

EBSC6021: Degree project part 2
Viktorija Budreckyte



Venflora.

Table of contents



Executive Summary



Market Intelligence

- (2.1) Market Overview
- (2.2) Macro Trends
- (2.3) PESTEL Analysis



Target Market

- (3.1) Consumer Personas
- (3.2) Consumer Profiles



Primary Insights

- (4.1) Consumer Research Findings
- (4.2) Consumer Interviews



Competitor Landscape

- (5.1) Brand Positioning Map
- (5.2) Direct Competitor Chart



New Business Opportunity

- (6.1) Problem and Solution
- (6.2) Sustainability Credentials
- (6.3) Local sourcing & production
- (6.4) Natural Materials
- (6.5) Traceability & Swing Tag



Brand Identity

- (7.1) Value Statement
- (7.2) Vision Statement
- (7.3) Our Values
- (7.4) Brand Onion
- (7.5) Moodboard)



Business Model Canvas



Marketing Mix

- (9.1) Product
- (9.2) Price
- (9.3) Place
- (9.4) Promotion
- (9.5) People
- (9.6) Process
- (9.7) Physical Evidence



Financial Considerations



Future Developments



Exit Strategy

Executive Summary



Venflora is a London-based botanical fashion brand built on sustainability, storytelling, and care. It stands for everything fast fashion is not. Through nature-inspired design and thoughtful production, Venflora invites people to slow down and reconnect with their clothes, the people who make them, and the planet.

Launching in Spring 2027, the brand will debut its first collection, Petal Poetry, using a made-to-order model that avoids waste and overproduction. The launch will be supported by a sensory-led pop-up sponsored by Petersham Nurseries, pre-launch social media campaign, and virtual educational workshops. From sourcing and packaging to garments themselves, every detail has been created with purpose.

At its core, Venflora is about humanising fashion. Most people never stop to think about who made their clothes or how they were made. Venflora brings that connection back by offering customisation, transparency, and local production.

This concept was shaped by both primary and secondary consumer research, where the findings confirmed a desire for fashion that is traceable, expressive, and emotionally valuable. Venflora is designed to grow through local sourcing innovation, community engagement and a brand experience that invites creativity and imagination.



Market Overview

The fashion industry is facing a sustainability crisis. Global apparel consumption is expected to rise 63% by 2030 (EEA, 2019), yet the average lifespan of clothing has dropped 40% (EMF, 2021), with only 1% of used clothing recycled. The sector accounts for up to 10% of global carbon emissions (Charter & Chung, 2021), and over 92 million tonnes of textile waste are produced annually (Niinimaki et al., 2020).

The global sustainable fashion market is projected to reach the value of USD 33.05 billion by 2030 (Alam, 2024), reflecting growing consumer demand for conscious brands. Pioneers like Patagonia and Ganni show that integrating circularity, traceability, and storytelling builds both trust and profitability. However, only 34% of brands have traceability systems (UNCEFACT, 2020), revealing a significant industry gap. Yet emerging technologies, such as blockchain enabled supply chains are accelerating traceability among start-ups (BOF, 2022), making transparency more achievable.

Venflora enters this space with a plant-based fully traceable supply chain, meeting rising consumer expectations for accountability. Unlike larger globalised brands, Venflora positions itself as a local and transparent alternative. Beyond this, its commitment to education through workshops and storytelling, reframes sustainable fashion as not only ethical, but deeply creative, emotional, and necessary.



Fig. 1 How long do clothes take to decompose in landfill? Graphic work by Young (2019)



Macro Trends

2.2 Macro Trends



Fig.2



Play Power

Play will be used beyond entertainment to enhance societal well-being through creativity and experimentation (WGSN, 2024). This shift will reshape retail with interactive experiences for tech-savvy audiences (Hastings-Narayanan et al., 2024). Venflora will align with this by offering minor customisation options, enjoyable workshops and exciting pop-ups, making shopping more inclusive and engaging.



Fig.3



Climate-changed

As the climate crisis intensifies, brands must prioritise human and planetary well-being, inspiring nature-rooted materials and designs (WGSN, 2024). Many brands are starting to focus on longevity and recyclability, such as M&S's repair service (Crossley et al., 2024). Venflora embodies sustainability, reinforcing the connection between customer and planet through its botanical theme.



Fig.4



We and Me

This trend emphasises balancing individuality with collective responsibility. In 2027, consumers will seek brands that embrace both personal identity and communal values (WGSN, 2024). It reflects a world where individual needs are progressively diverse and fluid, shaped by the intersection of environmental, social and technological forces (Capucci, 2025). This shift aligns with Venflora's mission to create fashion that is both personal and socially responsible.

PESTEL Analysis

2.3 PESTEL Analysis

Political

The UK governments green agenda aims to reach net zero by 2050. The current fourth carbon budget requires a 52% reduction in emissions by 2027 (UK Parliament, 2024). For this to be achieved, businesses must regulate their operations to reduce emissions, adopt cleaner technologies, and increase transparency in their environmental impact reporting. Moreover, the EU's flagship Ecodesign for Sustainable Products Regulation (ESPR) sets minimum design standards for products made and sold in the EU. Digital product passports that collect and share information about products supply chains are expected to be required by 2027 (Balchandani et al., 2023). Venflora's traceable supply chain ensures long-term compliance.

Economic

The ongoing cost-of-living crisis led to people adopting more conscientious spending behaviours, like buying fewer items. New research shows that real wages aren't expected to return to early 2022 levels until the end of 2027 (ICAEW insights, 2023) meaning that consumers may remain price-sensitive. While this poses a challenge, 66% of UK consumers are willing to pay more for sustainable fashion if transparency is guaranteed (UK Parliament, 2020) validating Venflora's model provided it delivers visible proof. Additionally, the UK is investing in creative industries and sustainable innovation, opening access to funding, training, and partnerships for brands like Venflora.

Social

Sustainability awareness is growing within consumers with 57% of Britons recognising sustainability as important in fashion (Intel, 2024). Furthermore, millennials and gen z are forecast to make-up just over two-thirds of the share for sustainable apparel market in the UK by 2027 (Statista, s.d.). As Venflora's target market falls within the 25-40 age range, this trend reinforces the brands positioning. Additionally, the circular fashion economy is expected to rise, with new research showing that one-third of fashion brands are expected to be fully circular by 2027 (Guttridge-Hewitt, 2024). As sustainability becomes a social norm, brands that combine ethical practices with emotional and aesthetic value are likely to build stronger consumer loyalty and engagement.

PESTEL Analysis

2.3 PESTEL Analysis

Technological

Many companies are developing natural fibres and materials, from bamboo, pineapples, mushrooms roots and algae which are traceable and biodegradable (Charter et al., 2023). Brands like Ganni are experimenting with materials such as mylo and circulose (wightman-stone, 2023) showcasing a shift toward traceable, low-impact alternatives. On the digital side, tools for virtual workshops, product customisation, and transparent supply chain tracking are becoming essential for consumer trust and engagement.

Environmental

According to the Ellen MacArthur Foundation (2023), fast fashion emissions will grow by 50% by 2030, if current growth continues.

With mounting pressure to reduce environmental harm, brands are expected to adopt circular models and regenerative practices. Natural dyeing and botanical sourcing place Venflora ahead of future eco-regulatory standards. Climate change also increases consumer demand for low-impact alternatives, making Venflora's model increasingly relevant.

Legal

Environmental claims are under closer scrutiny, with UK's Green Claims Code being more strictly enforced. The Competition and Markets Authority (CMA) has begun holding brands accountable for misleading sustainability statements.

Furthermore, many of EAC's 2019 recommendations have become pillars in the EU's attempt to legislate sustainable and circular fashion, but the UK government rejected enacting them (Vogue Business, 2024). With the digital passport becoming mandatory, brands without full supply chain visibility risk being excluded from EU markets, making early compliance not just ethical, but commercially strategic.

Consumer personas



Fig.5

The conventionalists

These consumers will reject hustle culture in favour of rest, creativity, and personal comfort. They embrace traditional lifestyles, natural rhythms, and “slow punk” values as a form of resistance against constant productivity (WGSN, 2025).

“In the UK, 1 in 3 people engaged in art or craft activities last year”

Kate Dewmartin, Winifred Robinson,
2024 BBC Radio 4 Sounds

“Slow Life” +60% searches

Pinterest Predicts 2024 Report

62% of Gen Zs and 59% of millennials reported feeling anxious about climate change

Deloitte 2024 Survey

Consumer profiles

Ines

Early adopter

Age: 27

Location: London

Occupation: Brand marketing manager at a sustainable tech start-up

Income: £50k+ per year

Socioeconomic background: Upper-middle class, university-educated; high disposable income

Lifestyle: Socially active, trend-conscious, lives in East London. Enjoys fashion events, travel and conscious shopping.

Values: Sustainability, individuality, transparency

Style habits: Mixes ethical brands with vintage pieces. Buys fewer, high-quality items that express her identity.

Pain points: Wants her wardrobe to reflect her values without compromising on aesthetics. Finds it hard to discover fashion-forward sustainable brands that feel exclusive yet honest.



Fig.6



Fig.7



Fig.8



Fig.9



Fig.10



Fig.11

Consumer profiles

Penelope

Early majority

Age: 39

Location: Brighton

Occupation: Freelance interior designer

Income: £60k+

Socioeconomic background: Upper-middle class, affluent creative professional; financially independent with a strong client base

Lifestyle: Creative, wellness-focused, lives in a shared home with her partner by the sea. Supports local brands and slow living.

Values: Ethics, craftsmanship, authenticity

Style habits: Prefers timeless, sustainably made garments. Avoids fast fashion and shops mindfully.

Pain points: Frustrated by the lack of stylish, premium, eco-conscious fashion that aligns with her creative identity. She wants investment pieces that blend ethics with aesthetics.



Fig.12



Fig.13



Fig.14



Fig.15



Fig.16



Fig.17

Consumer research findings

Q. Age?



18-24



25-34

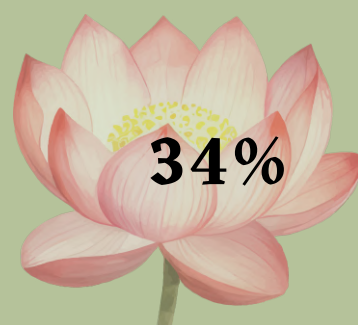


35-44

Q. How much would you be willing to pay?



£200+



£100-£200



£50-£100

Q.What would make you more likely to buy sustainable clothing?



Affordable



Unique, artistic designs



Transparency



Knowing it's better for the environment

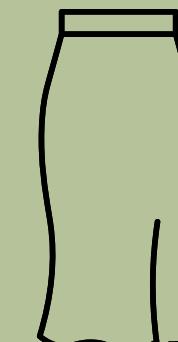
Q. What type of sustainable clothing would you be interested in?



61%



66%



47%



64%

Consumer Interview



Fig.18

Jowin Kim
26
Fasion designer

“Show me how it’s made, who’s making it, and make it wearable.”

“I’ve also experimented with plant dyes myself. They make really cute earthy shades but they’re inconsistent.”

“Shapes inspired by petals or vines would be so elegant, especially in movement.”

(See Appendix 5 for full interview)

Consumer Interview



Fig.19

Shannon Addo
33
Web developer

"I like brands that have strong values, good quality, and don't just follow trends for the sake of it."

"The market is oversaturated with fast fashion, it's hard to find sustainable brands."

"Just wish it was more accessible."

(See Appendix 6 for full interview)

Consumer Interview



Olesea Cojocaru
40
Marketing assistant

"I prefer buying high quality clothes that can last me a while."

"I wore it during a really transformative time of my life, so it holds a lot of meaning."

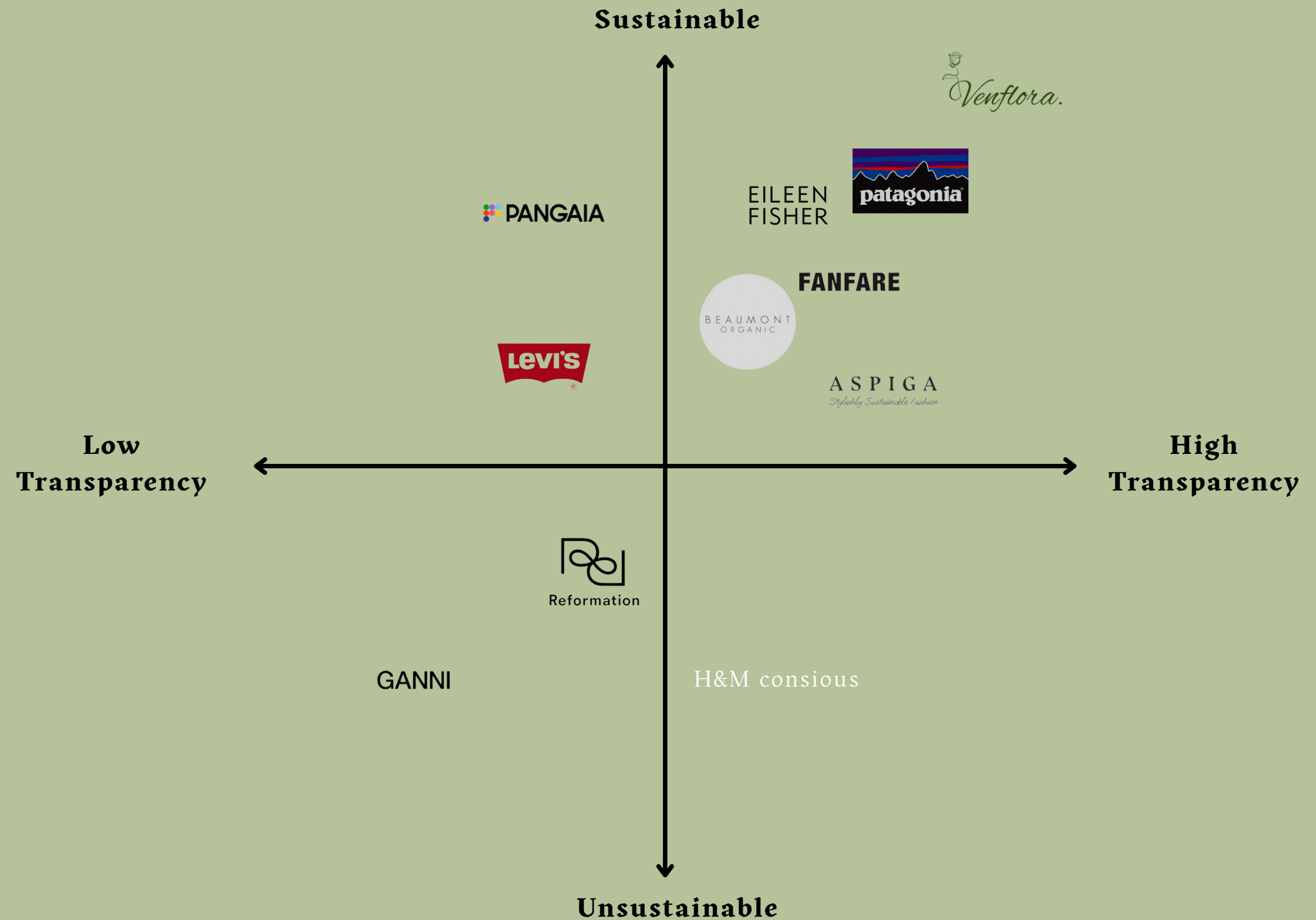
"I want sustainability with some personality."

(See Appendix 7 for full interview)

5.1 Brand Positioning Map

Brand Positioning Map

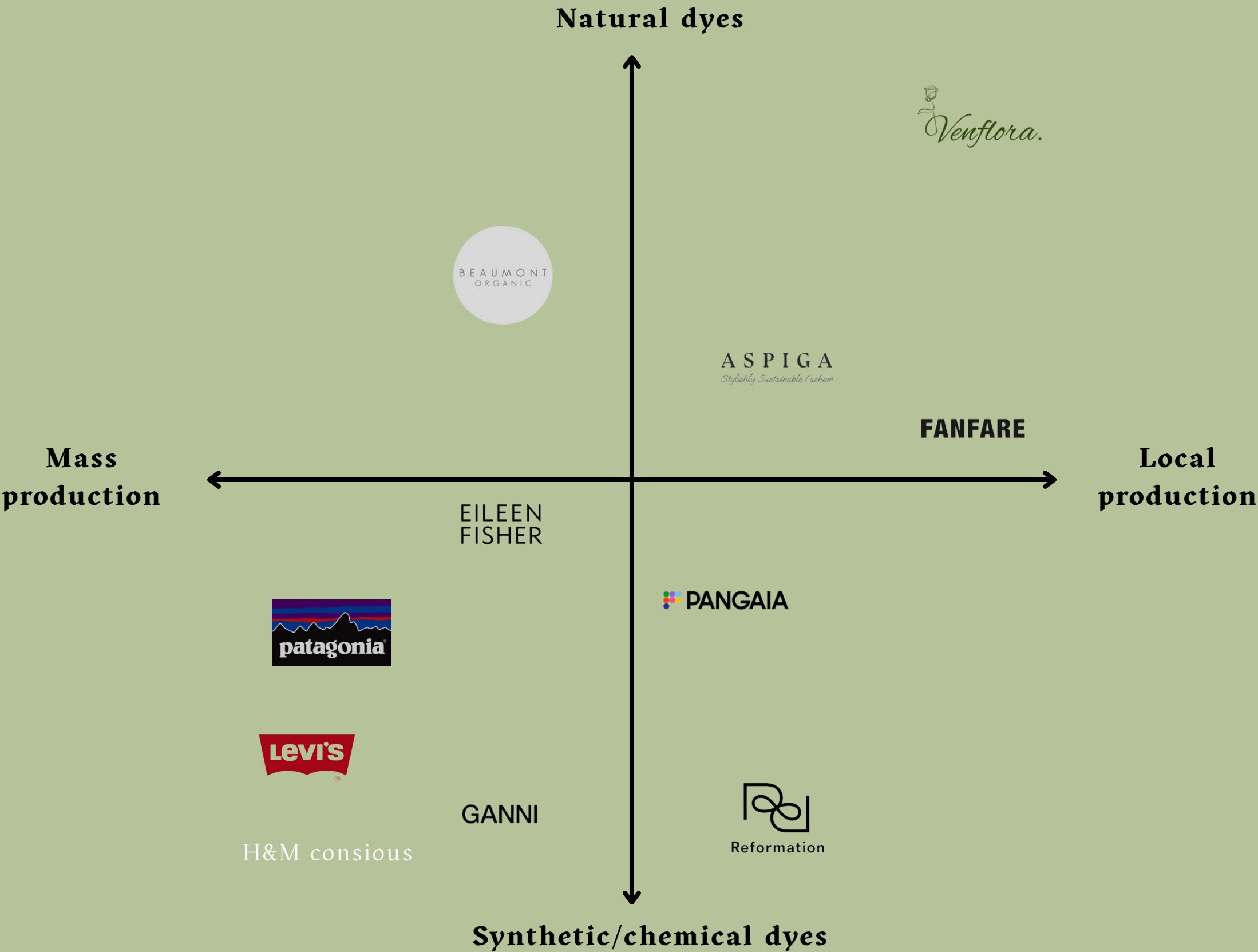
Unlike brands such as reformation and H&M conscious, which face criticism for greenwashing or limited transparency, Venflora differentiates itself through ethical practices and high transparency. It's placement alongside industry leaders like Patagonia and Eileen Fisher cements its credibility, while illustrating a market gap for truly sustainable and fully traceable brands with a whimsical, nature-inspired identity.



Brand Positioning Map

2




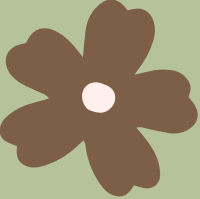




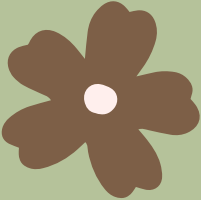
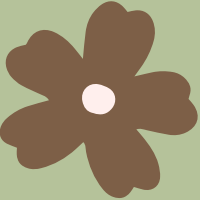

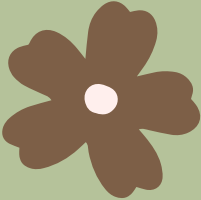












Venflora is positioned as a clear leader for both natural dye use and localised production, upholding its commitment to slow sustainable fashion. While brands like Fanfare and Aspiga portray similar values, they remain less experimental with their dyes. In contrast, mass produced brand such as H&M conscious and Levi's rely heavily on synthetic dyeing and globalised production, illuminating the industry norms that Venflora challenges. Venflora fills a critical niche for ethically made, plant-dyed garments in a market dominated by synthetic processes.



5.2 Direct Competitor Chart

Direct
Competitor
Analysis

- Brand assessments were informed by analysing brand’s circularity initiatives, digital branding, and traceability practices, using data from their official websites, sustainability reports and social media.

	Circularity	Customer engagement	Digital presence	Branding	Traceability
					
					
					
					

Strong

Good

Average

Poor

Based on this table, Fanfare label is Venflora’s biggest competitor (see Appendices 8 & 9 for swot analysis of both).

The Problem & Solution

Problem

The fashion industry is grounded in overconsumption and unsustainable practices. People are buying more and discarding garments faster, without having any connection to what they wear. Additionally, consumers are becoming increasingly disillusioned by false sustainability claims, as many brands use eco-labels for marketing traction rather than meaningful change (see Appendix 10). Even 'sustainable' brands tend to address only isolated aspects, such as using organic materials or reducing drops, while failing to adopt sustainability throughout the entire supply and design chain.

 *Venflora.*

Solution

Venflora was developed as a response to this gap, a brand that integrates sustainability at every level. This is achieved through the use of natural, regenerative fibres, botanical dyes, local sourcing and production, verified credentials (e.g. GOTS, OEKO-TEX where applicable) and traceability. We don't only hold ourselves accountable, but use community education and emotional durability to encourage slower, more mindful fashion habits from our consumers. While Venflora aims to adopt a holistic sustainability model, potential limitations are also acknowledged (see Appendix 11).



Fig.21

Sustainability Credentials



Fig.22



Fig.23



Fig.24

Materials with these certifications will be prioritised when sourcing, to ensure sustainability and reassure our consumers on our transparency.



Fig.25



Fig.26



Fig.27



Fig.28



Fig.29



Fig.30

Locality



Venflora's production and distribution will be kept in the UK. We will also prioritise local sourcing not only to reduce environmental impact, but also as a strategic advantage to support regional economies and ensure supply chain transparency.

Venflora.

6.3 Local Sourcing & Production



Fig.31

Natural Fibres & Dyes

Synthetic fibres dominate the textile industry (see figures 32-36) which are non-biodegradable and contribute to microplastic pollution.

Venflora rejects this norm by exclusively using natural, plant-based or regenerative fibres, paired with botanical dyes which support biodiversity, reduce waste, and promote true sustainability.



It's estimated that 20% of global clean water pollution is caused by dyeing and finishing textiles.

European Parliament, 2024



Global Fibre Consumption



Fig.32

←→ 1.1% wool



Fig.33

←→ 4.8% other natural fibres



Fig.34

←→ 6.3% wood-based cellulosic fibres



Fig.35

←→ 25.3% cotton



Fig.36

←→ 62.5% synthetic fibres

Sources: ICAC, CIRFS, TFY, FEB

Traceability

Venflora's traceability model offers full transparency from farm to finish, encouraging consumers to scan, learn, and connect with the garment's ethical journey.



Fig.37 Swing tag mockup

Venflora.



Fig.38 Infographic showing garment journey

Mission

Venflora is committed to creating sustainable, nature-inspired fashion through the use of plant-based dyes and sustainable materials. We aim to reduce waste and overconsumption by offering high-quality designs and educational experiences that empower individuals to make conscious fashion choices.



Vision



Our vision is to lead the fashion industry toward a more sustainable future, where creativity and environmental responsibility coexist. We envision a world where fashion enhances both personal expression and planetary well-being, empowering people to make mindful choices that support a healthier earth.



Values

Sustainability:

Venflora is committed to minimising environmental impact through local sourcing, natural materials, and transparent, low-impact production.

Creativity:

We value creativity as a tool for innovation and emotional connection, blending tradition and artistry to craft thoughtful, expressive pieces.

Local First:

We prioritise regional materials and craftsmanship to strengthen the bond between people, place, and product.

Artistic Expression:

Venflora transforms nature into wearable art, celebrating individuality and deepening the relationship between wearer and garment.

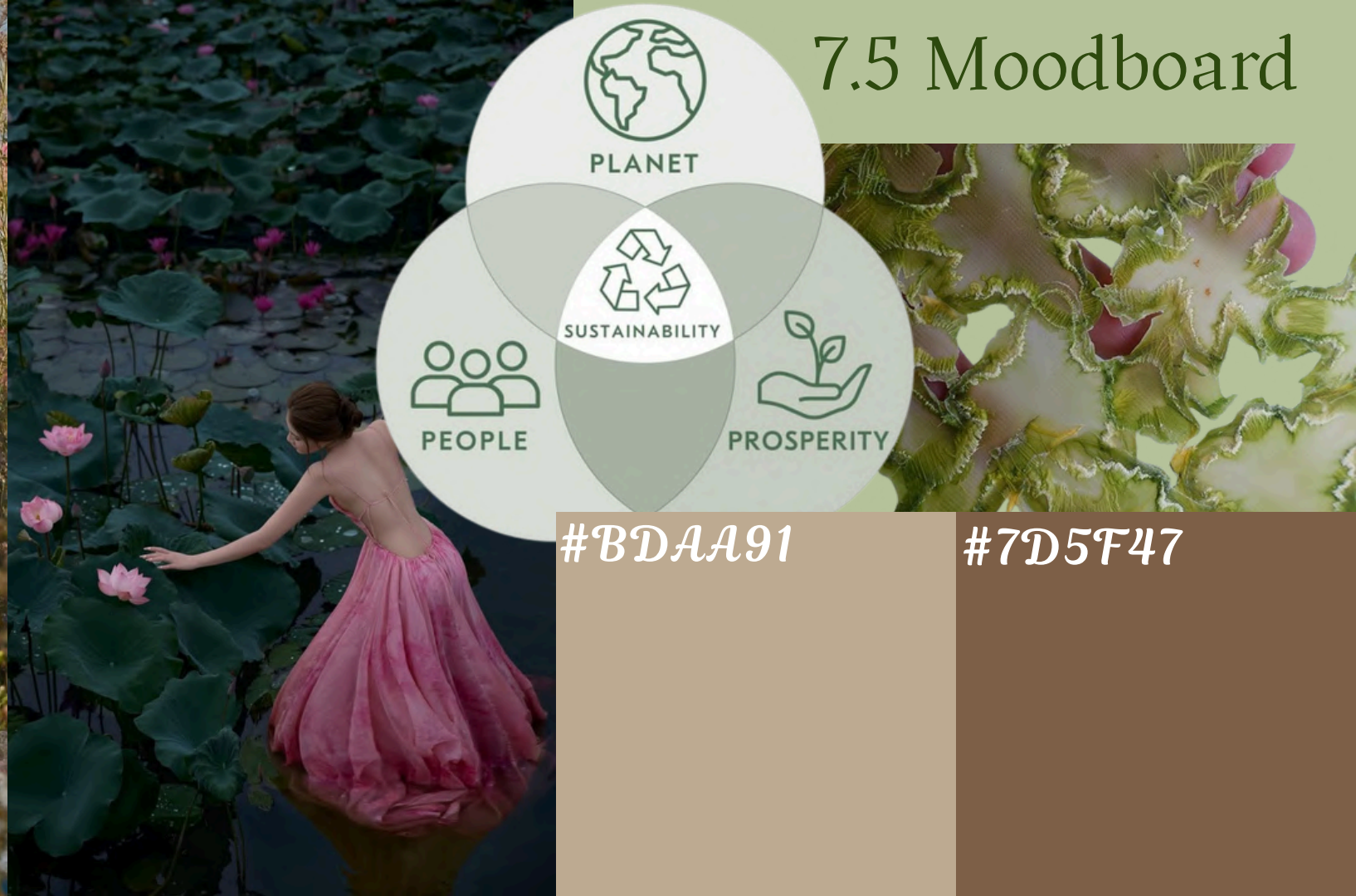


Brand Onion



Venflora.





7.5 Moodboard

#BDAA91

#7D5F47

#C7ACBF

#754142

#B4B798

#607549

Venflora.

8.1 Business Model Canvas

Business model canvas

- Key activities*
- Designing
 - Sourcing sustainable materials and dyes
 - Managing limited inventory & production
 - Marketing and branding
 - Organising events e.g. pop-up stores
 - Customer education through workshops and storytelling
 - Customer service
 - Sales and distribution through e-commerce

- Channels*
- Online: website and social media
 - pop- up store

- Customer segments*
- Eco-conscious millennial and Gen Z women ages 25-40
 - Living in the UK
 - Creative customers interested in personalisation and workshops
 - Fashion enthusiasts interested in unique designs

- Key Partners*
- Sustainable fabric suppliers
 - Plant-based dye producers
 - Eco-friendly packaging
 - Manufacturers
 - Financial investors

- Cost structure*
- Fabric and dye sourcing
 - Manufacturing and production
 - Packaging and shipping (eco-friendly)
 - Website development and maintenance
 - Marketing
 - Repair and redyeing costs
 - Staff and operational cost

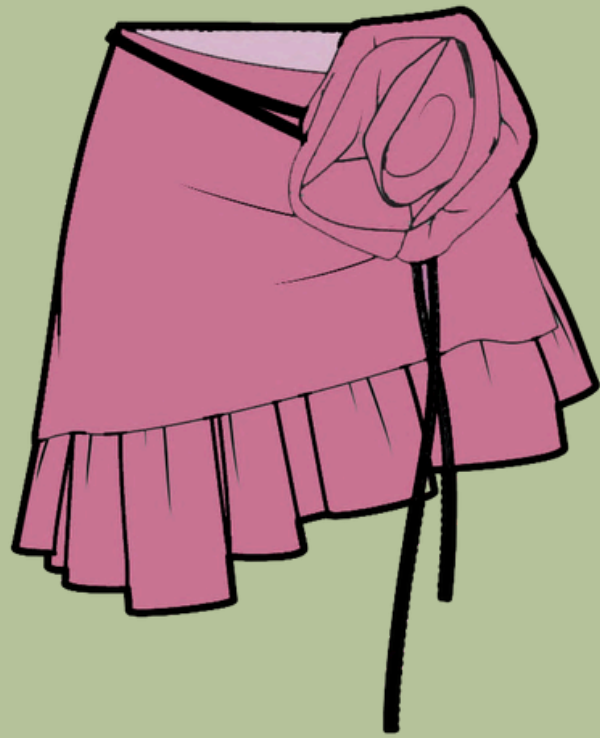
- Revenue streams*
- Direct sales through website (apparel & workshops)
 - Customisation fees
 - Pop-up stores

- Key resources*
- Sustainable fabric and dye suppliers
 - Skilled designers and manufacturers
 - E-commerce platform and social media presence
 - Brand identity (logo, tone, colour palette)
 - Intellectual property rights
 - Financial captal for initial production and marketing

- Customer relationships*
- Personalisation (colour variations, embroidery)
 - Community building by encouraging customers to share styled pieces
 - Loyalty programs – exclusive products for repeat customers
 - Customer service through live chat, email and social media
 - Feedback collection to improve customer experience
 - Post purchase support through delivery updates, returns (workshop kits) and repair/redeye services

- Value proposition*
- Sustainable fashion- use of plant-based dyes and eco-friendly materials
 - Artistic designs- Botanical-inspired patterns and shapes
 - Education and empowerment- teaching customers about sustainability through workshops and storytelling
 - Customisable pieces- offering consumers personalised designs
 - Ethical production- commitment to reducing waste and working with fair-trade partners.
 - Free redyeing services- extending old garment lifespan and reducing waste

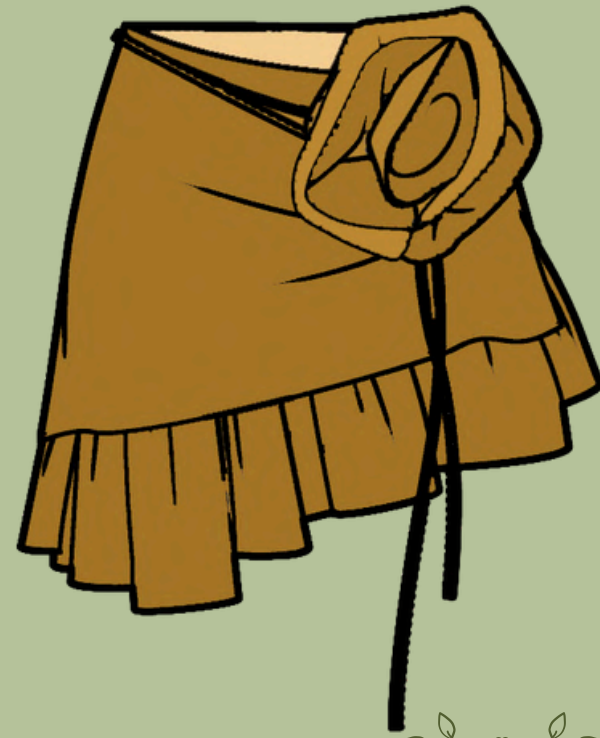
Venflora's debut collection: Petal Poetry



The Wild Rose Ruche Skirt

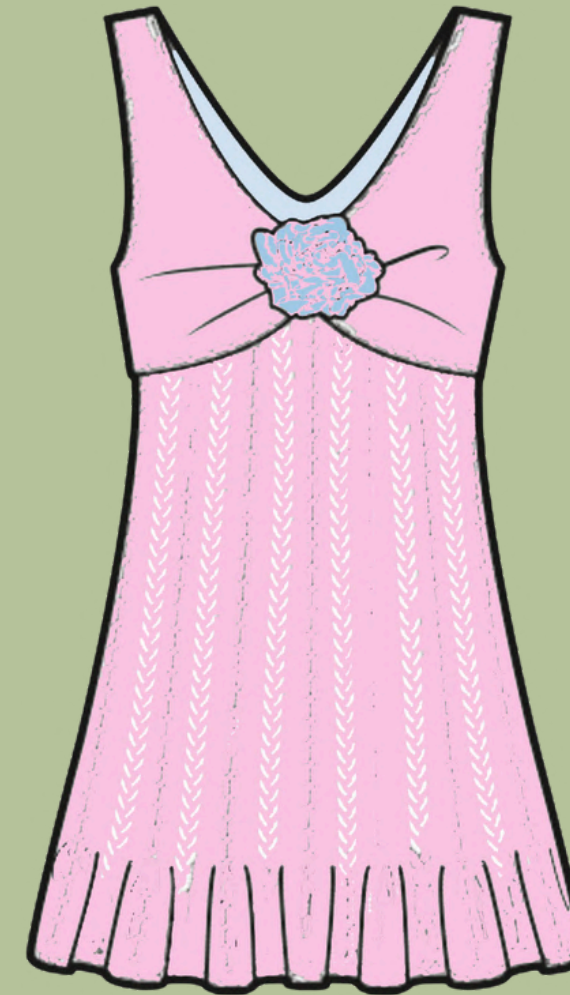
100% natural European Linen

Customisation options: mini or midi and
high or mid rise



Symbolises
love, sensuality
& beauty

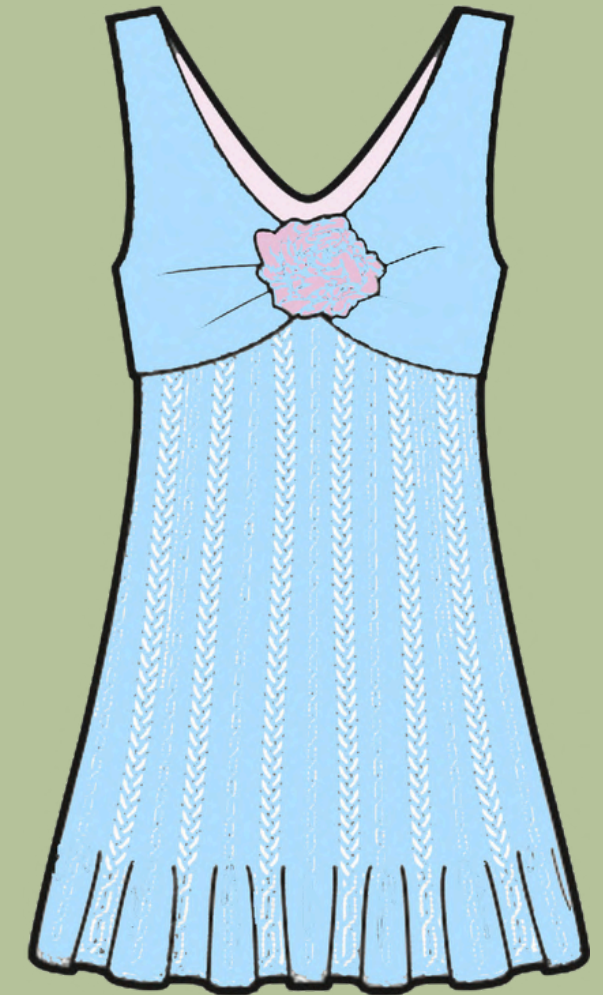
Venflora.



The Blooming Peony Dress

100% Bluefaced Leicester Wool

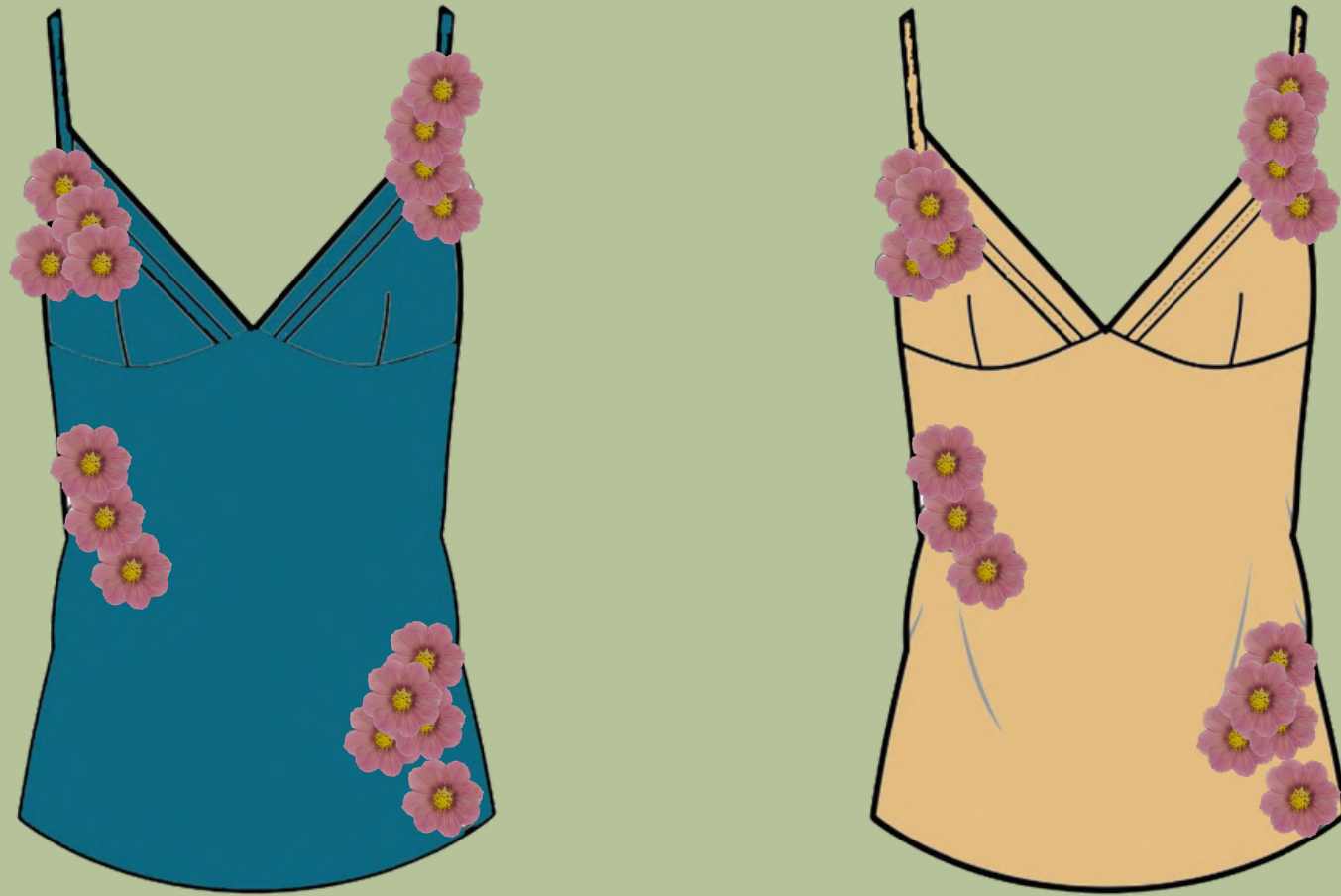
Customisation options: mini or midi and
moving or removing front flower.



Symbolises
prosperity, good
luck & honour

9.1 Product

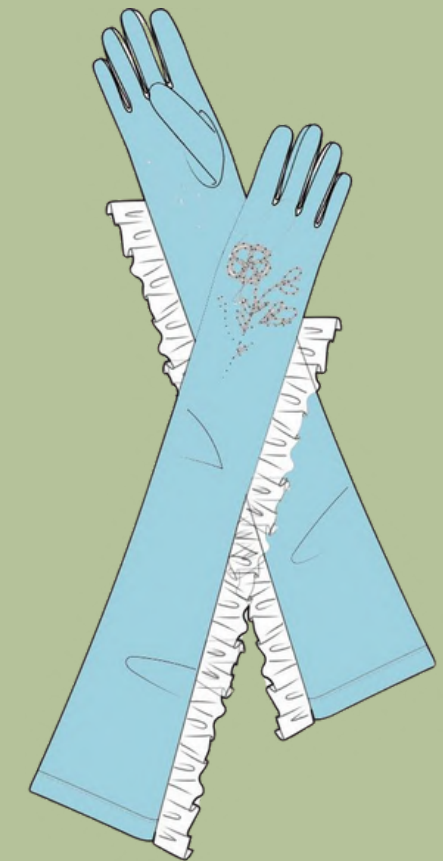
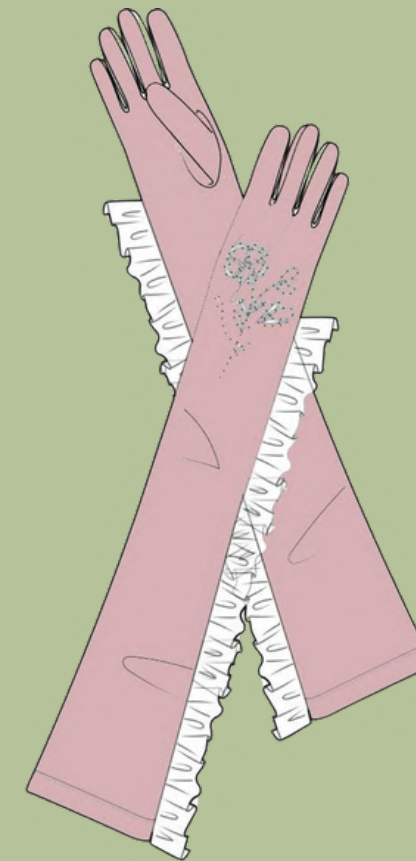
*All garments allow small embroidery as a customisation option (see Appendix 12 for prices).



The Primrose Whisper Slip

TENCEL Luxe & detachable pressed primrose flowers encapsulated in bio resin.

Customisation options: Darker or lighter base tones and depth of V cut neckline.



The Enchanted Foxglove Veil Gloves

Linen gauze

Customisation options: wrist, elbow or opera length and optional floral embroidery on wrist.





Figs. 51-60

The Cascading Wisteria Blouse

TENCEL Lyocell

Customisation options: choice
between flared, bell or ¾ sleeves.



*Petal Poetry colour
palette*

Terracotta Bloom	Wild Rose
Blush Bud	Golden Marigold
Dried Daisy	Sky Dew
Water Fern	Lagoon Petal

Sourcing Strategy

At Venflora sourcing is ingrained in sustainability, traceability and respect for the Earth. As up to 80% of a products environmental impact is determined in the design process (McKinsey, 2024), we prioritise local suppliers, natural materials, and low-impact production. Every sourcing decision is made with with the product's entire lifecycle in mind, aiming to minimise environmental impact at every stage. See Appendix 13 for fibre choice justification.

Key principles:



Local first

Prioritising local suppliers to reduce carbon footprint



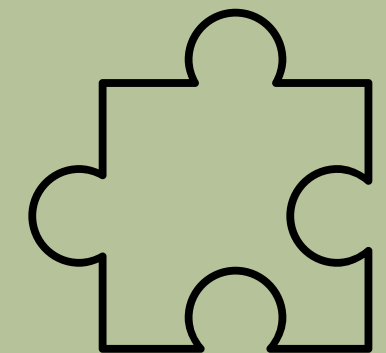
Mono fibres

Using pure fibres like linen or wool for easier recycling



Natural dyes

Colouring garments with plant-based non-toxic dyes to minimise water pollutution



Modular design

Creating detachable features to support repairability and end-of-life recovery.

Materials & Suppliers



Materials	Suppliers
Linen	John England- owned by Ferguson's (last remaining British true linen weaver) Masters of Linen & Sustainable Responsibility made certifications.
Wool	Wooltrace (Lawton's) - Fully traceable wool from British farms, supporting ethical work conditions and regenerative agriculture.
Tencel lyocell	A kind cloth and Merchant & Mills- OEKO-TEX & GOTS certified
Plant dyes (madder root, walnut husks & woad)	The Outside - UK based organic farm and dye producer
Pressed flowers	Petalumstore- Flowers grown locally in England, without the use of pesticides
Bio-resin	Cambond- British bio-resin innovators.

Workshop Kit

Exterior

The Venflora workshop starter kit invites conscious consumers to explore sustainable craft at home by blending creativity, care and botanical beauty.

Ideal for entry-level makers seeking an affordable, expressive, and eco-conscious creative outlet.



Fig.62

Kit Contents Display

Thoughtfully curated for entry-level consumers, the kit includes linen fabric, natural dyes, and essential tools for hand-sewing and upcycling. A personalised thank-you note adds a human touch, inviting creative connection through every detail.



Fig.63

Pricing Strategy

Venflora uses a value-based pricing strategy, with garments ranging from £70 to £260. This reflects our brand's ethical UK production, sustainable materials and made-to-order model. Key garments include the Blooming Peony Dress (£260) and Wild Rose Ruche Skirt (£130), positioning Venflora in the accessible luxury market. Educational offerings include a workshop kit with lessons (£55) and virtual course alone (£20), making sustainability knowledge more accessible.

Shipping costs are calculated separately via UK couriers (DPD & Royal Mail) at checkout.

To minimise waste, Venflora operates a no return policy on garments but offers support with sizing and minor adjustments where feasible. Full refunds on the workshop kits are offered.

Website

Venflora’s website is the brand’s primary retail space, designed as a calm, botanical hub for discovery, self-expression and conscious shopping. It includes a transparent supply chain page and a dedicated place to meet the designers, deepening trust and connection through storytelling.



Fig.64

Pop-Up Shop

Location : Shoreditch high street

Shoreditch was chosen for its vibrant, diverse cultural scene and its status as a hub for many artists, musicians, and designers, aligning closely with Venflora's creative and conscious values. Historically, Shoreditch played a key role in the UK's textile industry during the 16th century (Moin, 2023), adding a layer of symbolic relevance.

Duration : 2 days



Fig.65



Fig.66

13 garment samples will be available to try on. Customers can pre-order their chosen styles to reduce waste and ensure a perfect fit.



Fig.67

Plants are sponsored with Petersham nurseries and can also be purchased in-store.



Fig.68

Customers can browse, feel the materials, and explore their options before ordering, allowing a slower more intentional retail experience.



Fig.69

The use of plants and natural textures throughout the shop enhances sensory environment and reflects Venflora's commitment to nature inspired fashion.

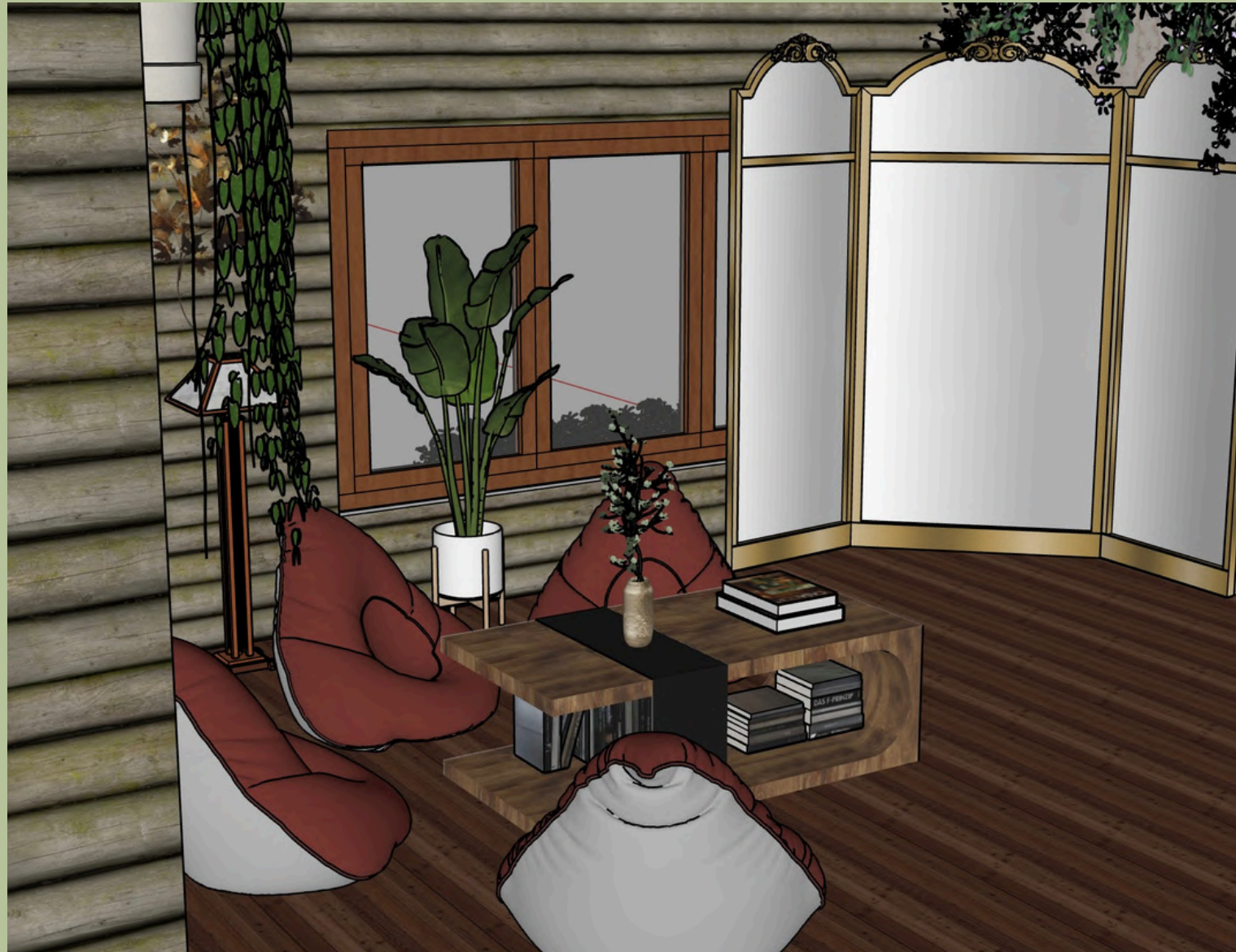


Fig.70



Fig.71

Multiple seating areas encourage consumers to relax, connect, and reflect. Sustainability books on the table promote mindful conversation and learning. The almost home-like feel is intentional and designed to make fashion feel more personal and grounded.



Fig.72



Fig.73

Spacious, plant-filled fitting rooms enhance the try-on experience with calm, privacy, and care.

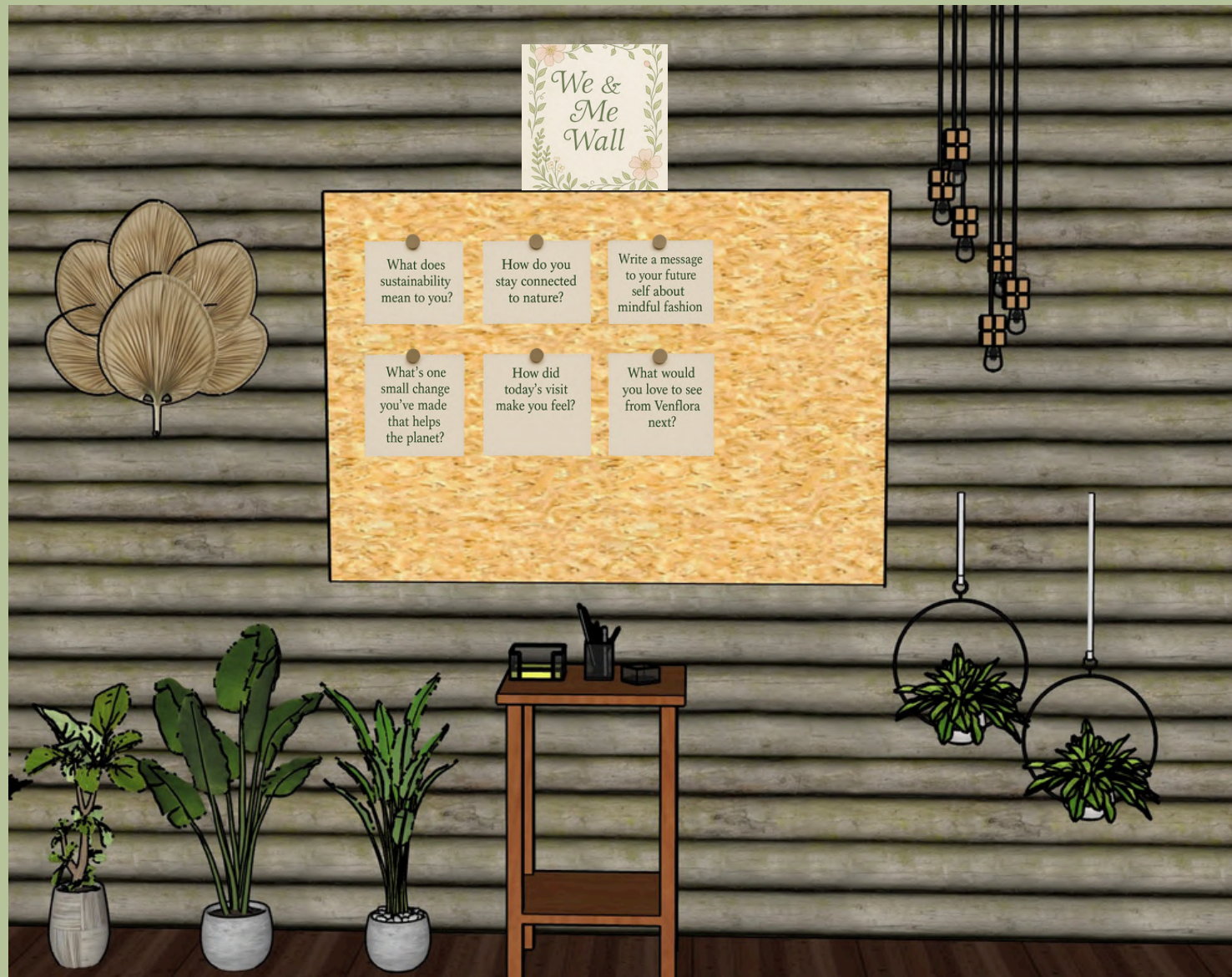


Fig.74

A reflective corner inviting visitors to share personal thoughts and community ideas. This stimulates connection, empathy, and a collective voice in sustainability.



Fig.75

A hands-on space where guests can experiment with plant-based dyes and sustainable fabrics, encouraging creativity and playful engagement with conscious creation.

Promotional Strategy Overview



Venflora's promotion is embedded in storytelling, transparency, and visual engagement. Based on primary research, the target audience prefers authentic content over influencers and paid partnerships, so we will honour that by focusing on PR, social media, and educational experiences to build community and awareness.



45% of consumers have unfollowed influencers viewed as inauthentic.

FashionUnited 2024



Fig.76

Social Media

Channels



Venflora will use social media platforms to inspire, educate, and build a like-minded community through storytelling, tutorials, and behind-the-scenes content.

61% of social media users turn to Instagram to find their next purchase.

Sprout social survey, 2024

 *Venflora.*

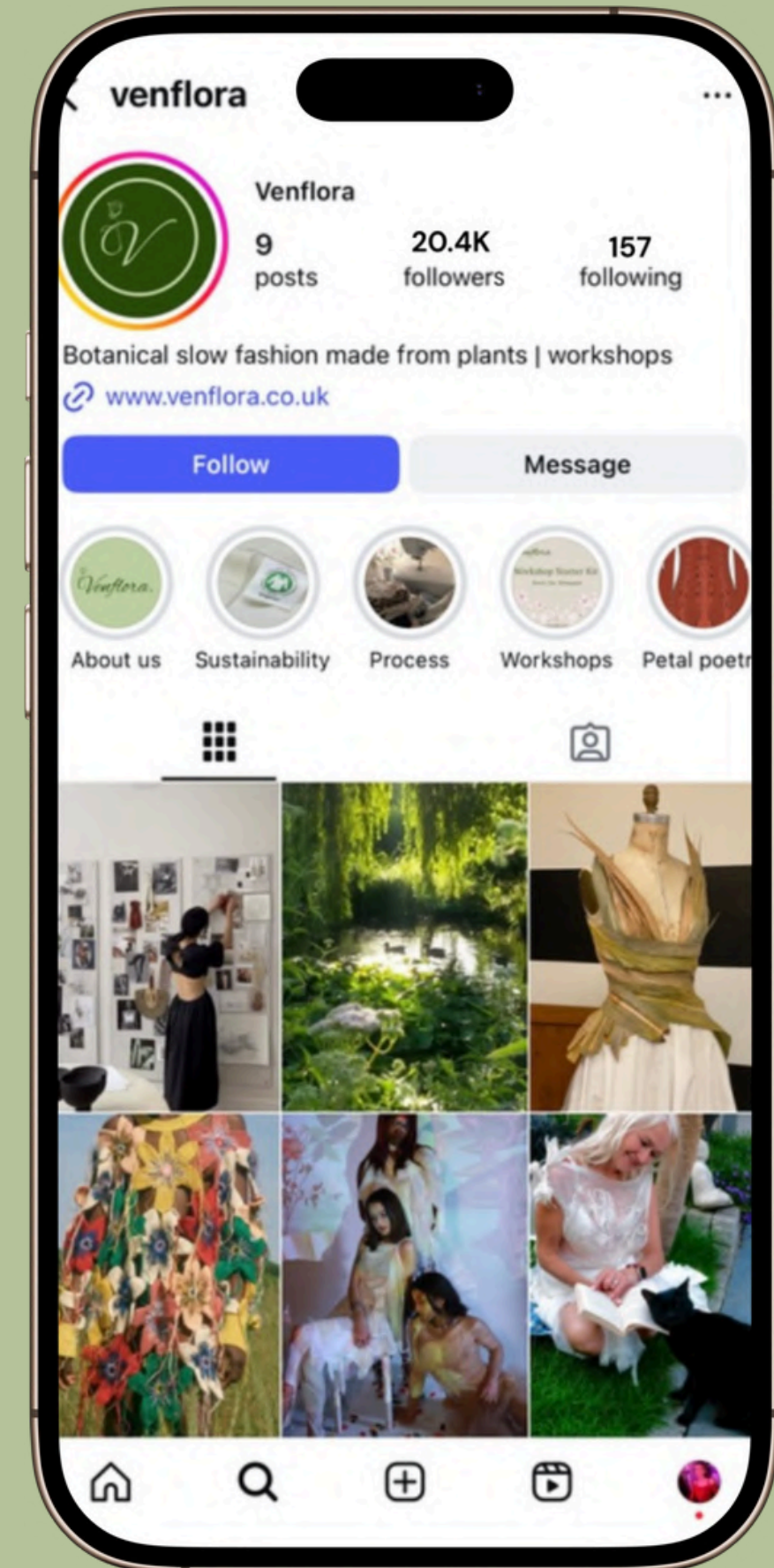


Fig.77

Pre-launch Social Media Campaign

9.4 Promotion

Photoshoots



Fig.78



Fig.79



Fig.80



Fig.81

Venflora.



Fig.82



Fig.83



Fig.84



Fig.85



Fig.86



Fig.87



Fig.88



Fig.89

Public Relations

Venflora pursues authentic press partnerships with platforms that value creativity, sustainability, and community. Through targeting outreach to eco-conscious blogs, ethical fashion platforms, and cultural publications, we aim to share our story and values with aligned audiences.

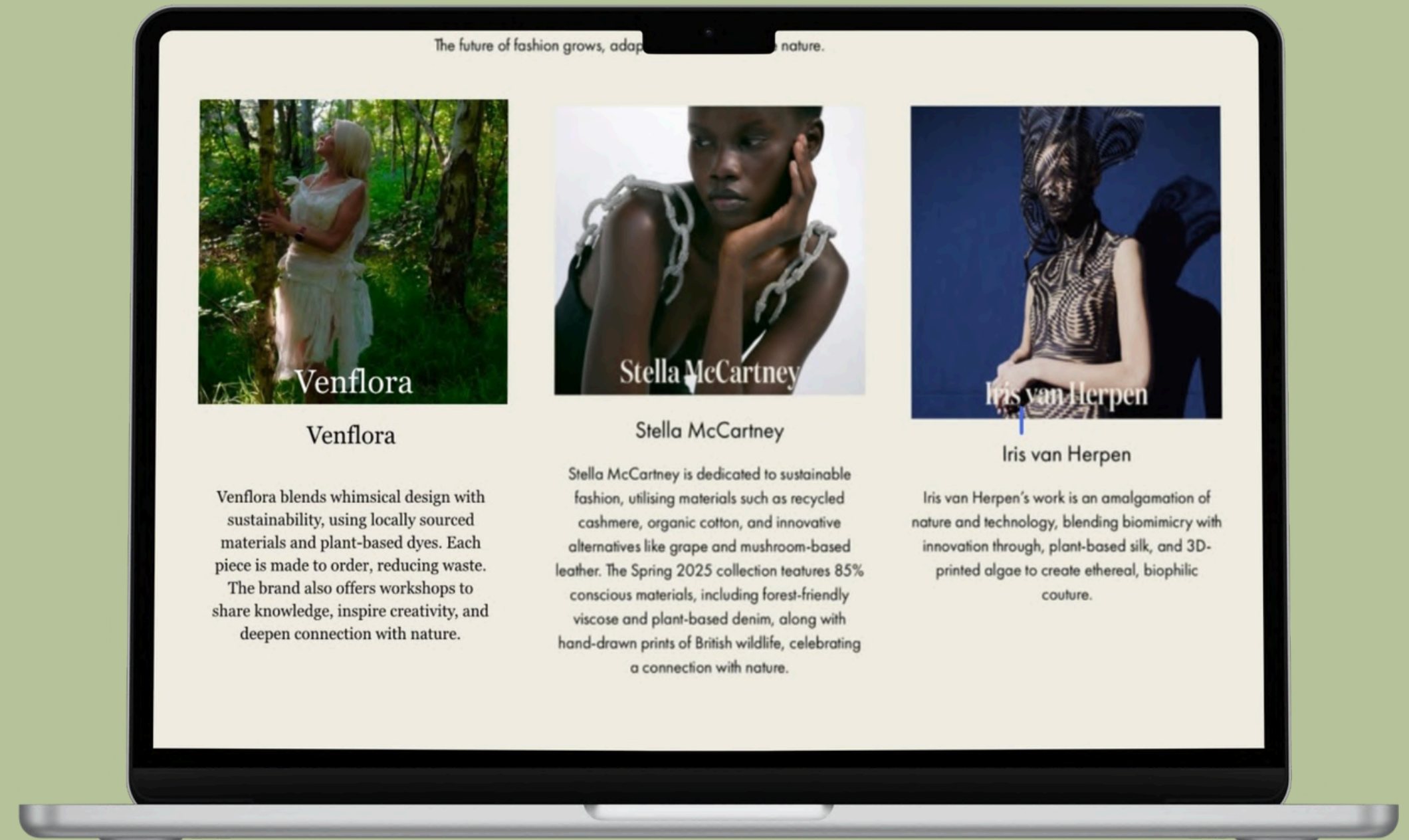


Fig.90 Eco-age PR mockup

DAZED



**ECO
AGE**

Venflora.

Email

Newsletter

Marketing

Venflora uses email newsletters to connect with its community through meaningful content rather than constant promotion. Each newsletter shares workshop updates, styling advice, and sustainable living tips, aiming to educate and inspire its readers.

 Venflora.



Fig.91 newsletter mockup

Brand Guidelines

Typography

Primary typeface: *Alex*

Brush

*A b c d e f g h I j k l m n o p q r s t u v w
x y z*

Secondary typeface:

Kitsch Display

A b c d e f g h i j k l m n o p q r s
t u v w x y z



Fig.92

Main logo

- Website header
- Business cards
- Packaging (boxes & bags)
- Email signatures
- More formal brand communications

Logo colours



#2A4C09



#BED1A3

See moodboard on page 38 for full brand palette.



Fig.93

Sub mark

- clothing tags / woven labels
- Social media profile icons
- Favicon
- Embossing / stamping
- Stickers, buttons and zippers

Tone of voice

Romantic, calm, and gentle but with an empowering and informative touch

Photography style

Soft, natural or romantic lighting. Whimsical, dreamy compositions based on nature.

Venflora.

Core People

Team structure

Founder and Creative Director

Oversees creative direction, storytelling, customer communication, and sustainability strategies.

Part-time designers x2

UK-based makers responsible for sewing each made-to-order piece with care and precision.

Freelance support

UK creatives that align with Venflora's values will be outsourced for photography, videography and web development. Workshop courses will be scripted by the founder and executed by the videographer. These individuals may also support the brand during peak periods such as pop-up events.



Values



Fig.94

We honour people over profit, and craft over speed

Customer Care & Community Building

Customer service is a top priority at Venflora, where we strive to make our consumers feel heard, supported, and valued. We emphasise relationship building over transactional interactions and aim to build a close-knit community of like-minded people. We encourage constructive feedback and UGC from our consumers, while offering personalised, transparent communication through email, social media and live chat.

Venflora will also offer repair and re-dyeing services, helping extend garment lifespans and cultivate a lasting relationship built on trust and care.



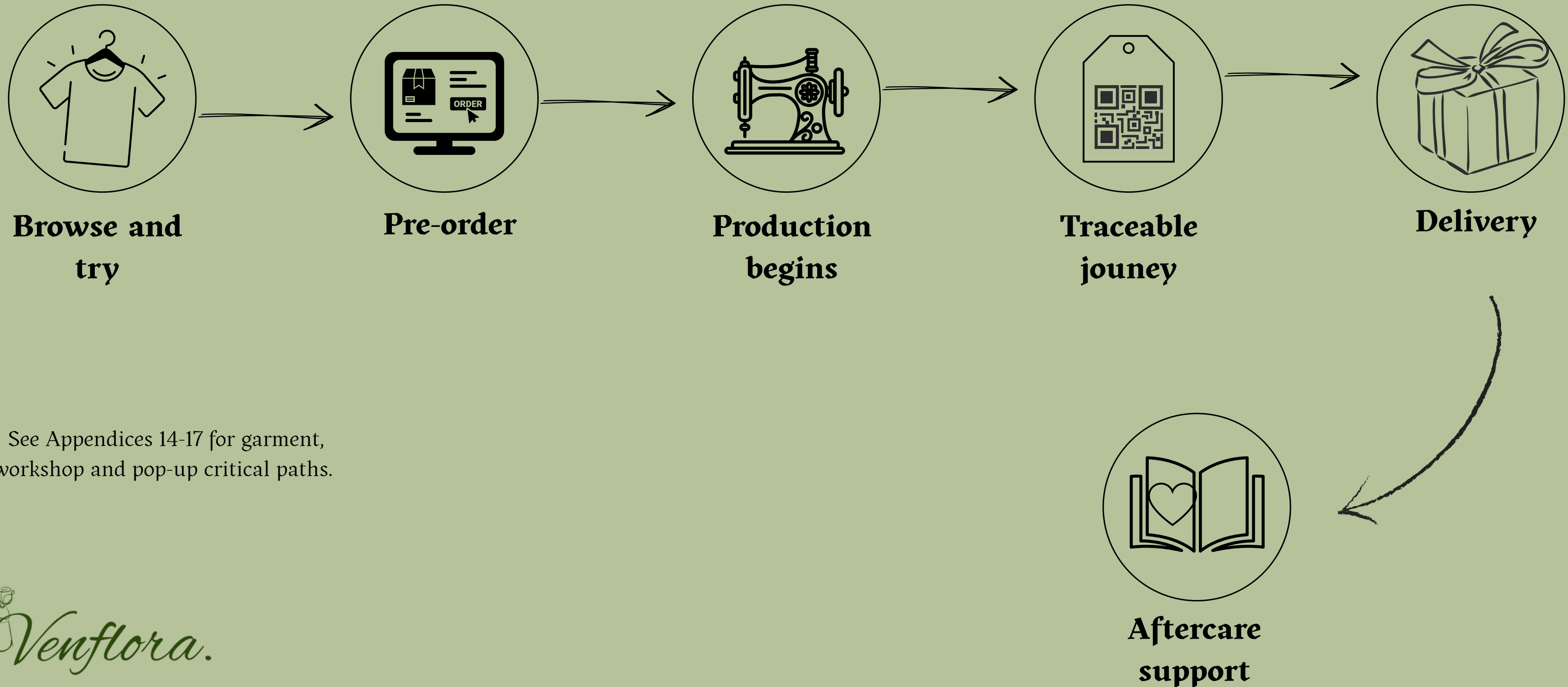
71% of consumers expect companies to deliver personalized interactions.

McKinsey & Company, 2021

 *Venflora.*



Customer Journey



Garment Packaging



Fig.96

Locally grown dried British flowers

FSC, acid-free, soy ink printed compostable tissue



Fig.97

FSC- certified recycled cardboard box





Financial Considerations

10.1 Financial Considerations

Venflora will seek angel investment to support its launch, covering early costs like materials, marketing, and its debut pop-up sponsored by Petersham nurseries (see Appendix 18). The sponsorship is a strategic approach to reduce set-up costs and increase our visibility.

A standard 100% markup is used on all garments. For example, the Primrose Slip costs £103.50 to make and retails at £210 (Appendix 19), allowing a fair profit whilst staying competitive.

Costs are kept low with part-time, remote designers and a made-to-order model. The virtual workshop kits offer extra revenue (Appendix 20), with low break-even points (e.g. 14 kits per course), helping support the brand during its early stages.

Future Developments



Open a seasonal physical store to host in-person workshops and allow a more sensory shopping experience.



Cultivate plant-dyes in-house to increase transparency and localise the supply chain even more.



Collaborate with artists and textile designers to bring new perspectives to future collections.



Explore ways to repurpose leftover fabric and trims, inspired by Coachtopia's circular approach (Coachtopia, 2024). This would reduce waste further and support a closed-loop system.



Fig.99

Exit Strategy



Fig.100

Venflora.

12.1 Exit Strategy



If Venflora is no longer financially viable, the brand will scale down its operations gradually, starting with fewer product launches and pausing physical events. Remaining stock would be sold through sample sales or donated to textile recycling or art programs. Digital content and workshops may be sustained in a lighter format. This method ensures minimal waste and protects the integrity of Venflora's sustainable values.

