

# P O R T F O L I O



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*SEHR RASHID*

*FASHION CREATIVE*



*MY CREATIVITY  
IS UNLIMITED.*

THERE IS ALWAYS MORE  
CREATIVITY INSIDE OF ME,  
WAITING TO BE UNCOVERED AND EXPLORED







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# STORY OF MY LIFE OR JUST SOMETHING ABOUT ME



A creative, determined and passionate graduate with a BA (Hons) Fashion Management & Communication from Sheffield Hallam University. Specialising in branding, trend prediction and marketing within the fashion industry. Enjoys researching, developing and visualising innovative fashion strategy and formulating brand ideas from logo design to concept creation. I am always looking forward to communicating self-expression and personal identity through fashion or my own adventure, as well as expanding my knowledge to start my professional journey within the industry. Here is how my journey is going so far.



# WIRELESS- SELF


CONTENT: / INSPIRATION  
/ PROCESS  
/ TREND  
/ BRANDING CONCEPT  
/ APP

DATE: MAY 2020

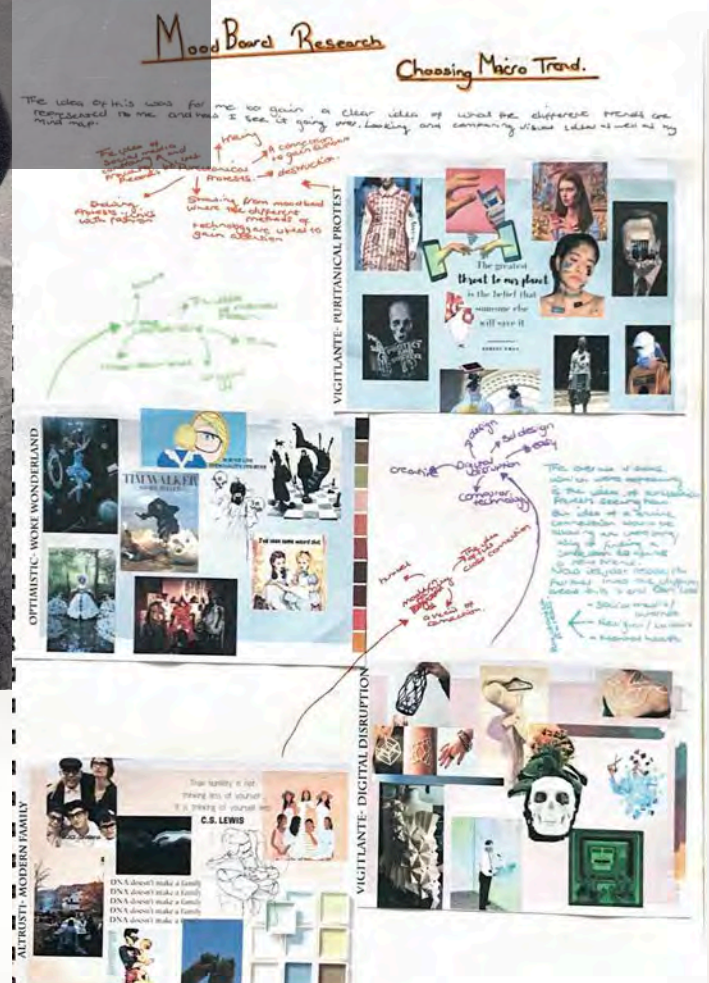
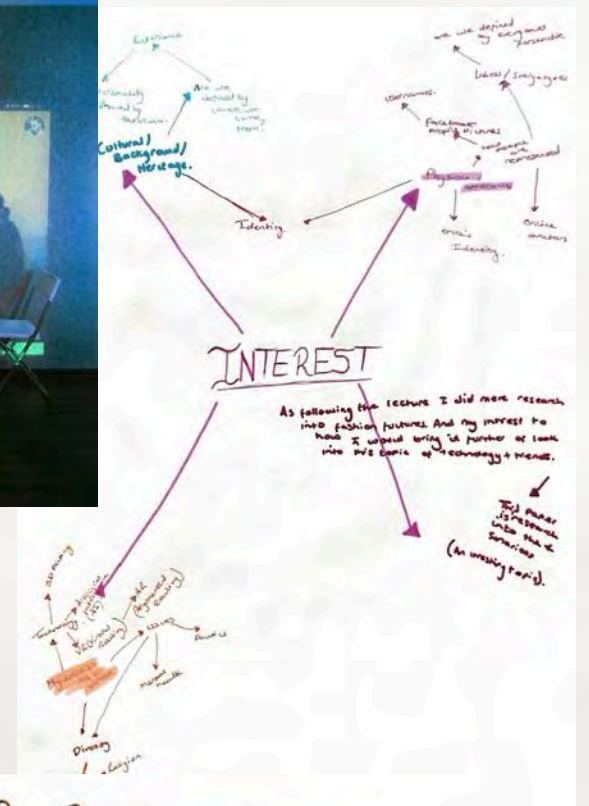


# ONE'S TRUE SELF

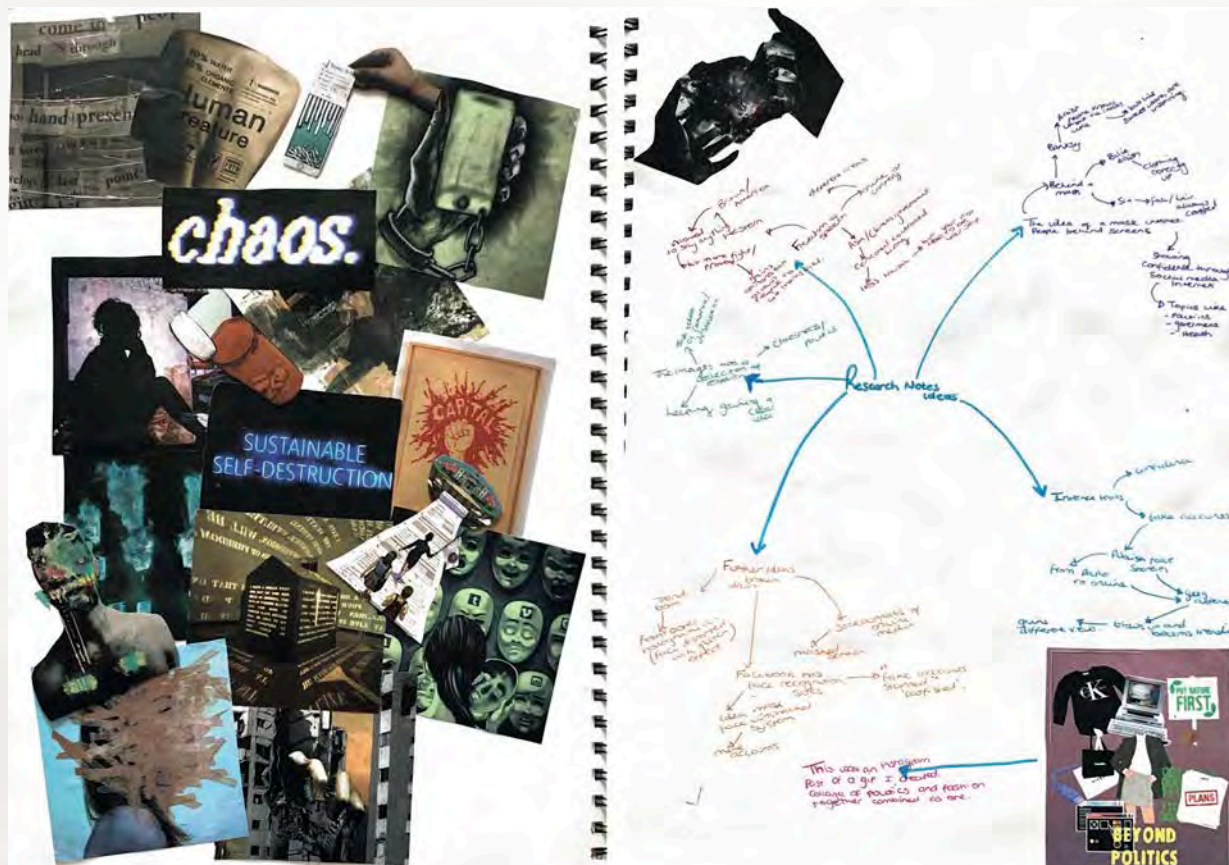
g inspired by the identity of oneself, has me  
ing into inspiring artist and graphic designers.  
y our online identity can cape a persons  
personal perspective on you towers the real  
d, develop communication and connectivity  
to communities through social media.



Being inspired by the identity of oneself, has me looking into inspiring artist and graphic designers. How our online identity can cape a persons interpersonal perspective on you towers the real word, develop communication and connectivity to communities through social media.

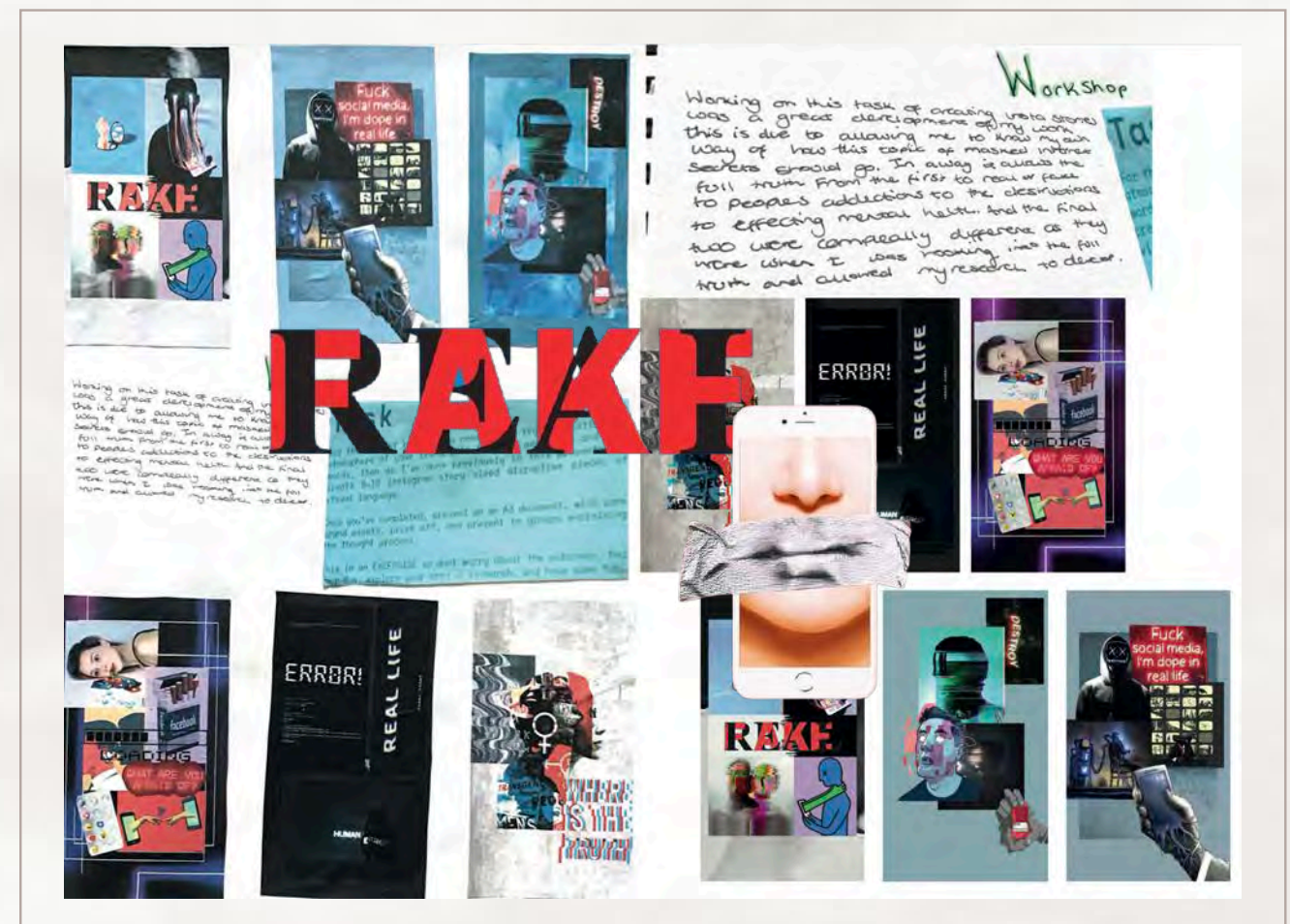






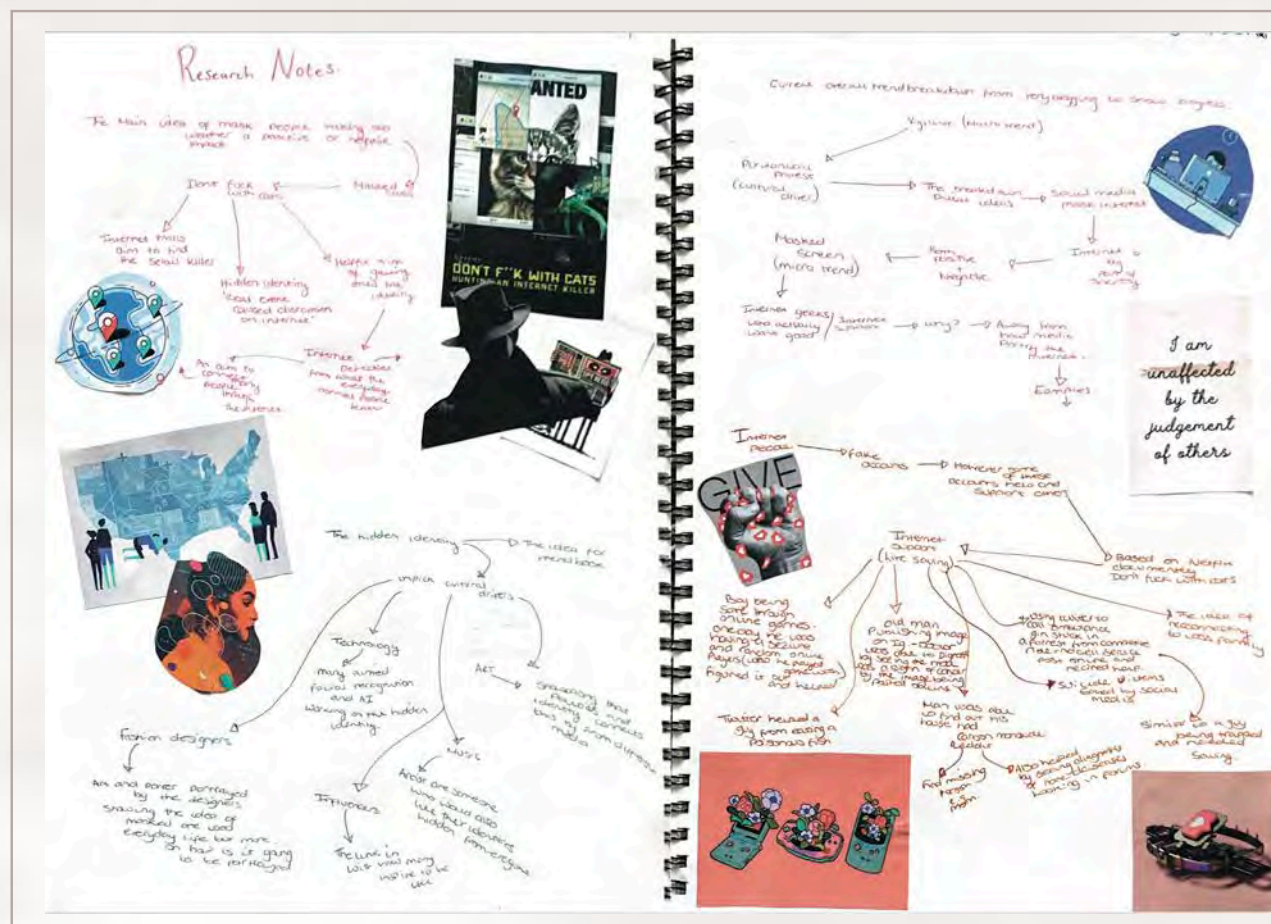
"Be who you are and say what you feel  
because those who mind don't matter  
and those who matter don't mind."

– Dr. Seuss



"Identity cannot be found or fabricated  
but emerges from within when one has  
the courage to let go."

– Doug Cooper

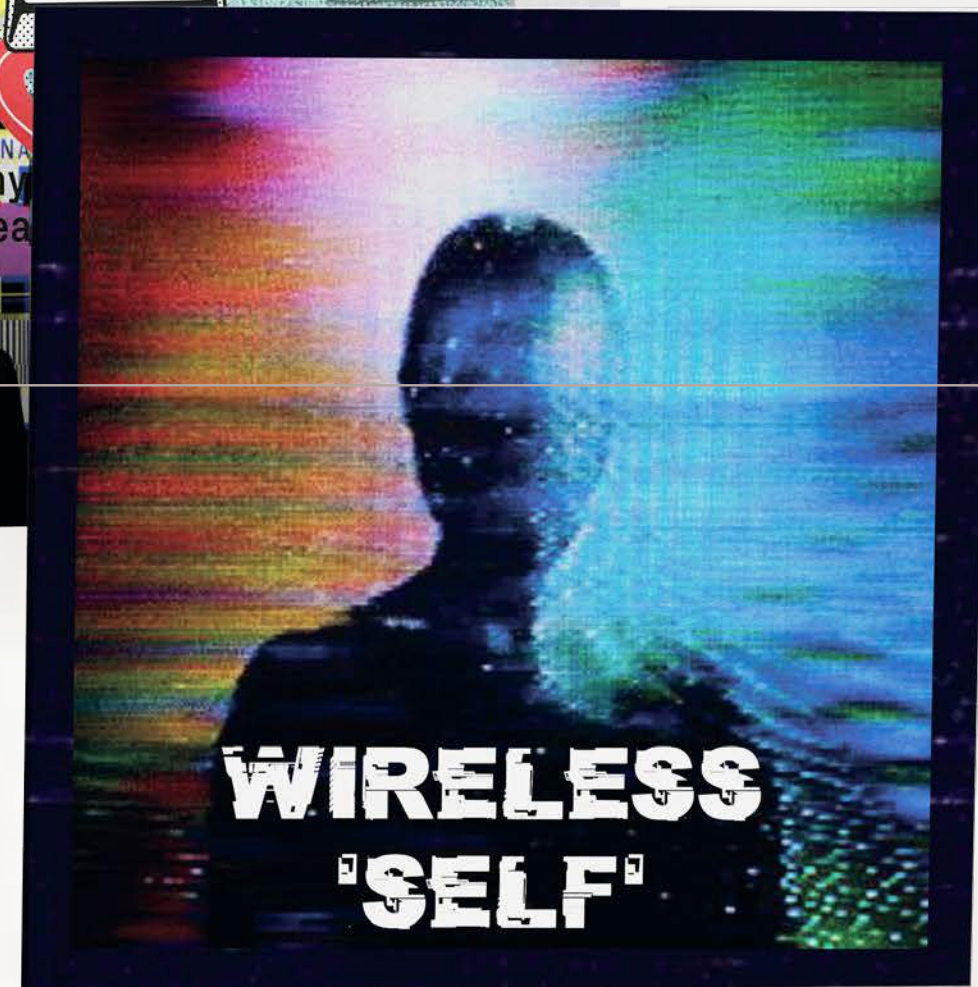




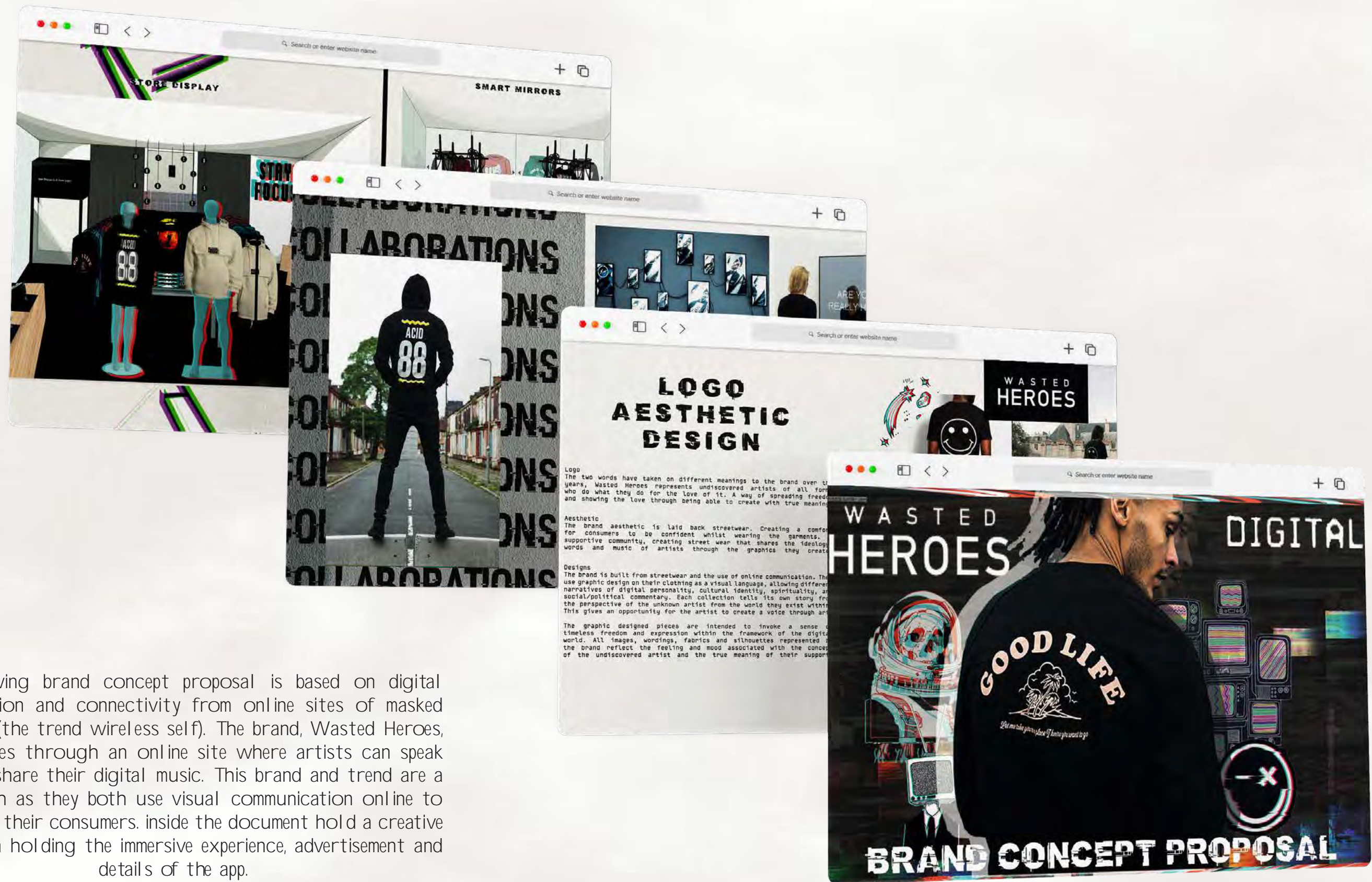


he trend of being a Vigilante comes in many different ways, however the main way of it is believing they are taking the right stand and don't back down from their protests. This can be in both a positive and negative way. Vigil ante has a way of communicating to the consumer through new values and experimental ways. Finding a balance between the reality and aspirational; being creative through a dgit al persona.

'Wireless-self' explains how the internet and social media allows people to hide under a mask and be themselves. It is the use of positivity which can be spread throughout these platforms. Showing the internet and social media are places of creativity and expression which have supported and helped many people. This is a digital trend but it can also be a trend for a lifestyle, fashion, beauty and influencers.

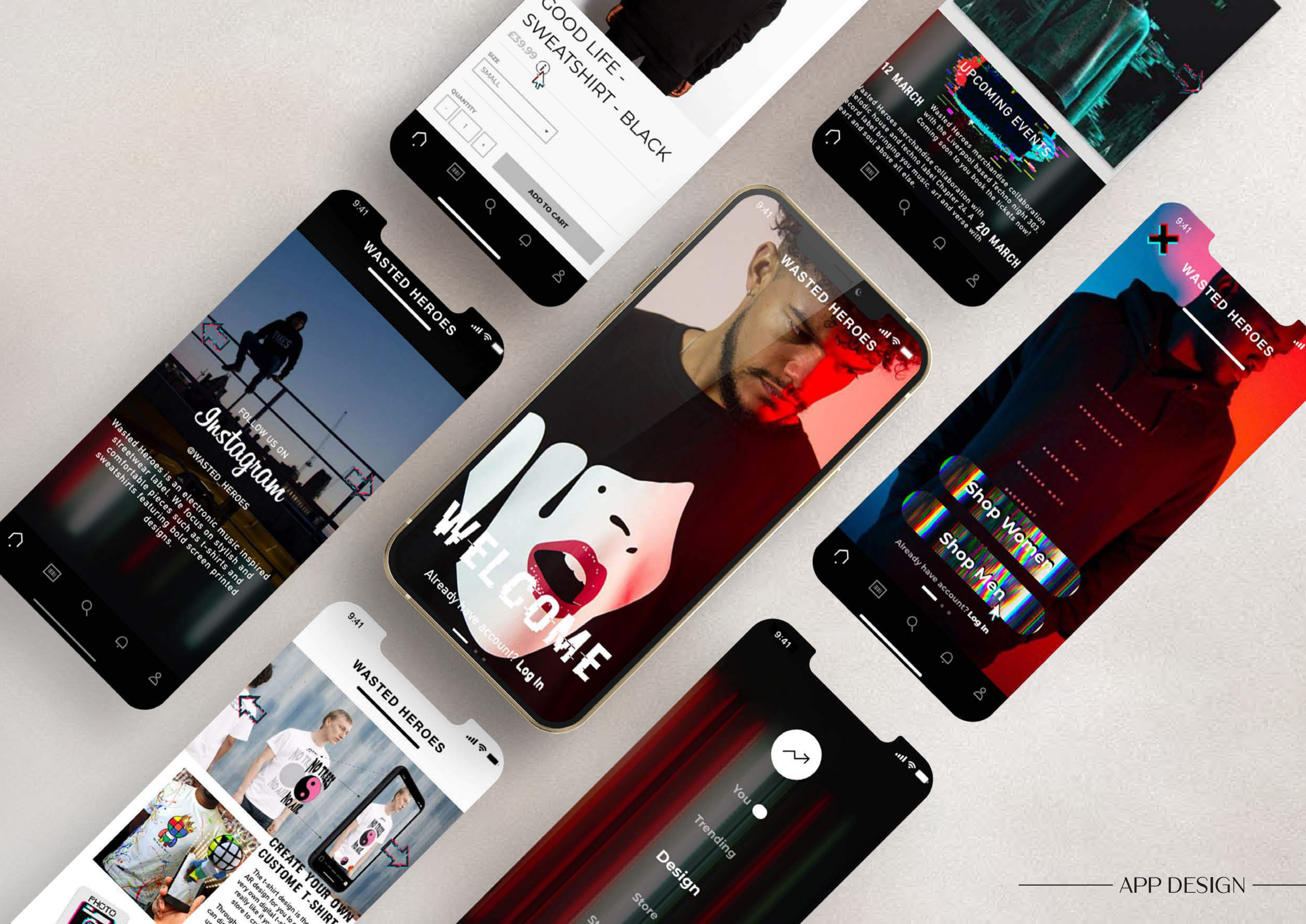






The following brand concept proposal is based on digital communication and connectivity from online sites of masked consumers (the trend wireless self). The brand, Wasted Heroes, communicates through an online site where artists can speak freely and share their digital music. This brand and trend are a great match as they both use visual communication online to connect to their consumers. Inside the document hold a creative illustration holding the immersive experience, advertisement and details of the app.







# MARTINI TAXI

CONTENT: / INSPIRATION  
/ SOCIAL MEDIA MARKETING

DATE: MAY - DECEMBER 2020



During the pandemic, I supported this taxi company by designing their advertising on their social media (mainly Facebook and Instagram). The company recently brought out an app, so asked me to help promote this. At first the focus was to gain the attention of key workers but now they are interest in reaching all of their consumer base.

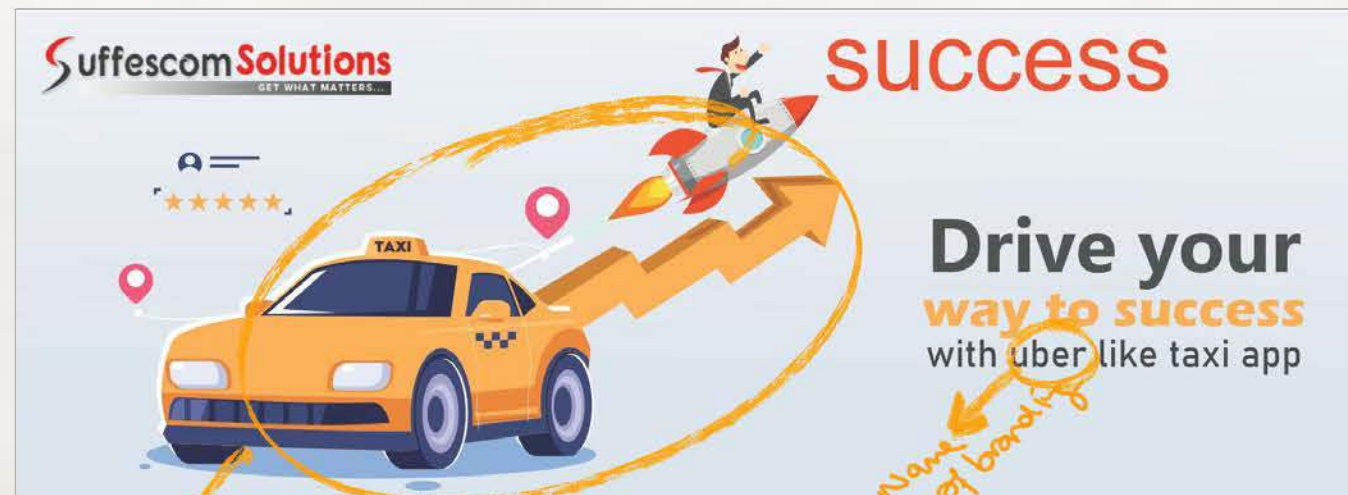


Classic style - stick to branding

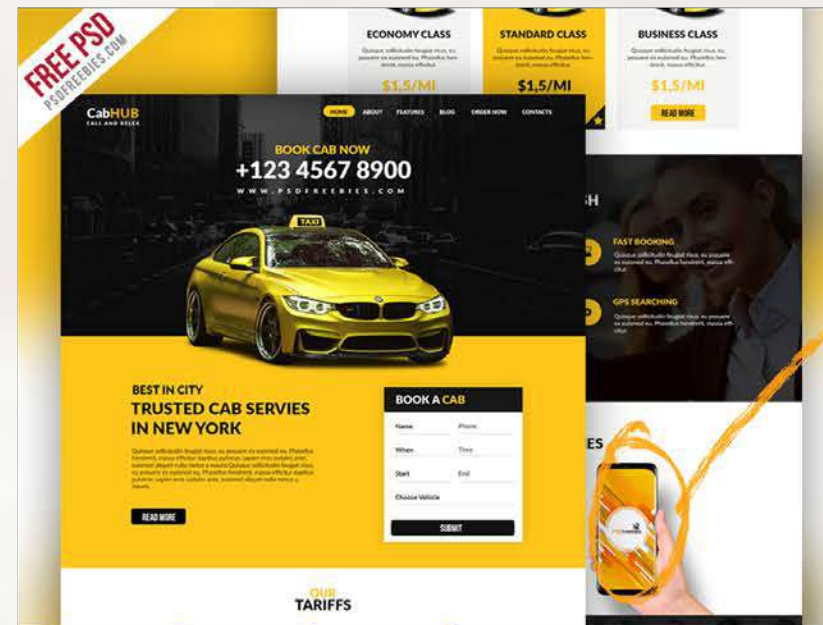
What is the number - a brand extension



where app is able to assist



Name of branding



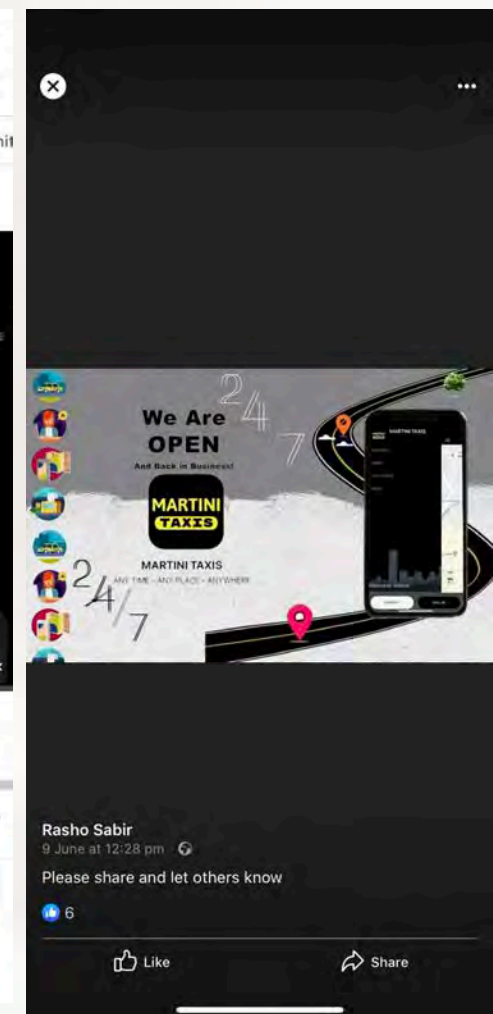
make sure to share and share on app

A graphic design style for illustrations



Different social information - barcode to help use





Want to see further follow link:  
<https://sehrrashid.wixsite.com/mysite/project-8-martini-taxi-marketing>



# FAWFULLZ

CONTENT: / INSPIRATION  
/ PROCESS  
/ BRANDING

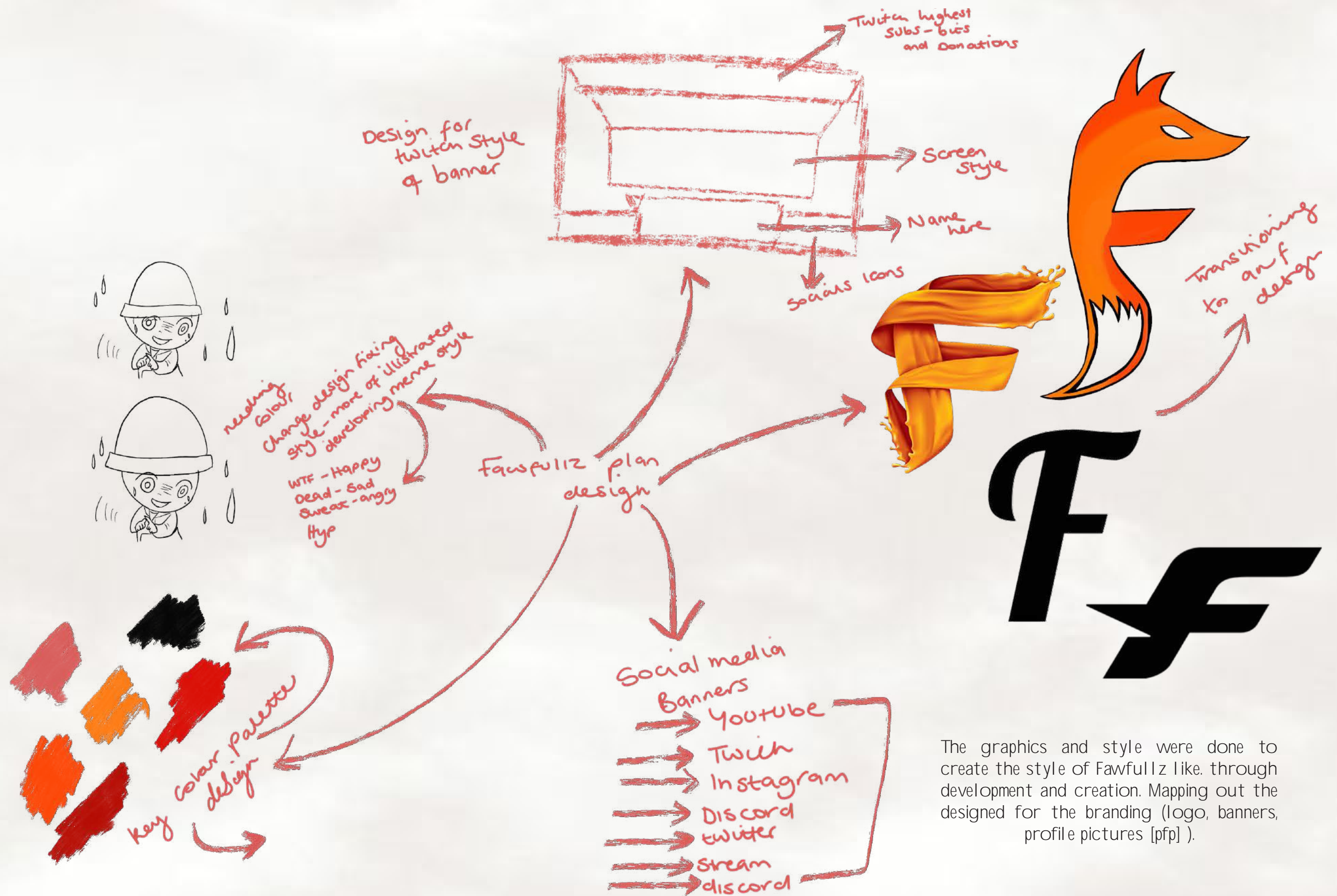
DATE: JANUARY 2021





This project was in a collaboration with a start up twitch streamer Fawfullz. The collaboration aim was to make a consistent branding for the social and twitch streams, creating a logo, emojis and banners for the actual stream which would be embedded into the streams allowing a cohesiveness to a clear branding.

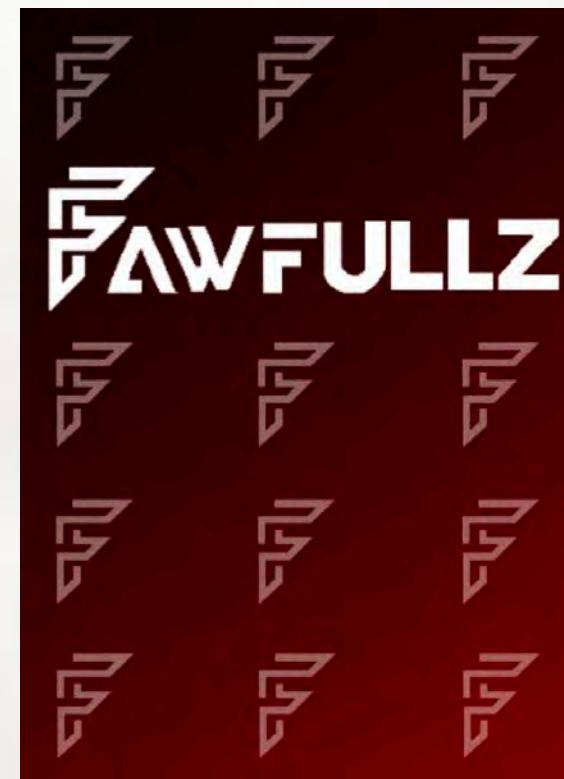




The graphics and style were done to create the style of Fawfulz like. through development and creation. Mapping out the designed for the branding (logo, banners, profile pictures [pfp] ).



**F FAWFULLZ**



Want to see further follow link:  
<https://sehrrashid.wixsite.com/mysite/project-7-fawfullz-branding>

————— BRANDING —————



# BAOZI JEWELLERY

CONTENT: / INSPIRATION  
/ PROCESS  
/ WEBSITE DISPLAY  
/ PHOTOGRAPHY  
/ SOCIAL MEDIA POST

DATE: JULY 2020 - JANUARY 2021



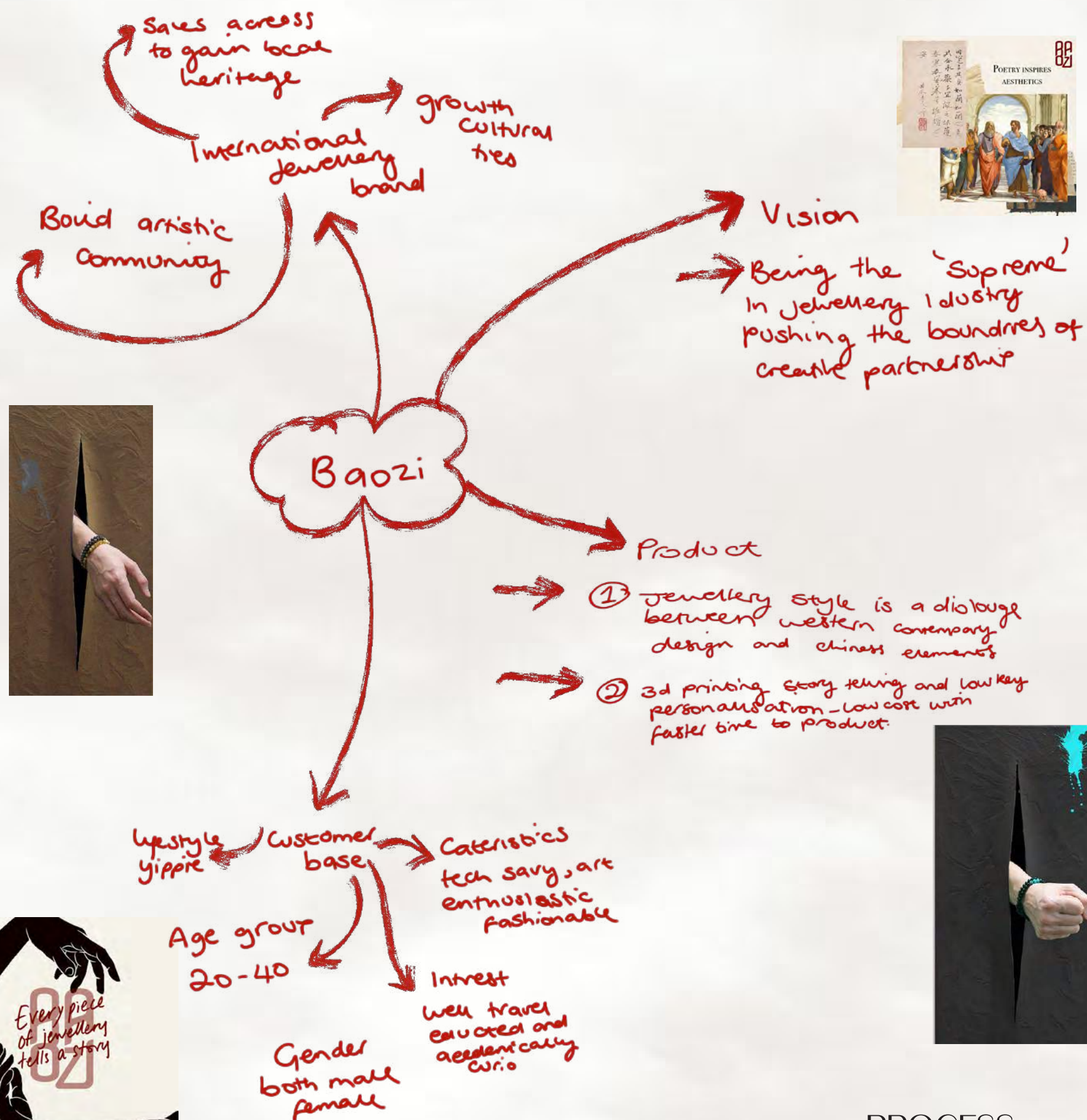


throughout my placement work i have been given a range of tasks but the first task was to look into the old shanghai and how it can be interoperated into the brand through a contemporary view. By combining modern day society which created this brand called Baozi Jewellery who make jewellery as art. This follows my inspiration process design to the final creation: showing website designs, product photography and social media post (instagram & twitter)

MAKE JEWELLERY AS ART



energy speaks  
louder than words





## ★ Materials

→ graphic connecting stones to a story



Produced

## ★ Our story

→ Highlight ying mei yang for banner

Produced



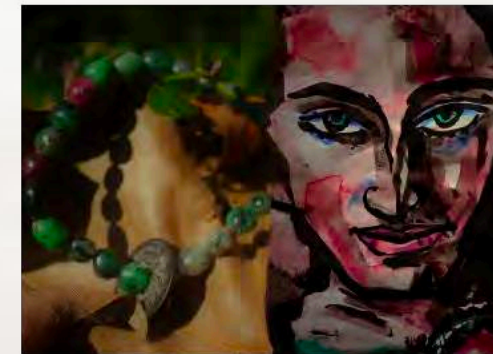
Website guidance  
— To my edits

★ Contact page  
→ make it creative funny

Produced

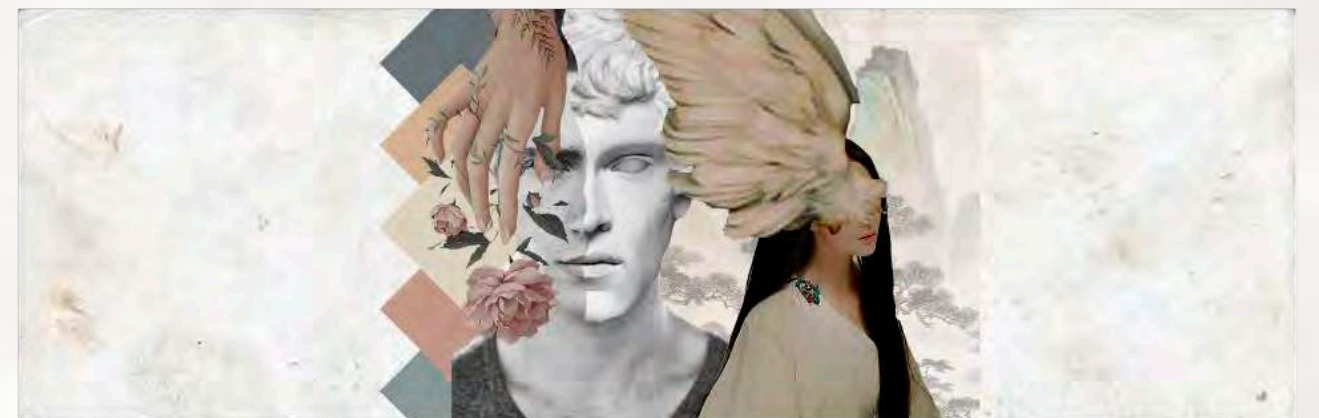
★ Home page  
→ Better image  
→ Clear brand - highlight product  
→ show character (corey art culture)

Produced



★ Baotzi Shop

→ Banner needs Replacing  
→ Show connection of bracelet to art/culture











希望  
Hope

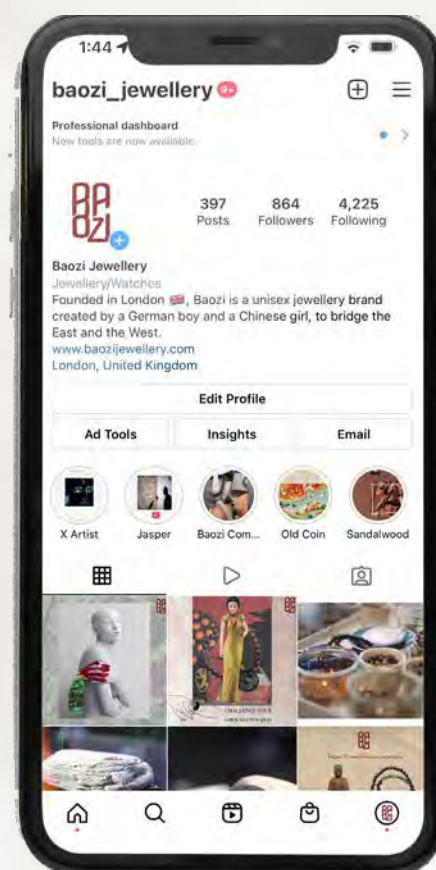


Want to see further follow link:

<https://sehrrashid.wixsite.com/mysite/project-9-baozi-jewellery>

———— PHOTOGRAPHY ———





INSTAGRAM POST

TWITTER POST



Want to see further follow link:

<https://sehrrashid.wixsite.com/mysite/project-9-baozi-jewellery>

— SOCIAL CONTENT —



# GRAPHIC DESIGN

CONTENT: / FREELANCE

DATE: FEBRUARY - JUNE 2021

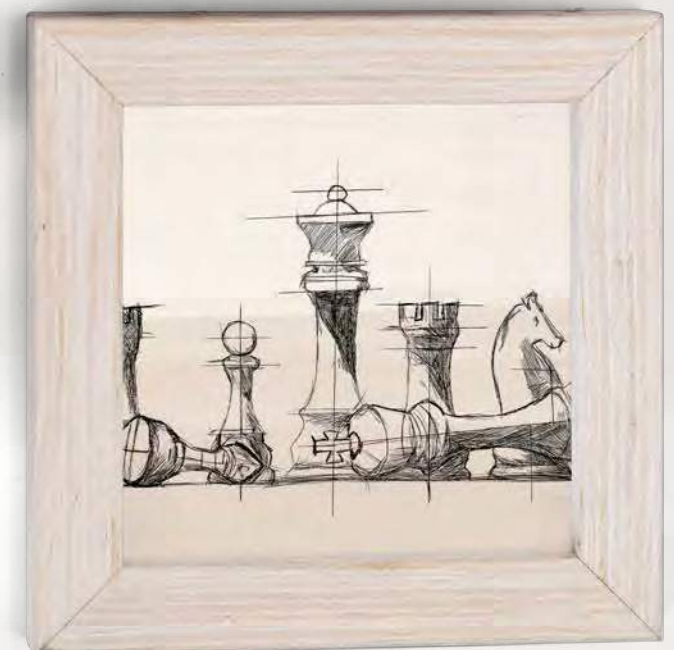
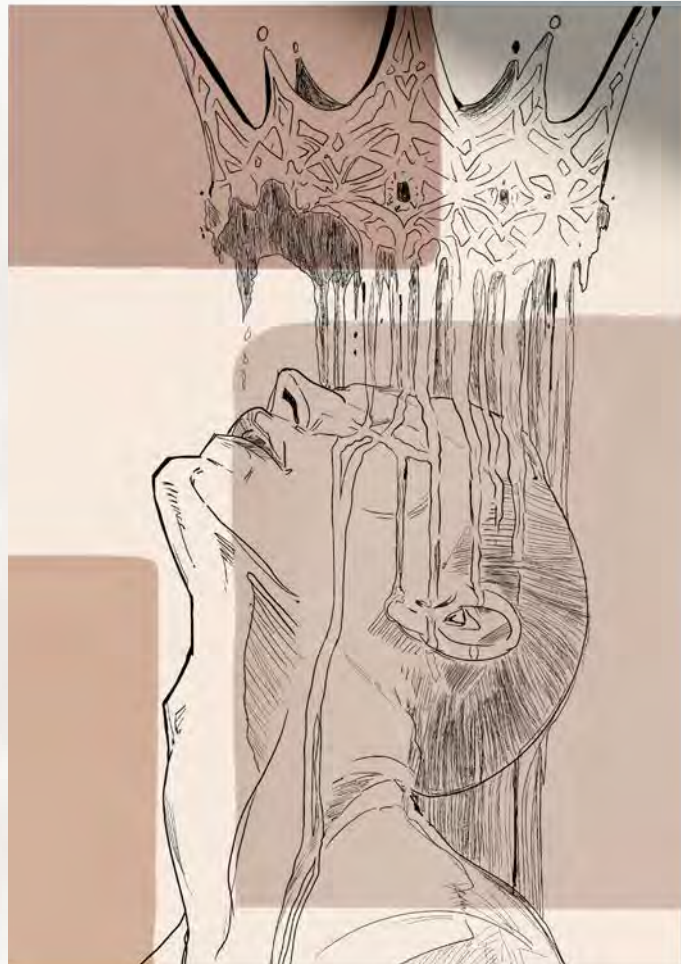




Want to see further follow link:

<https://sehrrashid.wixsite.com/mysite/project-10-freelance-graphic-design>





Want to see further follow link:

<https://sehrrashid.wixsite.com/mysite/project-10-freelance-graphic-design>



# SELF-REPRESENTATION ON INSTAGRAM

CONTENT: / INSPIRATION  
/ PROCESS  
/ ACADEMIA  
/ THEORY  
/ CONCLUSION

DATE: APRIL - 2022

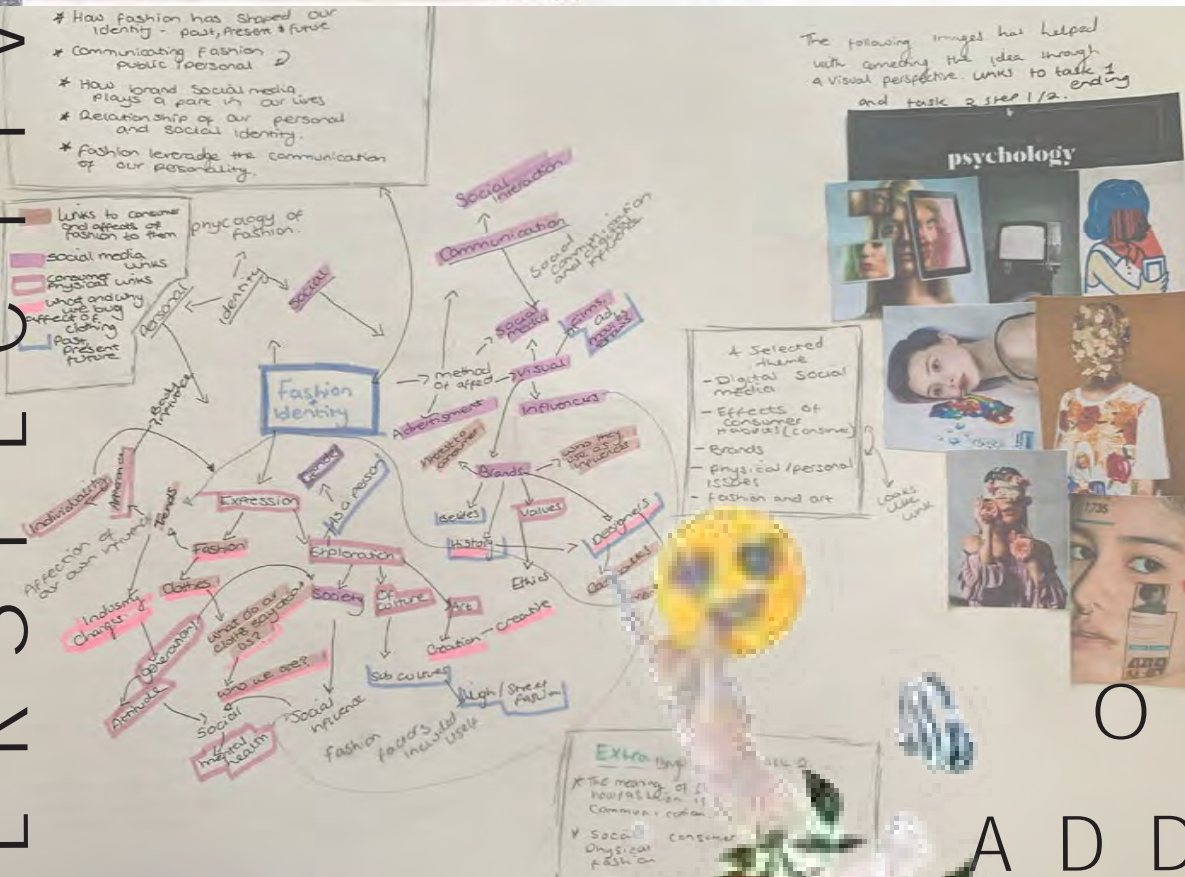






# IDENTITY

# PERSPPECTIVE

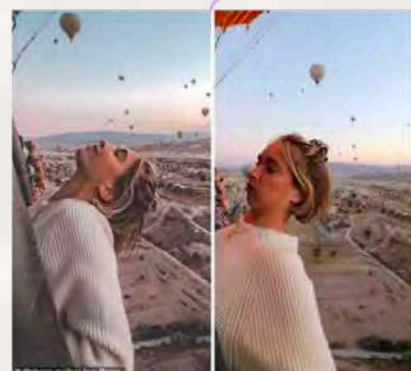
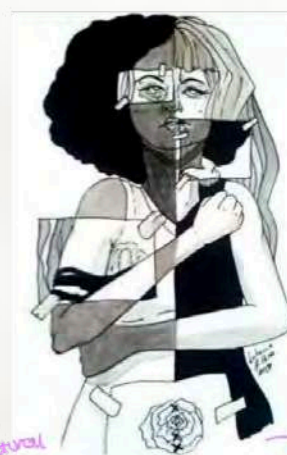
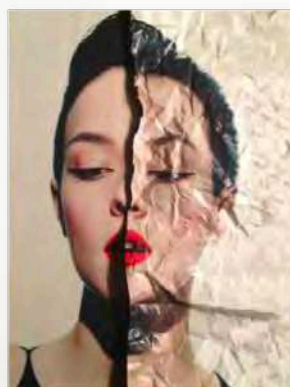
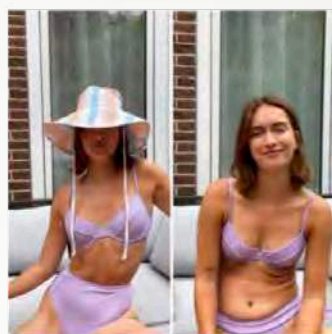


During this process I had a lot of views from the inspiration, through the images and reading I had done. Here are some of the points:

- A appearance of how we mask our selves to the world and hide the true us.
- The idea of how we are different and individual and provide some sort of separate personality And what defines Us. How Instagram impacts the real us to the persona we portray.
- More appearance identity in terms of how we present ourselves on social platforms. Looking at expectation and reality. The persona of how our appearance speaks of who we are.
- The hiding of our true reflection (falls in to mental health)
- The question is mostly how do we communicate via social media to perceive our appearance (showing the expectations and reality? In some sense, but its more looking at the expression and effects so far)
- This was coming from the images and then from the some of the research I did do the main quotations that reflected my original thought was.







# Image Analysis

## Realistic vs Publication

Our appearance are a screen or a device. The mirror effect of how we shape or decide.

The aim of hiding a section of ourselves being the value of our use.

Body positions of looking not set to hide in a certain way.

Academic sense of industry fashion future.

Factors showing effect of breaking the reality of itself.

The before. Showing of image before/after filter effect the natural of colour.

Mental health. The link of hiding effects are not as total.

Not everything is about making a body. Edge is not touch of body.

How has Instagram fed our addiction of Self-Representation?

The attitude + addition to the word Instagram. How we react to see our own point.

The feed - what the emotions what does it bear.

Presenting - what is being presented why and how.

The impact to our lifestyle & fashion future.

The image used to represent the acting life of one self.

### Key Ideas

\* factors - people being affected through digital media.

Social physiology & mentality. The way these choices impact.

- Self esteem } Both negative + positive  
- Self Image }

Presenting to look a certain way for confidence.  
Affection towards likes + comments.  
Visual Imagery analysis.



connectivity project.

Crime + psychology analysis profile.

Ways of seeing - YF Social dilemma - Netopia.

### C.R.P.

\* future effects

↳ certain banning  
ways of buying - fitness + diet culture effects

- When then theory  
- who we are.



# Chapter development idea.

## Extra thinking

- Looking through Addiction through Self-Representation
- Consumer behaviour & analytics affecting usage on Instagram + Self-rep
- Definition of addiction how people get addicted.
- how people get social addiction (media)
- Why addicted especially Instagram.

What is the feeling of being rewarded. ←  
How it relates to consumer behaviour.

What is next and why.

Brand using advantage to get attention

how the algory then plays a role

how it supports the future behaviour of Instagram.

Key words  
\* Addiction  
\* Self representation  
\* Feeding  
\* Instagram  
\* Users/Consumer + Brands



Netflix shows  
The Social Dilemma  
The American meme.

Inspo  
The digital Institute of fashion

\* Just few fix of ethics

Research. Ideas

Questions About

\* Images of edited

\* process =

- Before
- During
- After 1st post

Redo parts -  
Creators

Online faulty  
Online creators

Personas through digital  
fashion

Identity

Back to Identity  
Research

The final meaning  
for me + Cap

make up  
Positioning  
Layers of Images taken  
choosing the right image  
final edit

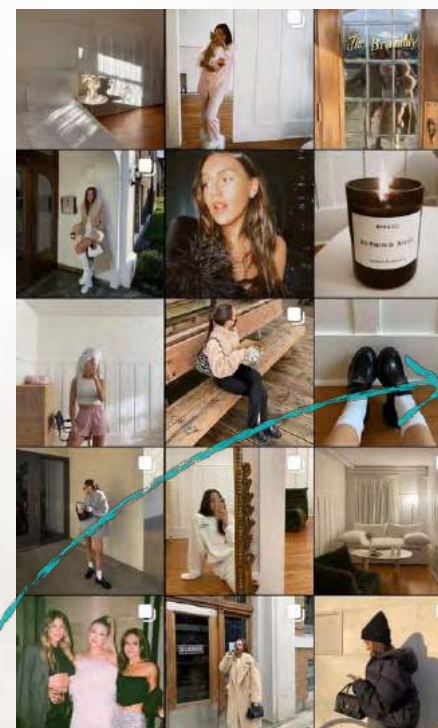
I researched into looking at videos and other documentaries that can help me do more secondary research. So I looked Netflix documentaries that helped develop my thought process of thinking. How social media Instagram can be active factors in which affect us and cause a level of addiction. So I looked at the social dilemma which talked about how the effect of Instagram, Facebook and Twitter have an attempt to manipulate and influencers their ways. It took place through knowledge about tech experts in Silicon Valley and their views on what application they have created. this benefited as it helped looking at the research development and further knowledge from researchers to be backed up.



## Chapter 1

### CREATING AN ADDICTION OF ONLINE IDENTITY THROUGH INSTAGRAM

This chapter aims to outline self-representation through online identity and the use of Instagram. By considering how people's social personalities are shaped, influenced, and altered to develop a specific digital persona which can then be used to connect to online communities using literature such as Goffman's (1956) book on self-presenting in everyday life



Final Chapter theory and presented. Intro for each Chapter.

## Chapter 2

### PERSONAL EXPLORATION WHEN POSTING ON INSTAGRAM

Chapter 2 will explore the contemporary use of Instagram following primary imagery and interviews and questioning the type of content that is posted on the participants' accounts. Why they have posted this content and what their idea or views are of using Instagram to present themselves is revealed. It will consider Walker Rettberg's (2014) Seeing Ourselves Through Technology, to help understand what the participants' authentic selves are and how they see the world through a platform such as Instagram.

## Chapter 3

### THE TRUE EXPERIENCE OF INSTAGRAM

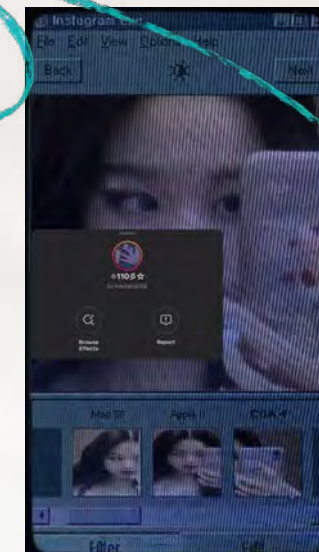
Chapter three will address both sides of the argument of how users or followers are affected by Instagram by considering psychological aspects of likes or comments, self-esteem, and escapism. Using primary research constructed of interviews and survey answers of individual opinions and comparing this to how articles find the disconnecting idea of self-representation and health on Instagram. This uses articles from websites such as The Wall Street Journal and the New Statesman to create a compelling argument.



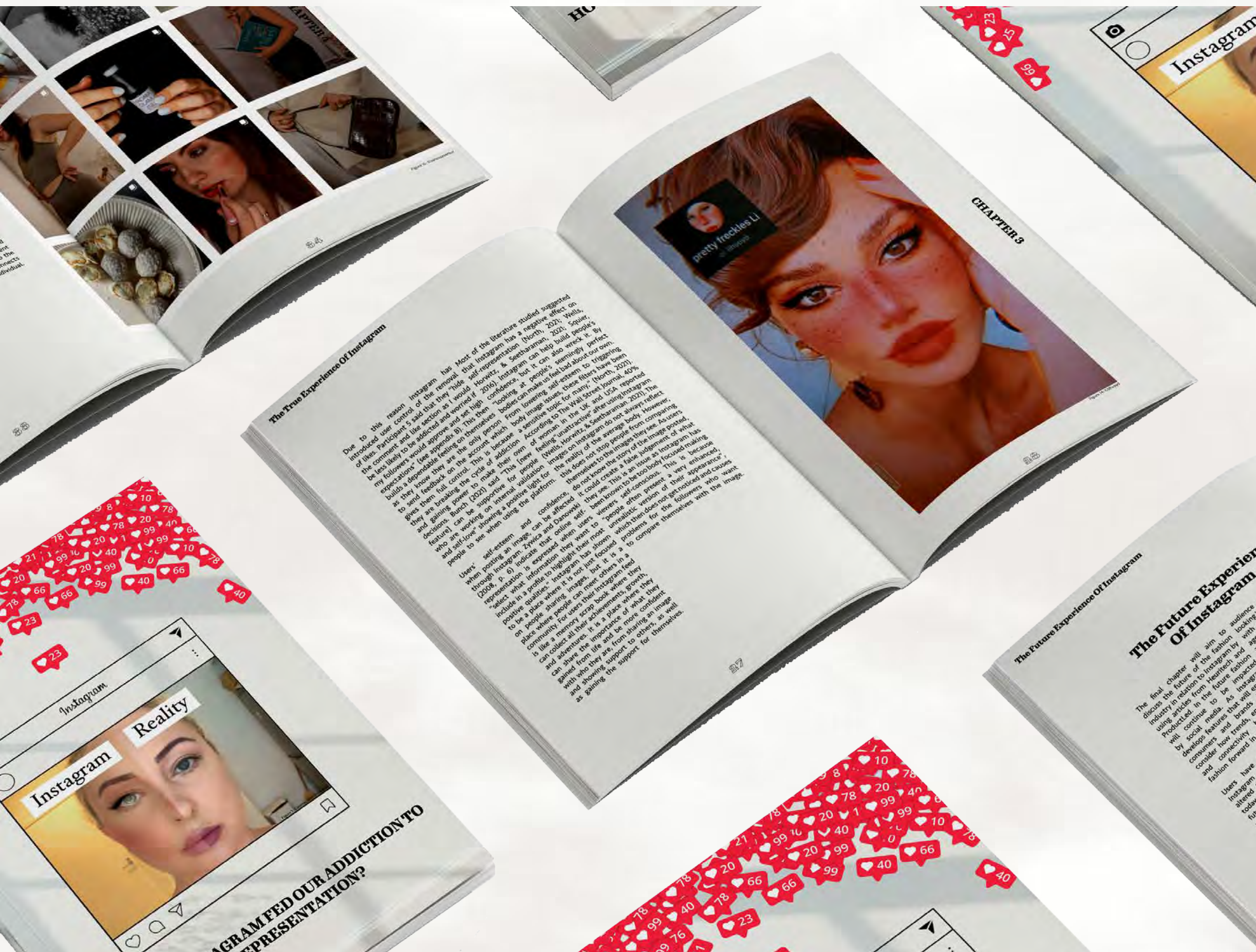
## Chapter 1

### THE FUTURE EXPERIENCE OF INSTAGRAM

The final chapter will aim to discuss the future of the fashion industry in relation to Instagram by using articles from Heuritech and ProductLed. In the future fashion will continue to be impacted by social media. As Instagram develops features that will engage consumers and brands it will consider how trends, engagement and connectivity helps move fashion forward in a positive way.







From its original concept, Instagram has changed and adapted how the platform connects with fashion brands and consumers. This has allowed people to be creative, create their own trends, speak out and let their opinions to be heard. It changes the way users present themselves and gives them inspiration, but how often is that self-representation authentic? This project was an academically researched project looking into to literature to gain information on instagram and the addiction it causes to its users

Want to see full document follow link:

<https://sehrrashid.wixsite.com/mysite/project-11-self-representation-on-insta>

CONCLUSION



# NEW REALITY X LUMAI

CONTENT: / INSPIRATION  
/ PROCESS  
/ TREND  
/ BRANDING  
/ BRAND CONCEPT

DATE: APRIL - 2022





Ecommerce Industry  
Size \$1. Trillion  
By 2025

Global market - \$759.5 billion  
(2021)

Market Size for  
(video games) digital 'skins'  
\$50 billion (usa)  
2026

46.6%  
(2021)  
60.32%  
(2024)

## Digital market

Leading Companies like

- Dress X
- The Fabricant
- Triouk Brand
- carlings
- Hapt 99
- zero 10
- wherhing

use of technology  
AI + VR - To create  
photo-realism



'digital couture'  
Charity sold  
auction  
£7,500 → (\$9,500 usd)

Environmental factors

- high speed of production
- understanding collections faster
- creativity for both designers + consumers
- environmental friendly - less carbon footprint
- Improves workflow

## Market segmentation type

- website
  - App
- The digital  
ecommerce  
store

Market segmentation  
product type

- clothing
- Accessories
- Bag
- pants
- shoes
- Avatar dress up

Lifestyle consumers

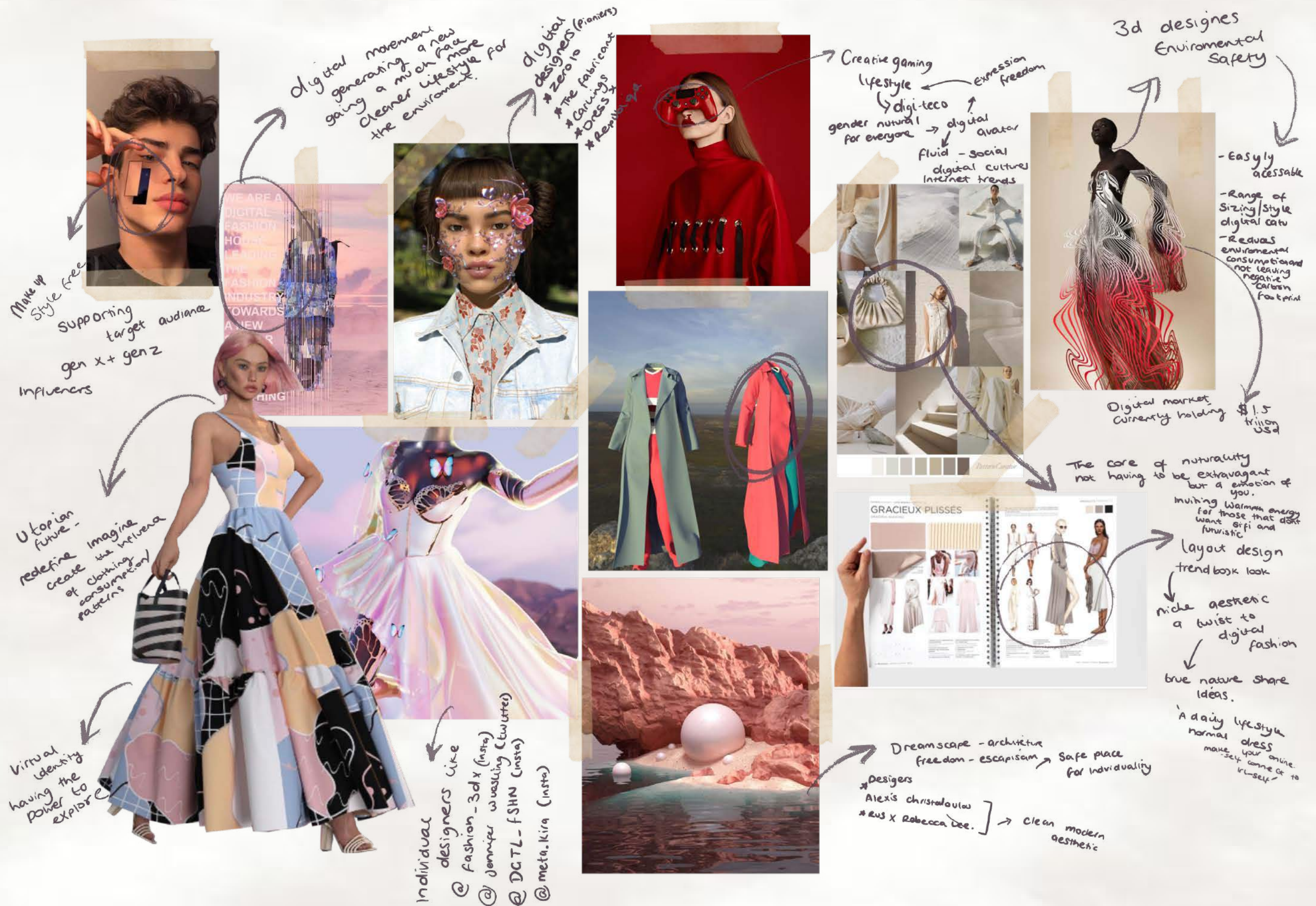
\*(Bof survey)

- ↳ Individual persona
- ↳ Gen Z + Gen X
- ↳ Importance of digital identity
- ↳ accessible income
- 65% say digital ownership is important
- 50% of them are interested in buying digital assets including
  - digital skin or other items
  - gaming
  - digital fashion
  - digital avatar
  - NFTs

No typical consumer  
Segments, geographical  
and the issue of  
sizing









Natural lighting -  
allowing a welcoming  
environment = more  
favorable to in-store  
purchases +

illusion of  
bigger store  
feel spaced out +  
airy.

An idea of how  
to display the  
clothing in a way of  
gaining attention  
colours = meaning  
which looks  
for customers



Looking at the height  
of the stores create the  
idea of space as it  
allows good human  
action and good communication

Check out  
desk  
close to  
product  
stock



Could keep  
for stock idea  
placement  
Each  
different  
product  
stock



Display pillars  
for our door exterior  
for more rustic  
look maybe  
create like  
vintage style  
for reference  
of heritage

Easy view-glass  
windows high-

By being see through glass  
it's allowing the audience  
to view the interior  
creating attention  
towards the  
virtual +  
smart mirrors +  
holograms.



Floor pattern  
design process  
of thinking  
maybe square and  
to have a  
modern aesthetic  
which can  
create attraction  
needed

giving a view of creative  
design development  
how to connect  
all ideas together for  
template





## WHAT IS NEW REALITY?

'New Reality' is a trend which introduces a new light to the digital fashion industry. It conveys the ideal self expression to an everyday consumer being able to present their digital identity through clothing which may have more natural and earthy tones. This allows the community to be able to have the opportunity to share the outlandish and vibrant designs but to also gain a sense of safety and relaxation through the casual cosy colours and styles which will be portrayed.

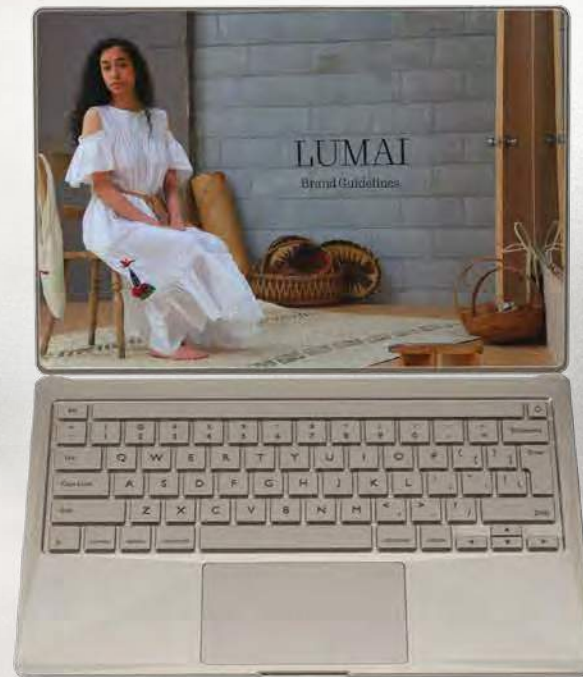
Want to see full document follow link:

<https://sehrrashid.wixsite.com/mysite/project-12-new-reality-x-lumai>



NEW REALITY TREND





# LUMAI

Lumai, an individual fashion brand based in New Zealand, communicates products of both physical and digital clothing. This taps into both consumer ranges, allowing a communication between the digital and physical markets. The label offers a predominantly cross-cultural aesthetic with a western twist to create a quirky, modern and sophisticated aesthetic with a strong silhouette to wear. As an independent brand who make their designs, they rely on online sales to connect to a world wide audience.

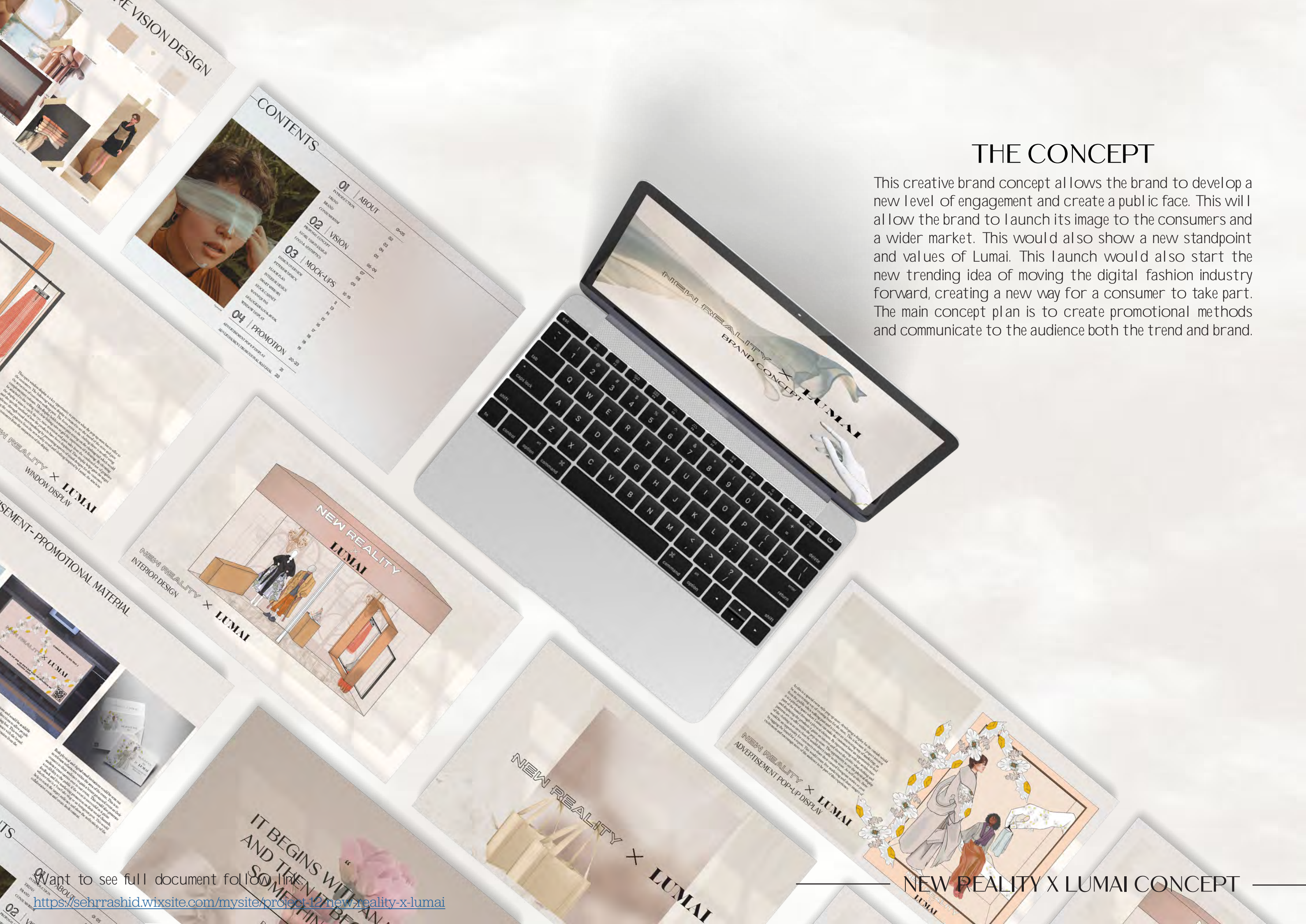
Want to see full document follow link:

<https://sehrrashid.wixsite.com/mysite/project-12-new-reality-x-lumai>



## THE CONCEPT

This creative brand concept allows the brand to develop a new level of engagement and create a public face. This will allow the brand to launch its image to the consumers and a wider market. This would also show a new standpoint and values of Lumai. This launch would also start the new trending idea of moving the digital fashion industry forward, creating a new way for a consumer to take part. The main concept plan is to create promotional methods and communicate to the audience both the trend and brand.



NEW REALITY X LUMAI CONCEPT

Want to see full document follow link  
<https://sehrashid.wixsite.com/mysite/project-12-new-reality-x-lumai>



## CONNECTING WITH DIGITAL SELF



Connecting with Digital self podcast is about online communities platforms. Where we talk about our own virtual experiences and how one is too communicate as a digital face. We touch point on fashion, lifestyle and our digital experiences. This is explored with different special guest and was an interesting experience to create.

Want to here the podcasts please contact me on:

<https://sehrrashid.wixsite.com/mysite>

PODCAST



# MY CREATIVE JOURNEY SO FAR

CONTENT: / PROMO  
/ STATEMENT  
/ DETAILS  
/ SOCIALS

DATE: PRESENT





BUSINESS CARD





## Sehr Rashid

Fashion Creative

07425914745



sehrrashid@icloud.com



@sehr.creative



<https://sehrrashid.wixsite.com/mysite>

Dear Sir / Madam,

I would like to apply for a job Creative branding or marketing. Please find enclosed my personal CV and business card for your reference.

I am graduate with a BA (Hons) in Fashion Management and Communication degree at Sheffield Hallam University. I have completed a number of different projects within my degree so far that have given me opportunities to develop my knowledge and understanding of the fashion industry. These have included working with clients to help them improve their branding and marketing strategies, giving me a vital insight into how to work with a business to meet their expectations.

As part of my degree I have developed a very good knowledge of Adobe software including Premier Pro, InDesign, Photoshop and Illustrator. I have produced a number of different creative documents which demonstrate my personal skills in presenting unique aesthetics for each individual project.

I am interested in working for a company due to the creative and analytical work that it produces. For the job role of creative design. I have understood and contributed to many marketing and creative projects. I am interested in working in your company who challenge and are innovative in their own productivity. Who are an inspiration by the aesthetic and a rich history built. As part of my course I have worked and understood different methods of engaging in social media. Effectively in-order to gain the correct consumers for the right brand. Looking at different Adobe skills in which I have built and have produced many different projects.

I am a creative individual and enjoy expressing myself through my work. I believe I am an extremely motivated, passionate, innovative person who enjoys a challenge either on my own or as part of a team. I complete all tasks given to me as effectively and efficiently as possible regardless of the time frame.

I am confident in interacting with clients and colleagues and I particularly like working in a team. I really enjoy working on different branding and management skills, making sure that I achieve the standard of the brand. I would love to contribute to your company. I look forward to learning new skills and developing my knowledge and understanding as a creative professional.

Thank you for taking your time to read my application and I look forward to hearing from you.

Yours sincerely,  
SEHR RASHID



### REFERENCES:

Paul Luke  
Course Leader  
pl1631@exchange.shu.ac.uk

Lukas Cassebaum  
Founder, Baozi Jewellery  
cassebaumlukas@gmail.com







## Sehr Rashid

Fashion Creative

07425914745

sehrrashid@icloud.com

@sehr.creative

<https://sehrrashid.wixsite.com/mysite>

### PROFILE

I am a graduate from Sheffield Hallam University with a BA (Hons) Degree in Fashion Management & Communication. I am looking for an job in the industry for Creative branding & management, (such as advertisement, digital marketing, graphic design, brand strategies etc.) to gain experience of the fashion industry and to expand my abilities further. I am passionate about using my creative skills in developing brands through management and marketing projects.

### EDUCATION

#### SHEFFIELD HALLAM UNIVERSITY SEPT 2018 - PRESENT

BA (HONS) Fashion Management & Communication

#### BRINSWORTH ACADEMY SEPT 2014- JUN 2018

A-LEVEL

Art & Design Textiles- C

BTEC

Applied Business- Distinction\*

Applied Science- Distinction

GCSE

Eight Grades A-C including English and Maths

### ACTIVITIES & INTERESTS

I enjoy watching numerous documentaries about designers and fashion shows, finding out about the latest trends and keeping my knowledge up to date with. I enjoy researching other graphic designers like Laura H. Rubin, and creating my own artistic work. I enjoy reading a range of genres including social media, fashion, crime, and psychological novels.

### EXPERIENCE

#### Insaaf Fabrics, Sales Assistant

May - Sep 2017

Responsibility for:

- Assisting & supporting the store team and manager.
- Assisting customers on styling advice, providing a positive experience.

#### Sid & Mallory, Client Brief

Sep - Dec 2019

Fashion Management - Collaboration

- Curating a creative & written content
- Evolving the company to reach out to a target market they are missing out on while mentioning the stores ethos.
- Producing a studio based photoshoot for the clients social media and promotion.
- Working efficiently with a team to reach the final brief outcome for the client.

#### Martini Taxi, Social Media Marketing

May -July 2020

- Posting on social media platforms - Facebook, Instagram.
- Experience in a marketing and advertising.
- Developed a strong communication skills; demonstrated through face to face approach, written work visual language.
- Working with graphic design.

#### Baozi Jewellery, Creative Brand Intern

Jul 2020 - Jan 2021

- Graphic design creative visuals, images, Gifs-- Instagram / Facebook / LinkedIn
- Website- Build on creative concepts to highlight the commercial proposition
- Create and ideate video snippets for instagram
- Blog/Newsletter- Create and ideate the layout
- Brand Exploration
- Collaborate with PR and Marketing
- Creating brochures and marketing approaches
- Understanding the brand and promo
- Stock Product Images - develop on the current stock product images on the website

#### Graphic Designer, Freelance

Jan 2021 - Sep 2021

Responsibility for:

- Creating custom graphic designs based off clients brief
- Collaborating in creating personal branding ( logos, banners) for clients

### ACHIEVEMENTS

Produced Trendbook in collaboration with Unique Style Platform (feturd on website and social media)  
Contributed to successful team Enterprise project  
Exhibited work at Northern Souls event  
Collaborated with Lumai on final project (producing a brand guidelines)  
Entered GFF Awards 2022

### TECHNICAL

- InDesign
- Procreate
- Photoshop
- Microsoft Office 365
- Illustrator
- Premiere Pro
- XD Design

### SKILLS

- Brand Auditing
- Brand Direction
- Creative Writing
- Trend Prediction
- Project Leader
- Graphic Designer
- Event Planning
- Communications
- Retail Sales
- Visual Merchandising
- Time Management
- Public Relations
- Window Display
- Look book Artwork
- Event Strategist
- Talks / Seminar
- Socials
- Website Design
- Layout Design
- Blog/ Newsletters

#### REFERENCES:

Paul Luke  
Course Leader  
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Curious to see more of my work in full,  
then visit my Website and Instagram!

<https://sehrrashid.wixsite.com/mysite>  
<https://www.instagram.com/sehr.creative>



WEBSITE



*INSPIRATION EXISTS  
ALL AROUND US.*

YOU CAN CHOOSE TO BE CREATIVELY INSPIRED  
AND OPEN YOUR SELF  
TO NEW OPPORTUNITIES AND IDEA





