

# CAMELI

Jessie Tims  
2106666

**BRAND STRATEGY &  
CREATIVE DIRECTION MANUAL**



# EXECUTIVE SUMMARY

The Brand Strategy and Creative Direction Manual provides a clear strategic foundation for the development and launch of Cameli. It defines the brand identity, market positioning, and business direction, ensuring consistency across all consumer touch points. Created for designers, marketers, PR teams, and retail planners, it includes storytelling frameworks, content guidelines, partnership checklists, and consumer insights strategies. Supported by industry research, the manual ensures every decision aligns with Cameli’s vision and market positioning.

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# BRAND INTRODUCTION

## Brand Introduction

Cameli is a multifunctional brand that blends adaptable design with cultural experience. Inspired by the Chameleon – an animal known for its adaptability to adjust to its surroundings – the name reflects the brands core ethos: versatility, transformation, and self-expression.

Designed for the new generation of conscious consumers, Cameli creates garments that move fluidly between settings, supporting a lifestyle that’s ever-changing and creatively driven. Rooted in RnB culture, the brand also expands into community-building through The Lounge – a dedicated space for live music, connection, education, and cultural exchange.

Through clothing, events, and digital engagement, Cameli offers more than just fashion – it creates a dynamic platform where function meets culture.

(See Appendix A. for Brand Onion)

## Brand Introduction

# FOUNDER’S NOTE

“Cameli rejects throwaway trends – it’s about creating fashion that lasts, pieces that grow with you and never fade.”  
- Jessie Tims

# BRAND STORY

## Musical Influence

Cameli’s is shaped by the personal journey of the founder - Jessie Tims - who is set out to build a brand that addresses overconsumption, evolving personal style, and the need for stylish, sustainable fashion. A deep connection to music – particularly rap and RnB – is central to the brand’s foundation. Raised In a musically diverse household, Jessie discovered the power of self-expression through sound. As she grew into these genres, they gave her the confidence to embrace individuality and move from dressing to fit in, to dressing to stand out. This mindset informs Cameli’s visual direction, fusing the boldness of ‘90s rap culture with contemporary tailoring to inspire self-assurance and creativity.

## Gender Expression

Gender fluidity will be a defining element of Cameli’s identity. As a teenager, Jessie often felt pressure to conform to feminine norms that didn’t reflect her sense of self. She found authenticity and comfort in oversized, masculine clothing – often borrowed from her father and brother. This experience, paired with her developing feminist beliefs, empowered her to challenge traditional gender expectations and embrace her individuality. Her signature blend of masculine silhouettes and feminine expression will shape Cameli’s design philosophy. The brand aims to offer versatile, gender-neutral garments that give people the freedom to dress according to how they feel – without the pressure to conform or overconsume. (See Appendix B. for supporting research on Gender and Fashion Politics)



# BRAND FOUNDATIONS

## MISSION STATEMENT

“At Cameli, we redefine fashion as a force for empowerment, creativity, and sustainability. Our timeless, versatile designs minimise waste and adapt to diverse lifestyles, offering style without compromise. We create a space for creatives and culture-shapers, celebrating diversity and self-expression while maintaining transparency about our sustainable impact.

Blending streetwear with retro tailoring, Cameli offers multifunctional pieces that cater to both minimalist and maximalists. By fusing functionality with aesthetic innovation, we are shaping a conscious, inclusive, and enduring future of fashion.”

## VISION

“Cameli envisions a future where fashion is timeless, sustainable, and a true reflection of individuality. By championing versatility, quality, and conscious design, we aim to reshape the fashion landscape – empowering individuals to express themselves while minimising environmental impact. Our vision is to lead a movement that redefines fashion as a force for positive change, creating a lasting legacy of inclusivity, innovation, and mindful consumption.”

**Empowerment o Emerging Talent** –  
Providing a platform for new voices in fashion, music, and art (see page 46).

**Intentional Design** –  
Incorporating slow, multifunctional fashion that adapts to a variety of lifestyles, environments and body shapes (see page 31- 32)

**Diversity and Inclusion -**  
Prioritising inclusive hiring and visual storytelling to amplify underrepresented voices in fashion. (See Appendix E.for DEIA)

**Accessibility and Ease** –  
Designing garments and retail spaces that consider diverse bodies, abilities, and experiences. From adaptive silhouettes and size-inclusivity to barrier-free store layouts and sensory conscious environments, Cameli is committed to creating a brand that is truly open to all. (See Appendix C. for supporting research on accessibility)

**Community-First** –  
Prioritising spaces that foster connection, collaboration, and inclusivity (See pages 6-7).

**Cultural Appreciation** –  
Honouring the legacy and influence of RnB while creating space for its future

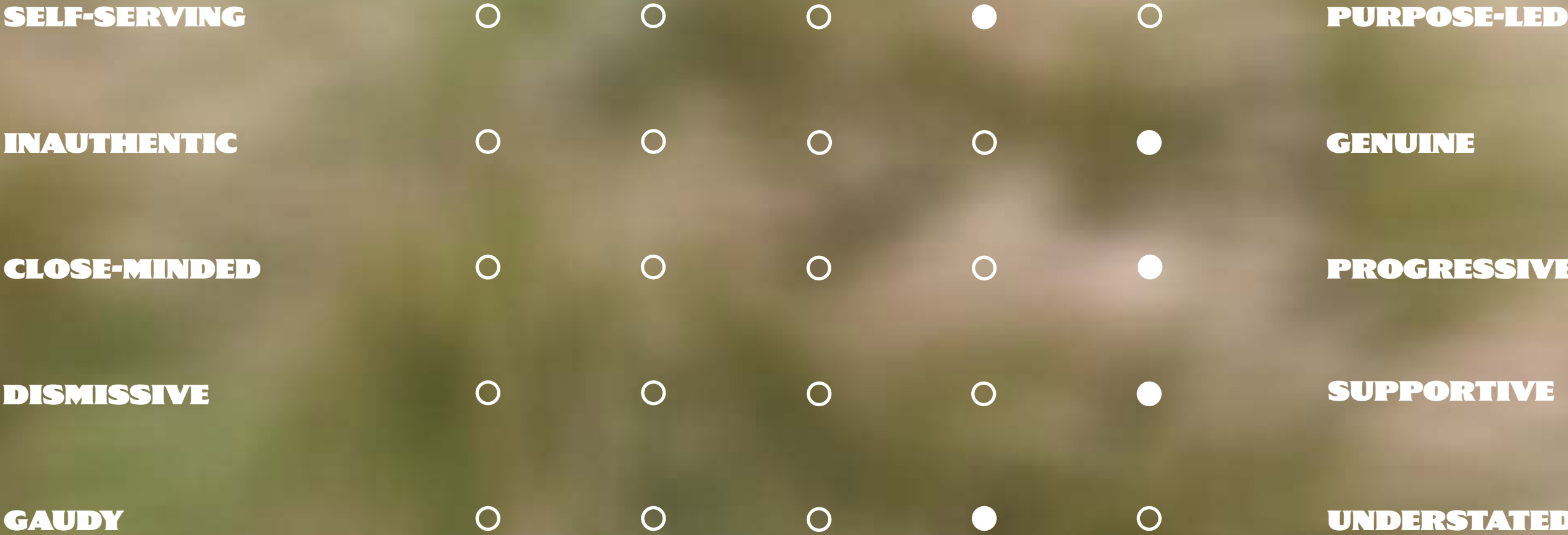
**Creative Upliftment** –  
Encouraging individuality through fashion (see pages 31-32) and music (see page 46).

**Sustainable Practice** –  
Embedding conscious design making across supply chains – from responsible sourcing and long-wearing design to low-waste production and community-led up-cycling initiatives (see Appendix D.). Cameli is committed to honest and clear communication around materials, processes, and the true cost of creating.

## CORE VALUES



# PERSONALITY



(See Appendix E. for Brand Archetype)

# BRAND IDENTITY

Cameli blends sophisticated minimalism with timeless elegance, merging luxury craftsmanship, classic tailoring, and contemporary street-style. The androgynous aesthetic features sharp tailoring, oversized silhouettes, and neutral tones inspired by 1990s RnB fashion. Premium fabrics and redefined details transform nostalgic street-wear into a luxurious, modern statement.

Inspired by the founder’s upbringing in the countryside and love for editorial fashion photography, Cameli merges natural influences with high-fashion refinement, giving the brand a distinct, authentic edge. Through its cinematic approach, using grainy film photography, Cameli evokes inspiration and nostalgia, sparking creativity and self-expression. The brand is designed to see fashion as a form of personal storytelling, resonating with those who value narrative-driven fashion and the freedom of self-expression.

(See Appendix G. for Brand Identity Prism)



# BRAND POSITIONING

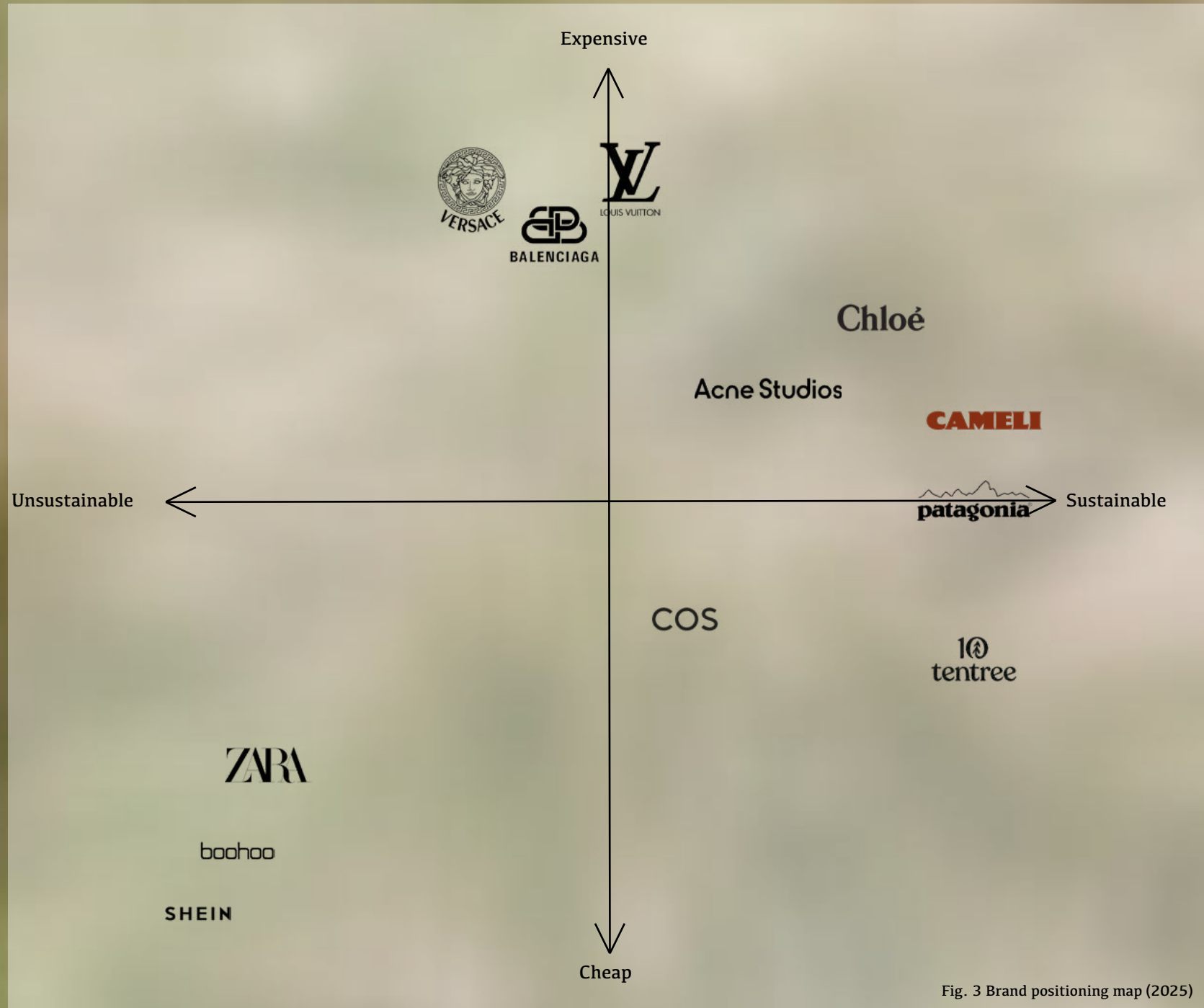
For modern, sustainability-conscious individuals who refuse to compromise on style or functionality, Cameli is the innovative brand refining wardrobe essentials and breaking boundaries through modular, multifunctional design.

Unlike mainstream fashion brands that can lack variety, often forcing consumers to choose between sustainability, versatility and aesthetics, Cameli empowers a community of like-minded individuals to co-create and inspire through adaptable, high-quality pieces that evolve with their lifestyle. By fostering a space for conscious consumers to share, style and shape the future of fashion, Cameli is not just re-defining clothing – its building a movement that minimises waste, maximises wear and sets a new standard for collective sustainability.

Fig. 1 Close-up photograph of a person wearing large brown glasses and black gloves with gold rings on top (2025)

Fig. 2 Close-up photograph of a person wearing a neutral suit with a white shirt and black tie, sitting on a white sofa (2025)





Cameli positions itself as a sustainable disruptor, bridging the gap between high-end fashion and ethical responsibility. It sits slightly above Patagonia in sustainability but adopts a more premium strategy, differentiating itself by integrating circular fashion, material innovation, and exclusivity – elements not emphasised as strongly by Patagonia’s performance-driven focus

Unlike luxury giants like Louis Vuitton and Versace, which have high prices but limited sustainability transparency, Cameli reshapes luxury by prioritising eco-conscious production and craftsmanship (Nyfeler, 2024). Compared to Chloe and Acne Studios, Cameli offers a more comprehensive circular model, leading the way in ethical high-end fashion (Wightman-Stone, 2022; NSS, 2020). Additionally, while fast fashion brands like Shien, Boohoo and Zara occupy the lower spectrum of both price and sustainability, mid-range alternatives such as Cos and Tentree offer more ethical options, though they don’t match the standards set by Cameli (Silverstein, 2023; Solis, 2023; Nando, 2023; Wolff, 2023).

This positioning attracts conscious luxury consumers seeking long-term fashion investments that align with their values, setting Cameli apart from both traditional luxury and mass-market sustainable brands (Athwal et al., 2025). As a result, Cameli pioneers a new standard for sustainable, inclusive, and future-focused luxury.

(See Appendix H. for Collection Pricing, Appendix I. for Price Justification, and Appendix J. for Competitor Benchmarking)

# UNIQUE SELLING POINT (USP)

Cameli redefines modular fashion by blending oversized silhouettes with luxury tailoring, offering a clean, minimal alternative to the typical utility aesthetic. Adjustable elements like zips and fastenings are discretely integrated to preserve a polished look without compromising functionality (see Appendix K. Fashion Design Trends and Appendix L. for Range Plan).

Designed to evolve with the wearer, each piece features reversible details, detachable parts, and multidirectional adaptability, allowing one garment to cater to various occasions, body types, and access needs. Clothing labels are places inside the pockets to maintain reversibility and to be considerate of consumers sensitive to textures. Cameli prioritises inclusive, adaptable design, using magnetic closures and flexible fits to support users with disabilities.

An inclusive size range (XXS-XXXL) and made-to-measure options ensure a personalised fit online and in-store. Sustainability its embedded throughout, from responsibly sourced textiles and biodegradable packaging to eco-conscious retail spaces (see Appendix M.) and circular fashion schemes (see Appendix N.)

By uniting adaptability, inclusivity, and contemporary design, Cameli challenges fashion norms, proving clothing can be functional, expressive, and accessible to all.

## KEY SURVEY INSIGHTS

**36.3%**  
of respondents rated sustainability as important in their shopping choices.

**72.3%**  
said they expect brands to be sustainable.

## KEY TAKEAWAYS

Most consumers expect brands to sustainable, even if not all prioritise it in their shopping choices. This highlights the demand for brands to demonstrate responsible practices regardless of purchasing habits. ( See Appendix. AP for Survey Results)



# BRAND GUIDELINES



To maintain consistency and cohesion across all platforms, Cameli adheres to a comprehensive set of guidelines. These guidelines cover every aspect of the brands identity, from typography to tone of voice. By following these standards, Cameli ensures that all communications, both online and offline, reflect the brands core values and aesthetic.

UNSENTIMENTAL



NOSTALGIC

SERIOUS



PLAYFUL

CONFORMIST



REBELLIOUS

SUBTLE



BOLD

RESTRICTIVE



EMPOWERING

## -tone of voice



# TYPOGRAPHY

## MAIN HEADING

**A B C D**  
**W X Y Z**  
**“ ? ! £**

Typeface: Gertie

## SUB-HEADING

**A B C D**  
**W X Y Z**  
**“ ? ! £**

Typeface: Gertie

## BODY COPY (BOLD )

Aa Bb Cc Dd  
Ww Xx Yy Zz  
“ ? ! £

Typeface: Kefa (Bold)

## BODY COPY

Aa Bb Cc Dd  
Ww Xx Yy Zz  
“ ? ! £

Typeface: Kefa (Regular)



# HIERARCHY

H1

**Gertie** is used for the Main Heading due to its hold, distinctive design that captures attention and creates strong visual presence, ensuring the heading stands out while maintaining a professional yet approachable feel.

SUB-H

Subheadings use a smaller size of **Gertie** to maintain consistency with the main heading while creating a clear visual hierarchy, ensuring they stand out without overpowering the content.

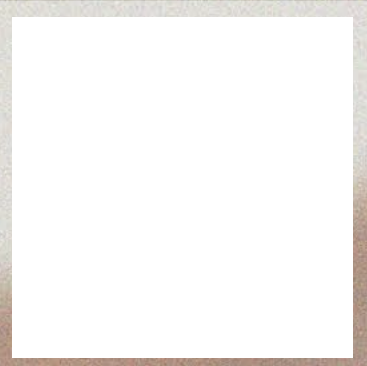
Body Copy (Bold)

Body copy (Regular)

The body copy uses **Kefa** for its clean, readable design, ensuring smooth legibility and professional look. Its simple style provides a clear con-trast to the headings, enhancing the overall readability.

# BRAND COLOURS

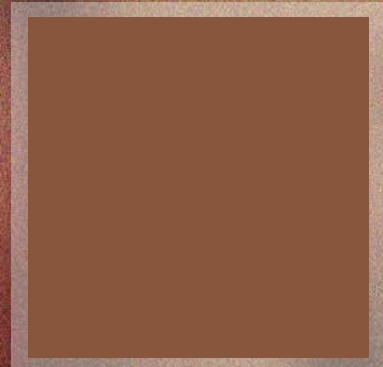
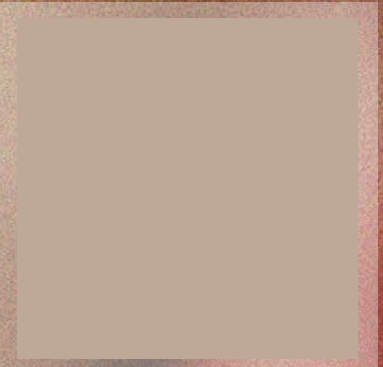
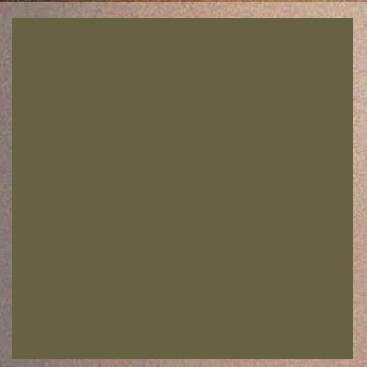
Cameli typically uses neutral colours across both its collections and branding (see fig.4) to ensure that the brand remains enduring and versatile, allowing both the collection and branding to maintain relevant overtime and resist the effects of fast-changing trends (Alex, 2024; Greene, 2025) (See Appendix O. for supporting research on The Importance of Colour)



PRIMARY



SECONDARY



TERTIARY

Fig. 4 Brand colours (2025)



# PHOTOGRAPHIC STYLE

Cameli's visual identity (see fig. 5-11) is inspired by fashion-editorial aesthetics, drawing inspiration from renowned film photographers such as Zoe Ghertner and Karim Sadli. The brand's approach emphasises clean, minimalistic compositions, leveraging the organic qualities of natural light, soft shadows, and muted colours to create imagery that feels intimate, raw, and timeless.

Cameli's signature visual style is defined by close-up framing and asymmetric compositions, creating a sense of poetic storytelling while emphasising the intricate details of the garments, rich textures, and the individuality of the wearer. This photography direction aligns with Cameli's adaptable, high-fashion identity, ensuring that each image reflects the brand's refined yet effortless aesthetic. By prioritising emotional connection and storytelling, Cameli's imagery becomes more than just fashion, it becomes an experience.



Fig. 5 Close up of a person's hand - showing details of the cuff of a beige trench coat (2025)



Fig. 5 Person with blonde hair posing and wearing a black blazer and white shirt (2025)





Fig. 7 Blurry image of a sunflower (2025)



Fig. 8 Long green grass (2025)

Brand Guidelines



Fig 9 Person with nose ring and cornrows laying on their arm (2025)



Fig. 11 Close-up of a person with shoulder length brown hair wearing a black leather jacket (2025)

Brand Guidelines



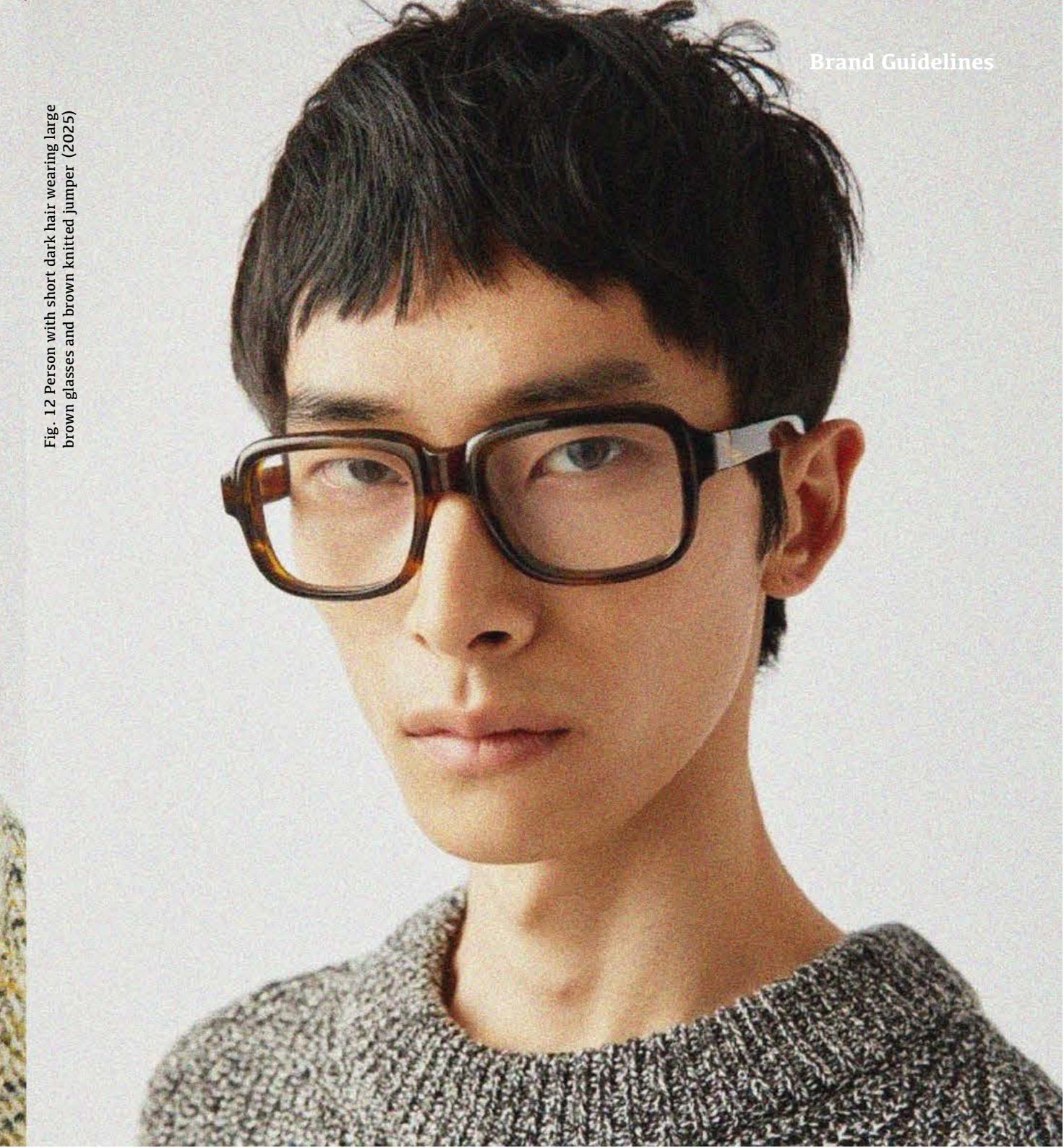
# MODEL CRITERIA

Cameli is committed to representing a diverse and inclusive community. Its models should reflect a broad demographic, ensuring that our brand resonates with everyday people and their unique stories. Our goal is to create an authentic and relatable brand that resonates with various individuals.  
(See Appendix P. for Model Checklist and Appendix Q. for Model Testimonials)

Fig. 11 Person with short dark hair wearing a striped shirt and black tie with a yellow jacket over the top (2025)



Fig. 12 Person with short dark hair wearing large brown glasses and brown knitted jumper (2025)





# PRODUCT & OFFERING

## THE COLLECTION

“Designing this collection was about creating a space for fluidity – in style, in identity, in emotion. I wanted each piece to feel like an extension of the wearer, not a restriction. Fashion should move with you, not hold you back” - Jessie Tims, The founder of Cameli.

The inspiration behind Cameli's debut collection is rooted in the fluid nature of personal style - how it often shifts with our mood, confidence, and sense of self on every given day. As Someone whose own style constantly evolves, Jessie Tims wanted to create a collection that adapts to the wearer, allowing them to express every version of themselves without compromise. Each piece is designed to be a wardrobe staple, whether it's worn as a part of a minimalist capsule or styled as a bold statement. With reversible features and thoughtful detailing, a single garment can do both. This collection fuses the relaxed, expressive energy of oversized streetwear with the refined structure of tailoring, resulting in versatile pieces that feel original and elevated. Whether dressed up or down, the garments move with you, offering flexibility, function, and freedom of expression all in one. (See Appendix L. for Range Plan)

Fig. 13 Person with short dark hair slick back hair wearing a grey coloured turtleneck knitted jumper (2025)

Fig. 14 Side profile of a persons with cornrows wearing large silver earrings and a black blazer and gloves (2025)



## PRODUCT FEATURES

Cameli's garments aim to tackle overconsumption through creating singular products that can be worn in a variety of ways, including reversible styles, detachable elements, and adjustable fit points that allow each piece to shift with the wearer's lifestyle and mood. A stand-out example is Cameli's reversible long-line coat which can be worn over 38 different ways, transforming from a long coat to two jackets lengths (regular or cropped), a gilet, or cape using simple fastenings, making it ideal for travel, shifting season, or day-to-night transitions (See Appendix R. for Style Variations) .

As a part of its commitment to inclusivity, Cameli will collaborate with a range of voices across the industry – from designers to activists, bringing perspectives that reflect different lived experiences. For example, Cameli will seek to collaborate with disability advocate Sinead Burke to develop the accessibility of Cameli's current and future collections. (See Appendix C. for further information on the Burke collaboration and Appendix S. for Collaboration Vetting)

## STYLE HANDBOOK

Each Cameli garment will come with a Style Handbook (fig. 15) explaining its functions and the various ways it can be worn. To reduce paper waste, physical copies – printed on 100% recycled paper – are only provided upon request at checkout. If this option is accidentally missed during an online purchase, customers can contact the Cameli customer service team to request a copy. For in-store purchases, staff at the check-out will offer a physical copy of the handbook (fig. 15), an email link, or a QR code (fig. 16) to access the digital version.

By default, all customers will be sent an email confirmation containing the link to the handbook, which includes a detailed YouTube demonstration, step-by-step guide, and FAQ's. A second link directs consumers to a curated page on the Cameli website, showcasing how other consumers have styled this garment for added inspiration.

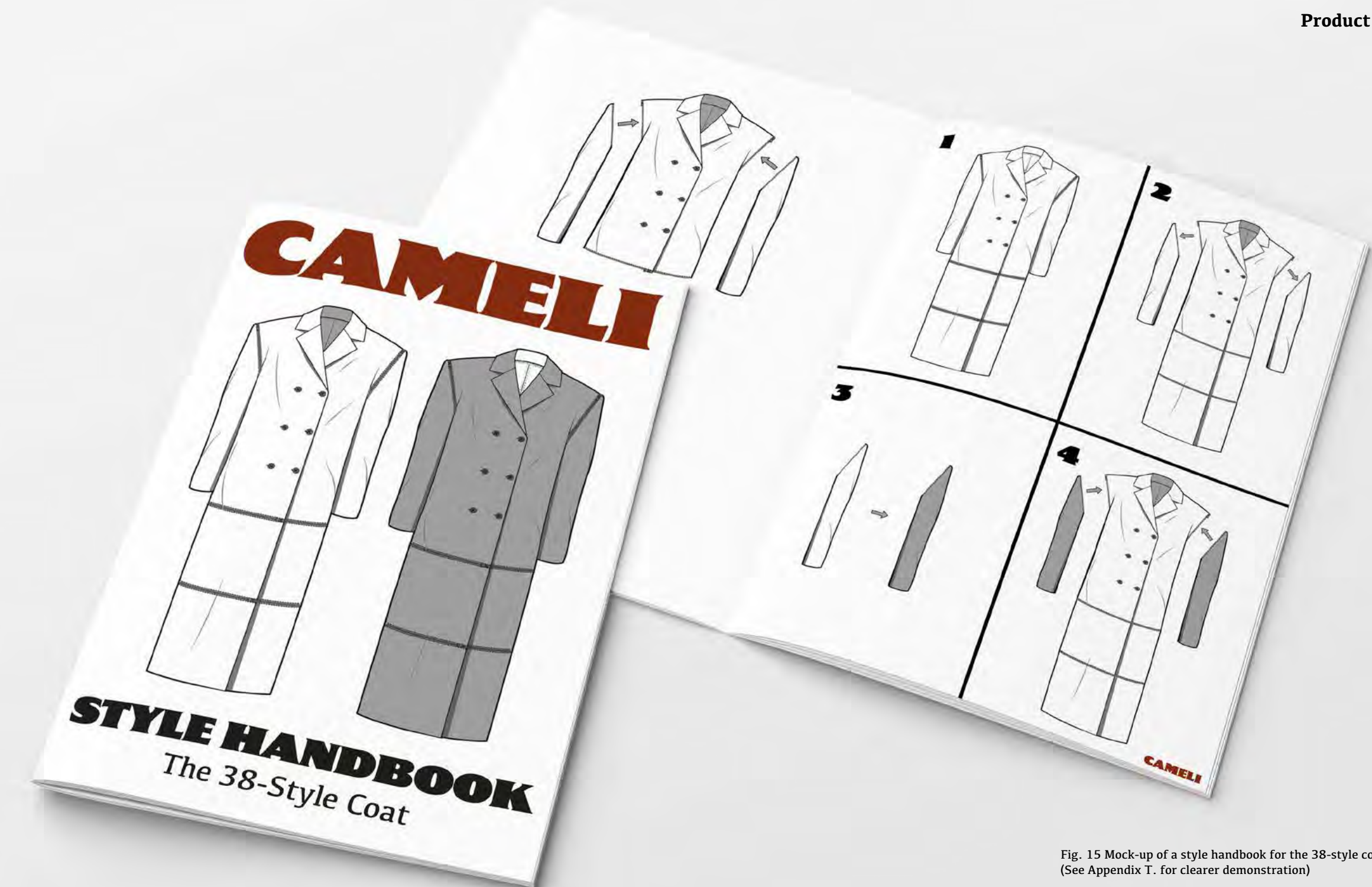


Fig. 15 Mock-up of a style handbook for the 38-style coat (2025)  
(See Appendix T. for clearer demonstration)



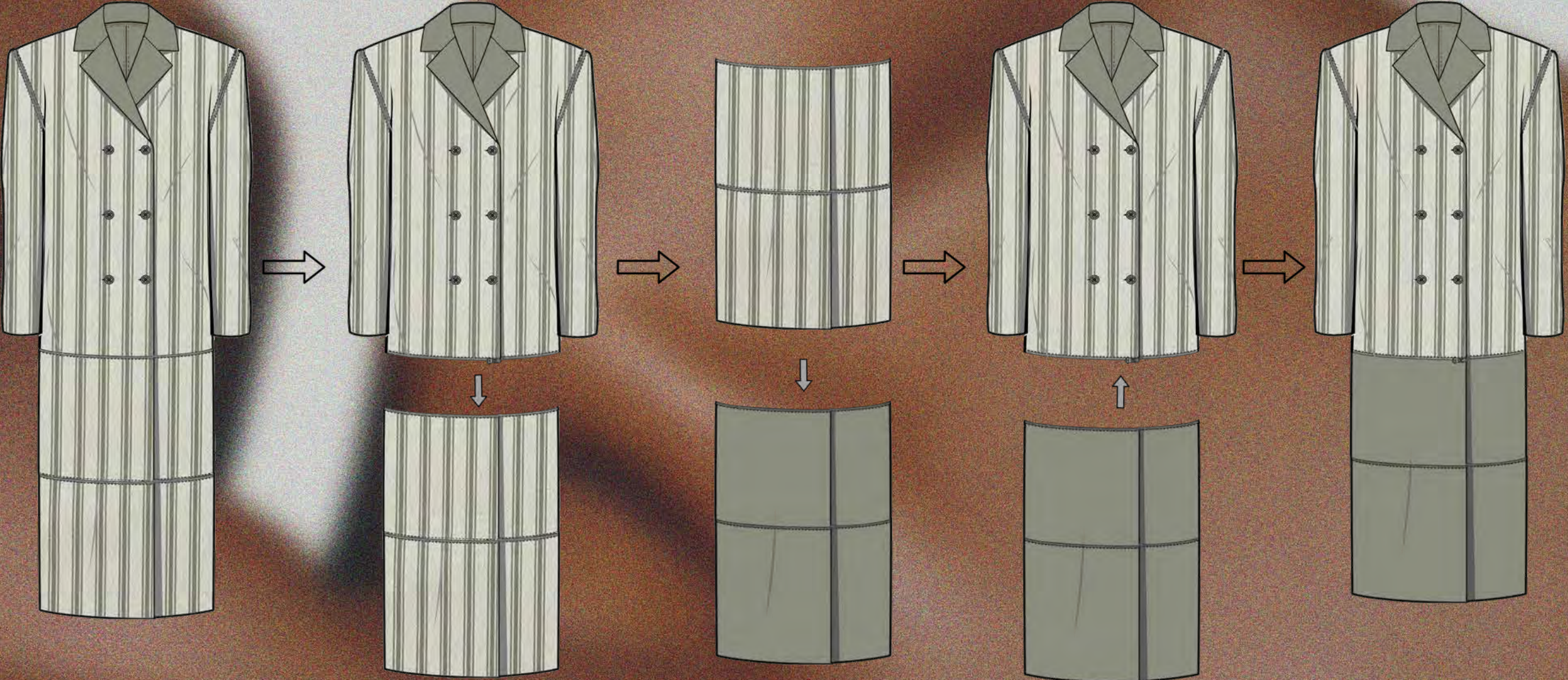
Fig. 16 Mock-up for a QR code link to the style handbook (2025)



Product & Offering

Product & Offering

**DEMONSTRATION**



(See Appendix . R for Style Variations)



# MARKET INSIGHT

## LUXURY MARKET OVERVIEW

The luxury fashion market in 2025 is experiencing slower but steady growth, driven by shifting consumer values and global economic uncertainty (Adegeest, 2024; Balchandani, D’Auria, and Grunberg, 2025; D’Arpizio et al., 2025). Demand is leaning towards “quiet luxury”, with a preference for timeless, understated pieces that offer lasting value (Rees, 2023). Brands are responding to the shift in consumer preference by emphasising sustainability, embracing digital innovation through AI and the metaverse, and expanding into growing markets such as hospitality and lifestyle (Campagnolo, 2023; Ludmir, 2024; Ranfagni and Ozuem, 2022). Eco-conscious consumers are pushing the industry towards greater transparency and ethical practices (Engao, 2024). This indicates that success now hinges on authenticity, adaptability, and clear commitment to responsible luxury. (See Appendix U. for further Market Research)

## TARGET MARKET OVERVIEW

Cameli targets Gen Z and Millennials (18-35) who prioritise self-expression, cultural relevance, and sustainability. The audience values fashion that reflects their identity and supports ethical practices, digitally active and trend-conscious, they are drawn to brands with purpose, diversity, and adaptability. Cameli’s multifunctional, timeless designs speak to their need for both individuality and conscious consumption. While this is the primary target group, Cameli made to resonate with a wide range of individuals. The brands adaptable silhouettes and versatile styling allow it to resonate with a wide range of individuals, regardless of age, background, or style. Cameli is designed to be worn in many ways – making it accessible and relevant to all.

(See Appendix V. for Consumer Profiles and Appendix W. for Consumer Shopping Habits)

## THE MARKET GAP

Cameli addresses the need for adaptable, inclusive, and conscious fashion in an industry dominated by overconsumption and one-size-fits all solutions (De Koning, Lavanga, and Spekkink, 2024; Schenkman, 2024). While modular designs often lean towards utilitarian aesthetics and according to Burke (2017) accessible fashion is often medicalised, Cameli redefines functionality through elevated styling, cultural relevance, and emotional connection (Chen and Lapolla, 2020; Chan et al., 2018). Our garments offer versatility without compromise, catering to diverse bodies, lifestyles, and abilities – all while reducing waste through multi-use design, responsible production and long-term wearability. Cameli fills the gap for those who seek style that adapts as they do, without sacrificing identity, sustainability, or self-expression (Sabzian, Shahriari, and Nejad, 2025).

## KEY SURVEY INSIGHTS

91.5%

of respondents said they own clothes they never wear

44.2%

Of these, 44.2% cited changes in personal style...

25.6%

...while 25.6% said the clothes don’t fit.

## KEY TAKEAWAYS

Many consumers leave clothes unworn due to style changes or size shifts. This data suggests there could be a high demand for adaptable fashion. Cameli addresses this with timeless designs that cinch in or out to fit different body types, offering versatility for any occasion and reducing overconsumption. (See Appendix. AP for survey results)



# MARKETING STRATEGY

## PUBLIC RELATIONS

Cameli’s PR strategy focuses on building authentic connections through influencer collaborations, editorial features, and community-led events. By promoting the brand’s adaptable, RnB inspired designs and nature-focused identity, Cameli aims to generate buzz across social platforms, fashion media, and pop-up activations, while reinforcing its commitment to sustainability, DEIA, and cultural relevance.

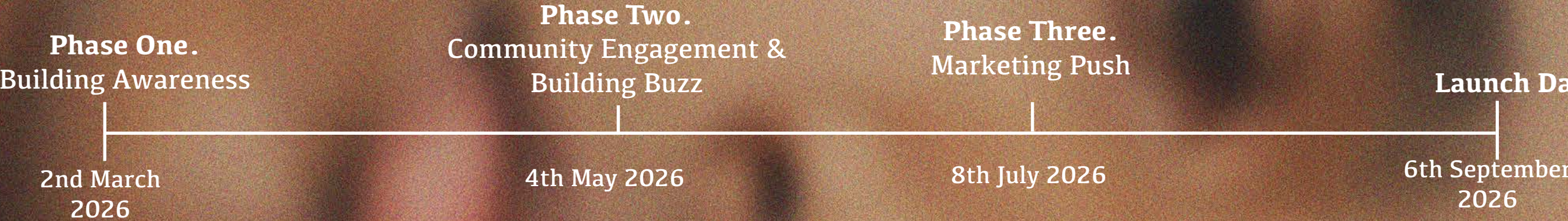
(See Appendix X. for PR Overview and Appendix Y. for PR Strategy)

## INFLUENCER MARKETING

Cameli’s influencer marketing focuses on TikTok, using takeovers, styling content, and BTS posts to highlight the brands adaptability, personality, and story. All influencers will be carefully vetted to ensure they align with Cameli’s values and aesthetic, maintaining authenticity and protecting the brand image.

(See Appendix Z for The Creator Economy and Appendix AA. Gymshark Casestudy)

# PRE-LAUNCH TIMELINE



(For further detail see Appendix. Y)



# SOCIAL MEDIA PLATFORMS

Social media is vital for building awareness, shaping brand perception, and fostering community, especially during the launch phase. For emerging brands like Cameli, it provides a platform to communicate values, promote new products, and engage with consumers. Han et al. (2024), highlights the value of early integration of social media to gather feedback and generate anticipation. As effective strategies often take 6-12 months to yield results, early planning is essential (Millard, 2022). Through pre-launch content (see Appendix. AB) and strategic activations, Cameli aims to establish a distinctive brand identity and attract like-minded consumers, using social media not just for marketing, but as a tool for connection, storytelling, and long-term brand loyalty (Vinay, 2023). (See Appendix. AC for Social Media Insights)

# CONTENT STRATEGY

A structured content calendar (see Appendix. AD) is essential to ensure consistent visuals, tone, and messaging across all social media platforms (Kaley, 2022; Mousa, Auso, and Gurler, 2024; Wilson, 2025;). While content will be tailored to each platforms audience (see Appendix. AE), cohesion reinforces Cameli's identity and deepens community engagement (Gustano and Rubiyanti, 2023).

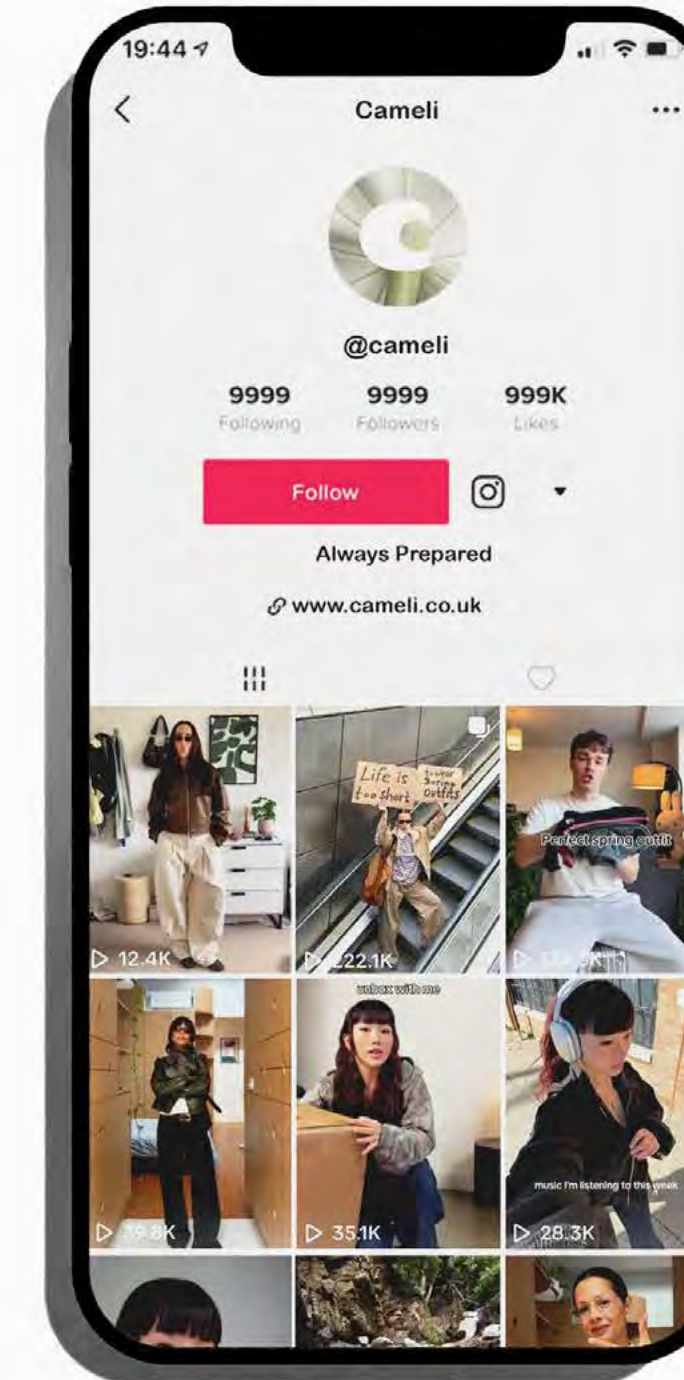
All social media platforms will follow a dedicated content calendar (see Appendix AD.) to sustain engagement and track performance (Kenan, 2024). This includes cam-paign visuals, product features, behind-the-scenes content, and community-focused posts. Each post will be carefully planned to reflect Cameli's brand identity while maintaining a dynamic and engaged feed that resonates with its audience (Fan, 2023). This structure ensures a consistent, engaging, and strategic brand presence while keeping the audience actively involved (Kenan, 2024).

(See Appendix. AF for Impacting Social Media Trends and Appendix. AG for Social Media Guidelines)

# SOCIAL MEDIA ADS

According to Camberato (2024), advertising is crucial for businesses of all sizes, as it plays a key role in building brand awareness and differentiates brands from its competitors (Pradipta Utama, Sihalohe and Novia Nabila, 2023). In particular, social media advertising offers advanced targeting capability's, allowing bands to reach highly specific audience segments based on demographics, interests and behaviours (Camberato, 2024). This precision targeting not only increases brand visibility but also enhances engagement, driving higher-quality leads and improving conversion rates (Camberato, 2024). By strategically investing in paid ads, Cameli can maximise their reach, strengthen their market position, and accelerate growth (Camberato, 2024; Radebe, Verkijika and Neneh, 2023; Popescu and Tulbure, 2022)

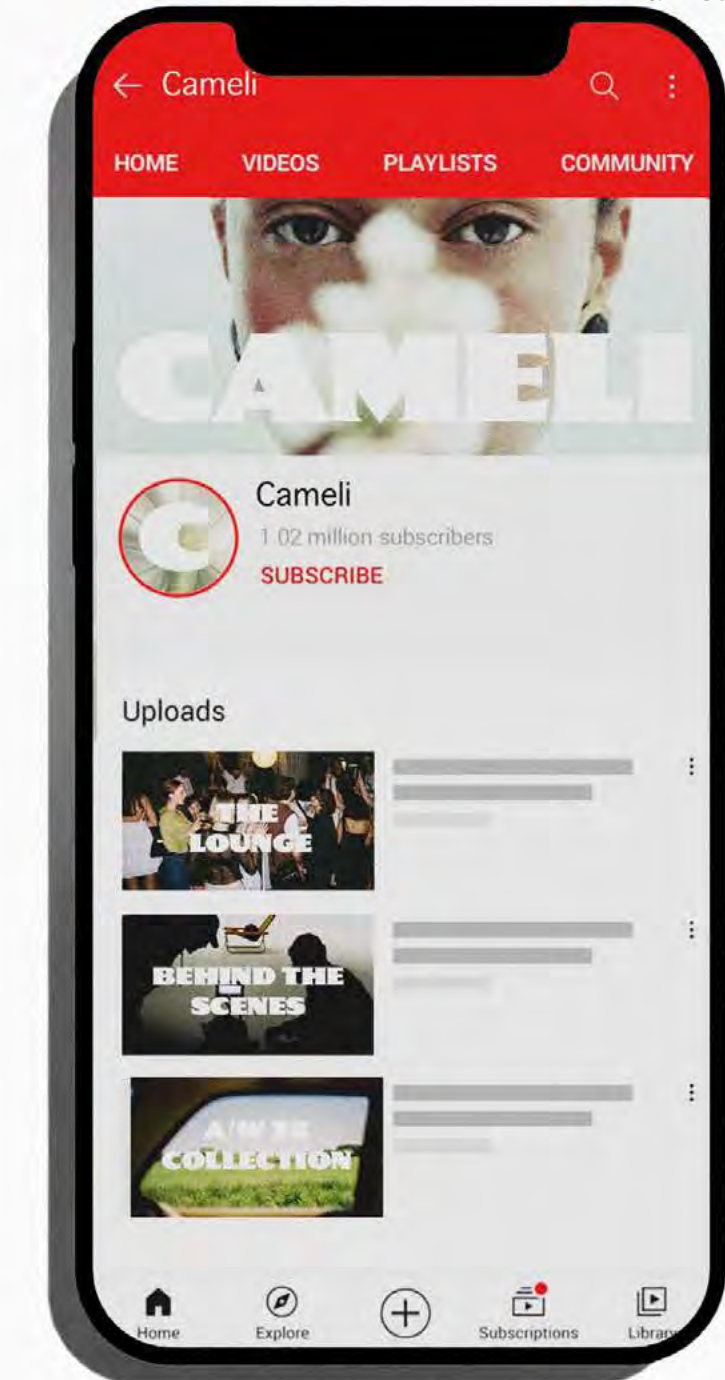
Fig. 17 Mock-up social media platforms for TikTok, Instagram, and YouTube (2025)



TIKTOK

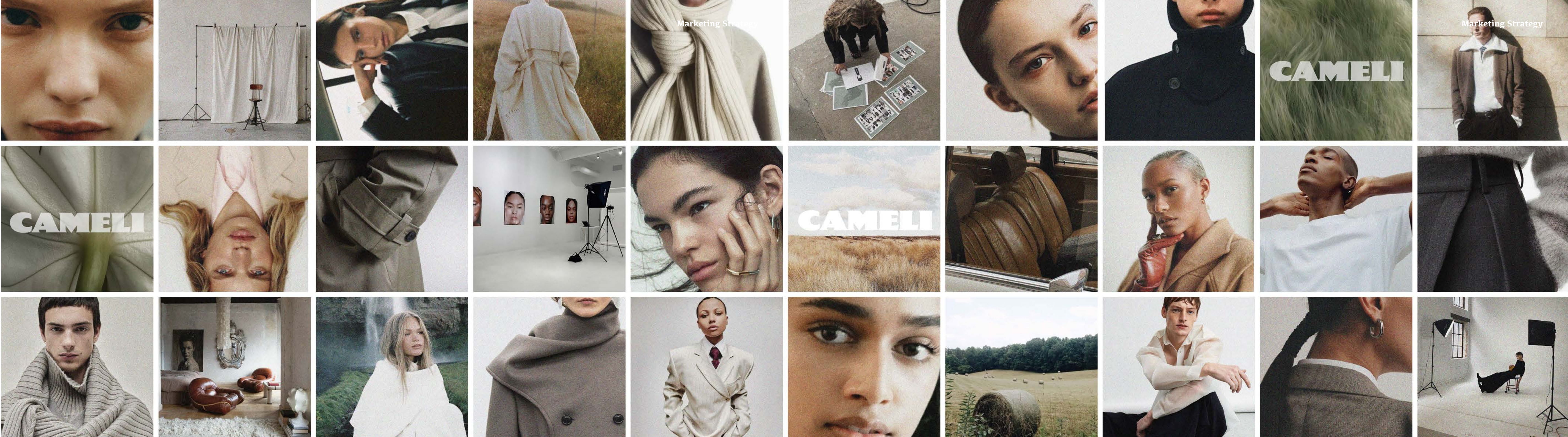


INSTAGRAM



YOUTUBE







# LAUNCH EXECUTION

Launch Execution

## PURPOSE

Cameli's launch event introduces the brands' identity (page 9), values (page 7), and multifunctional fashion concept. It aims to build awareness and excitement, foster emotional connection, and showcase the brands commitment to sustainability, innovation, and community. With immersive experiences like live music and interactive photobooths, the event encourages social sharing, attracts press and influencers and positions Cameli as a forward-thinking disruptor in luxury fashion and provides valuable feedback ahead of the full rollout. (See Appendix AH. for Event Schedule)

## THE VENUE

Cameli's exclusive launch event will take place in the Barbican Conservatory (see fig.20), a space that reflects the brand's values of functionality, sustainability, and harmony between nature and city life (Barbican, 2025; Champion, 2024). As a cultural hub with biophilic design, the Barbican offers an immersive setting for guests to engage meaningfully with the collection. Launching here signals Cameli's commitment to redefining sustainable luxury through a future-focused, adaptable lens.

## PROMOTION

To promote its launch, Cameli will use a multi-channel strategy centred on community and creativity. Teasers, influencer collaborations, and interactive social media campaigns will build excitement and engagement (Dubey, 2024; Sánchez et al., 2021). The brand will partner with RnB artists and micro-influencers, encourage user-generated content, and run countdowns and polls across Instagram and TikTok. QR-coded posters will be placed in areas like Soho, along with email marketing and press outreach (see Appendix AI.) to platforms like GUAP and Hypebae. The aim is to generate buzz, drive RSVPs, and create an inclusive, memorable experience that promotes Cameli's new collection and brand values.



Fig 18-19 Inside the Barbican centre (2025)





Launch Execution

Fig. 20 Cameli launch event at the Barbican Conservatory (2025)

Retail Experience

# RETAIL EXPERIENCE

## E-COMMERCE

### Audience Reach

Cameli online store will expand audience reach while minimising operational costs, meeting growing consumer demand for convenience and accessibility (Ahi, Sinkovics, and Sinkovics, 2022; Elnir, 2023; Gupta et al., 2023). However, challenges such as high return rates and the lack of sensory experiences mean Cameli must create an engaging digital environment to build trust and loyalty (Bleier, Harmeling, and Palmatier, 2018; Gupta et al., 2023; Rane, Achari, and Choudhary). (See Appendix AJ. for further information on e-commerce)

### Experiential design

The website (see fig. 21) will feature brand news, event updates, customer-centric content, and interactive tools, including a digital character creator where users can create and style their own avatars in Cameli garments. Consumers can share their digital outfits, with an annual winner selected to collaborate with Cameli's design team on a limited-edition product. An AI-powered feature allows consumers to digitally try on clothes using their phone or laptop camera, and experience how the garments can fit into their wardrobe. This could guide consumers make informed purchasing decisions about fit, style, and overall outfit co-ordination, reducing uncertainty and offering a personalised and engaging shopping experience and showcases the value and versatility of the collection.

## POP-UP

The Cameli pop-up bar acts as a testing ground for The Lounge (see fig. 25-26), offering a smaller-scale version to collect feedback. Echoing key features of The Lounge, the space includes live RnB music, a photobooth, customisable tote bags (see fig. 31) and reusable water bottles (see fig. 30). Designed to foster community the pop-up encourages emotional connection through shared interests in music, creativity, and conscious fashion. These incentives combine functionality with emotional value (Altschwager et al., 2022; Kauffman, 2023; Weidig, Weippert, and Kuehn, 2024). These interactive elements extend the experience beyond the event, promoting social sharing, boosting footfall, and strengthening emotional ties to the brand (Taube and Warnaby, 2017; Rosenbaum, 2024)(See Appendix AK. for supporting research on Pop-up Stores)



## KEY SURVEY INSIGHTS

**70.2%**

of respondents said they would visit a concept like The Lounge

**78.7%**

of respondents said they would visit a concept like The Lounge

## KEY TAKEAWAYS

This data shows clear interest in The Lounge concept, suggesting that the concept has high chances of success. (See Appendix. AP for Survey results)

### Retail Experience

## PHYSICAL STORE

### Experiential Design

Cameli's flagship store (see fig. offers an immersive, value-driven experience blending sustainability, technology, and emotional design. Its modular layout reflects garments versatility, while AR- enhanced fitting rooms provide styling inspiration, demonstrating garment adaptability and variation. Biophilic elements foster a restorative atmosphere e (see Appendix M. for supporting research on Biophilic Deisgn). A museum-style room offers interactive insight into Cameli's story, including insight into Cameli's story, archived collections, event footage, and brand milestones. Visitors can engage with digital games to style characters in Cameli garments and explore a virtual AI-powered factory tour, offering BTS insight into Cameli's sustainable manufacturing (see Appendix AL. for supporting research on Store Experience)

### Accessibility

The store prioritises accessibility with features like adjustable clothing rails, lower service counters, and private fitting rooms with low locks, doors without floor-level gaps, personal phone charging, and built-in tablets for staff assistance.

### Sustainability

Sustainability is embedded into every element of the space, with the use of recycled materials, energy efficiency lighting, and transparent storytelling around sourcing and production. In-store services like repairs, workshops, and trade-in programs extend product life and deepen the brands connection with its community (See Appendix AM. for supporting evidence on Sustainability and Appendix AN. for Stella McCartney Case Study)

## THE LOUNGE

The Lounge (See fig. 33-32) is a community-focused hub that embodies Cameli's values through music, creativity, and inclusive connection. More than just a bar, it's a space designed for cultural exchange and meaningful interaction, with calming biophilic design, accessible seating, and sensory-friendly features, such as a designated quiet area, ensures everyone feels welcome.

Promoting new musical talent, The Lounge hosts regular live sets and themed nights that promote discovery and connection. It offers curated talks, workshops, and networking opportunities, bringing together creatives from fashion, music, and design to inspire collaboration and build community.

### Retail Experience

Fig. 21 Cameli website mock-up shown on a phone, laptop, tablet and desktop (2025)







Fig. 22-23 Mock-up pop-up bar (2025)



PASSION BLOOM

- 2 oz mango purée
- 1 oz passionfruit juice
- 1 oz fresh lime juice
- 1 oz white rum or vodka f
- 1/2 oz simple syrup
- Ice



11.50

BOTANIC BLISS

- 2 oz honeydew melon juice
- 1 oz strawberry-infused gin3/4 oz elderflower
- liqueur 1/2 oz fresh lime juice
- 1/2 oz honey syrup
- 3-4 fresh basil leaves
- Ice



13.00

Fig. 24-26 Mock-up cocktails for the pop-up bar (2025)



## CITRINE NOIR

2 oz fresh grapefruit juice

1.5 oz fig-infused vodka 1 oz honey syru

1/2 oz orange liqueur

1/2 oz vanilla syrup

Dash of orange bitters

Ice

11.50



Fig. 27 Customisable reusable bottle made from recycled metal (2025)



Fig. 28 Reversible square tote bag made from recycled fabric (2025)



## Retail Experience



## Retail Experience

Fig. 29 Cameli's biophilic store exterior (2025)





Retail Experience



Fig. 30-31 Cameli's biophilic store interior (2025)



Retail Experience

**CAMELI**





Fig. 32 The Lounge mock-up with branding and outside seating area (2025)

Retail Experience



Retail Experience

Fig. 33 The Lounge performance area with DJ set and microphone for live music (2025)



# CAMELI IN ACTION

Cameli in Action

Cameli's branding blends high-fashion aesthetics with clean typography and grain-textured imagery, featuring a diverse range of models in muted tones. The dynamic, editorial style, with full-bleed imagery and asymmetric compositions, mirrors premium fashion publications, enhancing its aspirational yet authentic appeal. Sustainability is emphasised through matte textures, recycled materials, and nature-inspired imagery, reinforcing Cameli's commitment to responsible fashion.



Cameli in Action

Fig. 34-35 Packaging made from recycled paper for online orders with large imagery of people on the front (2025)



Cameli in Action



Front



Cameli in Action

Fig. 36-37 Shopping bags made from recycled paper with large imagery or people and nature with burgundy coloured strap and large branding (2025)



Back

Cameli in Action



Cameli in Action  
Fig. 38 Three large packaging boxes for online orders stacked on top of each large imagery of nature people (2025)









Cameli in Action



Cameli in Action

Fig. 40 Three mock-up lanyards for Cameli staff and visitors (2025)

Fig. 41 Cameli billboard mock-up (2025)



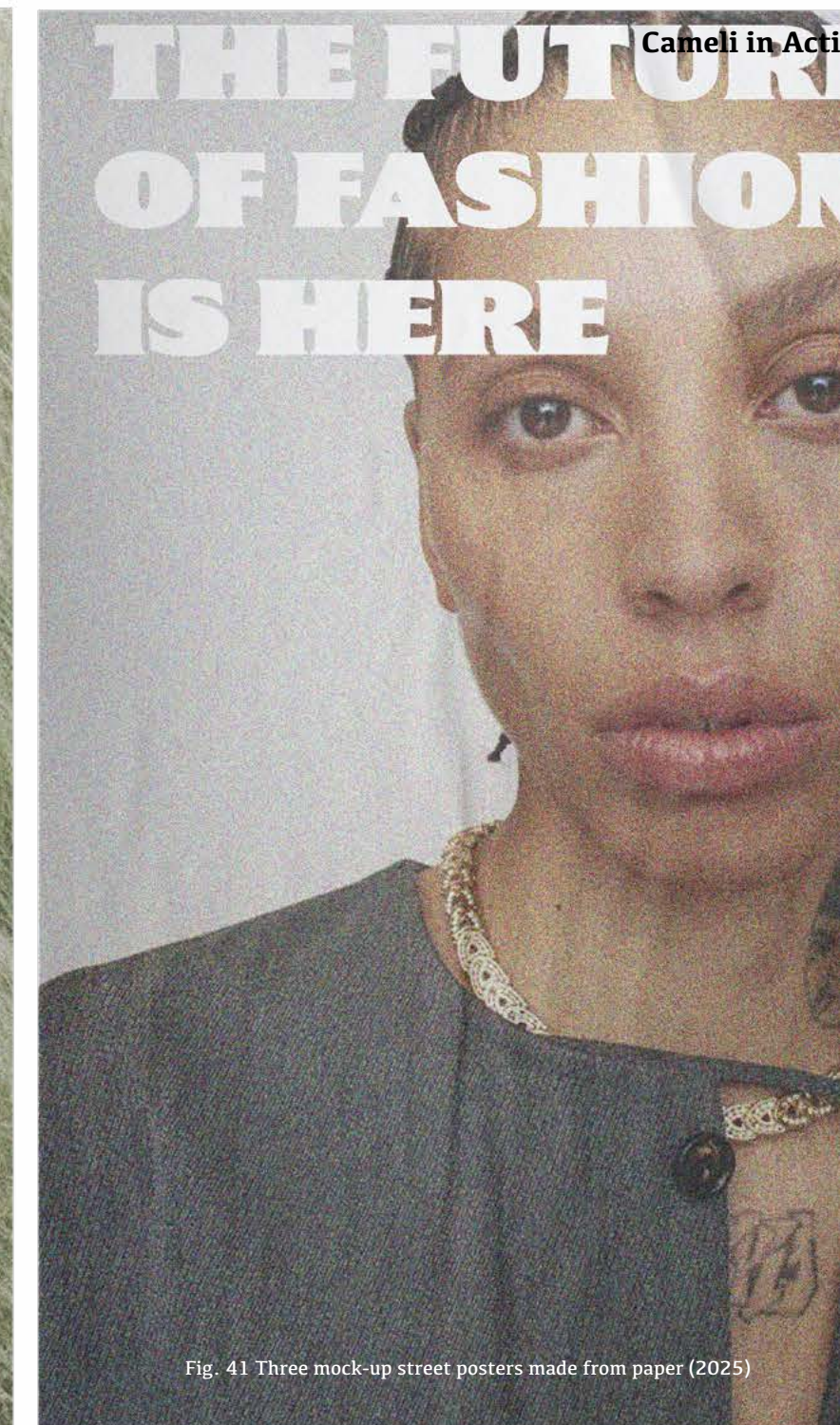


Fig. 41 Three mock-up street posters made from paper (2025)

# AT A GLANCE

## Target Audience:

Aged 20 – 35, fashion-conscious and values-driven  
Prioritises sustainability, individuality, and cultural authenticity  
Interested in modular clothing, ethical consumption, and nostalgic RnB/Rap aesthetics  
Gender-fluid, size-diverse, and representation-focused

## Key USP's

**Modular Design:** Each garment transforms to adapt to changing styles, moods, occasions, and bodies  
**Radical Inclusivity:** Adaptive sizing, accessible design (e.g. magnetic closures), and gender-neutral styling  
**Sustainable luxury:** Recycled, biodegradable fabrics and circular production model that minimises waste

## Hero Product:

The 38-in-1 Longline coat  
Reversible. Detachable. Adjustable  
From oversized streetwear to refined tailoring, one coat evolves into over 36 different looks – a visual representation of versatility, function, and self-expression.

## Launch Strategy Highlights:

Immersive Launch Event at the Barbican Conservatory  
Influencer Gifting and Collaborations with micro-creators and emerging talents  
Editorial Press Release & VIP Guest List targeting Hypebae, I-D, TRENCH and GUAP  
Three-Phase Social Rollout (Teasers to Engagement to Countdown and Pre-order)  
Community Building Via 'The Lounge', a physical hub for music, drinks and connection

## Online Presence:

Website: [www.Cameli.co.uk](http://www.Cameli.co.uk)  
Instagram and TikTok: @Cameli  
Youtube and Pinterest: Cameli Official

(See Appendix AO. for Marketing Mix Overview)



# FUTURE GOALS

Future Goals

Cameli is evolving beyond fashion – into the spaces we live, gather, and create in.

In 2028, Cameli will introduce Cameli Home: A lifestyle extension rooted in our core values of adaptability, storytelling and community. This Chapter brings our signature aesthetic into interiors and daily rituals. From modular home textiles and transformative furniture to fragrance capsules and curated décor, Cameli Home will blur the lines between wardrobe and environment – offering functional pieces that shift with style and space.

Like our garments, Cameli Home will evolve with its owner – including a selection of extendable, modular furniture designed to fit variety of spaces seamlessly, removing the need to replace items each time you move.



Fig. 42 wooden homeware mock-up imagery for Cameli Home (2025)

Future Goals



# LIST OF IMAGES

Fig. 1. Pinterest (2025) Close-up photograph of a person wearing large brown glasses and black gloves with gold rings on top. [Photograph] At: <https://uk.pinterest.com/pin/817614507386102642/> (Accessed: 08/04/25)

Fig. 2 Pinterest (2025) Close-up photograph of a person wearing a neutral suit with a white shirt and black tie, sitting on a white sofa. [Photograph] At: <https://in.pinterest.com/pin/1145955067689435002/> (Accessed: 08/04/25)

Fig. 3 Tims, J. (2025) Brand positioning map. [Diagram] In possession of: the author: Horsham

Fig. 4. Tims, J (2025) Brand colours. [Graphic] In possession of: the author: Horsham

Fig. 5 Pinterest (2025) Close up of a person's hand - showing details of the cuff of a beige trench coat. [Photograph] At: <https://uk.pinterest.com/pin/817614507386412203/> (Accessed: 08/04/25)

Fig. 6 Pinterest (2025) Person with blonde hair posing and wearing a black blazer and white shirt. [Photograph] At: <https://nz.pinterest.com/pin/651473902387452500/> (Accessed: 08/04/25).

Fig. 7 Pinterest (2025) Blurry image of a sunflower. [Photograph] At: <https://nz.pinterest.com/pin/817614507387290588/> (Accessed: 08/04/25).

Fig. 8 Pinterest (2025) Long green grass. [Photograph] At: <https://nz.pinterest.com/pin/59883870039770257/> (Accessed: 08/04/25).

Fig. 9 Holdstock (2025) Person with nose ring and cornrows laying on their arm. [Photograph] At: <https://uk.pinterest.com/pin/7881368094008112/> (Accessed: 08/04/25).

Fig. 10 Pinterest (2025) Close-up of a person with shoulder length brown hair wearing a black leather jacket. [Photograph] At: <https://uk.pinterest.com/pin/817614507386407025/> (Accessed: 08/04/25).

Fig. 11 Bottega Veneta (2025) Person with short dark hair wearing a striped shirt and black tie with a yellow jacket over the top. [Photograph] At: <https://www.bottegaveneta.com/en-mx/inside-bottega/collections/pre-spring-24> (Accessed:

08/04/25). Fig. 12 Pinterest (2025) Person with short dark hair wearing large brown glasses and brown knitted jumper. [Photograph] At: <https://uk.pinterest.com/pin/817614507386406395/> (Accessed: 08/04/25).

Fig. 13 Pinterest (2025) Person with short dark hair slick back hair wearing a grey coloured turtleneck knitted jumper. [Photograph] At: <https://uk.pinterest.com/pin/817614507386407064/> (Accessed: 08/04/25).

Fig. 14 Pinterest (2025) Side profile of a persons with cornrows wearing large silver earrings and a black blazer and gloves. [Photograph] At: <https://uk.pinterest.com/pin/817614507386407438/> (Accessed: 08/04/25).

Fig. 15 Tims, J. (2025) Mock-up of a style handbook for the 38-style coat. [Graphic] In possession of: the author: Horsham

Fig. 16 Tims, J. (2025) Mock-up for a QR code link to the style handbook. [Graphic] In possession of: the author: Horsham

Fig. 17 Tims, J. (2025) Mock-up social media platforms for TikTok, Instagram, and YouTube. [Graphic] In possession of: the author: Horsham

Fig. 18-19 Tims, J. (2025) Inside the Barbican centre. [Photograph] At: <https://uk.pinterest.com/pin/140806232841889/> (Accessed: 08/04/25).

Fig. 20 Tims, J. (2025) Cameli launch event at the Barbican Conservatory. [Graphic] In possession of: the author: Horsham

Fig. 21 Tims, J. (2025) Cameli website mock-up shown on a phone, laptop, tablet and desktop. [Graphic] In possession of: the author: Horsham

Fig. 22-23 Tims, J. (2025) Mock-up pop-up bar. [AI Image] In possession of: the author: Horsham

Prompt: A small bar made from dark wood in the middle of the street. The bar has lots of plants and greenery growing up it. Inside the bar there are lots of glass drinks bottles filled with alcohol and a till behind the counter (Adobe FireFly: [https://](https://www.adobe.com/home?acomLocale=uk)

[www.adobe.com/home?acomLocale=uk](https://www.adobe.com/home?acomLocale=uk))

Fig. 24-26 Tims, J. (2025) Mock-up cocktails for the pop-up bar. [AI Image] In possession of: the author: Horsham  
Prompt: A high-end, minimalist cocktail presentation on a neutral-toned background. A refined cocktail in an tall elegant glass with a creamy foam top, the drink contents is a light green liquid with lots of ice, subtle gradient, and soft lighting. Accompanied by fresh ingredients like strawberries, melon and herbs. A sophisticated and artistic composition with a slight vintage magazine aesthetic, soft shadows, and a muted color palette. Ultra-realistic, high-quality photography style. (Midjourney: <https://www.midjourney.com/explore?tab=top>)

Fig. 27 Tims, J. (2025) Customisable reusable bottle. [Graphic] In possession of: the author: Horsham

Fig. 28 Tims, J. (2025) Reversible square tote bag made from recycled fabric. [Graphic] In possession of: the author: Horsham

Fig. 29 Tims, J. (2025) Cameli's biophilic store exterior. [AI Image] In possession of: the author: Horsham  
Prompt: exterior of a retail store for a high end fashion brand specialising in outerwear, including trench coats and blazers. use the refercene as a style guide. i want large glass windows, lots of plants and dark wood (Adobe FireFly: <https://www.adobe.com/home?acomLocale=uk>)

Fig. 30-31 Tims, J. (2025) Cameli's biophilic store interior. [AI Image] In possession of: the author: Horsham  
Prompt: Interior of a clothing store that sells neutral coloured clothing and specialises in long-line coats, leather jackets, and oversized trousers. The store is made from dark wood, lots of large mirrors, loads of plants growing around the store. tree going through the middle of the store. There is area for customers to sit on the brown leather sofa and read fashion magazines. The walls are made from dark wood. (Midjourney: <https://www.midjourney.com/explore?tab=top>)

Fig. 32 Tims, J. (2025) The Lounge mock-up with branding and outside seating area. [AI Image] In possession of: the author: Horsham  
Prompt: create a pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building is a glass building made from dark wood, red brick and covered in rainforest plants. Inside is a large bar where customers can order drinks to dine in or takeaway. its very luxurious, modern and natural. (Midjourney: <https://www.midjourney.com/explore?tab=top>)

Fig. 33 Tims, J. (2025) The Lounge performance area with DJ set and microphone for live music. [AI Image] In possession of: the author: Horsham  
Prompt: a Dj set in a room with lots of dark wood and plants all around(Midjourney: <https://www.midjourney.com/explore?tab=top>)

Fig. 34-35 Tims, J. (2025) Packaging made from recycled paper for online orders with large imagery of people on the front. [Graphic] In possession of: the author: Horsham

Fig. 36-37 Tims, J. (2025) Shopping bags made from recycled paper with large imagery or people and nature with burgundy coloured strap and large branding. [Graphic] In possession of: the author: Horsham

Fig. 38 Tims, J (2025) Three large packaging boxes for online orders stacked on top of each large imagery of nature people [Graphic] In possession of: the author: Horsham

Fig. 39 Tims, J. (2025) Four stickers with Cameli branding. [Graphic] In possession of: the author: Horsham

Fig. 40 Tims, J. (2025) Three mock-up lanyards for Cameli staff and visitors. [Graphic] In possession of: the author: Horsham

Fig. 41 Tims, J. (2025) Three mock-up street posters made from paper. [Graphic] In possession of: the author: Horsham

Fig. 42 Tims, J. (2025) Wooden homeware mock-up imagery for Cameli Home. [AI Image] In possession of: the author: Horsham  
Prompt: create a interior of a luxury house with luxury furniture. The room is full of plants and dark wood accents will large glass windows (Midjourney: <https://www.midjourney.com/explore?tab=top>)

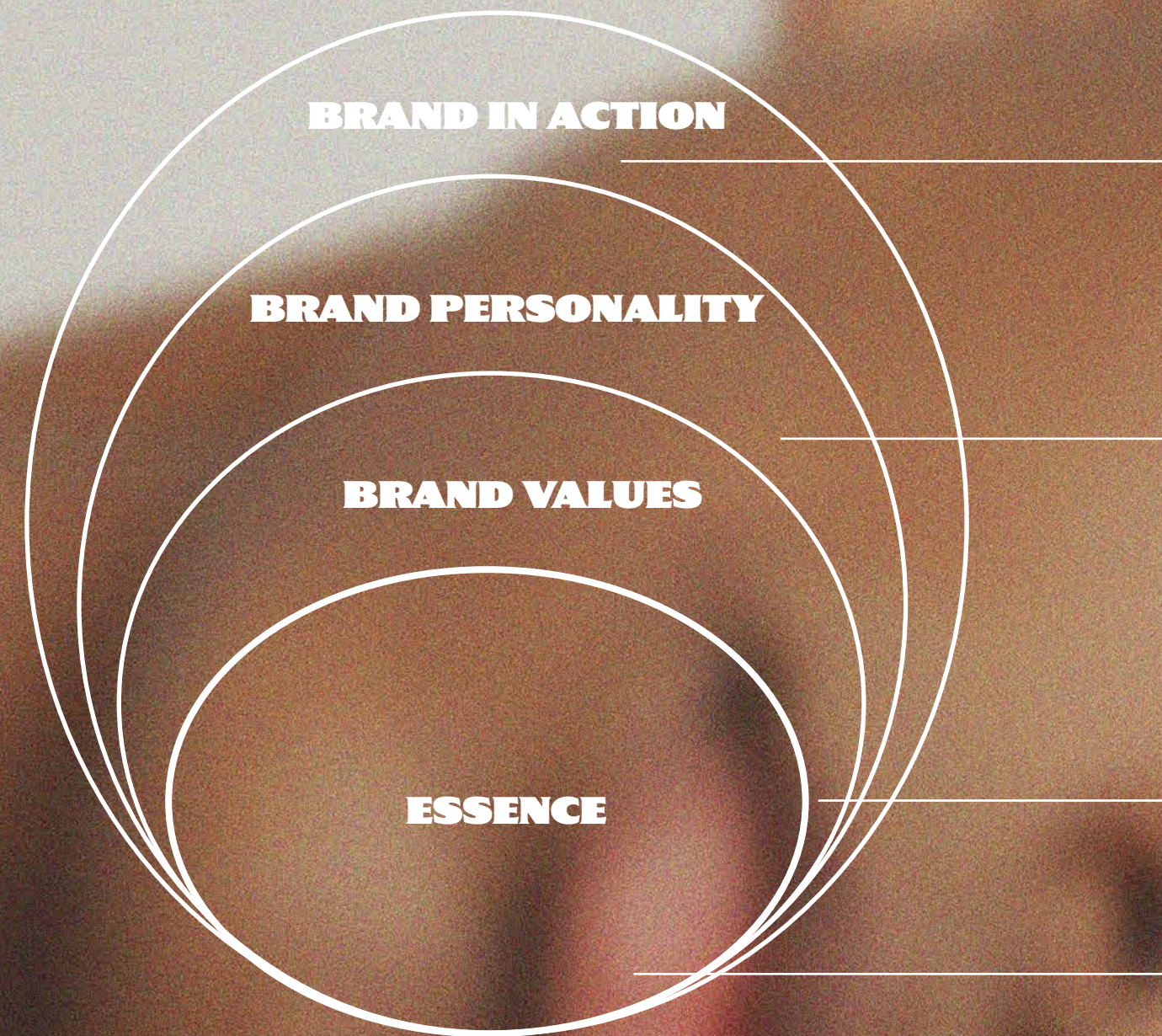


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## APPENDIX A. BRAND ONION



**Product Design** – Blending streetwear silhouettes with modern tailoring, Cameli’s multifunctional garments are versatile, sustainable, and made to last, reflecting the brand’s commitments to comfort, individuality, and reducing overconsumption.

**Retail Experience** – The store is a sensory-driven space designed for inclusivity and connection, featuring RnB music, community events, and an accessible layout.

**Community Engagement** – Cameli Supports emerging talent by offering a platform for creators through pop-up events, live performances, and collaborations, fostering creativity and self-expression.

**Sustainability** – Cameli embeds sustainability throughout its process– from responsible sourcing and upcycling to low-waste production, all with full transparency so consumer understand the story behind each piece.

**Soulful** – Deeply rooted in emotional connection, storytelling, and cultural resonance.

**Grounded** – Authentic, approachable, and connected to real people and their experiences

**Innovative** – Bold in design and concept, constantly evolving to stay ahead of cultural conversations.

**Nurturing** – Supportive of creators and consumers, creating safe and inspiring environments that welcomes all backgrounds

**Effortlessly Bold** –A fusion of confidence and comfort, blending streetwear influence and modern tailoring. It’s for those who embrace individuality and stand out with unapologetic style, rooted in the bold spirit of RnB and 90’s Rap.

Creative Upliftment  
Community-first  
Empowerment of Emerging Talent  
Intentional Design

Cultural Appreciation  
Sustainable practice  
Accessibility and Ease  
Emotionally connected design

Cameli was created to challenge overconsumption and empower personal expression. Drawing inspiration from empowering energy of RnB and the boldness of 90’s Rap, the brand blends gender-neutral, versatile designs with modern tailoring. Cameli encourages individuals to dress authentically and confidently, offering a collection that adapts to their evolving identities and celebrates comfort, individuality, and cultural connection.



## APPENDIX B. GENDER AND FASHION POLITICS

According to Jiang and Michelsen (2024), Unisex fashion is becoming more normalised in the U.S., especially among those engaged with gender equality political discourse. Supporting this trend, Statista data shows that 36% of U.S consumers and 31% of U.K. consumers have purchased clothing outside their traditional gender norms (Fleck, 2023). This indicates a growing acceptance of gender-fluid fashion

In contrast, although unisex fashion appears embraced in China, it remains constrained by state-enforced heteropatriarchal ideologies (Jiang and Michelsen, 2024). Wang, Chiang and Xiao (2024), affirm that gender roles in China are still rigid despite increased female 74% increased female workforce participation since 1952. Policies like the one-child policy have reinforced male preference, contributing to a skewed sex ratio and gender discrimination (Wang, Chiang and Xiao, 2024).

These contrasting examples suggest that unisex fashion is not inherently progressive; its meaning depends on the cultural and political contexts. In the U.S., it may represent identity expression, whereas in China, it's likely it's for aesthetic, rather than social change (Jiang and Michelsen, 2024). Overall, the global rise of gender-fluid fashion cannot be assumed to be universal progress.

For a unisex brand like Cameli, this distinction is key. Gender-neutral clothing does not carry the same cultural or political significance for all consumers (Jiang and Michelsen, 2024). Therefore, the brand should avoid framing the garments as inherently political, instead celebrating them as expressions of individuality, comfort and versatility. A culturally sensitive, inclusive approach allows consumers to connect the collection on their own terms. Importantly, this approach does not mean that Cameli will remain silent on critical issues such as gender equality and trans rights. Rather, it means that the garments themselves aren't positioned as political tools, but as inclusive designs that offer space for individual expression regardless of identity.

However, this balanced stance carries risk. Brands that avoid political engagement may appear indifferent in a market where 62% of consumers expect them to take a stand (D'Aura, 2021; Isaza, 2024). While avoiding overt political stances might safeguard Cameli from backlash, it also risks undermining brands' authenticity and relevance to an industry increasingly driven by social values (Sandes, 2024). Conversely, if Cameli were to adopt a more explicit activist stance, it may be accused of participating in "woke capitalism" - a term used to describe brands who are perceived as leveraging social justices for economic gain and marketing appeal (Adams and Zengerer, 2022). In this scenario, even well-intentioned activism could be dismissed as performative or insincere.

Ultimately, Cameli faces a complex balancing act. Whether subtle or outspoken, its social stance must be authentic, values-driven, and backed by measurable actions. This is essential to maintain trust, resonate with its audience, and remain relevant in a fashion industry increasingly driven by ethics and identity (Sandes, 2024)

## APPENDIX C. ACCESSIBILITY

In her TED Talk, disability advocate Sinead Burke highlights the pervasive inaccessibility of retail environments for people with disabilities, particularly for little people like herself (Burke, 2017b). Burke (2017b) critiques how retail spaces are overwhelmingly designed with only able-bodied individuals in mind, leading to the systematic exclusion of others – often unintentionally, but with significant consequences. She illustrates this through examples of clothing rails positioned too high to reach, garments designed without consideration for diverse body types, and changing rooms with heavy curtains or inaccessible locks. Burke's experiences show that exclusion in retail is not limited to physical barriers but extends to a deeper denial of personal identity; for instance, being forced to buy children's clothing, which does not reflect her adult style or dignity (Burke, 2017b).

Burke expands on these issues further in her BoF Voices talk, emphasising that accessibility must be embedded into design processes from the outset rather than treated as an afterthought (Burke, 2017a). She calls for systematic change that anticipates a range of bodies and needs, rather than assuming able-bodied norms as the default (Burke, 2017a). Critically, Burke's (2017a) insights show that a lack of accessible design is not merely a functional oversight but a form of social exclusion that impacts brand loyalty, consumer trust, and broader perceptions of inclusivity. For brands like Cameli, this highlights the need to integrate inclusive design thinking across both digital and physical spaces from the very beginning, ensuring the brand is accessible, welcoming, and respectful of all consumers.

In response to the accessibility challenges highlighted by Sinead Burke, Cameli has taken proactive steps to ensure its retail environments and product designs are genuinely inclusive. The brand is reimagining its physical spaces by installing lower counters, adjustable clothing rails, and fitting rooms with floor-to-ceiling doors and accessible locks – design choices that allow all customers, regardless of height or ability, to navigate the store independently and with dignity. Crucially, Cameli seeks to reach out directly to Burke to collaborate, to embed accessibility into Cameli's brand strategy, rather than as a superficial add-on. This partnership not only lends authenticity and credibility to Cameli's commitment to inclusivity, but also allows the brand to create garments thoughtfully designed for a range of diverse body types (Talikowska, 2024). By prioritising accessibility from the outset, Cameli strengthens its long-term brand equity, differentiates itself in a competitive market, and aligns itself with growing consumer expectations for socially responsible, inclusive businesses (Patrick and Shulman, 2024; Trkulja, Primorac, and Bili, 2024). Rather than viewing accessibility as a compliance issue, Cameli positions it as a core design principle that enhances the overall consumer experience.



# APPENDIX D. PRODUCTION

Cameli is committed to using natural, biodegradable, and non-toxic materials that do not contribute to plastic pollution or microplastic shedding. We completely avoid synthetic fabrics like polyester, nylon, and acrylic, which release microplastics when washed (Choi, Kim and Kwon, 2018). Instead, we opt for the following high-quality, sustainable alternatives:

**Tencel (Lyocell):** A biodegradable fabric made from sustainably sourced wood pulp, produced in a closed-loop process that recycles water and solvents (Threads Monthly, 2023). Tencel is soft, breathable, and naturally resistant to bacteria, offering both sustainability and comfort (Farrell, 2025; Fabric Dictionary, 2025).

**Organic Linen:** Made from flax plants, organic linen is a lightweight, breathable that’s biodegradable and requires very little water and no pesticides, it has a timeless quality and naturally softens with wear, making it ideal for year-round wear (Tamm, 2025).

**Recycled Wool:** Sourced from post-consumer wool garments, recycled wool helps reduce the environmental impact of wool production, while still offering warmth and durability without contributing to microplastic pollution (Camilli et al., 2025; Wiedemann et al., 2022).

**Hemp:** A highly sustainable fibre that requires minimal water and no pesticides to grow (Ahmed et al., 2022; Kaur and Kander, 2023; Stanton, 2019). Hemp is durable, biodegradable, and improves soil health, making it an excellent choice for durability (Kaur and Kander, 2023).

**Cork Fabric:** Used in accessories and detailing, cork fabric is a renewable and natural material harvested from cork oak trees (Yadav and Singhal, 2024). It’s a sustainable, vegan alternative to leather that is both durable and biodegradable (Clan Earth, 2025; Graham, 2025).

# (APPENDIX D. CONTINUED)

**Ethical and sustainable Manufacturing:**

Cameli’s manufacturing partners have a shared commitment to sustainability and ethics. Cameli collaborates with suppliers in Portugal and Turkey, ensuring that all factories meet a strict environmental and social standard through certified by GOTS, OEKO-TEX, and Fair-Trade certifications. These standards are globally recognised for promoting sustainable production, fair wages, and safe working conditions (Global Standard, 2025; Fair Trade, 2025; Oeko Tex, 2024)

**Minimising waste:**

Waste reduction is central to Cameli’s production strategy. We collaborate with manufacturers to optimise pattern-cutting and fabric use, minimising off-cuts from the start. Leftover materials are repurposed through our ‘Fabric Futures’ initiative, which offers curated off-cut bundles for creative re-use – encouraging the circular economy through upcycling and sustainable experimentation beyond our own garments.

While Camlei sells exclusively online, we operate through a pre-order model to produce only what’s needed. This approach allows us to accurately gauge demand and avoid both underproduction and excess inventory, supporting our commitment to mindful manufacturing and waste production. By only producing what is needed, we minimise environmental impact while maintaining exclusivity and intention behind every piece. As Cameli grows, we will gradually transition into larger-scale production, using insights from previous ensure responsible growth.

To prevent deadstock during this transition, Cameli will introduce a ‘Final Few’ program which gives remaining pieces second life through time-limited offers and exclusive marketing, adding a sense of exclusivity and anticipation. To make these garment more accessible and reduce sizing barriers, Cameli also offers complimentary alterations to any ‘Final Few’ purchases – allowing each piece to be tailored for the individual, encouraging conscious consumption and reducing waste through thoughtful design and fit.

**Sustainable Packaging:**

All packaging is made from 100% recycled and recyclable materials (see pages for visuals) . Our packaging bags are made from recycled, uncoated paper, making them fully recyclable and biodegradable. We avoid plastic entirely, opting for minimal, eco-conscious materials that align with our values. Each element, from tags to wrapping, is thoughtfully designed to minimise waste while delivering a premium unboxing experience. To further reduce waste, Cameli has introduced recycling drop-off stations located around the London area, where customers can return used packaging and boxes to be reused in future orders. As a thank you, participants receive a £10 store credit voucher, encouraging responsible disposal and rewarding conscious consumer habits. For those unable to reach the London drop-off points, a postal return option is also available, making it easy for anyone to take part in the initiative no matter their location.



## (APPENDIX D. CONTINUED)

## APPENDIX E. DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY (DEIA)

At Cameli, DEIA are foundational to the brand's identity and operations. Informed by leading industry research, including the WGENS Diversity and Inclusion report, the brand recognises that inclusive businesses are more innovative, resilient, and commercially successful (Wagdi and Fathi 2024; Wahi, 2023). The report states that companies with more diverse leadership teams generate 19% more revenue due to higher innovation and even save up to \$100Billion through higher employee engagement and reducing turnover (Wahi, 2023; Gan, 2022). Inclusive environments improve mental health, foster a sense of belonging and improve employee retention (Wagdi and Fathi, 2024; Wahi, 2023; Google, 2024; Verlinden, 2023).

Authentic representation is prioritised across Cameli's workforce, creative collaborations, and casting processes. This allows the brand to foster strong internal culture, enhances long-term success, and position itself as a forward-thinking brand within the fashion industry (Wahi, 2023; Google, 2024; Verlinden, 2023; Wagdi and Fathi, 2024). The brand seeks to collaborate with designers, advocates, and activists from marginalised communities to ensure its collections reflect a broad spectrum of lived experiences. In line with this, Cameli is exploring a collaboration with disability advocate Sinead Burke to support the development their collection. As Burke (2017) highlights, disability-inclusive fashion often lacks personal style and leans towards a clinical aesthetic. This collaboration would aim to address this gap by incorporating thoughtful design features such as magnetic closures, adjustable silhouettes, and inclusive sizing -including petite, and extra-petite – all without compromising on style.

Accessibility is not limited to products. Cameli's physical retail spaces are designed to be inclusive, featuring adjustable rails, sensory conscious fitting rooms, and barrier free layouts, such as lowered counters, open-floor layout, step-free entry, and a visual map of the store with brail. Digital platforms are developed with the same intent, ensuring online experiences are navigable and inclusive for all users.

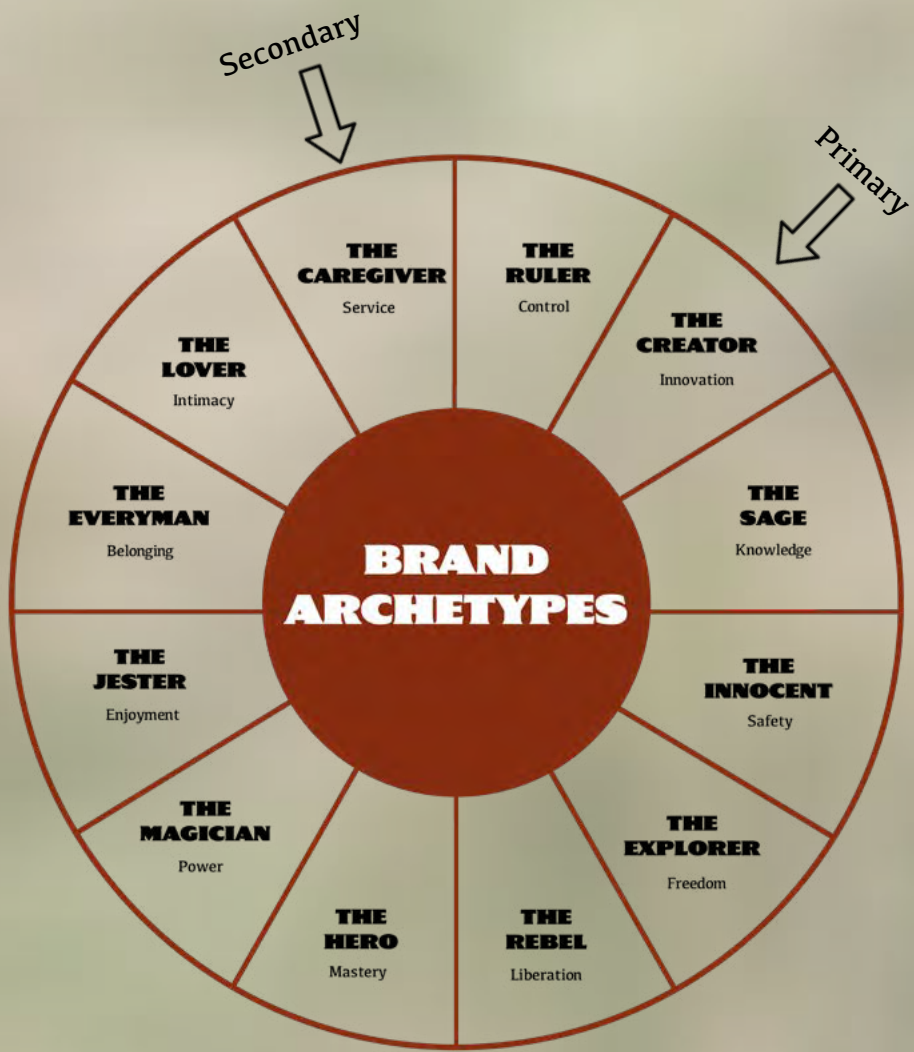
Cameli approaches sustainability and DEIA as interconnected principles. The band uses low-impact materials, produces in small batches, and partners only with ethical manufacturers that uphold fair labour standards. Through transparency, community-driven initiatives, and educational storytelling, Cameli is shaping a responsible fashion ecosystem that prioritises ethical practices and sustainable progress.

At its core, Cameli believes fashion should be empowering and accessible to all. By embedding equity across its practices and seeking collaborations that amplify inclusion, the brand aims to lead a more conscious and representative future.



# APPENDIX F. BRAND ARCHETYPE

## PRIMARY ARCHETYPE



### The Creator

**Core Traits:** Innovative, self-expression, visionary, boundary-pushing, originality

**Brand Purpose:** To inspire self-expression and redefine the way people engage with fashion.

**Brand Voice:** Thoughtful, inspiring, forward-thinking

### How The Creator Shapes Cameli:

**Innovation & Customisation:** Cameli challenges conventional fashion norms by offering modular, multifunctional clothing that evolves with consumer’s needs, promoting long-term wardrobe adaptability.

**Visionary Design:** The brand pioneers a sustainable, future-focused approach to fashion, ensuring every piece is both versatile and timeless.

**Creative Empowerment:** Cameli’s design philosophy is rooted in self-expression and creativity, giving consumers the opportunity to curate their wardrobe while upholding ethical and aesthetic values.

# (APPENDIX F. CONTINUED)

## SECONDARY ARCHETYPE

### The Caregiver

**Core Traits:** Ethical, community-driven, responsible, compassionate, trustworthy

**Brand Purpose:** To promote a sustainable, ethical ecosystem and build a supportive, inclusive community that promotes conscious living.

**Brand Voice:** Supportive, authentic, empathetic, empowering

### How The Caregiver Shapes Cameli:

**Sustainability & Responsibility:** Cameli intergrates ethical sourcing, transparent production and fair labour practices, reinforcing its commitment to sustainability while being honest about its challenges.

**Inclusive Community:** Beyond fashion, Cameli creates a shared space for consumers to connect through shared values of sustainability, ethical fashion, and cultural influences, such as RnB music and streetwear culture

**Social Impact:** Cameli is dedicated to reducing fashion’s environmental footprint by offering timeless, adaptable clothing solutions with high durability, reducing waste and fostering a culture of longevity over disposability.

### The Dual Archetype Advantage: Creator & Caregiver

Cameli’s seamlessly blends innovation and responsibility, allowing it to challenge traditional fashion while fostering an ethical, community-driven movement rooted in sustainability. By merging creativity and care, Cameli pioneers a future where sustainability and self-expression coexist.

The dual-archetype strategy ensures Cameli balances boundary-pushing design while remaining deeply committed creating a positive social and environmental impact, positioning itself as a leader in forward -thinking, responsible design.

### Why This Archetype is Right for Cameli

The Creator archetype positions Cameli as a bold, forward-thinking innovator in a highly saturated market, while the Caregiver archetype keeps the brand rooted in empathy, ethics, and social responsibility. Together, they shape a brand identity that aligns with an increasing demand for purpose-driven, sustainable fashion without compromising style (Hong et al, 2024).



# APPENDIX G. BRAND IDENTITY PRISM

**Product Aesthetic** – Timeless, preppy, oversized yet structured silhouettes

**Material & Fabric** – High-quality, sustainable materials (recycled fabrics).

**Functionality** – Modular designs with detachable elements (e.g., reversible features, adjustable lengths, removable sleeves).

**Colour Palette** – Neutral, earthy tones inspired by nature (see page ).

**Typography & Logo** – Simple yet meaningful

**Packaging** – Eco-friendly, subtle branding, minimal

**Transparency** – Openly sharing sourcing details, production processes and sustainability reports.

**Aftercare & Longevity** – providing repair guides, longevity tips, second-hand selling scheme, and promoting the circular economy.

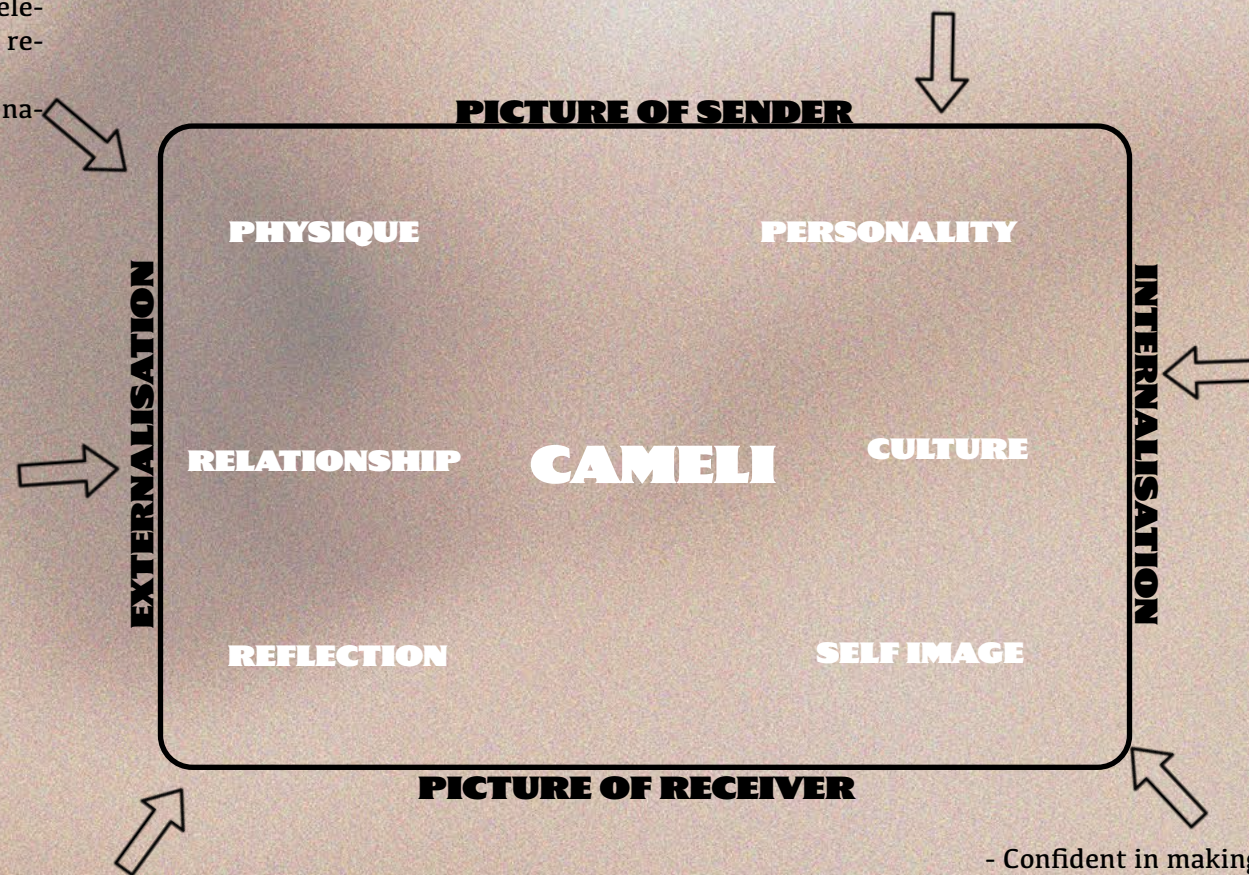
**Brand Loyalty** – Encouraging repeat customers through exclusive collections and drops, sustainable loyalty schemes, and community involvement.

- Fashion-conscious, but prioritises sustainability
- Values quality over quantity, invests in versatile pieces
- Perceives themselves as environmentally responsible, forward-thinking and modern
- Interested in slow fashion

**Tone of voice** – (see page 15)

**Brand Personality** – Informative, conscious and inclusive.(see page 8)

**Communication Style** - Educational, values-driven, engaging, community driven, friendly and responsive.



**Sustainability** – Every aspect of Cameli’s production aims to be eco-conscious (packaging, sourcing, manufacturing, distribution).

**Ethical Production** – Commitment to fair wages, responsible sourcing and ethical supply chains

**Diversity & Inclusion** – Size-inclusive and gender-neutral options, ensuring representation in campaigns, social media posts and on their website.

**Innovation** – modular garments that push conventional boundaries

**Community-driven** – Encouraging consumers to engage with the brand through co-creation, interactive social media content and sustainable life-choices.

- Confident in making ethical, fashion-forward choices
- Empowered by a wardrobe that adapts to their lifestyle
- Creative and expressive with fashion
- Part of a like-minded community made up of creative individuals who advocate sustainability

# APPENDIX H. COLLECTION PRICING



Name: 38-Style Long Line Reversible Coat

Price: £280



Name: Reverible Cinch-Waist Shirt

Price: £60



Name: Reversible Cinch-Waist Blazer

Price: £170



Name: Reversible Harrington Jacket

Price: £130



Name: Reversible Asymmetric Leather Jacket

Price: £310



Name: Reversible Asymmetric Denim Jacket

Price: £130



Name: Asymmetric Cross-Over Wide Leg Trousers

Price: £120



Name: Collared Wide Leg Trousers

Price: £120



Name: Reversible Sweat-shirt

Price: £100



APPENDIX I. PRICE JUSTIFICATION

Cameli positions itself as a highly sustainable brand at working at a slightly higher standard than Patagonia. While Patagonia has been a leader in circular fashion, Cameli advances this model by integrating cutting-edge material innovation, prodcust lifestyle management, and consumer incentives. Through a comprehensive in-store trade-in and repair program, ensuring that garment remain in use for as long as possible (Rattalino, 2017; Van Der Velden, Maitre-Ekern, and Katland Wanja, 2023). This initiative allows consumers to trade-in their worn garments, which are then meticulously repaired if necessary and resold as second-hand items at a reduced cost, ensuring to minimise waste where possible. To encourage participation, Cameli exchanges second-hand pieces for a gift voucher (Calderon, 2023). Cameli uses a tiered gift voucher system to calculate the cost of the donated item(s) based on the condition and the original value of their garment.

In contrast to fast fashion giants like Shien and Boohoo, which prioritise low-cost, high-turnover production Cameli follows a slow fashion business model, prioritising ethical labour practices and minimal waste manufacturing processes (Dzhengiz, Haukkala, and Sahimaa, 2023). Each piece is constructed using certified organic, biodegradable, or recycled textiles, ensuring longevity and durability (Tonti, 2025). Unlike Balenciaga, which focuses on hype-driven, trend-based streetwear, or Louis Vuitton, which emphasises heritage and exclusivity but lacks full transparency in sustainability, Cameli prioritises adaptability, eco-conscious production, and ethical responsibility (Li, 2023; Fashion Law Journal, 2024; Cui, 2024). While Chloe has taken steps towards sustainability, incorporating lower-impact materials and ethical initiatives, its efforts remain less comprehensive than Cameli's full circular approach (Cernansky, 2022). Despite improving its ethical scouring, Chloe still operates within a luxury fashion system that relies on traditional production methods (Evrard, 2021).

A key challenge in sustainable fashion is pricing (Sarokin and Bocken, 2024). Unlike fast fashion, where costs are kept low by exploiting labour and using substandard materials, Cameli's pricing reflects its commitment to sustainability, ethical production, superior craftsmanship, exclusivity and innovation (Sarokin and Bocken, 2024). As a result, Cameli's price point not only mirrors the quality, value and ethical integrity of its products but also supports the brands long-term growth and competitiveness. Cameli also introduces alternative purchasing models, such as pre-order systems and limited capsule drops, which allow the brand to maintain exclusivity without overproducing. While LV and Balenciaga command high price points due to status and branding, Cameli's proposition is rooted in pioneering its sustainability model, positioning itself as a future-forward brand.

While LV pricing reflects heritage and exclusivity, and Balenciaga's is driven by trend appeal, Cameli redefines luxury by positioning sustainability and craftsmanship at the core of its brand (Li, 2023; Fashion Law Journal, 2024). Through innovative, adaptable designs, Cameli offers pieces that are not only ethically produced but also derive as long-term investments, evolving alongside the wearer. While Chloe, LV, and Balenciaga continue to evolve, Cameli sets a new benchmark for luxury– one that's truly sustainable, inclusive, and forward-thinking.

APPENDIX J. COMPETITOR BENCHMARKING

Category	Cameli	Stella McCartney	Aime Leon Dore	A.P.C	Cos	Wales Bonner
Brand Identity	Transformative tailoring meets RnB culture & adaptive wear.	Luxury sustainable fashion with a feminine edge	Streetwear meets New York heritage with classic tailoring	Minimalist Parisian chic	Modern, timeless essentials	Afro-Atlantic identity meets European luxury tailoring
Price Point	Contemporary/premium	Premium/luxury	Premium streetwear	Premium/mid-luxury	Mid-range/high street	Luxury/Premium
Sustainability	Adaptive design, low-impact textiles, ethical production	Leader in sustainable fashion, uses bio-based materials	Limited focus, some sustainable collabs	Some eco-friendly lines, not core to the brand	uses recycled/organic fabrics, circular design initiatives	Collaborates with sustainable partners, not core strategy
Inclusivity/DEIA	Central to the brand - inclusive sizing, accessibility focused	Increasing focus on inclusion but limited adaptive design	Some racial/cultural representation in campaigns	Limited inclusivity in design or marketing	Some representation in campaigns, limited accessible design	Strong cultural storytelling, inclusive casting, adaptive design not a focus
Design Aesthetic	Modular, retro tailoring with streetwear edge	Feminine, eco-conscious sophistication	urban sportswear, heritage-led	Simple, clean, refined cut	Functional minimalism	Artistic, tailored, rich in cultural references
Customer Base	Style-conscious, values-driven, diverse demographics	Affluent eco-conscious consumer	Fashion-savvy urban youth and hype culture	Creative professionals and minimalists	Mass affluent, urban, modern minimalist	Cultural tastemakers, fashion insiders
Retail Presence	Emerging, online-first with plans for a accessibility-focused physical retail store	Global flagships and e-commerce	Boutique stores (NYC and London) and limited stocklists	Flagship stores and strong online presence	Global stores and strong e-commerce	Stocked in luxury retailers and own e-commerce
Collaborations	Actively seeks community-led, inclusive partners	Adidas, Parley for the Oceans	New Balance, Porsche	Limited collaborations	Limited but growing strategic partnerships	Adidas, Dior, various artists

**Key Takeaways:**  
Cameli holds a unique position in the fashion market by integrating adaptive design and accessibility – areas largely overlooked by competitors like Cos, A.P.C and ALD. While Stella McCartney leads in sustainability (see Appendix ) and Wales Bonner in cultural storytelling, Cameli stands out by treating DEIA and sustainability as interconnected values, resulting in garments that are both functional and emotionally resonant. Importantly, while accessibility is a key benefit, it does not define the brands aesthetic; Cameli maintains its clean, modular, tailored streetwear style through thoughtful details like hidden zips, adjustable waistbands, and magnetic clasps. To scale effectively, the brand must amplify its cultural relevance through storytelling and partnerships, positioning itself as a future-facing label that merges purpose with style.



# APPENDIX K. FASHION DESIGN TRENDS

The Men’s Elevated Britpop report outlines key Autum/Winter 2025/26 trends, focusing on the evolution of Britpop-inspired menswear (Isaac, 2025). Like Cameli’s collection, it merges nostalgia with modern silhouettes, sustainability, and functionality, appealing to multiple generations (Isaac, 2025). This approach demonstrates a deep engagement with the design processes, material exploration, and the adaption of historical influences into modern, wearable solutions. Additionally, this trend suggests a shift towards sophisticated, yet modern pieces blending classic elements such as checks and plaids with eco-friendly materials, (Isaac, 2025; Chow, 2025).

Key design strategies include innovative fabrics, modular design, ecofriendly textiles, and relaxed tailoring (Isaac, 2025). Isaac (2025) highlights the trench coat as a core item, reimagined with modular deigns and layering techniques, and sustainable materials, incorporating circularity principles in design for durability and recyclability (Isaac, 2025). This reflects a broader industry movement towards responsible fashion, aligning with contemporary expectations for transparency, environmental impact reduction, and conscious co - sumerism (Blasberg et al., 2024; Wong, 2025).

Cameli embodies this movement through its modular trench coats, aligning with the report’s emphasis on layering, adaptability, and relaxed tailoring for versatility and longevity, through integration of adaptive features that allow the garments to transform for extended wear and multiple styling possibilities (Isaac, 2025). Cameli and the Britpop trend prioritise sustainability, incorporating recycled textiles and circular design principles, ensuring garments are durable, recyclable, and adaptable (Isaac, 2025).

The integration of modular garments, specifically trench coats, and plaid patterns across Cameli’s collection effectively showcases its alignment with A/W 25/26 trends. Through the application of innovation, material research, and modern tailoring techniques, Cameli demonstrates an acute awareness of industry advancements and consumer needs. Its ability to translate trend research into functional, forward-thinking design solutions reinforces its place within the evolving fashion landscape.

While the Men’s Elevated Britpop report outlines key A/W trends, focusing on the evolution if Britpop-inspired menswear, further primary research highlights that this trend is transferable across menswear, womenswear and gender-neutral collections (Isaac, 2025). Primary research was targeted at luxury fashion brands’ 2025 collections – particularly A/W- such as Rabanne, ALD and Saint Laurent, confirms that the blend of classic elements such as plaids and check patterns, elevated modern tailoring and adaptable garments is not limited to menswear alone. This aligns with Cameli’s position as a unisex luxury fashion brand, embracing these trends throughout its A/W collection.

# APPENDIX L. RANGE PLAN

## 38-STYLE REVERSIBLE LONGLINE COAT



## REVERSIBLE CINCH-WAIST SHIRT



Details: Has a adjustable buckle at the back of the shirt for a choice of a slim or oversized fit. Can be reversed.



(APPENDIX L. CONTINUED)

REVERSIBLE CINCH-WAIST  
BLAZER



Details: Has a adjustable buckle at the back of the shirt for a choice of a slim or oversized fit. Can be reversed, worn cropped, and arms can be removed

REVERSIBLE HARRINGTON  
JACKET



Details: Can be reversed, worn cropped, and arms can be removed.

REVERSIBLE  
ASYMETRIC LEATHER  
JACKET



Details: Can be reversed, worn cropped, and arms can be removed.

(APPENDIX L. CONTINUED)

REVERSIBLE  
ASYMETRIC DENIM  
JACKET



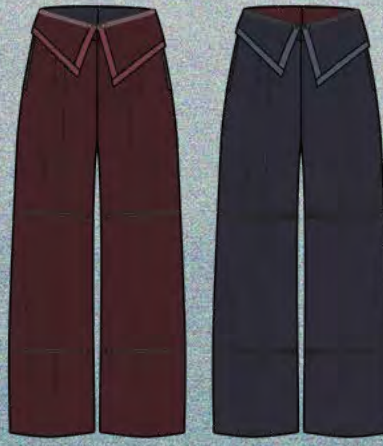
Details: Can be reversed, worn cropped, and arms can be removed.

ASYMETRIC CROSS-  
OVER WIDE LEG  
TROUSERS



Details: Can be reversed, worn as full length, 3/4, or as shorts

COLLARED WIDE LEG  
TROUSERS



Details: Can be reversed, worn as full length, 3/4, or as shorts



# (APPENDIX L. CONTINUED)

## REVERSIBLE SWEATSHIRT



Details: Can be reversed, worn cropped, and arms can be removed.

# APPENDIX M. BIOPHILIC DESIGN

Cameli’s flagship store is intentionally designed with biophilic features throughout both its exterior and interior design, aiming to create a calming, restorative environment that enhances the well-being of both consumers and employees (Ashraf, 2024; Pandita and Choudhar, 2024). This approach is grounded not only in aesthetics but also in evidence-based design thinking. Özgen Turan, Afacan and Surer (2024) found that biophilic environments not only improve mood and cognitive function, but also promote more sustainable behaviours. Their study highlights that when individuals engaged with a serious game within a biophilic setting, their sustainable behaviours were amplified even further – suggesting a powerful interplay between immersive design and experiential learning.

However, more recent findings offer a critical counterpoint. A 2025 study by Li et al. revealed that while the presence of plants in a classroom improved perceptions of air quality and productivity, it had no significant effect on cognitive performance or stress levels, and adding more plants yielded no additional benefit. This suggest that there may be a threshold effect, where adding additional plants doesn’t increase the effects and the benefits plateau. Additionally, a critical review by Zhong, Schröder and Bekkering (2022), highlights the inconsistencies across past research on biophilic designs, where researchers interpret or implement biophilic design differently, leading to mixed results or less effective outcomes making it harder to measure the true impact.

For Cameli, these findings underline the importance of strategic and meaningful biophilic design. Rather than overloading the space with generic natural elements, Cameli’s design must focus on purposeful, emotionally resonant details such as natural materials, multi-sensory engagement, and interactive touchpoints that create connection over decoration. Cameli could do this though educational videos on sustainability, interactive AI mirrors to help show the full potential of Cameli’s garments and motion sensors that create nature-inspired sounds such as flowing water or chirping birds. In doing so, Cameli doesn’t just follow a trend, it fosters emotional engagement and delivers an experience that aligns with its identity as a brand driven by adaptability, individuality, and conscious design.



# APPENDIX N. CIRCULAR FASHION

## THE SECOND-HAND MARKET

According to Hastings et al. (2023), the global second-hand market is predicted to double in size by 2027, reaching £282 billion, with Gen Z emerging as the most active demographic. This reflects a notable cultural shift in consumer behaviour, particularly among younger consumers, who are increasingly prioritising environmental responsibility, conscious consumption, and alternative fashion systems over fast fashion. For brands like Cameli, which are rooted in principles of sustainability and slow fashion, this shift represents an opportunity to align with a generation seeking ethical, transparent, and socially engaged alternatives (Domingos, Vale, and Faria, 2022).

However, this growing preference for second-hand shopping also presents challenges. As resale platforms become more mainstream, slow fashion brands may struggle maintain sales volumes, particularly when competing with the affordable and convenience of preloved goods (British Fashion Council, 2024; Li and Sundararajan, 2024; McNeill and Snowden, 2019). Furthermore, while Gen Z's engagement with resale markets appears driven by ethical concerns, it can also be partially driven by economic factors or a desire to continuously refresh wardrobes, which risks perpetuation a cycle of overconsumption despite being framed as sustainable behaviour. Notably, 56% of Gen Z's and 55% of Millennials living paycheck-to-paycheck, highlighting the ongoing impact of the cost-of-living crisis on their financial decisions and lifestyle habits (Deloitte, 2024).

In response, Cameli will implement a garment take-back and resale scheme as a key element of its circular strategy. This initiative will allow customers to return incentivising sustainable behaviour while enhancing customer loyalty (Liu and Mattila, 2016; Silva, 2024). Returned garments will be carefully refurbished if necessary and resold at a reduced price - extending their lifecycles and reducing textile waste with circular economy principles (Coscieme et al., 2022; Shamsuzzaman et al., 2025). This strategy not only reinforces Cameli's commitment to sustainability, but it also strengthens its position as a forward-thinking, socially conscious brand that responds innovatively to both environmental concerns and the financial realities of its core audience (Hilton Segel and Hatami, 2023). In doing so, Cameli reinforces its identity as a future-focused brand rooted in accessibility, inclusivity, and long-term value creation

# APPENDIX O. THE IMPORTANCE OF COLOUR

According to Obeng et al. (2018) and Kumaraswamymr (2019), colour can significantly influence consumer behaviour by evoking both positive and negative emotional responses that impact purchasing decisions. More recently, Muratbekova and Shamoï (2024) support this concept, suggesting that specific colours are associated with emotional experiences. This underscores the importance of colour research in fashion design and branding, ensuring that designs are not only visually appealing but also emotionally resonant with consumers (Jiang and Westland, 2024).

Additionally, the Design and Colour Directions A/W report by Samba (2024) offers insight into how colour trends reflect cultural and environmental shifts. By aligning with these trends, brands can design with intention and longevity, ensuring their collections remain relevant and emotionally engaging for consumers (Sair, Sohail and Rafiq, 2023).

For Cameli, incorporating trends like Kintentional, Geo-Logic, and Empowered Play ensures the brand remains connected to consumer values like emotional well-being, adaptability, and creative self-expression (Samba, 2024). By combining these trends with a muted, timeless pallet, Cameli strikes a balance between trend awareness and brand consistency – ensuring long-term relevance in a changing market (Sair, Sohail and Rafiq, 2023).

## WGSN Colour Forecast 26/27 Overview:

The Design and Colour Directions report for A/W 26/27 identifies three key design narratives: Kintentional, Geo-Logic and Empowered Play, which influence fashion, beauty, and interiors (Samba, 2024). Cameli's strategically integrates colours from all three trends, focusing on long-term, sustainable colour planning and emotional connection to ensure the brands adaptability and relevance (Khattak et al., 2020; Samba, 2024; Takacs, 2018).

Kintentional focuses on emotional connection, inclusivity, and well-being – values that align with Cameli's community-driven ethos (Samba, 2024). By using colours that evoke emotional depth and inclusivity, the brands strengthen its identity as one rooted in connection, adaptability, and cultural significance (Gupta and Dingliwal, 2023; Kawai et al, 2022; Cunningham, 2017).

Geo-Logic explores opportunities for products, services, and spaces that enhance adaptability and resilience by emerging technology with nature, which directly supports Cameli's modular and climate-conscious designs and experiences (Samba, 2024). As the demand for versatile fashion increases, this trend reinforces Cameli's commitment to adaptable, sustainable fashion (Samba, 2024; Zhang et al, 2024).

Empowered play celebrates self-expression, bold contrasts, and playful practicality – concepts that resonate with Cameli's focus on expressive, multifunctional garments (Samba, 2024). While the brand maintains a neutral outer pallet, it embraces this trend through colourful inner linings and reversible designs, balancing trend relevance with its minimal aesthetic.

By aligning these key directions, Cameli ensures its collections maintain emotionally engaging, adaptable, and relevant – without compromising its brand consistency and long-term vision (Sair, Sohail and Rafiq, 2023).



# APPENDIX P. MODEL CHECKLIST

- ✓

**Diversity and Representation:** Models must represent a wide range of backgrounds, including different ethnicities, body types, and abilities. Cameli is committed to challenging conventional beauty standards by embracing genuine diversity in fashion.
- ✓

**Gender-Inclusive:** We welcome models of all genders and sexes, ensuring that the brand is representative of a large demographic.
- ✓

**Varied Age Groups:** Models should represent different stages in life, showcasing the adaptability of Cameli’s designs for a wide audience. While the brand primarily targets Gen-Z and Millennials, visibility across multiple age groups is essential to reinforcing our commitment to inclusivity.
- ✓

**Authenticity:** The brand seeks individuals who embody confidence and individuality, celebrating real people rather than unattained beauty standards. Cameli values authenticity and encourage models to showcase their distinct personalities.
- ✓

**Natural and Unretouched:** Cameli embraces natural beauty, avoiding excessive editing or artificial enhancements. The brand stands by presenting models as they are – unfiltered and real.
- ✓

**Personal Expression:** Models should bring their own personality and style to the shoot, aligning with the brands ethos of adaptability and individuality. Our garments are designed to be styled in various ways, and we encourage models to express themselves through their look and movement.
- ✓

**Story-Driven Representation:** The brand values individuals with unique perspectives, whether they are creatives, activists, or individuals with compelling personal stories that accurately align with the brands values and motives around sustainability, diversity and inclusion. Our models are more than just faces; they are the voices that represent Cameli’s identity.

Public Image and Brand Alignment:  
Models must have a positive public reputation and no known association with scandals, discriminatory behaviour, or controversial affiliations that may lead to public backlash or conflict with the brands values. As a purpose-driven brand, Cameli avoids working with individuals who may risk undermining its integrity, inclusivity, or commitment to social responsibility.

# APPENDIX Q. MODEL TESTIMONIALS

“Working with Cameli felt different from the very start. It wasn’t just about modelling clothes; it was about being part of something genuinely meaningful. The team values individuality, encouraging everyone to bring their personality into photoshoots which made the whole experience fun and empowering/  
Wearing the garments, you can feel the through and intention behind every detail – from the way the fabric moves to how adaptable each piece is. It’s sustainable fashion, but also expressive and soulful. Being a part of Cameli really felt special and I hope to be invited back soon” – **Ray (Left)**

“As a plus-sized Black woman, I often feel like I have to shrink myself to fit in – but not with Cameli. From the first fitting to the final shoot, I felt seen, valued and celebrated for who I am. The clothes weren’t just made to fit, they were made to celebrate different body styles, and that truly felt powerful.

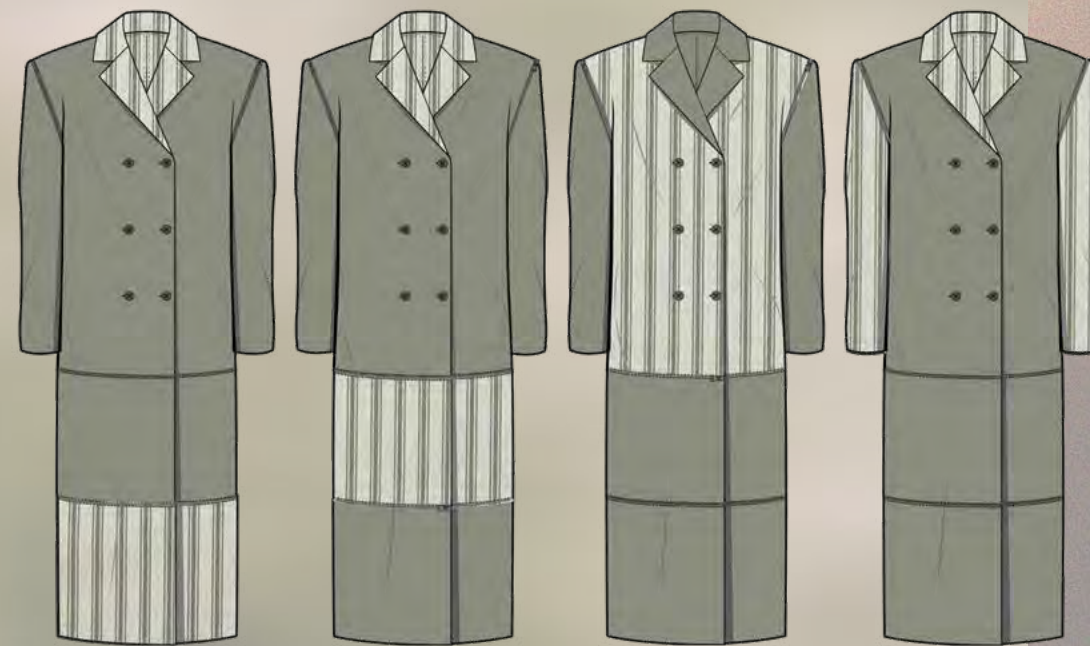
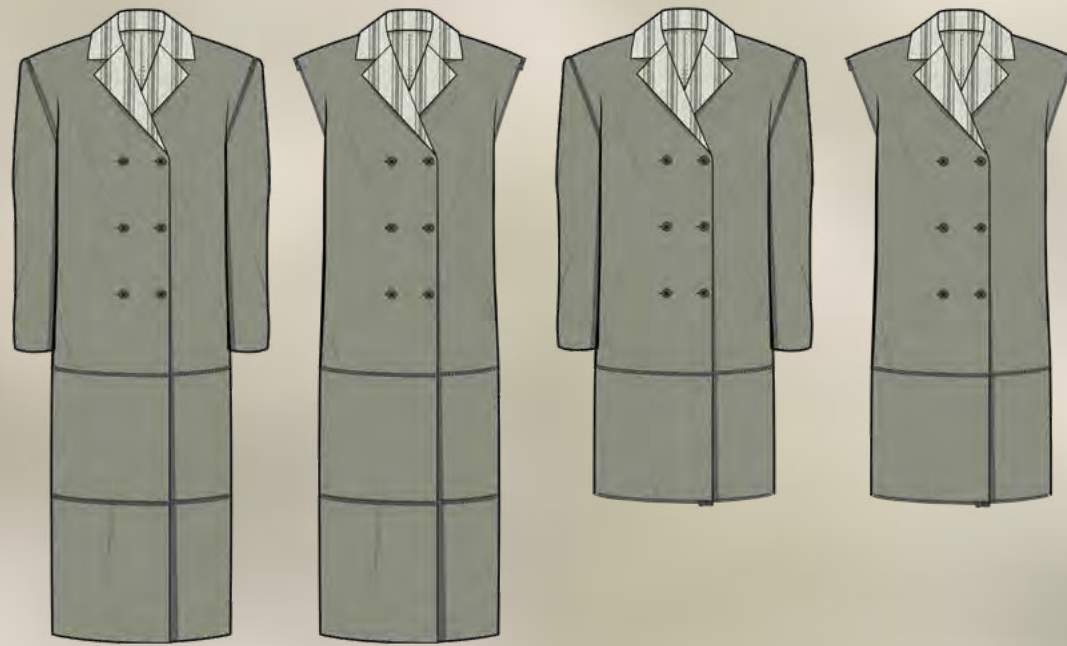
Cameli’s commitment to real diversity isn’t just a box to tick – it’s in the casting, the conversations and the community. Being part of a brand that actually reflects women like me and the world we live in, while standing for sustainability and creativity, was incredibly affirming. I left the shoot feeling like I’d been part of something that’s going to cause change – something honest” – **Leah (Middle)**

“Modelling for Cameli felt like coming home to a version of myself I don’t always get to show in fashion. As someone who is gender-fluid, I’m constantly navigating clothing that leans too far one way – too masculine, too feminine, and never quite me. But Cameli designs sit right in that in-between space – fluid, expressive, and free from the boxes

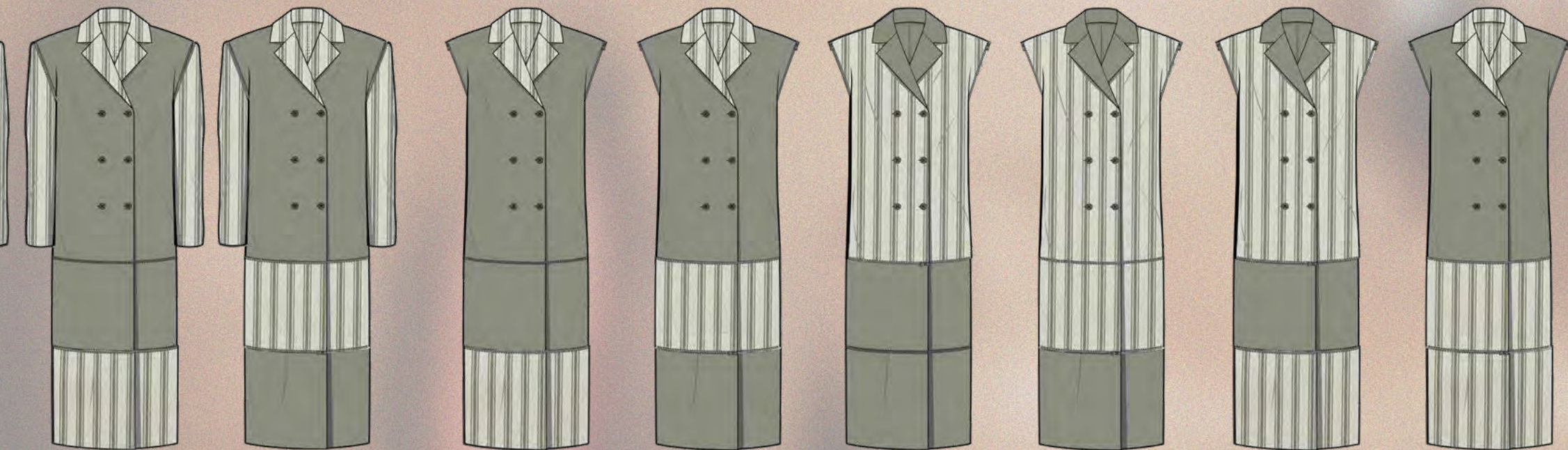
The shoots weren’t just about portraying the brand as inclusive, they were about making people like me feel seen and heard. Cameli truly wanted us there, not just as models but as individuals with unique stories and identities” – **Rio (Right)**



APPENDIX R. STYLE VARIATIONS



(APPENDIX R. CONTINUED)





# APPENDIX S. COLLABORATION VETTING

Cameli will collaborate exclusively with brands and individuals whose values closely align with its own. To ensure integrity and protect the brands reputation, a strict vetting process will be followed, including a set checklist to assess potential partners. This precaution helps avoid associations with entities whose beliefs or actions contradict Cameli’s core principles.

**Questions to be asking:**

Does the individual/brand share similar values around inclusivity and diversity?

Do they actively support underrepresented communities?

Do they practice sustainable production methods or show transparency in their supply chain?

Do they uphold fair labour practices?

Have they been involved in any public controversies or scandals that contradict Cameli’s values?

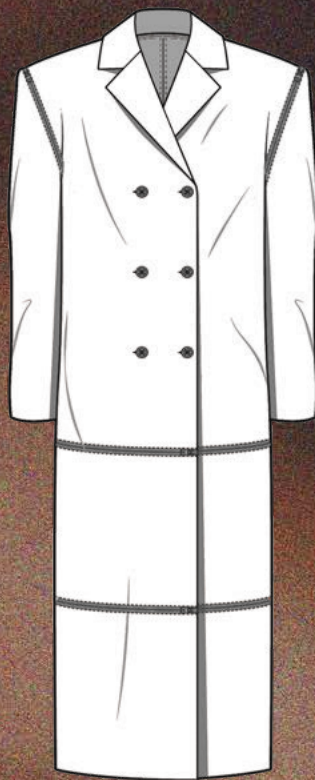
Will this partnership bring value or inspiration to Cameli’s audience?

Does their aesthetic and creative direction complement Cameli’s visual direction?

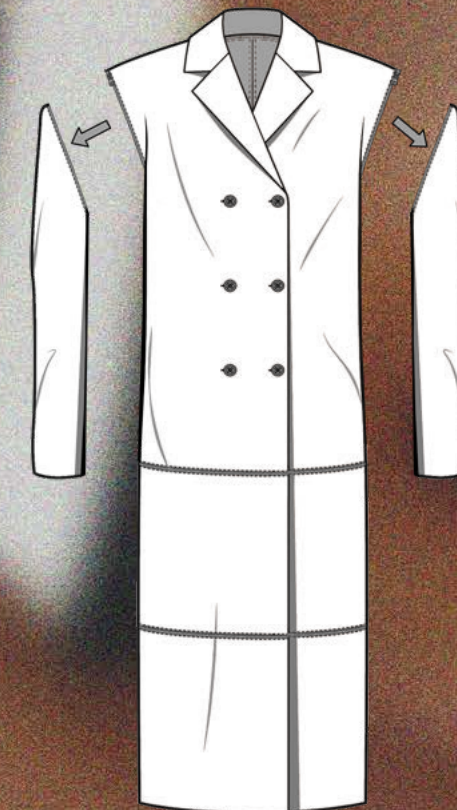
# APPENDIX T. STYLE EXPLAINATION

## REVERSING THE ARMS DEMONSTRATION

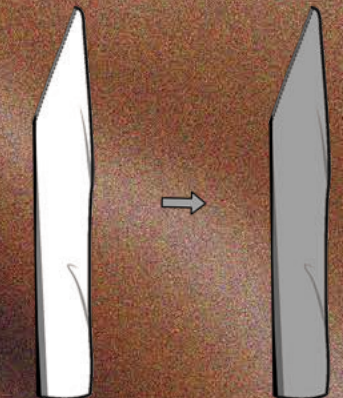
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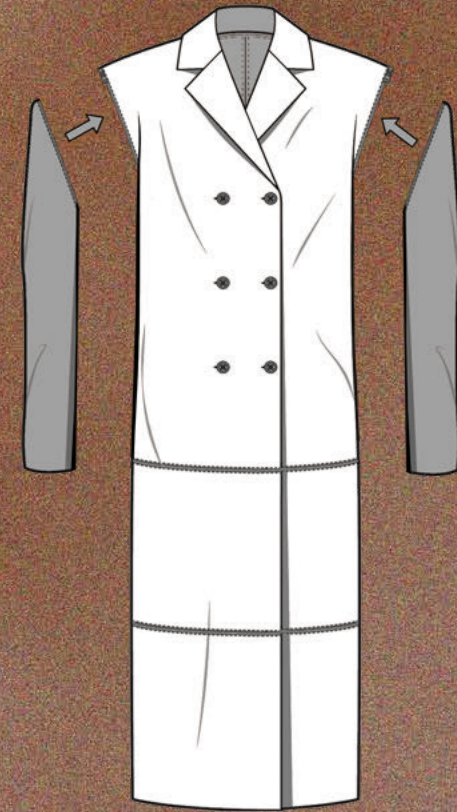
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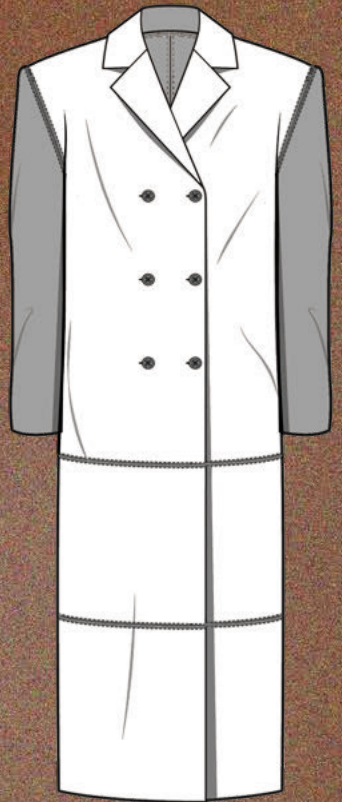
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4.



5.





# APPENDIX U. MARKET RESEARCH

**Market overview:**  
In 2025, the luxury fashion market is navigating a complex landscape shaped by economic shifts, evolving consumer behaviours, and technical advancements (Balchandani et al., 2024). Despite current challenges, the industry exhibits resilience and adaptability, with projections by key industry platforms such as WGSN, Vogue Business, Business of Fashion and LS:N indicating moderate growth and significant transformations (Yeung, Cano, and Gwyther, 2025; Vogue Business, 2025; Kennedy, 2024; Hastings-Narayanin, Oduwole, and Houghton, 2025).

**Market Size and Growth:**  
The global luxury fashion market is projected to reach approximately \$150.4 billion in revenue in 2025, with the expected annual growth of 3.09% between 2025 and 2029 (Statista, 2024). Regionally, Europe is a significant player within the industry, with the market value estimated at \$75.05 billion in 2024 and an expected \$85.34 billion growth by 2030, reflecting an annual growth rate (Research and Markets, 2025).

**Regional Dynamics:**  
**Asia:** Countries such as Japan, India and China are emerging as key growth drivers (Cabigiosu, 2020; Ewen, 2025). Specifically, India is anticipated to experience a significant market boost of 15% to 20% in 2026, primarily driven by Gen Z and Millennial consumers (Ewen, 2025; Kumar, 2024).

**Europe:** The continent benefits from a growing number of high-net-worth individuals (HNWI), especially in countries such as Switzerland, Germany, and the UK meaning that there is more opportunity for European luxury brands to grow compared to Africa who has the lowest number of HNWI's (Research and Markets, 2025; Henley and Partners, 2023).

**U.S.:** The United States remains a significant luxury fashion market, with revenues projected at \$36.02 billion in 2025 with the increase of HNWI's, consumers prioritising value, and the growth of the resale market (Statista, 2025; Balchandani et al, 2024).

# APPENDIX V. CONSUMER PROFILES

## CONSUMER 1. THE MINIMALIST CREATIVE

Tyler is a 31-year-old male interior designer based in Brighton earns approximately £55k annually and holds a Master's degree in interior design. His personal style blends a minimalist, vintage aesthetic with a modern twist, and he prioritises sustainable fashion options where possible. Driven by creative interests in design, art, and music, he seeks opportunities to network with like-minded individuals within the creative industry. He shops for high-quality, modular garments, preferring brands such as Cos, APC, Aime Leon Dore, End Clothing, and Carhartt, alongside thrifted items from platforms like Depop. He is drawn to stylish, functional pieces that offer longevity and appreciate minimalistic, modern designs with an urban flair. His purchasing decisions are influenced by brands with strong ethical and sustainability practices, and he enjoys personalized, unique items that reflect his identity. Despite his love for fashion, he is conscious of overconsumption and often finds himself struggling with overpacking for when travelling, particularly short-haul, seeking functional and versatile garments to meet his travel needs -though options that fit this criteria are limited. He consumes media on Instagram, Pinterest, and Twitter (X), where he follows influencers like Tyler, the Creator and Wisdom Kaye for fashion and creative inspiration. His key pain points include limited opportunities for customization and finding fashion that aligns with his personal style without contributing to excessive consumption.



**TYLER**



# (APPENDIX V. CONTINUED)

## CONSUMER 2. THE CONSCIOUS FASHION ENTHUSIAST

Romana is a 24-year-old female fashion buyer based in Central London, earning approximately £40k annually, with an educational background in supply management. She is highly engaged with, and prioritises sustainable fashion and independent designers, favouring quality, longevity, and transparency in brand ethics. Her lifestyle is driven by cultural experiences, travel, and music, particularly RnB and rap. She actively consumes digital content, using Instagram as a tool to find aesthetic inspiration and brand discovery, TikTok for styling tips, and YouTube for in-depth fashion documentaries, particularly about sustainability. She mainly shops at sustainable brands such as Stella McCartney, ARKET, Ganni and PANGAIA, as well as second-hand marketplaces like Vinted and Vestiaire Collective. Her purchasing decisions are influenced by authenticity, craftsmanship, and exclusivity, favouring brands that foster community, co-creation, and collaboration. Key frustrations include greenwashing, the dominance of trend-driven fast fashion, and the challenge of finding garments that align with her personal style and values. She follows sustainability advocates like Venetia La Manna and brands such as Story mfg and ARMEDANGELS for ethical fashion inspiration.



# ROMANA

# APPENDIX W. CONSUMER SHOPPING HABITS

In 2025, consumers making more strategic purchase decisions, prioritising long-term value, adaptability, and affordability over impulse-driven consumption (Euromonitor International, 2024; Ventura, 2025; Gwyther and Medeiros, 2025). With 72% of consumers feeling concerned about inflation and 48% of consumers planning to save more money, brands like Cameli must address adapt their offerings to align with evolving spending behaviours (Euromonitor International, 2024; Capgemini, 2025). Additionally, The State of Fashion 2025 Report by McKinsey & Co and The Business of Fashion found that 70% of fashion executives cite a lack of consumer confidence and willingness to spend as major concerns for the upcoming year, with over 80% of shoppers planning to spend the same or less on fashion compared to 2024 (Briggs, 2024). Similarly, a report by Boston Consulting Group highlights that 2/3 of U.S. consumers are buying less, opting for cheaper alternatives, or delaying purchases due to rising costs and economic pressures (Bak et al., 2024; Capgemini, 2025).

This shift suggests a possible opportunity for brands like Cameli, to refine their marketing strategies by emphasising the durability, versatility, and sustainability. By framing their offerings as long-term investments rather than short-term purchases, Cameli could appeal to consumers seeking meaningful, high-quality fashion, aligning with their ethical and financial considerations while strengthening brand credibility and customer loyalty.

Cameli's designs offer a practical solution, allowing consumers to create multiple looks from a single garment, maximising versatility and cost-per-wear. This approach bridges affordability and premium fashion, creating a possible opportunity to appeal to both budget-conscious and sustainability-driven consumers (Mesa et al., 2022; Capgemini, 2025). Unlike traditional brands that rely on fast-changing seasonal collections, Cameli's business model aligns with the rise of investment fashion, where consumers prioritise durability, quality, and adaptability over volume (Bak et al., 2024, Euromonitor International, 2024). Established brands such as Cos and Uniqlo have successfully leveraged this model, proving that timeless, multi-functional pieces drive long-term customer retention (Caliope and Mantovani, 2024; Textile School, 2025; Briggs, 2024).

To reinforce this positioning, Cameli could implement consumer-facing initiatives that highlight the financial and practical benefits of modula fashion, such as interactive styling tools, AI-driven outfit generators, and trade-in programs that allow consumer to refresh their wardrobe at a lower cost and encourage a circular economy (Yu, Xie and Lu, 2024; Geissdoerfer et al., 2020). A loyalty program that offers exclusive offers and discounts for members, could foster consumer-brand connections, increasing both purchase intent and long-term engagement, while meeting the demand of budget-conscious consumers through money saving incentives (Gorlier and Michel, 2020; Euromonitor International, 2024).

However, pricing strategies require careful consideration as consistently selling garments at a lower cost can have several long-term consequences on the brand (Inderst and Obradovits, 2023). Firstly, it erodes profit margins, which can impact the brands adaptability to invest in quality, innovation, and sustainable practices (Inderst and Obradovits, 2023). It could decrease the perceived value of the brand, sifting the brand from a premium, high-quality brand to a cheap and low exclusivity (Inderst and Obradovits, 2023; Agmeka et al, 2019). This shift could create negative customer expectations, where shoppers begin to anticipate sales or discounts rather than purchasing it at full price, resulting in damaged reputation, making it harder to position the brand as a market leader (Klotz, 2022). In the long-term, these factors may undermine customer loyalty, as price-driven behaviour may override genuine brand affinity, leading to less engagement with the brand on a deeper, more value-driven level.

**18% of 18–24-year-olds saying they take part in ‘no spend months’ and 21% trying ‘no impulse purchases’ (NatWest Group, 2024)**

**“Gen Z is adopting an anti-capitalist approach to spending by rejecting over-consumption in exchange for investment purchases that are built to last” (Ventura, 2025)**

**More than 60% of consumers in the US and UK say that they are minimising their spend on fashion “often” or “as much as possible” (BoF and McKinsey & Company, 2025).**

**56% of global consumers will wait for sales or discounts to buy designer products (Vogue Business, 2025)**



# APPENDIX X. PR OVERVIEW

**Objective:**  
To generate strategic awareness and anticipation around the launch of Cameli by positioning it as a forward-thinking, culturally relevant space where fashion, music, and community intersect. This PR approach will focus on storytelling, influencer collaboration, and media placement that reflects the brands creative ethos, RnB roots, and commitment to inclusive, sustainable practices.

Cameli champions diversity in its representation, creates a space for underrepresented voices, and offers accessible, multi-functional design that aligns with a slower, more conscious approach to consumption – cultivating a brand experience that is as socially responsible as it is creatively expressive.

**Supporting Themes:**  
**Connection through shared experiences** – bringing individuals together through a mutual love for music, fashion, and self-expression.

**Multi-functional design for modern living** – adaptable pieces that blend functionality, style and personalisation.

**Celebration of RnB culture and emerging talent** – creating an opportunity for rising artists and cultural expression.

**A new blueprint for immersive experiences** – blending fashion, sound and space to build a community, improve wellness and encourage sustainable practices.

**Inclusivity at the core** – representing diverse body types, backgrounds, and creative identities across visuals, products, and community outreach.

**Key messaging:**  
“Cameli is more than a clothing brand – it’s a community-driven movement where creativity meets purpose. A multifunctional space where fashion and music unite to celebrate individuality, amplify diverse voices, and inspire self-expression, all while embracing sustainability, wellness and conscious consumption through high-quality and versatile designs”

<b>Target Media:</b>	
Fashion and Culture:	Music and Lifestyle:
- The Gentleman	- TRENCH
- Hypebeast/Hypebae	- Complex UK
- Highsnobiety	- Clash Music
- Dazed	- Notion
- I-D	
- GUAP	

**Launch Tactics:**  
Press Release (see page)  
Influencer/Creative Gifting (see page)  
Pre-Launch Teaser (see page)  
VIP Launch (see page)  
Story Pitches (see page)  
Event Photography and Real-time coverage (see page)

**Key Spokesperson:**  
Jessie Tims – Founder and Creative Director

# APPENDIX Y. PR STRATEGY

## PHASE ONE: PRE-LAUNCH (MARCH - AUGUST 2026)

**March 2026: Initial Announcement**  
**Goal: Start teasing the brand, share the story behind Cameli, and get the media interested.**

- Develop and distribute teaser press release announcing the brands upcoming launch (see page )
- Begin building relationships and identifying key journalists and bloggers in the fashion, music, and sustainability spaces (see page)
- Start engaging with influencers and thought leaders who align with Cameli’s values to generate excitement

**May 2026: Media Outreach and Pre-launch Interviews**  
**Goal: Deepen media relationships and provide more details about the brand offerings.**

- Send out exclusive media kits to select journalists with more information about the brand, product teasers, and visuals
- Pitch interviews with the founder to start creating anticipation and positioning Cameli in the press
- Within the interviews highlight Cameli’s focus on sustainability, diversity, inclusion, ethics and multifunctionality to tap into growing trends.

**July 2026: Building Anticipation**  
**Goal: Continue to generate buzz and ensure media outlets are covering the upcoming launch**

- Begin to send sneak peek visuals or BTS content from the design process or the upcoming launch event to media and influencers
- Pitch feature articles and stories on Cameli’s sustainable, diverse and ethical fashion philosophy, modular designs, and music collaborations



(APPENDIX Y. CONTINUED)

PHASE TWO:  
LAUNCH (SEPTEMBER 2026)

1st Sep: Final Count down begins  
Goal: Maximise media coverages in the final stretch before the brand launch

- Send out press released confirming the brands launch date and highlighting key details e.g. product line, its features, and upcoming launch event
- Secure interviews and feature placements in media outlets that will run closer to the launch event
- Promote the launch event on social media, through Cameli’s email list, and with partner influencer
- Create and distribute press invitations for the launch event on the 4th September, inviting key fashion, lifestyle, and sustainability journalists (see VIP guest list on page )

4th September: Launch Event  
Goal:

(see Launch Event Timeline page )

7th September 2026: Official Brand Launch Day  
Goal: Solidify the brands presence in the market

- Distribute the official brand launch press release across various platforms and outlets
- Use social media to showcase the full collection, emphasising the versatility, modular design, and sustainability
- Encourage media to coverage the launch day through photo and video content shared across outlets
- Begin email marketing campaigns to Cameli’s customer base, promoting the online store launch and any promotions

(APPENDIX Y. CONTINUED)

PHASE THREE:  
POST-LAUNCH (SEPTEMBER - OCTOBER 2026)

10th September: Media Follow-up and Coverage  
Goal: Ensure ongoing coverage and keep the conversation alive

- Follow up with journalists and influencers who attended the launch event to secure post-launch interviews, product reviews, and feature articles
- Ensure Cameli’s media kit is updated and available to new media contacts
- Highlight positive reviews and media mentions on social media to build social proof and consumer trust

15th September 2026: Launch Success Story  
Goal: Continue driving sales and brand awareness

- Pitch stories on the brands launch success, highlighting media coverages, product sales, and customer reactions
- Emphasise any partnerships or collaborations with music artists and influencer
- Begin to target more targeted PR outlets, such as sustainability and inclusivity focused fashion organisations to ensure long-term coverage

October 2026: Ongoing Engagement and Growth  
Goal: Establish the brand as an ongoing media presence

- Share customer stories or testimonials and real-life cases of the multi-functional pieces to keep the press talking about the brand
- Continue partnerships with influencers and media collabs to keep the brand visibility high
- Plan any new seasonal campaigns or new product launches to keep the momentum going beyond the initial launch period



# APPENDIX Z. THE CREATOR ECONOMY

The Creator economy is projected to reach \$500 billion by 2027, presenting a significant opportunity for brands like Cameli to expand their reach and relevance through strategic influencer collaborations (Napoli, 2025). As social media evolves from platforms for personal interaction into entertainment-driven eco-systems, content creators are increasingly shaping culture, politics, and commercial influence (Kolo, Roth, and Haumer, 2024; Napoli, 2025). With over 207 million global content creators, and a substantial portion of Gen Z identifying with creator-first creator class, brands must rethink traditional marketing models (Napoli, 2025).

Napoli (2025) urges brands to support creators of diverse backgrounds, not only to reflect the broader societal population but also challenge the outdated demographic assumptions. For Cameli, this aligns perfectly with its inclusive and RnB-inspired identity. Collaborations with emerging artists, stylists, and cultural voices such as disability advocate Sinead Burke or Sustainability advocate Dana Thomas, Cameli can strengthen brand authenticity and enhance community engagement through co-created content and events at The Lounge (Berry, 2024; Francombe, 2024).

To deepen engagement and align with Gen Z's tech-savvy preferences, Cameli could experiment with AI-generated music playlists, like Spotify's AI DJ. Napoli (2025) highlights the potential of human-AI collaboration as a tool to improve operational efficiency and storytelling – though this raises questions about authenticity and the potential dilution of the creator's voice (Hund, 2024; Jayasingh, Sivakumar, and Vanathaiyan, 2025). Curated AI playlists could reflect Cameli's evolving mood, seasonal collections, or even be co-developed with influencers and artists to extend their personal style into the sonic space. This could strengthen the brands' identity and consumer engagement through multi-sensory storytelling and immersive, shareable moments for consumers (Mokoena and Obagbuwa, 2025).

Furthermore, the report stresses the growing demand among younger consumers for transparency and shared values. This creates both risk and opportunity for brands. Aligning with the wrong influencer can have negative implications to a brand's image and credibility, while thoughtful, value-led partnerships can strengthen loyalty and build trust (Swaminathan, 2025). Collaborates with climate-conscious voices, for instance, can help rebuild brands' trust in a climate of widespread greenwashing scepticism. Strategically, Napoli (2025) advocates for investing in immersive, creator-led experiences and long-term partnerships to cultivate deeper emotional engagement and brand affinity (Swaminathan, 2025). However, while these approaches promise high returns, they require brands to relinquish some control and fully commit to co-creating with influencers – an approach that may not align with more transitional or risk-averse brand cultures. As the creator economy continues to mature, brands that fail to adapt to this creator-first landscape risk becoming irrelevant to digitally native consumers (Faverio and Sidoti, 2024). Therefore, Cameli enforces a strict checklist when they are collaborating with brands or influencers to ensure that they meet the correct criteria, reflect Cameli's values, and don't damage the brand's reputation.

# APPENDIX AA. GYMSHARK CASE STUDY

GymShark, founded in 2012 by Ben Fancis, is a prime example of a fashion brand that has successfully leveraged social media to drive growth and brand awareness (Cook, 2020; Bhargava, 2023). The brand consistently shares a variety of content, including user-generated content made by its 'GymShark Athletes' like Chris Bumstead, leveraging their audiences to build credibility and reach (Bhargava, 2023). This content includes training tips, motivational messages, infotainment and interactive campaigns like the #Gymshark66, which encourages audiences to share their fitness journeys and fostered a strong community-driven identity (Bhargava, 2023). By using influencer-driven content, GymShark builds trust with their audience, as customers are more likely to purchase products when they see their favourite influencers endorsing them (Bhargava, 2023; Influencer Marketing Hub, 2024; Pan et al., 2024; Mahmud and Tonima, 2024).

GymShark has also capitalised on TikTok's viral trends, using short-form video content and fitness challenges to attract millions of followers (Sternlicht, 2020). The brand utilised scarcity marketing, with limited edition drops and countdowns, generating excitement and urgency around new collections. By maintaining an authentic and relatable brand voice, GymShark has built a loyal customer base, resulting in over 7.5 million Instagram followers, 1+ billion views on GymShark-related TikTok hashtags, and annual revenues exceeding £500 million (GymShark, 2025; Singh, 2023). This success highlights the power of social media in driving brand growth, demonstrating the importance of influencer collaborations, community engagement, and viral content for fashion brands (Xu, 2023).

Cameli can draw inspiration from GymShark's success in leveraging social media to drive growth and brand awareness. Like GymShark, Cameli shares a variety of content, including user-generated posts from influencers that align with its values, such as sustainability advocates or fashion icons who embody clean, adaptive style. This content includes styling tips, sustainability insights, and interactive campaigns such as #StyledInCameli, where consumers are encouraged to share how they make Cameli garments uniquely theirs through creative styling. By building a community-driven identity through influencer partnerships and user-generated content, Cameli can foster trust and credibility with its audience (Bhargava, 2023; Influencer Marketing Hub, 2024; Pan et al., 2024; Mahmud and Tonima, 2024). This influencer-driven approach can encourage new customers to make purchases, especially when they see influencers they admire wearing the brand (Bhargava, 2023; Influencer Marketing Hub, 2024; Pan et al., 2024; Mahmud and Tonima, 2024).



# APPENDIX AB. PRE-LAUNCH CONTENT PLAN

## PHASE ONE:

In the first phase of Cameli’s pre-launch plan, we aim to establish presence, define brand identity, and attract an initial audience.

**Start Date:** 2nd March 2026  
**End Date:** 4th May 2026

- ✓ **Introduce Cameli:** Share posts about the brands mission, values, and inspirations
- ✓ **Brand Identity:** Showcase the brands style, sustainability ethos, and design influenc
- ✓ **BTS:** Document the early stages of product development, design sketches and manufacturing
- ✓ **Community Engagement:** Start following and engaging with relevant ac-counts (Fashion sustainability pages, influencers, potential customers
- ✓ **Educational Content:** share informative posts about sustainability, capsule wardrobes, and the importance of adaptable fashion
- Interactive posts:** Polls, Q&A’s, and “This or That” style choices to get feedback on preferences

**Key Action:** Launch Instagram, Tiktok, Pinterest, Facebook and Youtube pages before 1st March ready for socials to start on 2nd March.

## PHASE TWO:

Phase two is about building excitement and creating anticipation around the launch of Cameli.

**Start Date:** 5th May 2026  
**End Date:** 8th July 2026

- ✓ **Teaser Content:** Blurry sneak peaks of the collection, fabric close-ups, and “something exciting is coming” posts
- ✓ **BTS:** Clips from photoshoots, production processes, and team insights.
- ✓ **Influencer Collaborations** Start working with micro-influencers who align with the brand values
- ✓ **Audience Involvement:** Let follower vote on products (e.g. favourite col-our ways, preferred styling)
- ✓ **Waitlist & Email sign-ups:** Offer early access to the first collection
- ✓ **“Meet the Team” Features:** Introducing the people behind the brand to build trust and put faces to the brand.
- ✓ **User-generated content:** Encourage early supporters to share their sus-tainable fashion journeys

**Key Action:** All waitlist sign-ups test to be complete and ready to launch by the 20th of May, ready for announcement at 9am on the 21st of May.

# (APPENDIX AB. CONTINUED)

## PHASE THREE:

The final phase is aimed to drive conversation, maximise brand reach, and prepare for the launch.

**Start Date:** 9th July 2026  
**End Date:** 6th September 2026

- ✓ **Paid Ads:** Launch targeted Instagram, Tiktok, Facebook and Youtube ads to boost awareness.
- ✓ **Countdown posts:** “30 days until launch” campaigns with interactive stories.
- ✓ **Influencer Unboxing** : Send sample pieces to influencers for early reviews
- ✓ **Giveaways & Challenges:** Encourage user engagement (e.g. “Tag a friend to win a Cameli piece”).
- ✓ **Final product reveals:** Showcase the new collection with high-quality images and videos.
- ✓ **“Why Cameli?” Series:** Posts explaining how the designs are sustainable, func-tional, and unique.
- Pre-orders:** Offer exclusive access for early buyers.

**Key Action:** All pre-orders testing to be complete by 6th of September ready to be live for the announcement at 9am on the 7th of September.



# APPENDIX AC. SOCIAL MEDIA INSIGHTS

63.9%

63.9% of the global population uses some form of social media, with the average daily using being 2 hours and 21 mins (Chaffey, 2025)

66%

82%

“66% of brands and 82% of agencies say that creator content drives greater ROI than traditional digital advertising that doesn’t feature creators” (Hastings-Narayanin et al., 2024)

\$32.55 B

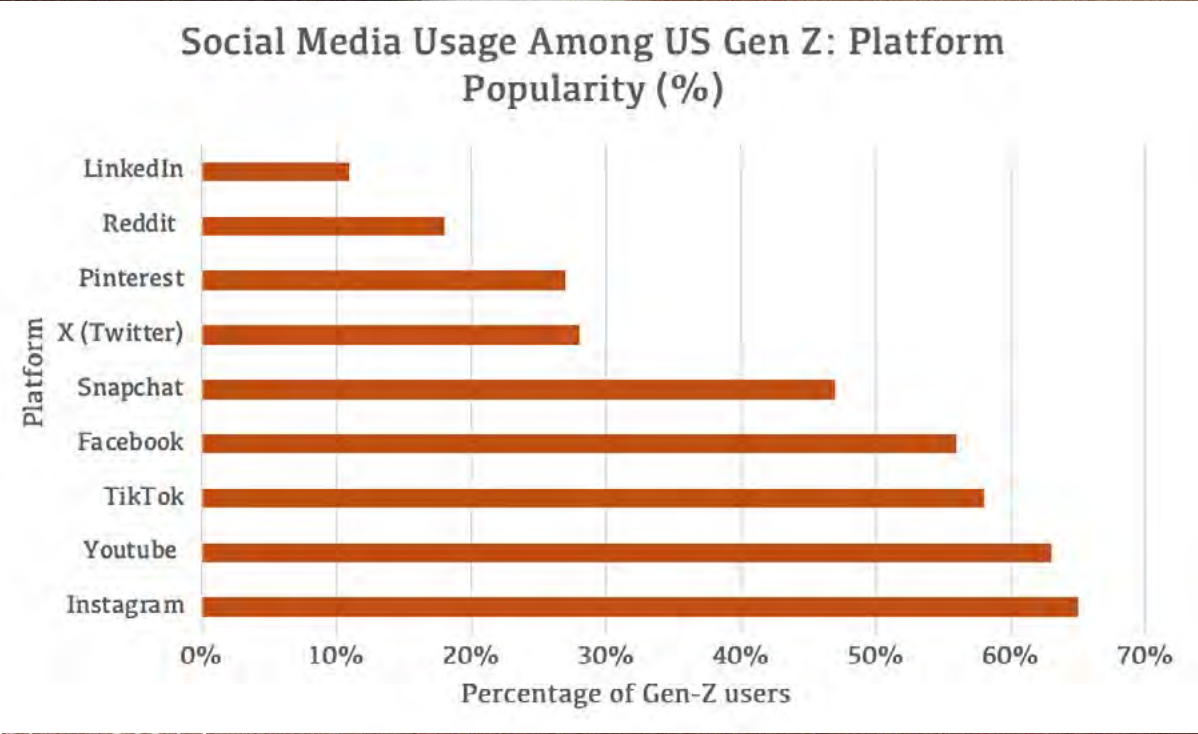
The influencer market size is expected to grow to \$32.55 billion in 2025, up from \$24 billion in 2024 (Statista, 2025)

### Overview:

These statistics highlight the increasing importance of social media and influencer marketing for brands like Cameli. With 63.9% of the global population regularly using social media, suggesting that digital platforms are essential for increasing brand visibility and engagement (Chaffey, 2025). The infleucer market is projected growth of \$32.55 billion in 2025 and evidence that creator content drives higher ROI than traditional ads suggest that consumer respond better to more authentic, relatable content (Statista, 2025; Hastings-Narayanin et al., 2024). For Cameli, leveraging creator collaborations and social-first content strategies will be key to building trust, expanding reach, and connecting with its target audience.

# (APPENDIX . AC CONTINUED)

Cameli’s target market consists of Gen-Z and Millennial consumers. To better understand how to effectively reach these audiences through digital marketing and advertisings, the brand conducted research into the social media behaviours of both generations. This insight will shape Cameli’s social media marketing strategy and ensure targeted, impactful engagement across a variety of platforms.



(Dixon, 2024c)

Instagram is the most popular social media platform among Gen Z, with 91% of global Gen Z users having an Instagram profile and 65% of US Gen Z users actively engaging with the platform (Zote, 2024, Dixon, 2024c). While millennials primarily favour Facebook, Instagram remains a vital platform for interacting with Cameli’s target audience (Content Science, 2025). Instagram plays a significant role in shaping consumer purchasing behaviour, with 61% of consumers using it to discover new products and 73% actively shopping via social media (Zote, 2024; Stewart, 2022). The platform is highly engaging, as 69% of consumers report seeing the most engaging content via Instagram, and 44% wish brands utilised the platform more frequently – higher than any other social media platform (Zote, 2024). Furthermore, 29% of Millennials tend to buy brands advertised online, highlighting Instagrams influence on purchasing decisions (Content Science, 2025). However, it is important to note that 57% of Millennials block ad content, as it is perceived as “too pushy” (Content Science, 2025).

Given these insights, Instagram is essential for Cameli to establish a strong digital presence. It will enable the brand to effectively reach and engage with its audience, drive brand awareness, and leverage Instagrams shopping features to boost sales.

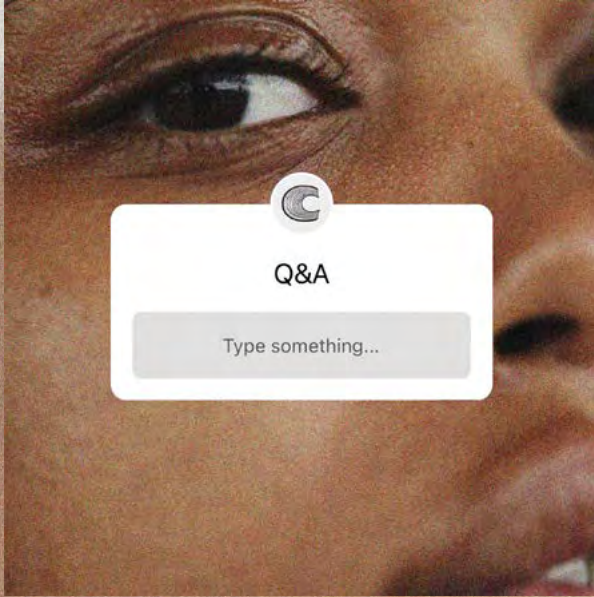


APPENDIX . AD CONTENT CALENDAR



6TH SEPTEMBER 2026

Time: 9am  
Content Type: Post (Video)  
Caption:  
The wait is over – Cameli is officially here. A huge thank you to everyone who has followed our journey so far. Now its time to shop the collection and start building your ultimate modular wardrobe.  
Hashtags:  
#SustainableFashion #CapsuleWardobe #ModularFashion #SlowFashion  
Notes: Launch video introducing the brand



6TH SEPTEMBER 2026

Time: 10am  
Content Type: Story (Q&A)  
Notes: Select and answer frequently asked questions, prioritising those that appear multiple times. Post the responses on the brands story using the same background for consistency.



8TH SEPTEMBER 2026

Time: 8am  
Content Type: Story (image)  
Notes: Link the garments in the image to the Cameli shop



9TH SEPTEMBER 2026

Time: 9am  
Content Type: Post (Image)  
Caption:  
From the first sketches to the final shots – this collection has been a journey. Our pieces are built for versatility, designed to move with you and seamlessly fit into any wardrobe.  
Now the collection is live, we can't wait to see how you make it your own. Tag us with #StyledInCameli to show us how you wear yours.

(APPENDIX . AD CONTINUED)



11TH SEPTEMBER 2026

Time: 8am  
Content Type: Post (Image)  
Caption:  
Step into Autumn with our luxurious outerwear designed to last. From jackets and trenches to shirts and knits, our A/W collection is built for those who appreciate timeless, sustainable fashion.  
Turn on our post notifications to be the first to know about our little secret...  
Hashtags:  
#SlowFashion #ModularFashion #Cameli-Campaign #LuxuryOuterwear



12TH SEPTEMBER 2026

Time: 12pm  
Content Type: Story (image)  
Notes: Link the garments in the image to the Cameli shop



14TH SEPTEMBER 2026

Time: 12pm  
Content Type: Post (Image)  
Caption:  
We've got something exciting coming... can you take a guess?  
Hashtags:  
#SomethingExciting #StayTuned #ListenUp



15TH SEPTEMBER 2026

Time: 8pm  
Content Type: Story (video)  
Notes: Link the garments in the image to the Cameli shop



(APPENDIX . AD CONTINUED)



17TH SEPTEMBER 2026

Time: 12pm  
Content Type: Story (BTS video)  
  
Notes: Video showing behind-the-scenes at a Cameli photoshoot and an introduction to the team on set.



19TH SEPTEMBER 2026

Time: 8am  
Content Type: Post (Video)  
Caption:  
From the office to a night out, this blazer is designed to fit your lifestyle. Cinch it in for a more formal look or wear it oversized for a casual style.  
  
Hashtags:  
#CameliStyle #WorkToNight #Modular-Fashion  
  
Notes: Video showing the various ways to wear the blazer



22ND SEPTEMBER 2026

Time: 12pm  
Content Type: Post (Image)  
Caption:  
What colour would you choose to add to your wardrobe?  
Let us know in the comments below.  
  
Hashtags:  
#CameliStyle #CoatSeason #Modular-Fashion #WardrobeEssentials  
  
Notes:  
X3 images showing the three colourways this coat comes in.



24TH SEPTEMBER 2026

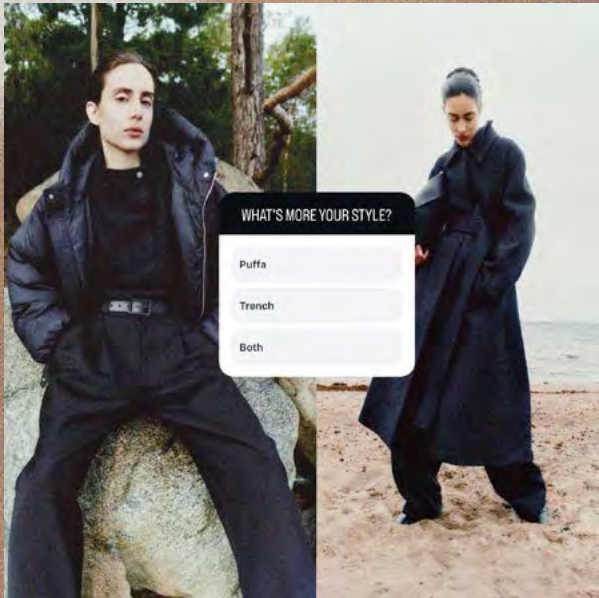
Time: 8pm  
Content Type: Story (video)  
  
Notes: Video showcasing the AW collection. Link the garments shown in the video to the Cameli shop.

(APPENDIX . AD CONTINUED)



25TH SEPTEMBER 2026

Time: 8pm  
Content Type: Post (Image)  
Caption:  
Cameli is designed for everyone. No rules, no restrictions – just versatile, adaptable fashion that fits your style, your way  
  
Our pieces are created to move beyond traditional gender labels, offering a refined balance of structure and fluidity. This is fashion without limits.  
  
Hashtags:  
#GenderlessFashion #TimelessFashion #AdaptiveStyle



25TH SEPTEMBER 2026

Time: 8pm  
Content Type: Story (This or That)  
  
Notes: Link both garments in the image to the Cameli shop



27TH SEPTEMBER 2026

Time: 8pm  
Content Type: Story (video)  
  
Notes: Slow-motion video of a women's hair flowing in the wind, set to RnB music. Tag the featured garments and link them to the Cameli shop.



27TH SEPTEMBER 2026

Time: 12pm  
Content Type: Post (Image)  
Caption:  
Cameli's latest collection is made for movement – crafter for city streets, open landscapes and everything inbetween. Each piece is designed for versatility, durability, and a more sustainable future  
  
Hashtags:  
#SlowFashion #FutureOfFashion #Outer-wearRedefined #AlwaysPrepared  
  
Notes: x5 images from the A/W Collection campaign shoot



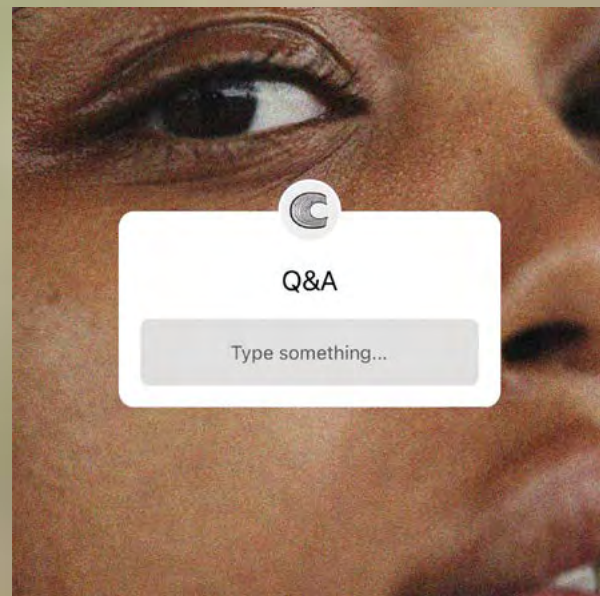
(APPENDIX . AD CONTINUED)



28TH SEPTEMBER 2026

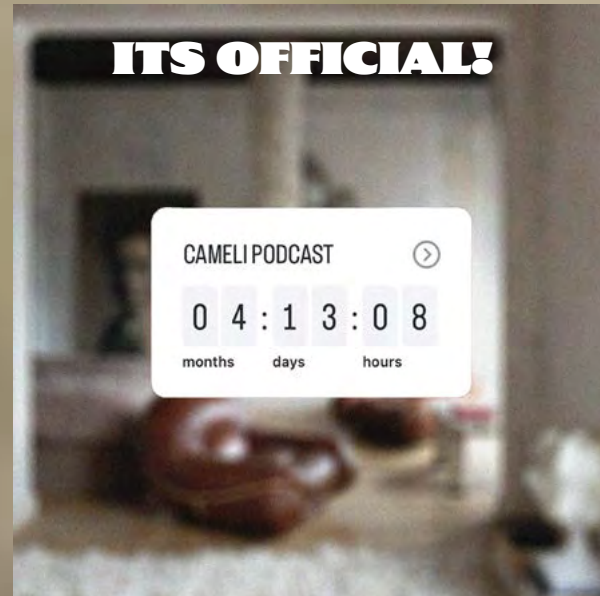
**Time:** 12pm  
**Content Type:** Post (Image)  
**Caption:**  
At Cameli, individuality isn't just encouraged – it is built into every piece. Our modular designs are made to adapt to you and your lifestyle, not the other way round. Detachable sleeves, adjustable lengths, and versatile silhouettes mean one garment becomes many – adaptable to any setting, any weather, any mood, and any style.

**Hashtags:**  
#FutureOfFashion #WearItYourWay #Timeless-Wardrobe



29TH SEPTEMBER 2026

**Time:** 12pm  
**Content Type:** Story (Q&A)  
**Notes:** Select and answer frequently asked questions, prioritising those that appear multiple times. Post the responses on the brands story using the same background for consistency.



30TH SEPTEMBER 2026

**Time:** 8am  
**Content Type:** Story (Countdown and notific - tion invite)  
**Notes:** Podcast announcement (Feb 12th 2027)



30TH SEPTEMBER 2026

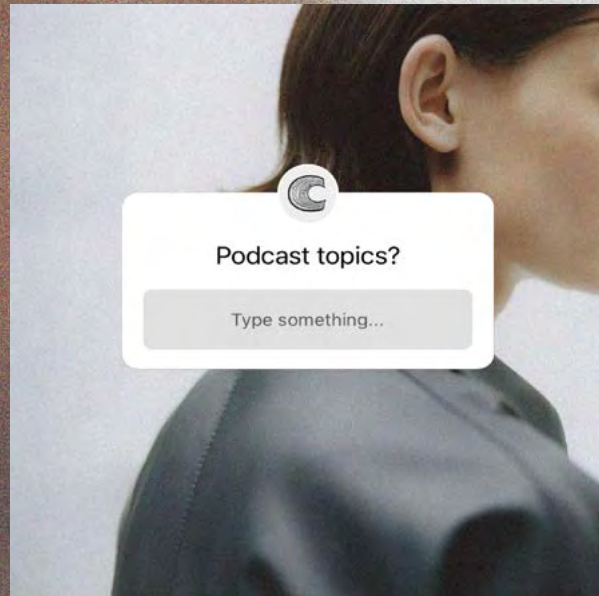
**Time:** 8pm  
**Content Type:** Reel (Video)  
**Caption:**  
Three weeks since we launched our A/W collec- tion, and we are loving how you've been styling it your way.

Which pieces are your go-to right now? Comment below or tag us in your photos for a chance to be features. Keep the #StyledInCameli going.

**Hashtags:**  
#CameliAW #OuterwearEssentails #StyleItYour- Way #CameliCommunity

**Notes:** Video showcasing the A/W collection in relaxed, community-focused environment.

(APPENDIX . AD CONTINUED)



2ND OCTOBER 2026

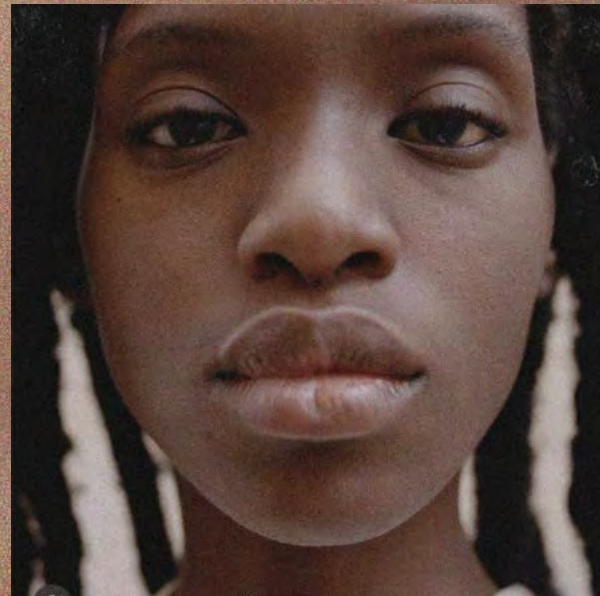
**Time:** 8am  
**Content Type:** Story (Q&A)  
**Notes:** Select and answer frequently asked ques- tions, prioritising those that appear multiple times. Post the responses on the brands story using the same background for consistency.



4TH OCTOBER 2026

**Time:** 12pm  
**Content Type:** Reel (Video)  
**Caption:**  
Fashion is more than what we wear – it's a refle - tion of who we are, what we stand for, and how we express ourselves. At Camel, we believe in the power of individuality and the stories behind every piece,  
See the full video on our YouTube channel: [https:// www.youtube.com/feed/Cameli](https://www.youtube.com/feed/Cameli)  
**Hashtags:**  
#SelfExpression #FashionIdentity #Communi- tyVoices #WearYourStory

**Notes:** This video blends visuals of nature, commu- nity, and individuals sharing what fashion means to them and how it influences their day-to-day life.



4TH OCTOBER 2026

**Time:** 8am  
**Content Type:** Story (video)  
**Notes:** Video showing Cameli Community mem- bers and what they like about being part of the community. Link the registration page.



6TH OCTOBER 2026

**Time:** 12pm  
**Content Type:** Post (Video)  
**Caption:**  
What is an outfit without accessories? At Cameli, we believe the right accessories can bring your look to life, adding that final touch of personality. Subtle yet impactful, our pieces are designed to complement your style, seamlessly fitting into your everyday wardrobe.

Shop our accessories at [www.cameli.co.uk](http://www.cameli.co.uk)

**Hashtags:**  
#SimpleElegance #AccessoriseYourLook #Per- sonalStyle



APPENDIX AE. PLATFORM PLAN

Platform	Purpose for Cameli	Type of Content	Users (age)
Instagram	Acts as a curated portfolio showcasing brand identity, personality, and aesthetic	Editorial posts, reels, collection teasers, BTS shoots, graphics, some styling content	Instagram is most popular for users aged 18-24 (Dixon, 2024b)
TikTok	Builds brand persoanlity with influencer co -tent, fun behind-the-scenes, and studio/office life at Cameli	Styling videos, manufacturing and production in-sights, influencer takeovers (e.g. unboxing, outfi of the day, get ready with me, join me at a Cameli event etc.)	TikTok’s largest audience are users between the ages of 18-24 (Dunn, 2025)
Pinterest	Shares outfir inspiration and styling ideas to spark consumer interest	Moodboards, lookbooks, outfit grids, seasonal campaign visuals, BTS, influencer looks	Pinterest’s largest audience is women aged between 24-34 (Shepherd 2024)
Facebook	Similarly to Instagram and TikTok, Facebook will build on building brand personality, iden-tity, and aesthetic	Style inspiration videos (more mature styling), cus-tomer stories, BTS	Facebooks largest audeince are users aged between 24-34 (24,7%) (Dixon, 2025)
LinkedIn	Highlights brand milestones, partnerships, and other professional content	Team and company highlights, sustainability re-ports, achievements	LinkedIn’s most popular age group are users aged bwtween 25-34 (47.3%) (Dixon, 2024a)
YouTube	In-depth storytelling and background informa-tion	fashion films, in-depth TS videos (vlog style),	In 2025, YouTube is most popular with users aged between 25-34 (Sheikh 2025)
Spotify	Hosting the Cameli podcast - deep dives into the brand ethos, culture, news	Interviews, brand stories, fashion/culture topics	In 2024 Q2, spotify had 626 million active users, with 73% of users aged between 18-34 (Shepherd, 2025 ;Zau-derer 2025). According to Spotify (2024) since 2019, more than half a billion users have listened to a spotify podcast.

APPENDIX AF. IMPACTING SOCIAL MEDIA TRENDS

DECENTRALISATION OF SOCIAL MEDIA

By 2026, social media will become increasingly fragmented due to geopolitical tensions, tech backlash, and the rise in the digital rebellion (Napoli, Tan and Brey, 2025). Consumer prioritises will shift away from algorithm-based feeds and towards platforms based on mental well-being, comfort and niche, niche interests (Napoli, Tan and Brey, 2025). According to Napoli, Tan and Brey (2025), brands who embrace decentralisation, foster emotional connections and prioritise digital preservation will maintain the strongest presence on social media (Sohail, 2022).

By embracing decentralisation, Cameli can cultivate a dedicated community beyond traditional algorithm-driven platforms (Napoli, Tan and Brey, 2025). By engaging with consumers through spaces like ‘The Lounge’, hosting Cameli events, and focusing on direct interactions will allow the brand to curate meaningful connections (Wong and Melnizek, 2025; Sohail, 2022). These interactions reflect Cameli’s core identity, driven by shared values of nostalgia, individuality, and cultural celebration.

As digital preservation becomes increasingly significant, Cameli can establish itself as a cultural archive by documenting and celebrating the intersection of music, fashion, and identity (Napoli, Tan and Brey, 2025). Drawing inspiration from 90’s rap and RnB culture, Cameli uses album art as a reference point for its photography style. Combining these influences with a modern take on editorial fashion photography allows the brand to craft a timeless narrative that resonates with its audience and extending past transient trends (Lee, 2024; Napoli, Tan and Brey, 2025).

Through storytelling and nostalgic influences, Cameli can ensure its digital presence remains relevant, engaging and deeply connected to cultural movements that inspire its designs (Lee, 2024; Napoli, Tan and Brey, 2025; Simms, 2025). This approach will preserve the brand’s legacy and strengthen emotional bonds with its audience, cultivating loyalty and sense of community in an increasingly fragmented digital landscape (Simms, 2025; Zhou et al., 2024; Napoli, Tan and Brey, 2025).



# APPENDIX AG. SOCIAL MEDIA GUIDELINES

## DO

- ✓ **Create a Balanced Feed** – Space out images that look similar to maintain a visual balance and avoid repetition.
- ✓ **Distribute Colours Evenly** – Spread out images with similar tones and colours to keep the feed visually dynamic.
- ✓ **Align with Cameli’s Visual Identity** – Ensure every post reflects the brand’s aesthetic, values, and storytelling approach.
- ✓ **Use consistent Editing** – Ensure all images have a cohesive editing style that aligns with Cameli’s brand aesthetic (e.g. editorial photography, muted colours, grain, soft tones, nature-inspired).
- ✓ **Engage with the Audience** – Use captions that tell a story, ask questions, or encourage interaction through likes, shares and replying to comments.
- ✓ **Plan Ahead** – Always use a content calendar to ensure posts are well-spaced and visually balanced.



# (APPENDIX AG. CONTINUED)

## DON'T

- ✗ **Avoid Repetition** – Do not place similar images next to each other, as it can make the feed feel monotonous.
- ✗ **Avoid Colour Clustering** – If multiple images feature the same dominant colour (e.g. green), avoid placing them consecutively.
- ✗ **Don't Just Showcase the Clothes** – Posts should tell a story and evoke emotion, not just display garments. Consider lifestyle shots and behind-the-scenes that give context.
- ✗ **Limit promotional content** – Avoid making the feed feel overly commercial. Balance product images with engaging, narrative-driven content.
- ✗ **Don't Overuse Filters or Heavy Editing** – Maintain a natural and authentic look to align with Cameli’s sustainable and clean brand identity. Avoid pre-set filters, follow the editing guide provided.
- ✗ **Don't Post Low-Quality Images** – Ensure all content is high resolution, well-lit, and professionally edited to maintain a polished and premium feed.
- ✗ **Don't Ignore Brand Storytelling** – Avoid posting random or disconnected images – every post should contribute to the brand’s narrative.
- ✗ **Don't Post Too Often or Too Little** – Find a consistent posting rhythm to keep engagement steady without overwhelming followers.





# APPENDIX AH. EVENT SCHEDULE

## 5:00 – 6:00pm VIP & Press Preview (Private Session)

5:00: Doors open for press, influencers, and VIP guests  
5:10 – 5:35: Exclusive preview of the collection with a brief guided tour of the private showroom setup to avoid lengthy individual exploration  
5:35 – 5:55: Media Q&A and interviews with the founder and other key figures. The interviews will be concise, with a time limit to avoid delays  
5:55 – 6:00: guests leave the preview area to join the general public, allowing for a smooth transition into the next phase of the event

## 6:00-7:00pm: General Guest Arrival and Welcome Drinks

6:00: Doors open for general guests  
6:00 - 6:30: Red carpet style arrivals for influencers, media, and industry guests. Press photos at a branded wall (everyone would have be given a dedicated time for photos at the branded wall to keep this time managed)  
6:30 – 6:50: Guests explore the interactive brand installations (mood boards, sustainable materials, design process, BTS video projections). Guests will be provided a set pathway to avoid overcrowding in one area and maintain a smooth flo  
6:50 – 7:00: Last call for drinks before event programming begins with directed time slots for groups to prevent long lines at the bar

## 7:00 – 7:30pm: Live music Performance and Opening

7:00 – 7:05 Event host briefly welcomes guests and introduces the nights schedul  
7:05 – 7:25: Live opening act sets the tone with a 90’s rap & RnB-infused set  
7:25 - 7:30: Change over

## 7:30 – 8:00pm: Founders Speech and Brand Introduction

7:30 – 7:35: Jessie Tims takes the stage  
7:35 – 7:50: Jessie shares Cameli’s story, inspiration, and brand mission  
7:50 – 8:00: Premier of Cameli’s fashion film showcasing design processes, and brand identity

## 8:00 – 8:30pm Mini Catwalk Show

8:00 – 8:05: Introduction to the collection, emphasising multifunctional, unisex, adaptive fashion  
8:05 – 8:25: Mini catwalk showcasing:  
- A diverse lineup of models showcasing Cameli’s first collectio  
- Looks transitioning from day-to-night, casual to formal  
- Runway music blends 90’s rap with contemporary RnB

## 8:25 – 9:05: Garment Demonstration

8:25 – 8:45: Models and stylists come on stage to show transformations:  
- Detachable sleeves, adjustable lengths, cinching, layering options  
- Versatility in styling for different occasions and weather conditions  
8:45 – 8:50: Final showcase of styled variations  
8:50 – 9:05: Q&A with Jessie. This will be kept concise and moderated to avoid overrun-ning.

## 9:05 – 9:25pm Headliner Music Performance

9:05 – 9:10: Stage reset, transition to live performance  
9:10 – 9:20: Special guest performer takes the stage. A brief but impactful performance that aligns with the events music theme.  
9:20 – 9:25: Quick transition into the next networking phase. Special guest comes off the stage and DJ comes on.

# (APPENDIX AH. CONTINUED)

## 9:25 – 11:30: Networking and Interactive Experiences

9:25 – 10:00: DJ set starts. Clothes are now on display for guests to view, selected VIP guests have priority to try on the new collection to avoid overcrowding and to keep monitored.  
10:00 – 10:30 Announce that pre-order access is open – A sign up station and QR codes which are dotted around the venue (clothing rails, event signage, near the bar, food stations and networking areas). Staff will be available to assist guests with QR codes if there is any issues to ensure smooth access  
10:30 – 11:00: Final DJ set, dancing, socialising. Popular tracks are played to keep the energy levels up.  
11:00 – 11:30pm – Guests enjoy a final round of drinks before the event wraps u

## Additional notes:

### Tech and Logistical Adjustments:

Back-up tech support will be on site to handle any issues with the QR codes or Wifi connectivity  
A dedicated pre-order assistance team will roam the event, helping guest with QR code scanning and providing additional information about pre-orders  
Clear signage throughout the venue will direct guests to interactive areas and pre-order zones to avoid congestion

### Event Timing Adjustments:

Ensure that each section of the event runs on a set time frame, with soft transi-tions between to avoid delays.  
Keep the post-event afterparty time flexible so that guests who need to leave earli-er can do so without feeling like they missed key parts of the evening

### Guest Engagement:

By limiting the VIP try-on experience and making it clear that only selected pieces are for trying on, the event should feel exclusive yet manageable. Guests will still be encouraged to engage with the pieces through QR codes and showcasing with-out overwhelming the event space.



## APPENDIX AI. PRESS RELEASE

### Cameli Sets the Tempo: Where Sharp Tailoring meets Adaptive Streetwear, Rooted in RnB Culture

“London, 7th September 2026 - Cameli, a cutting-edge fashion brand redefining the future of design, is proud to announce its official launch. Blending highly functional, unique tailoring with a streetwear twist, Cameli draws inspiration from the cultural roots of RnB and Rap music, pushing boundaries to create versatile fashion for everyone.

At the heart of Cameli is commitment to community and inclusivity. The debut collection features modular, adaptable garments designed for the diverse lifestyles of today’s forward-thinking individuals. Through cutting-edge design and innovative technology, Cameli’s pieces transform to meet the wearers every need - promoting sustainable consumption through the idea of versatile, multifunctional fashion. A prime example is their signature trench coat, which can be transformed into 18 unique looks, empowering the wearer to effortlessly express their authentic self.

Founder Jessie Tims, a creative visionary with a background in Fashion Branding and Communications, built Cameli to bridge the gap between function and fashion. “Cameli is not just clothing; it’s about empowering individuals to adapt, evolve, and express themselves. Our designs reflect the fluidity of modern life, allowing people to stay true to themselves while navigating the demands of their day-to-day. It’s fashion that works for you, wherever you are, and however you move through the world,” says Tims.

The launch collection features a carefully curated selection of garments that encapsulates Cameli’s ethos –bold, rebellious, refined. Drawing on the nostalgic energy of RnB music culture and the sophistication of tailored design, each piece serves as a statement of individuality and confidence. The collection resonates with a new generation of fashion-forward individuals who seek innovation, style and dynamism.

To celebrate this debut, Cameli will be hosting an exclusive launch event in Central London at the The Barbican Conservatory, on the 4th of September 2026, featuring a live RnB performance, an immersive styling showcase, and a first look at the collection. Fashion enthusiasts, industry professionals, and press are invited to witness the future of transformative fashion firsthand.

Cameli is more than just a brand; it’s a movement towards conscious fashion without compromising creativity or self-expression. Join the community by following @Cameli on Instagram and TikTok, and visiting [www.cameli.co.uk](http://www.cameli.co.uk) for the latest updates, exclusive content, and collection releases.”

## APPENDIX AJ. E-COMMERCE

Initially, Cameli will launch as an online-only store. This decision is strategic, as launching a physical store involves high operational costs, including rent, utilities, staffing, and inventory management, which would place unnecessary financial strain on a new brand (Gupta et al., 2023; Murphy, 2022). Prioritising e-commerce offers a cost-effective and scalable alternative, enabling Cameli to establish brand presence and generate revenue without the immediate financial risks associated with a physical retail (Gupta et al., 2023). Beyond cost savings, operating online significantly enhances the accessibility of Cameli’s products, allowing consumers across different regions – both nationally and internationally – to engage with the brand (Ahi, Sinkovics, and Sinkovics, 2022; Elnir, 2023). This aligns with broader consumer behaviour trends, where convenience and global reach are increasingly prioritised (Deng, 2022; Flores, 2024).

However, while e-commerce offers clear advantages, it is not without challenges. Online retailers must navigate issues such as high return rates, the difficulty of replicating a tactile, sensory shopping experience, and the need for substantial investment in digital marketing to build visibility in a saturated online market (Gupta et al., 2023). For Cameli, this means that while an online-only strategy is logical at launch, there must be a strong focus on creating an engaging, immersive digital shopping experience – through high-quality product imagery, detailed descriptions, interactive content, and excellent customer service – to foster trust and loyalty (Bleier, Harmeling, and Palmatier, 2018; Rane, Achari, and Choudhary, 2023). Acknowledging these limitations, Cameli plans to integrate physical experiences early in its growth strategy. The brand intends to host regular pop-up events starting early in the launch phase, providing customers with opportunities for direct engagement, strengthening brand loyalty, and offering physical dimension to its otherwise digital presence (Deng, 2023). Subject to business growth, Cameli also aims to establish a permanent physical store within two to three years. This phased approach allows Cameli to mitigate initial financial risks while strategically building towards a hybrid retail model that combines the scalability of e-commerce with the experiential value of in-person retail (Li et al., 2024).



# APPENDIX AK. POP-UP STORES

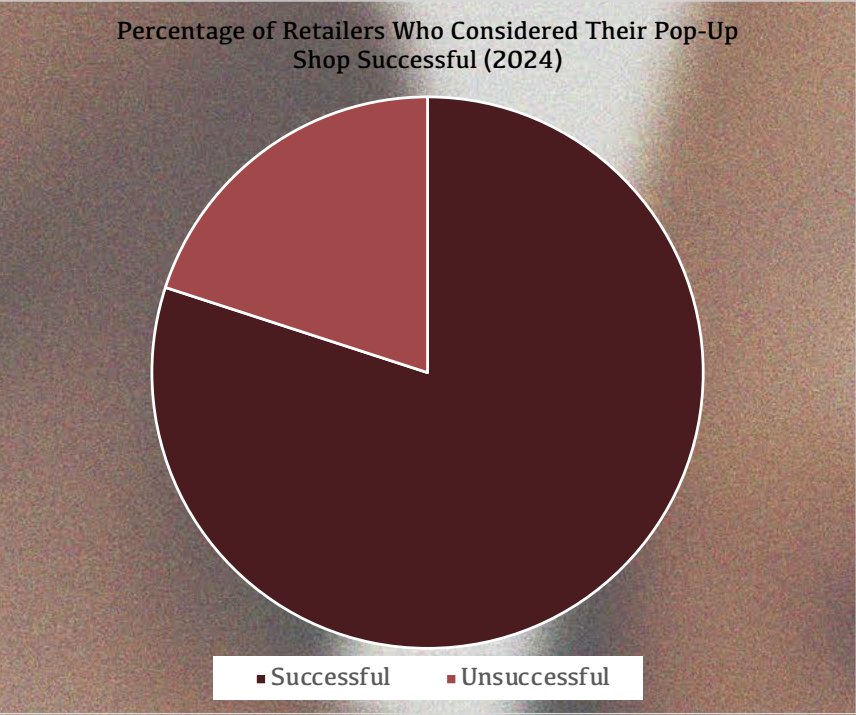
Pop-up stores offer brands a cost-effective way to test out new concepts and gauge market interest before committing to permanent retail spaces (Quintana, 2024). They also provide opportunity to establish brand identity and build emotional connections with consumers by creating immersive, time-limited experiences (Lyu et al., 2024). These experiential stores often generate excitement, boost brand visibility, and promote new products or experiences (Chen and Okken, 2020; Smith, 2025). For Cameli, a pop-up store serves as an ideal platform to trial its future concept, ‘The Lounge’ – a music-inspired restaurant and cocktail bar designed to bring communities together through live performances from emerging artists and special guest appearances. By merging retail with culture and entertainment, Cameli extends beyond fashion and into lifestyle, testing how consumers engage with the brand’s broader vision of adaptive and emotionally resonant design.

However, the benefits of pop-up stores are limited by their transient nature (Henkel and Toporowski, 2021). While they can build initial buzz, the lack of long-term engagement may hinder customer loyalty (Henkel and Toporowski, 2021). The success of a pop-up depends on factors like location, timing, and concept relevance, and a poorly executed store may fail to deliver lasting results, potentially damaging brand perceptions or wasting resources (Alexander, Nobbs and Varley, 2018; Smith, 2025). The high costs associated with pop-up stores make it essential for start-up brands like Cameli to weigh the short-term gains against the investment required (Sheykin, 2024; Starratt, 2024). Therefore, it is essential for brands like Cameli to strategically balance its investment with the expected return, using the pop-up not only for short-term buzz but as a data-gathering tool that informs future long-term strategies (Shi, Warnaby and Quinn, 2019).

At its pop-up store, Cameli will collect demographic data, product engagement levels (e.g. which products or experiences received the most attention), conversion rates, sales performance, digital interactions via QR codes and the #CameliPopup hashtag, and qualitative customer feedback. This data will help Cameli understand its target audience’s preferences, behaviours, and expectations (Sylvestre, 2024). Insights from this data will inform the refinement of ‘The Lounge’ concept – helping tailor aspects such as layout, atmosphere, or product curation to better align with its consumers’ desires. By ensuring the final design is user-centric and fosters a sense of inclusion, making consumers feel heard and valued. In doing so, Cameli strengthens emotional connections with its audience, enhancing brand loyalty and increasing the likelihood of long-term success. Furthermore, data-driven decision-making minimises risk, allowing the brand to invest confidently in future initiatives based on real-world evidence rather than assumptions.

For example, Fenty Beauty demonstrates the power of listening to consumers’ feedback to create an inclusive product range for various skin tones (Taylor, 2020). By launching a foundation range with 40 different shades, Fenty Beauty addresses the lack of diversity in the beauty industry (Aletor, 2025; Taylor, 2020; Fetto, 2020). Through inclusive representation in advertising and active engagement with consumers, the brand fostered a sense of community, made consumers feel listened to and feel valued (Miller, 2022).

# (APPENDIX AK. CONTINUED)

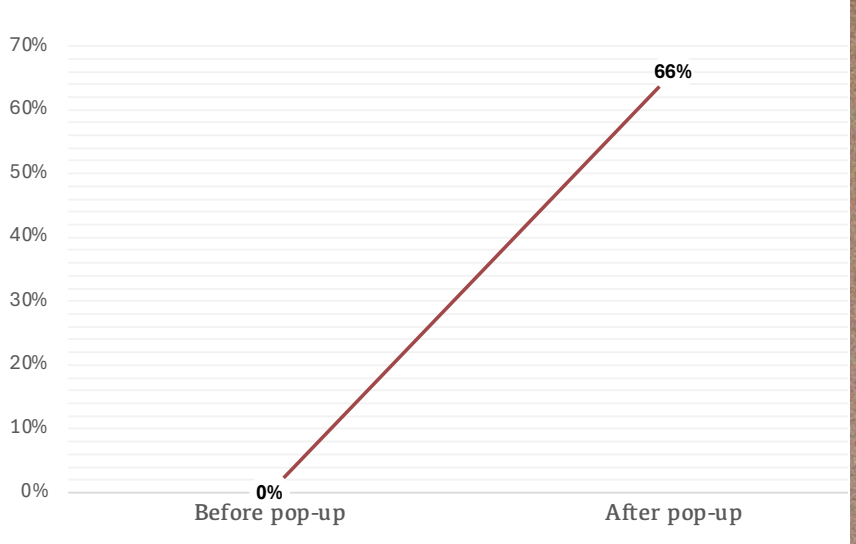


80% of retailers considered their pop-up shops to be successful (Quintana, 2024)

46%

Pop-up stores activations saw a 46% increase in both sales and social media engagement (Ward, 2023)

Brand Awareness Increase (%) After Pop-Up Store, 2024



Brands who utilised pop-up stores experienced a 66% boost in brand awareness (Ede, 2024).

Pop-up shops have proven to be a powerful tool for driving brand success, with 80% of retailers finding them successful (Quintana, 2024). They have proven to significantly boost brand awareness by 66% (Ede, 2024) and increase sales and social media engagement by 46% (Ward, 2023). For Cameli, incorporating pop-up shops into their strategy would be a great way to introduce its identity to new audience, engage with consumers, and build brand loyalty (Lyu et al., 2024). The pop-up format aligns with Cameli’s goals of creating emotional connections and fostering community through its life-style driven offerings, while providing valuable insights for the future.



## APPENDIX AL. STORE EXPERIENCE

Cameli flagship store should integrate an immersive, sustainable, and value-driven retail experience, aligning with evolving consumer expectations (Wang et al., 2023). As experiential retail becomes more mainstream, brands must go beyond traditional in-store experiences to remain memorable, engaging and competitive (Medeiros, 2022). Research from PWC indicates that 86% of U.S. consumers are willing to pay more for a great customer experience, emphasising the importance of interactive and dynamic retail spaces (Medeiros, 2022). A 2024 study by Attri, Roy and Choudhary highlight how AR in physical stores enhances both utilitarian and hedonic value perceptions, directly influencing purchase decisions and customer engagement. This supports Cameli implementations of a modular store layout that reflects its adaptable fashion concept, allowing consumers to interact with Cameli's garments in an intuitive way, reinforcing adaptability and multifunctionality at the core of its brand identity (Attri, Roy and Choudhary, 2024).

A key feature Cameli could integrate to encourage consumer engagement and satisfaction could be high-tech fitting rooms with AR mirrors, which provide step-by-step visuals and styling inspiration to showcase the versatility of each garment (Ambika, Shin and Jain, 2023). A study by Kronheim et al. (2024) found that fitting rooms utilising AR significantly improve consumers shopping experience by integrating personalised recommendations and engaging environments. This technology enables consumers to see how pieces can be reversed, detached, or modified, demonstrating the full potential and long-term value of each item as they try it on. By emphasising adaptability and personalisation, Cameli can enhance customer engagement and perceived value, ensuring that each purchase is seen as a smart, multifunctional investment rather than a single-use fashion item (Wang et al., 2023; Ventura, 2025; Alimamy and Al-Imamy, 2021; Yang, Hu and Chen, 2024). The store would encourage hands-on exploration, ensuring that

consumers experience the innovation behind Cameli's designs firsthand. Integrating interactive retail technology, Cameli positions itself as the forefront of fashion-tech innovation, offering a shopping experience that is both functional and engaging (Wang, 2024; Sharma, Johar and Bhatt, 2024).

Additionally, sustainability-focused store design can enhance customer satisfaction and profitability (Davies, 2023). Cameli's store can incorporate reclaimed materials, energy efficient lighting, and biodegradable fixtures, reinforcing its commitment to environmental responsibility, while creating an aesthetically refined, eco-conscious space. Additionally, the brand can offer value-driven initiatives, such as in-store workshops, customisation stations, and repair or a trade-in program that provides consumer with the opportunity to extend the lifespan of their Cameli garments, fostering a deeper connection with shoppers and their clothing (Wang et al., 2023; Shankar, 2021). These initiatives align with the growing consumer demand for cost-effective and sustainable fashion, allowing Cameli to differentiate itself within a highly competitive market (Officer, 2024; Wang et al., 2023).

By merging experiential retail, sustainability, and adaptability, Cameli can enhance customer engagement while positioning itself as a leader in modular fashion innovation, catering to the growing market of value-driven and sustainability-conscious consumers. Through integration of technological innovation, sustainable design, and consumer-driven initiatives, Cameli can enhance brand perception, customer engagement, and long-term value, positioning itself in a leader in modular fashion.

## APPENDIX AM. SUSTAINABILITY

Dana Thomas, a leading voice in sustainable fashion, championing mindful consumption and a shift away from fast fashion's wasteful habits. She encourages consumers to buy only what they truly love, suggesting that if an item doesn't linger in your thoughts weeks after seeing it, it likely isn't needed (Thomas, 2021). This mindset promotes intentional shopping and deeper emotional connection to one's wardrobe. Similarly, Chapman's theory of emotional durability proposes deeper emotional connections with products can increase longevity and reduce the chances of disposal (Chapman, 2015; Huang et al., 2023).

As a strong advocate for sustainable materials, Thomas (2021) discourages the use of synthetics like polyester and nylon due to their role in microplastic pollution. Instead, she urges consumers to choose natural, low-impact fabrics - (Thomas, 2021). Her philosophy is anchored in the three R's: Resell, Rent and Repair (Thomas, 2021). By repairing garments, consumers support traditional craftsmanship while extending the life of their clothes (Thomas, 2021; Zhang and Hale, 2022). Through resale and rental models, Thomas (2021) reinforces the value of circular fashion, encouraging people to give garments a second life rather than disregarding them.

Thomas (2021) believes fashion choices have a global ripple effect, and she stands behind the principle of "buy less, buy better". She praises designers such as Stella McCartney for their ethical and sustainable practices, and Hermes for its dedication to timeless, heirloom quality. For Thomas (2021), longevity is not just about the durability but it's also about cultivating personal style and exclusivity. This concept aligns with the theory of aesthetic sustainability, where emotional and visual appeal contribute to garment retention and reduced turnover (Ji and Lin, 2022).

Looking forward, Thomas (2021) predicts that overproduction of fast fashion and luxury brands will oversaturate the market, pushing consumers towards smaller, and more innovative brands. In this evolving landscape, she predicts there will be a growing demand for customisable, unique pieces that offer value beyond trends (Thomas, 2021). This shift is evident in the way personalisation and co-creation have become strategic tools for fashion brands who are seeking to meet Gen Z expectations for authenticity and individuality (Kope, 2024; Schneider and Lee, 2022).

Thomas's vision for sustainability within fashion aligns closely with Cameli's foundational principles of quality, longevity, and adaptability. Cameli embodies circular fashion through multifunctional garments that are designed to be styled in various ways, reducing the need for excess and overconsumption. Echoing Thomas's ethos, the brand champions timeless aesthetics, durable design, and ethical production.

Cameli extends this commitment to circularity through in-store initiatives such as garment repair services, trade-in schemes, and curated second-hand offerings, ensuring each piece remains in circulation rather than contributing to landfill. As consumers begin to favour brands that prioritise personalisation and sustainability – like Thomas predicts – Cameli is positioned as a forward-thinking label that empowers its community to invest in fashion that evolves with them, both practically and emotionally.



# APPENDIX AN. STELLA MCCARTNEY CASE STUDY

## Brand Overview:

Stella McCartney is a British luxury fashion house launched in 2001, renowned for its fusion of contemporary design and environmental ethics. As one of the first luxury brands to champion sustainable fashion, McCartney has built a global reputation for rejecting animal products and pioneering material innovation, operating under the LVMH umbrella since 2019 (Stella McCartney, 2025a; Williams and Bloomberg, 2019)

## Executive Summary:

Since launching her brand in 2001, Stella McCartney has redefined what it means to be sustainable as a luxury fashion label. With a focus on ethical practices, innovative materials, and transparent supply chains, McCartney has positioned her brand as a global leader in environmentally conscious design, setting new standards for the fashion industry.

## Sustainability Approach:

The brand operated on a foundational commitment to cruelty-free and environmentally responsible practices. All Stella McCartneys products are free from leather, feathers, fur, and animal-derived glues, maintaining a 100% vegetarian stance since inception (Stella McCartney, 2025b; Williment, 2025; Yu, 2024).

## Material Innovation:

Stella McCartney consistently invests in cutting-edge sustainable materials contributing significantly to the advancement of ethical fashion (Kertakova, 2024). Notable innovations include plastic-free leather alternatives, biodegradable fabrics, and plant-based alternatives to synthetic fillers such as MIRUM, Kelsun, and BioPuff (Stella McCartney, 2023b).

## Measurable impact:

According to the 2022 Stella McCartney sustainability report, 68% of the brand's operational electricity was renewably sourced (Stella McCartney, 2023a).

95% of the brand's collection seen in Paris Fashion Week 2023, was made from “responsible” materials (Cartner-Morley, 2023)

Stella McCartney claims that they will be net zero by 2040, reducing greenhouse gas emissions by 2030, and cutting supply chain emissions by 46.2% in 2030 (Birch, 2023)

## Overview:

These statistics demonstrate that sustainability at Stella McCartney is not performative, but strategic – embedded in its supply chain, business goals, and creative direction.

By doing so, Cameli has the potential to be resilient, culturally relevant, and ethically grounded – positioning itself as a meaningful player in the future of sustainable fashion.

# (APPENDIX AN. CONTINUED)

Stella McCartney’s pioneering approach to sustainability offers a blueprint for fashion brands striving to balance creativity with environmental responsibility. Her long-standing vegetarian ethos, transparency in sourcing, and continuous investment in material innovation exemplify how ethical values can be embedded into luxury fashion without compromising design integrity. The measurable impact of these efforts – from renewably sourced electricity to ambitious carbon reduction goals – demonstrates that sustainability is not just a marketing angle, but a strategic framework for long-term industry transformation.

For Cameli, Stella McCartney’s model presents both inspiration and a benchmark. While Cameli operates in a smaller scale, its commitment to multifunctional fashion, responsible production, sustainably sourced textiles and waste reduction reflects similar values and ethos as Stella McCartney. By adopting a similar mindset McCartney – such as prioritising material innovation, setting transparent goals, and embedding sustainability into the brand identity – Cameli can establish itself as a forward-thinking, ethically responsible brand for Gen Z and Millennials. However, Cameli must also critically assess which of these large-scale strategies are feasible at an emerging brand level and tailor its sustainability practices to be both impactful and authentic within its own niche. For example, Cameli can translate Stella McCartney’s sustainability strategies by focusing on scalable, low-barrier initiatives such as sourcing responsible materials, brand transparency, and low-impact packaging.

Cameli’s adaption of Stella McCartney’s approach aligns with Elkington’s Triple Bottom Line framework (1997), which emphasises that businesses should commit to focusing on three key areas: people, planet, and profit. For Cameli, adopting this framework could allow the brand to design strategies that not only support economic growth but also foster community engagement and re



# APPENDIX AO. MARKETING MIX OVERVIEW

<p><b>Product:</b></p> <p>Cameli offers multifunctional, sustainable garments designed for style-conscious Gen Z and Millennial consumers. Each piece is adaptable, allowing wearers to style it in multiple ways, promoting longevity and reducing overconsumption.</p>	<p><b>Promotion:</b></p> <p>Cameli uses a mix of social media, influencer collaborations, and user-generated content to engage with its audience and highlight the brands sustainable values. The brands campaigns focus on storytelling, versatility, and real customer experiences.</p>
<p><b>Price:</b></p> <p>Cameli is positioned within the premium sustainable fashion market, offering high-quality, handcrafted garments made form the finest natural materials. While Cameli’s pieces are priced higher, they offer affordable luxury due to their high price-per-wear ratio. Each garment is designed for durability, versatility, and timeless appeal, encouraging customers to invest in pieces that will last years. The brands pricing reflects its commitment to sustainability, ethical sourcing, and slow fashion, providing exceptional value over time.</p>	<p>Cameli collaborates with sustainability and disability advocates to amplify conversations on ethical fashion and social impact. Additionally, the brand will launch a podcast that covers relevant topics, including sustainability, accessibility, diversity, inclusion, and the brands journey, featuring industry insights and thought leadership.</p>
<p><b>Place:</b></p> <p>Cameli operates through a hybrid model, initially focusing on an online presence with a strong e-commerce platform that caters to its global audience. In addition to the online store, Cameli plans to introduce pop-up stores as a part of their strategy to engage with consumers in key locations, providing an interactive and dynamic shopping experience. These pop-ups will allow consumers to connect with the brand, experience its sustainable fashion first-hand, and engage with special events or collaborations, In the future, Cameli will introduce a physical store, which will serve as a permanent space ti immerse consumers in the Cameli experience. This store will reflect its commitment to sustainability and community, offering a unique environment where consumers can explore new products, participate in events, and deepen their relationship</p>	<p><b>People:</b></p> <p>The brand values diversity and inclusion in both staffing and representation. Cameli’s community includes fashion lovers, creatives, and socially conscious individuals who are passionate about culture, music, and sustainability.</p>
	<p><b>Process:</b></p> <p>From production to customer experience, Cameli prioritises transparency and ease. Garments are ethically produced, and services like trade-in, repair, and resell support a circular fashion system</p>
	<p><b>Physical Evidence:</b></p> <p>Brand consistency is reinforced through a cohesive visual identity, packaging, in-store experience, and tone of voice. Every element, from design and photography to garment quality all reflect Cameli’s values of adaptability, culture and sustainability. Cameli’s e-commerce platform offers a seamless, user-friendly shopping experience that aligns with brand values of sustainability and quality. Model testimonials highlight real experiences with the brand, offering clear proof of the brands inclusivity efforts.</p>

# APPENDIX AP. PRIMARY RESEARCH

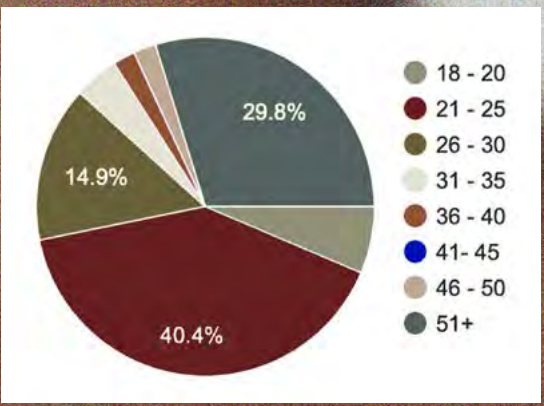
Please note that the graphs reflect the responses from the entire survey sample, while some insights specifically focus on the target audience. As a result, certain figures mentioned in the analysis may differ from those represented in the graphs.

## RESPONDANTS

The survey received 47 respondents, which, while providing useful insights, is not large enough to be full representative of the broader target audience. The sample size relatively small in comparison to the wider consumer base, which limits the generalisability of the findings. As a result, the conclusion drawn from this data should be treated as preliminary insights rather than definite conclusions. They should not be solely relied upon for strategic decision-making.

A larger sample size would help reduce potential biases and provide more reliable data, allowing for a clearer understanding of consumer preferences, behaviours, and expectations. To achieve more robust and actionable insights, future research should aim for larger, more diverse sample to ensure greater representativeness and better alignment with the brand’s target audience.

## 1. WHAT IS YOUR AGE?



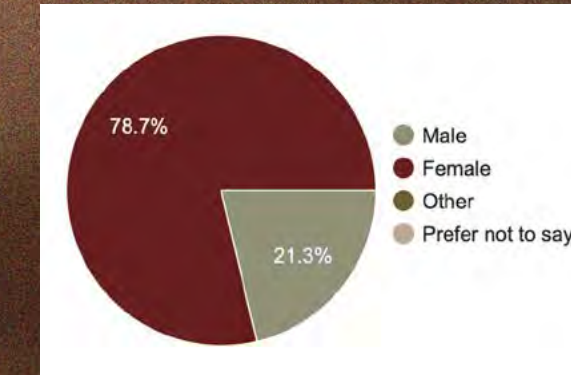
Cameli’s primary target audience is Gen z and Millennials. In the survey, 6.5% of respondents were aged 18-20, 40.4% were 21-25, 14.9% were 26-30, and 4.3% were 31-35, aligning with the target demographic. However, 2.1% of respondents were aged 36-40, 2.1% were 46-50, and 29.8% were 51+, meaning that 34% of the sample fell out of the target audience of Cameli. The broader age distribution was intentional to gain insights from potential secondary audiences and assess brand longevity.

While valuable, this wider range may have skewed results, as older respondents may hold different preferences and behaviours. To mitigate this, the analysis has pri-oritised responses from the 18-35 age group to ensure that strategic decisions are based on data most relevant to the target market. Future research should consider stricter segmentation or screening to ensure clearer insights aligned with the brands positioning.



# (APPENDIX. AP CONTINUED)

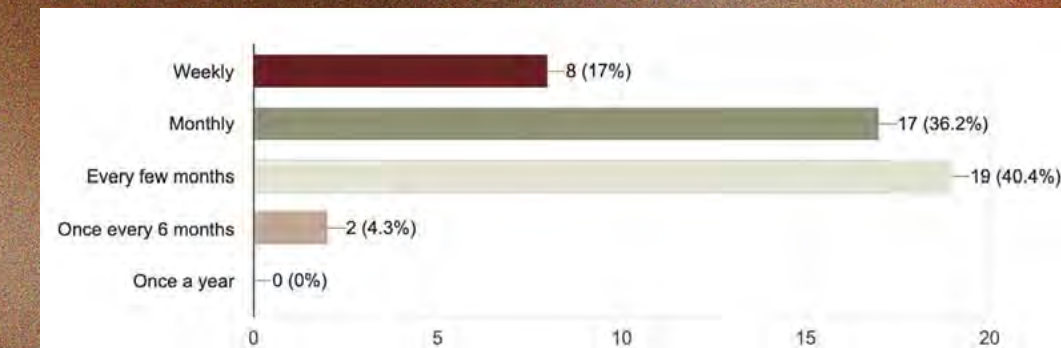
## 2. WHAT IS YOUR GENDER?



Although the brand is designed to be gender neutral, the survey sample was predominantly female, with 78.7% identifying as female and 21.3% identified as male. 0% identified as “other”. Seven out of ten male respondents were within the brands target market (18-35), meaning that male perspectives were underrepresented. However, most still aligned with the brands core demographic.

As gender imbalance may have skewed results towards female preferences and limited insights from male, non-binary, and gender non-conforming audiences. As these groups are key to true inclusivity, future research will prioritise a more balanced demographic to better inform, branding, design, and marketing decisions

## 3. HOW OFTEN DO YOU PURCHASE CLOTHING?



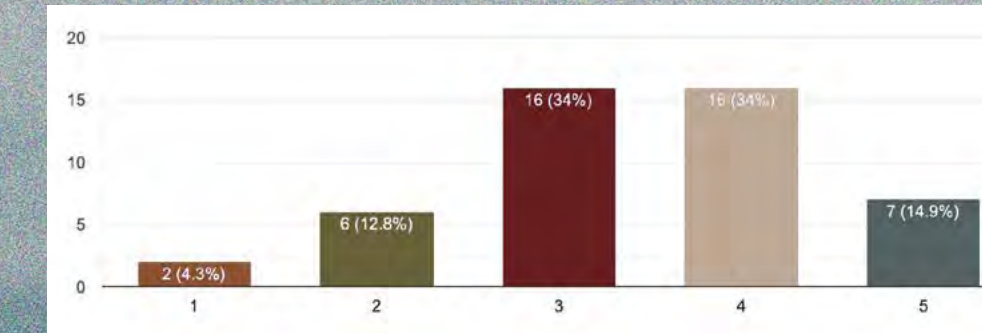
## 4. WHAT DOES ‘COMMUNITY’ MEAN TO YOU?

The most common theme was togetherness and support, with repeated mentions of “support”, “help”, “being there”, and “look out for each other”, highlighting that community is primarily seen as a support-ive, emotionally safe network. Other key themes included shared interest, belonging, local ties, and mutual responsibility.

Overall, community is perceived as a blend of emotional, social, and physical connection. For Cameli, this reinforces the importance of creating an inclusive space that empowers and connects people through culture and creativity. By incorporating shared interests like 90s RnB and self-expression, and by celebrating individuality with adaptable fashion, Cameli could build a genuine sense of belonging.

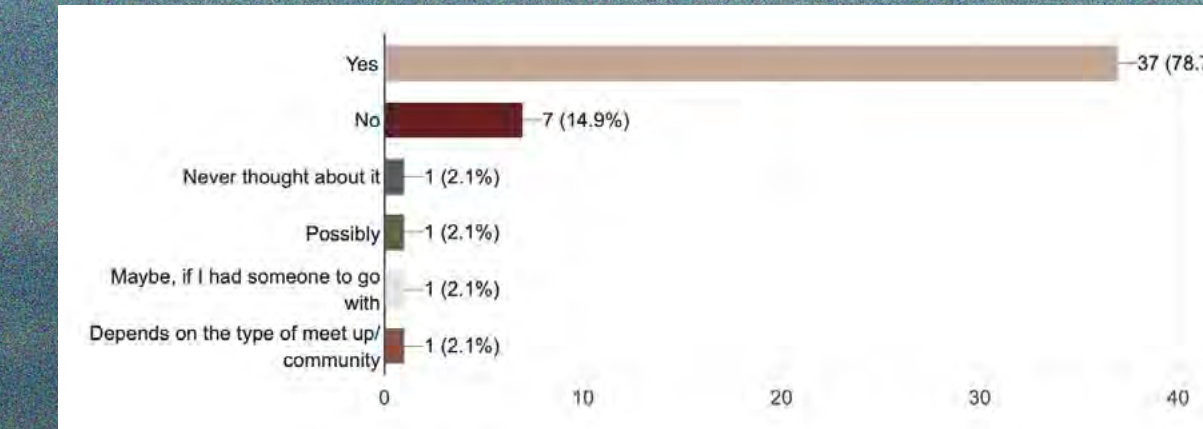
# (APPENDIX. AP CONTINUED)

## 5. HOW IMPORTANT IS IT FOR BRANDS TO FOSTER A SENSE OF COMMUNITY AMONGST THEIR CUSTOMERS?



Most respondents view community-building as a moderately to highly important aspect of the brands role. Only 4.3% rated it as not important at all, while nearly 83% rated it 3/5 or higher. Notably, 34% selected 3/5 and another 34% chose 4/5, suggesting that while community isn’t seen as essential by all, it’s widely regarded as valuable. A further 14.9% gave it the highest importance rating of 5/5, indicating a strong belief in the emotional and social benefits of brand-led communities. The highest importance (5/5) was most common among 21-25-year-olds, suggesting that Gen Z places higher value on connection and shared identity, aligning with Cameli’s target audience. While results may be skewed by the higher number of 21-25 and 51+ respondents, the findings still reveal a clear opportunity for Cameli to engage Gen Z through meaningful, community-driven branding.

## 6. WOULD YOU BE INTERESTED IN VISITING A FREE, INTERACTIVE COMMUNITY SPACE WITH FOOD, DRINKS, MUSIC, TALKS, AND SHARED-INTEREST EXPERIENCES WHERE YOU CAN CONNECT WITH LIKE-MINDED PEOPLE?



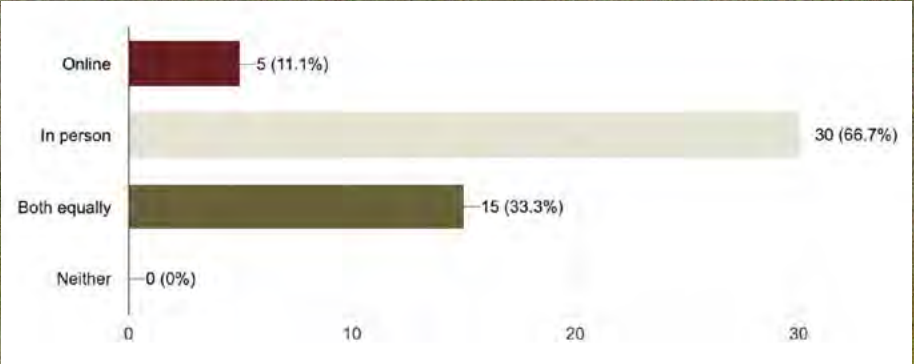
This question gauged the interest in The Lounge - a free, interactive community space offering food, drinks, music, talks, and shared-interest experiences. A strong majority (78.7%) said they would attend, indicating strong enthusiasm for social and engaging environments where people can connect to meaningfully. Only 14.9% said no, indicating limited opposition to the concept. An additional 8.4% selected “other”, with responses like “never thought about it”, “possibly”, or “depends on the type of meet up”, suggesting a level of conditional interest rather than rejection.

These results suggest a strong potential for The Lounge, particularly among Gen Z, who value experience-led brand engagement. To maximise participation, messaging should be clear, inclusive, and focused on creating a welcoming atmosphere.



(APPENDIX. AP CONTINUED)

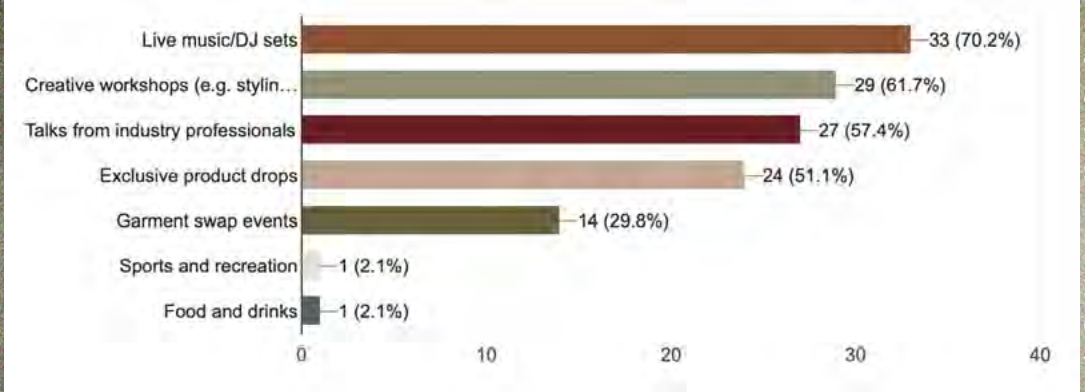
7. WHERE DO YOU FEEL MORE CONNECTED TO A COMMUNITY? (E.G SPORTS/FIT-NESS COMMUNITY, FASHION COMMUNITY, RELIGIOUS COMMUNITY)



When asked where they feel most connected to a community, 66.7% of respondents selected in-person as their strongest point of connection. Only 11.1% felt more connected online, while 33.3% indicated they felt equally connected both in-person and online. This data suggests that physical, real-life experiences still hold significant value in community building, even in the digital world. While online spaces still hold significant value, especially for reach and accessibility, most respondents prefer of benefit more from in-person interaction.

For Cameli, it reinforces the value of experiential concepts like The Lounge, where face-to-face connection, shared interests, and emotional engagement can flourish. It also highlights the potential of combining digital and physical community-building strategies to create a well-rounded, inclusive brand experience.

8. WHAT WOULD MAKE A COMMUNITY SPACE ENGAGING FOR YOU? (SELECT THE 3 MOST IMPORTANT FACTORS)

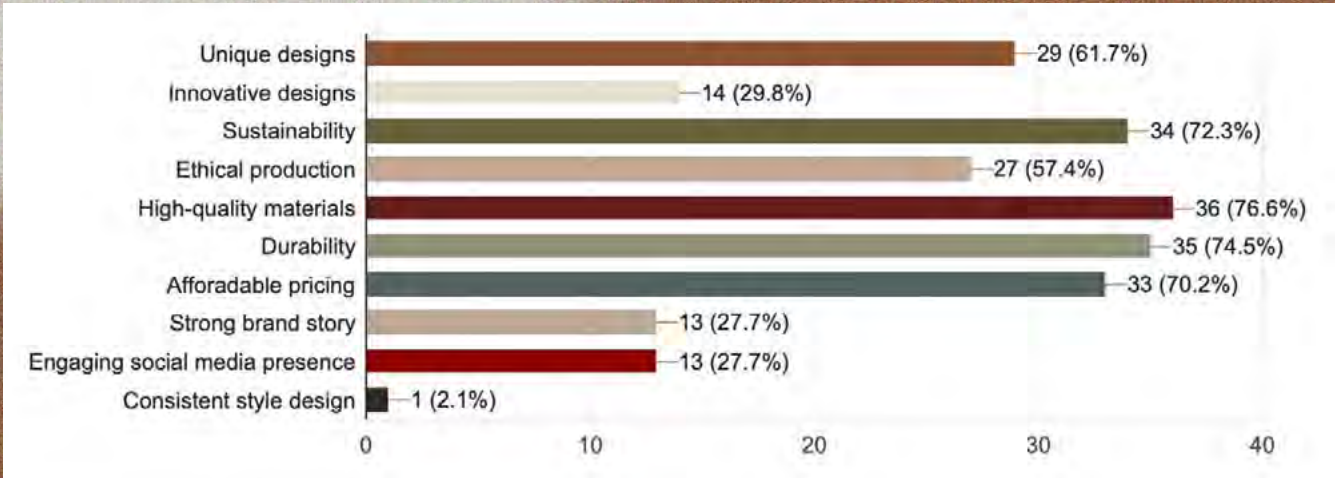


Respondents identified live music/DJ sets (70.2%), creative workshops (61.7%), and industry talks (57.4%) as top features of an engaging community space. This indicates a strong preference for interactive, creative, and culturally enriching experiences. Following closely were exclusive product drops (51.1%), which suggests a desire for added value and sense of exclusivity. Garment swaps (29.8%) were less popular but still reflects a growing interest in sustainable and community-driven fashion spaces.

Live music stood out, especially among Cameli's core audience (18–35-year-olds). With 68.4% of respondents ages 21-25, 100% of those aged 18-20, 71.4% of those aged 26-30 and 100% of 31-35s expressing interest, strongly validates Cameli and The Lounges music-led focus. Prioritising live music, workshops, and talks will help foster a dynamic, culturally resonate space for community connection.

(APPENDIX. AP CONTINUED)

9. WHAT DO YOU EXPECT FROM FASHION BRANDS?

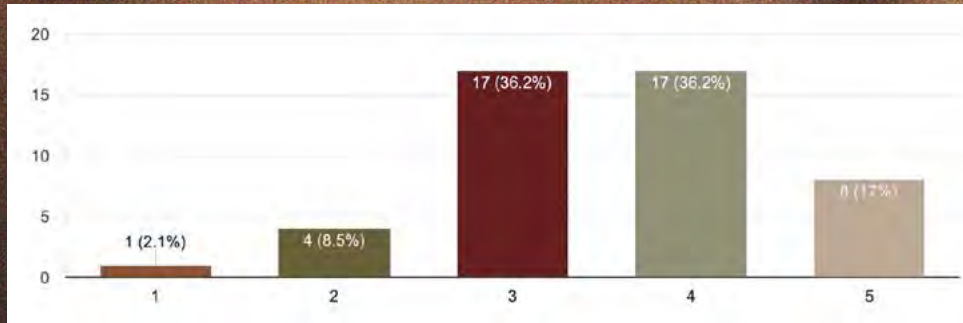


Cameli's target audience (18-35) prioritises high-quality materials (75%), durability (75%), sustainabil-ity (68.8%) and affordability (65.6%). This indicates that Cameli's audience places high importance on garments being well-made, long-lasting, and environmentally conscious, while also remaining accessi-ble in price.

Unique designs (59.4%) and ethical production (53.2%) also ranked highly, showing strong interest in both creativity and values-driven practices. Meanwhile, engaging social media presence was valued by 37.5%, innovative designs by 31.3%, and strong brand story by 28.1%. These latter responses suggest that while storytelling and digital engagement are important, they are less of a priority than product integrity and brand ethics.

This indicates the need for Cameli to focus on quality, sustainability, and affordability, while still expressing individuality to stay relevant to its consumer.

9. HOW IMPORTANT IS SUSTAINABILITY IN YOUR SHOPPING CHOICES?



The data shows that most respondents consider sustainability as an important factor in their shopping choices. Over half (53.2%) rated it 4 or 5 out of 5, indicating a strong preference for sustainable brands, while 36.2% gave it a neutral rating of 3. Only 10.6% rated it 1 or 2, showing low importance. This suggests that while sustainability is valued by the majority, a significant portion remain undecided or less engaged, highlighting an opportunity for Cameli to increase awareness and accessibility around conscious fashion.



# (APPENDIX. AP CONTINUED)

## 10. WHERE DO YOU USUALLY SHOP FOR CLOTHING?



For Cameli’s target audience, online retail is the preferred shopping method (31.3%), selected by nearly 1/3 of respondents within Cameli’s prima-ry target audience, implying convenience and accessibility as key motivators. However, 25% of target audience respondents selected “all the above” suggesting that they may prefer a blended shopping experience across digital and physical platforms. Notably second-hand resale options combined with second-hand/vintage stores accounted for 28% of responses. This highlights a strong interest in more sustainable and affordable fashion choic-es among Cameli’s target audience.

For respondents outside Camel’s target audience (36 years+), online retail stores were the dominant choice (50%), while 18.75% chose physical stores and 18.75% selected “all the above”. Only 6.25% chose second-hand or resale individually, highlighting a stronger preference for convenience and new garments over sustainability. This contrasts with Cameli’s target audience, who showed greater interest in second-hand and resale options, reinforcing the brand’s focus on sustainable, value-driven fashion for Gen Z and Millennials.

## 11. WHAT ARE YOUR TOP 3 CLOTHING BRANDS?

Fast fashion brands like Zara (x7), H&M (x7), and Asos (x6) were mentioned the most, revealing a clear disconnect with values and shopping behaviour. While a significant proportion of respondents say they expect sustainability (72.3%), high quality (76.6%), and durability (74.5%), their favourite brands are largely fast fashion retailers that have faced criticism for poor sustainability practices, low-quality materials, and short product lifespans.

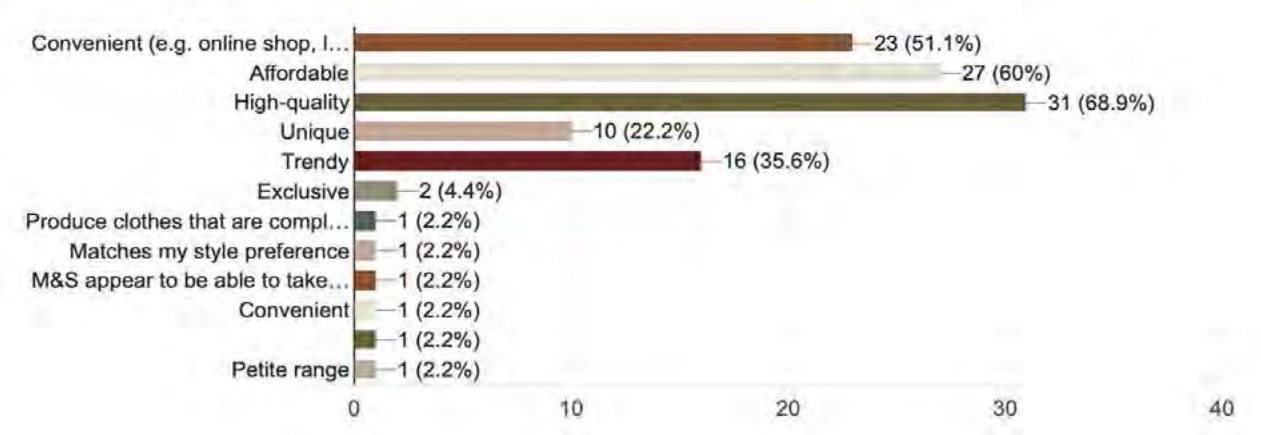
This contradiction may reflect the tension between ideals and accessibility. Although consumers claim to value ethical and long-lasting fashion, the most popular brands are more affordable and trend-driven, which aligns with the 70.2% who prioritise affordability. It suggests while consumers are becoming more conscious, price and style remain dominant factors in actual purchasing decisions.

This insight is especially valuable for Cameli. It shows an opportunity to position the brand as a more responsible yet accessible alternative, meeting the demand for ethics and quality without compromising on design or price appeal.

Consumers aged 36+ tend to favour mid-market and high-street brands like M&S, Next, H&M, and Zara – many of which are considered fast fashion but are perceived as offering better quality and consisten-cy. Others such as mint Velvet, Fat Face, and Phase Eight, fall into a more premium, slower fashion category, aligning more closely with consumer values of quality, durability, and affordability. Unlike younger consumers, this groups brand preferences more clearly reflect their stated expectations from fashion brands

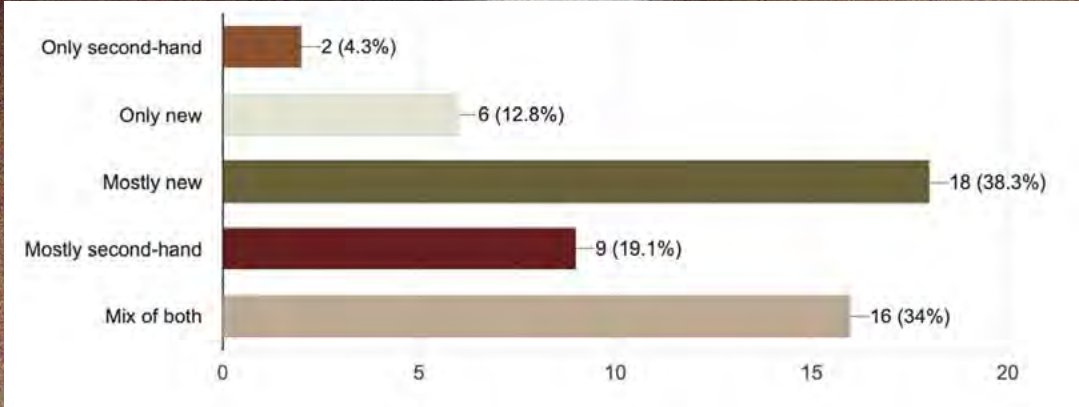
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## 12. WHY ARE THESE BRANDS YOUR TOP 3?



68.9% of respondents cited high-quality as the main reason, followed by affordability (60%) and conven-ience (53.3%). This suggests that while consumers claim to prioritise high-quality, their preferences often align with fast fashion brands. This highlights the possible gap between consumer values and behaviours – many aspire to shop sustainably and for quality yet continue to shop for brands that may not consist-ently deliver those principles. This disconnect is especially common among Gen Z and Millennials, who often face limitations such as affordability, accessibility to sustainable alternatives, or a lack of awareness about slow fashion and small businesses. Additionally, greenwashing by mainstream brands may further blur the line between perceived and actual sustainability, making informed choices more difficult.

## 13. DO YOU PREFER SHOPPING NEW OR SECOND-HAND?



Many respondents (38.7%) prefer mostly new items, indicating this as a preference for Cameli’s target market. However, with over 60% of respondents incorporate second-hand fashion into their shopping habits, whether primarily or along-side new purchases. This suggests a clear opportunity for Cameli to resonate with its target consumers through incorpo-rating second-hand initiatives such as garment swaps, resale, and upcycling schemes.

Outside of Cameli’s target market, the majority of respondents (62.5%) preferred shopping mostly new or only new, with a smaller proportion (31.2%) mixing both new and second-hand, and just one respondent (6.3%) preferring only second-hand. This contrast underscores that while second-hand interest is rising among Gen Z and Millennials, older consumers still lean more heavily towards traditional retail. For Cameli, this reinforces the value of targeting younger audiences with second hand initiatives, as they are more receptive to sustainable fashion practices.

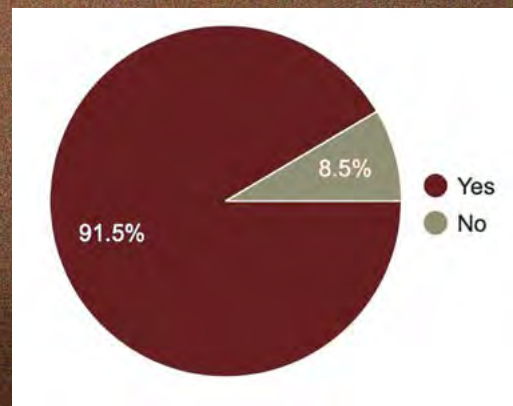
## 14. PLEASE STATE WHY THIS IS YOUR PREFERENCE

Cameli’s target audience shops with a blend of practicality, ethics, and emotions. Many chose second-hand for its affordability, sustainability, and access to unique pieces. However, barriers like hygiene con-cerns, sizing issues, time investment, and cultural bias towards “newness” remain.

These insights show that while demand for sustainable fashion is strong, boosting second-hand adoption will require greater convenience and education. Cameli addresses this by offering responsibly made new garments alongside circular options like resale and swaps, blending eco-consciousness with accessibility and style.



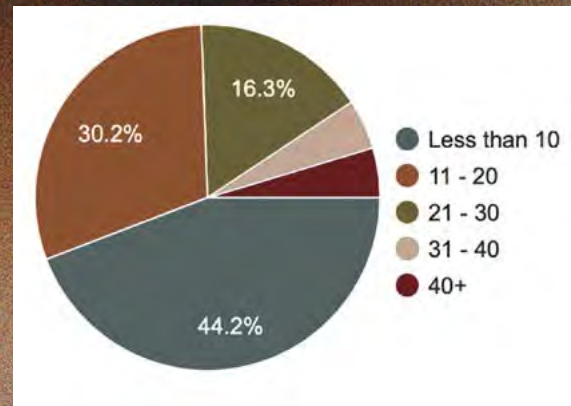
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## 15. DO YOU OWN ANY CLOTHES YOU NEVER WEAR?

An overwhelming 91.5% of respondents admitted to owning clothes they never wear, indicating a widespread issue of overconsumption and impulse buying. This suggests a disconnect between buying habits and actual wardrobe usage, possibly driven by trend cycles, fast fashion, or lack of mindful consumption. For Cameli, this insight reinforces the value of promoting versatile, modular garments that can adapt to different styles and occasions, helping reduce wardrobe redundancy and encourage longer-lasting use. It also supports the case for educational content around mindful buying and circular fashion schemes such as resale, swap, or repair services.

## 16. IF YES, ROUGHLY HOW MANY PIECES DO YOU NEVER WEAR?



The results indicate a large proportion of respondents (44.2%) have less than 10 items they never wear, while a significant proportion (30.2%) have between 11-20 items. This suggests that many consumers may be holding onto garments they don't actively use, which could contribute to overconsumption and textile waste. This represents the growing need for sustainability and circular fashion, presenting opportunity for brands like Cameli to promote second-hand options, educate consumers, and make it easier for them to reduce waste

## 17. WHY DO YOU NO LONGER WEAR THESE CLOTHES?



The most common reason (44.2%) is that personal style has changed, followed by items no longer fitting (25.6%) and impulse purchases being regretted (14%). This indicates that many consumers accumulate garments that no longer align with their current preferences or needs, contributing to the issue of overconsumption and textile waste.

This presents a significant opportunity for Cameli to address this issue, as a brand that offers a solution with adaptable, multifunctional garments that evolve with the wearer's changing style and needs. The adjustable features of Cameli's products ensure they can accommodate various sizes, allowing them to remain a perfect fit even as consumers' body sizes or preferences change overtime

# (APPENDIX. AP CONTINUED)

## 18. IF YOU WERE TO WALK PAST THIS CLOTHING STORE, WOULD YOU GO IN? (PLEASE EXPLAIN YOUR ANSWER)



The responses suggest that the majority of participants would be inclined to enter the store, primarily due to its inviting, modern, and aesthetically pleasing appearance. Positive elements such as greenery, open space, natural lighting, and trendy design were frequently mentioned as appealing factors. However, several respondents note uncertainty about the store's purpose, with some mistaking it as a café, and others expressing their hesitation due to its Soho location. This highlights both strength and area for improvement – while the store design successfully draws attention, clearer signage or visual cue about the brand and its offerings could help attract a broader range of passerby and clarify its identity as a fashion retailer.

Clothing was added in the window displays more clearly, external branding was introduced, and the building's exterior was changed from brick to wood, creating a warmer, more fashion-focused aesthetic, these changes help clarify the store's identity and make it more recognisable as a clothing retailer to a wider audience.

## 19. WHAT DO YOU LIKE/DISLIKE ABOUT THIS PACKAGING DESIGN? (PLEASE EXPLAIN YOUR ANSWER)



The feedback on the packaging mock-up reveals a generally positive reception, with many respondents praising its simplicity, recognisability, and use of sustainable materials. The recyclable nature of the bags was consistently seen as a major strength, aligning well with contemporary expectations for eco-conscious branding. The clean design, bold typography, and use of colour were also appreciated making the packaging look modern and professional. However, recurring criticisms focused on the use of close-up human faces, which some found too personal, overly serious, or unclear on the brand's purpose.

Despite the mixed feedback on the close-up imagery featured on the packaging, no changes were made to the design. Cameli's branding is intentionally bold and conversation-starting, aiming to stand out and provoke thought. The use of faces is a deliberate creative decision that reflects the brand identity and appeals to an audience with a strong visual and creative interest. Confident in this direction, the brand trusts its design choices and believes that striking, unconventional packaging will resonate with its target market and strengthen brand recognition.



# (APPENDIX. AP CONTINUED)

## 20. WHAT DO YOU LIKE/DISLIKE ABOUT THIS BAR? (PLEASE EXPLAIN YOUR ANSWER)



The feedback on The Lounge concept was overwhelmingly positive, with many respondents drawn to its open-plan layout, abundant greenery, and calming, natural aesthetic. Descriptions such as “inviting”, “fresh”, “modern”, and “unique” were common, with several noting the bar’s upscale, trendy appeal. The use of natural ele-ments like plants and warm lighting particularly resonated, with some associating the design with sustainability and conscious values.

However, practical concerns were raised, including a lack of seating, challenges with the open layout in cold weather, and confusion about the indoor-outdoor nature of the space. In response to this, adjustments were made to the design, such as adding an outdoor seating area, bar stools, and clearer branding to enhance both com-fort and functionality. Additionally, some features were not clearly communicated in the mock-up visuals, such as the glass sliding doors designed to enclose the space and retain warmth in colder months, as well as an upstairs seating area with a convertible roof, providing extra seating and flexibility.

These refinements ensure The Lounge remains a visually striking, inviting destination while addressing the usability and climate considerations – balancing creative vision with practical user needs.

## KEY FINDINGS

### 1. Sustainability is important but not the top priority

While over half of respondent’s value sustainability when choosing a fashion brand, affordability remains a stronger influence in actual purchasing decisions.

### 2. Affordability drives buying behaviour

Gen Z consumers are particularly price-sensitive, with cost being the most dominant factor when shopping

### 3. Gen Z prefer brands that reflect their values

Ethical production, inclusivity, and value alignment are highly valued by Gen Z, influencing which brands they chose to support

### 4. Trust and community shape brand loyalty

Gen Z and Millennials tend to be loyal to brands they trust and feel emotionally connected to. Brands that foster a sense of community and shared values are more likely to retain their support

### 5. Brand engagement is influenced by more than just products

Gen Z and Millennials connect with brands that feel authentic and transparent, indicating a preference for brands that go beyond just selling clothes and instead cultivate relationships.

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20. WHAT DO YOU LIKE/DISLIKE ABOUT THIS BAR? (PLEASE EXPLAIN YOUR ANSWER)



The feedback on The Lounge concept was overwhelmingly positive, with many respondents drawn to its open-plan layout, abundant greenery, and calming, natural aesthetic. Descriptions such as “inviting”, “fresh”, “modern”, and “unique” were common, with several noting the bar’s upscale, trendy appeal. The use of natural elements like plants and warm lighting particularly resonated, with some associating the design with sustainability and conscious values.

However, practical concerns were raised, including a lack of seating, challenges with the open layout in cold weather, and confusion about the indoor-outdoor nature of the space. In response to this, adjustments were made to the design, such as adding an outdoor seating area, bar stools, and clearer branding to enhance both comfort and functionality. Additionally, some features were not clearly communicated in the mock-up visuals, such as the glass sliding doors designed to enclose the space and retain warmth in colder months, as well as an upstairs seating area with a convertible roof, providing extra seating and flexibility.

These refinements ensure The Lounge remains a visually striking, inviting destination while addressing the usability and climate considerations – balancing creative vision with practical user needs.

KEY FINDINGS

- 1. Sustainability is important but not the top priority  
While over half of respondent’s value sustainability when choosing a fashion brand, affordability remains a stronger influence in actual purchasing decisions
- 2. Affordability drives buying behaviour  
Gen Z consumers are particularly price-sensitive, with cost being the most dominant factor when shopping
- 3. Gen Z prefer brands that reflect their values  
Ethical production, inclusivity, and value alignment are highly valued by Gen Z, influencing which brands they chose to support
- 4. Trust and community shape brand loyalty  
Gen Z and Millennials tend to be loyal to brands they trust and feel emotionally connected to. Brands that foster a sense of community and shared values are more likely to retain their support
- 5. Brand engagement is influenced by more than just products  
Gen Z and Millennials connect with brands that feel authentic and transparent, indicating a preference for brands that go beyond just selling clothes and instead cultivate relationships.

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# **RESEARCH & DEVELOPMENT LOG**



# EXECUTIVE SUMMARY

The development log documents the journey from initial concept to final solution. It presents key developments, influential feedback, and insights gained through both primary and secondary research. Alongside the successes, it also reflects on alternative ideas explored and decisions made when some outcomes didn't meet the intended standard. Weekly entries supported time, and the process overall demonstrates a structured, reflective, and feedback driven approach to creative problem solving.

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# IDEA TO SOLUTION

Cameli was born from a personal frustration with the limited availability of unique, versatile pieces that could adapt with style evolution and changing trends, without fuelling consumption. As my own style matured, I wanted to create a collection that offered functionality and variety, empowering consumers to build an expressive yet compact wardrobe. While modular clothing inspired me, existing designs were often limited to utilitarian aesthetics, which did not align with my vision. I sought to blend modular functionality with preppy streetwear – an aesthetic that could be styled both casually and formally.

As I developed the concept, I ensured the brand embodies my personal core values: sustainability, ethical production, diversity, inclusion, and accessibility. Cameli was not only created to solve a design problem but to contribute to a positive change in fashion culture - a vision I hope to bring to life in my future career.

## PROJECT INSPO



Fig. 1 The Vintage Leather Jacket



Fig. 2 Close-up of a person with short hair



Fig. 3 Person wearing beige trench coat and holding brown bag



Fig. 4 Person wearing grey blazer, black trousers and holding black bag

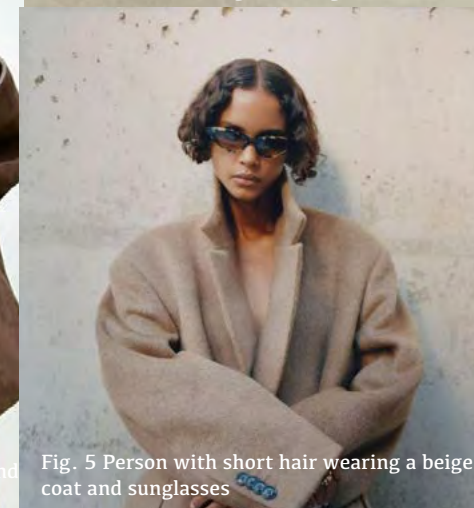


Fig. 5 Person with short hair wearing a beige coat and sunglasses

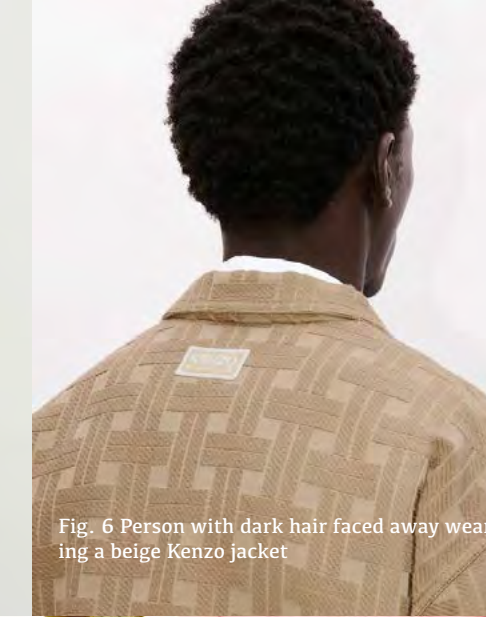


Fig. 6 Person with dark hair faced away wearing a beige Kenzo jacket



Fig. 7 Close-up image of the bottom of a pink flower

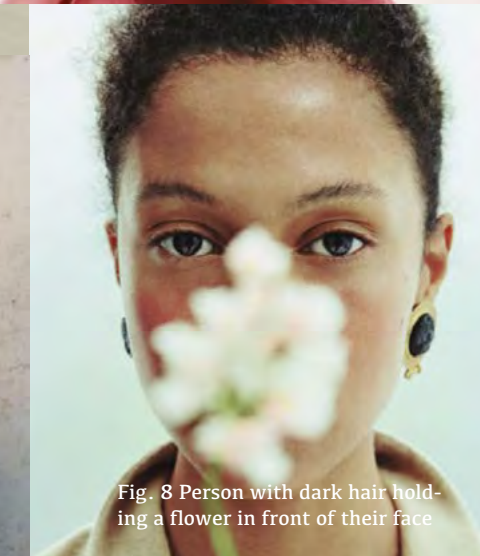


Fig. 8 Person with dark hair holding a flower in front of their face



Fig. 9 Person wearing a white shirt standing in the middle of a foggy field



Fig. 10 Person with brown hair, wearing a knitted jumper and chino trousers, sitting on a chair with their hands in their pockets

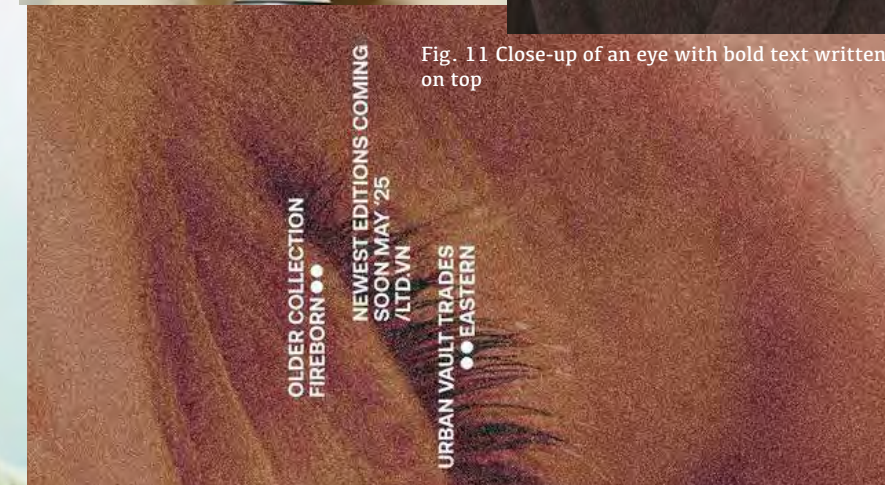


Fig. 11 Close-up of an eye with bold text written on top

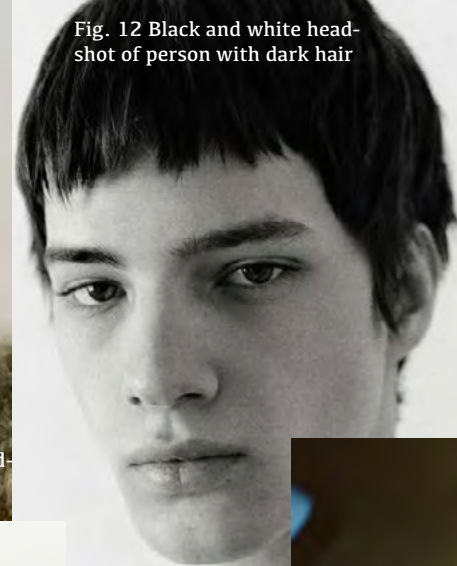


Fig. 12 Black and white headshot of person with dark hair



Fig. 13 Close-up of person wearing a thick brown scarf and tailored brown coat



Soeur Spring-Summer 2025 Campaign



Fig. 15 Looking out of a car window at a large field with a small building in the middle



Fig. 16 Close-up headshot of a person with long dark hair



# RESEARCH APPROACH

## Primary Research Approach:

My initial plan was to conduct a focus group to explore what consumers value in pop-up experiences, what makes them memorable, and to gather feedback on my design mock-ups. After discussion with Lynda, we agreed that had already demonstrated strong research skills and that a survey would be a more practical alternative. The survey allowed me to reach a broader audience in a shorter timeframe and provided comparable insights into consumer preferences and perceptions.

## Secondary Research Approach:

Secondary research influenced many, if not all my strategic and creative choices and ensured credibility. It highlighted a gap in the market for modular garments, growing demand for personalisation, and the importance of storytelling and community. In Part Two, my secondary research became more focused and specific, exploring topics such as role and effectiveness of pop-ups in brand engagement, the psychological benefits of biophilic design, and the political constraints that can influence gender expression in fashion.

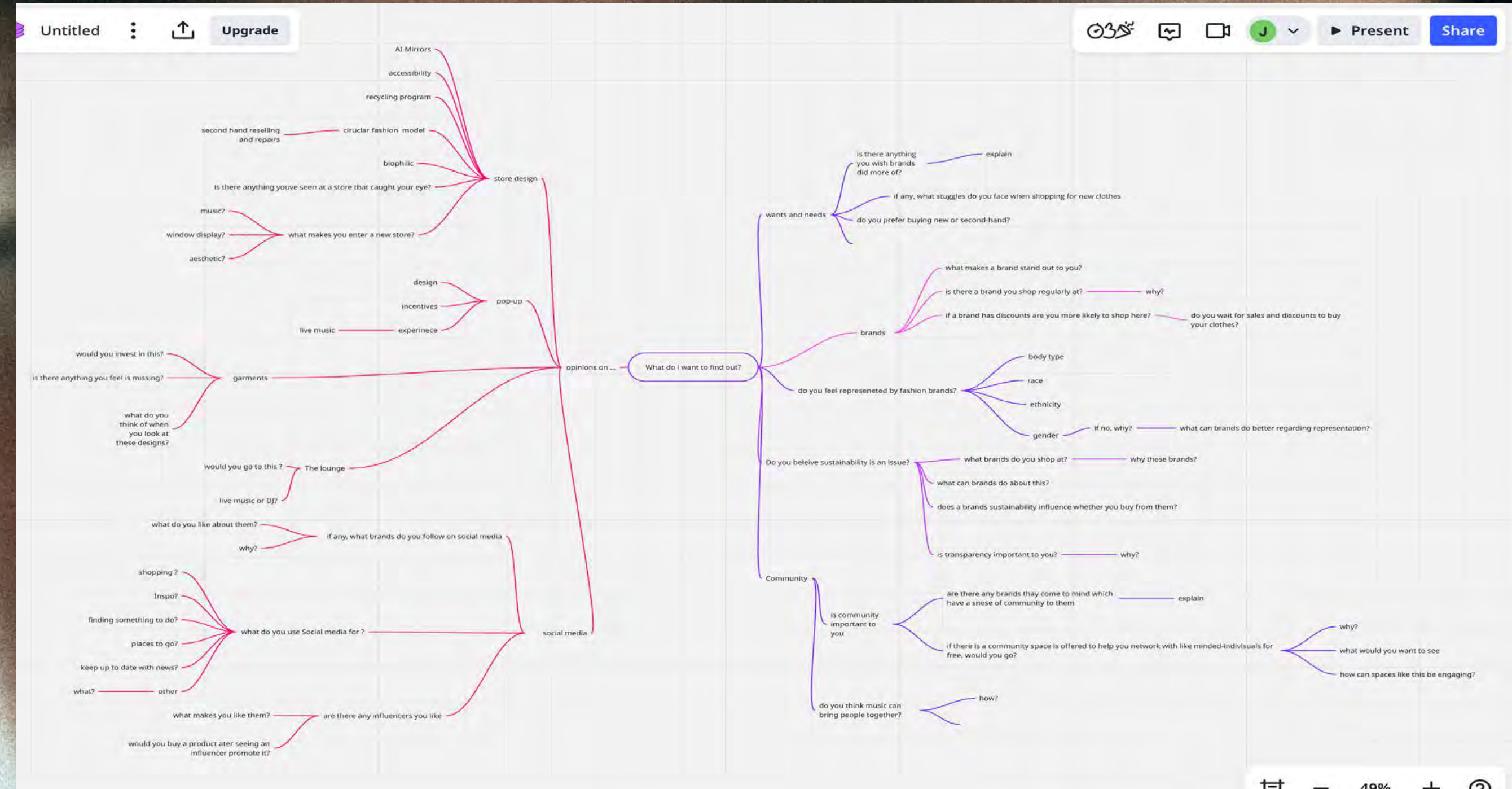


Fig. 17 Primary research mindmap (2025)



## SURVEY SWOT ANALYSIS

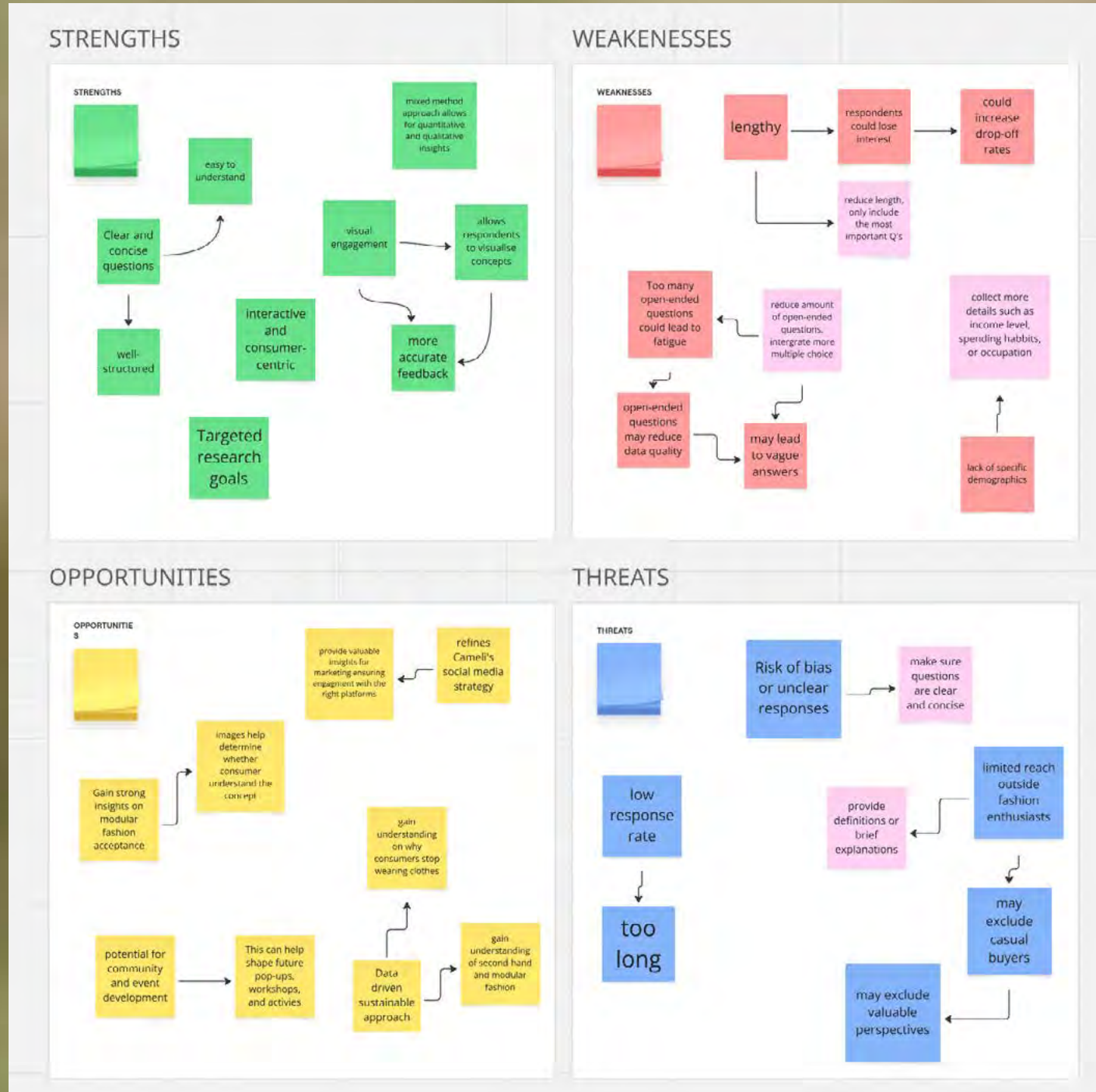


Fig. 18 Survey SWOT analysis (2025)

# INFLUENCING INSIGHTS

A range of insights influenced this project, but the talks by Sinead Burke were particularly helpful. Her perspectives as a little person challenged my own assumptions and made me reconsider key aspects of the collection and store design. As someone who is able, I had not previously considered the extent of everyday accessibility barriers. Her insights pushed me to prioritise accessibility in the physical space and highlighted a gap in my previous research, which had focused more on topics like inclusivity, gender equality, ethics and sustainability.



# SINEAD BURKE



Fig. 19 Ted Talk with Sinead Burke (2017)

### What I learnt:

- There is a significant gap in the market for brands that prioritize accessibility for individuals with disabilities.
- Brands must take greater responsibility in ensuring they are fully inclusive and cater to diverse needs.
- Clothing should be available to everyone, enabling individuals to express their identity without barriers.

### Action Point:

- Implement inclusive design practices (garment design and store design)
- Collaborate with designers and disability advocates to ensure that the design is both inclusive and stylish for a range of body types and disabilities
- Focus on customer-centric design and personalisation |

Fig. 20 Notes made on Ted Talk with Sinead Burke (2025)

# RUNWAY AND LOOKBOOKS

By analysing various shows and lookbooks, I gained insight into current trends and evaluated how my collection could align with and stand out within the fashion industry.

# KEY MOMENTS

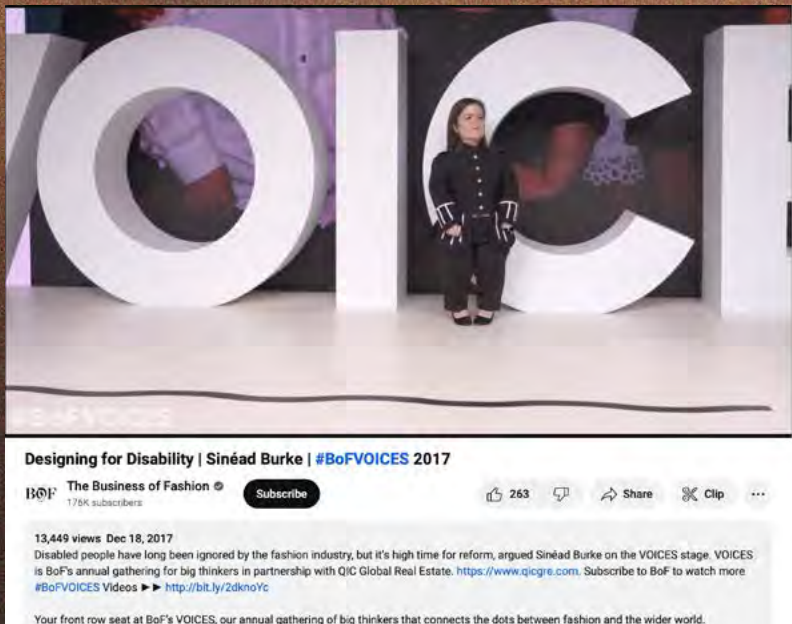


Fig. 21 BoF Voices with Sinead Burke (2017)

Search in video	Search in video	Search in video	Search in video
2:46 i walk into a store and i see something	3:13 what's the next step i go to the	3:34 so i try it on even though it's	7:07 growing up i was looking for fashion
2:48 that catches my eye	3:14 changing rooms wonderful	3:35 uncomfortable in my surroundings and the	7:09 that was designed for disabled people
2:51 i walk over to it i can't reach	3:16 if it's a closed door procedure there's	3:37 next step is i go to the till and the	7:11 it was always designed by non-disabled
2:54 i can't find my size i have to approach	3:18 a lock	3:39 cash register	7:13 <u>individuals and always through a medical</u>
2:57 a stranger and say hi my name is sinead	3:20 and <u>usually i can't reach it and if it's</u>	3:41 but the <u>store is designed so that they</u>	7:15 <u>or sympathetic lens</u>
2:59 i'm really sorry	3:23 a curtain	3:43 <u>can't see me and understandably those</u>	7:16 they were constantly concerned about my
3:00 i really love this you know orange	3:24 i'm <u>not strong enough to pull it across</u>	3:45 who work in retail	7:18 needs my needs are fine
3:02 mohair jumper do not judge	3:26 so usually there is this	3:46 are very frantic and have a lot to do	7:21 and my doctor looks after those what do
		3:48 and are shouting next	English (auto-generated)

Fig. 22-25 Transcript of Sinead Burke's BoF Voices Talk

# SACAI A/W 2025 RUNWAY - WOMENSWEAR



Fig. 26-30 Sacai womenswear A/W runway (2025)



**MIU MIU A/W 2025 RUNWAY - GENDER-NEUTRAL**



Fig. 31-41 Miu Miu A/W runway 2025 (2025)

**ALD S/S 2025 LOOKBOOK - MENSWEAR**



Fig. 42-46 Aimé Leon Dore s/s lookbook (2025)

**RABANNE S/S 2025 RUNWAY - WOMENSWEAR**



Fig. 47-51 Rabanne Spring ready-to-wear (2025)



SAINT LAURENT A/W 2025 RUNWAY - WOMENSWEAR



Fig. 52-56 Saint Laurent fall ready-to-wear (2025)

SAINT LAURENT S/S 2025 LOOKBOOK - WOMENSWEAR



Fig. 57-61 Saint Laurent Spring ready-to-wear lookbook 2025

COLLECTION INSPO

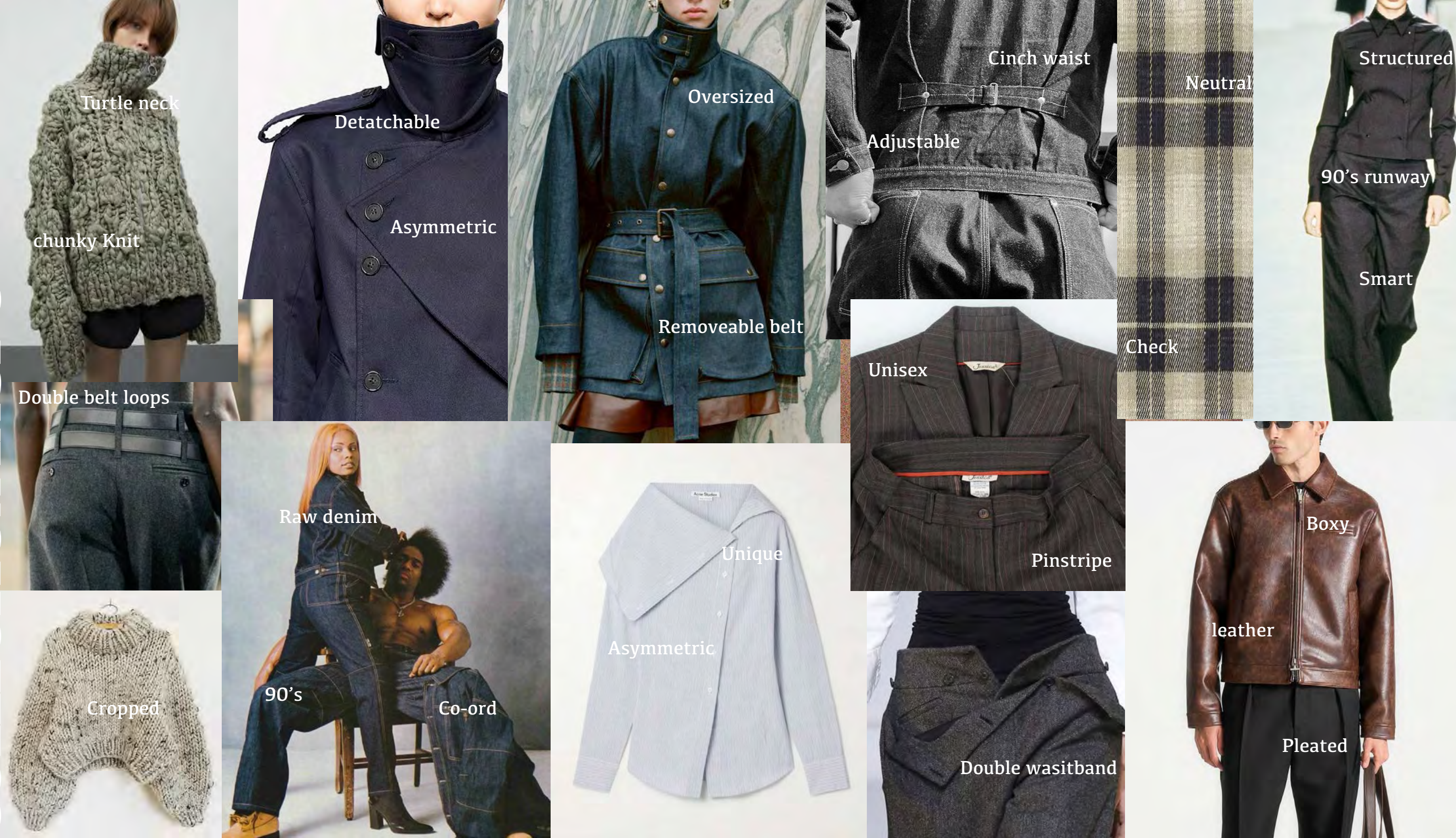


Fig. 62-74 Camel collection inspiration mood board



# KEY DEVELOPMENTS

# STORE INSPO





# STORE DESIGN

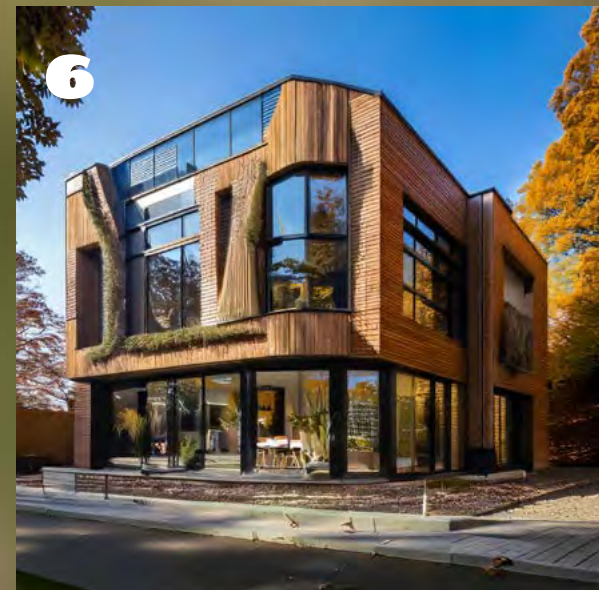


Fig. 76-82 Cameli store mock-up. (2025)

AI image generated using Adobe Firefly

<https://firefly.adobe.com>

Prompts used: Outside of a large clothing store, dark wood, black accents, modern, large glass windows, autumn tones, luxury, unique shape, dark and moody, clothes on display

# KEY SURVEY FEEDBACK

If you were to walk past this clothing store, would you go in? (please explain your answer)



Physical Store located in Soho, London

## What to work on:

The store looks really cool and appealing but I would only go in if i thought i would like the clothes inside so can't say from this image

Depends on the clothes I could see inside from walking past

I can't see what it's selling, if it was selling something I wanted and I knew that I suppose I'd go in but it's not obvious it's a shop to me.

Firstly I would think it was a place to eat as tables and chairs outside . Therefore may walk past it as no strong advertisement that I can see saying it is a clothing store .

No because it looks more like a coffee shop

## Positive Feedback

Yes, I love stores that have lots of plants. It looks welcoming and open.

Yes, very inviting with big windows allowing lots of light in. Nice seating are outside

Yes. Original looking. Beautiful building. Very inviting. Doesn't look like your average clothes store.

Yes looks like you could also grab a drink and relax at the same time as getting some retail therapy so definitely

Yes, absolutely...looks like a place I can relax and chill.

Fig. 84-93 Survey answers (2025)

Fig. 83 Survey question (2025)





**RECYCLED  
DARK WOOD**

**CLOTHES ON  
DISPLAY**

**BRANDING**

**SUSTAINABLE  
DESIGN**

**EXTENDED  
BACKGROUND  
TO LOOK LIKE  
SOHO, LONDON**

Fig. 94 Cameli store outcome

Fig. 93 Survey question (2025)

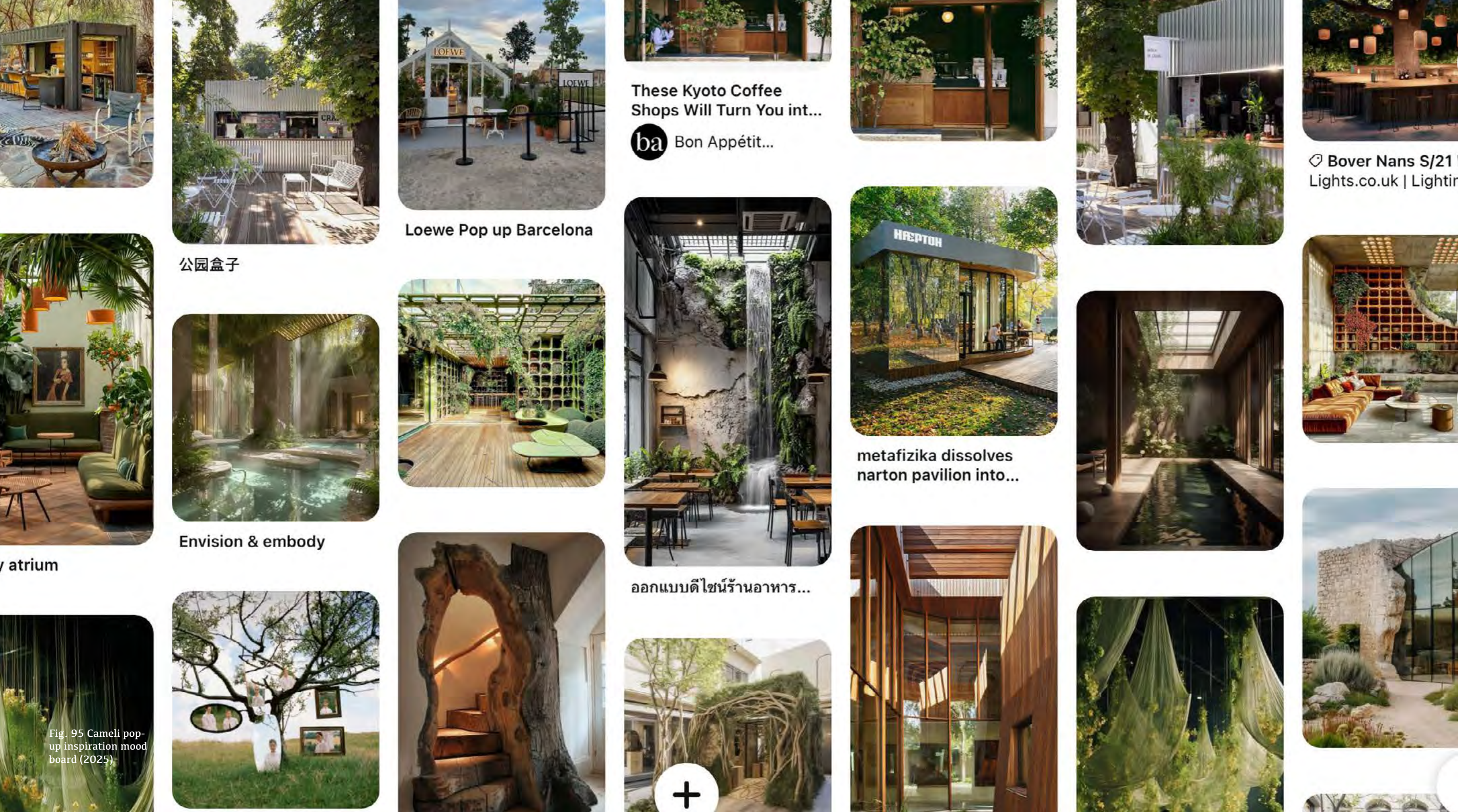
## OVERVIEW

The store design evolved significantly across the project. Initial mock-ups in Part One were developed using Adobe FireFly, with the brands aesthetic rooted heavily in 90s RnB influences. Warm, autumnal tones like the red brick and warm lighting were used, reflecting the original brand colours, combined with bold architectural forms to create visual impact

As the project progressed and I experimented with Midjourney for other visual outcomes, I opted for a combination of Adobe FireFly, Photoshop's AI generator, and Midjourney for the final store design. This allowed for greater experimentation with aesthetics and smaller details. After reflecting on my first outcomes, I decided to pivot Cameli's identity to a more nature-inspired, luxury focused direction – while still having RnB influences – to align with the long-term brand goals such as longevity and timeless appeal.

Secondary research into experiential and wellness-cantered retail influenced the inclusion of biophilic features such as climbing plants. However, survey revealed confusion over the stores function. In response I refined the visuals, swapping the red brick for wood, adding visible fashion displays, and introducing clearer signage and brand cues.





These Kyoto Coffee Shops Will Turn You into...

ba Bon Appétit...

Loewe Pop up Barcelona

公园盒子

Envision & embody

ออกแบบดีไซน์ร้านอาหาร...

metafizika dissolves narton pavilion into...

Bover Nans S/21  
Lights.co.uk | Lightin

POP-UP INSPO

Midjourney

Explore

Create

Edit

Personalize New!

Organize

Chat

General Chaos

Prompt Craft

Daily Theme

Newbies

Tasks

Help

Updates

My Account ...

What will you imagine?

Search

create a large pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building looks like its inside a tree stump and covered in rainforest plants with...

chaos 65 ar 4:3 weird 600

create a large pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building looks like its inside a tree stump and covered in rainforest plants with...

create a large pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building looks like its inside a tree stump and covered in rainforest plants with...

Variation create a large pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building is a glass building made from dark wood, red brick and covered in...

create a large pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building is a glass building made from...





Fig. 97-98 Pop-up development



## FINAL OUTCOME



Prompt: create a pop-up store coffee shop x cocktail bar located in the middle of London, soho. The building is a glass building made from dark wood, red brick and covered in rainforest plants. Inside is a large bar where customers can order drinks to dine in or takeaway, its very luxurious, modern and natural.



Fig. 99-100 Pop-up outcome



# PART ONE GRAPHIC DESIGN

Inconsistent font size

This imagery no longer fits the brand identity/aesthetics (see original brand aesthetic on page )

Small images - hard to see

Graphic elements added that fit with the brand aesthetic and logo at the time - both have developed since then

Keep the same fonts (Gertie and Kefa)

### TARGET MARKET

#### CONSUMER ARCHETYPES

**THE STYLISH INNOVATOR**  
Aligns with: The Creator  
A style enthusiast who values self-expression and individuality. They often look for unique, versatile pieces that make a statement, empowering them to showcase their true authentic self through bold and experimental styling.

**THE CONSCIENTIOUS TASTEMAKER**  
Aligns with: The Caregiver and The Sage  
A mindful consumer who actively seeks ethical and sustainable practices, but still values luxury and style. They prioritize transparent brands that reflect their personal values and priorities, allowing them to make a meaningful statement through their fashion choices.

**THE URBAN CREATIVE**  
Aligns with: The Explorer and The Outlaw  
A London-based creative professional who values individuality and self-expression. They are influenced by urban culture and Reiki music and retro aesthetics. They pursue niche and authentic fashion brands that reflect their adventurous and culture-driven style, making them stand out from mainstream fashion.

### CONSUMER PROFILE

**ROBYN GUNN**  
Age: 29 years old  
Location: Brighton  
Gender: Female  
Profession: Insurance sales  
Income: £11,000 per annum  
Spending habits: Prefers to spend more money on single pieces that are durable, versatile and high quality.  
Frustrations: Struggles to find clothing that represents her personal style which isn't just made for men and the male body.  
Interests: Styling, creating fashion content in her free time, collecting streetwear fashion pieces, Reiki music, creating social media content, travel, football and other sports, often goes out around Brighton but loves a day trip to London with her girlfriend to get content, shop and try new food and bars

### CONSUMER PROFILE

**GUS MILTON**  
Age: 24  
Location: London  
Gender: Male  
Profession: Fashion Influencer  
Income: £45,000 per annum  
Spending habits: Only buys high quality garments, prefers sustainable brands, buys around 1-5 garments a month  
Frustrations: Limited brands represent his need to express himself authentically, specifically through customisation  
Interests: Creating content for TikTok and Instagram, discovering small and unique brands, art, music culture, styling, likes to go out in Soho shopping and out for food with friends, likes watching live music

### BRAND POSITIONING

**COMPETITOR ANALYSIS**  
After conducting research on major high-end brands such as HELM and Nike, I identified a clear absence of modular garments within their collections as of December 2024. While brands like Uniqlo and The North Face offered limited modular options, typically featuring removable hoods or sleeves, offering little variety for consumers, despite the growing demand for versatile and sustainable fashion (James, 2024). This lack in variety presents a key opportunity for brands, like Cameli, to cater towards evolving consumers' needs, specifically consumers who seek stylish yet practical garments.  
Modular-focused brands such as Behndi and Pender, provided a large variety of transformative garments, primarily targeted towards a feminine audience and often appeared cheap, limiting their broader appeal to a diverse consumer specifically in a market where Gen Z and Millennials prioritise inclusivity and diversity (Jeffery-Morrison, 2023). These insights highlight the clear gap in the market for modular fashion that is unique, high-quality and stylish, therefore catering to a diverse consumer base.  
By creating a brand positioning map, I identified an opportunity for Cameli to establish itself as a market leader within the modular fashion space, by offering cutting-edge adaptable fashion garments. Cameli can address an unmet demand for transformative fashion, appealing to consumers seeking practicality, style and inclusivity. 67% of consumers prioritise sustainability while engaging with brands (Granting, 2020) and the global demand for sustainable clothing is increasing by 4.5%, reaching 1.2 billion USD by 2030 (Industry Growth Insights, 2020), the market presents a significant opportunity for brands like Cameli who cater for both inclusive and sustainable fashion preferences, widening Cameli's target market and increasing the chances of sales through broadened reach (Appinio Research, 2023).

**COMPETITOR BENCHMARKING**  
AIME LEON DORE

Metric	Aime Leon Dore (ALD)	Cameli	Edge
Product offering	High quality, preppy streetwear. No transformative garments available.	Modular, transformative garments combined with a preppy streetwear aesthetic.	Cameli
Target Audience	Primarily male audience, with a niche, urban aesthetic.	Private, diverse, inclusive audience.	Cameli
Brand Positioning	Luxury streetwear with a retro feel.	Sustainable, innovative, problem-solving fashion with a retro, luxury feel.	Cameli
Pricing	High-end, luxury.	Affordable, luxury with long-term value.	Cameli
Sustainability	No emphasis on sustainability practices.	Care focus on sustainability and	Cameli

Competitor benchmarking provides Cameli with direct insights into how the brand compares to its competitors (ALD). This provides Cameli with a clearer understanding of its competitive landscape.

Fig. 100 Part One submission

Added page no's to the page individually - they do not all align

Huge blocks of writing in the main body of the work - add this to Appendix instead

Old brand colours

GRAPHIC DESIGN INSPO

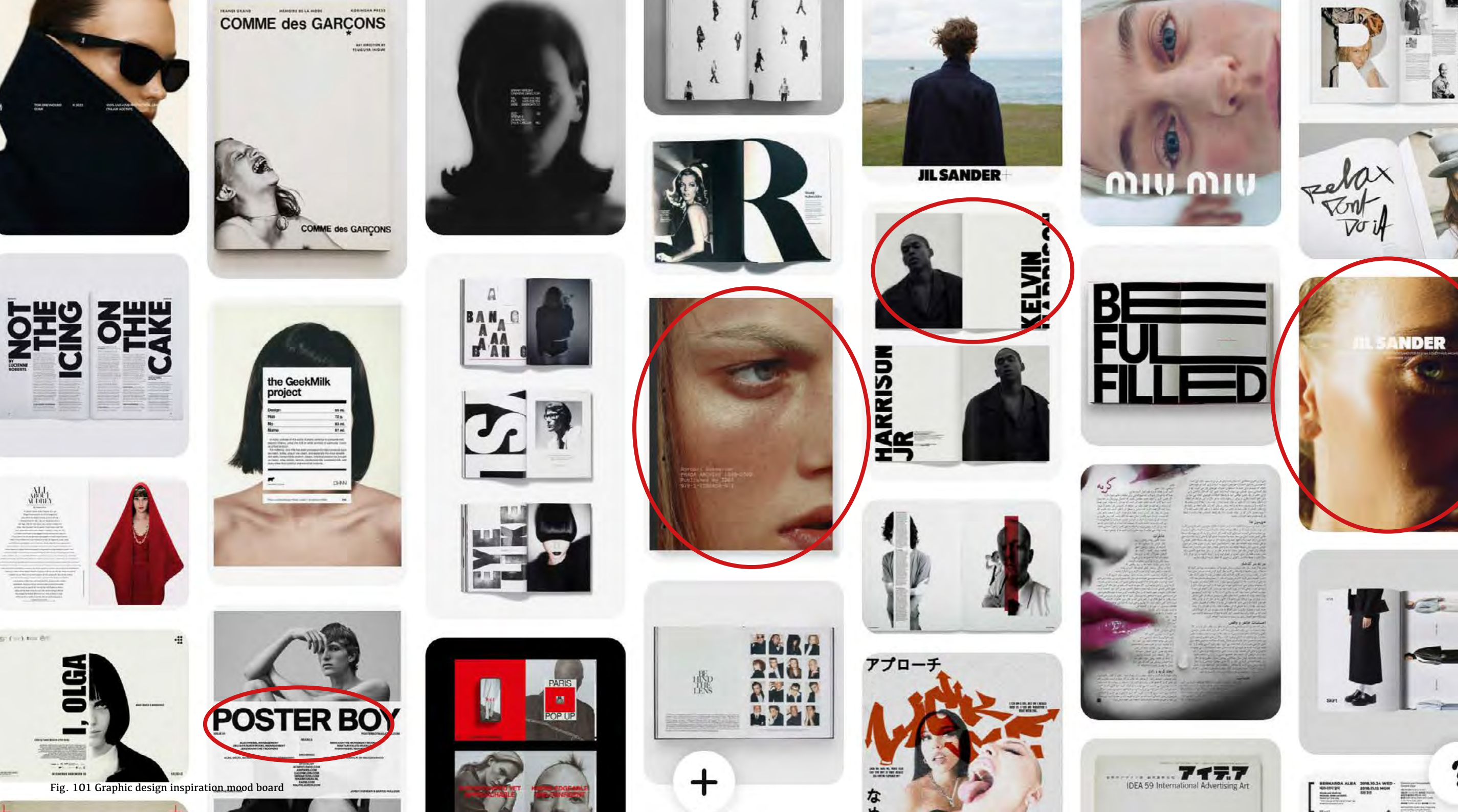


Fig. 101 Graphic design inspiration mood board



# PART TWO GRAPHIC DESIGN ADJUSTMENTS

Minimal colours to seem more 'luxury'

Text follows brand typography guidelines and hierarchy

Add grids to ensure everything is aligned and follows graphic design rules

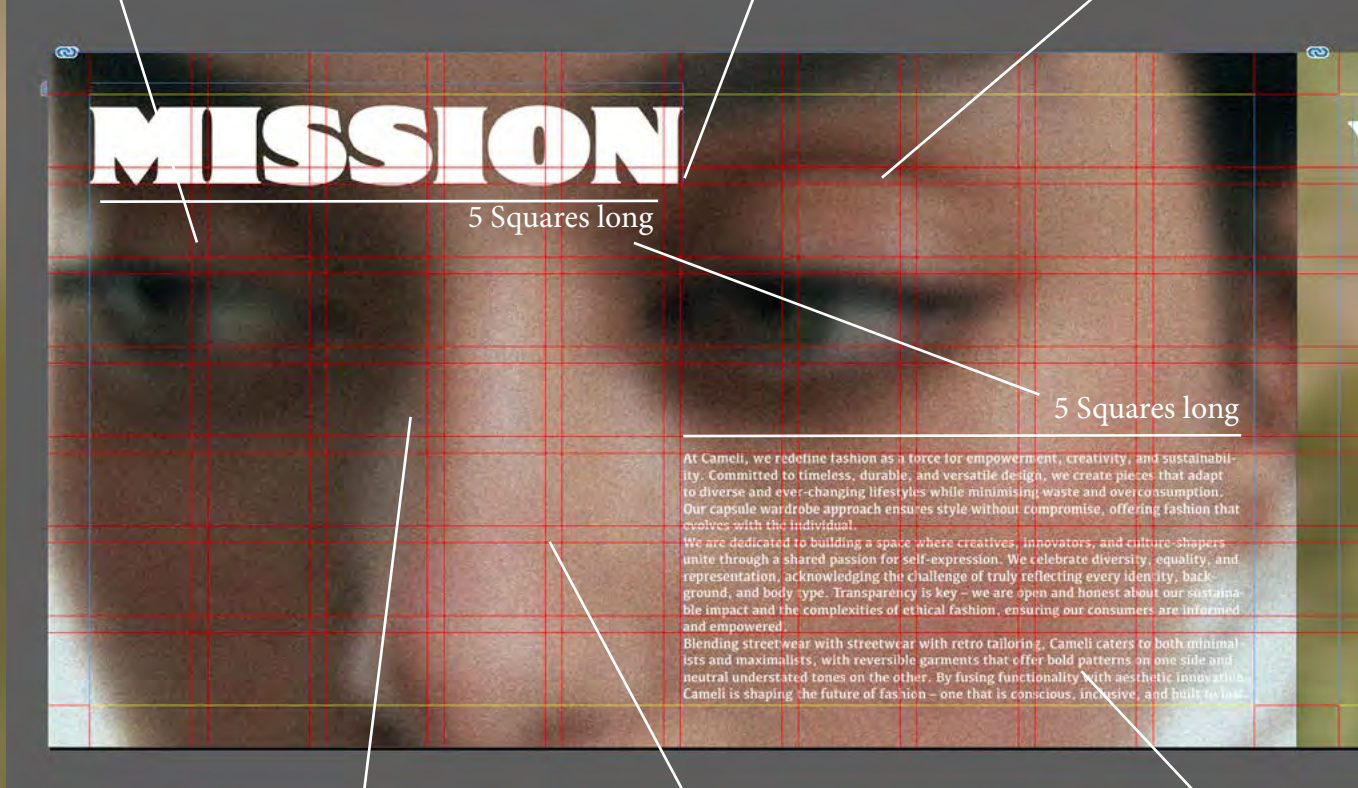


Fig. 102 Part Two submission (2025)

Large images as the background - add blur and grain so that text is still clear

Background imagery, text and layout are all on brand with Cameli's up to date visual identity and social media

Smaller blocks of writing where possible

In Part Two, I focused on improving the overall visual layout of the document, ensuring the brand identity was clearly and consistently communicated. My aim was to elevate the graphic design, creating a cohesive, engaging, and visually appealing format. While some content, such as frameworks and diagrams, were more challenging to design aesthetically, it remained vital to the projects structure and clarity.

Through this process, I developed key skills in both InDesign and Photoshop. In InDesign, I learnt how to use grids, apply A-parent pages, automate page numbers, insert tables, explore AI layout tools, and import fonts from Adobe Fonts. In Photoshop, I gained a better understanding of resolution, image resizing, and creating mock-ups using Adobe Stock templates.

I was so satisfied with the final visual style that I now plan to replicate a similar aesthetic in my personal portfolio, adopting it as part of my personal branding.

# ALTERNATIVE IDEAS EXPLORED

This project was ambitious, and while initially planned to deliver a wide range of outcomes, most, but not everything was completed to the level I intended. I explored 3D rendering for the store design using SketchUp and used AI tools such as Adobe Firefly, Midjourney, and ChatGPT's image generator to experiment with garment visualisation and creating magazine covers.

In response to feedback from Part one, I experimented with showcasing realistic garment designs. However, the results didn't fully communicate the oversized silhouettes or textiles prints to the standard I envisioned. Since I had already demonstrated my ability to use AI and 3D tools earlier in the project, I chose to prioritise other tasks that allowed me to showcase a broader range of skills, rather than repeating the same techniques. By prioritising variety and depth over repetition, I was able to showcase a broader spectrum of my abilities and produce a more balanced, thoughtful outcome that reflects both my concept and personal growth as a designer.



# FAILED MAG COVERS AI IMAGES



A striking fashion portrait of a model with a voluminous afro hairstyle, sitting against a clean white background. They wear an oversized brown tartan suit jacket with exaggerated pointed lapels, paired with a crisp white shirt and an extra-long textured purple...

v 6.1



A stylish young woman with messy blonde hair and multiple facial piercings sits at a table, eating long noodles with a playful, intense gaze. She wears an oversized, baggy shirt with bold blue and red stripes, layered with various chunky silver rings, bracelets, and necklaces....



v 6.1



A stylish young woman with messy blonde hair and multiple facial piercings sits at a table, eating long noodles with a playful, intense gaze. She wears an oversized, baggy button up shirt with bold blue and red stripes, layered with various chunky silver rings, bracelets, and necklaces....



v 6.1



A stylish young woman with messy blonde hair and multiple facial piercings sits at a table, eating long noodles with a playful, intense gaze. She wears an oversized, baggy shirt with bold blue and red stripes, layered with various chunky silver rings, bracelets, and necklaces....



the waist, draping over her legs with a shirt and a red tie underneath, the shirt is untucked...

v 6.1



A stylish woman sitting in an opulent vintage room with wooden panel walls and antique furniture. She wears an oversized beige trench coat with a structured silhouette, cinched at the waist, draping over her legs with a shirt and a red tie underneath. She pairs it with...



v 6.1



A stylish woman sitting in an opulent vintage room with wooden panel walls and antique furniture. She wears an oversized beige trench coat with a structured silhouette, cinched at the waist, draping over her legs with a shirt and a red tie underneath. She pairs it with...

v 6.1



A stylish woman sitting in an opulent vintage room with wooden panel walls and antique furniture. She wears an oversized beige trench coat with a structured silhouette, cinched at the waist, draping over her legs. She pairs it with sheer black tights, black high heels, and...



v 6.1

Fig. 103-106 Magazine cover development





A stylish woman with voluminous, long curly hair reclines in a modern, sculptural leather and metal chair. She wears an oversized beige blazer with exaggerated shoulders and matching wide-leg trousers that drape dramatically, she wears a white button up...



A stylish woman with voluminous, long curly hair reclines in a modern, sculptural leather and metal chair. She wears an oversized beige blazer with exaggerated shoulders and matching wide-leg trousers that drape dramatically. The setting is minimalistic with...



A stylish woman with voluminous, long curly hair reclines in a modern, sculptural leather and metal chair. She wears an oversized beige blazer with exaggerated shoulders and matching wide-leg trousers that drape dramatically. The setting is minimalistic with...



**Variation** A striking portrait of a male model with deep, rich skin tone wearing a luxurious fur hat and an elegant, textured knit turtleneck sweater. Over the sweater, he wears a oversized wool coat with bold, vintage-inspired stripes in earthy tones. The + use text



Rerun Use Hide More



**Variation** A striking portrait of a male model with deep, rich skin tone wearing a luxurious fur hat and an elegant, textured knit turtleneck sweater. Over the sweater, he wears a oversized wool coat with bold, vintage-inspired stripes in earthy tones. The setting is...



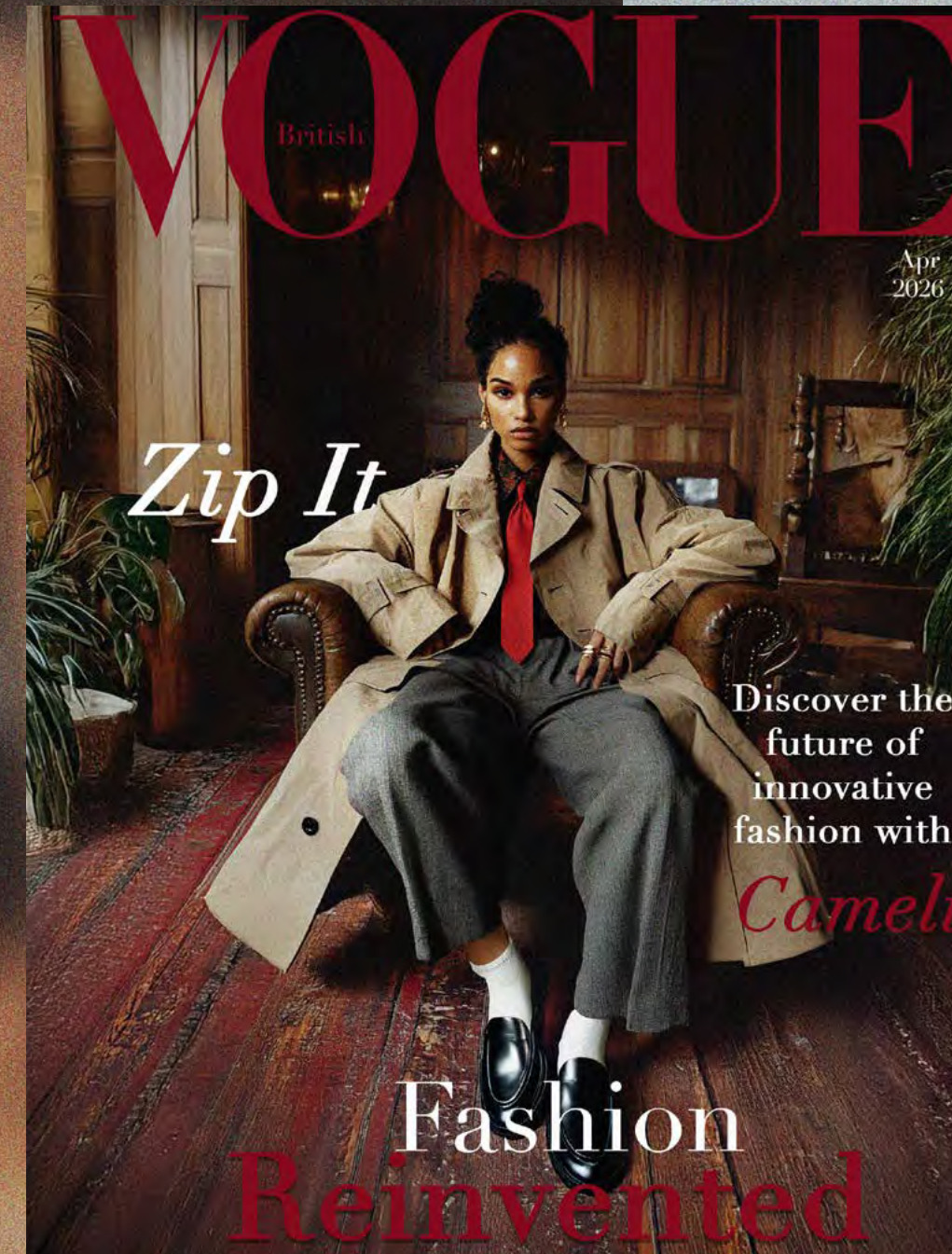
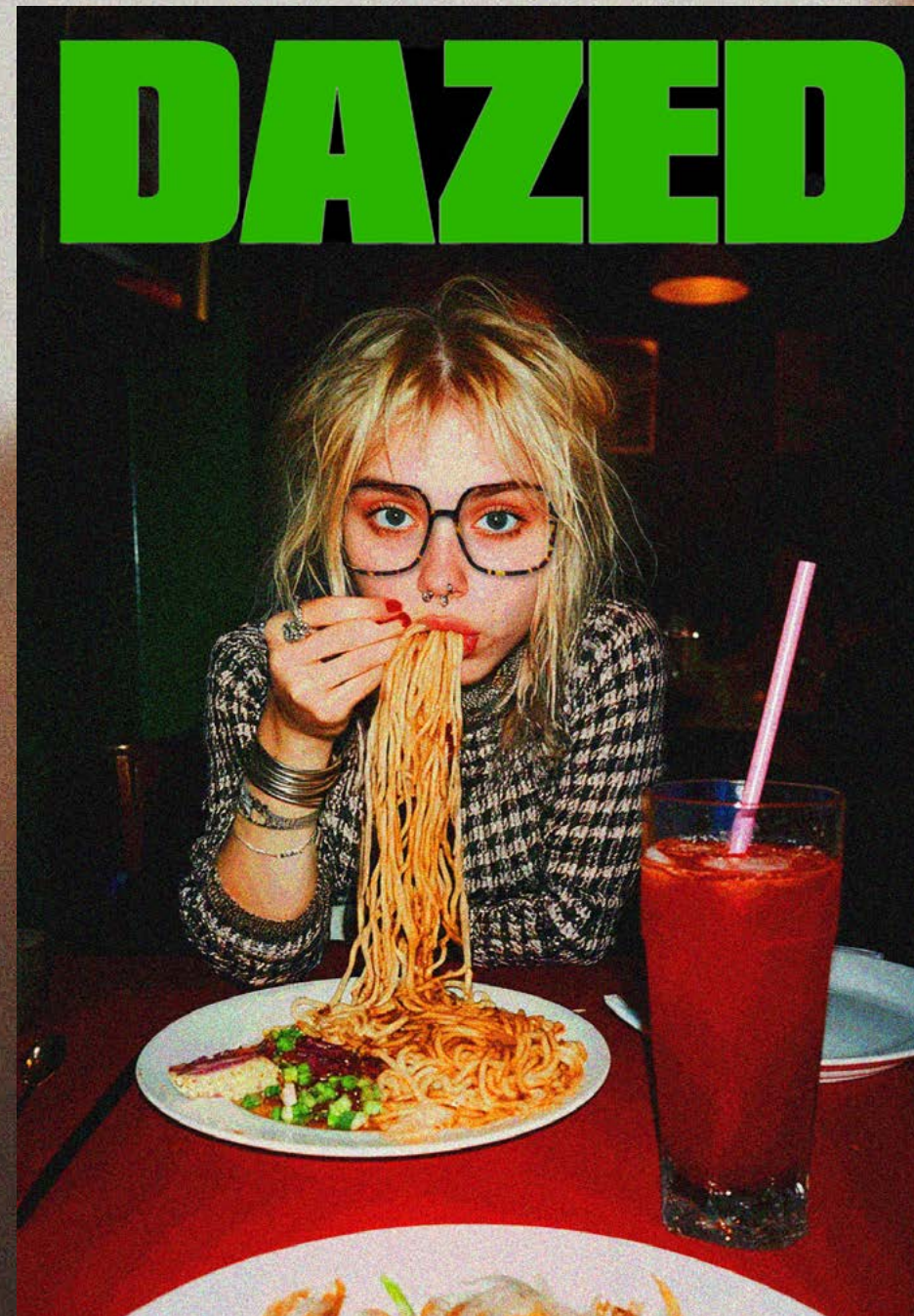
A striking portrait of a male model with deep, rich skin tone wearing a luxurious fur hat and an elegant, textured knit turtleneck sweater. Over the sweater, he wears a oversized wool coat with bold, vintage-inspired stripes in earthy tones. The setting is moody and...



A striking portrait of a male model with deep, rich skin tone wearing a luxurious fur hat and



# FAILED MAG COVERS





# FAILED SOCIAL MEDIA MOCK-UPS



Fig. 114-115 Social media mock-up (2025)





# FAILED AI IMAGES - SOCIAL MEDIA CONTENT



38 Fig. 116-120 Social media content development (2025)

# FAILED 3D RENDERING



Fig. 121-124 Garment 3D render development (2025)



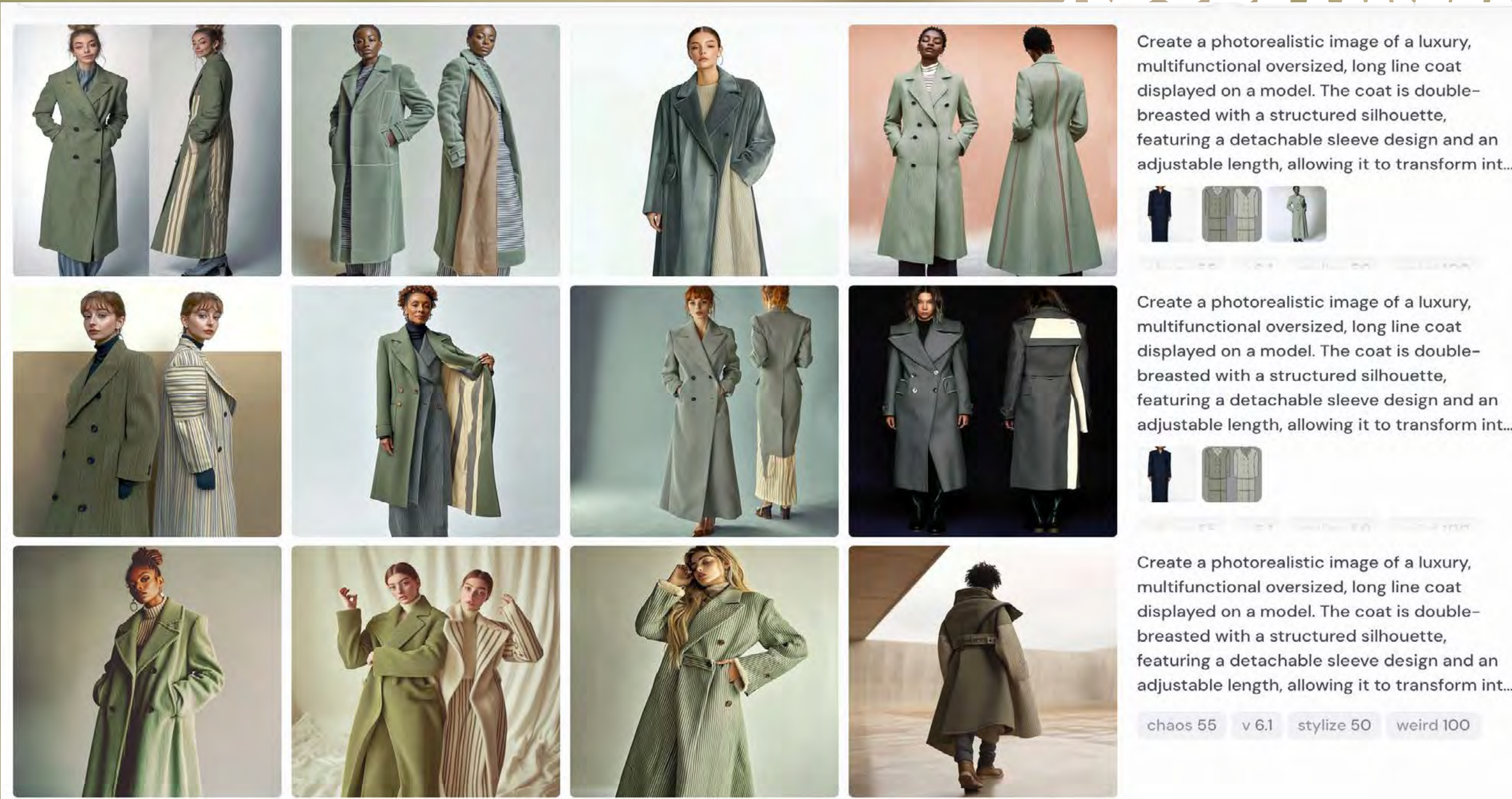


Fig. 125 Garment 3D rendering development (2025)



Fig. 126 Garment 3D rendering development (2025)

Prompt: Create a photorealistic image of a luxury, multifunctional trench coat displayed on a mannequin or model. The coat is double-breasted with a structured silhouette, featuring a detachable sleeve design and an adjustable length, allowing it to transform into different styles. The outer layer is a muted sage green w, while the inner lining is a reversible pinstriped fabric in cream and dark grey. Show two variations: one with the full-length sage green coat with sleeves attached, and another with the coat reversed, featuring the pinstriped side outward with sleeves removed. The coat should have a contemporary yet timeless aesthetic, incorporating elements of tailoring and streetwear influences. The image should have soft, studio lighting, emphasizing the texture and drape of the fabric.



# ONLINE LEARNING

A significant part of my learning came from social media, particularly TikTok. I used the platform as a resource tool to explore design tips, discover new tools, gather creative inspiration, and seek career advice – including how to strengthen my CV, learn about freelance work, and stand out in job applications. I also follow a range of creative Instagram accounts to stay updated on trends, gain industry insight, and fuel my visual inspiration.

## KEY TUTORIALS WATCHED

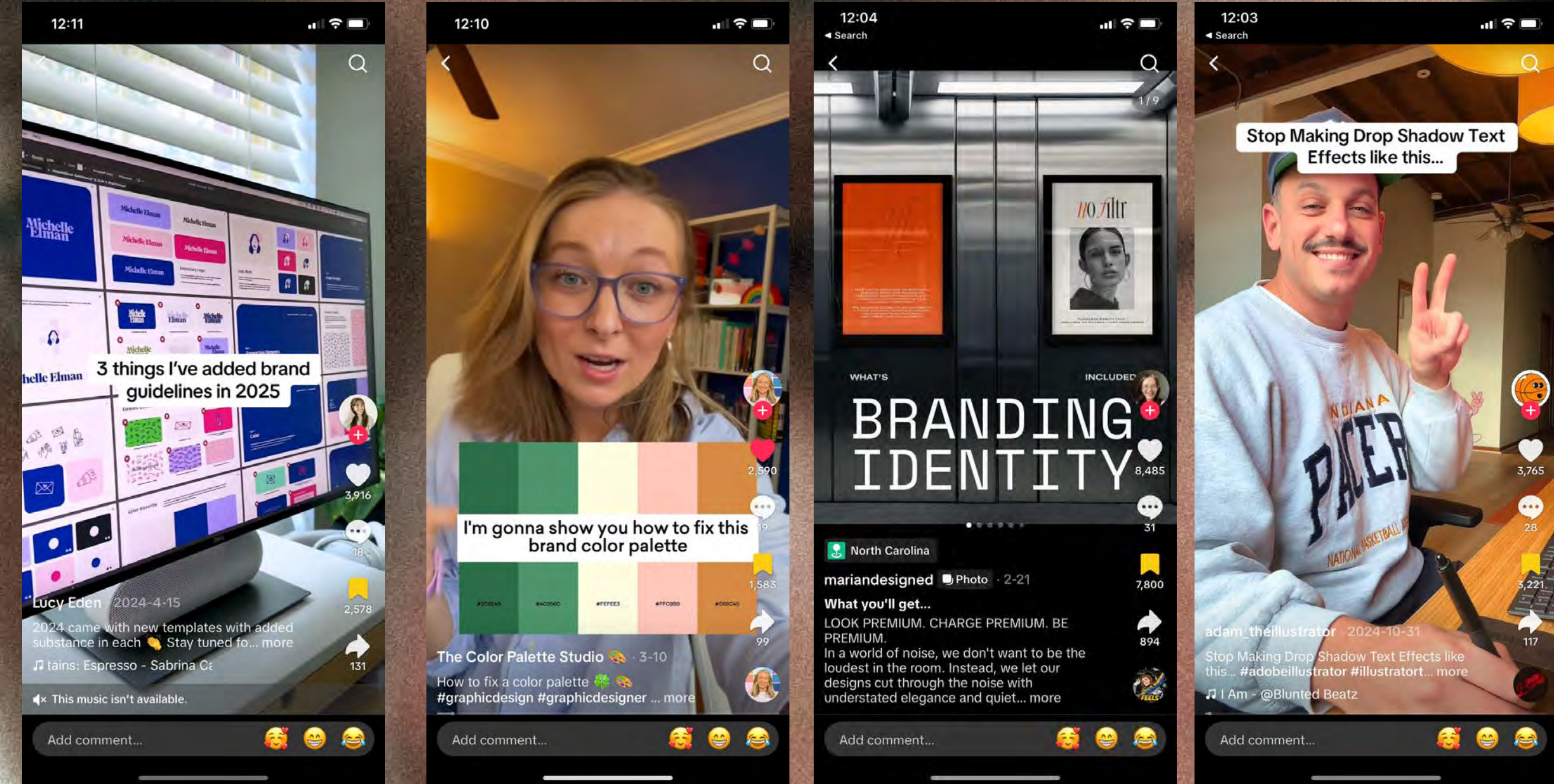
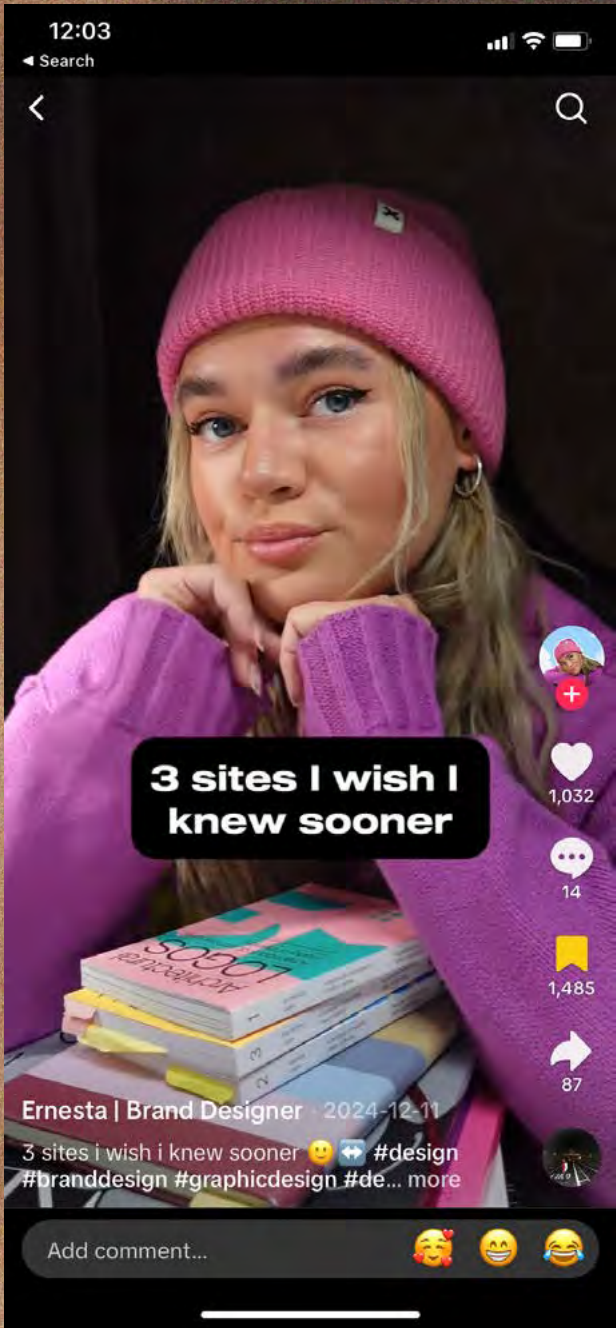
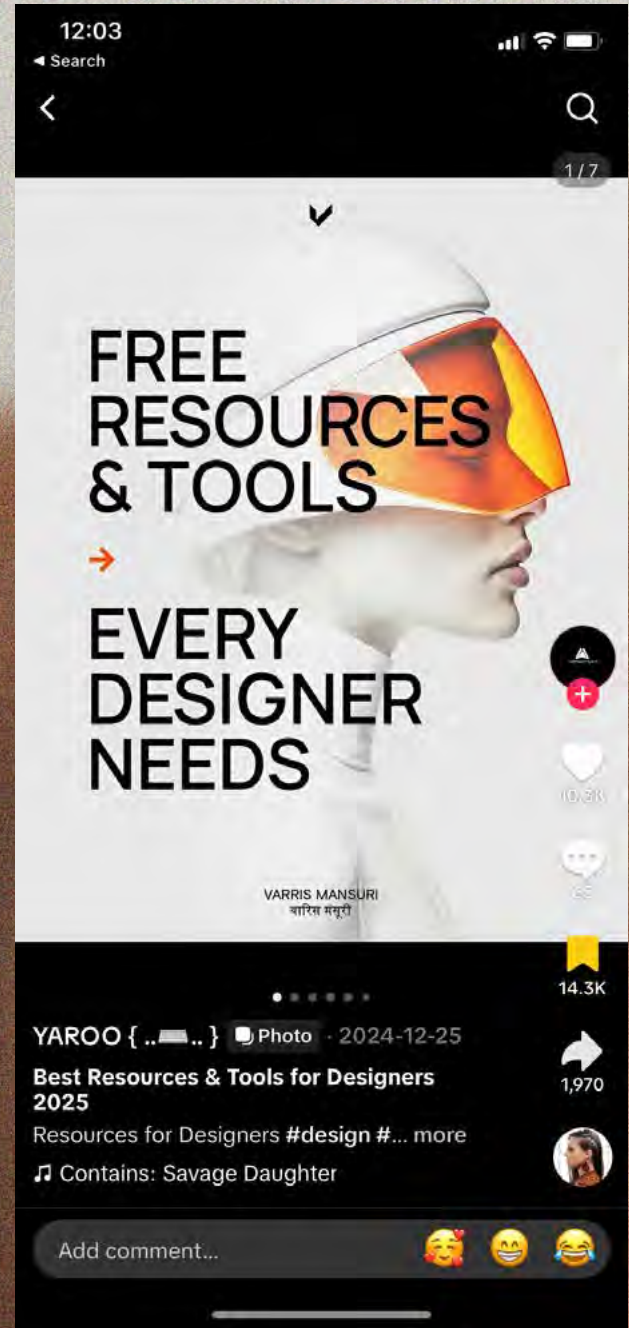
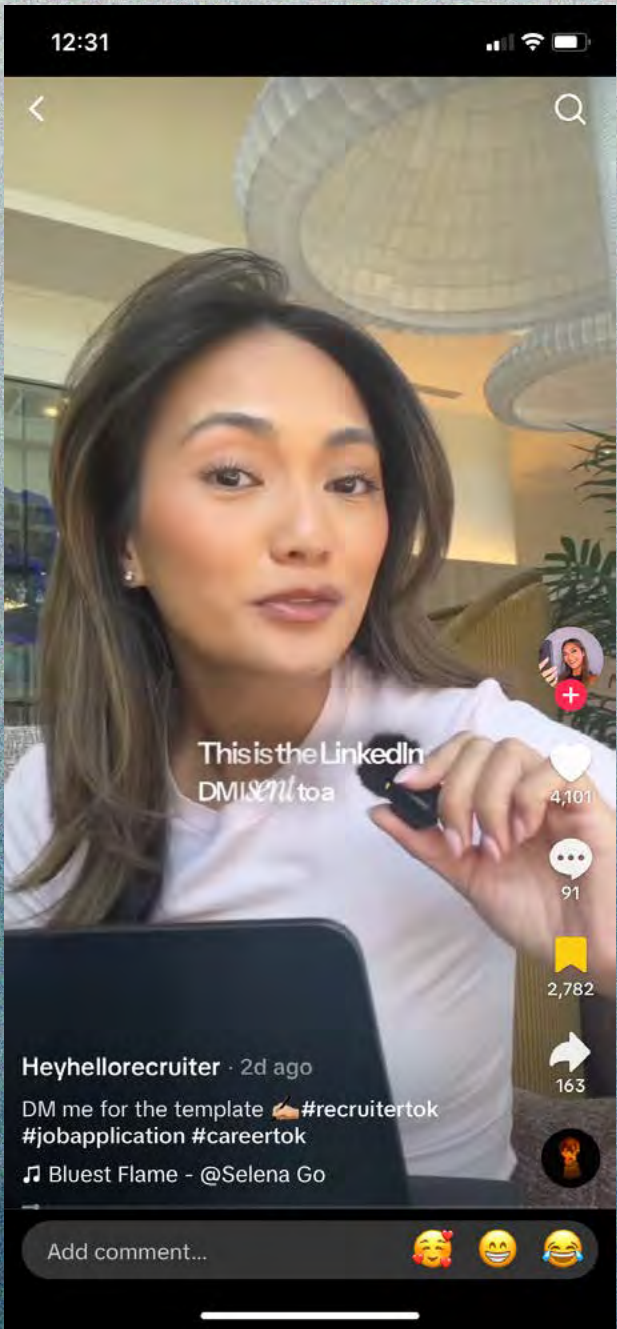
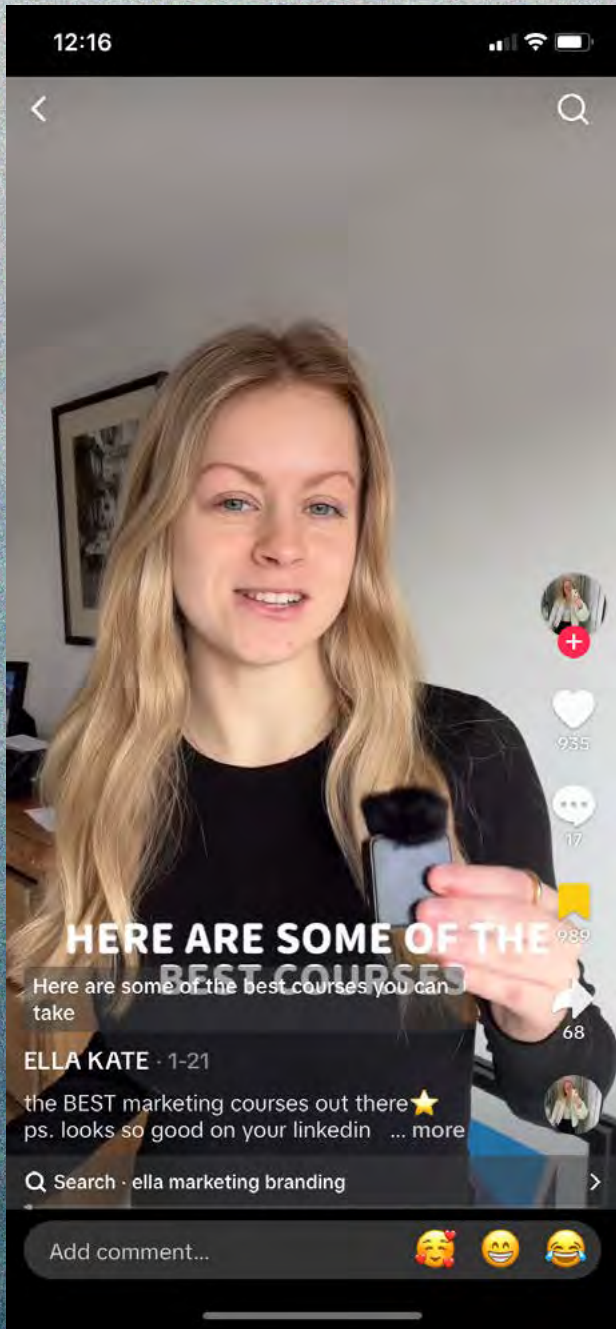
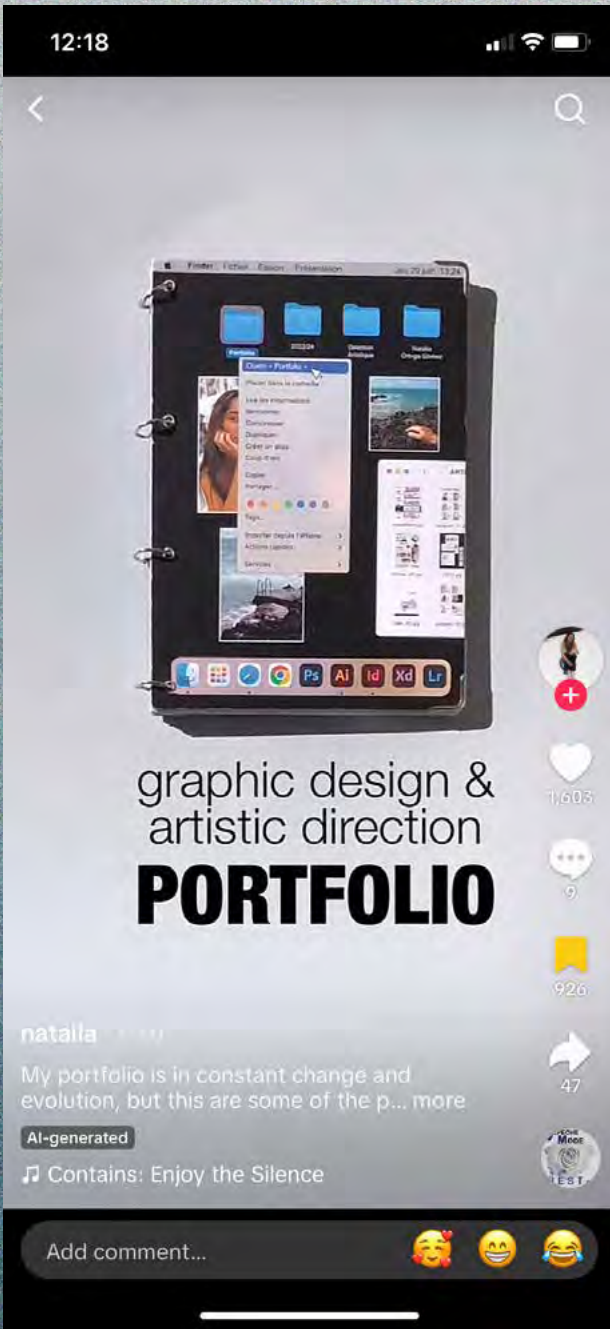


Fig. 127-138 Key online learning videos (2025)





## KEY TOOLS



## CAREER TIPS



FEEDBACK

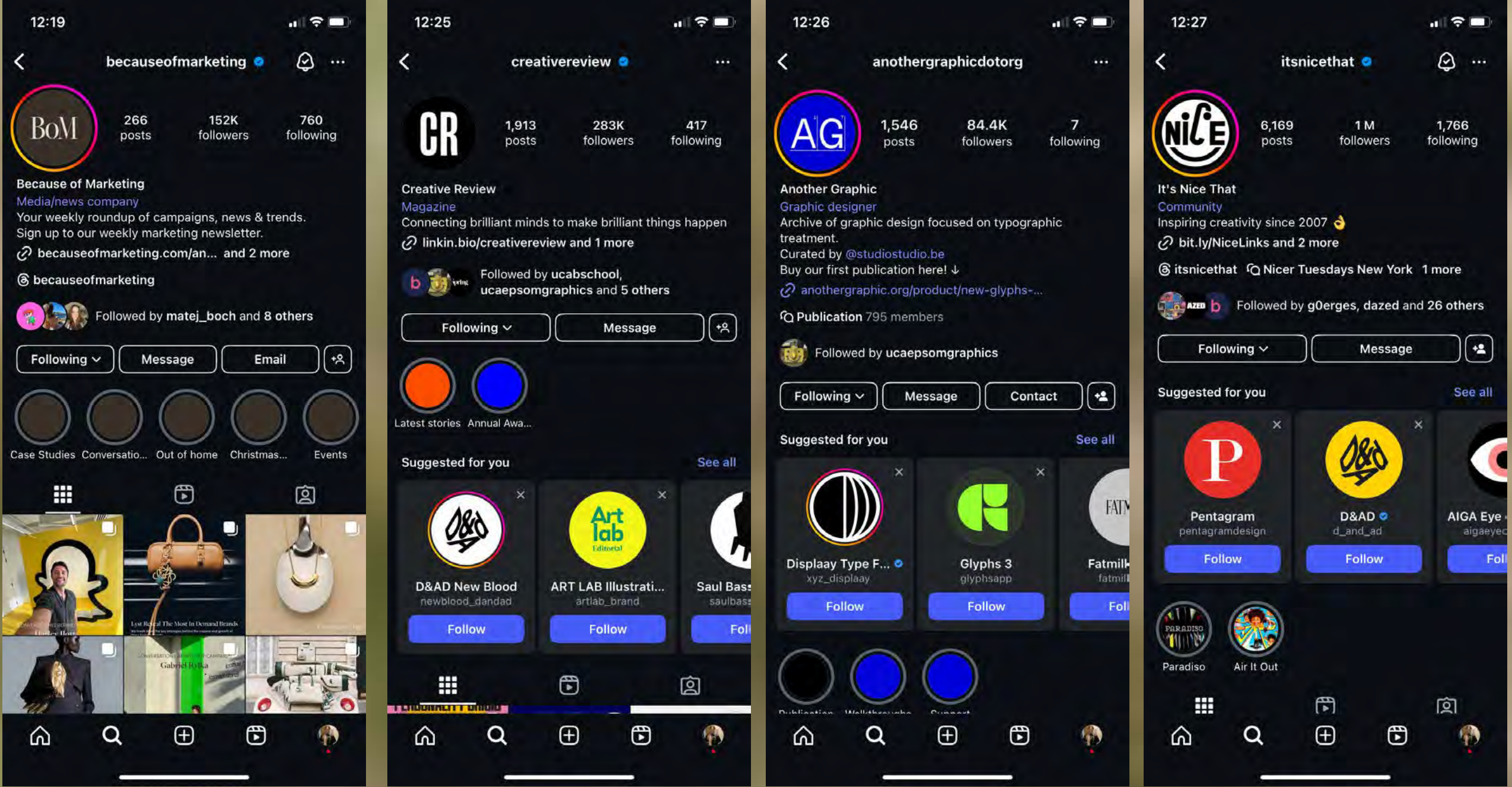


Fig. 139-142 Key Instagram accounts (2025)

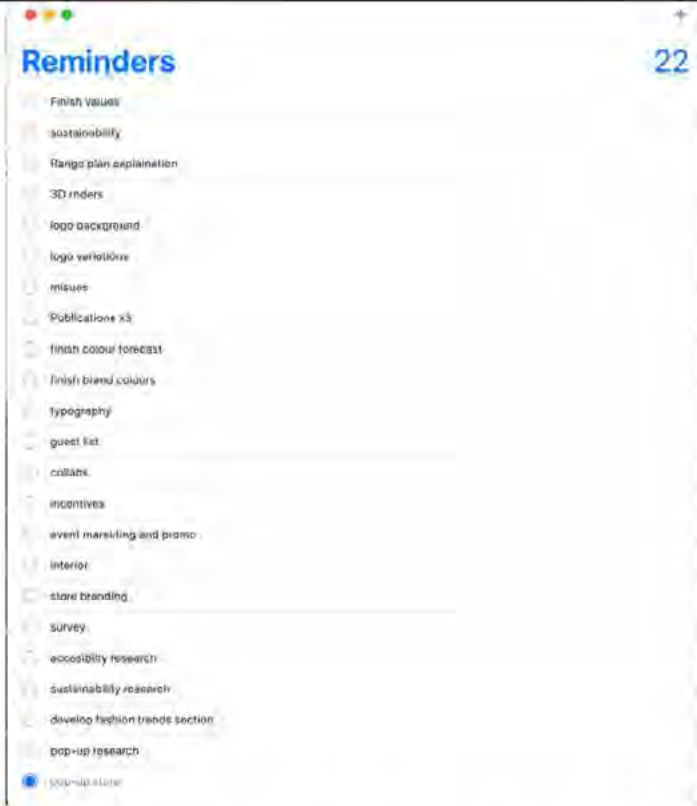
To ensure I responded effectively to feedback, I recorded it in a table alongside notes outlining the actions taken. I gathered feedback from a range of sources – formally from tutors, informally from friends, family, and peers, and through my survey. This helped me reflect critically and make informed decisions throughout the project.




Who gave this feedback?	Feedback	Action/Comments	Additional notes:
Lynda Fitzwater  Kathleen Hinwood	“Make sure you have a table of <a href="#">contents</a> so it is easy to navigate through your document.”	Added Table of contents to all sections of my assignment (Main Deliverable, Appendix, Development Log)	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“Further analysis of brand, including brand values would enhance your other information”	Included a brand values section and consistently referred to this throughout my work	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“You have archetypes for your customers but not for your brand so you could add that.”	Added a section for brand archetypes (primary and secondary)	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“Consider adding arrows or dynamic graphic symbols to show the adaptability of the garments”	Created a step-by-step guide for one of the garments and a section of styled variations with arrows to visualise how the garments can be transformed. Additionally added a style handbook for consumers	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“Try using logos on the positioning map”	Created a new brand positioning and added logos rather than just the names	Part 1 Feedback


Lynda Fitzwater  Kathleen Hinwood	“Increase the depth of the consumer profiles, imagine your customer persona is a real person, giving them as many attributes as possible to bring them to life.”	Developed the consumer profiles in section 1, Lynda mentioned in one of her lectures about putting it in a paragraph rather than a list to make it feel more human/personal – I have done this	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“Try 3D rendering with people actually wearing the garments”	I have experimented with this; however, the AI images don’t look how I am visualising them. I want the garments to look oversized and baggy, but the AI images look more fitted which doesn’t fit my brand image. If the garments are fitted, they won’t be appropriate for diverse body types and seem more feminine.	Part 1 Feedback
Lynda Fitzwater  Kathleen Hinwood	“Keep managing your time excellently”	I found part 2 a lot harder to manage and plan. Although I previously made a calendar to follow, lots of additional tasks were added that I hadn’t originally planned to do (e.g. content calendar and plan, branding guidelines, photographic style, event timeline and guestlist) which meant that it was no longer appropriate to follow. Instead, I made a to-do list which wasn’t as strict allowing me to do certain tasks according to my focus level (e.g. some days I struggle to do writing tasks so creative tasks would be more productive) (see below)	Part 1 Feedback

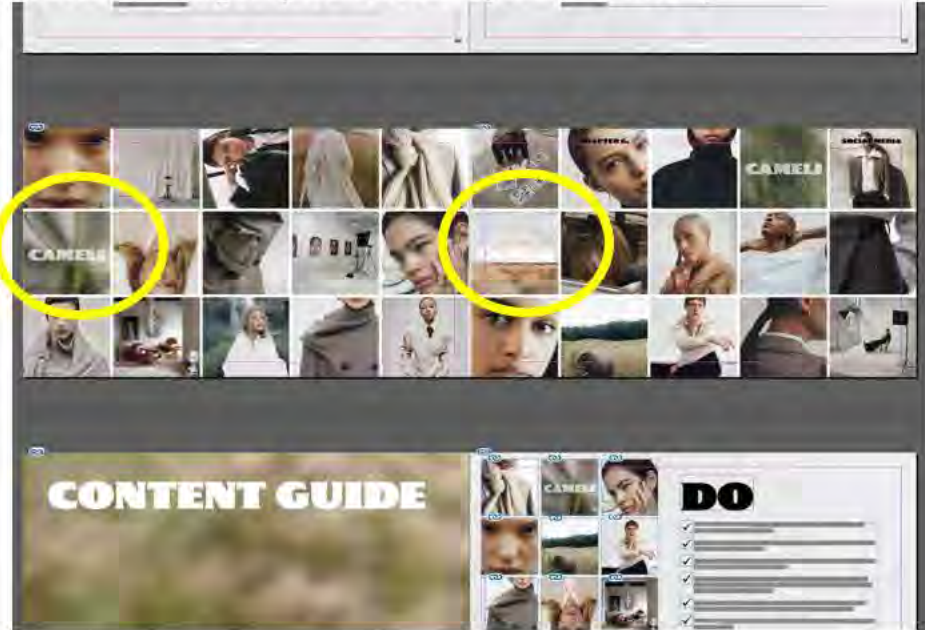


			
Lynda Fitzwater	“Speak to Brian about brand guidelines and graphic design”	Arranged a meeting with Brian (see below)	
Brian Johnson	<p>“Make the images larger and remove titles explaining what each thing is. The images speak for themselves”</p> <p>This was targeted at the branding section – originally, I had given every aspect of the branding a title e.g. tote bag, packaging, logo etc. – Brian said this is not necessary as its obvious what each part is. He said my imagery was strong and adding block of writing ruined the layout.</p>	<p>Made images bigger – some images covering the entire page allowing the reader to see all the details clearly.</p> <p>Removed unnecessary titles where branding/imagery was obvious. However, I didn’t remove every title like Brian suggested doing as I wanted my work to be clear for the reader and removing all titles would make it harder to navigate.</p>	


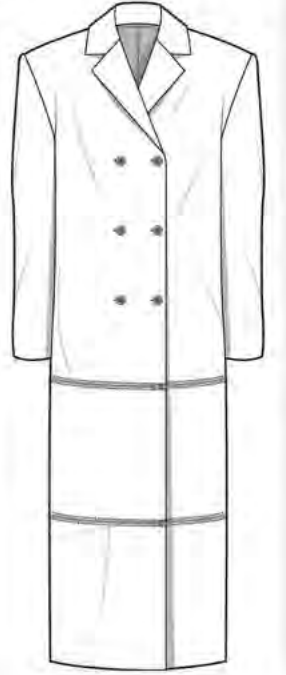
Brian Johnson	“Ensure that every aspect of this document is on brand to Cameli”	<p>Where possible I have done this e.g. showing the brand colours as garments rather than just blocks of colour. I have also made the entire document aesthetic on brand.</p> <p>Brian mentioned that the frameworks I have integrated ruin the aesthetic of the document so suggested removing them. I agree they did ruin the look however, the frameworks are important to the content of the document, so rather than removing them completely I have put them in the appendix.</p>	
Brian Johnson	“Avoid large blocks of writing”	<p>Where possible I have done this, however, specifically in the supporting research, this is extremely hard to do.</p> <p>Later down the line Lynda also mentioned that my writing was quite wordy. I am trying to make it more concise but am struggling to avoid large blocks of writing completely. I have tried to add white space to break up the text a bit more.</p>	
Brian Johnson	<p>“Use the logo design more throughout the document”</p> <p>Brian mentioned he liked my logo, specifically the log graphic, he wanted me to add this throughout my work</p>	The logo has changed from the start of Part Two, however some of the branding includes the log graphic, although not throughout the entire document.	
Brian Johnson	“The close-up imagery of the models is really effective, integrate this into your branding”	<p>Originally, I had chapter pages separating each section with large close-ups of models in attempt to represent Cameli’s inclusivity efforts (see below)</p> 	

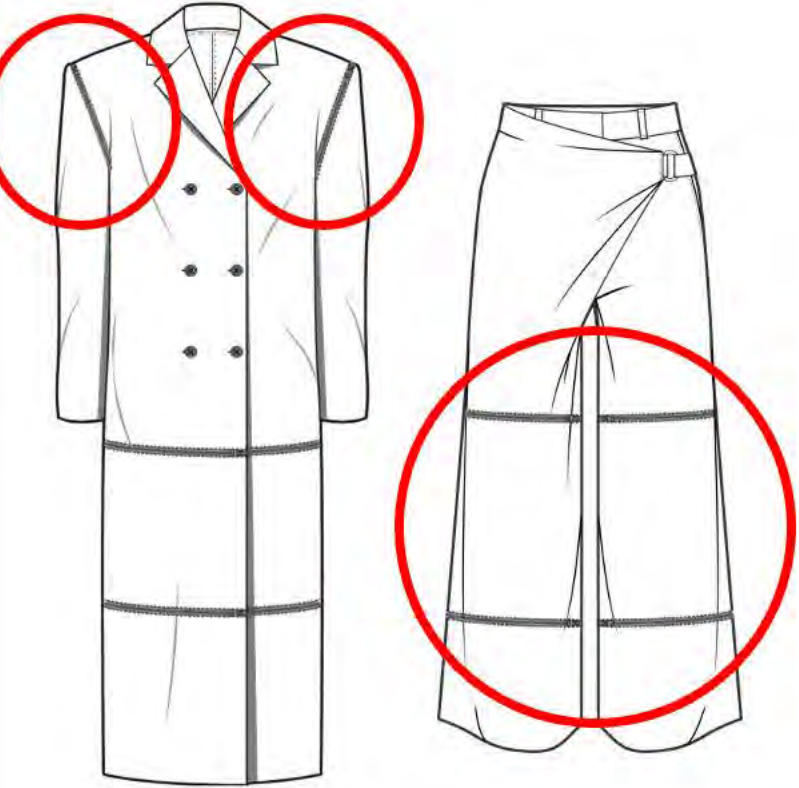


		<p>Brian really liked this imagery and wanted me to somehow use it in the branding. However, he didn't like how it was separated in "Chapters". I removed the "Chapters" pages and integrated the imagery into the branding like suggested (See below)</p> 	
Ines	"I like the branding imagery but feel like <u>its</u> quite overpowering, maybe do some more plain designs as well"	<p>I had already experimented with some simpler branding with plain white backgrounds but thought it looked too basic. Ines' personal style is minimalistic which is why she maybe didn't like this type of branding as much. Although while doing my social media I took on Ines' advice and added some simpler images to create more balanced e.g. nature</p>	<p>After making these changes Lynda F said "The layout is really impactful"</p>


		<p>focused images (see below – yellow circles)</p>  <p>I really liked the way this turned out as it fit the brand image (sustainability, nature focused, outdoors), I wanted to integrate the content mood-board throughout my document (keeping the whole document on brand like Brian J advised me to do)</p>	
Lynda Fitzwater	<p>"Soho House is Ok for the launch event but then we got talking about something with a slightly more outdoorsy feel, &amp; <u>Barbican conservatory</u> has fantastic imagery &amp; backstory, and excellent transport links. We touched on Kew Gardens but it's hard to get to, would be extremely expensive and lacks the "edge" of <u>Barbican conservatory</u>."</p>	<p>Initially I had chosen Soho House for the launch event, however after discussing this with Lynda we decided that the Barbican Centre was a better option – it fits with the biophilic design of the Cameli store and sustainability values/mission</p>	



<p>Lynda Fitzwater</p>	<p>Me: “<u>I</u> have been trying to put together a range plan but am struggling with the technical drawing side of things. There are very limited modular designs on WGSN so have been using regular CAD’s but I’m not sure how to showcase the modular features well. Any ideas on how to make this look better? I feel like it looks very clunky and amateur currently.” (See below)</p>  <p>Lynda F: Hi Jessie, I am sure that if you ask Alex Bell, he can advise you on a better bank of templates, the one I have seen in the A-Z databases was <u>really extensive</u>, I cannot remember which service it was from,</p> <p>To me that screengrab does not look too bad,</p> <p>This one <a href="https://uk.pinterest.com/pin/658088564278417838/">https://uk.pinterest.com/pin/658088564278417838/</a> has coloured in an plain parts which could maybe help show the trimmings &amp; functions</p>	<p>After some more thorough searching on the WGSN data base I found this:</p>  <p>I used the used the existing zips in the CAD to create/develop my own CAD drawings using photo shop to accurately reflect my designs (See below)</p>	
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<p>Lynda Fitzwater</p>	<p>“<u>Hi</u> Jessie, there are so many other strengths to your work that you do not need to do the focus group to evidence your primary research skills</p> <p>If you could do a survey to get people’s views on how they would engage with the community space aspect and the music events, and a little bit of their opinions on the branding and design, That would be useful.”</p>	<p>Originally, Lynda advised me to conduct a focus group. But naturally along the way I have been conducting other primary research what felt more valuable (e.g casual conversations on deisgn feedback and opinons on what looks good)</p> <p>I have created and tested a survey to be sent off to Nick for some feedback.</p>	





Lynda Fitzwater	<p>“Yes, that is a very good range of garments, the drawings look technical and clear:</p> <p>Sweatshirt</p> <p>Shirt</p> <p>4 jackets</p> <p>2 trousers</p> <p>1 coat</p> <p>And they all convert to different garments?</p> <p>and have you got a page of some kind of demonstrations with little arrows and annotation of how the garments convert”</p>		<p>Later <u>on</u> I condensed this down and added more information on how they are convertible.</p>
<u>Elaine Philpot</u>	<p>In my 1-2-1 with Elaine we discussed possible career options, how my degree project will influence my future, look at roles I am interested in.</p>	<p>In my 1-2-1 with Elaine we discussed possible career options, how my degree project will influence my future, look at roles I am interested in.</p> <p>We talked about how I wanted my degree project to represent as many skills as I could so that I would have a fresh set of content for my portfolio. She suggested setting up a meeting after I have completed my project to put together a professional portfolio.</p>	<p>Careers meeting</p>


		<p>We discussed how my Marketing Assistant role (PPY) has influenced my project – a large section is surrounded around social media which was my main focus in my placement. I integrated a content calendar into my degree project – this was a key responsibility I had in this role. However this time I did it differently – rather than just showing the images in photoshop doc I have created a content timeline with captions, hashtags, specific dates, times and additional notes. My placement was manual posting which wasn't always ideal and sometimes it was late, in my project I would use a software like Hootsuite, Buffer or Later which allows you to schedule posts in advanced.</p> <p>She suggested looking at roles online and creating a list of jobs and brands I am interested in. (see below)</p>	
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		<p><b>Jobs</b></p> <p>Brands id like to work for:</p> <ul style="list-style-type: none"><li>- Asos</li><li>- Ralph Lauren</li><li>- Cos</li><li>- End.</li><li>- Loewe</li><li>- Miu miu</li><li>- Selfridges</li><li>- Harrods</li></ul> <p><b>Strategic communications Assistant (Richemont)</b></p> <p>responsibilities:</p> <ul style="list-style-type: none"><li>- stay informed about news and trends</li><li>- calendar management</li><li>- content planning</li><li>- newsletter</li><li>- marketing and Communications reports</li><li>- research</li><li>- print, web and social channels</li><li>- presentation prep</li><li>- competitor analysis</li></ul> <p>Experience:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Advanced Microsoft Office (proficient command of Excel and Powerpoint)</li><li><input checked="" type="checkbox"/> Deadline-orientated</li><li><input checked="" type="checkbox"/> Good knowledge and understanding of luxury landscape and news sources</li><li><input checked="" type="checkbox"/> Organised and attention to detail</li><li><input checked="" type="checkbox"/> Excellent written and spoke english</li><li><input checked="" type="checkbox"/> passion for the luxury industry and Richemont Maisons</li><li><input checked="" type="checkbox"/> 1-2 years in the luxury or relevant industry sector in a communications or marketing role</li></ul> <p>I will continue to do this for more brands – it has visualised what skills I need to learn/ develop (e.g. Excel)</p> <p>Since, I have applied for some roles and have a better understanding of what I want to do after I graduate (once I have submitted my assignment I will talk with Elaine again)</p>	
Lynda Fitzwater	“The brand story is very compelling – in the research log you could add theories on this e.g. the one attached”	I have added a section specifically about unisex fashion and gender in the Appendix of my main deliverable.	

Lynda Fitzwater	<p>“It would be helpful in the research log to define what these boxes would be for? Wrapping in store, i.e. gift wrapping, or e-commerce just for shoes or other items. If it is the box that goes through the purse customers might say it’s a pity the beautiful box had to have a label on it, so if it was bagged in a clear plastic biodegradable bag that could have the label on &amp; would look very <u>cool</u> I think.”</p> <p>(referencing the image below)</p> 	<p>There wasn’t an appropriate place in my research log to fir this, rather I have explained the box in the figure description.</p> <p>(The purpose of this box for large online orders. I decided not to put plastic around it as it felt like unnecessary use of materials and part of Cameli’s goals are to minimise waste. <u>Instead</u> there will be a small plastic slip on one side of the box where the delivery label goes, rather than a sticker. This will protect the box)</p>	<p>Since this feedback I have changed the design to better reflect the visual identity of Cameli</p>
Lynda Fitzwater	<p>“In the Introduce Cameli on page 37: fly posting of a poster design with no call to action being put up around soho, Shoreditch etc. i.e. not official billboards <a href="https://streetposters.co.uk/london/">https://streetposters.co.uk/london/</a> Or with minimal call to action</p>	<p>I have created a selection of street posers like Lynda suggested (see below)</p> 	



			
Nick Hillman	<p>“Hi Jessie</p> <p>I am most well thanks. Yes, always a good idea to run your questions by someone before going live with them. Please find my comments below:</p> <ol style="list-style-type: none"> <li>1. I assume from your first demographic questions that you are interested in gaining insights from all ages, genders, and ethnicities?</li> <li>2. I think every few months and rarely would mean the same to some people. Why not rephrased rarely to once or twice a year.</li> <li>3. Maybe 'How important is it for brands to foster a sense of community amongst their customers?</li> <li>4. <b>Where</b> do you usually shop for clothing? (the w of where needs capitalising)</li> <li>5. <u>On the whole</u> the survey works well (I have just completed it). My only comment would be that if you</li> </ol>	<p>I have adjusted/rephrased some questions on the survey according to Nick’s advice</p> <p>Added an additional question about community (Where do you feel more connected to a community? (e.g sports/fitness community, fashion community, religious community)</p>	

	have community as a focus of your brand, have you explored this enough in the survey?”		
Survey	The survey <u>provide</u> some feedback on three of my mock-ups (Cameli store, packaging bag, and The Lounge)	See Survey Section in the Appendix for how I applied this feedback.	



# TIME MANAGEMENT

Although I did not strictly adhere to the original calendar outlined in part one (see fig), it helped shape an initial draft. I found ridged schedules can feel overwhelming and counterproductive to my working style. My productivity is often influenced by my mood – some days I am more creatively inclined, while others I can focus intensely on writing. Instead, I allocated set days for work while allowing the specific task to be determined by what I felt most capable of doing at the time. This flexible approach helped me stay on track, especially since I was genuinely enjoying the projects creative freedom. In my final month, I introduced a detailed to-do list and calendar to ensure the main content was completed in time. This allowed a full week for refining the layout, editing for clarity, compiling my list of illustrations, and addressing any technical issues with file submission.

# WEEKLY LOG

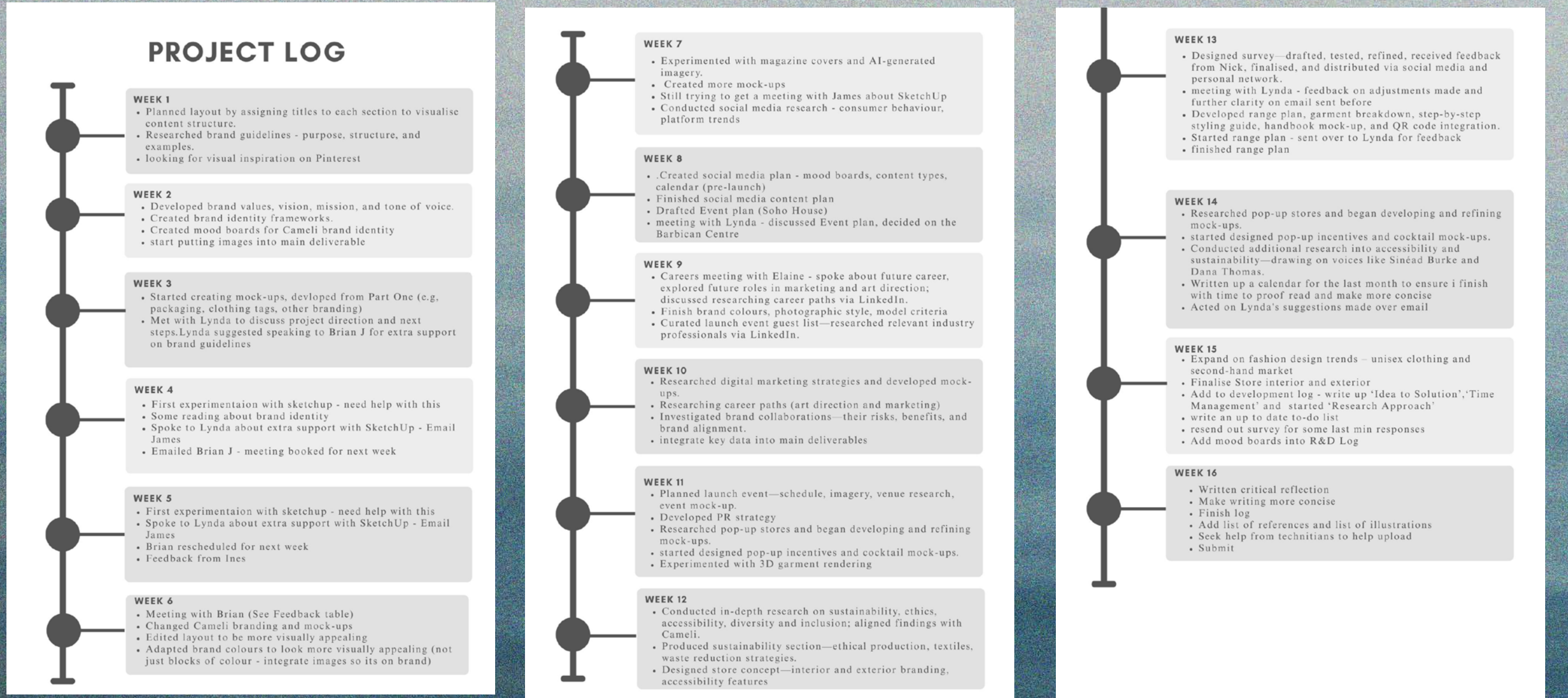


Fig. 158-160 weekly log (2025)



# CRITICAL REFLECTION

This was the most ambitious project I have completed during my degree, and I saw it as an opportunity to showcase a wide range of creative and strategic skills for my professional portfolio. I aspire to become an Art Director or Creative Director, so leading a full brand launch I felt like this was the most relevant and impactful direction. During my PPY, a large part of my role involved social media management – but always following the direction and aesthetic preferences of the CEO. In contrast, this project gave me full creative freedom to make decisions based on what I felt was best, which was both challenging and rewarding. My Photoshop skills, strengthened during my placement, became essential for creating packaging, store layouts, and social media mock-ups. I explored tools like Adobe Stock, Firefly, and Midjourney to develop more dynamic visuals. One highlight was designing Cameli’s store – both interior and exterior - starting with initial drafts made on Firefly, refining visuals on Midjourney, and using Photoshop to add specific brand-led details and enhancement. Utilising AI in my project aligns with the growing trend in the fashion industry, where AI is increasingly shaping design, production, and marketing processes (Gupta, 2024).

I began part 2 experimenting with SketchUp to design store layouts but found it more complex than expected. Although I sought support from lecturers, only one had relevant experience with the software, and after repeat scheduling conflicts and eventually no response, I decided to prioritise a more valuable task such as writing my mission statement. Task prioritisation is a key skill to manage practise effectively and keep on track in tight time frames (Addis et al., 2023). This experience highlighted the limitations on relying on others when working with tight deadlines, teaching me the importance of knowing when to shift direction. Instead of persisting with SketchUp, I chose to collaborate with AI tools, allowing me to save time and produce strong creative visuals. Initially, I wanted to avoid using other creatives images in my work, and to create my own using AI, however this became too time-consuming due to the volume of content I wanted to produce. I adapted by sourcing carefully selected images to reflect my concept more efficiently. For example, I attempted to generate an image of a group socialising, but I had to revise the prompt several times to achieve a natural composition and ensure the faces appeared realistic and expressive. To ensure the imagery aligned with Cameli, I edited several of these images – adjusting the garments, adding grain, and desaturating colours – to better reflect the visual identity and styling of the collection. While this approach worked well under time and resource limitations, given I had more time and a larger budget, I would have preferred to direct the content photoshoots myself – ensuring the overall aesthetic, styling, and mood aligned perfectly with the brand.

Following a careers meeting with Elaine, I began researching future roles, analysing the paths of industry professionals on LinkedIn and looking into brands I admire. This helped me identify the common steps towards roles in art direction and creative direction. Acting as the creative lead for Cameli gave me insight into the responsibilities such roles involve - from visual strategy and styling to concept and problem-solving. Working with AI tools required me to think like a director – writing clear briefs, giving clear visual direction, and overseeing the outcome to align with the brand identity.

I’ve started applying for creative roles in marketing and social media and will become more focused once my portfolio is complete. This project confirmed my desire to peruse a career in creative direction and gave me the confidence to manage a brand independently – skills I’ll take forward into industry. According to Williams (2024), receiving feedback is key to academic and professional development, therefore, to continue developing professionally, I’ve signed up for UCA’s Alumni Scheme, which offers academic support for up to three years post-graduation. I plan to use this resource to gain industry feedback on my portfolio and further refine my creative direction.

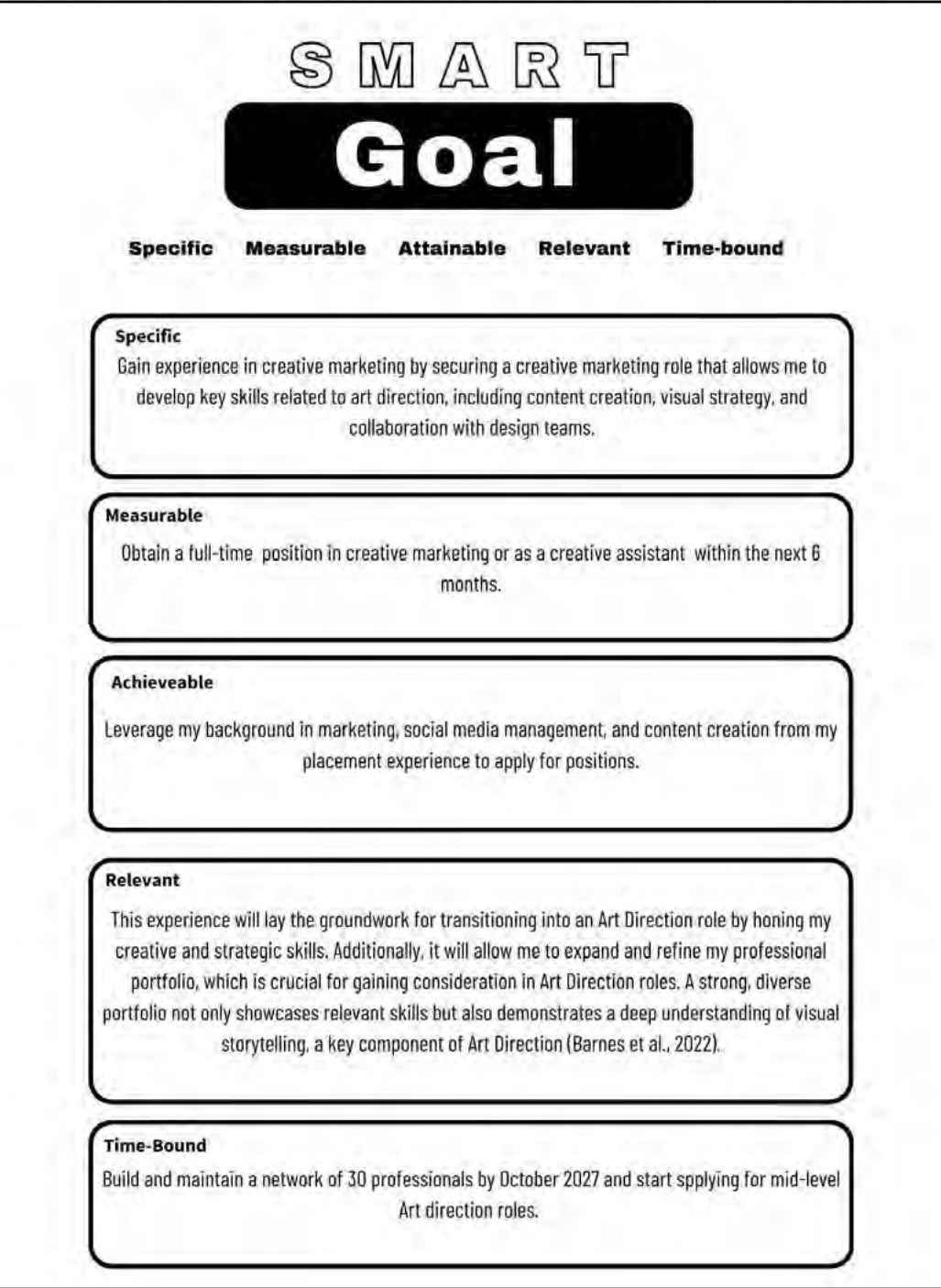


Fig. 161 SMART goals (2025)



# LIST OF ILLUSTRATIONS

Fig. 1 Maniere De Voir (2025) The Vintage Leather Jacket. [Photograph] At: <https://uk.pinterest.com/pin/817614507387450272/> (Accessed: 07/05/2025).

Fig. 2 Pinterest (2025) Close-up of a person with short hair. [Photograph] At: <https://uk.pinterest.com/pin/817614507387450053/> (Accessed: 07/05/2025).

Fig. 3 Pinterest (2025) Person wearing beige trench coat and holding brown bag. [Photograph] At: <https://uk.pinterest.com/pin/817614507387450357/> (Accessed: 07/05/2025).

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