



PORTFOLIO

A JOURNEY THROUGH
MY PREVIOUS
WORK TO EXPLORE
MY TALENT AND
CAPABILITIES.
A JOURNEY OF
EXPRESSION,
PASSION, AND
DEVOTION FOR THE
FASHION INDUSTRY

BY AUTUMN WEST



02 FONT
03 CONTENTS
04
05 ABSTRACT / ABOUT ME
06 ABSTRACT / ABOUT ME
07 ABSTRACT / ABOUT ME
08 PREVIOUS VISUAL MERCHANDISING WORK
09 PREVIOUS VISUAL MERCHANDISING WORK
10 PREVIOUS VISUAL MERCHANDISING WORK
11 PREVIOUS VISUAL MERCHANDISING WORK
12
13
14 PREVIOUS MERCHANDISING WORK
15 PREVIOUS MERCHANDISING WORK
16
17
18 #IAMNIKE CAMPAIGN / INSPIRATION
19 #IAMNIKE CAMPAIGN / INSPIRATION
20
21 #IAMNIKE CAMPAIGN / PROCESS
22 #IAMNIKE CAMPAIGN / PROCESS
23
24 #IAMNIKE CAMPAIGN / OUTCOMES
25 #IAMNIKE CAMPAIGN / OUTCOMES
26 #IAMNIKE CAMPAIGN / OUTCOMES
27 #IAMNIKE CAMPAIGN / OUTCOMES
28
29 FINAL FASHION PROJECT / INSPIRATION
30 FINAL FASHION PROJECT / INSPIRATION
31
32 FINAL FASHION PROJECT / PROCESS
33
34 FINAL FASHION PROJECT / FILM
35 FINAL FASHION PROJECT / FILM
36 FINAL FASHION PROJECT / PUBLICATION
37 FINAL FASHION PROJECT / PUBLICATION
38 FINAL FASHION PROJECT / APP DESIGN
39 FINAL FASHION PROJECT / SPATIAL DESIGN
40 FINAL FASHION PROJECT / SPATIAL DESIGN
41
42 JOHN LEWIS & PARTNERS / INSPIRATION
43 JOHN LEWIS & PARTNERS / PROCESS
44
45 JOHN LEWIS & PARTNERS / OUTCOMES
46 JOHN LEWIS & PARTNERS / OUTCOMES
47 JOHN LEWIS & PARTNERS / OUTCOMES
48
49 DISSERTATION / INSPIRATION
50 DISSERTATION / INSPIRATION
51
52 DISSERTATION / PROCESS
53
54 DISSERTATION / OUTCOMES
55 DISSERTATION / OUTCOMES
56
57 TREND BOOK / INSPIRATION
58 TREND BOOK / INSPIRATION
59
60 TREND BOOK / OUTCOMES
61 TREND BOOK / OUTCOMES
62 TREND BOOK / OUTCOMES
63
64 TREND BOOK CONCEPT EVENT
65 TREND BOOK CONCEPT EVENT
66 TREND BOOK CONCEPT EVENT
67
68 BRAND AUDIT / INSPIRATION
69 BRAND AUDIT / INSPIRATION
70
71 BRAND AUDIT / OUTCOMES
72 BRAND AUDIT / OUTCOMES
73 BRAND AUDIT / OUTCOMES
74
75 LOGO
76 PERSONAL BRANDING
77 BUSINESS CARD
78 COVER LETTER
79 CURRICULUM VITIATE
80 BACK

BOLD
COLOURFUL
INDEPENDENT
COURAGEOUS
DETERMINED
STREET
ENTHUSIASTIC
COMMUNICATIVE
FEARLESS
OPTIMISTIC
RESOURCEFUL
CONFIDENT

BOLD
COLOURFUL
INDEPENDENT
COURAGEOUS
DETERMINED
STREET
ENTHUSIASTIC
COMMUNICATIVE
FEARLESS
OPTIMISTIC
RESOURCEFUL
CONFIDENT



“ABS TRACT”

HELLO!

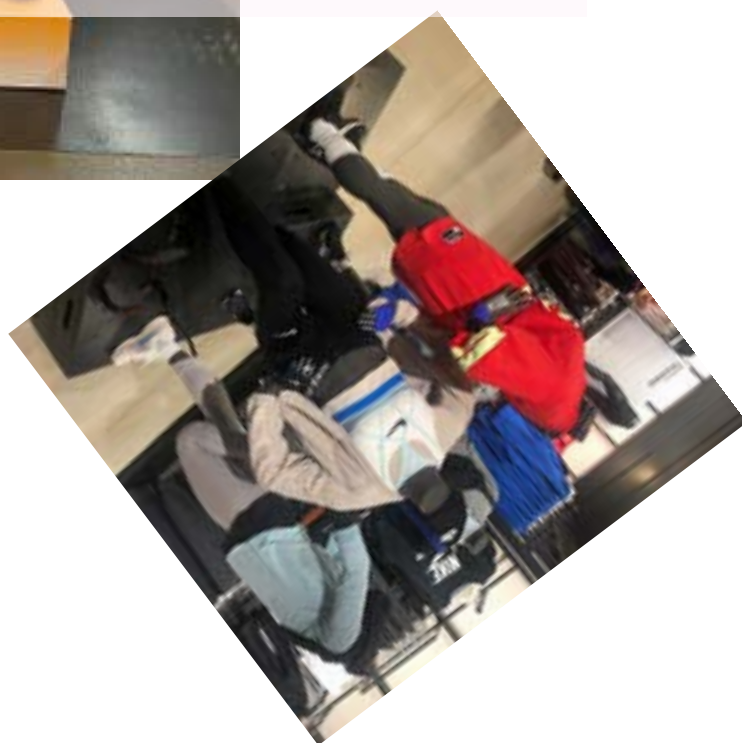
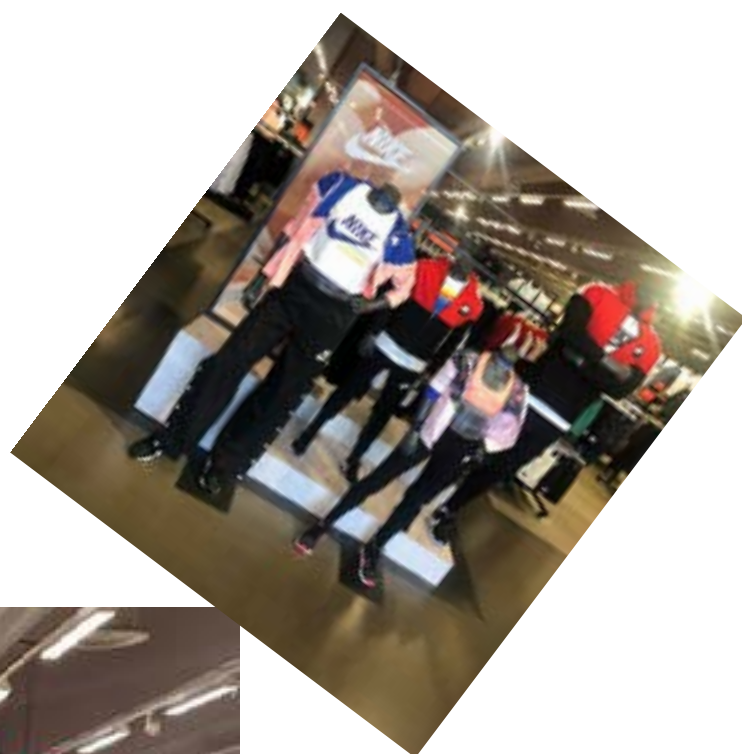
I AM AUTUMN WEST A
HIGHLY SKILLED BA (HONS)
FASHION MANAGEMENT AND
COMMUNICATION GRADUATE
FROM SHEFFIELD HALLAM
UNIVERSITY. SPECIALISING
IN VISUAL MERCHANDISING,
SPORTSWEAR PRODUCTS,
MERCHANDISING AND
DOCUMENT THE STREET WEAR
CULTURE AND TECHNOLOGICAL
ADVANCES OF THE FASHION
INDUSTRY. ENJOYS DESIGNING
STORES AND CREATING THE
FINAL CONSUMER OUTCOMES,
CREATING JOURNEY FOR
CONSUMERS TO CONNECT
WITH BRANDS AND STYLING
KEY STREET AND SPORTSWEAR
LOOKS. HAS BOLD STAND OUT
IMAGERY AND SORT FILMS.
DISSERTATION SUBJECT FOCUSED
ON “HOW TECHNOLOGY
FEEDS THE FASHION INDUSTRY
TO CREATE IMMERSIVE
RETAIL EXPERIENCE FOR THE

THE IMAGE TO YOUR
RIGHT, GOT REQUESTED
BY NIKES HQ AND WAS
SENT TO OVER 300
STORES WORLD WIDE.



DISPLAYED HERE ARE
A FEW OF MY VISUAL
MERCHANDISING
OUTCOMES WHILST
TRAINING AND
WORKING FOR NIKE





WITHIN VISUAL MERCHANDISING FOR NIKE, THESE IMAGES DISPLAY THE MONTHLY CHANGE AND FOCUSED APPAREL. SELECTED FOR SPECIFIC MONTHS, DISPLAYING SPECIFIC PRODUCT TYPES AND SPECIFIC APPAREL CATEGORIES

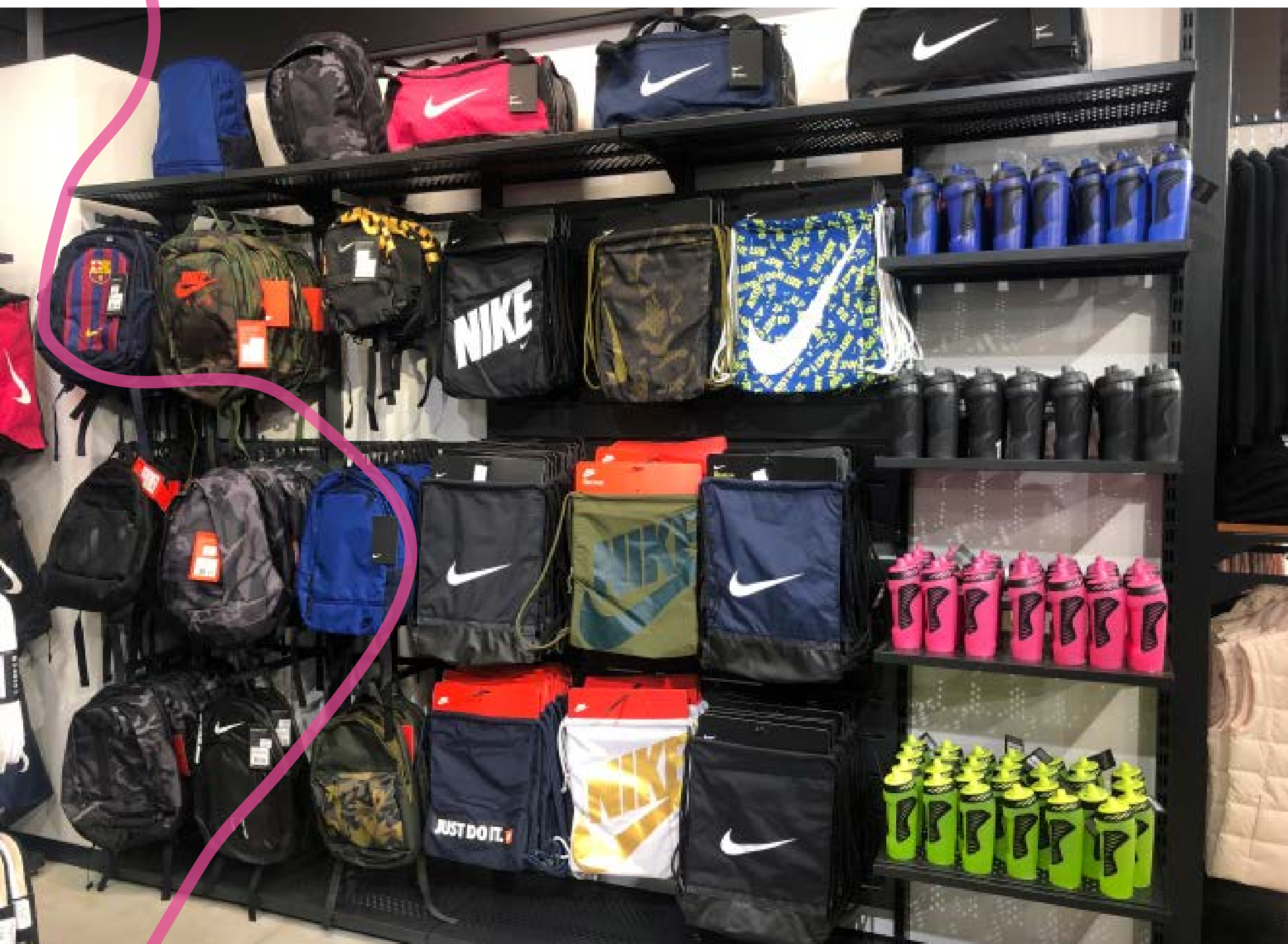


DISPLAYED HERE ARE MORE EXAMPLES OF MY VISUAL MERCHANDISING OUTCOMES WHILST TRAINING AND WORKING FOR NIKE

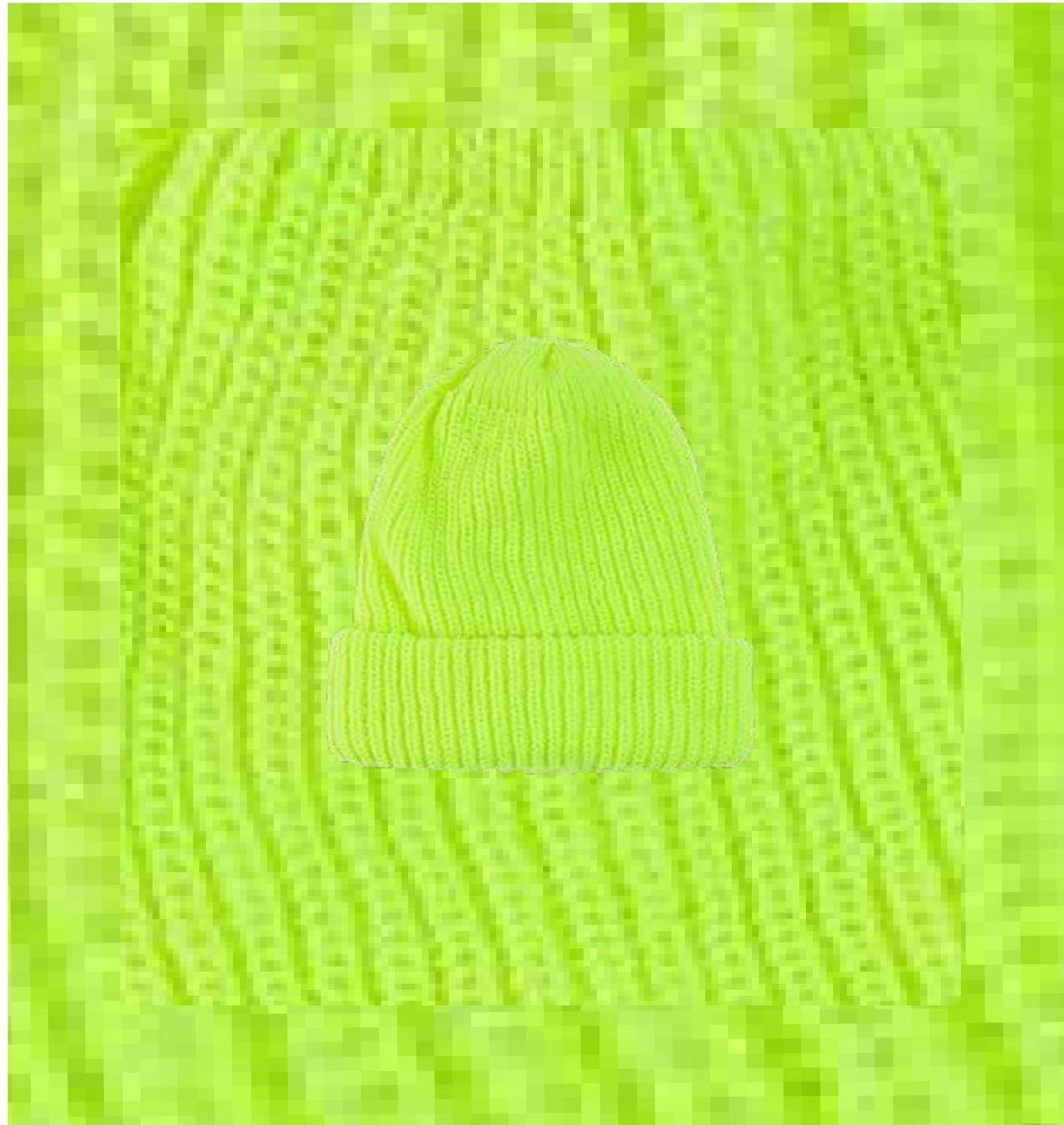




EXAMPLES OF
MERCHANDISING
IN NIKE FACTORY
STORE ROTHERHAM,
FOLLOWING DESIGN
LAYOUT AND
SELECTING SPECIFIC
PRODUCTS TO DISPLAY
IN NIKE SPORTSWEAR
CATEGORIES



CURATED WINDOW
DISPLAYS AT
ROTHERHAM HOSPICE
CHARITY SHOP.
VOLUNTARY WORK
CREATING DISPLAYS TO
REFLECT THE LATEST
FASHION OR SPECIFIC
MONTHLY EVENTS



**FASHION YOU CAN BUY,
BUT *STYLE* YOU PROCESS.**

**THEY KEY TO STYLE IS,
LEARNING WHO *you*
ARE,
WHICH TAKES YEARS.**

**THERE'S *NO* HOW-TO,
ROAD MAP TO STYLE.**

**ITS ABOUT,
SELF -EXPRESSION,
AND, ABOVE ALL,**

ATTITUDE

-IRIS APFEL

FROM NIKE CAMPAIGNS TO COLIN CAPERNICK DREAM CRAZY. NHS HOLOGRAMS TO TOM CRUISE FORWARD THINKING FUTURISTIC FILMS. INSTORE IMMERSION IS ON THE RISE. THE FUTURE OF TECHNOLOGY DOES NOT HAVE BOUNDARIES. THESE HELPED ME TO CREATE MY OUTCOMES WITH THE MINDSET OF ANYTHING IS POSSIBLE. CREATE THE UNEXPECTED AND BREAK THE FASHION AND TECHNOLOGY STEREOTYPES.

THINKING OF THE MASTER PLAN

SKATEBOARDER

RUNNER

DANCER

ATHLETE

FOOTBALLER

GYMNAST

TRAINING

NOTE TO SELF:
10 SPORTS
SHOWCASE VARIETY,
EACH SPORT WILL
HAVE A DIFFERENT
MODEL MAKE
THE MOST OF IT.
PHOTOGRAPH
AND RECORD
VARIOUS SPORTING
MOVEMENTS

TENNIS

SNOWBOARDING

BASKETBALL



-SHOOT- TEST-

BREAK THE STEREOTYPES OF WHAT IS NORMAL, PUSH CREATIVITY AND SHOW STYLE ALONG THE WAY. CREATIVE DIRECTION, PHOTOGRAPHY, VIDEOGRAPHY, STYLING AND CREATIVE OUTLOOKS ON SPORTSWEAR AND NIKE PRODUCTS TO DEFINE A NEW ERA OF NIKE HERITAGE



TRIAL AND ERROR MAKE SHIFT PHOTO STUDIOS. DURING THE COVID-19 PANDEMIC. THIS TIME PERIOD ALLOWED MY CREATIVITY TO THRIVE AND ALLOWED ME TO PUSH THE MOULD OF CREATIVE OUTCOMES BY CREATING THINGS PEOPLE DID NOT THINK WAS POSSIBLE THE BOUNDARIES CAN NOT DEFINE CREATIVITY



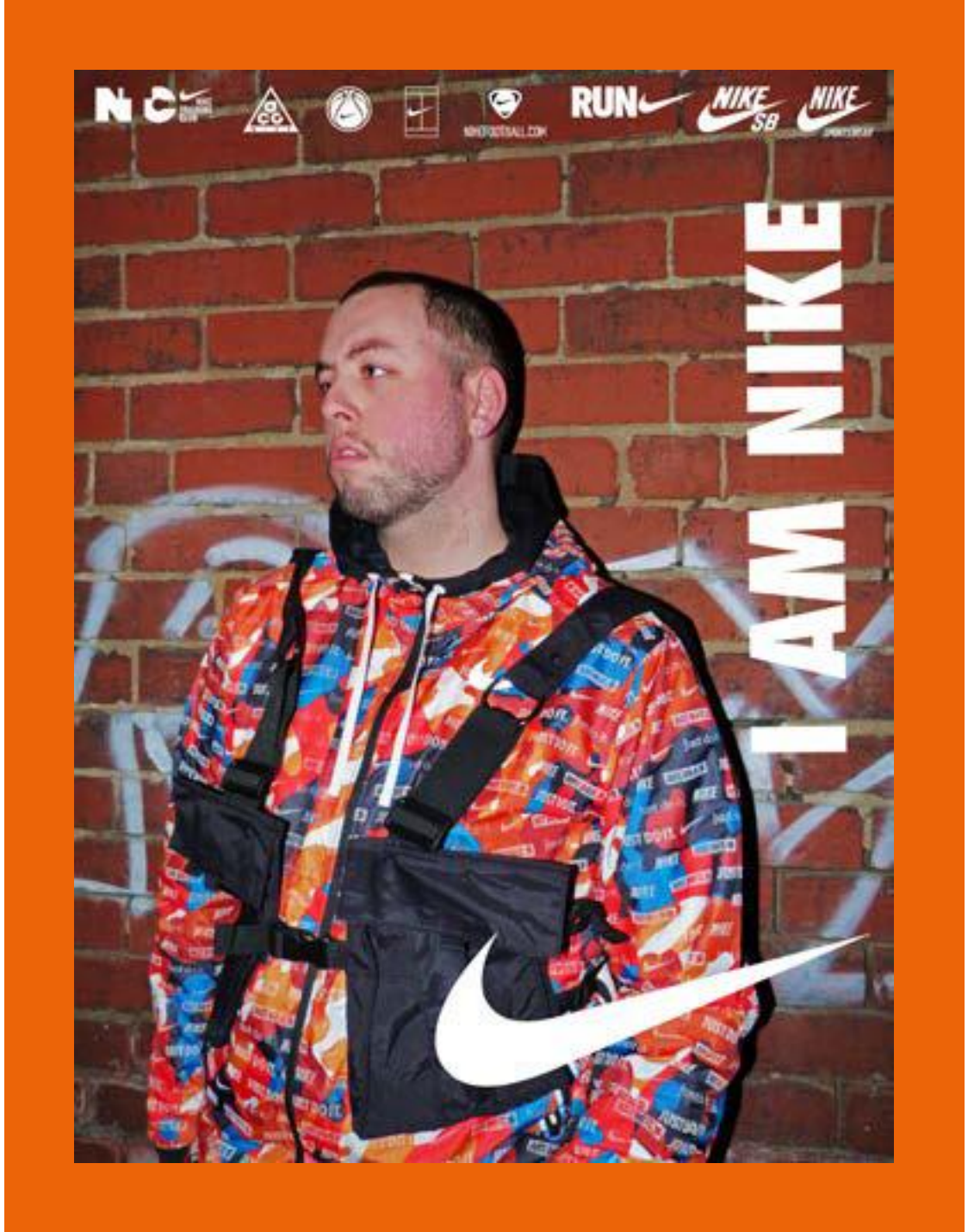
TEST- SHOOT-



CAMPAIGN IMAGES CREATED TO FOLLOW NIKE'S KEY HERITAGE STYLE WHILE ADDING AN URBAN TWIST. TO ALLOW CONSUMER TO SEE THE BEST OF NIKE PRODUCTS



RELIVING NIKE HERITAGE IN A NEW STREETWEAR ERA, REPRESENTING WHO NIKE IS AND WHAT THEY OFFER CONSUMERS. CONNECTING TO ALL CONSUMERS, EVERY RACE, AGE, GENDER AND CATEGORY WILL FEEL THE CONNECTION TO THIS CAMPAIGN.



A RANGE OF SPORTS TO INCLUDE EVERY INDIVIDUAL FOCUSED ON NIKE PRODUCTS FROM EVERY CATEGORY TO SHOW THEM THEY CAN BREAK THE MOULD AND SHOW STYLE IN AN EXTRAORDINARY WAY, BREAKING THE CONNOTATION OF SPORTS CLOTHING IN FASHION.

14 IMAGES CURATED TO DISPLAY DIVERSITY WITH FASHION TO SHOW EVERY INDIVIDUAL HAS THE ABILITY TO BE A PART OF NIKE'S JOURNEY. SHOWING EVERYDAY STYLE BUT WITH CATEGORY SPECIFIC CLOTHING







INSP-



IRAT-



ION.





Elon Musk @elonmusk
China, Russia, soon all countries w strong computer science. Competition for AI superiority at national level most likely cause of WW3 imo.
11:33 AM - 4 Sep 2017
1,863 Retweets 3,742 Likes



Nike campaigns are really effective. They focus on creating meaningful stories to build a loyal fan base. Nike induces emotion in the customer through "emotional branding". Carefully crafted ads aim to evoke particular feelings and make the Nike products more meaningful through the eyes of the customers. 7 Nov 2018

holy roses @atragedyoflove
my parents got an amazon echo for christmas & all they do is shout at it & get disappointed by all it can't do. i've been replaced by alexa & it's great.
2:52 AM - Dec 26, 2017
39 3,555 17,821

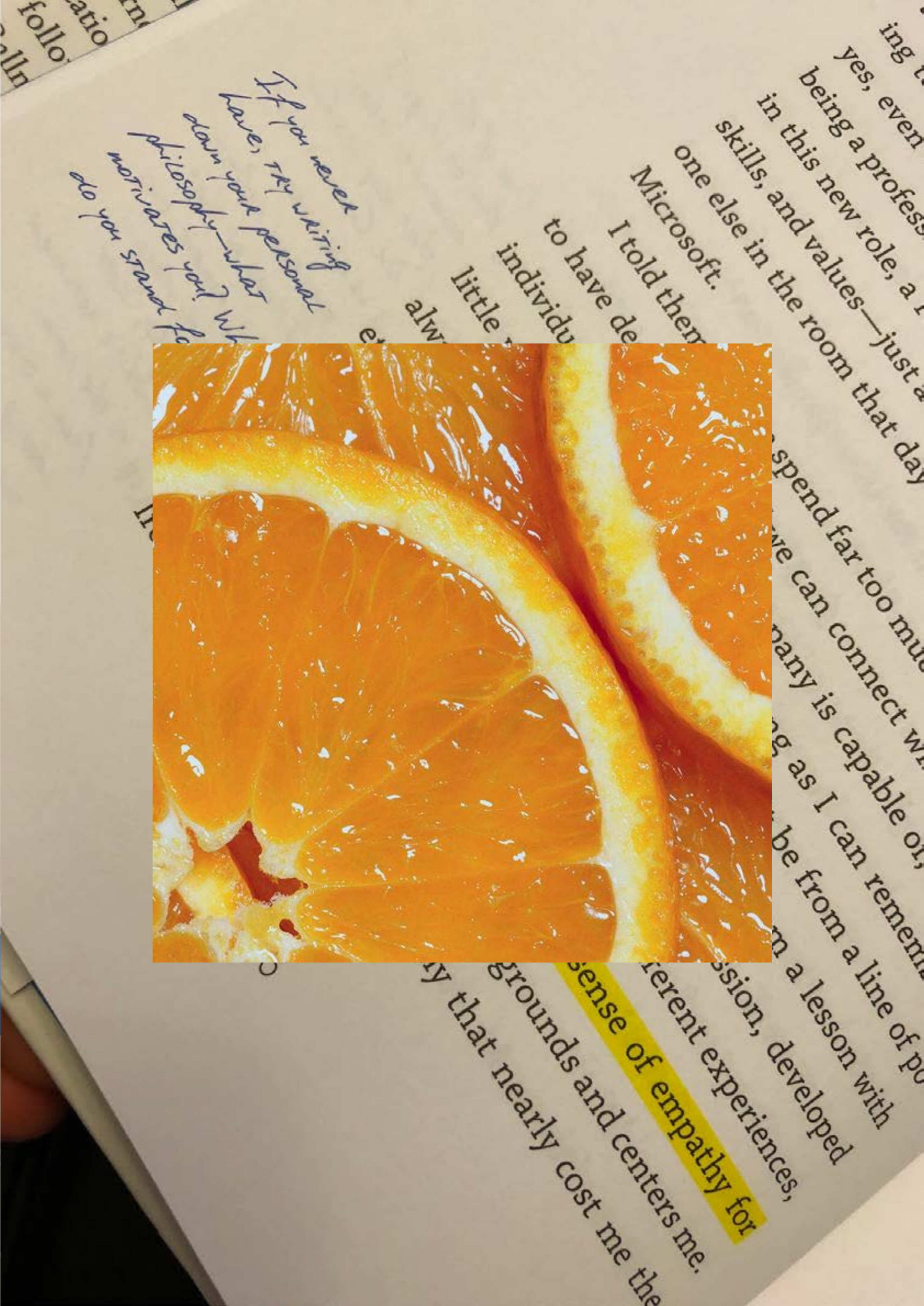
Bill Gates @BillGates
#AI bots just beat humans at the video game Dota 2. That's a big deal, because their victory required teamwork and collaboration - a huge milestone in advancing artificial intelligence.
OpenAI Five
Our team of five neural networks, OpenAI Five, has started to defeat amateur human teams at Dota 2. While today we play with restrictions, we aim to beat a team ...
blog.openai.com
4:55 AM - 27 Jun 2018
134 Retweets 338 Likes

Elon Musk @elonmusk
Nobody likes being regulated, but everything (cars, planes, food, drugs, etc) that's a danger to the public is regulated. AI should be too.
5:41 PM - 11 Aug 2017
21,996 Retweets 76,681 Likes

giabuchi @jaboukie
"millennials killed department stores" baby boomers killed the polar bears but right right right my deepest apologies to jc penny
131K 4:23 PM - Jun 4, 2017 - Brooklyn, NY
51.8K people are talking about this

Readytogo @christinaraciti - 10 May
What's the opposite of artificial intelligence?
...Divine intelligence.
6 16 47

Elon Musk @elonmusk
Worth reading Superintelligence by Bostrom. We need to be super careful with AI. Potentially more dangerous than nukes.
Reply Retweet Favorite More





**“PRO-
CES-
S”**



#YOUARENIKE #WEARENIKE #IAMNIKE

LINKING WITH THE IAMNIKE CAMPAIGN I CURATED A FASHION FILM. STICKING WITH THE SAME THEMES OF EXCLUSIVITY WITH TECHNOLOGY, RECORDING NUMEROUS SPORTS TO PROVIDE AN OUT LOOK ON EVER INDIVIDUALS GOALS AND ASPIRATIONS FOCUSING ON VARIOUS SPORTS TO GAIN INTERACTION FORM EVERY CONSUMERS POINT OF VIEW. LINKING WITH ONE STRONG MESSAGE THAT GOALS CAN BE ACHIEVED NO MATTER WHAT. NO OBSTACLE CAN STAND IN THE CONSUMERS WAY. ADDING IN TECHNOLOGY BY CONNECTING EACH FRAME BY A PASSING OVER OF A PHONE. TO LINK SPORTS AN TECHNOLOGY USAGE ANY WHERE AT ANY TIME. TO ALLOW CONSUMER TO FEEL COMFORTABLE WITH TECHNOLOGY BUT PERSUADE THEM TO FOLLOW THEIR DREAMS IN THE MEANTIME.



“FILM”
7
SPORTS
1
DIALOGUE
1
MESSAGE



WATCH FULL FILM AT:

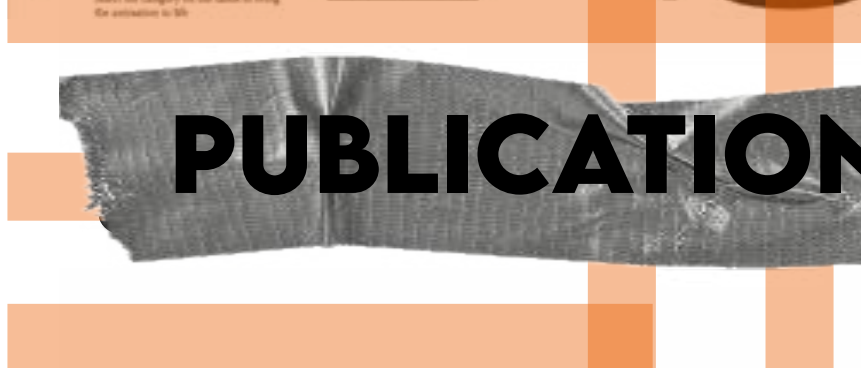
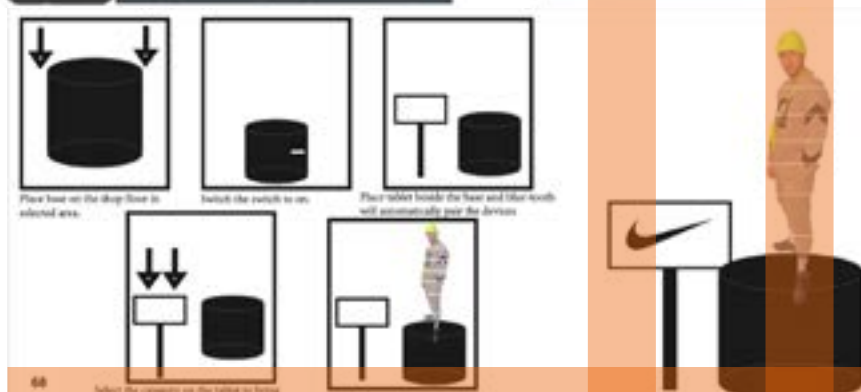
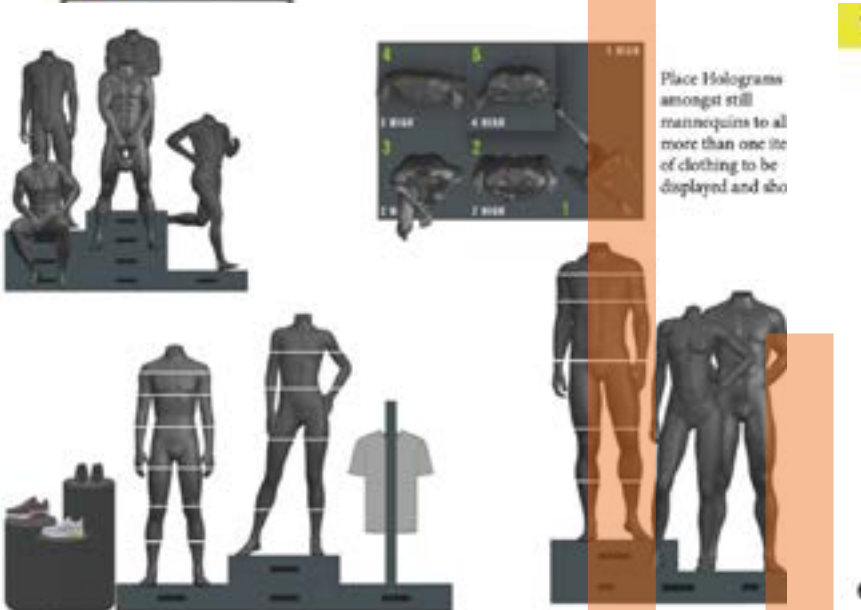
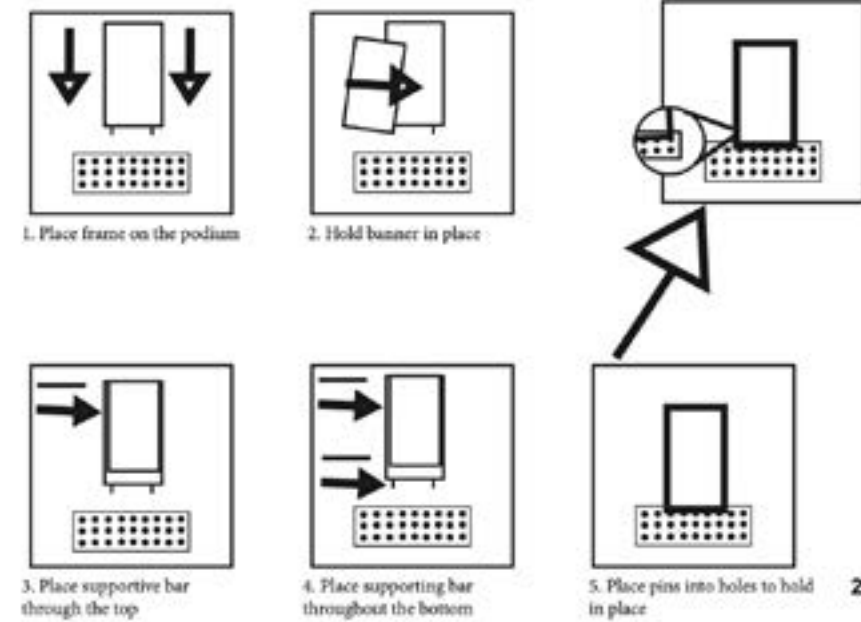
[HTTPS://YOUTU.BE/AIY2GAWHSHY](https://youtu.be/aiY2GAWHSHY)

OR

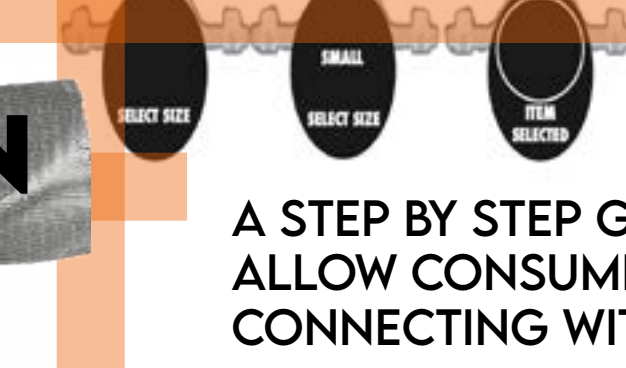
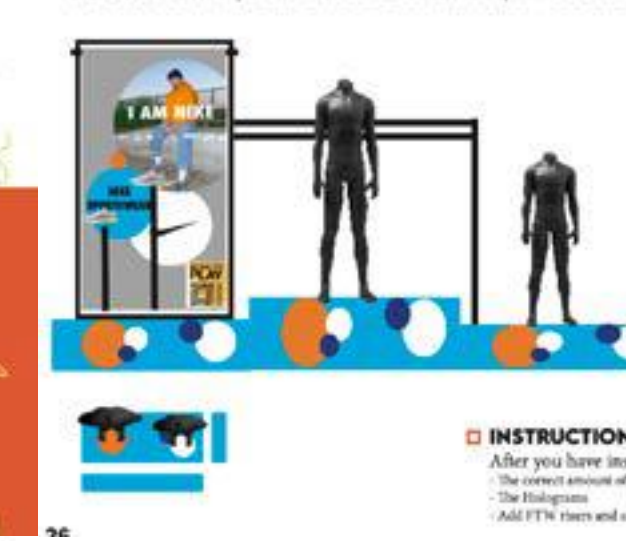
INSTAGRAM: @AUTUMNLILYWESTFMC

MONTHLY DIRECTIVE: HOW TO BECOME ARTIFICIAL INTELLIGENCE FOCUSED

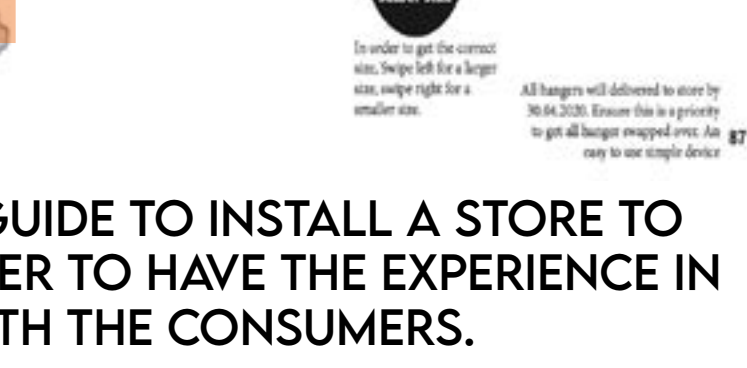
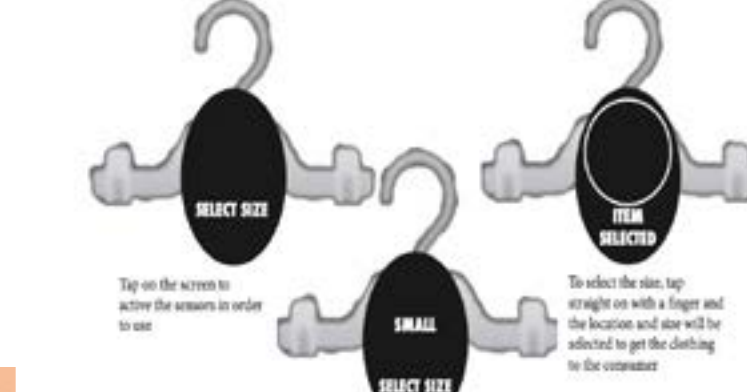
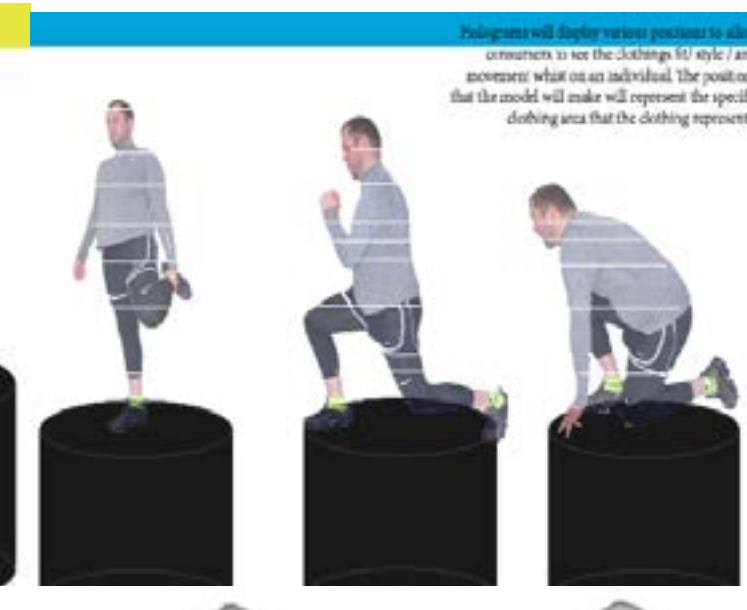
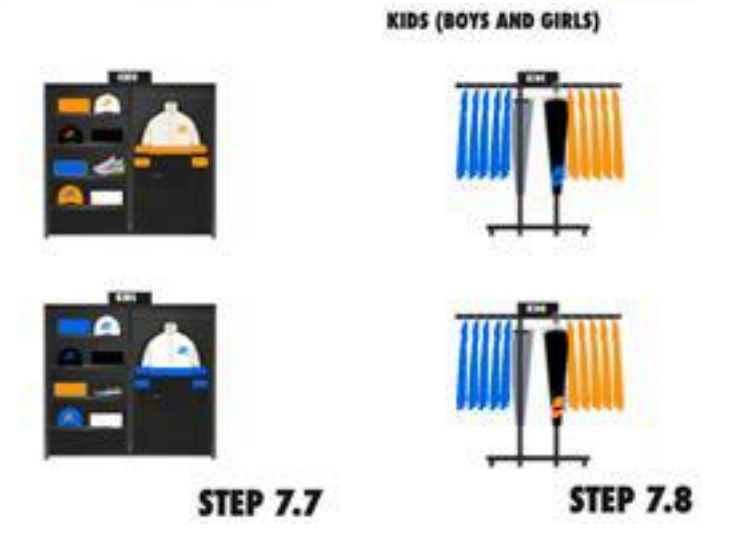
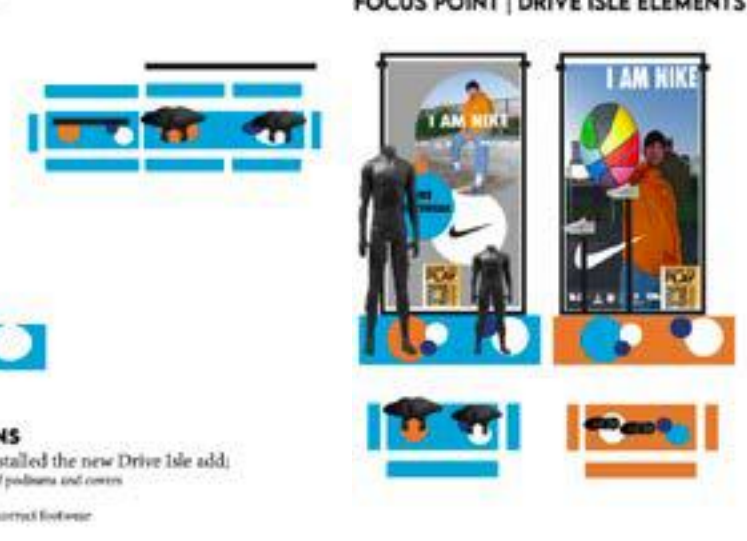
(STORE EDITION)



STEP 4.2 FOCUS POINT | DRIVE ISLE ELEMENTS | IN-STORE



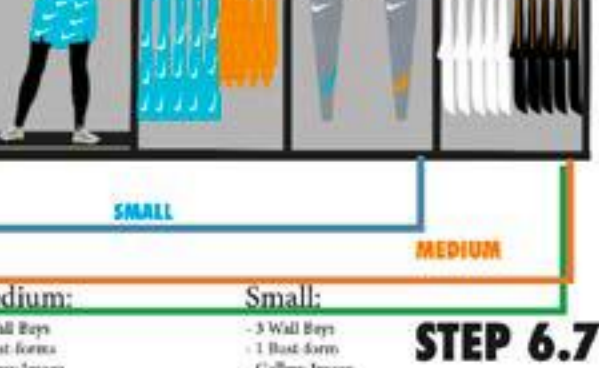
STEP 4.1 FOCUS POINT | DRIVE ISLE ELEMENTS |



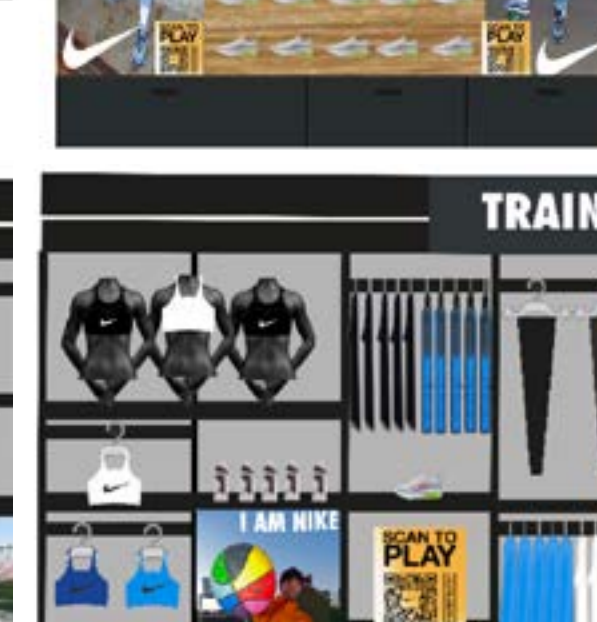
STEP 5 FTW WALLS



STEP 5.1 FOCUS POINT | DRIVE FTW ISLE ELEMENTS | IN-STORE | LARGE



STEP 5.2 FOCUS POINT | DRIVE FTW ISLE ELEMENTS | IN-STORE | LARGE



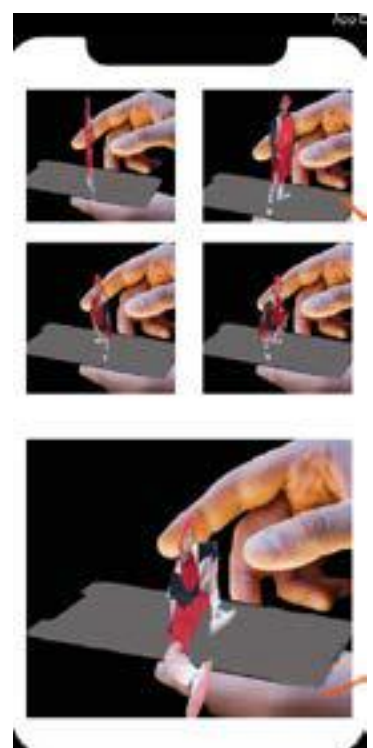
INSTRUCTIONS INSTALLING THE NEW FTW WALL:



PUBLICATION

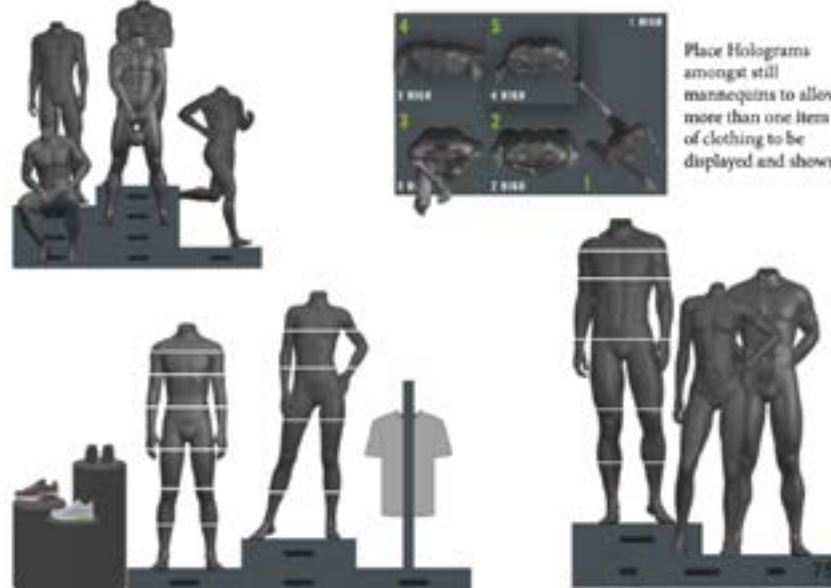
A STEP BY STEP GUIDE TO INSTALL A STORE TO
ALLOW CONSUMER TO HAVE THE EXPERIENCE IN
CONNECTING WITH THE CONSUMERS.

NIKE'S NEW APP DESIGN

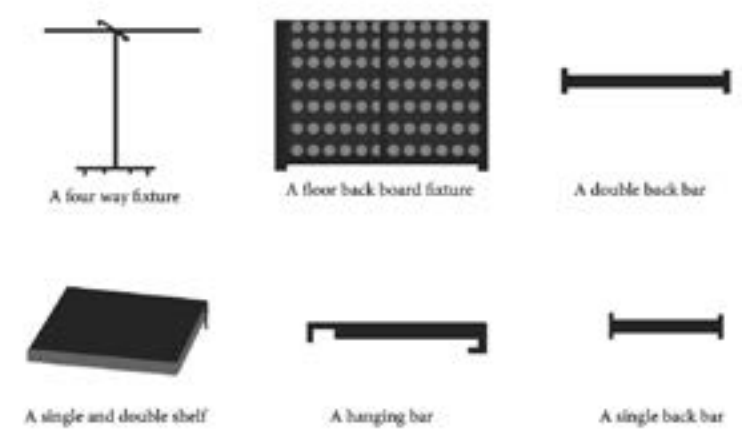


THE NEW APP ALLOWS CONSUMERS TO USE TECHNOLOGY AT HOME WITH 3-D HOLOGRAMS ACCESSING FROM THE APP TO THE PHONE. AS WELL AS IMMERSIVE EXPERIENCES FOR CONSUMERS TO ATTEND CREATING A CONNECTION WITH TECHNOLOGY WHILE AT HOME.

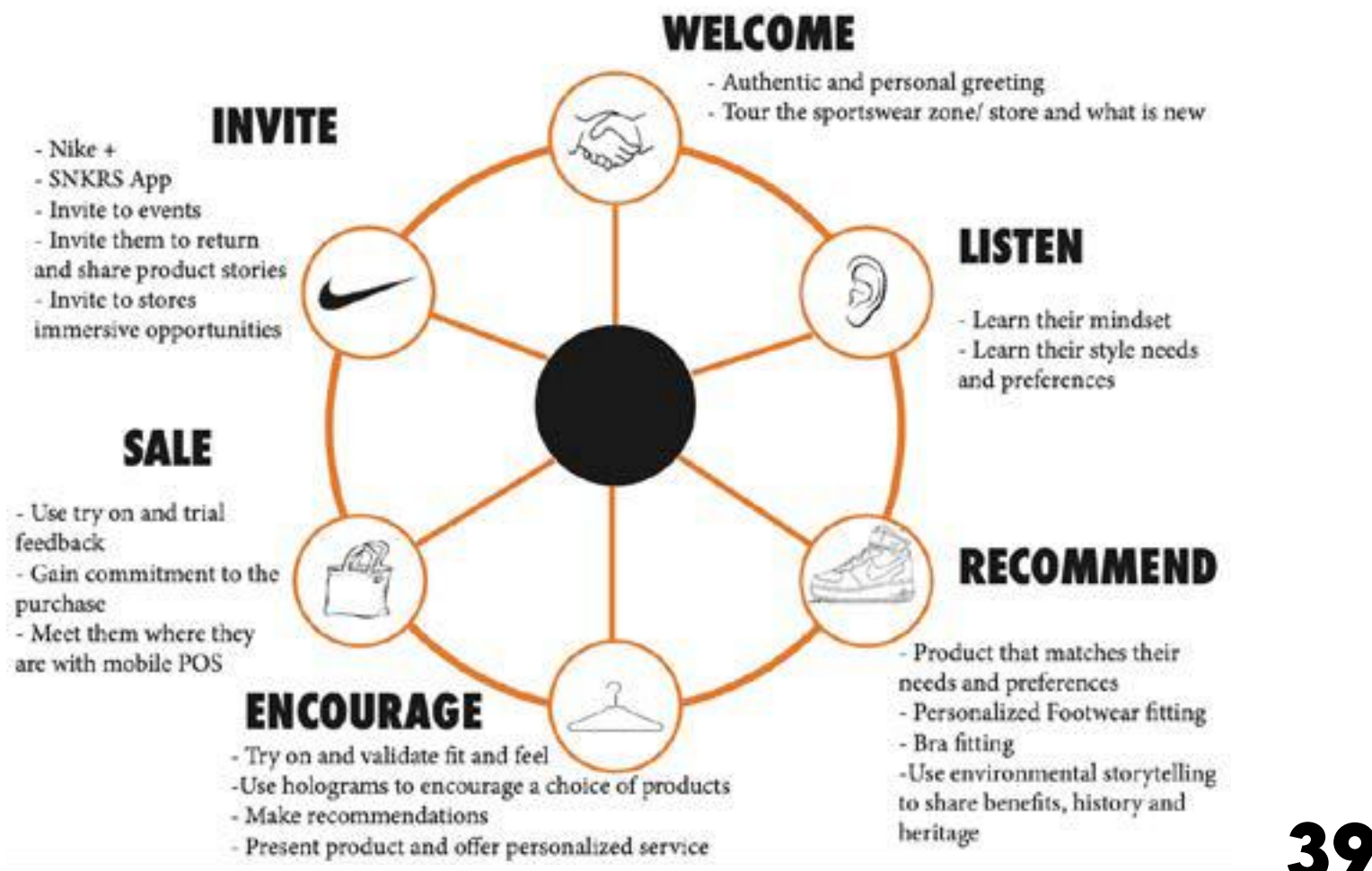
SPATIAL DESIGN IS GREAT WAY OF CONNECTING THE CONSUMERS WITH TECHNOLOGY. INCLUDES ELEMENTS SUCH AS HOLOGRAMS, 3-D IMMERSIVE STYLE ROOMS, AND INTERACTIVE ELEMENTS. TALKING THROUGH THE SERVICE ETHOS WHEEL AND DISPLAYING THE POSSIBLE WAY TO GET CONSUMERS USING TECHNOLOGY.

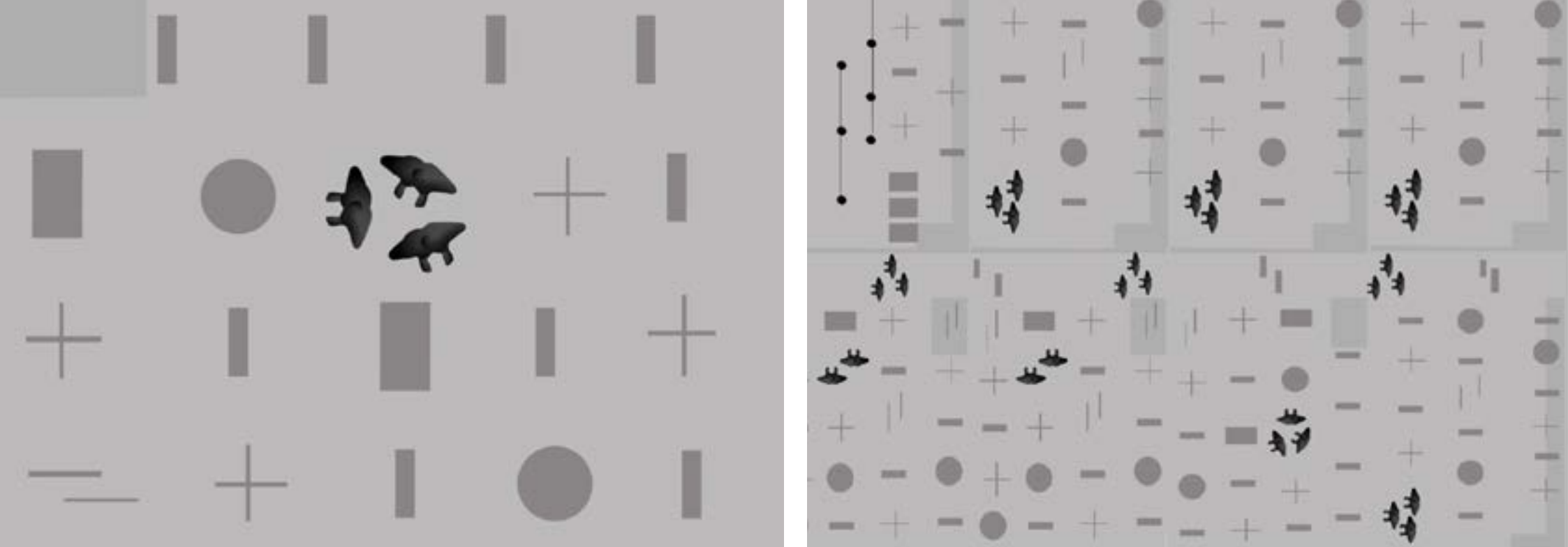


1.2 ITEM CHECK LIST



3.1 WOMEN'S RUNNING





6.2 3-D FOOTWEAR LAYOUT



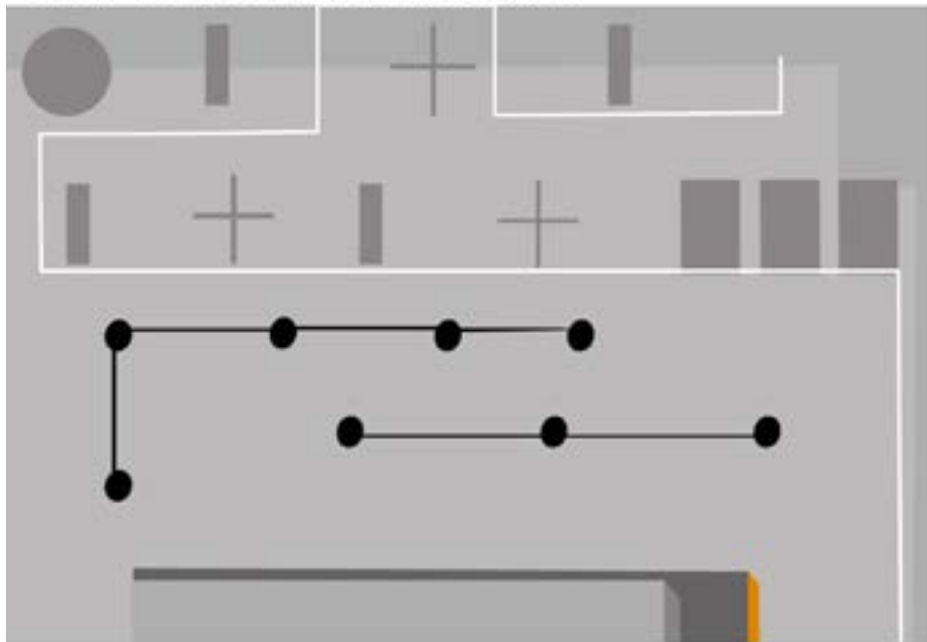
A MIX OF 2-D AND 3-D ELEMENTS ALLOW STORE OWNERS TO SEE EXACTLY HOW THIS IS SUPPOSED TO BE DISPLAYED. AS SET OUT THEIR STORE STEP BY STEP TO ACHIEVE AN AI FRIENDLY STORE.

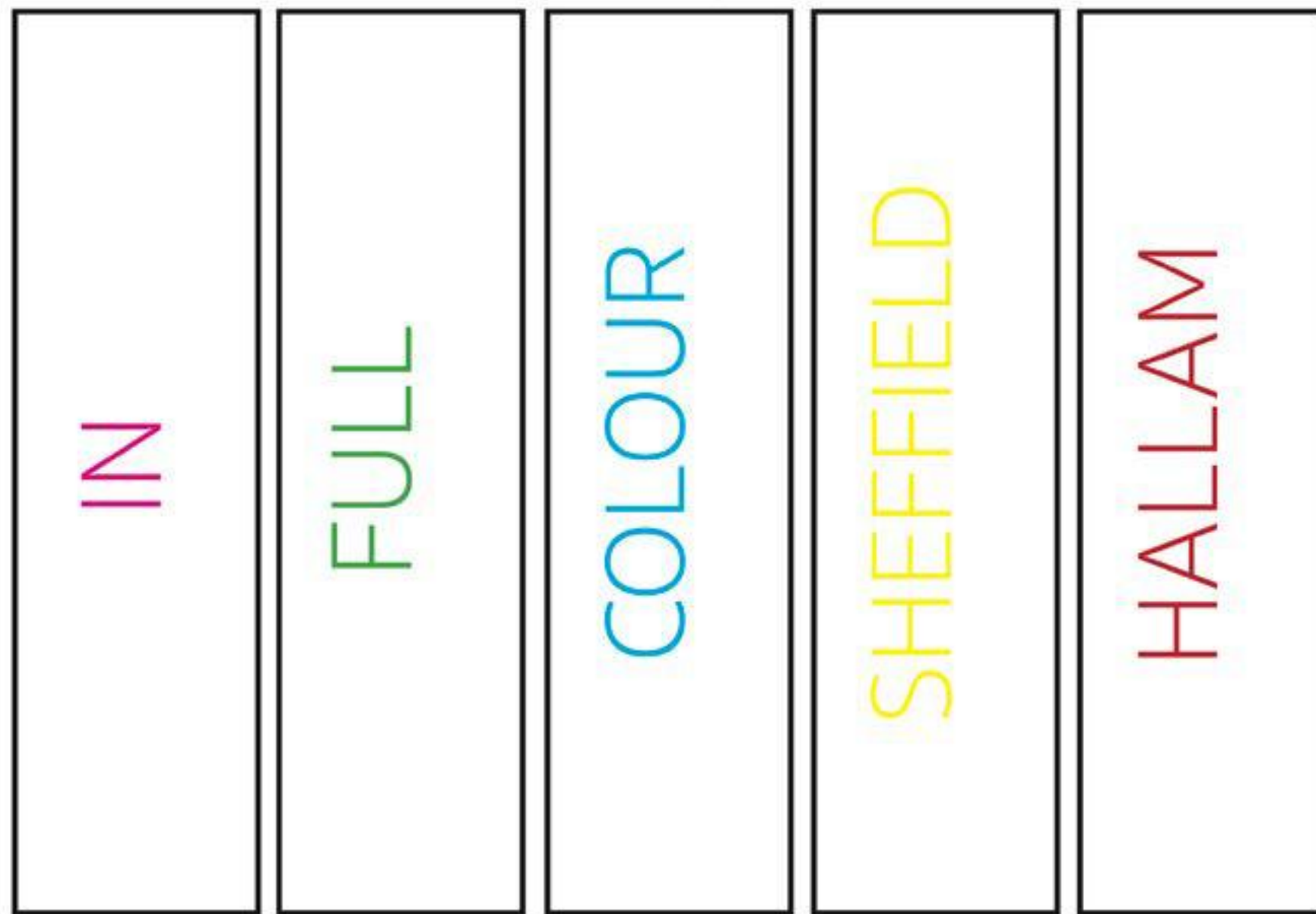


STEP 8.2 3-D LAYOUT



STEP 9.1 WOMEN'S RUNNING

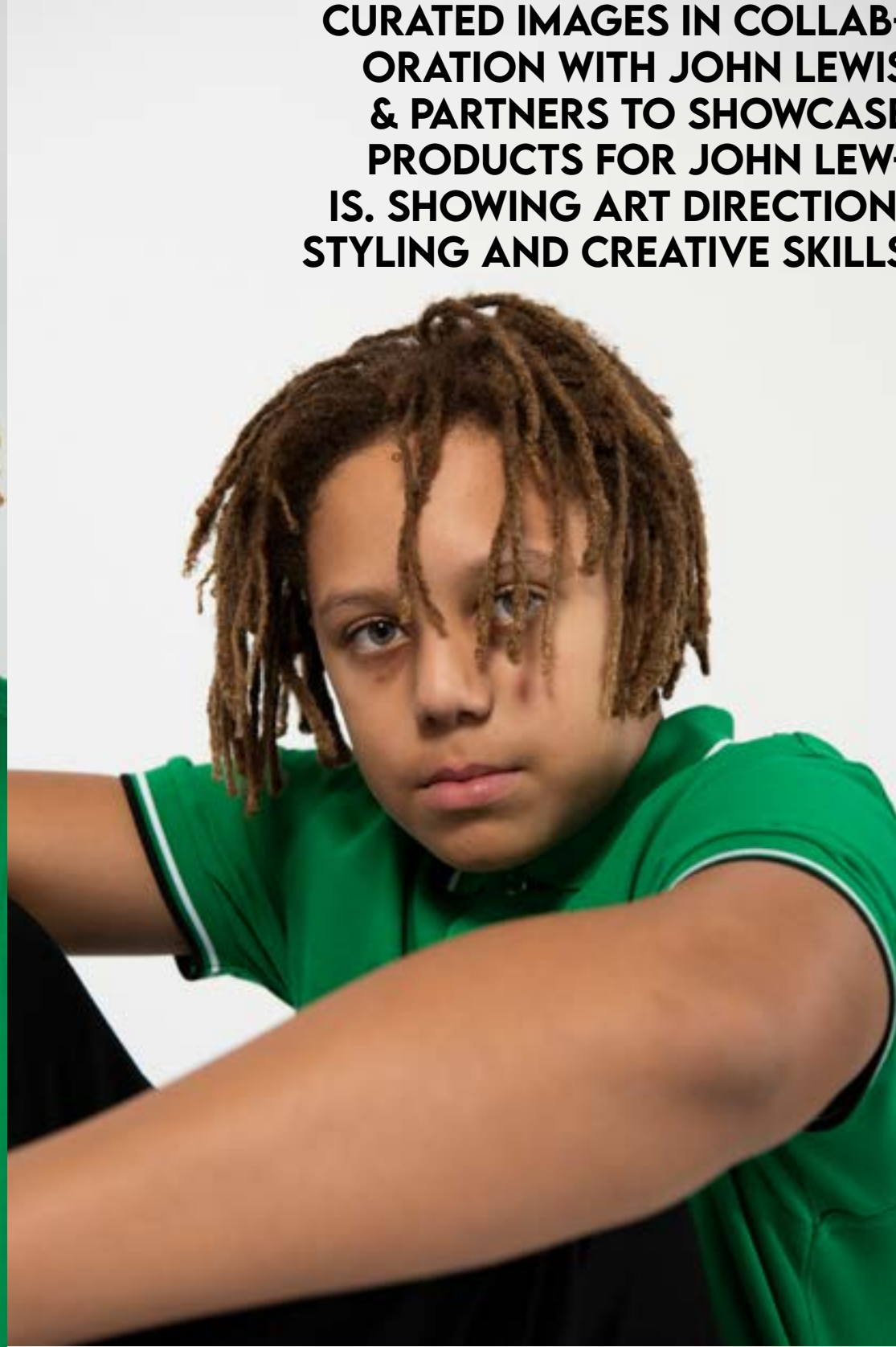






DURING THE COLLABORATION WITH JOHN LEWIS AND PARTNERS I CREATED THE WINDOW DISPLAY AND THE VINYL FOR THE LOCATION WINDOWS. AFTER MANY SETBACKS AND CHANGING OF PLANS THE WINDOW DISPLAYS GOT CREATED BUT ON A SMALLER BASIS TO WHAT I ORIGINALLY THOUGHT OUT

CURATED IMAGES IN COLLABORATION WITH JOHN LEWIS & PARTNERS TO SHOWCASE PRODUCTS FOR JOHN LEWIS. SHOWING ART DIRECTION, STYLING AND CREATIVE SKILLS



Adidas-

Developing on the interactive mirror Adidas create and interactive frame in store to allow consumers to find out about clothing they are wanting to purchase. When garments are held in-front of the mirror it technologically recognises the product to show the price, material and history of the item.

Lush-

Lush created an in-store experience for consumer to watch. They created a re-enactment of animal cruelty on an animal. However they replaced the animal with a Human. This created tension on a political movement that the store gains core values on. Yet for the consumer this created a show and an interactive experience for them to watch and understand the reality of the cosmetic world.



Nike-

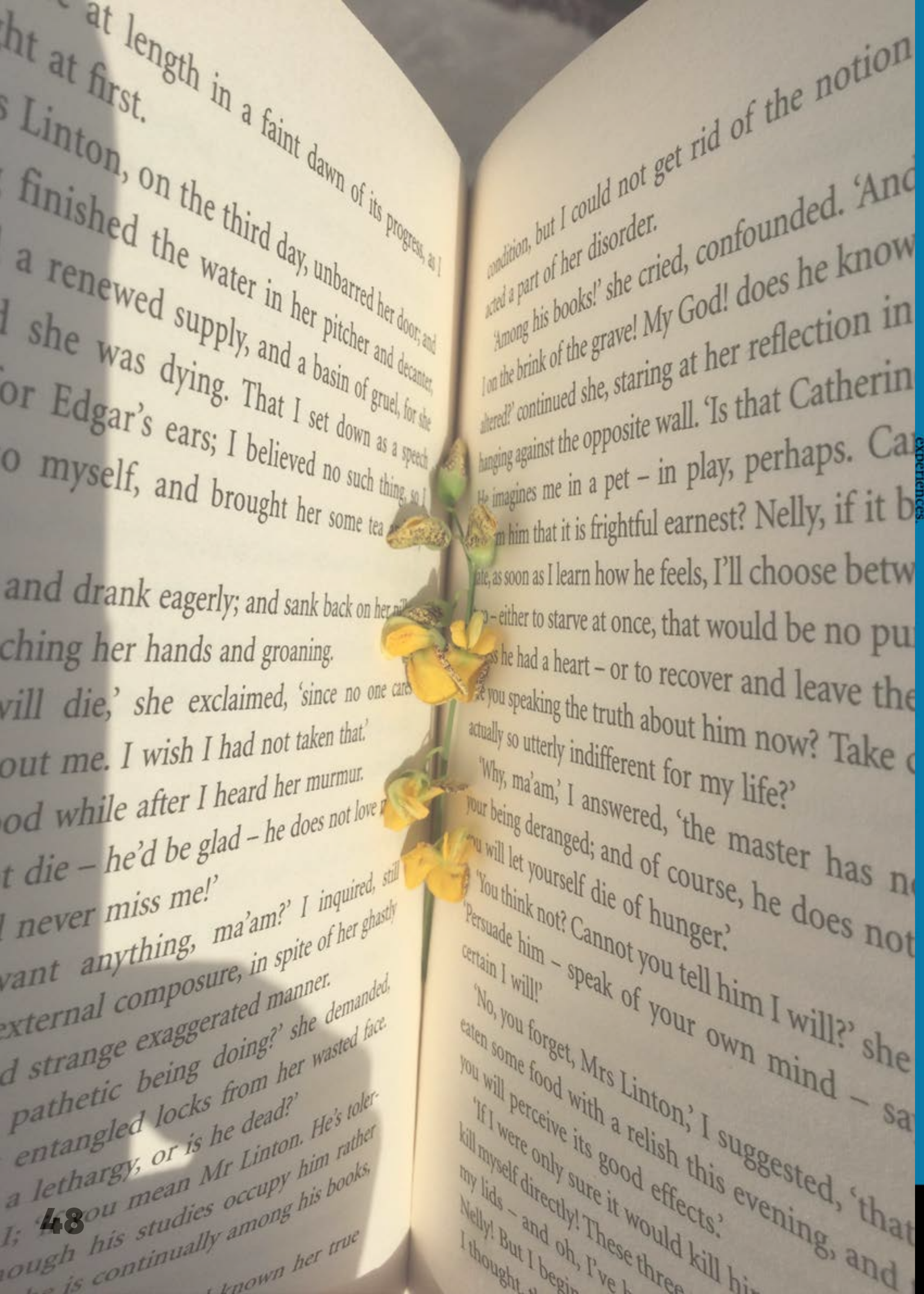
Evolving a holographic concept to appear when a mobile device is held up to an image. Nike developed an interactive mobile outlet. This allowed consumers to hold up a device and see how Michael Jordan created a dunk with a basketball. Nike are the forefront of innovation creating experiences in stores everyday.

TeamLab X Border-less

An interactive immersive experience created by light and sound. During my visit to Japan I visited an exhibition based on light and immersive augmented reality. Allowing visitors to interact with light movement and see inner beauty created in various ways. It transformed the way light is projected and created a whole new outlook on immersive experiences.

Dolce & Gabbana-

During Milan Fashion Week in 2018 Dolce & Gabbana created and Artificial friendly runway show. This show was curated by drones carrying products down the run way. It mixed Artificial intelligence and Fashion To create a transformation within the fashion industry.



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CHAPTER 4: SPECIFIC TECHNOLOGY ELEMENTS TO HELP CONSUMER EXPERIENCES

CHAPTER 3: ARTIFICIAL INTELLI- GENCE VS SPATIAL INTERACTION

CHAPTER 1: WINDOW DISPLAY'S BRICKS AND MORTAR V HOME IMMERSION

CHAPTER 2: PHYSICAL STORE EXPERIENCES



Brands Immersive Layout Artificial Intelligence Footfall Consumer engagement.

Consumer engagement is one of the main factors to drive store footfall. Its created by numerous factors such as sense of community, esteem and aspiration as well as value proposition and customer-centric and service-orientation. (Pegler, 2018). These factors force consumers into stores to allow focused driven sales to specific target audiences allowing brands to create specific demographic looks though Visual Merchandising to relate to the individuals. The main aim of Visual merchandising is to gain consumers attention to allow them to have the urge to buy into the brand. It also helps to enhance and entertain consumers by educating them on the brands aesthetic. (Berlin School of business & innovation, n.d.) Artificial Intelligence and instore experiences create the same feel. Some stores have a great in-depth understanding of this which helps them to thrive above others and create a larger engagement with consumer by visually attracting their attention. Reflecting on consumer emersions brands such as, Selfridges and Harvey Nichols are at the forefront of this from a branded bricks and mortar retail perspective. Bricks and mortar stores have limitations due to the fact it is a static way of meeting consumer needs. Brands such as Nike and Adidas take this to the opposite end creating immersive experiences for consumers while at home allowing a non-static approach. However, some stores do mix both sides of this together such as Burberry. Whilst researching Visual Merchandising primarily and secondary these brands always come to the forefront with them forever changing innovative displays.

Selfridges have a loyal client base yet appeal to the whole population by showing diversity when displaying for the public. Since 1906 they have used the store ethos of everyone is welcome. (Selfridges, n.d) The main reason Selfridges connect to this ethos is to improve consumer footfall, displayed primarily at Christmas with the large standing Window Displays. However due to this being a bricks and mortar store consumers have to physically be present to be able to see this and create this interaction. It shows consumers a physical appearance for them to be connected to, where as Nike make this interaction available to consumers from their home. Nike's approach provides an alternative view on what bricks and mortar stores have to offer and shows and new wave of technology connecting with stores but from a more personal surrounding area. Both are at very different ends of the spectrum technology wise due to the fact that one is more physical, and one is digital based. This also inks to the generation gap and the way, the new technology focused generation's wants to have that primary connection from home. Whereas the older generation is used to seeing this physically and it is their signature shopping style. Offering immersive experiences from the home is a new great technological advancement however it is becoming a downfall by discouraging people to want to connect physically.

Looking at the consumers feedback, consumers still want this engagement however these physical and technological approaches are very different ways of doing so. Bricks and mortar stores whilst they may be physically attractive to certain individuals are losing the credibility due to consumers not being able to experience the same interaction with the stores at home. Forcing brands such as Nike to take over the market to show forward thinking to all consumers. Working with industry experts, Selfridges created the first attraction on Oxford Street, for its time it was seen as the new diverse way of marketing. Selfridges created Window Displays for London. Displays did not only show merchandise they created a story for consumers to be a part of, creating the first immersive experience of its era.(Jones, Davies, Woodward, 2013). Taking on the impossible job of attracting the consumer from outside, Selfridges has managed to do this for a number of decades. The only element they haven't managed to get a grasp of is creating that relationship with the consumer from home. Gaining the attention of the consumer has played a vital part in many window displays but the new era of immersion from home is taking over. However, as times are changing Selfridges has managed to adapt to their approach to ensure consumers stay engaged with the store physically by adding in renowned display techniques. Working in Selfridges favour they are still pushing boundaries and make records for the fashion industry. Due to the lavish Window Displays Selfridges sales are increasing every year maximising footfall and revenues. From 2018 Selfridges sales rose from £787.9m to £809.9m (Statista. 2016) due to their innovative approach. Whereas in current times as of 2020 window displays cannot be seen on a regular basis. Due to this situation innovation at home is thriving so bricks and mortar stores

have no way of connecting with the consumer. When interviewing a head coach at Nike, they said

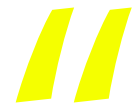
“Nikes online sales have risen by 50% in the last three months”

Key Words:

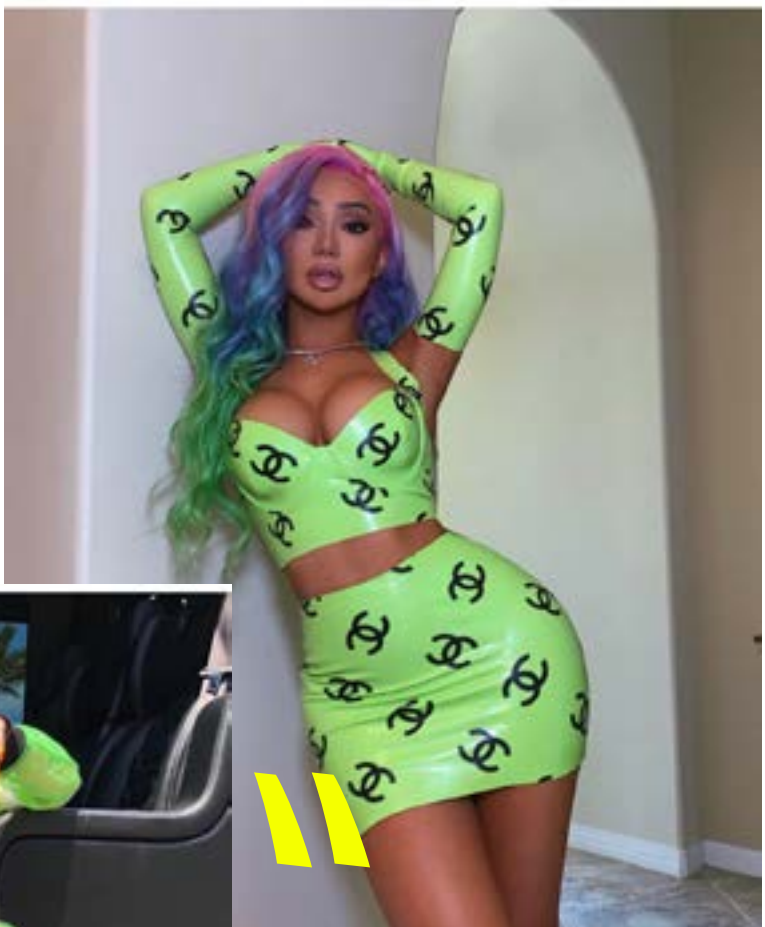


Chapter 1: Window
Display's Bricks and
Mortar V Home
Immersion





TRANS GENDER INFLUENCER
@NIKITA_DRAGUN



ocean eyes

BURBERRY
LONDON

LOCATION

TOKYO, JAPAN

EVERYTHING IS AN
EXPERIMENT
-(ISSEY MIYAKE,
SZMYDKE. P. 2014)



JAPAN IS THE EPITOME OF PRACTICAL BEING USED FOR IMPRACTICAL PURPOSES. HERE THE CULTURE IS SO VERSATILE, FROM TRADITION TO PUSHING THE BOUNDARIES AND BEING THE REBELLION. JAPAN IS A HIGHLY TRADITIONAL COUNTRY WHERE INDIVIDUALS FOLLOW IN THEIR PARENTS FOOTSTEPS AND STICK TO THE CLASSIC WORK AND FASHION ROUTE. WHERE AS A NEW GENERATION IS BREAKING THIS ROUTINE AND EXPRESSING WHO THEY ARE BY WEARING ANYTHING ANYWHERE. CREATING A WHOLE NEW STYLE WITHIN THE CULTURE THAT IDOLISES THE WESTERN SOCIETY. FORMING CREATIVE INDIVIDUALS PUSHING PEOPLE TO CONNECT AND LET THEIR IMAGINATION RUN FREE.



STORE INTERIOR



CARHARTT KINGS CROSS
EXHIBITION '17



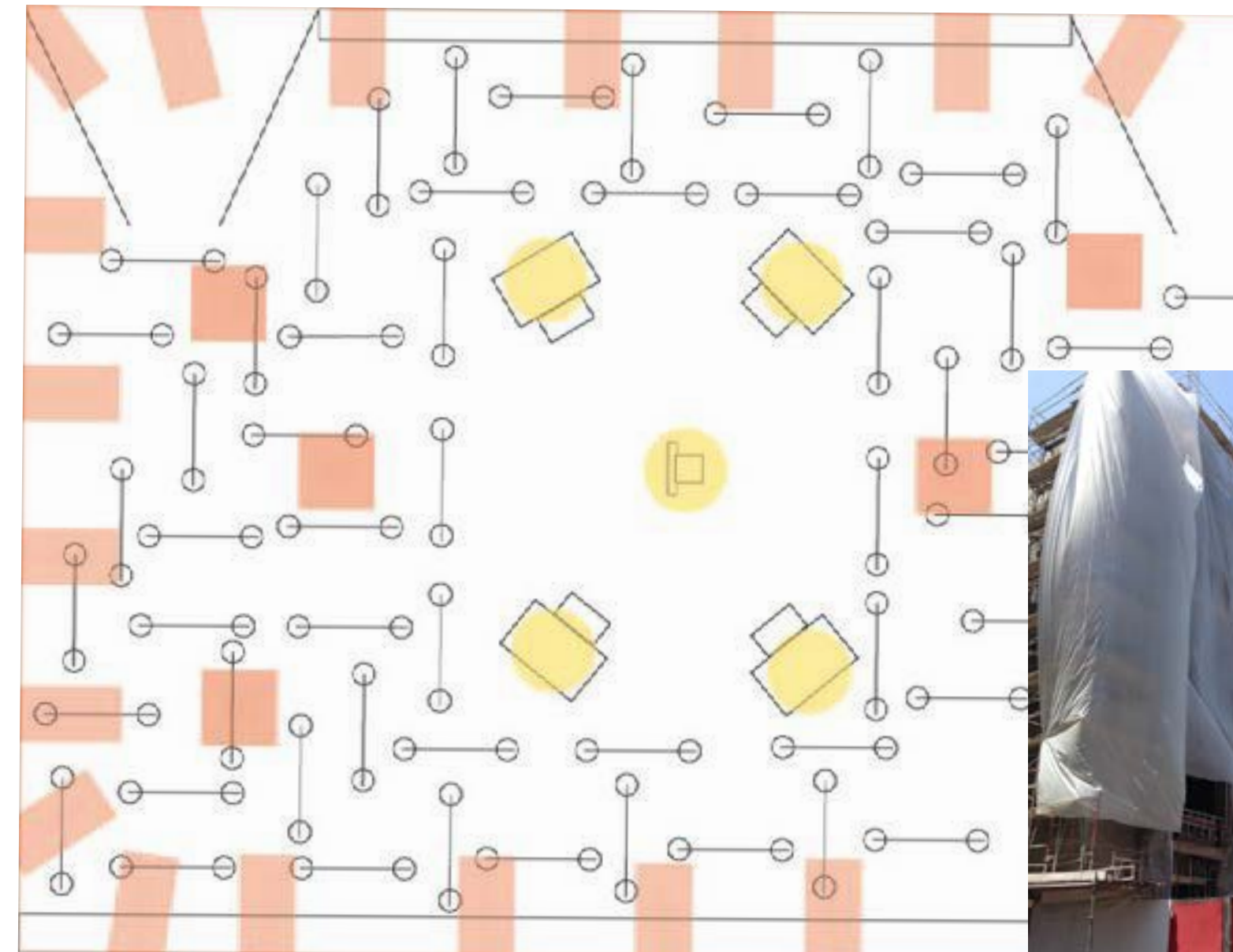
TRAVELLING THROUGH A STORE
NEEDS TO FEEL LIKE AN EXPERIENCE
THIS IS WHY INTERIORS SHOULD BE
STRIPPED BACK AND LOOK SLIGHTLY
UNFINISHED, ROUGH LOOKING LIKE
THE TREND IT NEEDS TO MIX A CON-
STRUCTION FEEL WITH A TAILORED
LAYOUT TO SHOW CASE THE ITEMS.
CREATING A RUSTIC FEEL WITH AN UR-
BAN LIFESTYLE.



Following on from the Trend Book, Nike will create a Utility styled range, which will tie in with the construction work-wear theme. They would follow the First concept brief and create a augmented reality space for consumers to travel through to create a story behind the new line. It will entice consumers and create a hype around products connecting to the current consumers who are loyal to the brand. The event would be 3 days long with various activities throughout this period. The event will be played like a game, with exclusive merchandise from each floor which can only be retrieved on this day only, to create Limited addition products that people will have the drive to travel to purchase. The consumers would travel from floor to floor over the 3 day event unlocking each level to then see the new collection on the third floor yet if any individual misses a day they can not unlock the level containing the new merchandise. Throughout each day there would be the augmented reality section for any public members to travel through yet at night there will be a Members only exclusive event. This will be apparent as Nike are pushing the consumer and brand connection and trying to saturate the market by making everyone a Nike member.



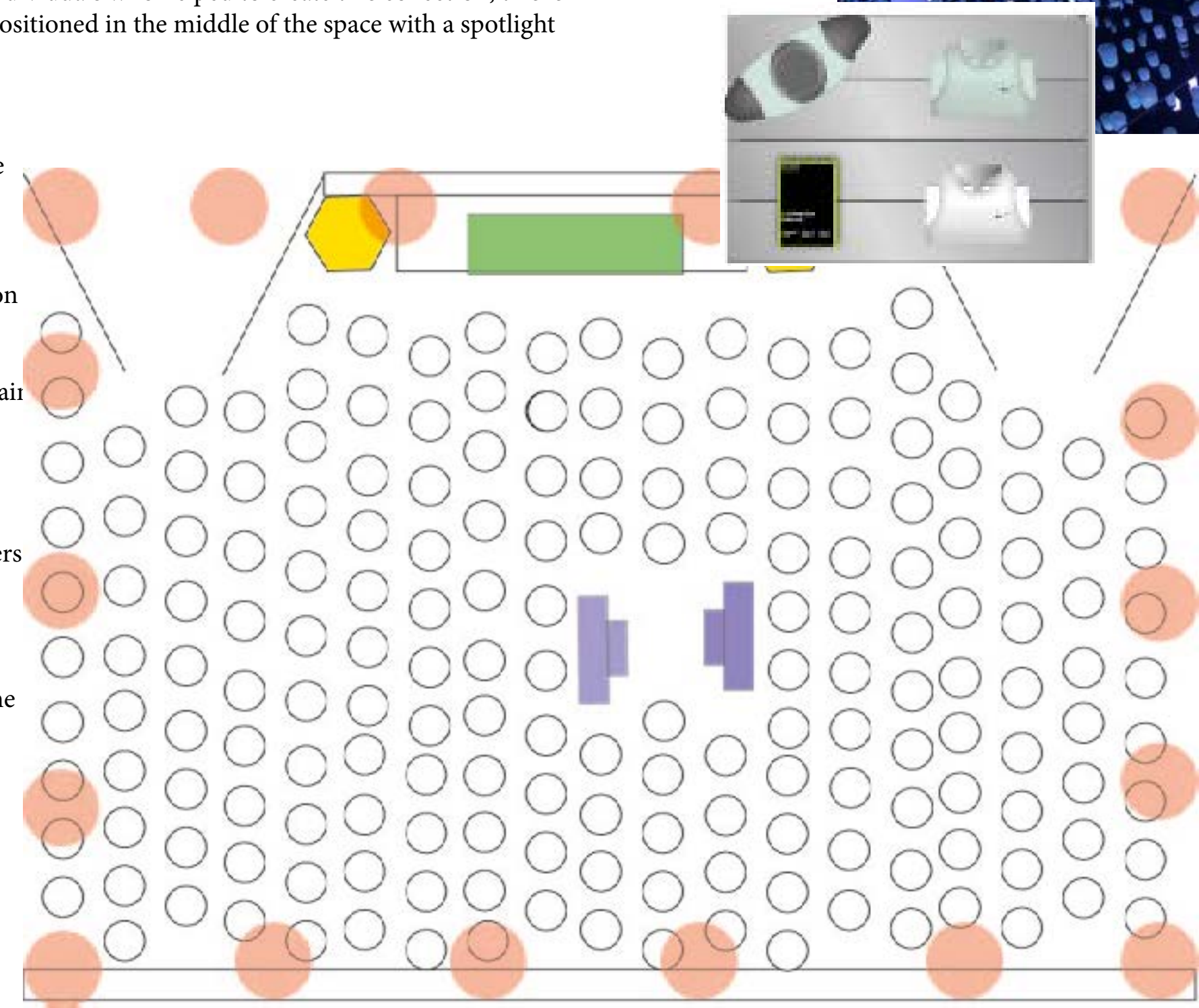
Throughout the day there will be talks with people who have created the collections as well as live DJ'S, Dancers and entertainment. This will be a public event where anyone can come and buy the limited edition merchandise from the floor. Yet the members only party will be exclusive acts, performers. This is to thank the consumers loyal to Nike and give them something for being apart of the brand story and legacy.



Within this experience there would be an open space in the middle of the sheets this would be where the merchandise is sold. The merchandise would be displayed on work benches typically used by builders, this will add to the utility element, whilst having a spotlight shining on the tables to catch the attention of a consumer to draw them to the limited edition stock. However there will be no cash desk, only employees stood with hand-held paying devices to allow a personalised shopping experience. Whilst the consumer will be traveling though the experience at set times during the day there will be talks with individuals who helped to create this collection, this is why there will be one chair positioned in the middle of the space with a spotlight shining from above.

Within the second floor there would be a light show with hanging lanterns this would engage with the consumers sensors and catch the attention as soon as they arrive up the ramp. The Limited edition merchandise would be yet again displayed on work benches to match the utility theme. Throughout this day there would be live music and DJ's playing sets to draw consumers to come together at the event to listen to the DJ's they are particularly interested in

Here is an example of what the clothing would be displayed like on a work bench styled clothing rack. It will match the utility theme but shoe consumers a glimpse of what the range will be like on the following day.



AIn order for the AIDA model to be successful the consumers attention must be raised. This has already happened in some parts of the consumer base due to the forever growing streetwear culture. However to gain the consumer attention a very viable advertising plan would be put into action, starting with getting the consumer familiar with the trend. Most of the consumer market see what streetwear is evolving to and how Utility is playing a big role in this yet others are to afraid to push the boundaries. This is why creating such a great concept is crucial to make the trend reach its full potential. The trends based on consumers feeling free whilst adding in augmented reality. Which allows the consumers to move freely around the spaces created for the, Putting out a Video would be the next point of contact, a video showing what's to come for Nike and its Utility collection and what this event will give to the consumer. The videos should contain snippets of the event that is going to take place combined with the history behind the style to allow the audience to be aware of what they have created through time. It will create awareness of how the Collection and trend will be linked to their everyday lives and provide awareness that freedom of clothing is a choice many people of their audience are creating.

The consumers interest will grow as they see the benefits that Nike has to offer not just on a sportswear basis but in a natural clothing environment . They will get familiar with how the brand works and how much loyalty means within the brand. It will also help to provide Nike with new market and help them saturate the market. For people attending the event they will see that it is member only after 10pm, which will cause curiosity to why people are so loyal to the brand. Yet they will know first hand what happens to consumers who receive these benefits and lead them to want to know more. Plus if Nike continue to create events like this one the audience will have more interest in the unknown. It will ensure the consumers attention and allow Nike to fit into their lifestyle as the consumer will want to be apart of the Nike family and getting the latest drops.

COMMUNICATION THEORY

Desire to be at the latest events and have the most up to date releases, the consumer will become attached to the feeling of being apart of the Nike team. Especially in this instance if consumer are not members and can not stay the first night it will leave them with the desire to want to be at the next ultimately forcing the consumers hand over to Nike. As this event is a physical experience many consumer will be photographing and publicising about the event, which leaves consumer not into brand loyalty to want to be apart and see the heritage that is building up with the brand. The consumers involved will be seen as trend setters with the limited addition stock, meaning many will have the urgency to try and buy what they missed out on. Ultimate need and desire to belong to Nike and the Utility trend.

AIn conjunction with the event the action taken to provide the consumer with the best journey through a space augmented reality is added. It allows the consumer to look around before making a purchase and adds a personal touch on their shopping experience as they travel through the floor this will become more apparent. Due to the maze like structure of the event consumer will engage on the trail before they can consider making a purchase, this is why it is so important to create a tension before the collection reveal as it will stimulate the consumers mind to consider a whole experience rather than just one purchase. The third floor in this case is also a critical point in their experience as they will not need to look around and find a size. The consumer can simply have what they require upon request. The whole experience provided due to this event ensures the consumers intention upon purchasing and they came to the event for a reason and intentionally wanted to experience this journey.



ALEXANDER WANG IS MAIN CREATIVE DIRECTOR OF THE BRAND CREATED IN 2005, HE CREATED AN EPONYMOUS LABEL, AGED 21. THIS HAPPENED SHORTLY AFTER DROPPING OUT OF PARSONS SCHOOL FOR ART AND DESIGN IN 2004. HE HAD THE PASSION AND DRIVE TO CREATE SOMETHING BIGGER. INITIALLY WANG CREATED A KNITWEAR COLLECTION WITH SIX ITEMS BASED ON UNISEX SILHOUETTES (*KLEIN'S, NOD*). THE BRAND BEGAN WITH HIS MOTHER AND SISTER AS CHIEF EXECUTIVE AND CHAIRMAN AND HIS BROTHER AS CHIEF FINANCIAL ADVISOR, WANG SUPPORTED THE ONES HE LOVED IN AN INDUSTRY HE'S PASSIONATE ABOUT.

THE BRAND CHANGED IMAGE IN 2006 WHEN WANG ESTABLISHED A SLEEK READY TO WEAR WOMAN'S COLLECTION. HOWEVER THE BRAND DIDN'T MAKE ITS FIRST APPEARANCE IN FASHION WEEK UNTIL 2007 DEBATING IN AUTUMN/WINTER NEW YORK FASHION WEEK. THIS IS WHERE ANNY MURRAY TOOK THE POINT OF VIEW AND BROUGHT ATTENTION UPON THE AWARDS. WANG RECEIVED TWO OF THESE AWARDS FOR HIS DESIGN. WANG RECEIVED THE CFDA FASHION FUND WITH A \$200,000, AWARD FOR HIS DESIGN. WANG RECEIVED THE CFDA FASHION FUND WITH A \$200,000, AWARD FOR HIS DESIGN. WANG RECEIVED THE CFDA FASHION FUND WITH A \$200,000, AWARD FOR HIS DESIGN.

FROM THE POINT OF VIEW OF THE BRAND, WANG HAS BOTH MEN'S AND WOMAN'S WEAR AND MANY BRAND EXTENSIONS SUCH AS T BY ALEXANDER WANG, A JEWELLERY LINE, FOOTWEAR AND MANY MORE. WANG DID NOT STOP HERE HE ALSO WORKED WITH OTHER COMPANIES TO MAKE SUCCESSFUL COLLABORATIONS SUCH AS ALEXANDER WANG X ADIDAS.

WANG HAS MADE HIS BRAND STAND OUT WITH ITS EXCLUSIVE ELEMENT AND OUTRAGEOUS IDEAS. THE BRANDS EXCLUSIVITY MEANS YOU NEED TO KNOW WANG PERSONALLY TO BE ABLE TO GET AN INSIGHT INTO THE NEW COLLECTIONS. WANG CREATES A PERSONA WITHIN HIS BRAND THAT IS REBELLIOUS AND URBAN, YET HE USES DESIRABLE FABRIC AND TAILORING TO CREATE LUXURY ITEMS. BEGINNING FROM NOTHING WANG SAID, "IT ALL COMES DOWN TO CONNECTING WITH WHO I FELT WAS MY CUSTOMER AND MY AUDIENCE." (GOCHALAN, 2013) THE BRAND IS RECOGNISED FOR DARK

WANG HAS MADE HIS BRAND STAND OUT WITH ITS EXCLUSIVE ELEMENT AND OUTRAGEOUS IDEAS. THE BRANDS EXCLUSIVITY MEANS YOU NEED TO KNOW WANG PERSONALLY TO BE ABLE TO GET AN INSIGHT INTO THE NEW COLLECTIONS. WANG CREATES A PERSONA WITHIN HIS BRAND THAT IS REBELLIOUS AND URBAN, YET HE USES DESIRABLE FABRIC AND TAILORING TO CREATE LUXURY ITEMS. BEGINNING FROM NOTHING WANG SAID, "IT ALL COMES DOWN TO CONNECTING WITH WHO I FELT WAS MY CUSTOMER AND MY AUDIENCE." (GOCHALAN, 2013) THE BRAND IS RECOGNISED FOR DARK



Fig. 4-15



STRENGTHS:

SOME OF WANG'S MAIN STRENGTHS ARE THE ECONOMICAL ADVANCES, GROWTH AND THE ABILITY TO TARGET SPECIFIC CONSUMER GROUP. ALSO, THE MA COLLABORATIONS HE'S DONE AS WELL AS HE CONTRIBUTION TO CHARITIES. THE BRAND HAS A WHOLE LOT LONG AS IT CONTINUES TO KEEP THE EXCLUSIVITY BUT STILL ENJOYING CUSTOMERS TO CONTINUE PURCHASING AND BUYING THE BRANDS.

OPPORTUNITIES:

COLLABORATIONS WITH OTHER DESIGNERS ARE ALSO SOMETHING THAT WANG COULD CREATE MORE OPPORTUNITIES FROM AS IT ALLOWS HIM TO CREATE NEW ITEMS AND STAND OUT TO NEW MARKETS. OTHER OPPORTUNITY WOULD BE WANG'S USE OF TECHNOLOGY HE USES IS QUITE WELL ALREADY BUT AS TECHNOLOGY IS ADVANCING HE COULD BE THE FORERUNNER OF NEW TECHNOLOGICAL MATERIALS. ALSO, THE MONEY HE WON FROM VOGUE (\$20,000) COULD HAVE TAKEN HIS BRAND TO NEW LEVELS AND DIFFERENT HEIGHTS IN MARKETING. THE MONEY COULD HAVE BEEN USED ON AN ALTERNATIVE THING TO IMPROVE THE BRAND.

WEAKNESSES:

I BELIEVE ONE OF THE MAIN WEAKNESSES IN THE BRAND IS THE SECRECY DUE TO HOW HARD IT IS TO FIND OUT INFORMATION AND HOW HARD IT IS TO FIT INTO THE BRAND IF YOU AREN'T A SPECIFIC INDIVIDUAL. I DO CREDITS FOR VARIOUS YEARS OF BEING A UNIQUE DESIGNER AND RESEARCHING THE BRAND AND EVEN CONTACTING THE BRAND TO BE DIFFICULT. HOWEVER, HE SHOULD WORK ON THE ADVERTISING METHOD. IN ADDITION, I AM NOT SUGGESTING TO PUBLICLY SHOW THE COLLECTIONS BUT SIMPLY SHOW THE CAMPAIGN PHOTOS SLIGHTLY MORE WITH THE GIVEN AUDIENCE, THIS WILL ALLOW THE COLLECTIONS TO BE SEEN BY PEOPLE IN HIS TARGET MARKET OR NEW CONSUMERS TO BECOME INTERESTED IN THE BRAND.

THREATS:

WANG'S BRAND GETS COMPARED TO OTHER LUXURY DESIGNERS, WHICH IS NOT WHAT HE WANTS. HIS INDIVIDUALITY IN HIS BRAND BUT BEING COMPARED TO OTHERS WOULD KNOCK THAT ASPECT. ALSO, OVER THE PAST FEW YEARS THE LAWSUITS MADE AGAINST WANG WITH THE SWEATSHOP ALLOCATIONS CREATED A HIGHER RISK TO HIS BRAND. MANY PEOPLE DON'T WANT TO BE ASSOCIATED WITH THE BRUTALITY OF SWEATSHOPS. PEOPLE BUY LUXURY CLOTHING TO MAKE AND CANCEL OUT SOME OF THEIR BEHAVIOUR, SO WHEN WANG HAD THESE INVESTIGATIONS MADE AGAINST HIM THE SALES STARTED TO DROP MEANING THE BRAND OVER THE PAST FEW YEARS. AS HIGH AS IT SHOULD HAVE BEEN. THE FINAL THREAT IS USING CONTROVERSIAL CELEBRITIES TO PROMOTE HIS BRAND. THIS MAKES CONSUMERS QUESTION WANG'S MOTIVE AND WHY THEY SHOULD BUY THE BRAND WHEN CERTAIN CELEBRITIES DON'T FIT TO WANG'S MOULD THEMSELVES.

THE CONSUMERS WANG CONNECTS WITH ARE SUCCESSFUL INDIVIDUALS, DUE TO THE LUXURY AND LAVISH ITEMS AND HIGH PRICE TAG. IN RELATION TO MASLOW'S HIERARCHY OF NEEDS THE INDIVIDUALS WHO PURCHASE FROM WANG DO SO DUE TO SELF-ACTUALISATION GAINING FULFILMENT FROM BUYING EXPENSIVE GOODS. THE FULFILMENT LINKS TO ESTEEM NEEDS, GAINING A SENSE OF ACHIEVEMENT AND BELONGING. AS WANG CREATES SUCH A HIGH REPUTATION FOR HIS BRAND THE CONSUMERS FEEL APART ONCE THEY HAVE BOUGHT HIS PRODUCTS.

HOWEVER, THE CONSUMERS ARE FROM SPECIFIC GEOGRAPHIC AND DEMOGRAPHICS. THE GEOGRAPHIC OF THE CONSUMERS IS NORMALLY IN RICHER AREAS SUCH AS SOHO NEW YORK, AND LONDON,

BRAND POSITIONING MAP



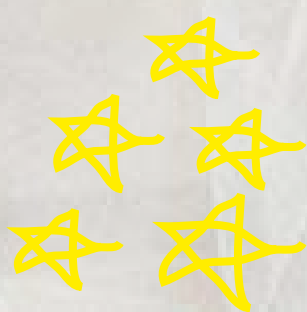
THESE AREAS ARE MAINLY FULL OF WEALTHIER CONSUMERS MEANING WANG CAN GAIN THE RESPECT HE DESIRES. THE DEMOGRAPHIC HOWEVER ARE INDIVIDUALS LOOKING TO BE FASHION FORWARD YET STILL RETAIN A STREET URBAN VIBE. MOST CONSUMERS ARE OF A YOUNGER AGE AND LOOKING TO SHOW OFF A UNIQUE INDIVIDUALITY. THEY HAVE NEEDS OF WANTING TO FEEL APART IN THEIR INDIVIDUAL FASHION STYLE, WANG MEETS THESE NEEDS BY GIVING THEM THE LOOK THEY WANT WITH QUIRKY EXTRAS.

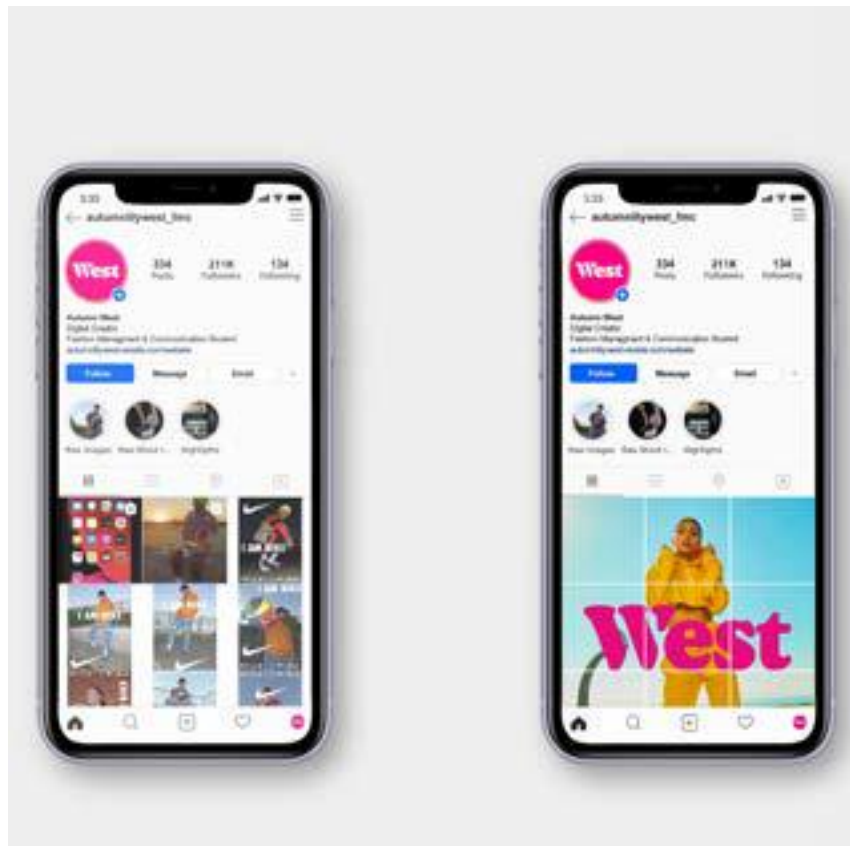
THE CONSUMERS NEVER CHANGE YET AS THE SEASONS GO ON WANG HAS GIVEN THEM A NEW YOUTH LOOK. HE EMERGES MARKETS IN THE US, CHINA, AND THE MIDDLE EAST AS THEY ALL HAVE A NEED FOR THE LUXURY QUARTER AND WANT THE BEST THERE IS IN THE MARKET. THEREFORE, HIS BUSINESS HAS BLOOMED FROM THESE COUNTRIES DUE TO THE CONSUMERS DESIRE TO GAIN WHAT'S BEST IN THE MARKET.

THE STANDARDS CONTINUE THROUGH DISTRIBUTION, ONE OF WANG'S FAVOURITE ACHIEVEMENTS, IS WHEN STORES STARTED SELLING HIS MERCHANDISE, FROM THIS WANG BUILT AN EMPIRE FROM MIXING THREE DISTRIBUTION STRATEGIES TO CREATE A DISCRETE FULLY-FUNCTIONAL CHANNEL. HE USES PROCEDURE THROUGH HIS INDEPENDENT SHOPS, TO CREATE THE STRONGEST ELEMENT OF DISTRIBUTION. THESE STORES ARE IN SOHO NEW YORK, LONDON AND BEIJING (ALEXANDER WANG (N.D)) THESE PLACES HAVE A HIGH FASHION REPUTATION CREATING THE RIGHT ATMOSPHERE FOR WANG'S CLOTHING. ON THE OTHER HAND, HE USES CHANNEL DISTRIBUTION THROUGH LUXURY DEPARTMENT STORES, SUCH AS SELFRIDGES, AND BARNEYS, THIS CREATES PARTNERSHIPS HOWEVER IT DOESN'T OFFER THE WHOLE EXPERIENCE THAT WANG CREATED IN HIS OWN STORES, MAKING THE CONSUMER FEEL LESS VALUED. WANG ALSO LINKS HIS BUSINESS ONLINE THROUGH CONSUMER DISTRIBUTION WITH A DIRECT WEBSITE, AND VIA AGENT THIRD PARTIES.

EVEN THOUGH WANG HAS PLACED ALL HIS COLLECTION ON HIS PERSONAL WEBPAGE, HE CONTINUES TO MAKE SOME ITEMS ONLY AVAILABLE IN STORES. ALLOWING THE CONSUMER TO SEE THE ITEM BUT NOT GIVING THEM THE OPPORTUNITY TO BUY. ALL THREE DISTRIBUTIONS WORK TOGETHER TO GAIN SALES AND HELP PEOPLE EXPLORE THE BRAND, AS FAR AS THE PROMOTIONAL SIDE WANG DOESN'T PROMOTE HIS BRAND MUCH BUT RELIES ON THE EXISTING CUSTOMER TO RETURN DUE TO THE CARE AND THOUGHTFULNESS TAKEN IN PROCESSING THE ACTUAL AND AUGMENTED PRODUCT. HE USES DIGITAL ADVERTISING FOR CAMPAIGNS AND PLACES VIDEOS ON YOUTUBE ALSO PLACES SOME CAMPAIGN PHOTOS ON SOCIAL MEDIA PLATFORMS.

MAR-KET-ING MIX





West

Cover Letter

I'm looking for a position with a fashion brand/organisation that can help me gain experience and broaden my skills within the industry. I have attached my CV that details my work history, my qualifications and the experience I've gained so far.

Thank you for taking the time to look through my CV and find out a little more about me.

I am currently a University student studying Fashion Management and Communication. I am graduating from my final year shortly, this position will allow me to widen my skills and go out into the industry to gain valuable experience.

I am a big fan of the products that your company create and I'd love a position that is part of your brand in some way. I really think your company, can offer me the right opportunity to learn and grow with a full time role over the few years. I would love to be apart of the Visual Merchandising team as this is where my interests lie and where my skills would help better your team. It would be a great opportunity to work for a growing, well known business such as yourselves, due to it being a diverse company, which is notorious for its wide ranges of products.

I'd like to share a little more about me ... I love to stand out from the crowd, and I'm not afraid to experiment with new trends. I am creative and bold, I like to make a statement with the clothes and accessories I choose. My particular interests lie within visual merchandising and buying as I enjoy seeing the journey consumers go on when purchasing products. I am very self aware and push myself to continually learn from all experiences.

I have an amazing outgoing and bubbly personality that allows me to communicate with lots of different people in many ways. My communication skills are a real strength. I enjoy meeting new people, finding out about them, their story and supporting them to achieve their potential.

I have a great work ethic that enables me to work as part of team, lead a team or work as an individual. I ensure completion of every task that's set for me and always put enthusiasm and energy into everything I do. I am practical and open minded as to the roles and tasks I will undertake and I'm very willing to learn all aspects.

I am proud of everything I have done and will continue to do. I am really driven to achieve more, and be the best I can be. I would like the opportunity to work for your company to showcase my strengths and attributes, but more importantly to learn, grow and cement a footprint in the fashion industry.

Thank you
Autumn West

References:

Richard Nutall	Dawn Hall
Nike Head Coach	Store Manager
Nike Factory Store	Rotherham Hospice Store
Stadium Way	29 Laughton Road
Rotherham	Dinnington
S60 1TG	S25 2PN
01709 780187	01090 565855

Profile

I am currently a student at Sheffield Hallam University studying Fashion Management and Communication. I am looking to gain more experience in the industry with a place on your team, in order to help establish my career. I am an outgoing person who always strives to find the best opportunity in every situation. I am vibrant in personality and appearance, I'm not afraid to be bold and thrive being in creative environments. I am understanding and can communicate excellently with lots of different people in many scenarios. I am determined to learn and grow and build an exciting fulfilling career within the fashion industry.

Industry Experience

Styling
Visual Merchandising
Product Analysis
Store Layouts

Nike September 2018

I became a Visual Merchandiser at Nike. This allowed me to style mannequins and choose apparel to match each month's initiative. This helped me to develop skills with in styling, and how to lay out Merchandise. With in my role here my styling work was requested for by the main HQ and was being sent to over 300 stores across Europe as a example of how to dress mannequins. Also helping me to pick stock that's excluded from deals and help mark down exclusive items.

Rotherham Hospice 2018

Voluntary Visual Merchandising, Styling and changing the store window to match a theme every month. This has contributed and impacted positively the profits of the store for this particular charity.

Sheffield Children's Hospice- Placement 2015 to 2016

Within my Product Design course I worked on a placement with a client from the hospital, this required me to listen to their day-to-day struggles, and create a product to help aid their life and make it easier. I gained valuable experience with a live client and could present them with a new innovative idea. During the process I had to conduct market research, understand client needs and look into the market and competitors my new product might come across.

Education

I am currently a final year Student at Sheffield Hallam University studying Fashion Management and Communication. This gives me a wide range of skills, from Business, Marketing, Styling, Photography, and a wide skill set in Adobe. Within my University course I have gained key skills to elevate me in my Fashion career. I am able to handle clients successfully and have great self motivation to continually achieve and excel.

I have a wide range of qualifications from Dinnington High school. My qualifications date from 2013 to 2017, I gained 5 A Levels grade A* - D and 10 GCSE's grade A*-C. I have completed a Product Design course at two levels. This helped me improve my research skills, taught me how look at current markets and design specific products to reposed to gaps in the market. I have worked with Live clients on numerous occasions, this helped me solve real life problems for a consumer, and present them with business advice and improvements for their brand.

Employment History

Nike Part-Time Athlete- Oct 2018 to present

At Nike I have gained experience in styling and Visual Merchandising, this has allowed me to work closely with Nike as a brand to gain creative outcomes following specific briefs. It pushed me to create different textures and specific looks, how to represent a specific brand values and objectives while pushing great customer service.

River Island Sales Assistant- Aug to Sep 2018

Here I worked as a sales assistant where I worked on specifically on promoting sales and pushing online orders. Working behind the tills predominantly and other areas when needed. Boosting my ambidextrous skill on the shop floor.

So Damn Kreative Dance Teacher- 2013 to present

Here I work as a dance teacher which has allowed me to build relationships with others and become a leader, yet also pushing me to work with a variety of abilities helping them to all achieve one set goal.

Rotherham Hospice Voluntary Work- Nov 2017 to Aug 2018

Working here taught me patience - a great attribute, I had to learn how to sort through stock and decide what was in a re-sell-able condition and identify dead stock. This taught me how to merchandise and price up items for specific geographic and taught me about specific markets in various locations.

Bluebell Wood Children's Hospice- 2015 to 2017

Here I worked with a children and young adults with life threatening and life shortening illnesses. I learned how to approach various situations and how to handle myself around individuals in very sensitive circumstances. I also became a fundraising Team Leader which required me to work with volunteers and boost morale within the team to get the best outcome per day. Allowing me to take charge and gain management skills. I created rota's, ensured staff turned up on time, offered daily

West

Visual Merchandiser
Fashion Management
Fashion Communications

☎ 07740015672

✉ autumnlilywestfmc@gmail.com

📷 @autumnlilywest_fmc

<https://autumnlilywest.wixsite.com/website>

Hold a full UK driving licence with own transport

University Modules

Year 1: Zine making, Film creating, business strategies, Live clients, Marketing, Advertisement.

Year 2: Live clients with local Sheffield Stores, Live briefs, E-Commerce, Business strategies, Marketing Strategies, Photo-shoots, Styling, Live Industry Professional talks, Trend Books, Trend Concepts.

Year 3: Educational Writing, Live project with John Lewis, Final Fashion Project, Photo-shoot, Concept Directed Projects, Film Making, Graphic Design, App Design, Publications, Store Illustrations, AI Technology, Future of Fashion Topics, Research, Spatial Designs, Store Layouts, Industry Professional Talk/ Collaborations, Graduate Fashion Week Entry

Hobbies & Interests

I have a few varied Hobbies, I am a street dancer and have been for over 19 years. This has given me the opportunity to travel the world and compete for England and the United Kingdom. It has given me key skills in team work and showed me how to maintain motivation for one specific area. Yet also this has led on to teaching which is another one of my hobbies, helping pass down my knowledge of something on to others, helping learn about diversity as well as giving me the confidence to be well spoken and handle any situation that comes my way.

I love sports also such as Netball, Hockey and Rounders, I got the opportunity to play these sports for my county giving me a sense of achievement to represent our region.

I love looking into fashion trends and seeing what the latest styles are, I enjoy seeing how I can make them fit in with my urban style. I like styling and the aesthetic of putting an outfit together because I enjoy seeing how I can put a twist on a classic outfit to make a "new" style with an urban edge.

