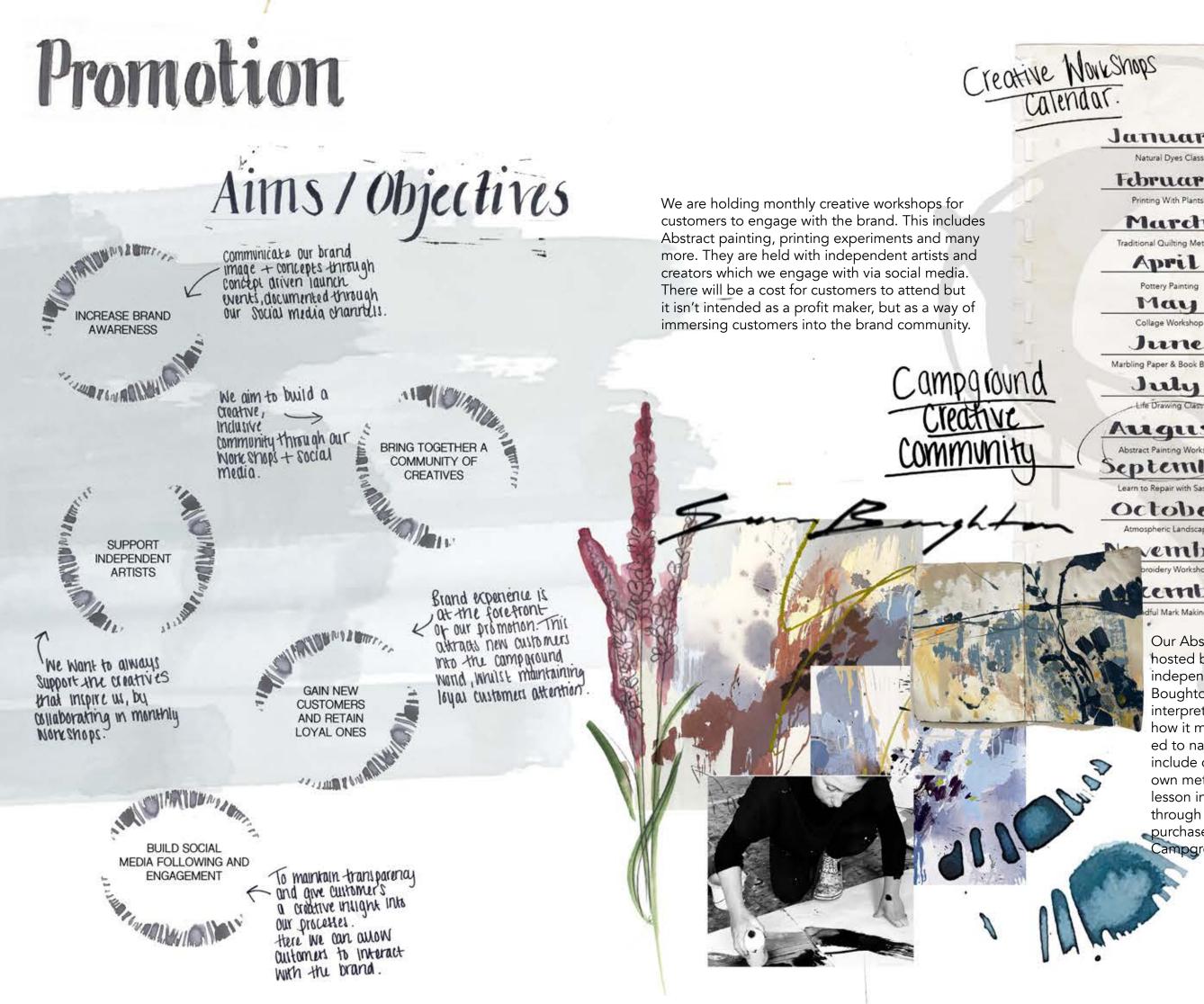
Employee Benefits

- Holiday Pay

print Athist

- Bi-monthly staff 'fun' days, such as a paid meal out.
- 35% staff discount, 10% for family and friends
- Uniform allowance for store staff
- Coffee Machines in all staff areas provided.
- Flexible working hours, staff can choose to work extra hours outside of their schedule and take extra time off in guiet periods.





#### January

Natural Dyes Class February

Printing With Plants

March

Traditional Quilting Methods

April

Pottery Painting

May

Collage Workshop June

Marbling Paper & Book Binding

July Life Drawing Class

August Abstract Painting Workshi September

Learn to Repair with Sashiko

October Atmospheric Landscape

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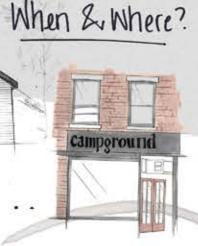
Our Abstract Art Workshop is hosted by the Devon based independent artist Sam Boughton. She talks about her interpretation of abstract and how it makes her feel connected to nature. The session will include demonstrations of her own methods followed by a lesson in translating emotion through colour. Tickets can be epurchased through the ampground website.

# Launch Event

Our collection launch event aims to communicate our brand concept to potential customers, introducing them to our brand experience. The event is interactive, creative and immersive. Leaving an impact on the guests, in the same way that our artistic concepts intend to do.

CAMPGROUND AW24 LAUNCH EVENT JULY 14th-16th 2024 1. CAMPGROUND NORTH, SHAMBLES STREET, YORK 2. CAMPGROUND SOUTH, SHOREDITCH, LONDON

Who?



ATTENDEES: The Shops are open to the general public during the launch, customers are reached via social media advertisements and leaflets displayed around the local areas. However, for the full experience there are 40 spaces per venue. These spaces are on an invite basis, reaching out to influences and creatives who we feel may identify with the brand. These guests will experience the aromatherapy mixing station and have an exclusive experience in the immersive exhibition space. Outside of the invite only slots, customers can browse products listening to our live pianist and explore the exhibition, whilst benefitting from launch day offers.

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CAMPGROUND STAFF: Store Manager, Sales Assistant X2, Marketing Manager.

#### SPECIAL GUESTS:

As you walk into the concept store there is a live pianist playing a playlist built from the inspiration for the collection. The pianist was chosen via a competition held on our Instagram, calling all pianists to submit their version of the collection piece, to be invited to play at our event along with a £50 voucher to spend in our store. This was a creative way to spread the sound of our concept and grab people's attention.

Aromatherapy Expert

- Founder of Campground

On entrance to the event, visitors are met by a member of our store staff who inform them on the event details and our limited time offer of 15% for the event, this is also noted on a leaflet that is handed to them.



Guests are guided to the headphone station where they can listen to a selection of classical pieces that were involved in our creative inspiration. They pick the song they enjoy the most / resonate with, and pick up a notecard that states the chosen song.



The final experience of the event is held in the back event space in both buildings. This is an immersive exhibition showing the animated ambience film created for the collection, projected on all the walls and the ceiling. Customers are offered a range of herbal teas in handmade pottery as they enter and are guided to bean bags covered in our signature prints. They can relax and enjoy the ambience paired with nature scents being diffused in the room.

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She pulls out her phone whilst listening to music and looks at the poster again. Our Instagram is shown on the poster so she checks it out and gives it a follow so she can be in the loop.

On our Instagram she sees the story highlights labelled 'Launch sneak peek' featuring clips of piano pieces paired with a collection of abstract art found in exhibitions around Europe. Jessie is really in-• trigued by the enticing information and exciting content.



The day of the event comes, and Jessie and her three friends attend the event, they feel completely immersed into the brand and are excited to have discovered a new creative community in their area.

Launch

Campground

Jessie notices the poster about

our launch event on the graffiti

wall as she walks home from

work. She just takes a quick

photo as she's in a rush and

plans to look at it again later.

Process

In-store

During the event they enjoyed trying on their favourite pieces from the collection, while our resident stylists helped them to put together their looks.



A member of our staff Informed her that the printed pieces are each completely unique and told her all about the printing process. She was also told that just for the launch event there was a 15% promotional offer and that with every purchase, it came with a free ticket for the first creative workshop which was the following week.



Jessie left the event with her new coat feeling really welcomed into the Campground community and was excited to take part in future events.

She marks the date in her calendar and invites her friends, letting them know about the freebies on offer.

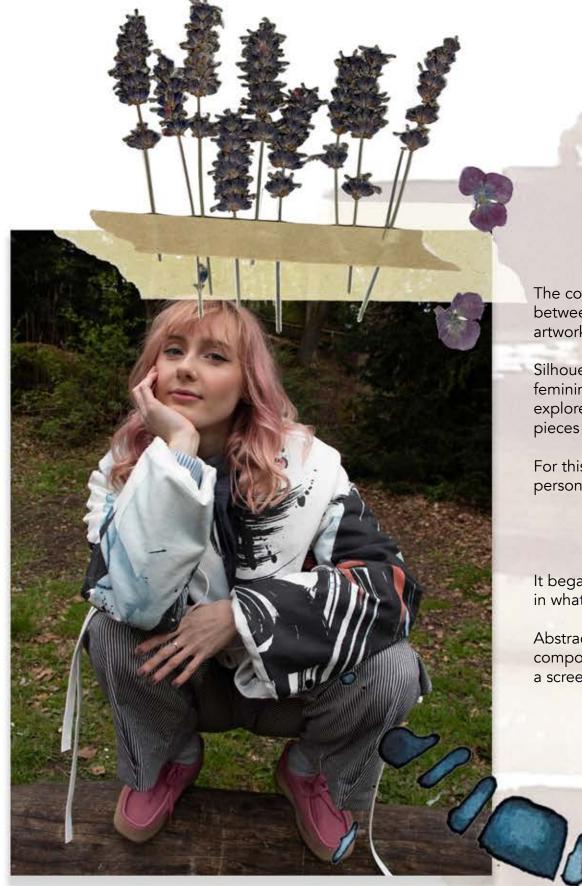


### LAUNCH !!

Jessie fell in love with our signature printed padded coat, taking photos wearing it and asked her friends what they thought.



She had 28 days to return her purchase if she isn't happy.



The concept behind my brand, 'Campground' practices a freedom focussed approach to build a collaboration between visuals and thoughts. Throwing out the rules of traditional textile design, our pieces are built as unique artworks. Each print being carefully composed to deliver the aura of the creative concepts.

Silhouettes are intended as timeless canvases to display and compliment the prints. A play of masculine and feminine in appearance, with experimentation of comfortable shapes and layers. Garment research is used to explore traditional features and shapes which I redesign through a modern lens. For example, men's workwear pieces are developed with a feminine twist, using carefully chosen cloth and intricate print work.

For this collection, I wanted to display the amalgamation between classical music and abstract art. Exploring my personal love for classical piano, the aim was to capture this deep feeling and translate it through print.

- Franz Welser-Möst

It began by finding ways of visualising music – through dance. A ballet dancer moved to a classical piano playlist in whatever way that felt right to her by dancing the ambient narrative from the first note to the last.

Abstract art was the perfect vehicle to express this further and painting studies were created using colour and composition to evoke the emotion of the concept. From here I recreated them on fabric by painting directly on a screen using Procean dyes, this way the flowing brush strokes could maintain their organic nature.

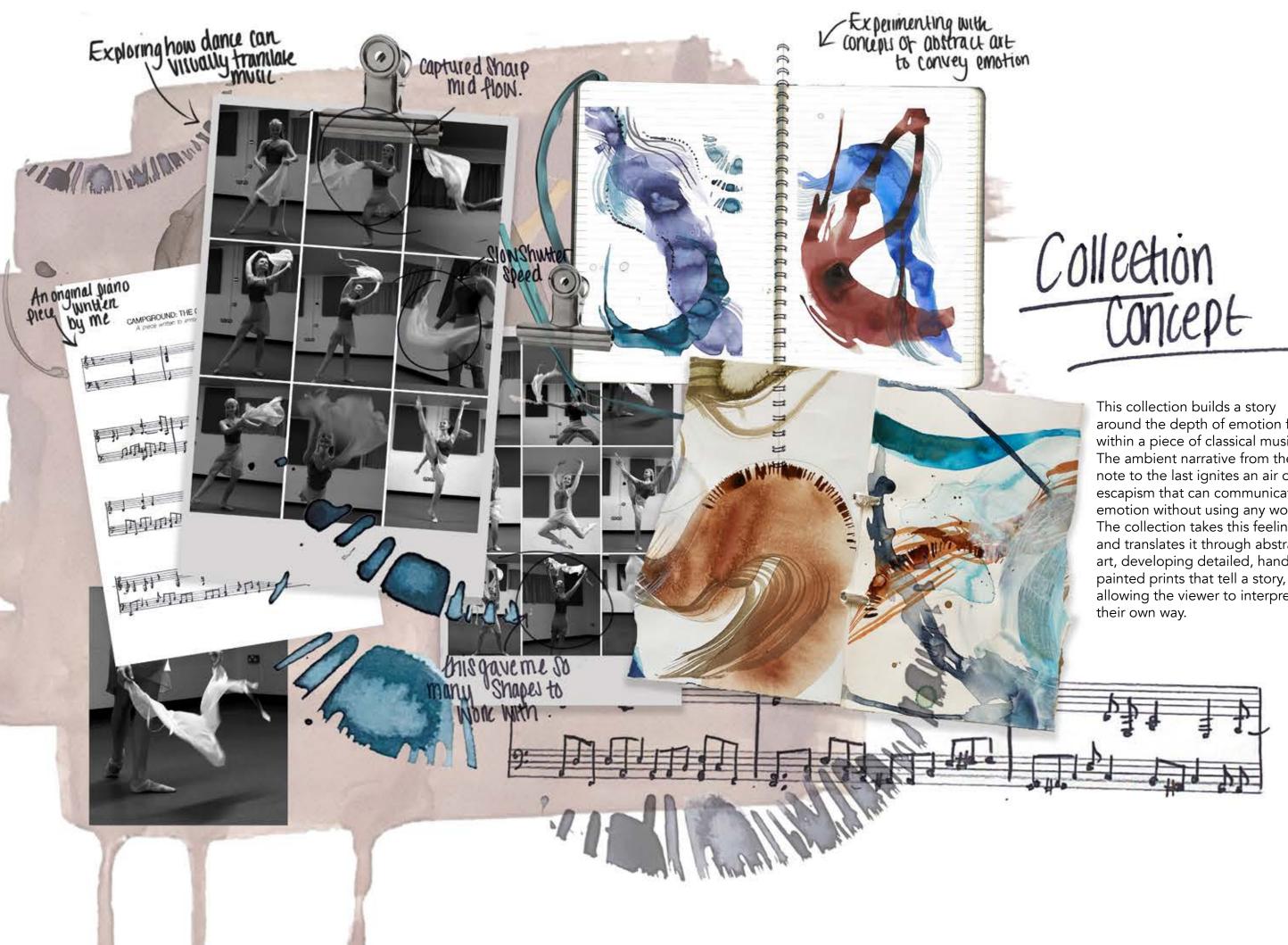
"Abstract allows you to see with your mind what you cannot see with your eyes." - Arshile Gorky

# Background +

"Classical music has so much to offer us: from effervescent humour to despairing lament, it spreads out before us the whole emotional palette of which human beings are capable."

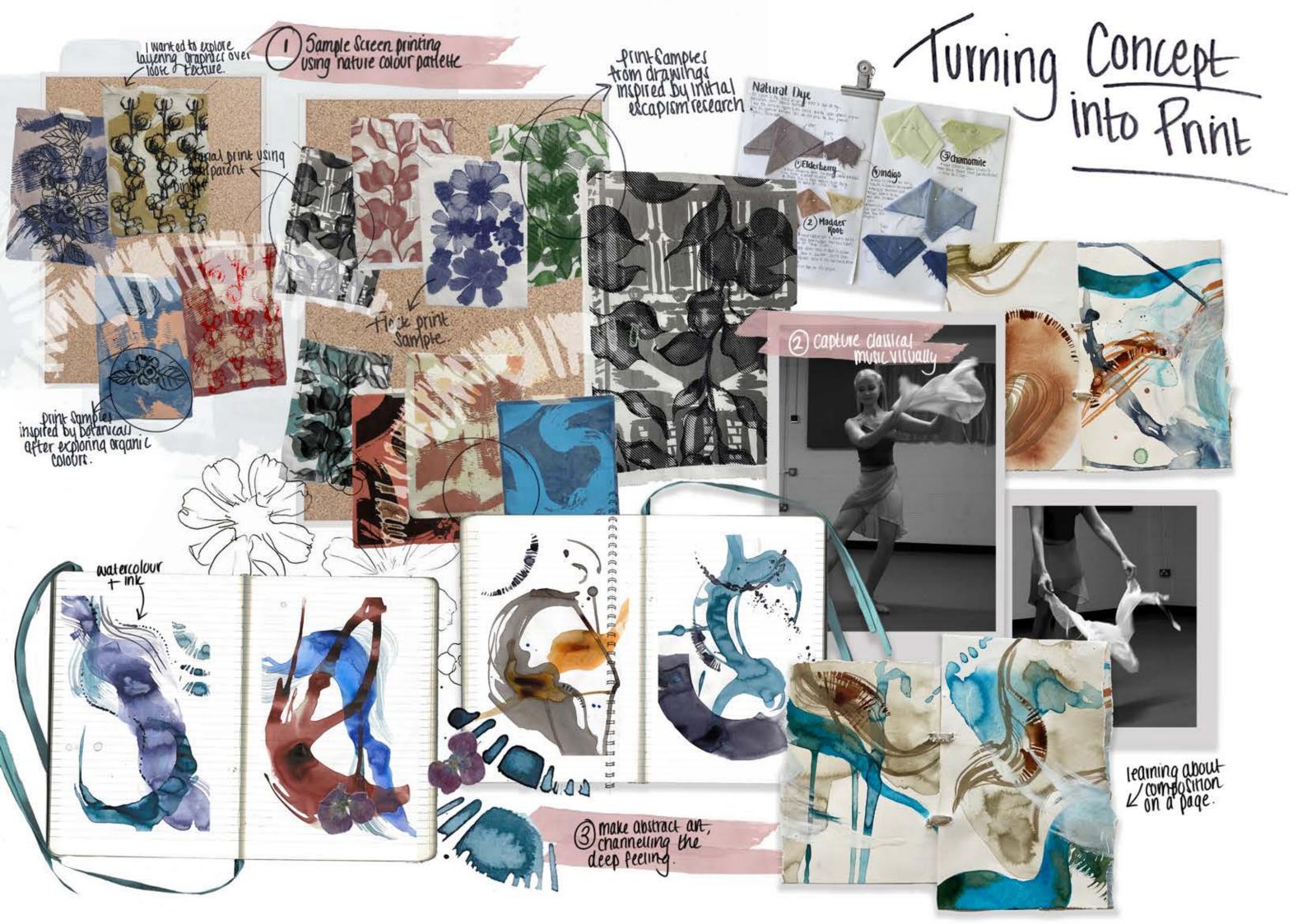


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This collection builds a story around the depth of emotion felt within a piece of classical music. The ambient narrative from the first note to the last ignites an air of escapism that can communicate emotion without using any words. The collection takes this feeling and translates it through abstract art, developing detailed, hand painted prints that tell a story, allowing the viewer to interpret it in

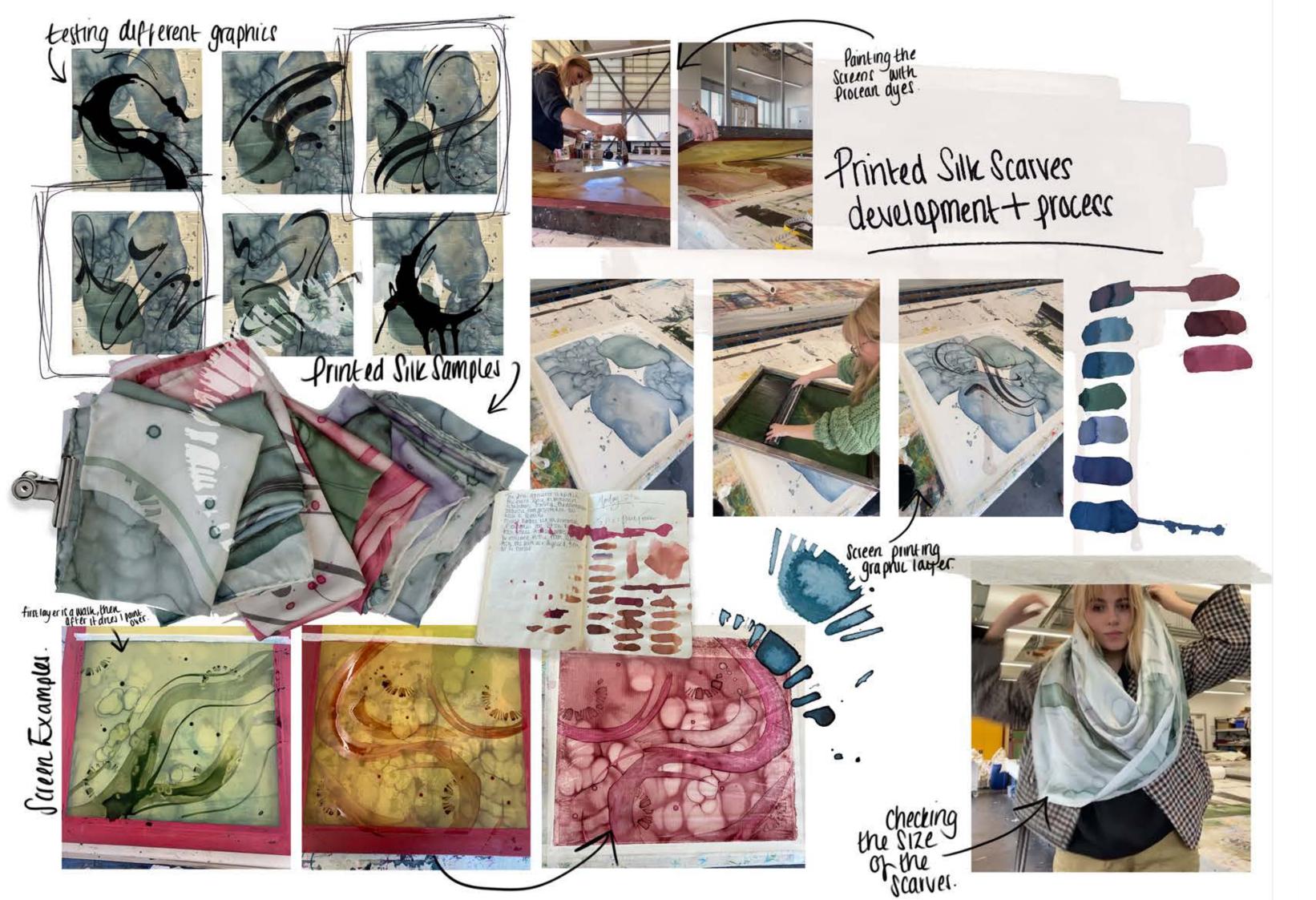


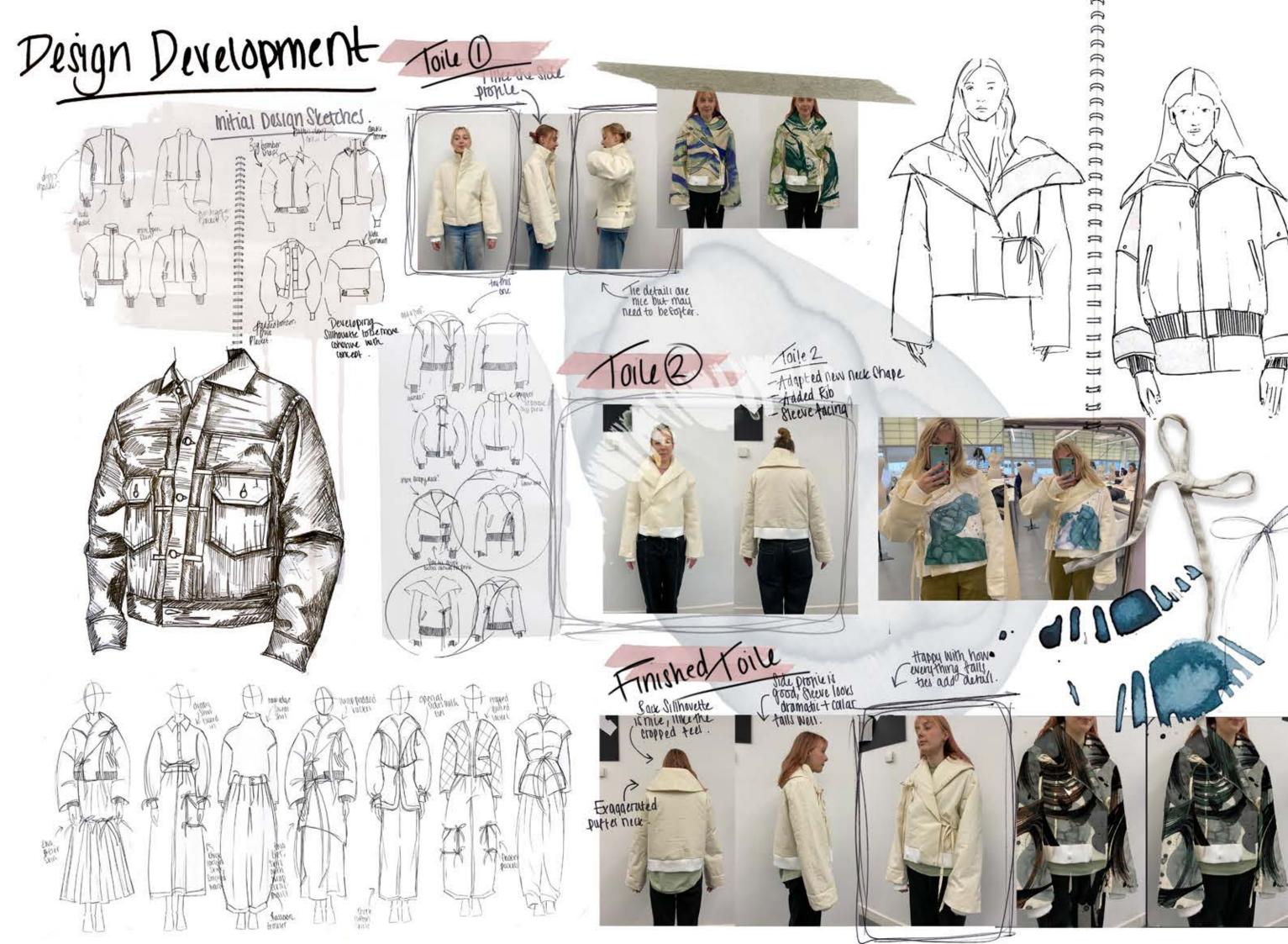




















Collection Line UP









Printed Wrap Jacket







The Quilt Liner



The Tie Dress



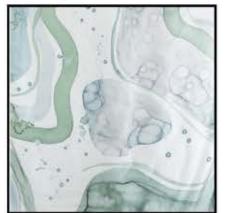
The Balloon Print Pant



The Classic Fisherman



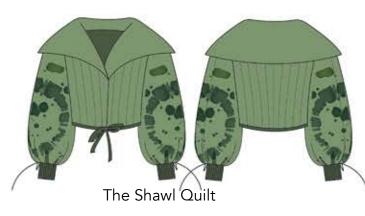
Silk Scarf 1



Silk Scarf 2



Silk Scarf 3





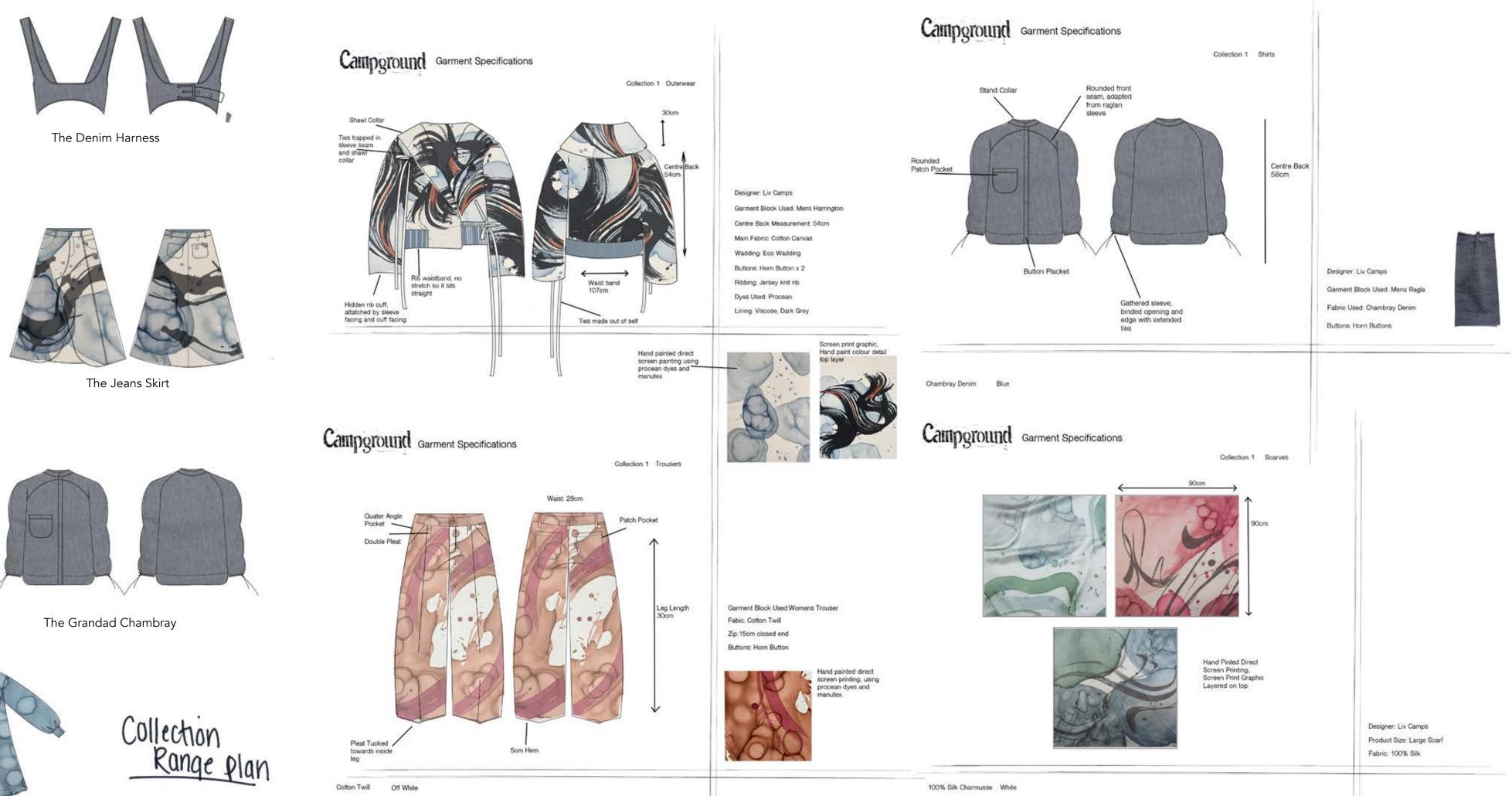
The Warmer Vest

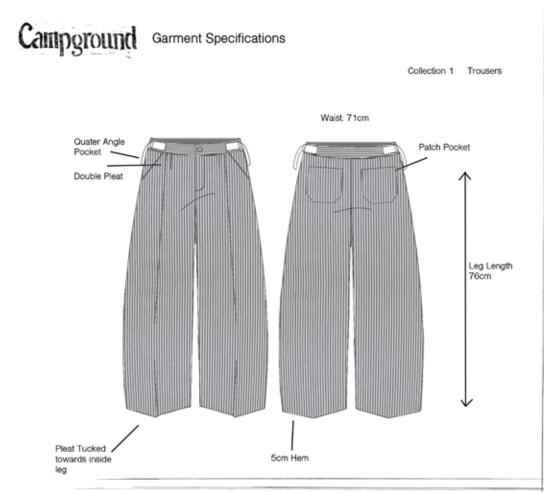


The Abstract Pant



The Tunic







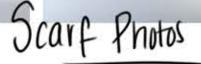
Hickory Stripe Cotton Twill Work Stripe













Promotional Shool











# 3.

#### An Abstract Approach to Print

Practicing a freedom focussed approach to build a collaboration between visual and thoughts. Throwing out the rules of traditional textile design, our pieces are built as unique artworks. Each print being carefully composed to deliver the aur the creative concepts. This collection displays the amalgamation between classi music and abstract art.

The Painters Pant



CPRINTS

