GRADUATE PORTFOLIO

Keanna K Armstrong

BA FASHION MANAGEMENT & COMMUNICATION SHEFFIELD HALLAM UNIVERSITY | GRADUATE PORTFOLIO

CONTENTS TS

About Me_

- Personal Summary
- Contact Details
- / Socials Platforms

Personal Branding_

/ CV/ Personal Statement/ Business Card

'Full Seasons' | Final Project_

- / Inspiration
- / Process
- / Outcome
- / Styling

'SUECCO' | Final Project_

- / Inspiration
- / Process
- / Outcome
- / Martketing

'Consciousness' | Dissertaion_

- / Process
- / Academic
- / Theory
- / Conclusion

'iNC.' | Enterprise Project_

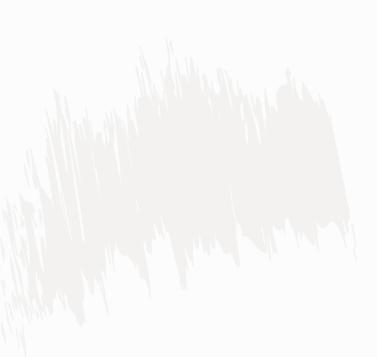
- / Inspiration
- / Process
- / Realisation
- / Outcome

'Kofuku Ni-Shizen' | Trend Forecasting_

- / Inspiration
- / Process
- / Realisation
- / Irend

'Northern Soul' | Editorial_

- / Inspiration
- / Planning
- / Realisation
- / Styling



ABOUTME



keanna.kelis00@gmail.com keannakelis.myportflio.com @keanna.kelis

A highly creative BA (Hons) Fashion Management & Communication student at Sheffield Hallam University. Enjoys writing, styling, fashion photography, event planning and pulling a project together. Has an admiration for minimalist fashion and interior design.

A productive team worker and takes pleasure working independently or alongside others, always giving my 100% effort and care with any job I am required to do.

Dissertation subject focuses on 'How clothing production can have a positive impact on the environment through sustainable design and create a more eco-conscious fashion future'.







PERSONAL BRANDING:

/ CV/ Personal Statement/ Business Card



CONTACT

keanna.kelis00@gmail.com

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- keannaarmstrong@adobeportfolio.co.uk
- +44 7960409079

D.O.B.

03/07/2000

ABOUT ME

A highly creative BA (Hons) Fashion Management & Communication student at Sheffield Hallam University. Enjoys writing, styling, fashion photography, event planning and pulling a project together. Has an admiration for minimalist fashion and interior design. A productive team worker and takes pleasure working independently or alongside others, always giving my 100% effort and care with any job I am required to do.

Dissertation subject focuses on 'How clothing production can have a positive impact on the environment through sustainable design and create a more eco-conscious fashion future'.

Greatest strengths would be that I am a confident individual in both speech and action; always comfortable communicating with large or small audiences, alongside being a punctual and reliable individual. Admires structure and organisation in anything and everything and thrives on success, always aiming for the highest points of personal potential; enjoy working hard towards a goal or some form of achievement. Greatest weakness would be that I am a perfectionist; always like everything I do, say and wear to be presented to the best of my ability. However, in most cases this works to my benefit as most businesses aim towards having a polished and organised image of themselves.

EDUCATION

Sheffield Hallam University | September 201 - Present BA (Hons) Fashion Management & Communication Pontefract New College - September 2016 to June 2018

A-Level English Literature, Subsidiary Diploma in Law & Applied Science, AS Level qualifications in Sociology, x2 Level 3 Certificates in Law & Applied Science

Crofton Academy | September 2012 - June 2016 Achieved x9 GCSEs including grade A in Art, A in Design, B in English Literature & B in English Language, C Maths, C Science

EXPERIENCE

Michael Kors | Sales Executive MAR 2022 to PRESENT, Meadowhall Centre, Unit 70 Meadowhall Rd, Meadowhall, Sheffield S9 1EP Responsibilities: Retail Sales Window Display Virtual Stylist Social Media

Boohoo PLC | Digital Creator AUG 2020 to PRESENT, 49-51 Dale Street, Manchester M12HF - Marketing Responsibilities: Stylist Fashion Photography & Editor Social Media Marketing Campaigns

Victoria's Secret | Sales Associate DEC 2020 to JAN 2021, Unit 29-31 High street Meadowhall Shopping Centre, Sheffield S9 1EP Responsibilities: Retail Sales Brand Ambassador Window Display

MAC Cosmetics | Retail Makeup Artist DEC 2019 to JUL 2020, Meadowhall Rd, Sheffield S9 1EL Responsibilities: Makeup Stylist Salesperson Events & Promotion

Weekday - Project Manager

JAN 2019 to JUN 2020, Unit 4, 108 Pinstone St, Sheffield, S1 2HQ - Undergraduate Project Responsibilities: Project Management Art Direction Styling Film Editing

SEMINARS | ACTIVITIES | VISITS

Miles Drury (ASOS) Vicky Grout (Time Out) Clare Goldsmith (Wonderland) Jon Easton (Hudson Wright Eaton) Laura Aldous (USP) Hugh Mann-Adamson (ENON Films) Jane Body (WGSN) Charles Jeffrey (Loverboy) Alasdair McLellen (Vogue) Kit Whalley-Payne (ShowStudio) Lucy Warwich (Dazed & Confused) Helen McGuckin (Freelance Stylist & Art Director) Phoebe English & Katy Mason (Discourse) Lee Lapthorne (On/Off Productions)

London Fashion Week 2022 Boohoo Showroom, Oxford Street Dazed & Confused Magazine B.Communication Agency V&A Museum ARKET Store Dover Street Market

SKILLS Styling **Fashion Promotion Digital Content Creation** Creative Writing **Trend Prediction** Project Leader Graphic Designer Editorial Videographer Photographer Modelling **Budget Finance** Styling Choreography Hospitality Fashion Retail

Window Display Event Strategist Socials Casting Outreach

TECHNICCAL

InDesign Photoshop Premiere Pro iMovie XD Design Illustrator Microsoft Office 365 Photography Digital Print

ACHIEVEMENTS

National Citizenship Service Award 2016 Participated in organisation of John Lewis & Partners Fashion Event Produced a Trendbook in collaboration with Unique Style Platform Contributed to a successful Enterprise project titled 'INC.' Collaborated with Miles Drury for final year University project Entered GFF Awards 2022

INTERETS

Overall I am a very creative person, I like a balanced structure to whatever it is I do in my spare time. I have great interest in health and nutrition; keeping physically fit. I dedicate a great amount of my spare time to going to the gym on a regular basis and managing a good nutritious diet and a healthy active lifestyle is always my top priority. I have a great interest in fashion & beauty. In my free time I like to make things whether these be sustainable fashion pieces or art; I enjoy photography and I also like sketching & painting with acrylic.

REFERENCE

Paul Luke (Course Leader) BA Hons Fashion Management & Communication p.luke@shu.ac.uk

PERSONAL STATEMENT_

My name is Keanna and I am currently studying BA (Hons) Fashion Management & Communication at Sheffield Hallam University. As an active fashion communicator with an interest in entering a career in PR, events & marketing, I was particularly attracted to my university module, Fashion Management 3 – which allowed me to investigate several creative strategies for brand marketing, exhibition and promotion. Three words that would best describe myself, would be organised, expressive and assertive. My specialist fashion skills include styling and photography, with an overall impulse for capturing imagery. I also have a key marketing and promotion skillset. I admire the wider context of fashion and its impact on lifestyle & society. I feel passionate about literature and cuisine, alongside the simple aspects of life. I have an active emerging social profile as a digital content creator; I share a collection of fashion, beauty and lifestyle based posts. I have collaborated with several brands including Jack Wills, Public Desire, Pixi Beauty just to name a few. My main social platform is Instagram, feel free to check out my profile @keanna.kelis. I am currently working on my dissertation and final year project for my University degree course, alongside personal campaign work with online fashion brand Boohoo. Whilst studying my Fashion Management and Communication degree, I have built a strong understanding of styling, fashion photography, videography, editing, social media and marketing - as demonstrated within my recent final project which focuses on consumer attitudes and perception, by looking at reducing fashion waste through sustainable design, innovative methods and conscious consumerism in effort of working towards a more eco-conscious fashion future. My ability to work within a team has been demonstrated in a number of University group projects. I am definitely a people-person & always feel comfortable communicating to a large or small audience of any age range. I am a punctual and reliable individual. I appreciate a structured and organised schedule & work environment. I am constantly aiming to develop and enhance my current skills and professional opportunities; I have tasted industry experience through academic projects including, working with industry members such as Miles Drury, Jane Body, Laura Aldous and Hugh Mann-Adamson. I have over 5 years of commercial retail experience and have worked for MAC Cosmetics, within a professional context as a makeup artist & assistant. A random yet interesting fact about myself would be that I am fluent in English and Turkish. I would like to create positive foundations for future years in life and navigate towards my career within the fashion industry. As a dedicated and success driven student with an ability to meet deadlines and produce work to a high standard, I feel ready to enter the industry and put my creative skillset to good use. Please find my CV attached and feel free to check out my recent work at www.keannaarmstrong.com Please do not hesitate to contact me for any further information and thank you for your time and consideration.

Yours sincerely,



SEASONS:

/ Inspiration
/ Process
/ Outcome
/ Styling

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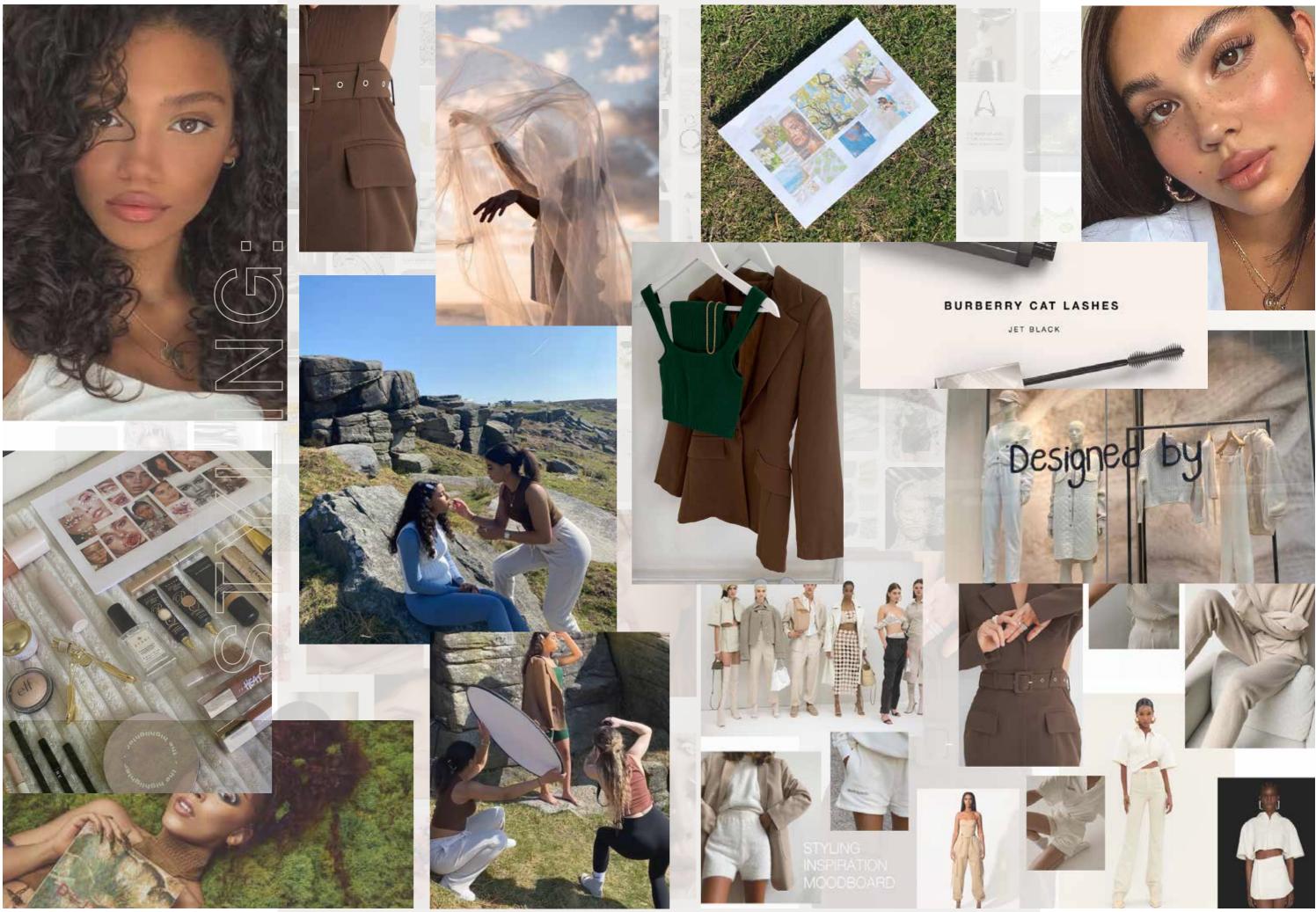


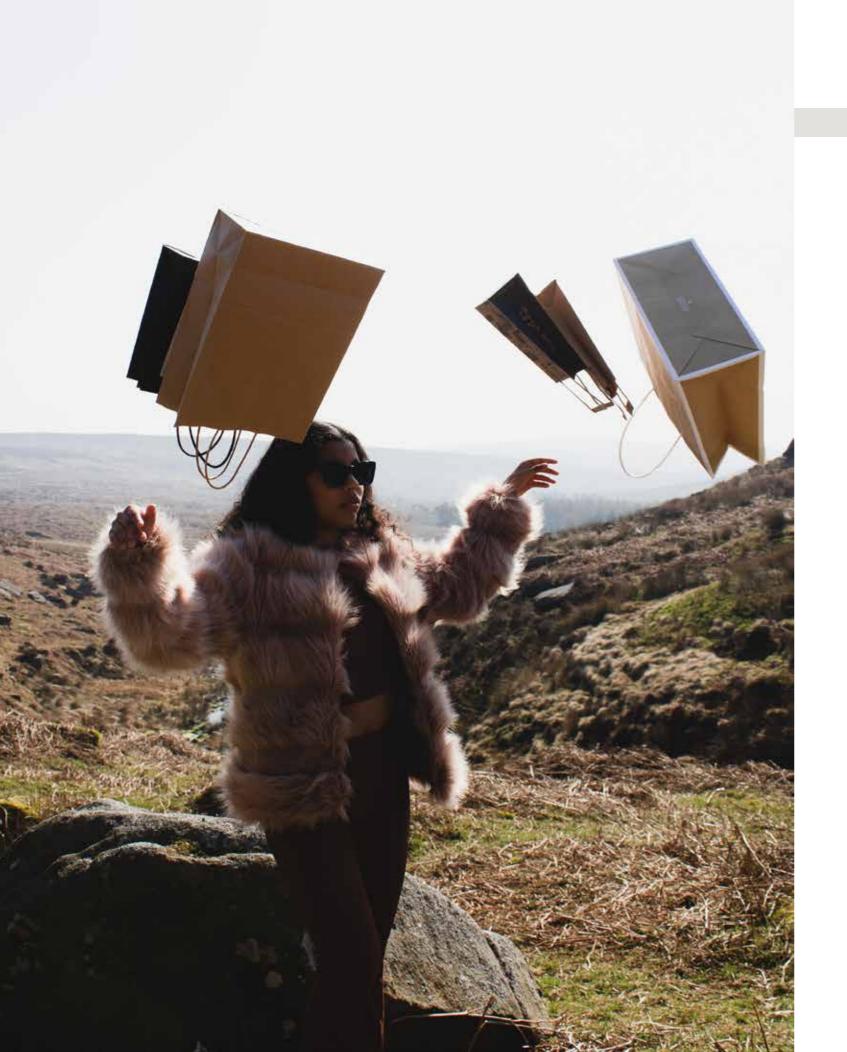




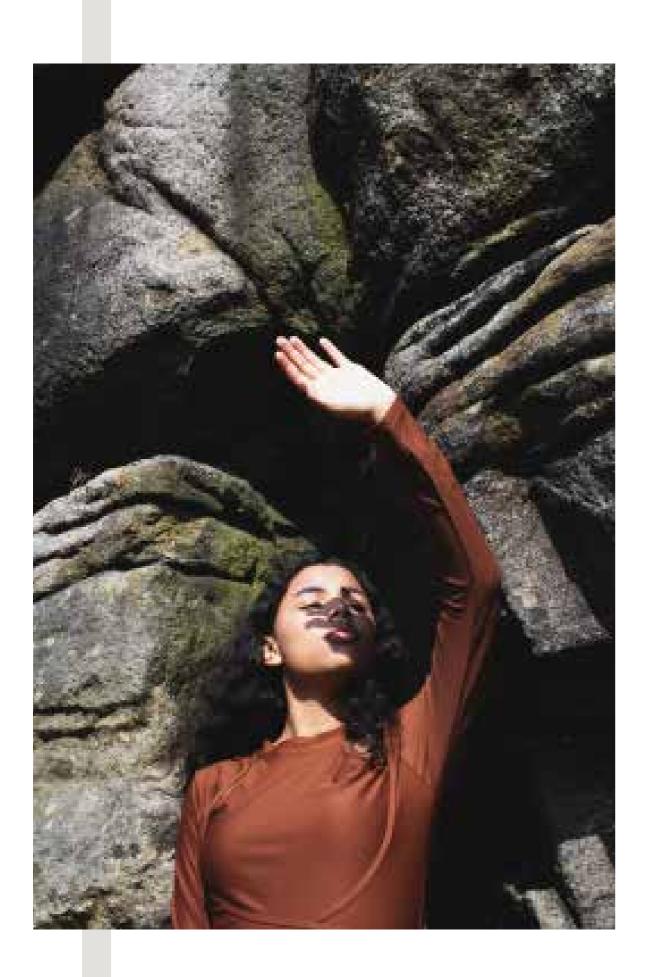














SUECCO

/ Inspiration
/ Process
/ Outcome
/ Marketing



Vogue Archive: Tim Walker

"In 2017 the make do and mend mindset had been lost to time. 6 per cent of people couldn't sew confidently or at all, and half asked their mothers to fix their clothes for them. However, the COVID-



The Numerology number 5 is a master of change, able to go with the flow and adapt itself to thrive in different environments and social situations. It is happiest when things feel fresh, high energy, and full of possibility. The moment an experience starts to feel too routine or predictable, the 5 will move on to something more captivating. The only thing this number is truly attached to is being unattached



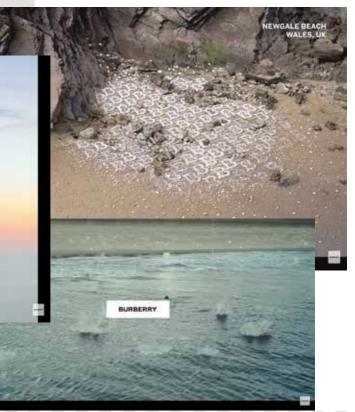
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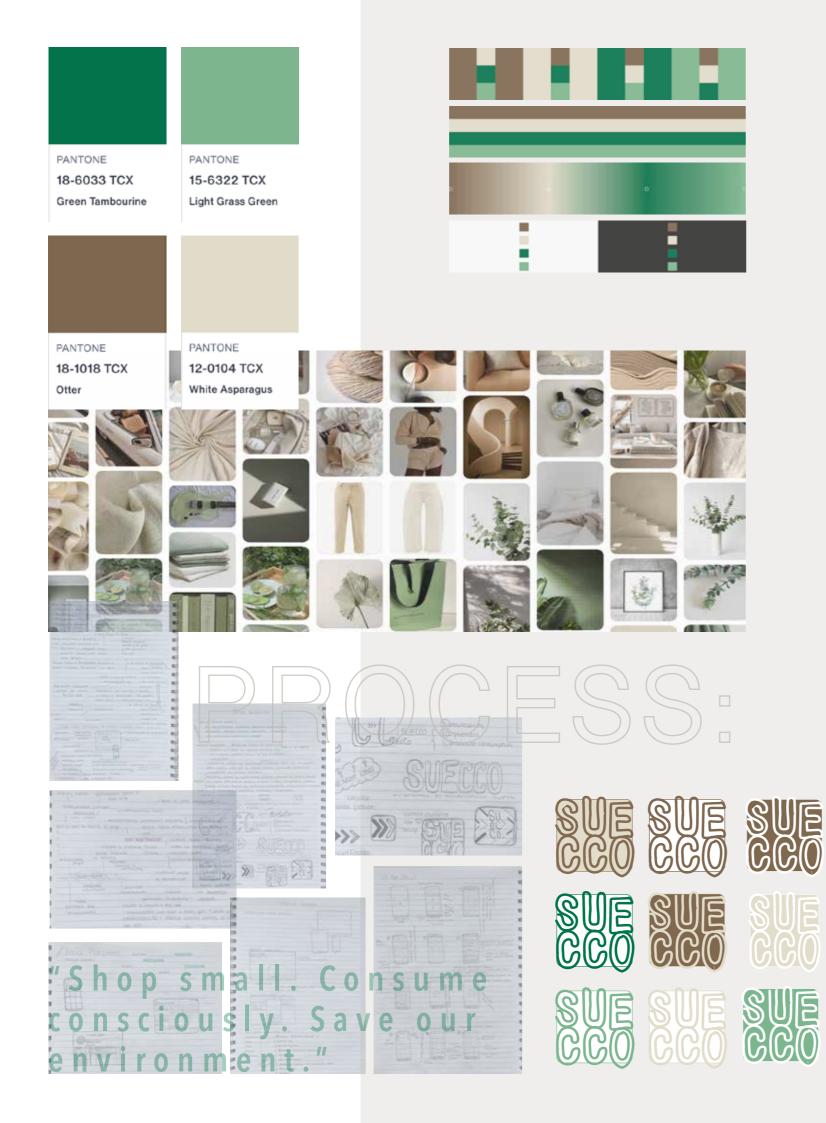
"The idea we had with this campaign is to portray who we want to be and how we carry ourselves; our attitude and collective path. Our man-made constructed environments are disconnected and unaware of other life and the planet which is why there is waste." - Stella McCartney



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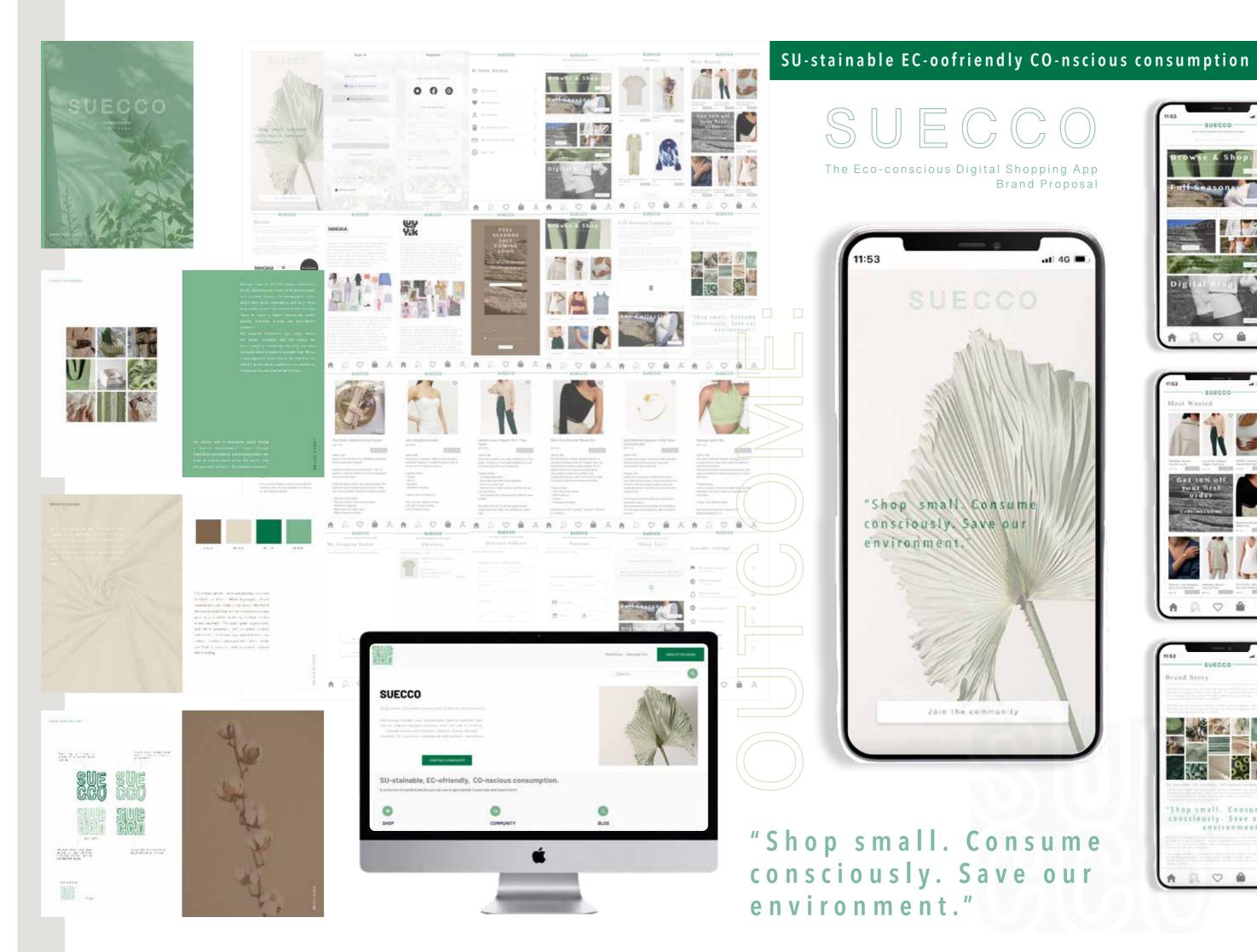
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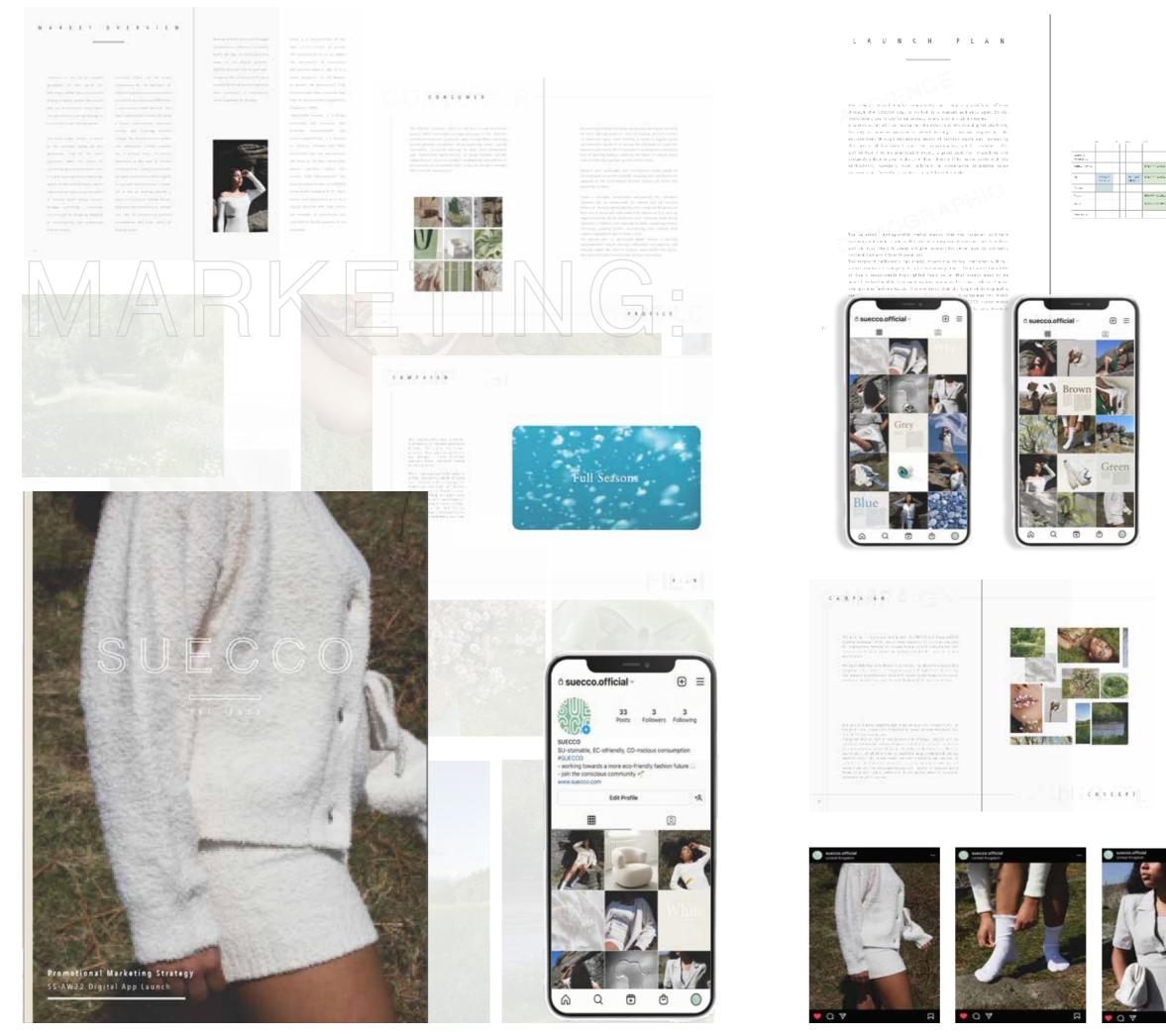












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The Eco-conscious Digital Shopping App Promotional Marketing Strategy

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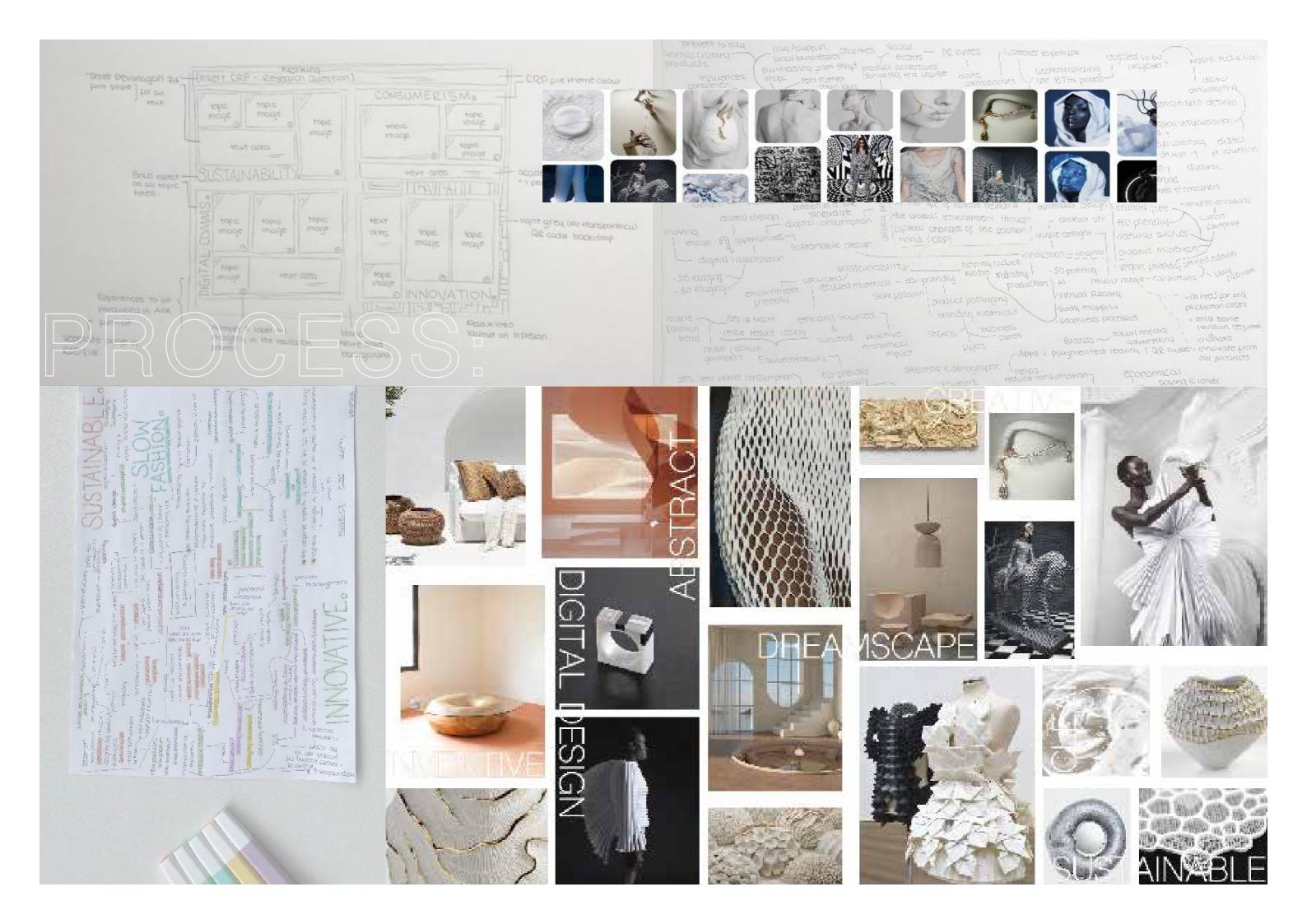




CONSCIOUS-

NESS:

/ Process
/ Academica
/ Theory
/ Conclusion



'How-can-clothing production have a positive impai environment through sustainable design and createco-conscious fashion future?'

Exploration breakdown: studying the cyclical changes of fashion & the impact it has upon consumerism; drawing focus to sustainability, lalongside the social influence upon individuals to mass consume in aim to obtain a sense of fashion identity.

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- the cacheal changes of the fashion world" - Social infuence (incritering social media infuencers, gender the sofyped objectiving
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Endoctrion breakdown, studying the cyclical diverges of festion 6 the impact it has upon . consumerisms drawing its us to suma nability, alongside the social influence upon incluids piece. many consume in similar data in evenue of frashion identity.

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1.2 Purpose of the Study

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- Raising awareness on th sustainable tashion by draethical production, zero-w. utilising recycled materials.

- Highlighting the negative cial media influence can hi sumerism & how significal tributes to mass consumpti

Drawing focus to Social inmarketing, social media ini gender stereotyped advert ability) zero waste, digital friendly product packaging. ion.

Both negative & positive p The social influence of mall key role it plays in the fash





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CHAPTER ONE

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How can clothing production have a positive impact on the environment through sustainable design and create a more eco-conscious fashion future?



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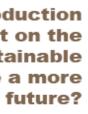
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By Keanna K Armstrong

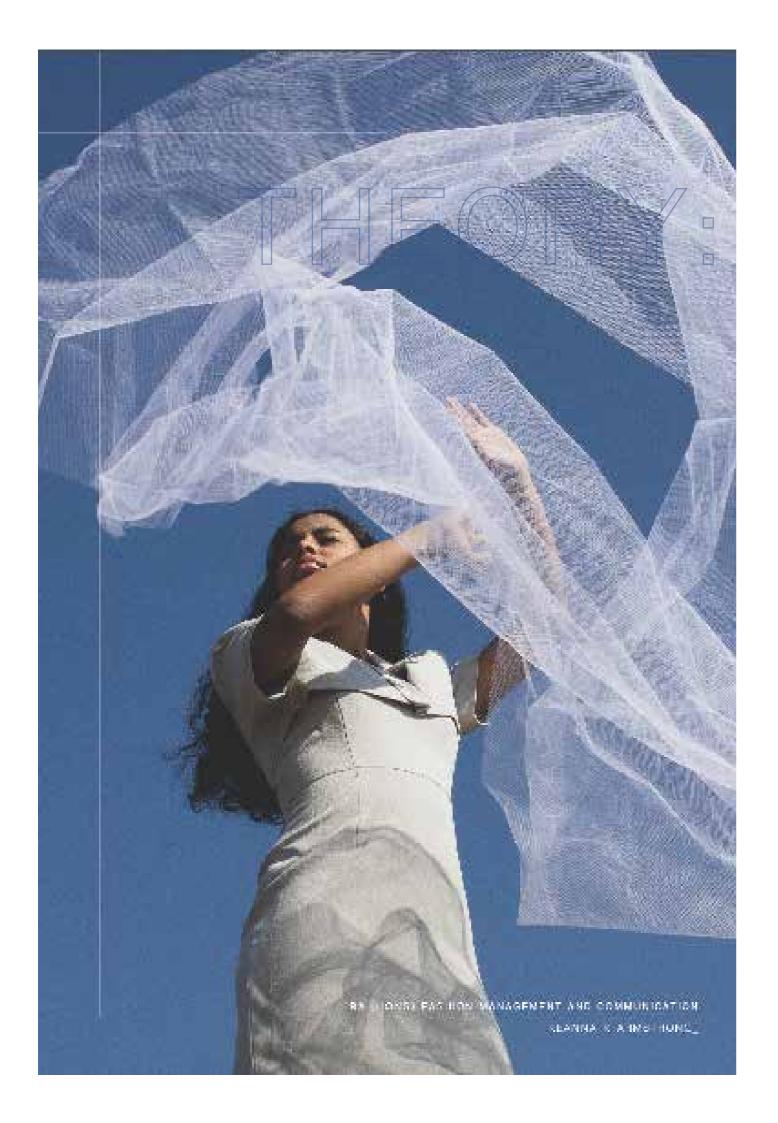
Shortfield Multiser University

about the Sheffield Mallace University on 28th April 2022





FASHIONARY



INTRODUCTION

This section introduces the reader to the research topic of how adapting methods of clothing production can lead to a more ecoconscious fashion future. It highlights the main research question and provides a brief overview of each chapter present within the written essay.

1.1 Research Backgrou 'Fashion' is one of the world (C. Henninger, 20 fashion products, within disastrous impact upor the damage is increasin

'Earth a responsibility c to protect the environme destruction of ecosyste is left. It is a moral of to protect the environm other activities that I degradation (Tomassin research project will be environmental change, a shedding necessary lig fashion industry that req achieve a more eco-cc

1.2 Purpose of the Stuc The purpose of this c is to identify a conte affecting the future of a study explores how cl have a positive impac negative impact upon

study is working to outline methods in which the negative impacts can be reduced through areas such as sustainable design: looking at reducing fashion waste, increasing conscious consumption and overall stimulating a forward fashion outlook, through bringing recognition to slow fashion-based brands and adaptable methods for sustainable product curation within the fashion industry.





1.3 Research Problem and Objectives This critical essay explores how sustainability is driving current innovations within fashion, and what further measures could be taken in order to secure a more eco-friendly fashion future; by drawing focus to the perceptions of sustainable design and its importance within the fashion world, alongside the environmental impacts of certain

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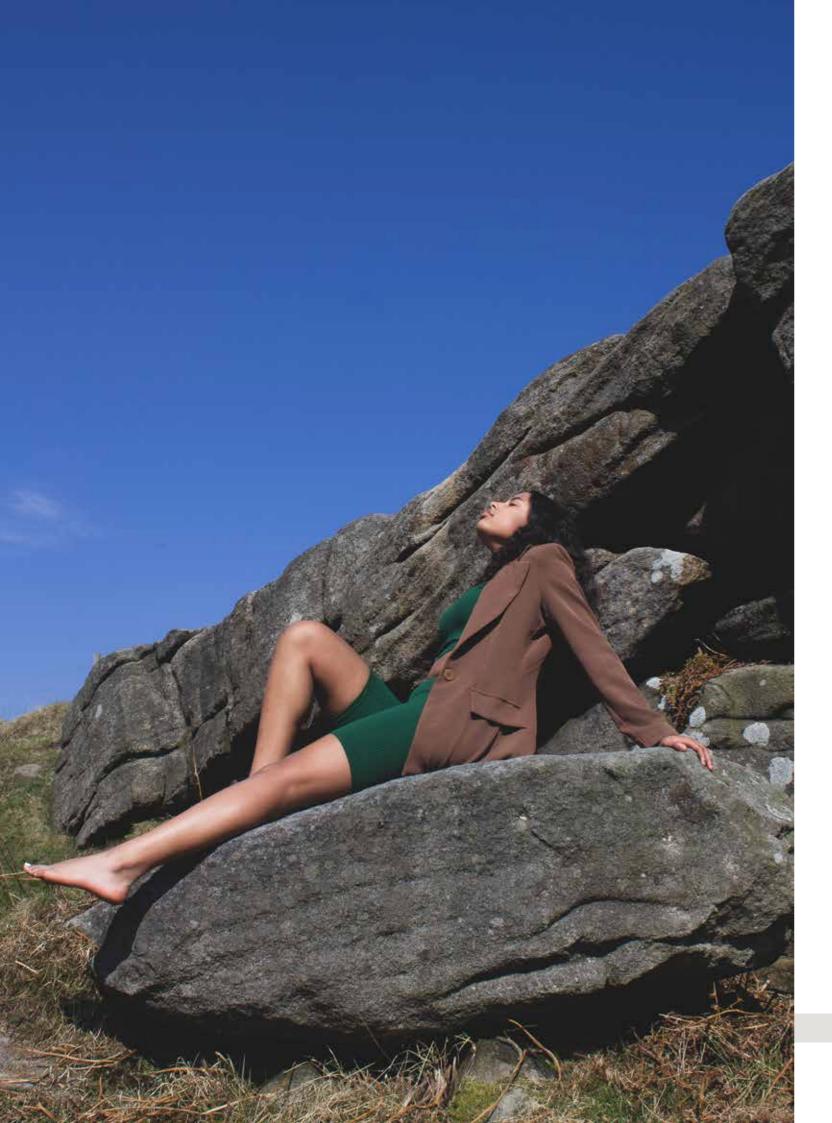
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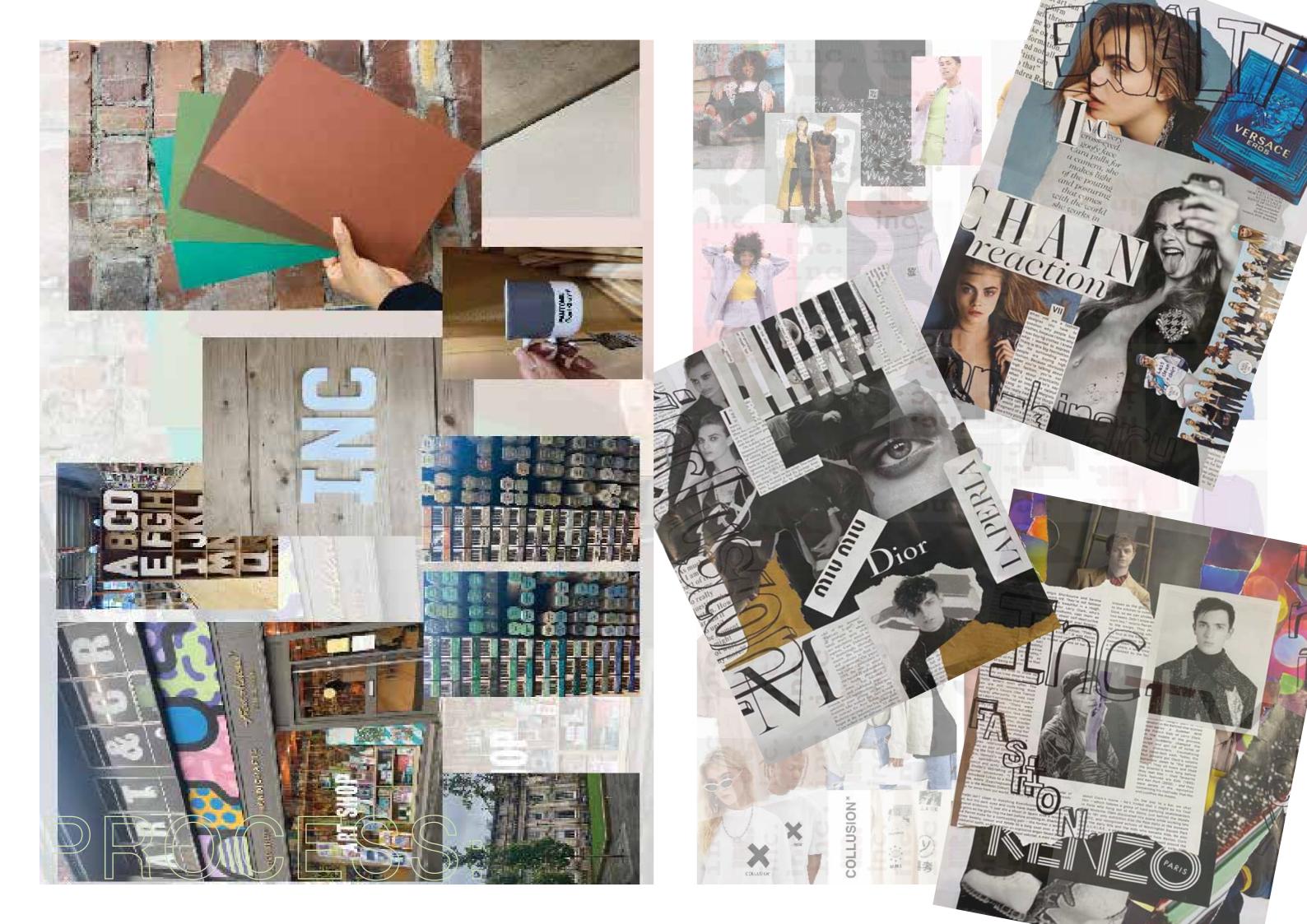
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sertation is presented one, includes the e essay: Chapter 1 the research alongside he chapters. Part two, presents a review of definitions related to 3 presents the main tlines the objectives. some conclusion and represent thereafter. softs the research





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/ Academica
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VALUES

Inclusivity

Self-enhancement

Innovativeness

Openness to

change.

Individuality

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Our shered in the availance on the following top to: exploring angents of equality, booking at universite thing, tombinant faction products & raising averages on pringing more diversity, within the fashion publication infusitivative the industry of diverse madels who are selected as brand represents five a Highlighting that size, reco & scales i arminy about known deline somewhere within the medvelling on tastion increative. Toking a stand against discrimination of rough the BLM canodicus novement las started wild is foul direven stop. It is not a temporary arother in or trend & it should reactruitura siesonol eto alli procietzan ine inspiritance of rangelition 6 acceptance or the topic.

What will your zine contents consist office

- The contents
- Froncoive retruitie inc. Intervy Saligneric Colliboration Constant What contrain starts or Schedultering starts whete over the pla-energies and



d. What will be specification of the aneperform AO televal, 2 locked, beckled What thicking of going for a 7 follows are Fourier for the Zine.

We the upt that it would bring a unique Λ eye catching teach - with both writing it should have atomics. Second an explored internating the movement its contents.

Colour policity sales we are planning on using prover 4 group clour tracks, as these colours are university out out director and inglides.

a Whenewill your Zive be else doubted? (i.e. i.a.R. bileselia, Sive gales Yolica Arch Studios). The premuted size subliditation would storn field be this in the or inent ASOS and Schenoch first automatic automatic a first initial critics. Cell pins we will be serve a processipienes.



COLLUSION"

[Howy]] your zine be promoted? on the ASOS website & mubile cop. g How will the thre be bunched? (in endorsement, hospitality, location / platform).

The single II be well block in two formats disits a sanck & physical print, each will be hold at a different prior point. The physical print priors we did he a little more represive brasser in while to sent out with a free Gribsian Eshirt Stansachesive unitaxing reperimental the provided to such cars anow. Further more, the zine publication would be suspected via an internet stranburch such as Collusion, alongside this there will be encotional denation. when helviouss each place their order at ASOS com & a fraction of accos

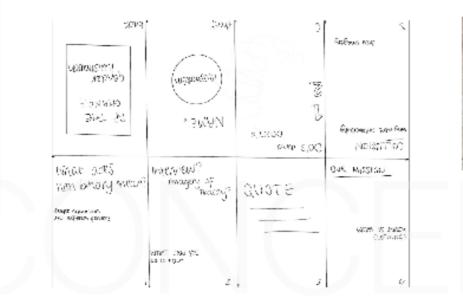
generated rate profits will go towards chariny & contribute to raising averantes engine nelates tepics & lasges.

h. What is the sime's unique selling coils? It enitlies charitable, collectable) The size LSP securities that it seturities can instable publication, with extrang that take othes

Normalising the presence of unisex and genderless fashion products which are available for purchase.

- Creating a corrricht zone, where indicviduals identifying as non-binary, are able. to freely express themselves.

Promote an educational message for unsex clothing lines, which some consumers purchase from without having recognition, or the brands values and what they stand for. Overall our long term goal is to raise awareness on the topic of lequality and represent individuals from non-binary backgrounds.





coliding. In other words, colo one, promoting equality by

1er desk wand that is allowing others to coming ege, shaped by, and (diferent. They're a brand that lets and establially more bodoming or age", in other words, on is not about being in your insistated "If's way more than hest, it's unique'. Is to buy the most expensive of the brand came in the form rom in the year 2000 consist-

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COLLUSION'

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The size will be presented via social media channels, such as instagram Δ within the biog section

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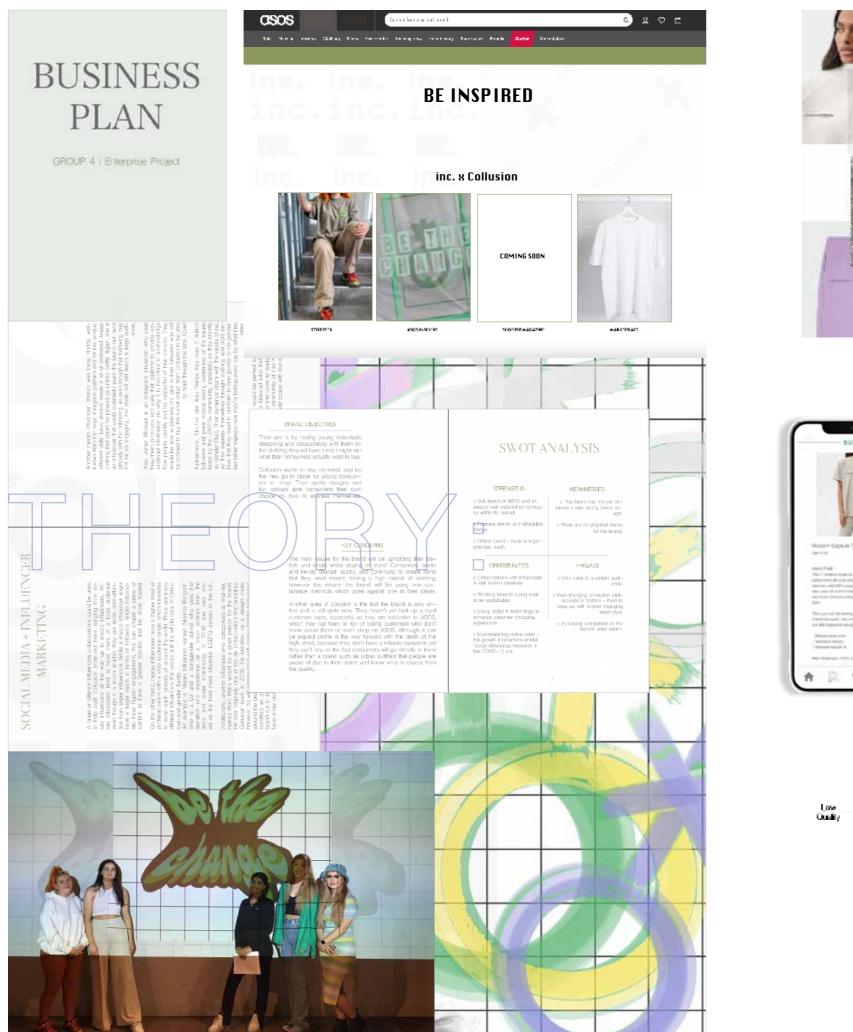
Gender illustration

CHANGE



turber not ideals is part of up and coming obtections. They have slated "If you want to market to young, people, you have to raten to them." When Collesion first automed, they brought 8 young creatives rogener o share collaborate design and promote the brand and doining. They have done this every year since the brand launched. This has included atylists, artists, basis, models, youkupan, gamers and sing-53.

From a business perspective, Collusion is the partactbrand to involve within the production and promotion. for our zine as likey already have an ever-growing online platform and are supported by ASOS, Which allows our product to sends new and existing customers they currently have. Informing and educatind young people on the issues at hand. Collesion's values stand with what wolfe trying to achieve in the taunch of our and, encouraging brands to take a stand against gander norms, being as inclusive as possible and being conscious of the environment and subjoinability issues.







/ Inspiration / Process / Realisation / Trend







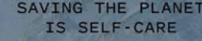


MINIMALIST.





DOWNTOWN BROWN | 5E3F32





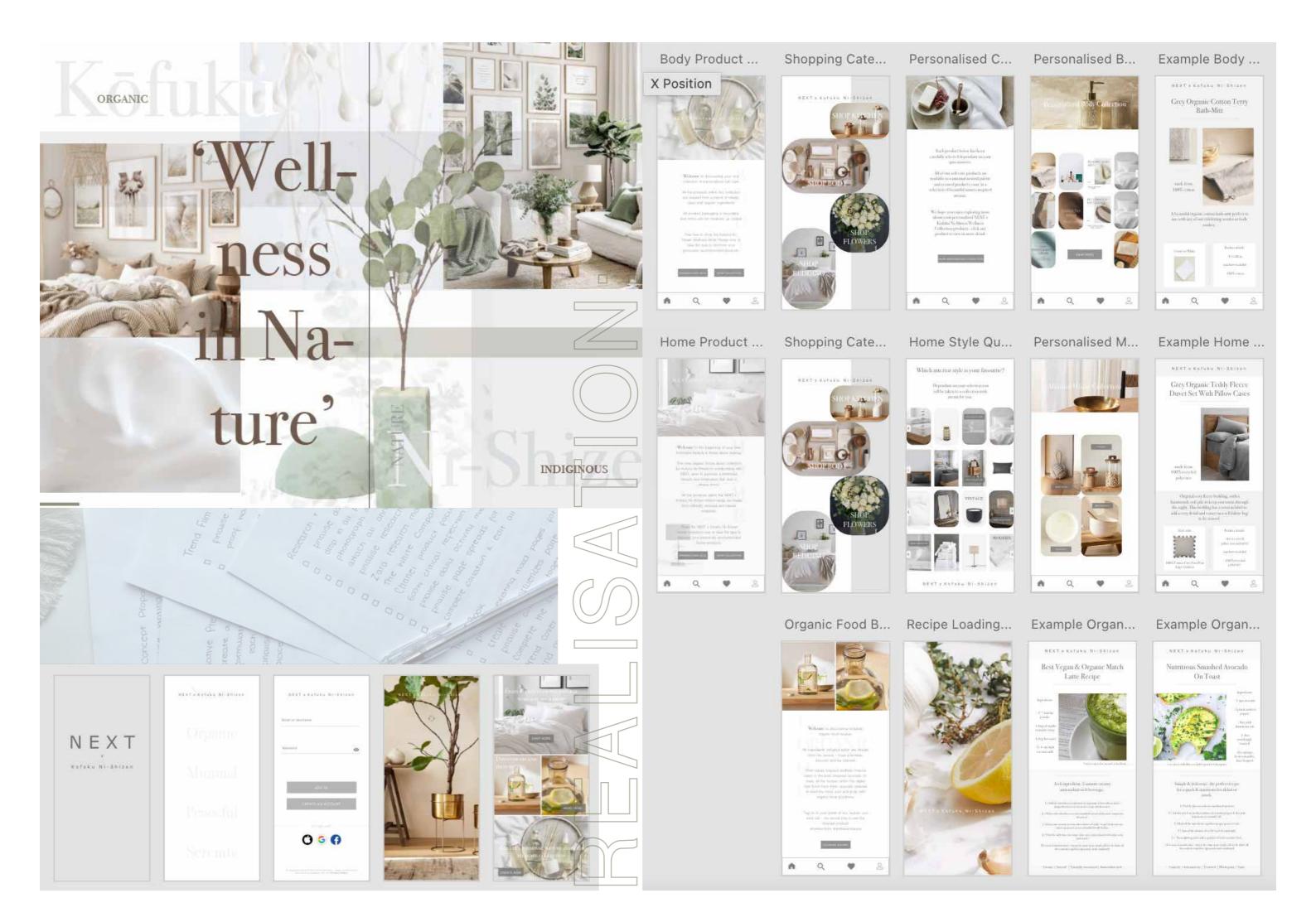












Kōfuku

Ni-Shizen

by Keanna Kelis



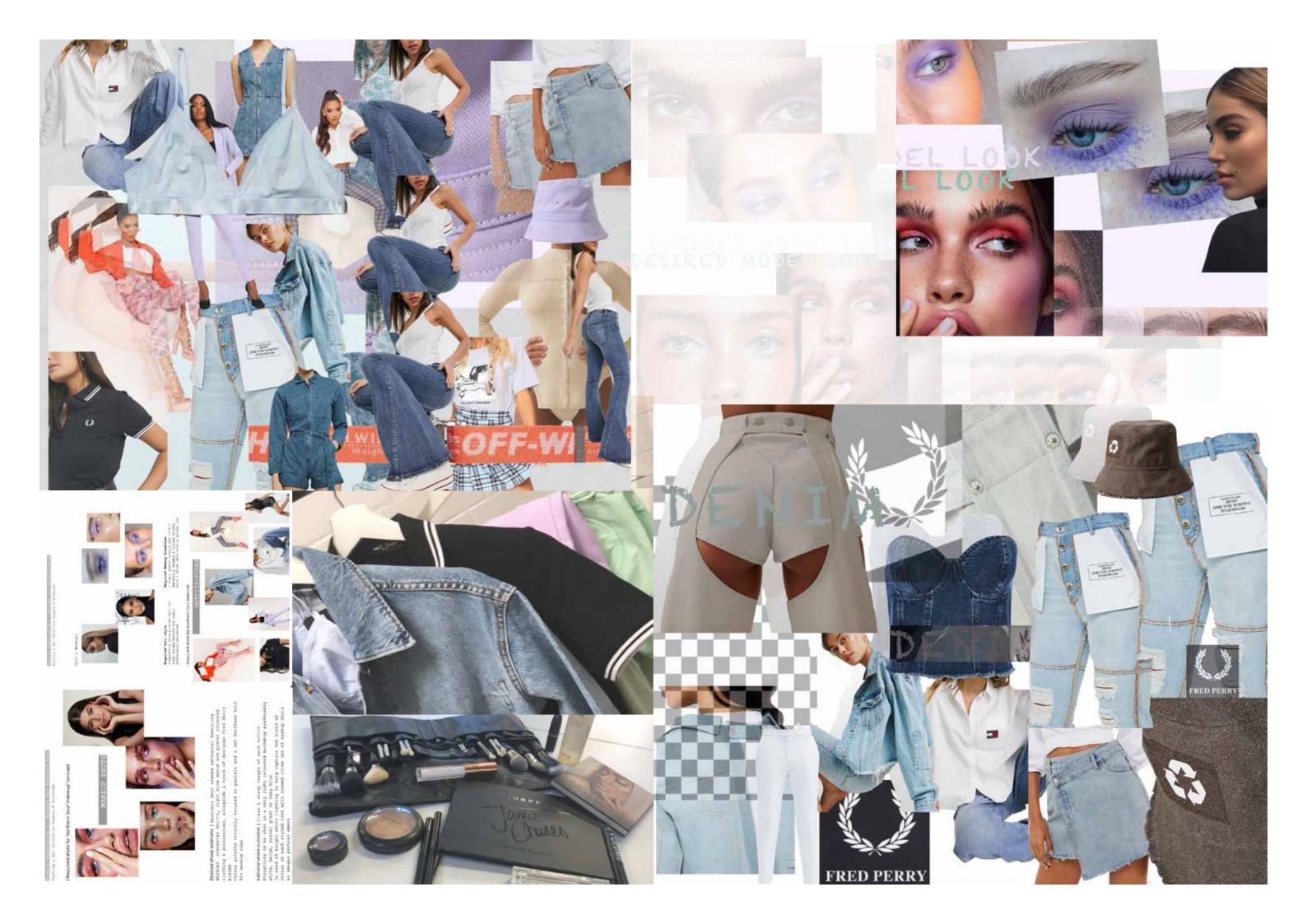
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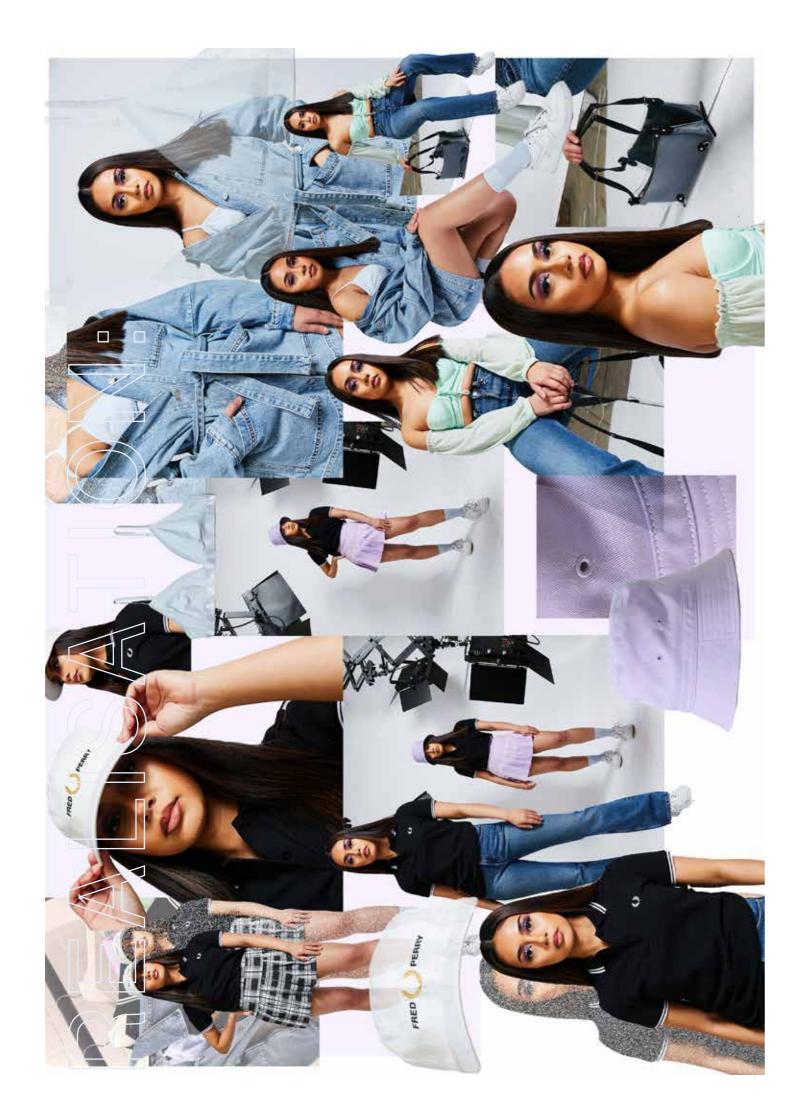


NORTHERN Soul:

/ Inspiration
/ Planning
/ Realisation
/ Styling





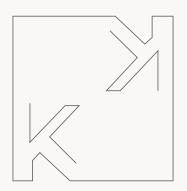




DESIGNED BY KEANNA KELIS







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