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Whilst working with John Lewis I was dedicated the role of Window Display. Throughout this document you will see the development and obstacles faced while create the piece.

John Lewis & Partners + SHU BA Fashion Management & Communication presents

IN FULL COLOUR

Fashion Event Wednesday 20 November 6 - 8pm KOMMUNE



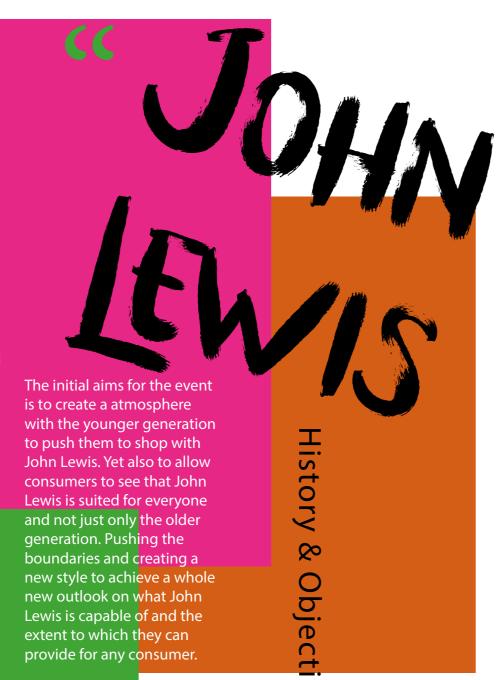






John Lewis was founded over 100 Years ago in London, to conduct business in an alternative way and to adapt new ways of trading. John Spedan Lewis was the founding father of this now huge chain of stores. He set out guidelines and principles in order to allow everyone to have a voice. The equality within the stores allow staff members and partners to have a voice within the business and participate in tasks to build on the brands. When founded John Lewis wanted to mould both high demand and competitive democratic ways. John Lewis keeps the consumers at the heart of everything they do striding to make the products and experience personal to the target audience they have.

Whilst talking with staff members from John Lewis it is clear that their consumers are at the heart of their philosophy. However they are wanting to close the age group between the normal consumers and the younger generation. In order to over come this several events have been held, such as Student lock-in nights as well as Student discount. The events however have not had a positive reaction form the public. Whilst discussing this with John Lewis & Partners on the action they want to take, this Fashion Show was a major part of blending the generations and creating one community for any age interested in John Lewis.

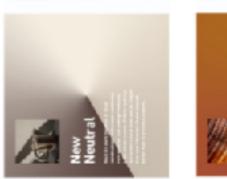


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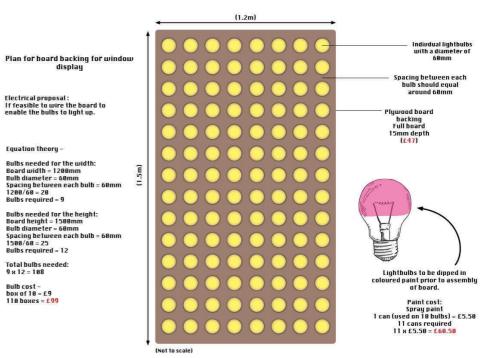




Initially for the Window Display we created a mood-board gathering all the images we found appealing and suitable for the theme. We wanted to create huge amounts of colour to attract the consumers eye to learn about the event. The initial colours drove the theme for the window display as it helped to recreate a connection between the store and the event. Initially light bulbs of colour were selected as this could attract a consumers eye but also look appealing to individuals walking by that are not connected to John Lewis.

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Creating a illustrated drawing help to being the ideas to life, also to help cost up the amount due to sizing of the window. The initial costing would have been £254.50. After discussion with John Lewis and their ability to only allow a budget of £100 this idea was not feasibly possible. However we created a short list of other options and designed a ribbon inspired Window Display instead. This had a reduces cost of £129.35. This idea pushed our skills to create vinyl as well as a fixture to hang the ribbon. The idea yet again had to be adapted due to costing and timing. Initially the Window Display was due to be installed a week before the event, however with budgeting issues this led to the installation being the day before.



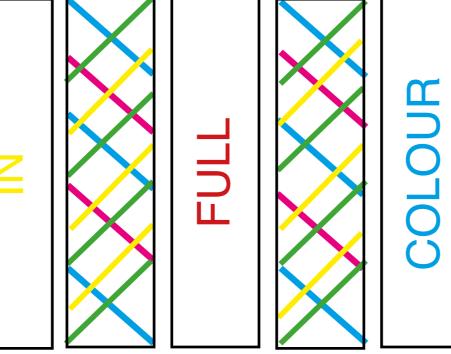


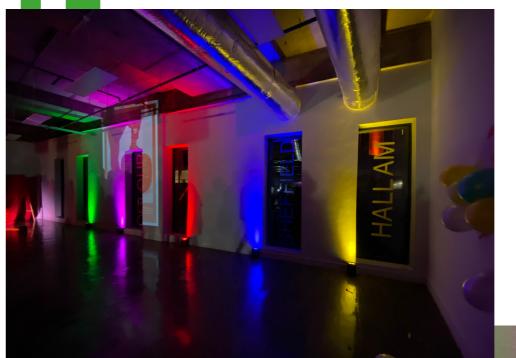


The second designed showed contrast with white vinyl and a coloured back drop. It helped to create an eye catching Display with a pop art artistic feel. Bring together fashion and art for one Display of colour and attraction.

As the event was not held John Lewis in order to connect the event to the window display, vinyl lettering was designed to bring the two together in order for Kommune to have a resemblance with Window Display. This design was curated to fill five empty windows at the back of the room. It allowed the room to come to life and incorporated the colour theme from the event and Window Display. In order to get maximum effect brightly coloured vinyl were the best options. The costing of this vinyl came to £40, this money did not come from the budget provided by John Lewis but the budget provided by Sheffield Hallam in order to give the event the last few special touches.







To create maximum effect during the event coloured lighting was added to light up the windows and show clarity of the lettering. The lights added effect and tonal lighting to a large space, allowing the room to be lighten up with colours matching the colour theme of the event. This helped to create the tonal atmosphere desired and linked the vinyl to the installations scattered around the room. It helped display the events name while mixing art and fashion together.



IN FULL COLOUR



Inside View

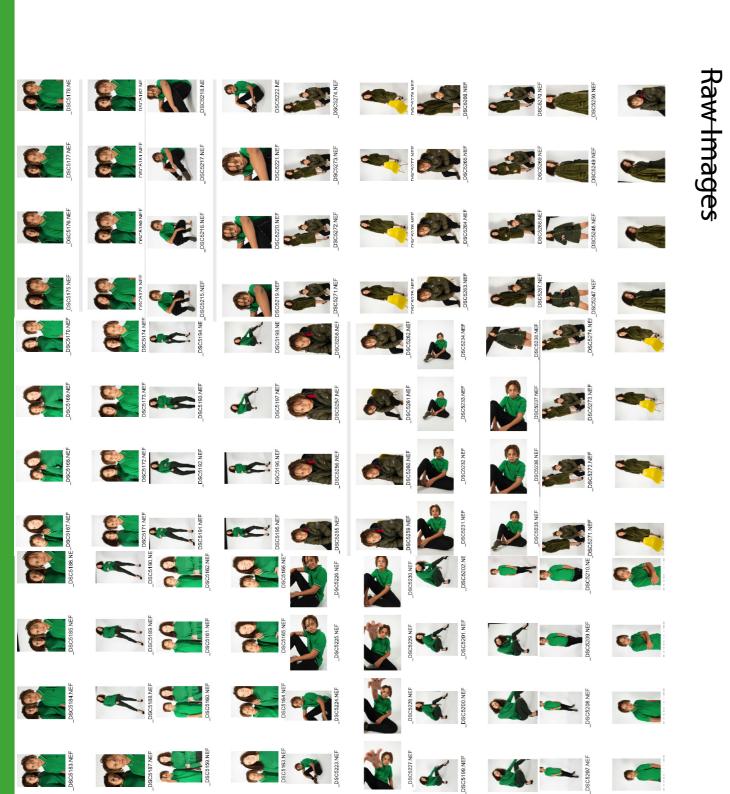
IN FULL COLOUR

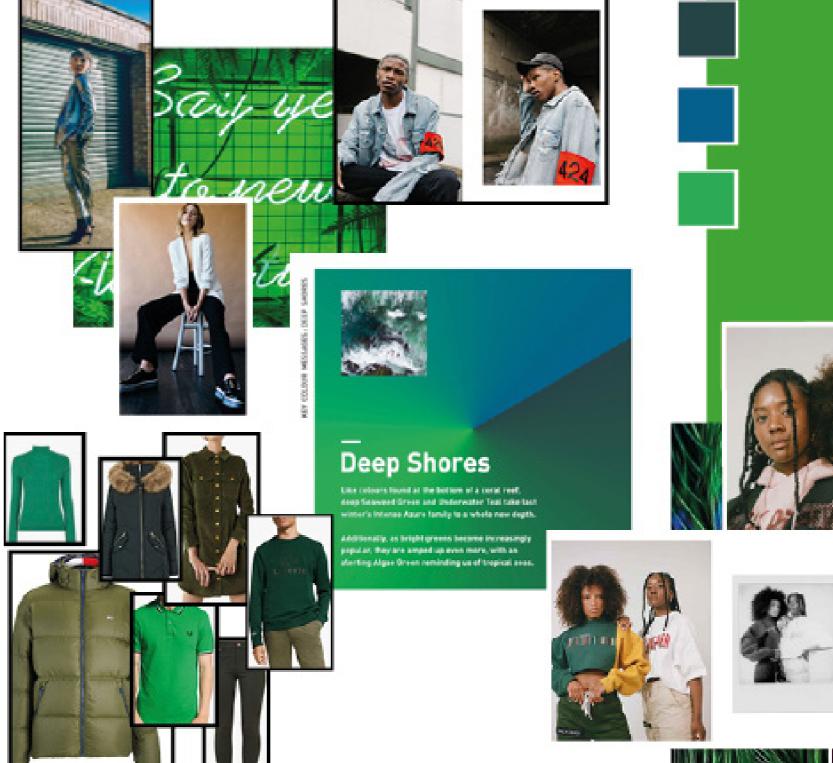
Final Window Display look

19th November 2019

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When considering individuals for my Photoshoot, I looked for individuals close to my initial ideas. This is individuals with a urban look and diverse skin tone to match the green pastel colour. The skin tones allow the green to stand out meaning the consumers eye is drawn to the garment, to show off the products beauty. With John Lewis being aimed at an older market we established it needed to attract the attention of the younger market. While looking into the younger market it is clear to see they use this urban style to create a connection with a brand. This is what I wanted to recreated while showing off John Lewis's apparel to it full potential.

These four images were the most fitting images to be created on the photo shoot. This allowed me to capture the urban styled I was looking for. When choosing the final image, I wanted an editorial inspired look. Which I believed is best shown with the chosen image, as it shows off style and rural diversity for John Lewis.

inal Image













The atmosphere created was astonishing

to see the capabilities and difference a new

Lewis. It has shown students and others just

what is capable with John Lewis's products.

It created a younger feel and optimised the

use of products giving a new look for an

older dated brand.

outlook could create for a brand like John

During the John Lewis & Partners Fashion Show a collaboration between students and a professional business came to life. It displayed diversity, change and adaptation from John Lewis, while creating a new style to show off exactly how a new target audience can be approached. It's allowed Sheffield Hallam students to show off their potential as well as promoting the wide range of products John Lewis have. The fashion show created an atmosphere like no other it was a true show of innovation and creativity. During this process I gained the role of curating the window display however this task became more difficult as time went on.

TOUU Lewis

and made this design process a challenge to complete. Initial ideas we are gathered and illustrated but unfortunately these had to be adapted to fit within the budget. Initially a board made of light-bulbs were designed to create a backdrop for the window display. This would have allowed a pop art installation to be created in order to show off the intentions of the event, and promote "In Full Colour" effectively. Initially no specific budget was set so when planning out the costing for the window display the initial price totalled at £254.50. After discussions with John Lewis and partners as well as Sheffield Hallam University the budget got cut, meaning the ideas had to evolve. This then allowed the team to design a backdrop made entirely of ribbon. This ribbon would have matched the initial colours set by the project managers, creating a connection between the window and the event allowing consumers to see just what to expect from the event while costing £139.35. This idea would have allowed us to create a more artistic feel to show variety from the standard displays John Lewis have. This flash of colour would have

allowed the window to catch the eve

the consumer however the white vinyl on

Several budgeting issues came to light

to explain what, and where the event was being held. During this process a select few of individuals from the group attended the store to measure the size and to see if the idea was feasibly possible. Whilst at John Lewis we had a further discussion on just how much budget was being granted to us. Without knowing the budget had changed again this time John Lewis and partners had said that in order for us to gain a budget they would have had to send off a request however this request was not made in time. This led to concern on whether or not the window display would be created.

the front would have contrasted the colour

However, at the last minute John Lewis & Partners allowed a £100 budget to buy products internally from their store, yet due to this outcome it meant that time had passed leaving only one week to create a window display. After another deliberation with John Lewis they suggested that vinyl were not allowed to be used as they have to pay for the removal of excess glue. Alongside this they proposed that nothing could be hung in the window. More adaptations were made to the design yet however the ribbon background came together whilst costing nothing due to John Lewis allowing us to use their products as long as they were not damaged and in a resell-able condition. To replace the vinyl we created a poster similar to the one promoting the event. To overcome the obstacle of hanging items easels were used to hang ribbon and

products from the store.. After all of the discussions the window display came together and affectively showed off the artistic feel we was looking for as well as promoting the event in maximum colour to connect the event and window together. Yet due to the budgeting issues this meant the window display was installed a day before the event meaning not many consumers got to see about the event.

This went against the initial intentions of the window display. The event got promoted but not in a affective way meaning many consumers may not have heard or seen about the event like intended. However a positive did lead on from this as we still managed to push our talents to create vinyl for the windows in Kommune. These windows added a huge effect on the night as it allowed an empty space to be transformed into a display of art and light whilst promoting the name of the event and the curators being Sheffield Hallam.



During the build up to the event I volunteered to help the charity team, giving me the role of approaching businesses to contribute raffle prizes in aid of Sheffield Mind charity. Whilst approaching businesses I enlighten them on the event proposal and provided them with a letterhead describing what it is we wanted to achieve. Within this process I approach many local businesses gaining many raffle prizes in aid of charity. These prizes were a crucial element of the night as it allowed an interactive game to occur in between the sessions and cat walk.

However on the night I manned the stall and gain control of explaining to guest about Sheffield Mind and the rules in order to play the game. This felt very rewarding as it allowed our guests to provide support others in need. Overall the event was successful in providing information to guests about styling techniques and choosing the right colour palette for them. During the night five installations were installed providing an interactive experience with stylish looks and food products to enhance the guests visit whilst at the event.

However if I were to do the event again I

would make sure that budgeting is set out

before ideas are curating in order to gain the



