



RÆBURN

client brand journal

WHO AM I?

Recently, the topic of sustainability, in relation to fashion, has become something I have immersed myself with both creatively and personally, so it was clear to me that from my initial project proposal I wanted to create a body of work that had a positive impact on the world around.

As a passionate, concept-driven creative, I wanted to use my strong graphic skills alongside my knowledge of the fashion industry, to propose an innovative and forward-thinking response to the negative effects of the fashion industry. I have always thrived from using my voice to educate and inspire people through my work, encouraging them to be curious and aware of the world around them. For my final university project, I aim to challenge the existing fashion industry by presenting ways in which we can be more sustainable and survive in the current climate; using creativity and inspiration to do this.

introducing SOL 365

SOL 365 is a branded survival kit that promotes the make-do-and-mend approach humans would need to survive on Mars. Inspired by the SS20 New Horizons collection by Christopher Raeburn, SOL 365 represents an innovative, forward-thinking response to the sustainable fashion movement.

Targetted at Generation Z, the core aim of the project is to teach individuals that by learning to survive on Mars with limited resources, it could help us to solve the environmental crisis we have found ourselves in on Earth. By celebrating doing more with less and adapting our wardrobes to new environments, I want my project to inspire its audience to think differently about the way they consume and learn to make do with clothing they own.

Within the kit, there will be an interactive look book that promotes the idea of re-wearing and restyling garments. The look book consists of a selection of current and archived pieces from RÆBURN, compiling them together to create a capsule collection suitable for space travel. As well as this, the survival kit will contain patches and a sewing kit to mend old garments, an exclusive ticket, and a USB containing the promotional content for the campaign. Collectively, SOL 365 represents a body of work that aspires to engage Generation Z with sustainable fashion whilst encouraging them to invest in high quality, responsibly made garments.







The initial inspiration for SOL 365 came from 'NEW HORIZONS' the SS20 collection by RÆBURN DESIGN — the collection explores the make-do-and-mend approach we would need to survive on Mars, celebrating doing more with less and adapting your wardrobe to new environments.

Christopher Raeburn, the creative director of the brand, has a strong creative vision when it comes to concept and design. As a brand, RÆBURN have always been at the forefront of the sustainable fashion movement, re-using and recycling fabrics and dead stock to create innovative, forward-thinking designs. Their use of ethical practice has gained them global coverage, proving that designer clothing can still be made sustainably.

RÆBURN follow three simple rules as part of their brand ethos, which is RÆDUCE, RÆUSE, RÆCYCLE. All of their products are designed with the environment in mind, reworking surplus materials and historical military deadstock to create completely new designs; working with responsible manufacturers in the process [1].

The brand is all about function and adaptability, using utilitarian features and protective materials to create their products. Whilst RÆBURN garments are aesthetically pleasing and on trend, they are also functional due to their details and the way they have been constructed.

“It is Raeburn’s clear vision of clothes that protect man & the planet that make him an exceptional designer”

- suzy menkes -



image from: www.raeburndesign.co.uk



GENDER: M/F
AGE: 20-40 (AV.)
LOCATION: LONDON & SE ENGLAND
INTERESTS: OUTDOOR LIVING, ECO-CONCIOUS
AND LOCALLY SOURCED PRODUCTS
HOBBIES: EXPLORING, HIKING, CAMPING
OCCUPATION: CREATIVITY/ CRAFT INDUSTRY

Currently in terms of consumer, RAEBURN makes clothes for people who are ethically intelligent and interested in good quality, locally made clothing. [2] It is clear from the style and design features of the garments that they are aimed at a demographic who enjoy the outdoors. From hiking boots to rain jackets, RAEBURN brings the outdoor living community to London and its surrounding areas. Growing up in the Kent countryside himself, it is clear that a sense of adventure and exploration is a key feature in his designs. Functionality and utility are also part of the brands practice, designing garments that are practical and wearable. This side of the brand caters to a specific type of clientele.

EXPERIENCE & EXCLUSIVITY

Whilst already at the forefront of the sustainable fashion movement, RAEBURN have the opportunity to branch out further by using their brand ethos and values to attract a younger, more broad time of consumer.

Generation -Z are the largest consumer group on the planet, and are attracted to brands who endorse sustainability and creativity. With a fascination of technology and the digital world, a conceptual press kit inspired by space travel and sustainability would launch the RAEBURN brand further into the GEN-Z market, widening its audience. Taking the brand in a different direction, by promoting experience and exclusivity, something younger people crave in such a digitally driven world.

RAEBURN should be looking to engage with this type of consumer as they already supports these values and provide customers with offbeat, ethical garments. A launch of a product or promotional campaign that offers an exclusive experience for its audience, will be greatly received by Generation Z.

"Amid a backdrop of more sustainable consumption, shoppers are choosing to buy less but better by seeking out more individual pieces perhaps from a specific era of a designers work - uniqueness can be a key differentiator" [3]

- exclusivity redefined, WGSN -



In 2022, applied science fiction will come to fore as a business practice. Embracing the practice of imagining new futures to act on the present – building fictional scenarios of what our future could look like [4]

- future innovations: 2022, WGSN -

sustainability x space travel

With sustainability at the forefront of consumers minds, brands are finding new ways to approach the topic with a fresh and innovative approach. Creating unique concepts and products is a crucial way to further engage with Generation-Z with the sustainable fashion movement.

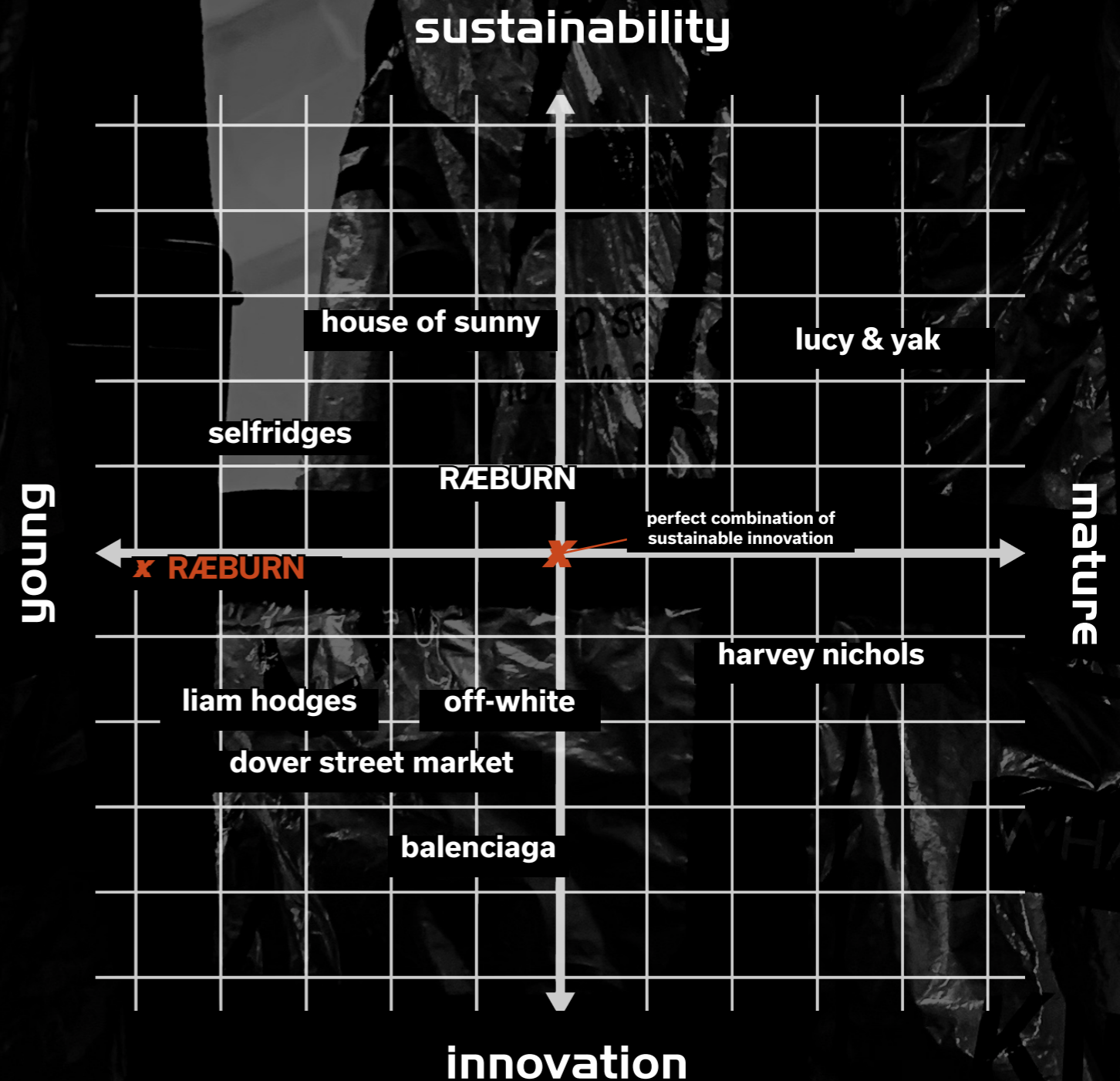
My initial inspiration for this body of work came from a visit to The Design Museum in London, visiting the Moving to Mars exhibition. The exhibition explored the concept of colonising Mars and the design specifications and technological advancements this would involve. From a fashion angle, on display was the SS20 New Horizons collection by RÆBURN that approached fashion design from a completely new perspective. Exploring the use of fabrics and design features that would be deemed suitable for space travel. This concept was highly exciting to me as it approached sustainability from such a forward-thinking way.

A trend on WGSN predicts a rise in applied science fiction to future branding strategies and promotional media by 2022. Exploring the concept of alternated realities and new futures to engage consumers to act on the present. SOL 365 taps into this trend, and promotes the idea of space travel as a response to the ecological crisis; further evolving Christopher Raeburn's presence in the sustainable fashion movement and using his ever important values to produce a forward-thinking campaign for the brand.

current market position

Currently RÆBURN are undoubtedly leading the sustainable fashion movement, and their constantly evolving business practice is made up of a innovative concepts married with ethically produced garments. There are very few brands like RÆBURN who have mastered the art of 'making sustainability cool', whilst brands are slowly starting to integrate sustainable practice into their marketing methods, RÆBURN have been doing this before it was 'on trend'.


Moving forward for the brand, I feel that whilst they do attract a young audience through their edgy, off beat designs, RÆBURN have the potential to take this further. SOL 365 provides them with the perfect balance of sustainability and innovation, approaching it in an unorthodox way which makes it exciting and intriguing. The uniqueness of the campaign alongside its exclusivity makes it desirable to Generation Z, encouraging them to launch the brand further into popular culture.



RATIONALE

SOL 365 challenges the way we think about space travel and its relationship to the ecological crisis. Learning to survive on Mars with items we already own, promotes the idea of limiting our waste on Earth, something that is crucial if we want to protect the environment. It is clear that our way of living has become wasteful and damaging to the world around us, however Mars provides us with the opportunity to survive from what we do have and in turn learn about the importance of recycling, reusing and reinventing.

A trend report on WGSN exploring sustainability trends for the 20's predicts a rise in making do and mending within the fashion and accessory industry. The report claims that 'due to pressing conversation around sustainability, buying less and buying better will be at the forefront of consumers' minds. Well loved and worn pieces will become a blank canvas for creativity, self-expression and playful mending techniques' jump-starting developments in sustainability and craftivism. In terms of the marketing and relevance of my survival kit, this proves that there is a gap in the market for the promotion of learning to survive with limited resources. The rise in interest surrounding sustainable fashion means that people are thinking about how they can consume better. It is clear that a survival kit promoting this would be greatly received by consumers and is something the industry wants/needs.



the 20's will see the
rise of making do
and mending^[5] ”

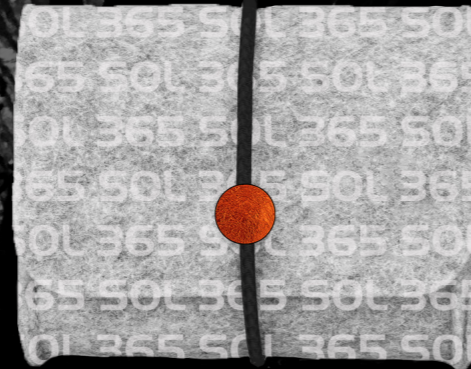
- 20 trends for the 2020's, WGSN-

THE KIT

disclaimer: not to scale



branded re-usable bag: appealing to GEN-Z through the desire to own something exclusive and unique



sewing kit: for repairs and personalisation, tapping into make-do-and-mend trend



patches: for repairs and personalisation, tapping into make-do-and-mend trend

MISSION ID: SOL 365
GATE : 01 SEAT : R1



LDN → MAR
HACKNEY, UK VALLES MARINERIS, MARS

LAUNCH SITE
RÆBURN LAB
HACKNEY E9 6PJ

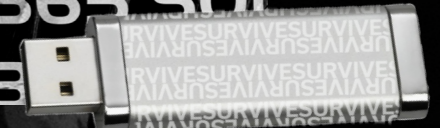
ARRIVAL
HASSEL HUB
MARS

25 JAN 2021

LDN - MARS ticket (sticker): collectable and exclusive, can be used to personalise accessories

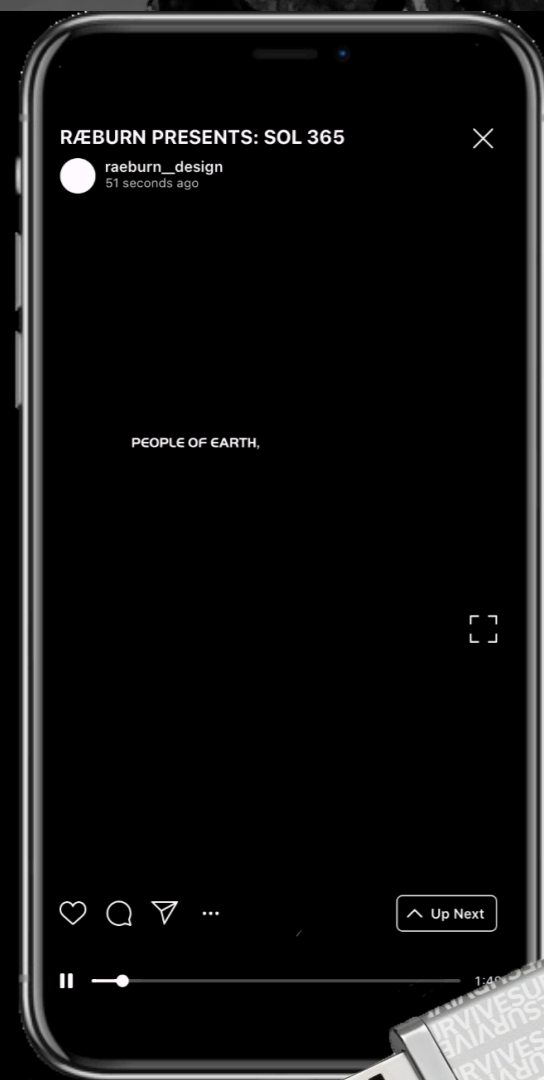


A3 SOL 365 lookbook: exclusive and interactive, an experience for the user. Promoting re-inventing and re-wearing clothing.



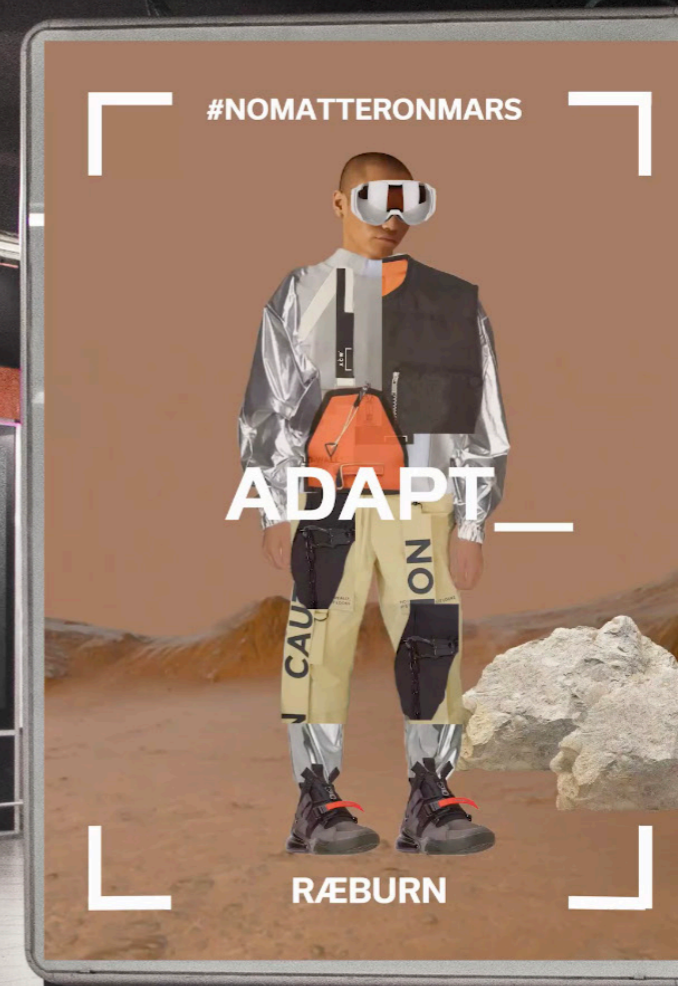
USB: contains promotional material to be shared/ uploaded

PROMO



To launch the campaign, I created a press release in the form of a video message. The typed out message presented viewers with a warning, alerting them of the negative impact the fashion industry is having on the environment whilst instructing them with ways they can change this.

The press release will be launched as an IGTV on the RÆBURN instagram page, as this is the most efficient way of reaching my target audience. The video will also be uploaded to the USB from the kit, so consumers can re-watch it and share it for themselves.



The GIF's will be displayed in public places such as the London Underground. As well as being a busy environment and a staple way for GEN-Z making their way around the city, the futuristic aesthetic of the escalators, metallic surfaces and tunnels relates to the concept of space travel and futurism.



SHUTTLE LAUNCH | SOL 365 (crewed)

WHEN: JANUARY 25TH, 2021 ,07.00PM BST

WHERE: RÆBURN LABS, HACKNEY

- > CLAIM YOUR SURVIVAL KIT**
- > Q&A WITH RÆBURN CREW**
- > SHOP THE SOL 365 COLLECTION**
- > RE-INVENTION WORKSHOP**

**WARNING: SURVIVAL KIT ONLY AVAILABLE
TO FIRST 50 VISITORS**

WWW.RÆBURNDDESIGN.CO.UK

@RÆBURN_DESIGN

LAUNCHING 25.01.2021

Tapping into the WGSN trend highlighting the importance of immersive consumer-brand experiences, the campaign will be launched via an in-store event. RÆBURN have always been about community and localism, encouraging customers of the brand to come down to the store and take part in creative workshops, Q&A's and lab tours. This is a vital marketing plan when thinking about GEN-Z as in such a digital world, young people crave face-to-face experiences and get pleasure in meeting other people that share the same values as them.

The SOL 365 launch event is branded like a shuttle launch, further playing on the idea of space travel. The event will include a Q&A with Christopher Raeburn and the rest of the team, a first look at the new capsule collection and a re-invention workshop where Christopher will be guiding visitors through the interactive segment on the lookbook - encouraging them to create looks and the art of re-inventing clothing. The launch will also be the only place the branded survival kit will be available, making it exclusive and desirable as only 50 are available. This is to create hype around the kit and tap into the 'drop' trend where young consumers will rush down to the store to collect their own RÆBURN survival kit.

**“ GEN-Z crave immersive and authentic brand
experience, savvy entrepreneurs are launching
new climate centric pop-ups to shine a spotlight on
the threats our planet is facing [6] ”**

- Gen Z: Climate Engagement, WGSN -

“ to catch the attention of young,tactile consumers, brands create ads that add an elevated spin on the digital collage – these ads also nod to the interest in analogue activites among GEN Z [7] ”

- Youth Campaign Trends: SS20, WGSN -



SOL 365 has the potential to promote ongoing research into space travel and its relationship to the fashion industry, adapting to new environments as a direct response to the ecological crisis.

Due to the COVID-19 crisis, my body of work has been created digitally, from home, with limited resources, something that may become the new normal for the fashion industry. With questions raised around working from home become the new normal, fashion brands will have to learn to adapt to this new way of content creating. Something I learned from the production of SOL 365 was that digital collaging is an invaluable tool when it comes to creating styled images - sometimes a huge production team and unlimited resources to hand are not needed. Graphics, collaging, photo montages and digital prototypes can be used to create striking imagery for a brand, without the hassle of a production team.

A WGSN trend exploring campaigns and their relationship to youth culture, analysed the trend of collage creating. It stated that this style of advertismnt is often appealing to a younger market as it taps into their interest in analogue activities, creating a sense of nostalgia and authenticity.

With the industry now having to evolve to a new style of working, creativity and using the resources already around you will be a vital tool for brands and content creators. This is exciting in terms of sustainabilty, and throwaway culture as it will teach us to value the resources we already own.

FUTURE



conclusion

Creating SOL 365 has given me more experience in sustainable marketing, creating innovative, forward-thinking responses to the fashion industry's biggest problems. Merging my passion for the environment with my fascination of science and technology to produce a body of work for future generations.

This project has really pushed me graphically as the COVID-19 crisis lead me to convert all of my initial outcome ideas to a digital approach. I have gained new skills on adobe programmes, learnt to use my styling skills in a different way, and adapt my ideas due to limited resources - just like my project proposal! Learning to evolve in a digital way will help me after I graduate, as COVID-19 causes the fashion industry to break away from its traditional mould and embrace a new way of creating.

references:

- [1] raeburn design
www.raeburndesign.co.uk/about

- [2] christopher raeburn designer profile
http://www.inteveo.com/demos/fashion/lfwtv/londonfashionweek.co.uk/designer_profilef342.html?DesignerID=1136

- [3] exclusivity redefined: WGSN
<https://www-wgsn-com.uchicago.edu/insight/article/86462>

- [4] future innovations 2022 : WGSN
<https://www-wgsn-com.uchicago.edu/insight/article/85112>

- [5] 20 trends for the 2020's : WGSN
https://www-wgsn-com.uchicago.edu/content/board_viewer/#/85755/page/2

- [6] gen z climate engagement: WGSN
<https://www-wgsn-com.uchicago.edu/insight/article/85390>

- [7] youth campaign trends S/S 20: WSGN
<https://www-wgsn-com.uchicago.edu/insight/article/86359>

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