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Signature (Student): *Sara Falivene* **Date:** 26-04-23

NiuMi

NEW OLD COMPLETE

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EBSC6021: Degree Project 22/23
Fashion Business & Management

Executive Summary

This work explores the market potential of NiuMi, an innovative accessories brand based on an upcycling design strategy.

Firstly, an overview of the current and future market trends and requests are investigated to identify a gap in the market and to design a business strategy following the data collected.

The primary and secondary research indicates that the need to feel sensation and commodity is powerful among fashion consumers. This behaviour change increased primarily after the pandemic when the world stopped, and people started prioritising their well-being and slowing down their lifestyles (Seibel, 2021). Moreover, according to McKinsey 2020, the pandemic years encouraged sustainable values, intensifying the control of “excessive consumption and irresponsible commercial practices” (McKinsey 2020).

Consumers need brand transparency to feel “safe” when purchasing and, as a result, are more motivated to invest and make an effort for sustainable products.

Following the report investigation and according to primary research (see appendix N.2), upcycling design strategies are very well seen by consumers and have significant market prospects from economic and social aspects.

This proposal shows in detail how NiuMi, an accessories brand made following an upcycling design strategy, has the right potential to satisfy current needs and gaps in the fashion market. The innovative re-design of wasted material will permit the outcome of an everyday product, suitable for an extensive range of consumers and perfect for reviving emotions through the touch of the fabric used.

NiuMi aims to share the importance of how, through a collaborative mindset, the fashion industry can be reconstructed following ethical strategies but still satisfy the market demands. Accordingly, NiuMi will collaborate with established brands in every collection for a more robust outcome and enhance its values.

As future considerations, the brand aims to expand its market in different EU countries, increase retailer partnerships and increment stock and product options.

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1.0 Upcycling Considerations

1.1 Upcycling Overview and Benefits

Social media interactions and reports show a growing desire for individualism and green consumption, especially in Gen Z. As a result, upcycling design strategies are becoming a very appreciated and common approach by fashion brands to save resources and positively impact the environment by reducing material waste. Moreover, according to the Fashion Climate Report by WGSN, circular models and garment life extension requests are rising, with great interest in fashion consumers. (Barnes et al., 2022)

According to Reet's analysis (2021) of UK fashion manufacturings, companies are used to generating around 24 to 40 % of wasted material in relation to the factory size, and at least 50% of that waste can be upcycled into something new. (Reet et al., 2021).

Different factors cause those wastes during clothing design and production.



Cutting Waste
&
Leftovers

Manufacturing
Miscalculation

Overproduction

Wholesale
Order
Cancellations

1.1 Upcycling Overview and Benefits

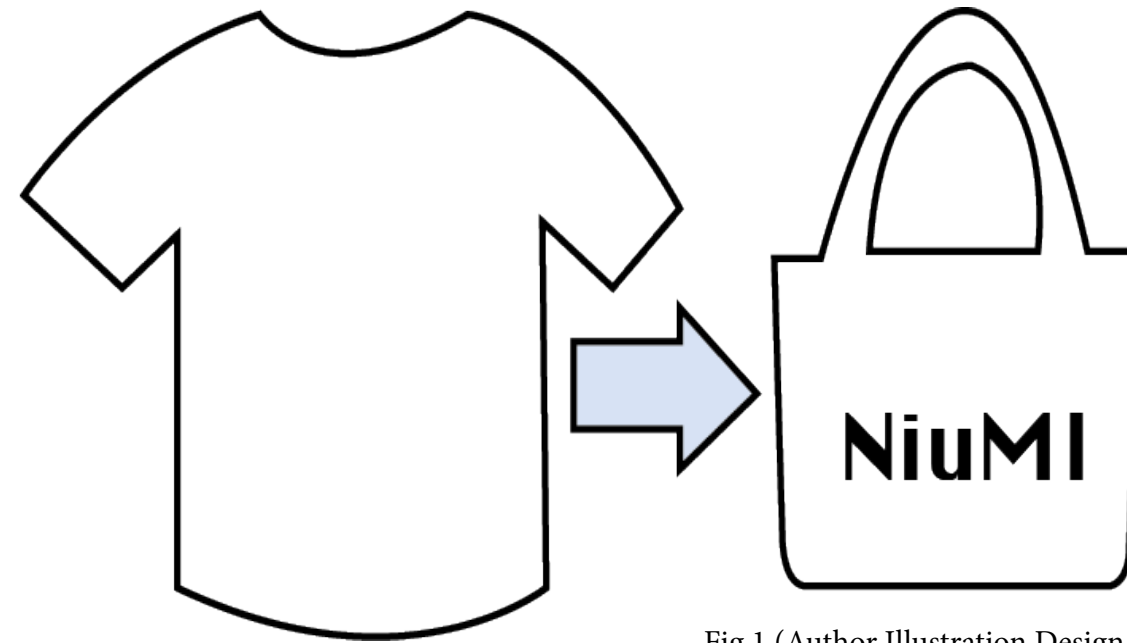


Fig 1 (Author Illustration Design , 2023)

Re-evaluating internal overstock and design new business strategies can facilitate waste production issues, satisfying simultaneously consumers' demand for uniqueness and DIY lifestyle trend.

An upcycling concept, therefore, represents a significant market opportunity for designers, which can take great advantage of the many innovative techniques to keep satisfying the constant consumer demand for fashion novelty through an environmentally positive product.

However, according to Dissanayake (2021), it is often challenging for established businesses to build a different business strategy, risking breaking the strong brand image and loyalty built in years of work (Dissanayake, et al., 2021). Following this, strong collaborations between realities can be the best approach to redesigning a more sustainable approach, allowing both parties to benefit from those partnerships (Blump, 2021).

2.0

Trend Investigation

& Product Forecast

According to the Workman study, individuals are driven to buy for Motivation and Needs. Motivation is attributed to “the physical, emotional, cognitive, or social influences that stimulate and direct behaviour” (Workman,2010) and, following his argument, can be split into utilitarian and hedonic.

The first shows why a consumer buys and uses an object. At the same time, hedonic motives are the psychological information our brain elaborates to choose between different colours or patterns, for example.

The author keeps analysing Schifferstein’s work on the importance of sensory modalities when choosing to use or purchase a product.

According to the study, touch is the most important for decision-making on fashion products as it quickly brings back to mind memories, feelings and a strong sense of gratification. (Workman, 2010)

In line with Hall trend analysis, increasing well-being and self-awareness will define an impactful consumer trend. People are looking to build a new harmony and devotion with their clothes that, through the sense of touch, can transmit a feeling of peace and protection. People are looking for garments that hug their body, making them feel secure and part of something (Hall,2022).

2.1 Micro Trend

Cosy Feelings & Comfort

59.2% of the people investigated believe that garments strongly influence emotions and feelings and are used to experiencing this. Moreover, 25.4% have never experienced any emotions but believe it can happen depending on the fabric use (Author, Primary Research 2023).



Fig 2 (Soft space Feeling , Pinterest 2023)

2.2 Micro Trend

65% of the surveyed, after Covid19, have started to change their fashion behaviour and needs, prioritising everyday comfort. Also, 46.5% are more careful on their fashion purchasing, prioritizing products essential for everyday needs rather than temporary satisfaction through unnecessary items. (Author, Primary Research 2023, see appendices N.2)

Versatile & Everyday products



Fig 3 (Matice - The Dance , Pinterest 2023)

According to current trend reports, young consumers require versatile and easy-movement garments for a better feeling during everyday tasks. Moreover, the strong connection with nature developed during the post-pandemic period has built a new style mindset in consumers' approach to fashion. The key action points are work wear-inspired items and a casual sense of style through ethical and high-quality local product manufacturing (Park, 2023). The #everyday, therefore, continues to have a substantial impact on consumers' minds, who are seen to prioritise practicality and durable materials (Correa, 2022).

2.3 Micro Trend

Uniqueness and Self Exploration

The “ The Uniqueness Theory” by Snyder and Fromkin (1980) defines that people dislike being perceived as too related or dissimilar between themes, feeling judged and uncomfortable in the society surrounding them.

The essence of this theory is the need for people to feel part of a community but unique at the same time in it. This behaviour requires consumers to avoid similarities and reevaluate their purchase habits and behaviours. (Abosag, 2020)

In the contemporary social media-affected society, consumers are driven to follow the mass, fighting to belong to something. However, according to contemporary trends and consumer research, after Covid Lockdown, people find self-harmony in diversity and self-expression, preferring uniqueness and creativity. Young consumers find joy in arts and crafts as a direct means to share and describe themselves. (Park,23)

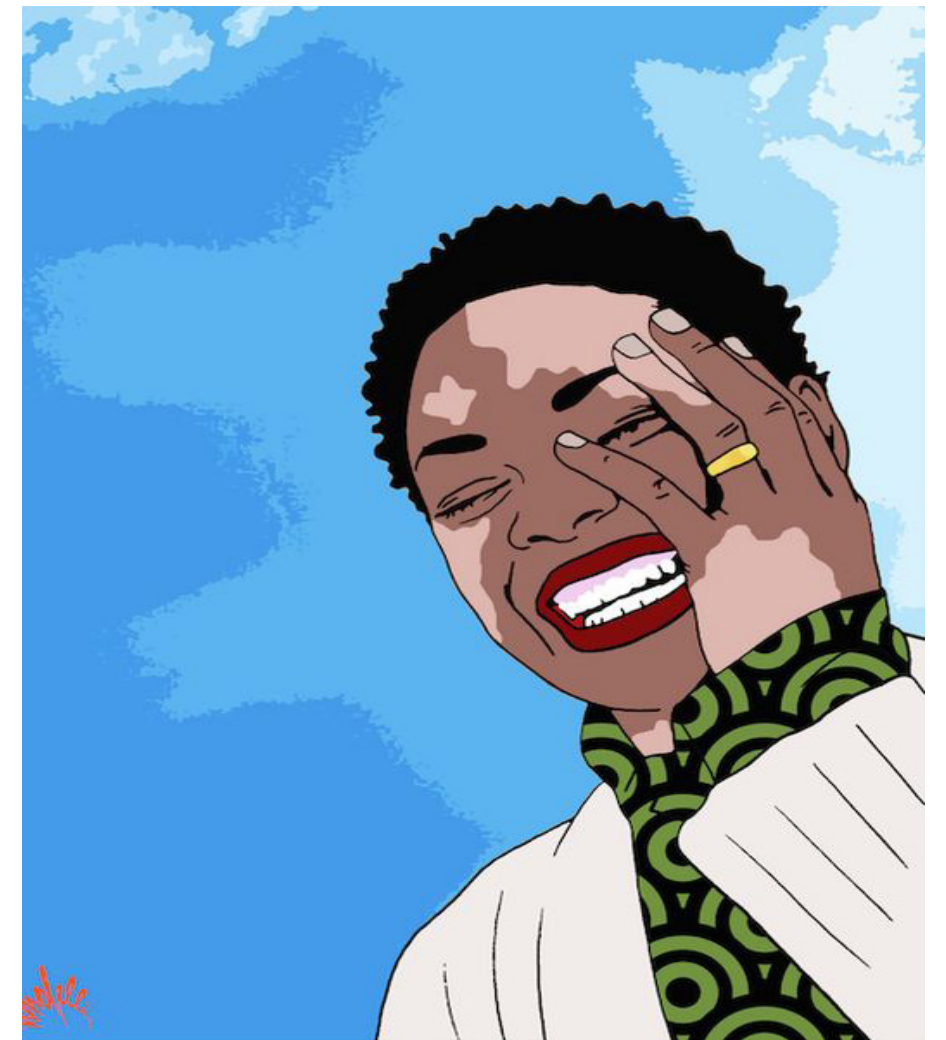


Fig 4 (Uniqueness in People , Pinterest 2023)

2.4 Macro Trend

Common needs & Community Mindset

Due to a lack of trust in political parties, economic instability and determination by people to combat loneliness, future consumers will see the rise of Neo-Altruism. This, a new term to define that consumers prioritise common and social needs more than personal benefits, as they feel more proficient, satisfied and of impact for the society. Moreover, re-humanising and returning to a normal lifestyle is crucial for concurrent consumers who build a stronger sense of productivity to make changes and recover a sense of community to feel part of something and helpful for others (Bell et al., 2023).



Fig 5 (Team Power , Pinterest 2023)

2.5 Macro Trend

Need of transparency and Brand Trust

“Transparency and trust have moved beyond marketing concepts to become a genuine and necessary focus” (WGSN, 2020).

Consumers increasingly request full transparency from the fashion industry, now in the spotlight for recently emerged greenwashing accusations. This lack of information provided brings consumers a loss of trust and interest as it is strongly perceived as disrespectful and misleading.

Consequently, people request a more substantial commitment of transparency to support ethical and clear brands. This behaviour is strongly motivated by the change of values and priorities in consumers' lifestyles and mindset, which has shifted consumers to invest in brands with a more similar perspective of how they conduct and priorities their lifes actions (Buzasi, 2020).

Moreover, according to a report by Forbes Magazine, it is difficult for brands to withhold information from customers due to the internet, especially social media, where information is easily accessed and spread quickly. By doing this, brands risk ruining their reputation and image and breaking a loyalty relationship with their customer (Hyken, 2023).

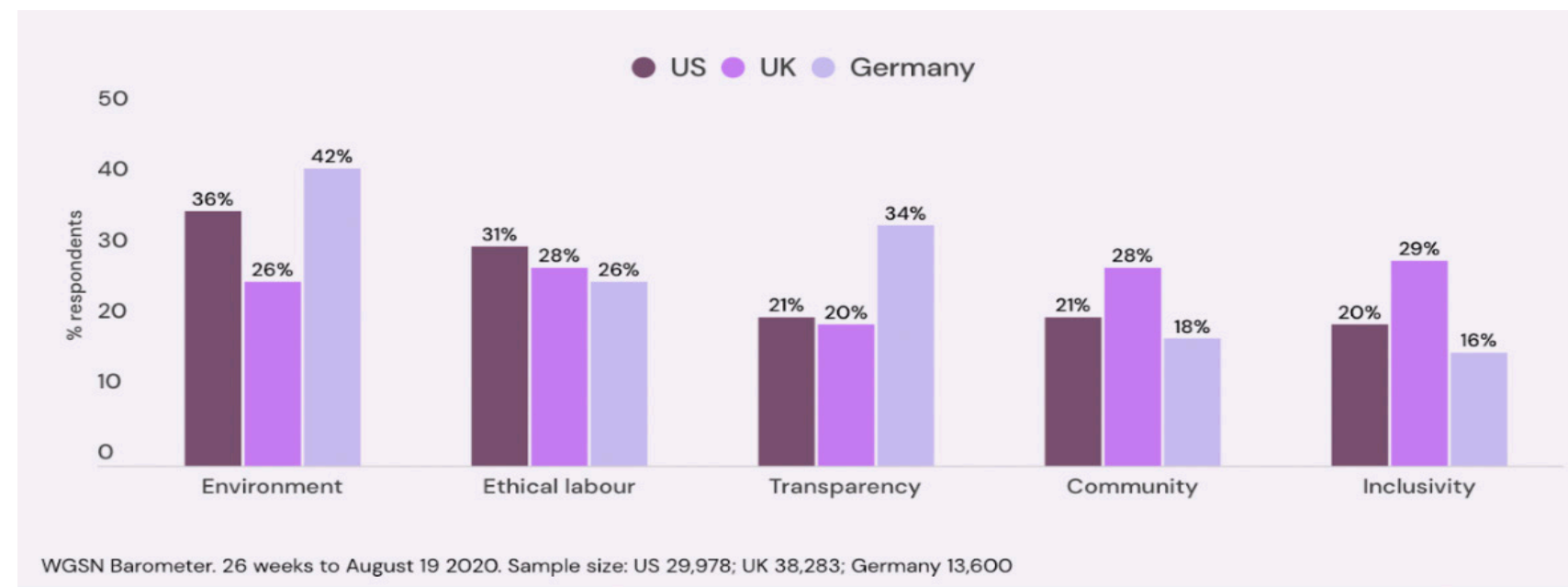


Fig. 6 Consumers Priorities on current issues when purchasing fashion.(WGSN, 2022)

Product Forecast

2.6 Product Forecast

“Empowering product owners via design to make, wear and re-pair in their own way will be key. Crafting, customisation, self-repair and modular transformation will all add value in this space (Hall,2022)”.

Creative customising

Following the upcycling design trend and high demand for uniqueness, DIYW is growing among fashion consumers who finally have the opportunity to personalise and make each garment unique. Customising permits combining different styles and allows people to create something that represents them entirely, mixing trends, fabrics and styles (Lynch 2022 & 2023).

Fig 7 (Costumize Sweater , Rocococeane 2023)

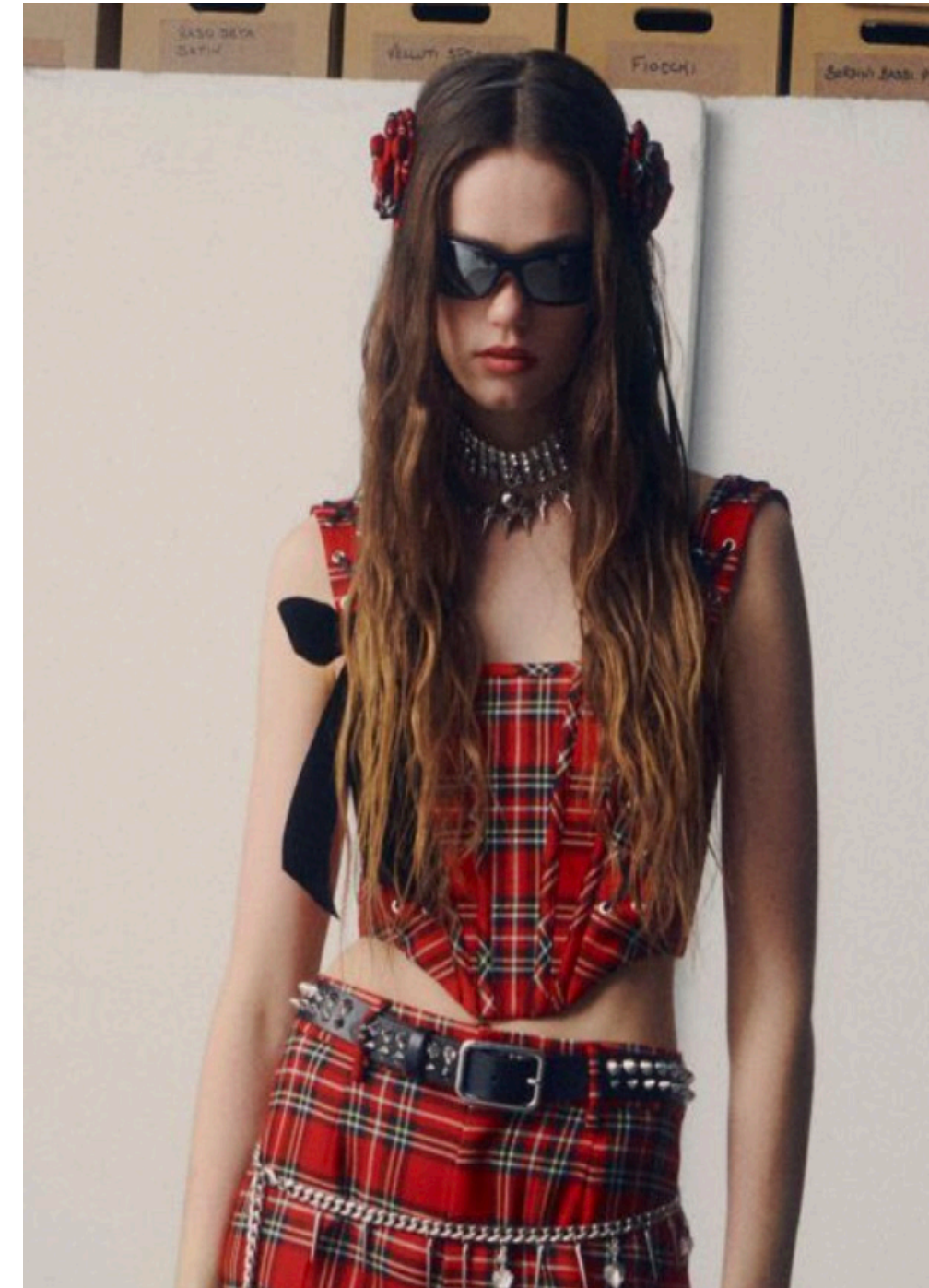


Fig 8 (Customised Style , WGSN 2023)

2.7 Product Forecast

Soft Space & Padded Details

“The practical and functional elements of outdoors wear will continue to spill over to fashion apparel and accessories”(Scullion, 2023).



Fig 9 (Soft feeling , WGSN 2023)



Fig 10 (Soft feeling , WGSN 2023)



Fig 11 (Soft feeling , WGSN 2023)

The increased request for functional elements leads to new waterproof and thermal accessories reminiscent of technical outerwear goods (Scullion, 2021). Furthermore, the clean and minimalist light tones design will also bring out and inspire a strong sense of comfort in consumers who are getting advantages of the #outdoor-proof trend to get closer to nature and a practical style (Collins, 2021).

According to Scullion data, a soft and enveloping aesthetic will be much appreciated and “trend-led retailers continue to grow padded and quilted surfaces across accessories assortments YoY (35% in the UK and 6% in the US)”. (Scullion, 2021)

3.0 Brand Introduction

NiuMi

3.1 Company Overview

NiuMi is a new fashion label focused on everyday accessories designed through an upcycling manufacturing strategy. The goods are made of wasted down jackets and puffed items, reutilised to create a contemporary product to satisfy consumers' daily needs and behaviours.

Following Blump's theory, circularity can implement a positive ethical result, but it is crucial to have a collaborative mindset to a profitable result outcome. Accordingly, NiuMI aims to collaborate with established brands, building partnerships and creating circular benefits between the parties.

NiuMi aspires to enhance the power of "Complete Goods'' in people's purchase decision-making, demonstrating that an upcycling approach can satisfy both needs and ethical behaviours.

The product will increase a circular mindset in consumers and motivate people to prioritise ethical consumption and take better purchase decisions.

NiuMi
NEW OLD COMPLETE

3.1 Company Overview

"As NiuMi founder, I aim to offer a product with the lowest environmental impact but the highest resolution and quality. I want NiuMi's customers to feel proud and satisfied with the product purchased building a brand that could collaborate with as many fashion realities as possible to get the best ethical outcome."

(Sara Falivene, Niumi CEO, 2023)

NiuMi concept offers the market a versatile and comfortable product in a historical period when people's behaviours have been particularly affected. Moreover, the brand is aware of the big fashion offer available on the market but believes purpose and values are missing or not priorities in competitors' strategies.

NiuMi will satisfy consumers' requests on trends and needs while aspiring to impact fashion manufacturing and brand priorities. A strategy supporting each other, according to NiuMi, can achieve ethical purposes faster and with a more substantial impact.

3.2 Brand name & Logo Identification

Niu:

New life and transformation of the waste .

Mi:

The wasted material.

The brand name, NiuMi, is a combination of the English and Italian languages. Correctly written as New Me but spelled as it sounds in Italian, the name was chosen to get an explicit and direct explanation of the brand's circular strategy.

NiuMi logo illustrates the brand name via an elegant and minimalistic design following the brand design strategy and branding.



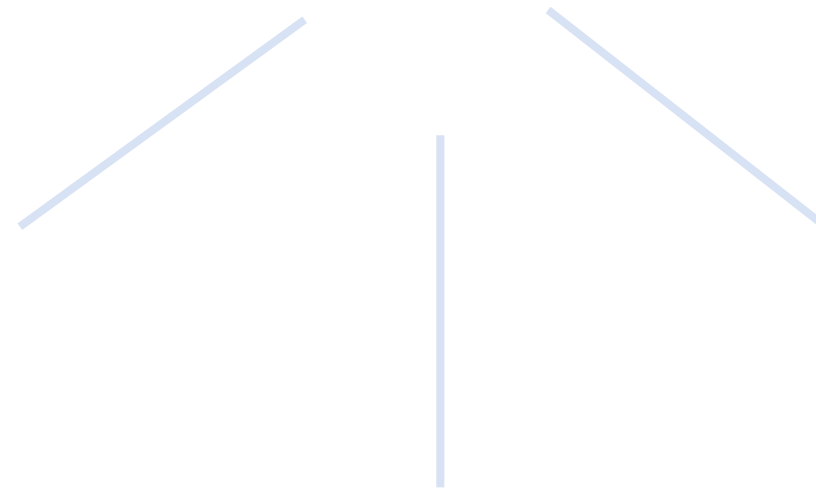
3.3

Vision

The brand aims to design a sustainable product suitable for different needs and consumer demands.

Niumi strives to implement an up-cycling strategy in the fashion industry, offering accessible and trendy items to attract consumers and implement ethical shopping.

Niumi



Mission

Niumi aims to design a product to change consumers' behaviour about the sustainable market and implement ethical in everyday actions.

Value

Niumi values a collaborative mindset to implement sustainable actions in the fashion industry as it believes more efficient than working singly.

3.5 PESTLE ANALYSIS

P

“The Environmental Protection Act deals with issues relating to waste on land, defining all aspects of waste management and places a duty on local authorities to collect waste. As a business, you have a duty to ensure that any waste your company produces is handled safely and within the law.” (Act 1999 UK Regulations)

NiuMi aims for a no-waste upcycling strategy designing products to use all available fabrics. The cutting waste or leftovers will be used for additional details on the item, such as inside pockets or similar. Moreover, through the collaboration strategy, NiuMi aims to “help” other brands produce the least waste, taking advantage of the waste for NiuMi collections.

E

“From 1 January 2021, the main changes are that; UK retailers that want to import the goods into the member state of the customer and sell them to customers will have to register in the EU member state of the consumer, pay import VAT and charge local VAT” (BDO United Kingdom, nd)

New Brexit regulations on export and import in the UK make it more costly for businesses to invest in more extensive territories. Because of the high duty and taxes costs, NiuMi, a new business with a small capital, has planned a market strategy solely in the English territory to prevent costs and invest more in the product offered.

S

“The collective impact concept was originally coined by the Foundation Strategy Group (FSG), in an article by John Kania and Mark Kramer, and suggests that organisations who are all working toward common social outcomes can achieve more significant, positive, sustainable impact if they work together rather than in their separate silos.” (Forbes, 2015)

The collaboration strategy applied by NiuMi aims to gain a more significant social impact on consumers who will feel more motivated and secure to buy from brands they have already experienced and trust. Moreover, the partnership will benefit NiuMi and the brand partner, making a more significant ethical impact on the market.

3.5 PESTEL ANALYSIS

T

“Recycling is common practice across the country and much of the world, it’s the collection, processing and remanufacturing of materials into new items to prevent them from ending up in landfills. Upcycling is taking an item that would otherwise be heading to the garbage or recycling, and repurposing it into something new and functional that is of higher value with a new extended lifespan.” (Louise, 2023)

According to NiuM’s concept, an upcycling design strategy has the potential to satisfy consumers’ need for uniqueness and ethicality, saving waste still in good condition and safeguarding the environment only by adjusting purchase behaviour.

E

“Upcycling benefits the environment by reducing the pollutants of air, land and water in the processing of new goods - as well as preventing additional natural resources from being used. It also reduces the amount of excess waste which would otherwise end up in landfills.” (Heal the Planet, 2019)

NiuMi upcycling design strategy aims to reduce contributions to air pollution caused by the fashion industry mass manufacturing production.

L

“Corporate sustainability reporting introduces more detailed reporting requirements and ensures that large companies are required to report on sustainability issues such as environmental rights, social rights, human rights and governance factors. The CSRD also introduces a certification requirement for sustainability reporting as well as improved accessibility of information, by requiring its publication in a dedicated section of company management reports.” (European Council, 2022)

NiuMi strongly values brand transparency to provide customers with all information required to trust the brand and build an authentic relationship of trust and loyalty. Moreover, NiuMi will update its Green Certification annually through Global Organic Green certification services.

4.0 Sustainability & Ethics

4.1 The 4 c’s of Sustainability

COLLABORATION	CONTROL	COMMITMENT	COMMUNICATION
NiuMi believes the first strategy to follow to gain concrete sustainable results is to work together, supporting each other's realities and designing business strategies for collective benefits.	NiuMi identifies as a sustainable company and tries to maintain the best asset for its cause in all its actions and developments. To deliver the best product, NiuMi has maximum control over manufacturing, warehouse, deliveries and final product check, ensuring transparency and truth to it’s customers.	NiuMi aims to always prioritise ethical and long-term strategies to ensure perseverance on brand identity and values.	Niumi's social media accounts and platforms will be regularly updated to have the best transparency with the customers,delivering ethical strategies and encouraging positive fashion behaviour.

4.2 CSR objectives (A. Berle and M. Dodd, 1930)

Brand Strategies to benefit the environment

Community & Social awareness

Persecute innovation

4.3 Ethic and Niumi's customers

“Fashion Brands ... are called to address the information gap, engage consumers on product durability and impact; and make sustainable purchases more convenient and appealing. This will make them successful, while help shifting consumers toward more sustainable consumption.”(Federico Levato, EMEA Leader)

Niumi encourages people to make better ethical fashion choices, offering a product suitable for many and that can satisfy people's needs, behaviour and trends in the market. It aims to design a reality where people can feel secure of what they are buying, knowing the full manufacturing and story of the product purchase.



Fig 12 (Books, Pinterest 2023)

5.0 Customer Segmentation

5.1 NiuMI Demographic

The target market includes an age range between 23 to 45 years old consumers, looking for the right accessories to match their frenetic lifestyle and work duties. Millennial and GenZ are looking for artistic and colourful garments that, with the use of sustainable materials, will add strong character to the fashion piece. (Park, 2023)

NiuMi consumers are looking for a versatile and comfortable garment, with the purpose of a practical and efficient lifestyle.

Based mainly in the UK and North European Capitals, NiuMi's consumers have university degrees specialised in creative and developing industries.

Mostly single or unmarried, have more opportunities to prioritise themselves and indulge with not necessary and medium profile purchases. Besides, according to the manufacturing and the garment price range, the suitable consumer will have an average salary (relative to the UK work industry) that will permit them to invest in more unique and sought-after items. The range of products and the classic/ minimalist style of the collections, will guarantee a unisex target, giving everybody the freedom to choose the desired pattern and model.



Fig 13 (Group of Young People, WGSM 2023)

5.2 NiuMi Info-graphic

NiuMi's consumer lifestyle is frenetic and always looking for novelty and new experiences. The brand costumer works in the creative industry or other businesses concerning current social and environmental issues. Weekdays are usually spent at the office or travelling for business. However, during the free time Niumi consumers appreciate spending time outside, enjoying the vast opportunities offered by the big cities such as art galleries, vintage shops and a cafe in good company.

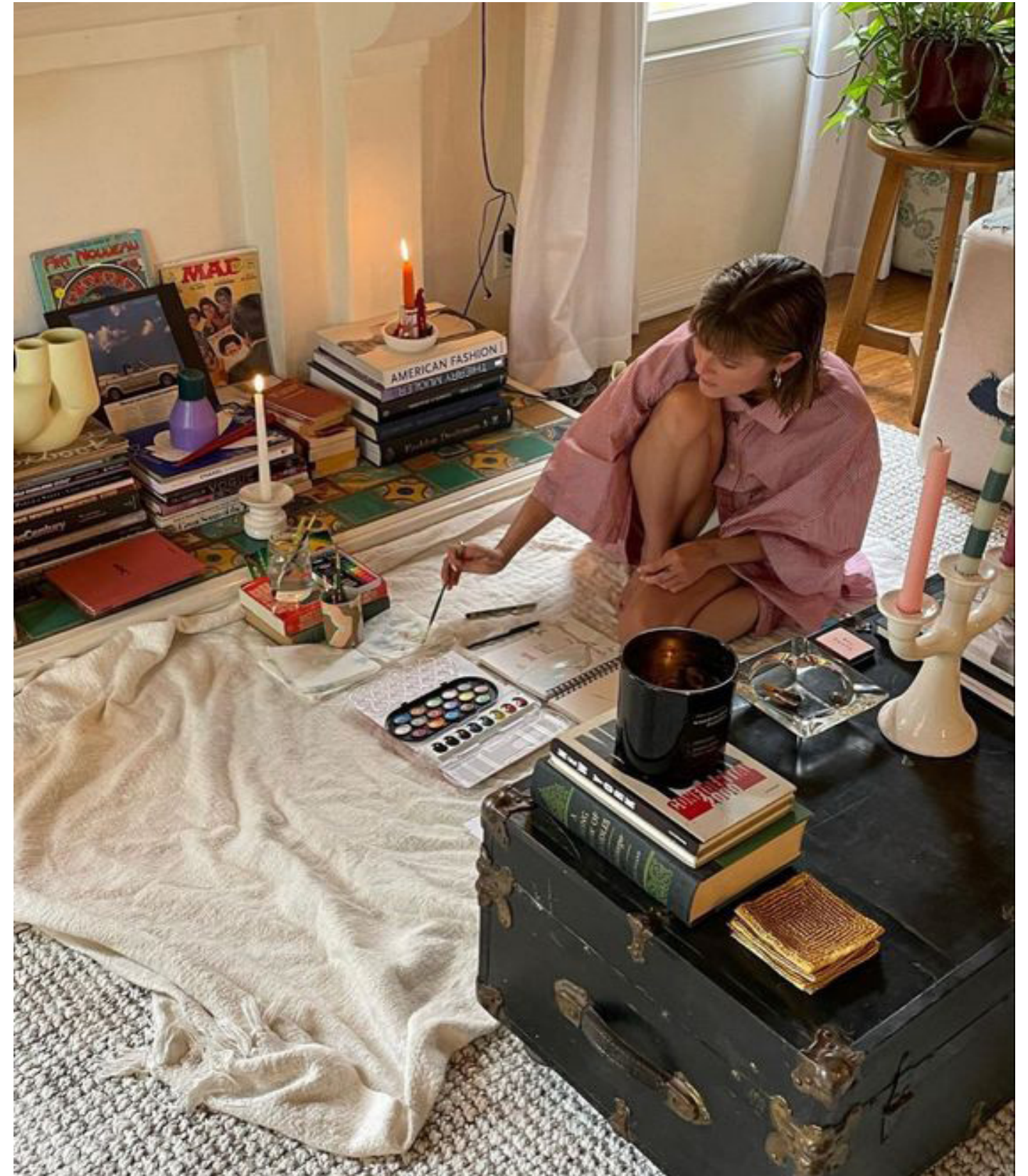


Fig 14 (Aesthetic Picture of Lifestyle,Pinterest 2023)

5.3 NiuMi Consumers Values & Concerns

The average consumer is particularly aware of the big impact the fashion industry has on the environment and are very willing to take small daily actions to improve their behaviour from different perspectives. Moreover, they particularly value small business with a purpose and story, choosing those more than big firms.

Infact, according to their lifestyle and revenue, they prefer to invest more on a small sustainable business instead of a lower price garment from a bigger firm. However, the product quality and transparency is crucial for NiuMi's consumers who pretend much informations on products (Tan et al., 2023).

NiuMi's customers are characterised by solid self-esteem used to express themselves freely through unique and particular garments, showing their strong personalities.

According to the data from a survey conducted on a group of 44 people: 70.5% of the respondents have purchased at least once a product only because of its purpose. (Author, Primary Research 2023)

“62% of Gen Z prefer to purchase from sustainable brands and are willing to pay for ethically produced products”(Tan et al., 2023).”

5.4 Costumer Research

Potential Consumer

Olga Racheli - 22, Italy

Profession: University Student

Interest: Politics, Fashion, Ethical Conscious, Women Rights

How do you feel about fashion sustainable market options in your country?

"In Rome, compared to many other European cities I have been to, it is tough to find good sustainable options, especially as a student with a limited budget.

Green options are minimal, and prices need to be more competitive. Indeed, to produce a good ethical product, the price has to be higher compared the market. However, we live in a competitive society, so even more singular products should compete and be accessible to everyone."

What price would you consider acceptable for a sustainable accessory, such as a work bag or similar?

"Probably around 90€ even though it is an amount I am not used to spending on clothes. However, knowing I am investing money on a durable and good quality product and not "buying the brand name", would definitely encourage me more."

Knowing NiuMI's story and values, would you buy a NiuMi product online or in-store instead?

"I usually buy any type of product in-store, especially the type of product NiuMi offers. I would definitely go to a shop to touch the fabric, try on the item and feel the sensorial aspect the brand aims to satisfy."

Fig 15-16 (Interview Respondent Pictures ,Private Archive 2023)



5.5 Costumer Research

Potential Consumer

Enrico Molaioli - 23, UK

Profession: University Law Student

Interest: Environmental Law, Ethical Conscious, Animal Rights

How do you feel about ethical fashion in the UK?

“Ethical fashion is an ambiguous concept for me. I am naturally mindful of artificial concepts like ‘sustainable development’ or ‘sustainable market’. These are just balances of interests, compromises to allow development to continue while also maintaining that it can’t be done in a way that is ecologically insensitive. Still, matters are in the hands of people who have more interests in development than they have in ecology, and the influence of capitalism is hard to dismiss in any context. For example, what’s the point of making sustainable clothing if no one can afford to buy it? Especially in London, vintage clothing is out of most people’s budgets, and if that is the only sustainable option in the market it means customers won’t choose to buy it even if they wanted something environmentally friendly. For that, I am still more used to purchasing second-hand items rather than new sustainable ones. It’s always hard to understand the actual nature of the product because of greenwashing brands and the prices most of the time are insanely high.”

What do you think of brand collaborations and NiuMi’s new concepts?

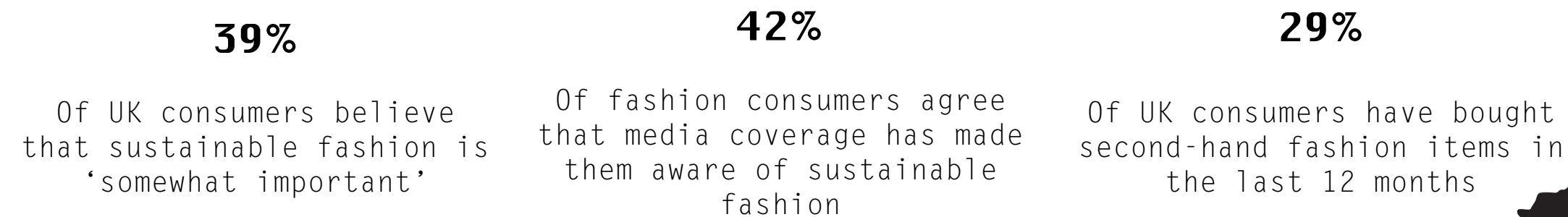
“I am not a huge fashion lover and I have to admit I am not the most informed of collaborations or ‘niche brands’. Still, a NiuMi product sounds like an interesting choice especially for its simple design and resistance. I am not really for one-purpose products, and I don’t often buy new items, so when I’m looking for something I prefer products that are likely to last a long time and can be adaptable to different situations and contexts.”



Fig 17 (Interview Respondent Picture ,Private Archive 2023)

5.6 UK Market

UK Fashion and Sustainability Market Report 2022



Although the cost of living and inflationary pressure intensely affect consumers' purchases and lifestyles, consumer green awareness is increasing. Now people are prioritising good quality goods instead of fast fashion brands, with a deeper understanding of the potential of upcycling, second hand and repair options. However, according to the report, ¾ of the consumers are still uncertain about greenwashing and honest ethical brand strategies. (Ceron, 2022)



Fig 18 (UK Map, Vector Stock 2023)

6.0 Business Model Canvas

Key Partners Retailers and e-commerce partners. Partnerships with established outerwear and sportswear brands. Designers specialised in Upcycling design.	Key Activities Design of upcycled accessories through wasted materials of brand partners. Strong marketing exposure on ethical design strategies as landmark for people willing to learn more about the topic.	Key Resources Fabrics Manufacturing Workplace E-commerce Platform
Customer Relationship Niumi aspires to build a loyal and trustful relationship with consumers, designing a transparent concept that people can feel comfortable and secure to be part of it. Strong interaction through NiuMi's social media platforms to build a trustful community with customers. Customer trust towards NiuMi because of it's values, transparency and collaboration with established brands.	Channels TikTok, Instagram and LinkedIn E-commerce website Partners E-commerce/shops Pop Up Shop	Customer Segmentation Young generations of consumers looking for unique and ethical products High interest in shopping with a purpose Prioritise good quality and smaller purchases Looking for products suitable for different daily needs
Value Proposition A transparent firm focus on collaboration and accessibility. Implement upcycling design for everyday consumers' needs. A brand that follows consumers' needs and market trends.	Structure Cost Fixed Cost: Apparel production, Team Salary, WorkPlace Office rents, the Development team(ex. design strategy improvement), Ecommerce Shopify Platform Variable Cost: Marketing Campaign, Collaborations Commission, Taxes, Payments fees, Materials ,Apparel production	Revenue Streams Wholesale partnerships E-commerce Sales Marketing Collaborations

7.0 Market Competitor & Business Inspiration

7.1 Competitors Overview



Fig 20 Brand Logo, Xnovo

An Italian brand founded by young people from Rome with a strong passion for fashion and a willingness to make an impact in the industry. X-Novo's Definition of "from the beginning" from Latin is an upcycling fashion brand that aims to promote a circular strategy through art, sustainability and innovation. The brand collaborates with artists to give a new unique aspect to use garments. (XNovo WebSite)



Fig 21 Brand Logo, Re-Sails

Founded in 1996 in the USA is the first brand using old sails as fabric to manufacture sails bags. The product range is mainly composed of sail and travel bags. (Re-Sails Web-Site)



Fig 22 Brand Logo, IWasISahari

Founded by a group of women artisans in India, is an excellent example of a successful upcycling fashion brand. In 2013, the team started to upcycle old and second-hand Sahari, redesigning accessories such as tote bags, hair clips and scarf. Over the years, the collections and goods offered expanded, and the brand is now well-known for its design and manufacturing strategy worldwide. (I was A Sahari WeSite)



Fig 23 Brand Logo, Roop

A UK-based bag fashion brand using deadstock for an upcycling design strategy outcome. (Roop WebSite)

7.2 Competiors Costumer Overviwe

<div>X-NOVO</div> <div>Young Audience and product explicitly offered for a small range of people</div>	<div>Re-sails</div> <div>Millennial audience and product offer leaning to sailing passionate and nature-oriented people (products for specific needs)</div>
<div>I Was A Sahari</div> <div>Women-oriented fashion brand versatile for an extensive range of age</div>	<div>Roop</div> <div>Women-oriented fashion brand suitable for a young/medium age customer</div>

7.3 Brands Competitor Analysis

<div>X-ovo</div> <div>Good social media interaction and promotional events</div> <div>Small products offer</div> <div>Updated and easy-to-navigate e-commerce website</div> <div>Strong brand values</div>	<div>Re-sails</div> <div>Great customer service</div> <div>Small social media interaction with customers</div> <div>Great effort in promoting upcycling strategies</div> <div>Small brand history and manufacturing information</div>
<div>I Was A Sahari</div> <div>Great social media interaction and contents update</div> <div>Large product offer</div> <div>Great sustainable and transparency efforts</div>	<div>Roop</div> <div>Only very feminine products</div> <div>A limited range of product</div> <div>Good looking e-commerce website</div> <div>Great social media interaction</div> <div>Lack of information about manufacturing and brand history</div>

7.4 Competitors Price & Place

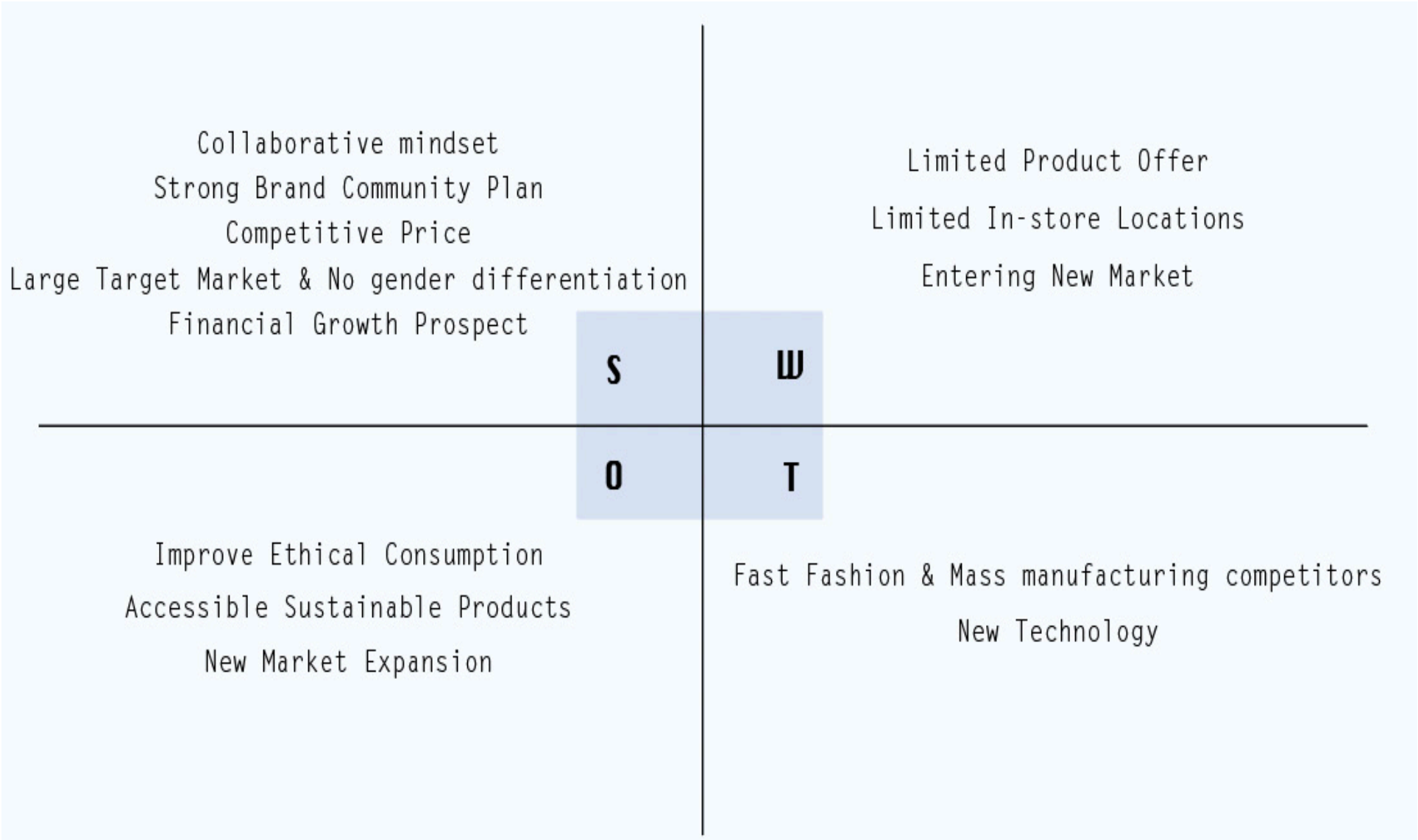
Price

<div>X-NOVO</div> <div>20-250£</div>	<div>Re-sails</div> <div>100-250\$</div>
<div>20-80£</div> <div>I Was A Sahari</div>	<div>40-70£</div> <div>Roop</div>

Place

<div>X-NOVO</div> <div>Italy (Rome)</div>	<div>Re-sails</div> <div>US</div>
<div>World Wild</div> <div>I Was A Sahari</div>	<div>UK</div> <div>Roop</div>

8.0 NiuMi Swot Analysis



9.0 Product Introduction

NiuMi

9.1 Product

Niumi is an accessories fashion brand providing sustainable products made through an up-cycling strategy of discarded fabrics and overproduction garments. The fabrics are re-worked and given a new and complete existence to promote ethical fashion consumption. The concept consists of limited edition collaboration with established brands that will provide Niumi with fabrics that specialised professionals in upcycling design will redesign to create unique products.

The range of products will mainly consist of backpacks, tote bags and computer cases, with the prospect of expanding the range.

Each collection will develop unique models, and a unique pattern will characterise the goods according to the wasted fabric reutilised.

Moreover, what characterises NiuMi is the possibility of selecting the apparel, choosing between colours and sections to assemble, giving each accessory even more uniqueness.

9.2 Product Sample

A product example from the Uniqlo x NiuMi Collection SS23 shows the section parts of the product available to assemble choosing from different colours and patterns.

The assembly is possible through straps that allow two pieces of the accessory to join in a very resistant way. This allows the costumers to purchase different colours and always make the item unique.



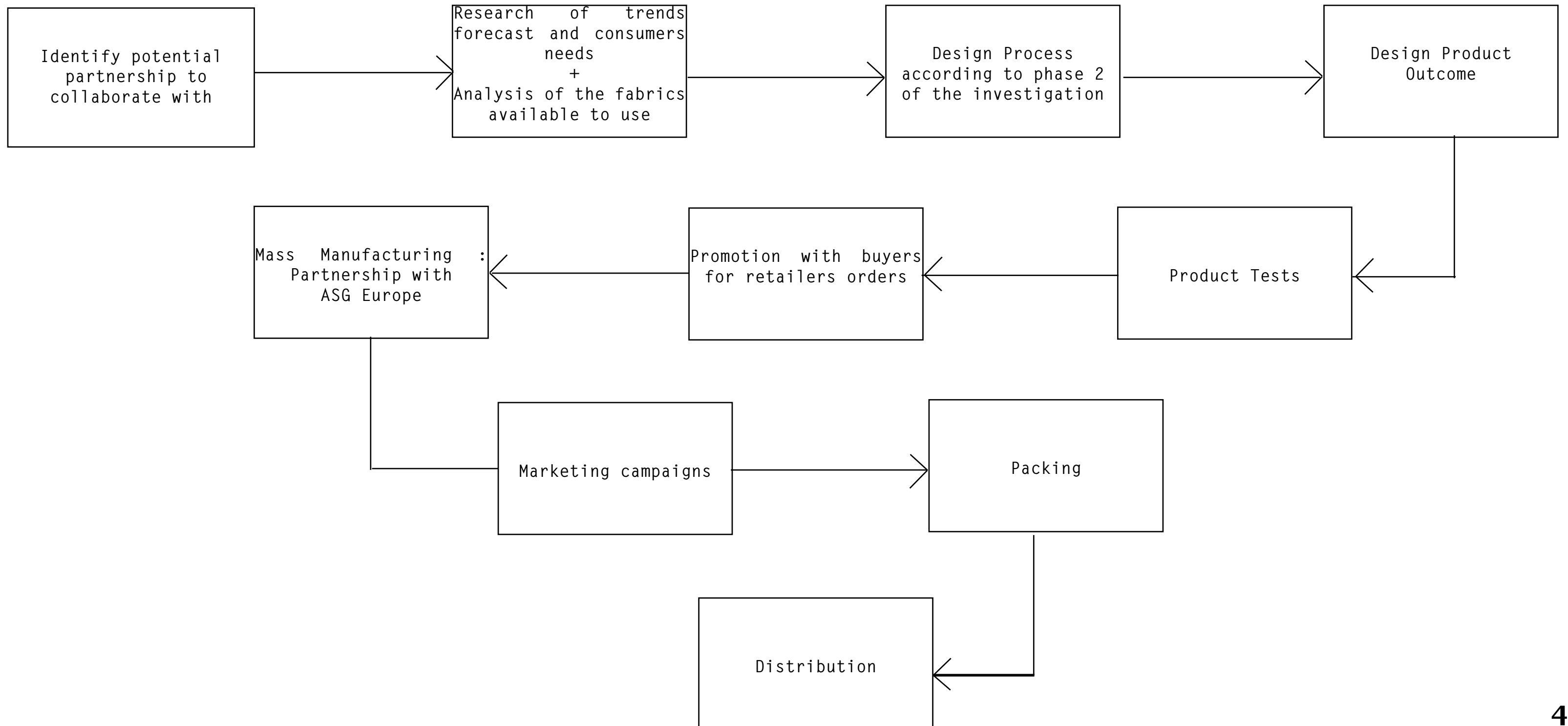
9.3 Product

Materials

Each pieces of each accessory will be different based on the reused waste material. However, working predominantly with sport and outerwear brands, the primary materials will be waterproof or sporty textiles.

Following the " soft space & padded detail" trend, NiuMi aims to design items to increase a sensorial feeling by touching the fabric. Therefore, the collections will predominate padded elements recycled from down and winter jackets, recreating a sensation of softness to the touch.

9.4 Product Process



9.5 Packaging



Fig 23 (Etsy, 2023 Plastic Bag)

The package will be made of recycled plastic, and the design will permit the customer to reuse the bag for other needs, avoiding waste and valuing NiuMi circular design strategy. In addition, the see-through composition of the bag was chosen to connect the item to the brand concept and transparency values, relating the packaging to the purchase inside.

9.6 Key Partners

Niumi aims to build strong partnerships with established brands to design products made of manufacturing and overproduction textile waste by the partner.

NiuMi will launch four limited edition collections annually with four different brand partners using their waste materials. The concept is designed so NiuMi can collaborate with as many brands as possible and allow many to participate in a sustainable fashion project, even brands that do not usually follow ethical strategies.

According to this, NiuMi's primary goal is to create a brand that can, through teamwork, make a difference in the fashion industry and the environment.

Indeed, working with a new reality will also increase NiuMi audience appreciation and quickly insert and affirm the brand on the market.



Fig 24 (Pinterest 2023, Handshake)

10.0 NiuMi Collaborations

The following garments proposal are samples for a better understanding of the project. The brands in collaborations have been chosen based on their values and market potential for a partnership with NiuMi, however, are purely fictional, and no agreement has been made between the parties.

10.1 NiuMi Collaboration Overview

78.6% of the respondents are used to buying from brands they already know, trust, and are confident of the product when purchasing expensive and long-term garments (Author, Primary Research, 2023).

50.7% of the respondents are very interested in brand collaborations, and 63.4% have discovered interesting brands thanks to collaborations of brands they were used to purchasing from (Author, Primary Research, 2023).



Author Design Illustration

The data collected shows strong attention and loyalty to brands, proving consumers feel more secure buying from brands they trust and know. For this reason, Niumi collaborations will help the consumer to trust the new brand more, building a stronger and faster trust relationship. Moreover, knowing that the product they purchase has a strong bond with well-known and acknowledged brands will stimulate the consumer to try the new company in the industry.

Uniqlo will implement its “Recycle, Reuse, Reduce” sustainable movements in collaboration with Niu-Mi for the SS24 collection of the brand. The limited edition collection will use Uniqlo unsold and wasted fabrics from the SS23 collection, giving a new and stylish life to those wastes still in good condition.

NiuMi collection item design revisiting the waste original design and potential.



Uniqlo Waste Garment

Face: 100% Polyamide/ Filling: 100% Polyester/ Back: 100% Polyamide/
Pocket Lining: 100% Polyester

10.2 Uniqlo x NiuMI

Example of product outcome after rethinking the waste materials provided by Uniqlo.



Shell: 66% Polyester, 34% Polyester - Recycled Fiber/ Hood Lining: 65% Polyester, 35% Cotton/ Pocket Lining: 65% Polyester, 35% Cotton

10.2 Uniqlo x NiuMi

Example of product outcome after rethinking the waste materials provided by Uniqlo.

The Tote Bag



Face: 100% Polyamide/ Filling: 100% Polyester/ Back: 100% Polyamide/
Pocket Lining: 100% Polyester

Patagonia x NiuMi

The brand, already well known for its numerous ethical actions, will implement its green design strategy through a collaboration with Niumi. The collection, following NiuMi guidelines of goods to include and business identity, will see the outcome of three limited edition garments.

The Travel Bag

NiuMi collection item design revisiting the waste original design and potential.



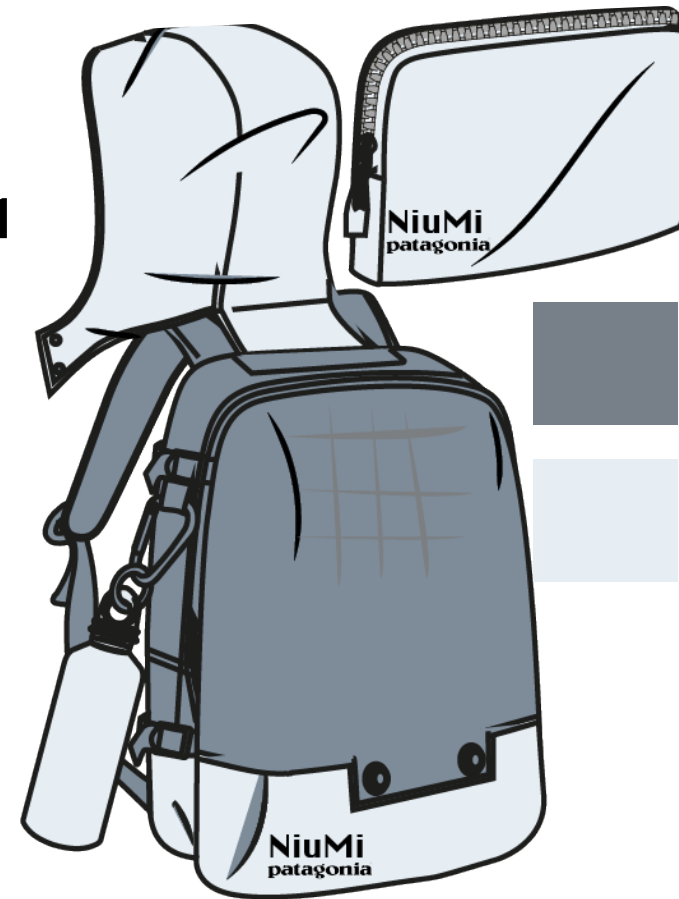
Patagonia Waste Garment

100% postconsumer recycled nylon ripstop made from recycled fishing nets to help reduce ocean plastic pollution

10.3 Patagonia x NiuMI

Example of product outcome after rethinking the waste materials provided by Patagonia.

The Back Pack with Hood 2in1



The Computer Case



100% postconsumer recycled nylon ripstop made from recycled fishing nets to help reduce ocean plastic pollution

10.3 Patagonia x NiuMI

Example of product outcome after rethinking the waste materials provided by Patagonia.



Fleece made of 100% polyester (85% recycled).

11.0 Price

11.1 Price

“Several studies found that even though consumers, in general, have positive attitudes toward sustainable products, they often end up not purchasing sustainable products...consumers tend to pay more attention to the price of products than otherwise behaving ethically in the marketplace” (Shen, 2013)

NiuMi price's strategy aims to change the consumer behaviour explained by Shen, offering the market a product accessible to many. Moreover, the instalment payment options will motivate the consumer to invest in the product aware of the purchases quality and durability. Based on a Competitive Price and Penetration Pricing strategy and considering the high-quality manufacturing of the product offered, Niumi accessories will have medium/high range costs.



The price range shown is indicative numbers to identify a range; however, for each collaboration, the price will adjust with the brand partner agreements and the manufacturing expenses. NiuMi will always try to create an accessible product for many, to implement upcycling purchases. However, the brand is aware that the cost of producing a quality, sustainable product is higher than many options on the market.

Payment Methods On Niumi’s e-commerce website, different payment options will be available to guarantee the best service to all customers. In addition to the standard method as Debit cards and Credit cards, a third-party payment service will offer a “payment by instalments” option split into 2 or 3 and offer the opportunity to many to purchase a beneficial product. .

12.0 People

Niumi believes in inclusivity and is open to welcome in the team any applicant profile from all sex,, gender, disability and background. As a brand that gives much importance to collaboration, as shown by the brand design strategy, Niumi is looking for strong mutual support through the team members, with the aim to build a loyal brand family.

12.1 Current Employ



Founder & Sales Associate: Sara Falivene specialised in management duties and responsible for the Sales & Wholesale department.



Creative Director



Inhouse Atelier Team (two people): Head of design & Designer Assistant specialised in fashion upcycling design



Head of Raw Material & Resource



Head of Marketing and Communication

Fig 25, 26, 27, 28,29 (Pinterest 2023 Illustrations)

12.2 Future Employ

As a small business soon to be released in the market, Niumi's team is now composed of 5 team members with the prospect of expanding the team by the next 3 years on the market.

Future Employ Plan

Head of Sale and Wholesale + Assistant

Expansion of the design team

Customer Care specialist

IT consultant

Internship position

Brand Priority

A safe and equal work space

Mental Health

Equal and honest salaries

Value of current social matters



Fig 30 (Pinterest,2023 Hand Illustration)

13.0 Place

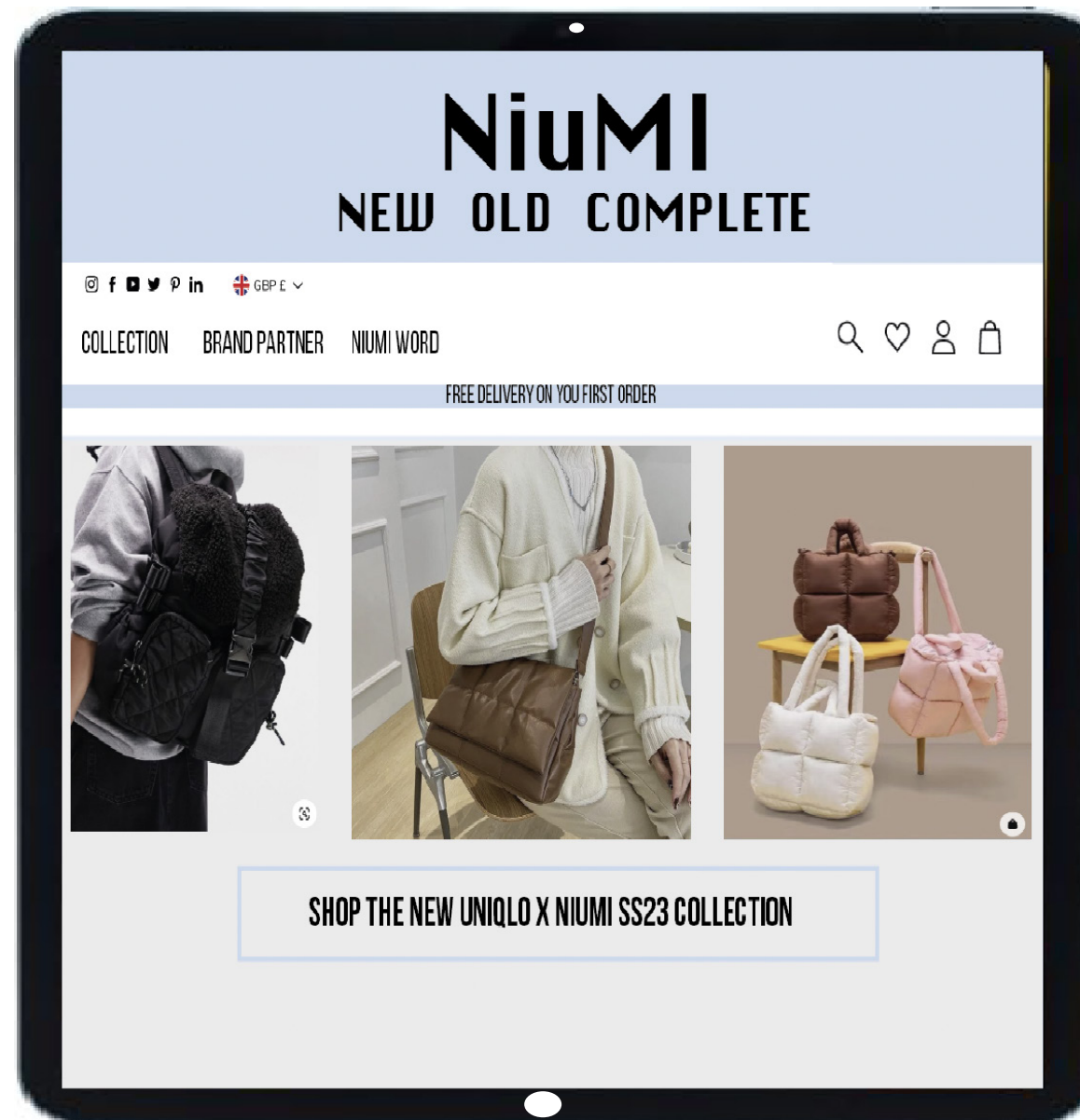
13.1 Place – Online Opportunity

NiuMi will be available online on the brand e-commerce platform, through the social media shops section and on the collaboration partners online sale systems.

Niumi e-commerce is accessible through any portal and guarantees maximum efficiency and up-to-date information. Moreover, a specific section will assure transparency explaining the brand story and manufacturing information.

E-commerce Aesthetics

NiuMi's website aims to reflect the brand values and branding strategy through a platform that people can easily navigate and explore.



Ecommerce Prototipe

Colour of trust, loyalty and depth, will be associated with NiuMi's brand strategy values.

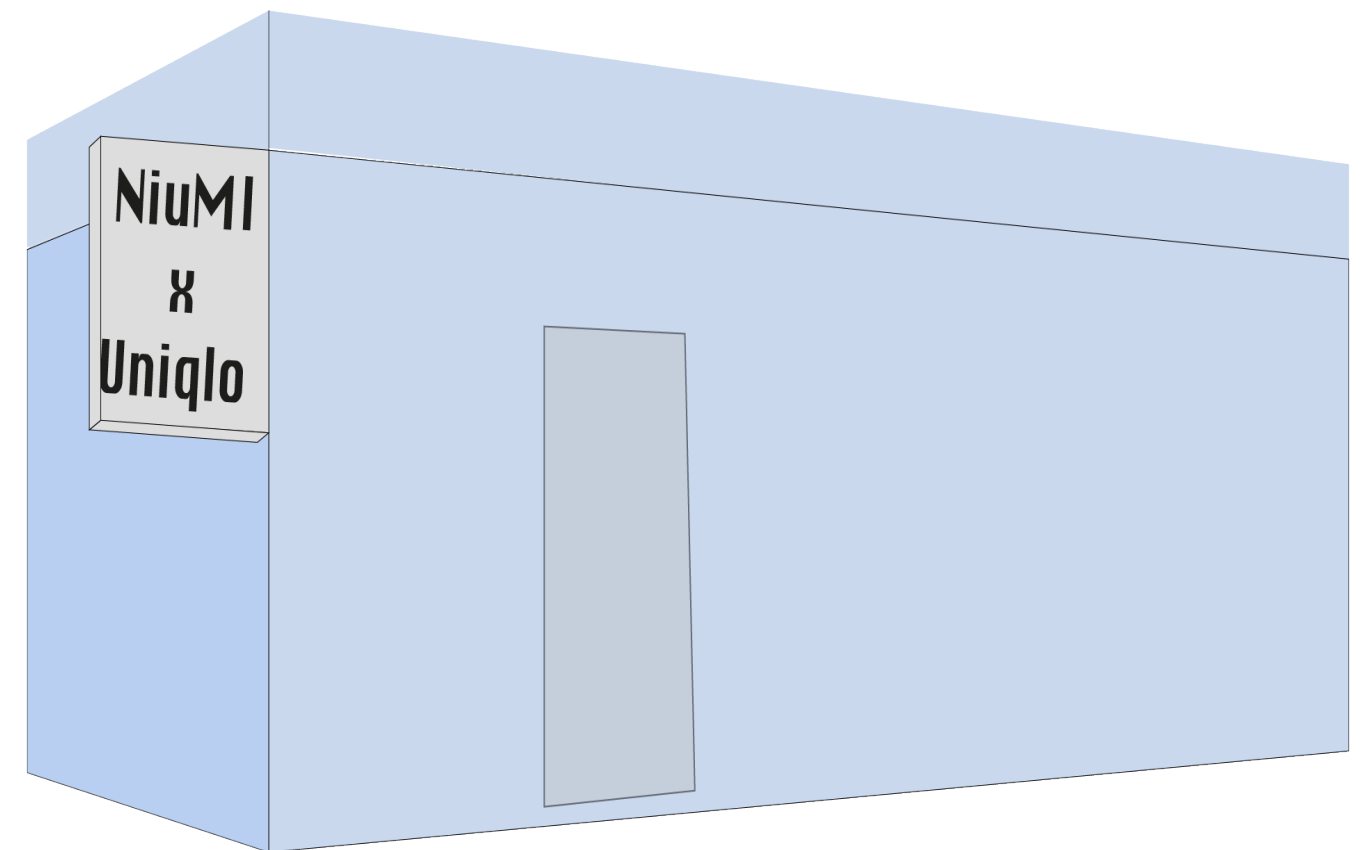
Colour of elegance, modesty and power, will cater to the product's minimalist design but with a solid visual effect.

13.2 Place – Physical Opportunity

As one of the product's main characteristics is the touch feeling and emotions aroused by the fabric utilised, the NiuMi team believes an in-store purchase opportunity would make the product more desirable. Therefore, NiuMi collections will be available in retailers' shops to permit consumers to physically experience and analyse the products.

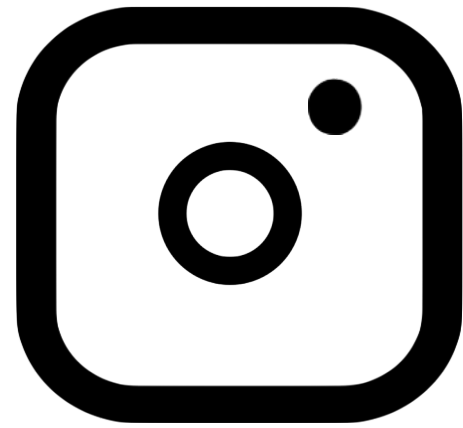
Moreover, at the launch of each collection, PopUp shops will be designed in a unique place in London, permitting consumers to interact with the new collection.

Pop Up Shop Illustration



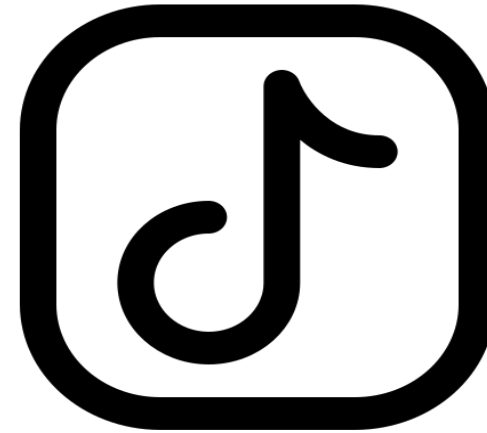
14.0 Promotion

14.1 Communication Channels



As the leading social media platform, Instagram will be decisive for immediate feedback on the collections and permit easy customer interaction with the brand. Moreover, as shown in the “Price” section, consumers can access the NiuMi shop through their accounts and easily purchase the collections.

The NiuMi Instagram account will also be continually updated, with the collection updated and relevant contemporary information to share with customers.



TikTok will be used to create educational content on sustainable and ethical cases and permit sharing of the brand values and aims in an easy and accessible way too many.



TikTok will be used to create educational content on sustainable and ethical cases and permit sharing of the brand values and aims in an easy and accessible way too many.

14.2 Event & Partnership



Fig 31 (Pinterest, 2023 Event Location)

On each new collection, NiuMi will organise public events in the PopUp shops to attract new customers and get more in-person interaction with current customers to show and explain the new pieces.

At the event, NiuMi will invite fashion bloggers, fashion journalists and professionals in sustainable sectors to get direct feedback and advertise the product with experts.

15.0 Financial Considerations

15.1 Financial Overview

According to the following Financial Considerations, NiuMi aims to gain substantial profit in the second year after its launch on the market. In addition, the collaboration strategy will increase brand notoriety and sales from the first collection, speeding up the growth process in the market.

Fabrics and materials will have zero cost because of the agreement with the brand partner; however, according to those textiles, an average of 12% of each collection's total revenue will go to the partner brand as arranged. The percentage was calculated according to NiuMi manufacturing cost and revenue. Moreover, the brand partner will not have additional costs except for providing the fabric that would have been wasted instead.

Initial Funding



Total 220K Investment

15.2 Product Price Average

Backpack small size	Backpack regular size	Tote Bags simple design	Tote Bags professional design	Computer Case
Sell Price 155£ Manufacturing Price 23.25£	Sell Price 185£ Manufacturing Price 17.5£	Sell Price 90£ Manufacturing Price 13.50 £	Sell Price 110£ Manufacturing Price 16.5£	Sell Price 75£ Manufacturing Price 11.25£

Revenue Main Stream Channel



15.3 Fixed Cost (London Market)

E-commerce Shopify ((advance package)	£4K p/y
Global Organic Green certification	£2.4K p/y
Team Salary	£90k p/y
Work Place Office	£30k p/y
Marketing Budget	£12K p/y
Design Programs	£550 p/y
Loan Repayment	£12K p/y

15.4 NiuMi One Year Plan – 4 Collections

1st Collection 250 pieces – Total Sales Revenue £30.7K

Variable Cost

Apparel Production	£4K x collection
Collaborations Commission	12% of collection Income : £3.6K
Taxes	25% of Income: 7.5K
Payments Fees	1.70% x transaction :350£
Shipping	350£
Packaging	500£
Total +/- £16K	

15.4 NiuMi One Year Plan – 4 Collections

2nd Collection 300 pieces – Total Sales Revenue £36.9K

Variable Cost

Apparel Production	£5K x collection
Collaborations Commission	12% of collection Income : £4.4K
Taxes	25% of Income: 9K
Payments Fees	1.70% x transaction :425£
Shipping	400£
Packaging	600£
	Total +/- £19K

15.4 NiuMi One Year Plan – 4 Collections

3rd –4rd Collection 400 pieces each– Total Sales Revenue £49.2K

Variable Cost

Apparel Production	£6.5K x collection
Collaborations Commission	12% of collection Income : £6K
Taxes	25% of Income: 12.5K
Payments Fees	1.70% x transaction :600£
Shipping	650£
Packaging	800£
	Total +/- £27K

15.5 Final Financial Considerations

Year Expenses

1 Year Variable Cost: **+/- £89K**

1 Year Fixed Cost: **+/- £150K**

TOT +/- £239K

Tot: 220K investment – 239K Year Expenses = -£19K

In the first year NiuMi has a 19K predicted financial loss that the brand expects to recover within two years as the expected final income is positive. Over the second year of collections, NiuMi will offer broader product options and stock, reducing shipping and manufacturing costs compared to the gain. Moreover, according to the two years plan planned by the brand, NiuMi will increase its partnerships with retailers and place markets, significantly increasing the demand.

According to the above considerations, NiuMi is positive to achieve future objectives and repay investors through a five years program.

16.0 Future Plan & Considerations

16.1 Final Business Proposal Considerations

According to the financial considerations, NiuMi expects to increase in a two-year plan after the launch, expanding collection options and growing the distribution plan across Europe.

As NiuMi strongly grants retailer partnerships, the brand aims to increase and expand the partners outside the UK, increasing brand reputation and sales. Moreover, once the request grows outside of the UK, the brand plans to partner with manufacturing houses in the EU to facilitate customer orders and avoid the elevated cost of Duty & Taxes.

NiuMi always guarantees collaboration and maximum effort to produce goods, sharing a positive purchase behaviour and collaborative mindset. Moreover, the brand is planning initiatives and events to share its values and objectives, thus becoming, as well as a fashion brand, an association guide for new businesses who want to begin an ethical and circular business strategy.

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Fig 2 Pinterest (2023), Soft Space Feeling

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Fig 3 Pinterest (2023), Matice - The Dance <https://www.pinterest.co.uk/pin/89016530126500029/>

Fig 4 Pinterest (2023), Uniqueness In People <https://www.pinterest.co.uk/pin/681310249905985125/>

Fig 5 Team Power

Fig 6 Consumers Priorities in Current Issues <https://createtomorrowwgsn.com/2110643-wp-the-value-shift/20/>

Fig 7 Rocococeane (2023), Customised Sweater <https://www.instagram.com/rocococeane/>

Fig 8 WGSN (2023) Customised Style <https://www.wgsn.com/fashion/article/642beff8c24643aba5b42167>

Fig 9 WGSN (2023), Soft Feeling <https://www.instagram.com/seanewyork/>

Fig 10 WGSN (2023), Soft Feeling https://www.instagram.com/ienki_ienki/

Fig 11 WGSN (2023), Soft Feeling Shoes https://www.wgsn.com/content/image_viewer/#/image.32328961

Fig 12 Pinterest, (2023), <https://www.pinterest.co.uk/pin/726627721135022364/>

Fig 13 WGNM Young Group Of People (2023) <https://www.wgsn.com/insight/article/63bd8340db6ac2ee7a102e03>

Fig 14 Pinterest (2023), Aesthetic Picture of Lifestyle <https://www.pinterest.co.uk/pin/1688918603534403/>

Fig 18 Vector Stock, (2023), UK Map Aesthetic https://www.google.com/search?q=uk+map&tbm=isch&chips=q:uk+map,g_1:vector:ljhJXMYt-vek%3D&hl=en-GB&sa=X&ved=2ahUKewjo0dPj9r3-AhUfpCcCHT5NAEAQ4lYoA-noECAEQKg&biw=1440&bih=789#imgsrc=G3pOtWVXMgoDkM

Fig 19 XNovo Web Site (2023) Brand Logo https://www.google.com/search?q=xnovo+brand&tbm=isch&chips=q:xnovo+brand,online_chips:-fashion:gCUr7-L0H4s%3D&hl=en-GB&sa=X&ved=2ahUKewjHyu-U-r3-AhVCpyc-CHXpqAnYQ4lYoAXoECAEQKA&biw=1440&bih=789#imgsrc=GFEKCOmIJKd-dM

Fig 20 Re-Seil Web Site (2023) Brand Logo <https://resails.com/product-category/categories/bags/crossbody-bags/>

Fig 21 I Was A Sahari Web Site (2023) Brand Logo <https://iwasasari.com/>

Fig 22 Roop Web Site (2023) Brand Logo <https://www.itsrooper.co.uk/collections/francis>

Fig 23 Etsy Web Site, (2023), Plastic Bag <https://www.etsy.com/uk/listing/958852858/100-8x12-custom-frosted-matte-plastic>

Fig 24 Pinterest (2023) HandShake <https://www.pinterest.co.uk/pin/255157135116641286/>

Fig 25 Pinterest (2023) Female Illustration <https://www.pinterest.co.uk/pin/16044142410303005/>

Fig 26 Pinterest (2023) Female Illustration <https://www.pinterest.co.uk/pin/587156870175528480/>

Fig 27 Pinterest (2023) Female Illustration <https://www.pinterest.co.uk/pin/439171401170407227/>

Fig 28 Pinterest (2023) Female Illustration <https://www.pinterest.co.uk/pin/141230138302528002/>

Fig 29 Pinterest (2023) Female Illustration <https://www.pinterest.co.uk/pin/417286721727971556/>

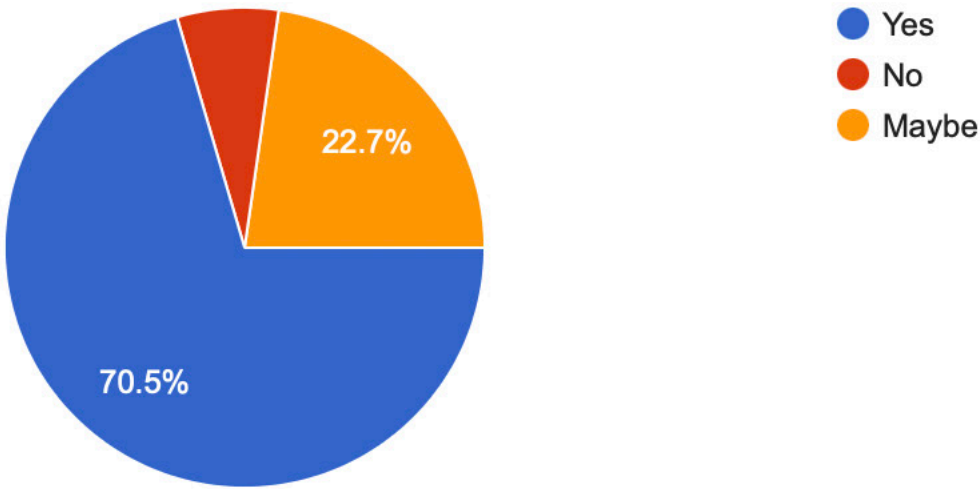
Fig 30 Pinterest (2023) Hand Illustration <https://www.pinterest.co.uk/pin/64387469662529290/>

Fig 31 Pinterest (2023) Event Location <https://www.pinterest.co.uk/pin/69172544269709406/>

Appendices

Have you ever purchased a product just because of its purpose?
(charity, sustainable benefits...)

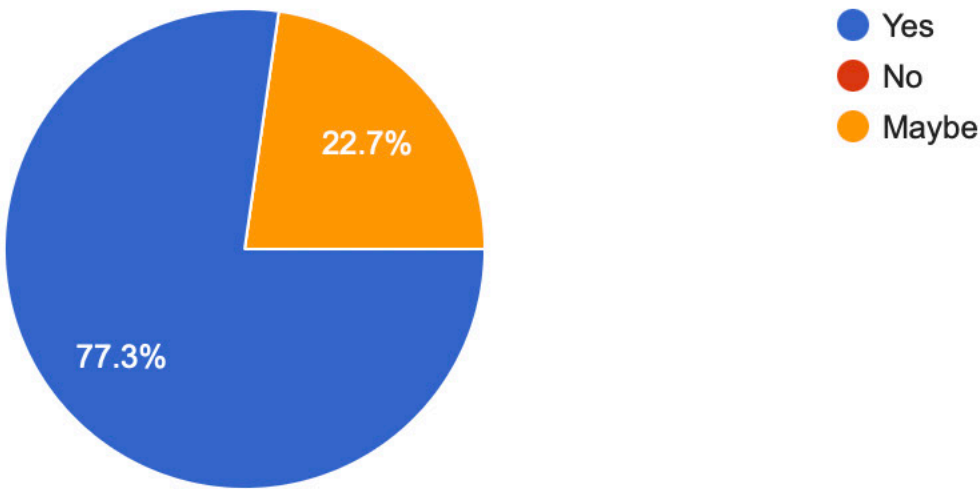
44 responses



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Would you buy an item with a political purpose or message?

44 responses



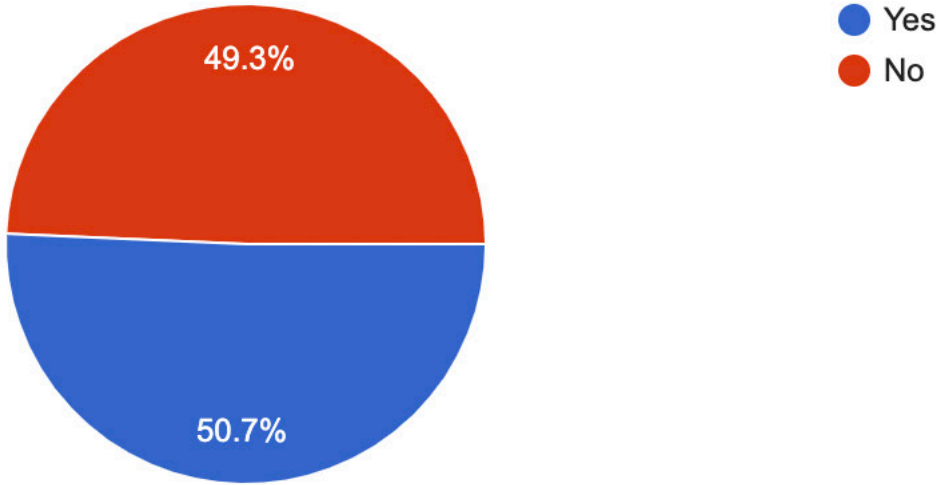
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Google Form questionnaire based on a group of 73 consumers took place Online in 2023.
All the respondents were aware of the aims and objectives of the survey and understanding of the freedom to withdraw from the survey at any stage.

Are you tempted by or interested in brand collaborations?

73 responses

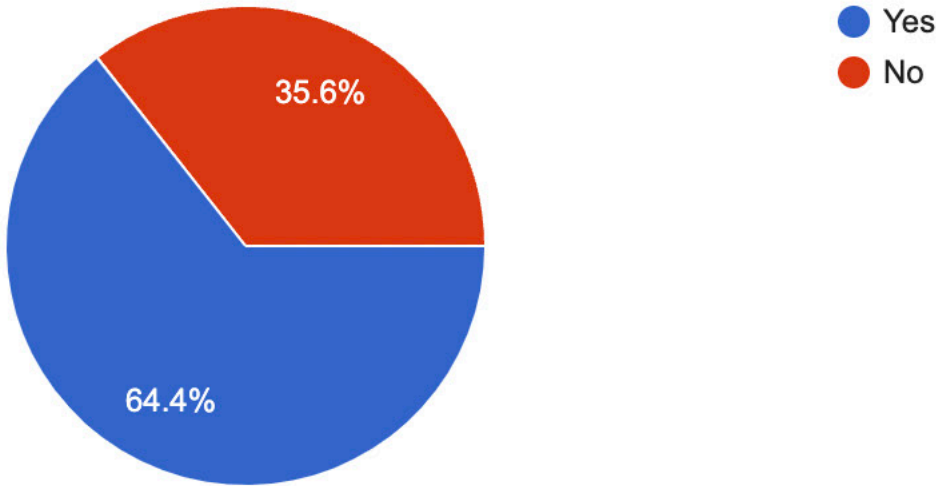
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Have you ever discovered new interesting brands thanks to a collaboration with brands you already knew?

73 responses

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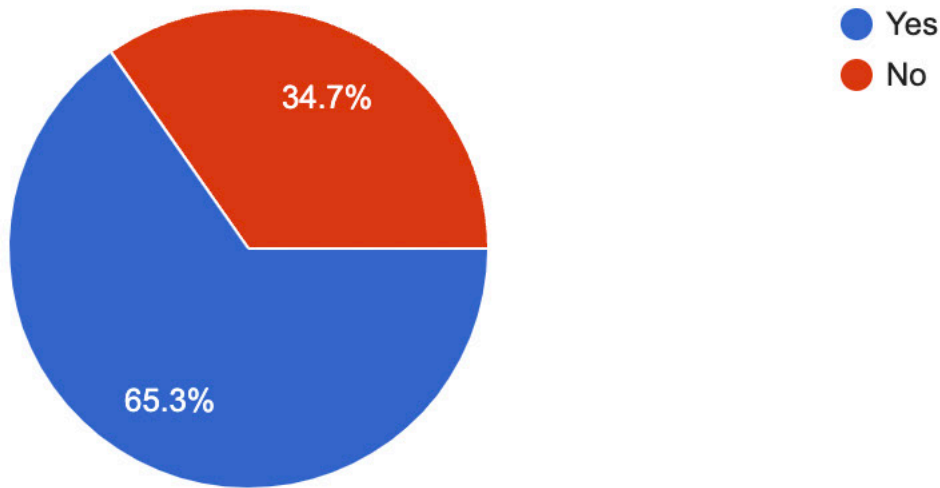
Do you believe clothes fabric can influence your emotions and feelings?

73 responses



Since Covid 19, according to several studies, many people began to prioritise comfort over appearance. Have you noticed a change in your clothes habits after the pandemic (e.g., wearing more loose clothing and/or prioritising everyday comfort)?

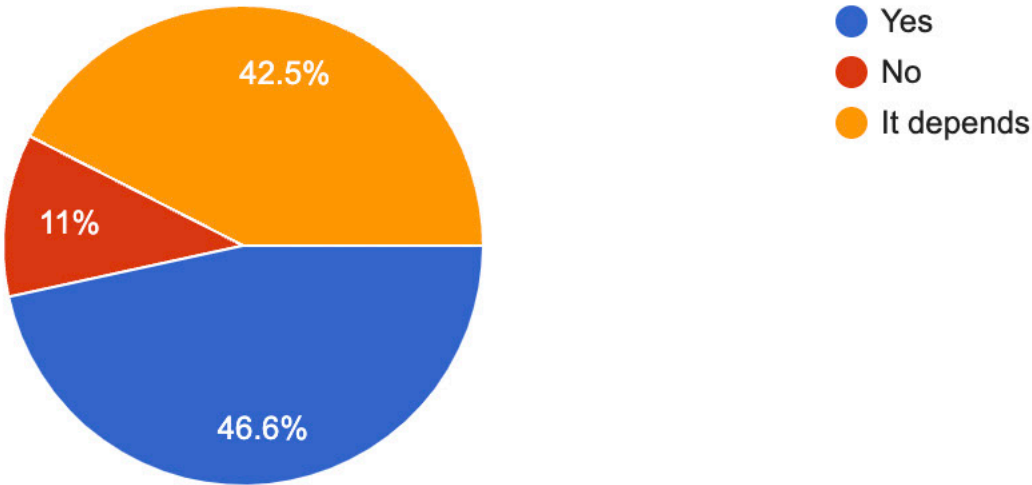
72 responses



Would it be right to say that your purchasing habits are more focused on a particular product which is essential to your everyday needs rather than on a random product that you may find satisfying?



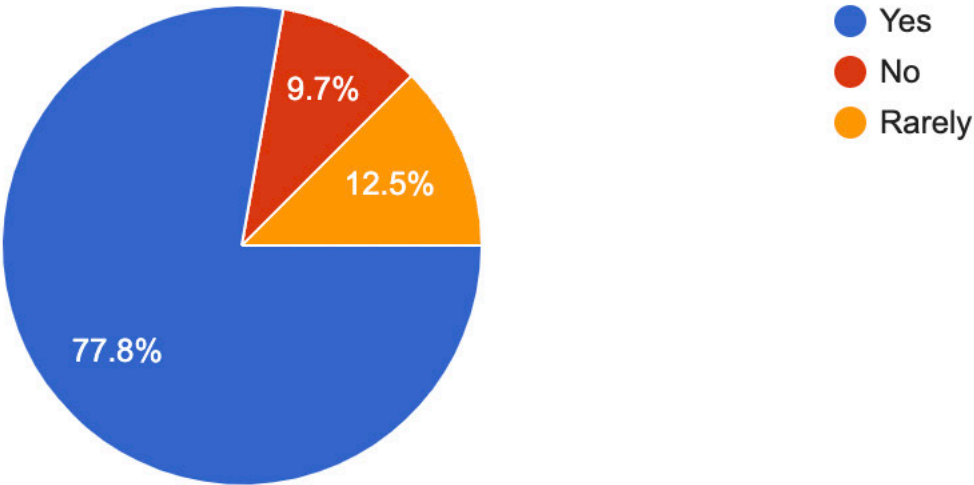
73 responses



For more expensive purchases (like winter jackets or sports equipment), are you used to buying from brands you already know, trust, and are confident of the product quality?



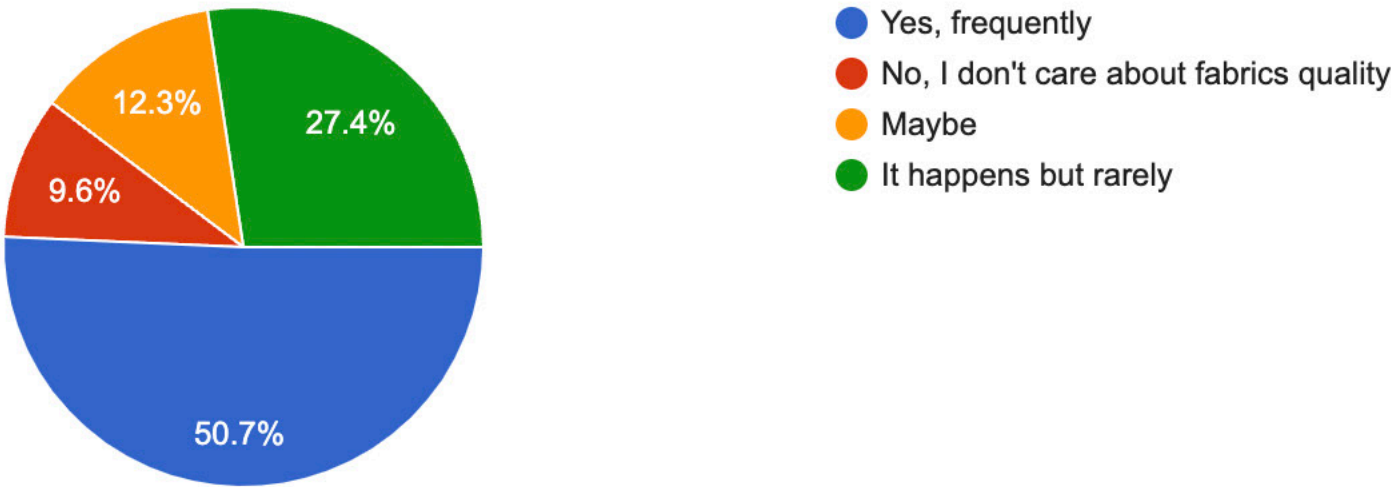
72 responses



Are you “loyal” to the fabric quality of a brand (e.g., buying again from the same brand because you particularly appreciate a specific fabric they used)?



73 responses



Please, use this section to share any additional impressions or comments relevant to the question overhead

9 responses

- I think I'm also affected by the whole fashion trend since Covid-19, especially when 'aesleisure ' came out, I'm discovering more matching possibilities in it, so I started to buy more comfortable and loose clothing.
- It is linked to my interest in preserving the environment - because I rarely buy clothes I am more likely to splash out on one of a kind vintage pieces or garments made by slow fashion brands (I appreciate the artistry).
- I’m a big fan of quiet luxury so I enjoy wearing garments with high quality materials, so sometimes if something has a strong composition i’m happy to try a brand i don’t know
- i went the other way, buying random satisfying products instead because when I left the house, i wanted to dress to impress because it was such a rare opportunity. I have that same ethos up today, choosing fashion over comfort.
- I think that handmake clothes produced by tailors and dressmakers are the future, especially for people over 45 years old (whose options are limited in mass-production companies like Zara). The most important thing, especially for pants, is the cut, which means that having someone to do it just for you and your imperfect body.

Appendix **N. 3**

The author of this work designed the 4c's Model via a deep research of sustainability and ethics main argument and topics to include for a complete overview.