

## PLASTIC OCEAN INSPIRED... ...INSPIRED TO MAKE A CHANGE

# DIVING RIGHT

Jessica Oldnall

N0839322

Word count: 3821

I confirm that this work has gained ethical approval and that I have faithfully observed the terms of approval in the conduct of this project

Signed <u>J.E.Oldnall</u>

Date <u>04.06.21</u>

Diving right in Diving



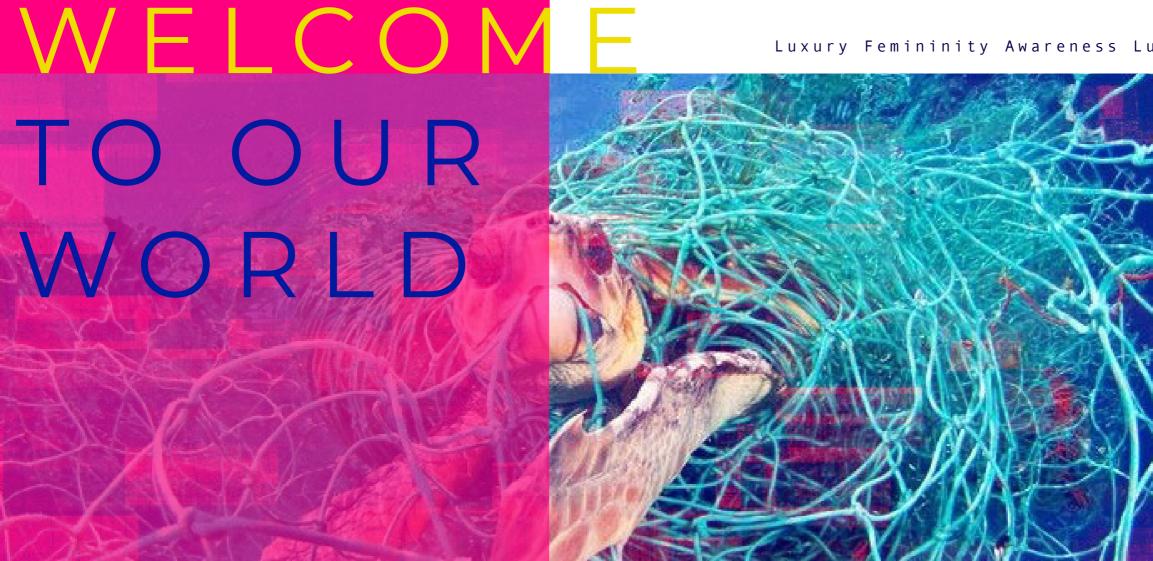
#### The tale 8 S L Z 14 The term 20 The depths 58 The surface Contents Contents Contents Contents 7 2 The range Contents Contents Contents Contents Contents 86 The comms Contents Contents Contents Contents Contents Contents

#### WEARE

#### FORTITUDE

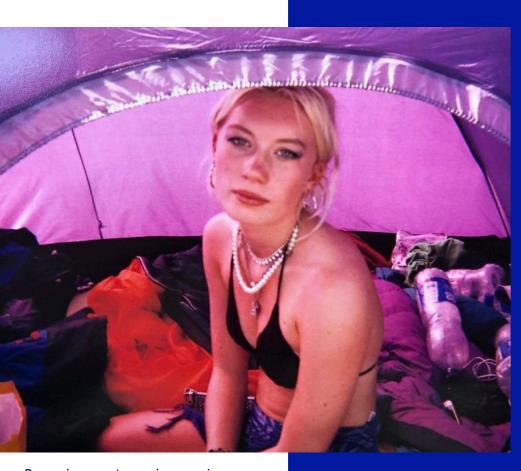


Luxury Femininity Awareness Luxury Femininity Awareness



Fortitude is a British, luxury, womenswear brand. We seek to act as a new medium for raising awareness of plastic ocean pollution; making humans aware of the damage we are causing to the beautiful oceans that make life on our earth possible. These powerful messages are portrayed through Fortitude's statement, work-of-art garments that embody the strength and vulnerability of femininity through creative embellishment and fabric manipulation.

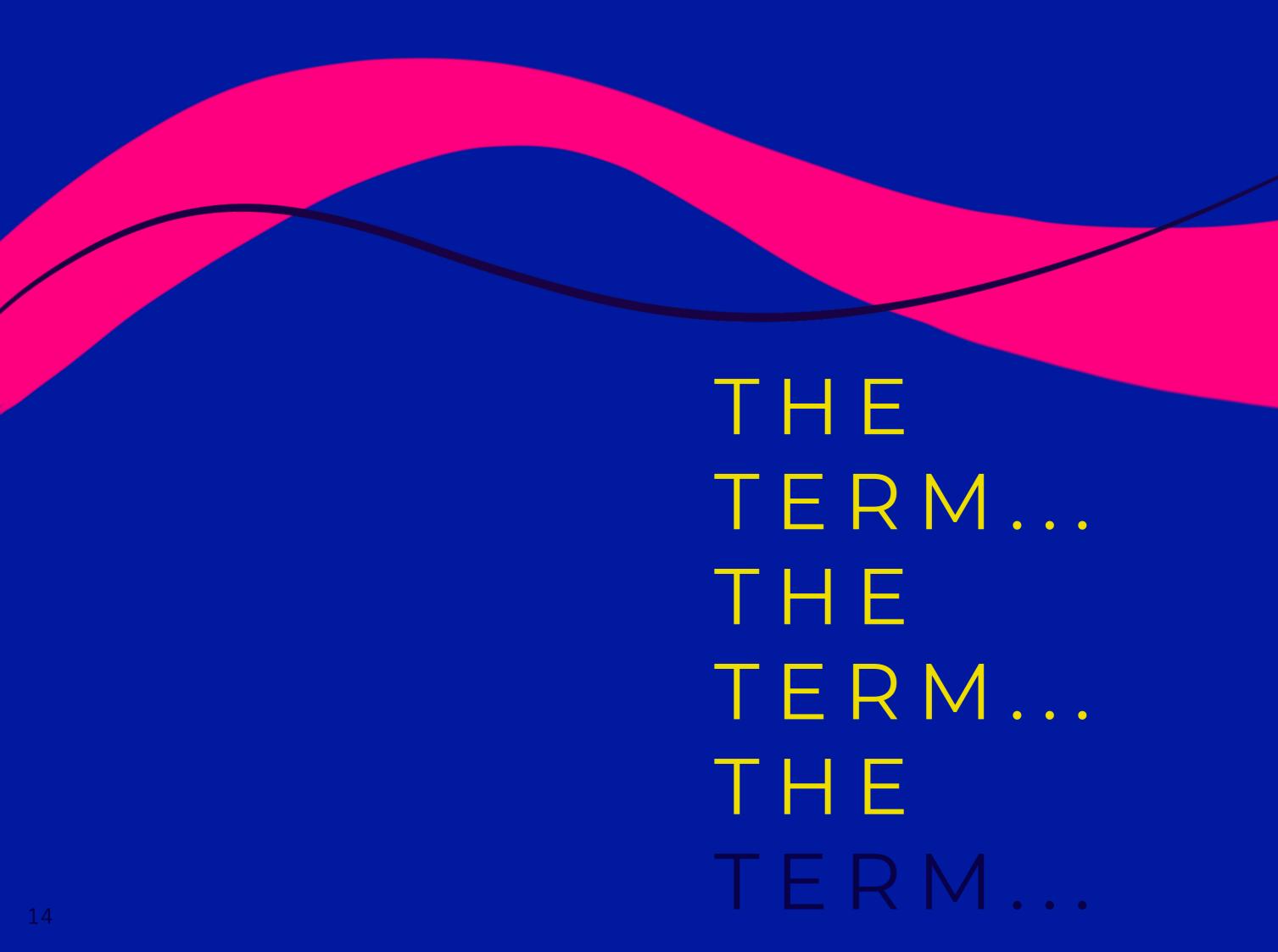
### EVIE WELCOMES YOU



Desire to inspire

Our brand name, Fortitude, is named after creator and designer Evie Fort. Evie has felt connected with the ocean and its movement for as long as she can remember. The devastation caused by ocean pollution has touched her soul and fuelled a desire to inspire change. Her passion developed into her fashion designing processes and into a brand that aims to resonate with extroverted, empathetic people that want to make change - just like her.

# TO FIND YOUR FORTITUDE



#### noun

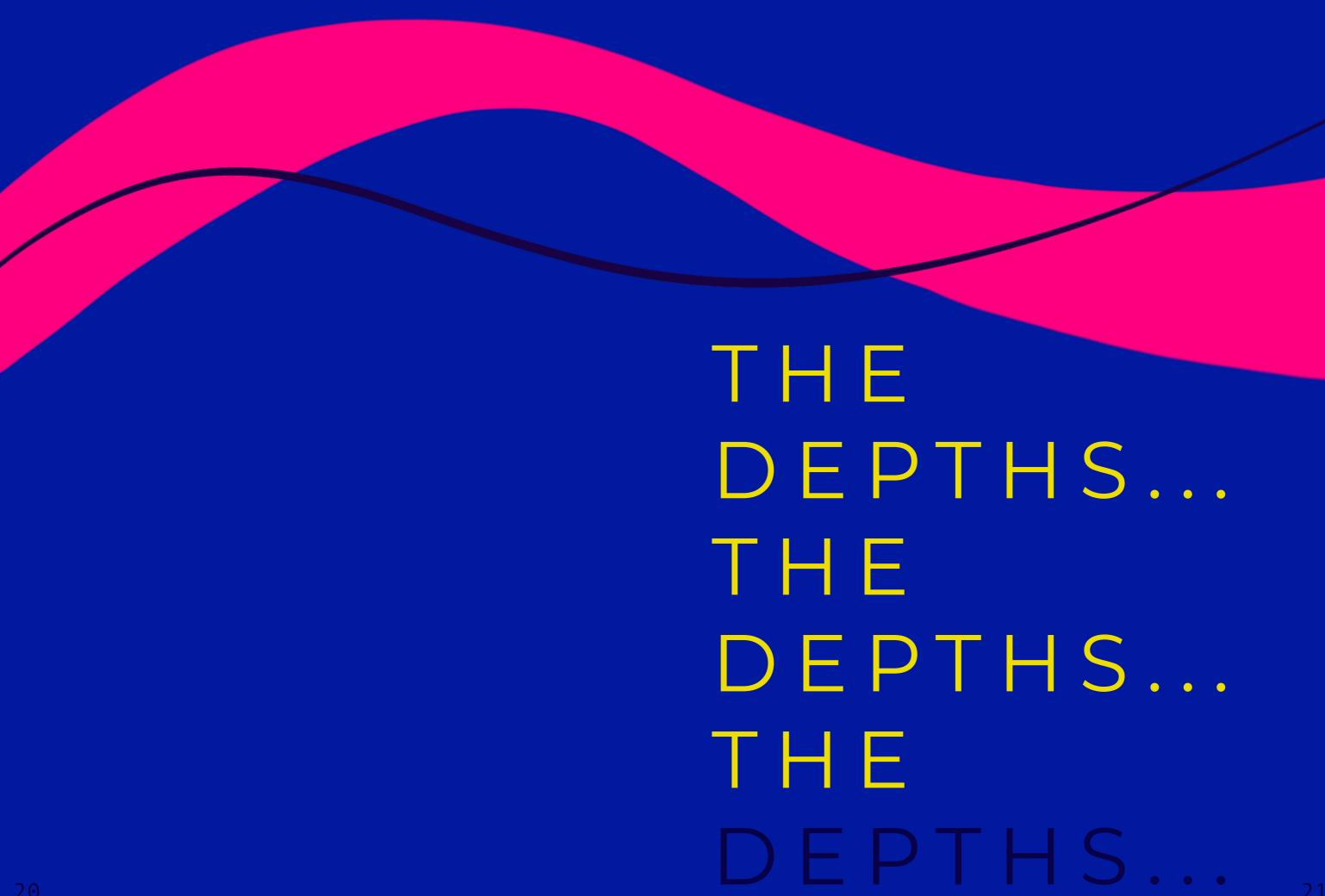
Courage in pain or adversity Courage in pain or adversity







## The oceans suffer pain and adversity through unsympathetic human action. Empathetic humans suffer pain and adversity through craving what seems like impossible change for our oceans. In a tough situation, Fortitude gets you through. With Fortitude as our attitude, we have the power and strength of mind to confront danger and we can make change. Change for the better.



#### GETTING TO

We are...



FEMININE

HONEST

EXTROVERTED

EMPATHETIC

CONSCIOUS

Feminine Honest Extroverted Empathetic

KNOW US

Fortitude exists for two complementary reasons. Firstly, our mission is to make luxury, thought-provoking clothing that explores the strength and vulnerability of femininity, encouraging our female community to express their individuality. Secondly, we exist to raise awareness of plastic ocean pollution and urge consumer action before it is too late.



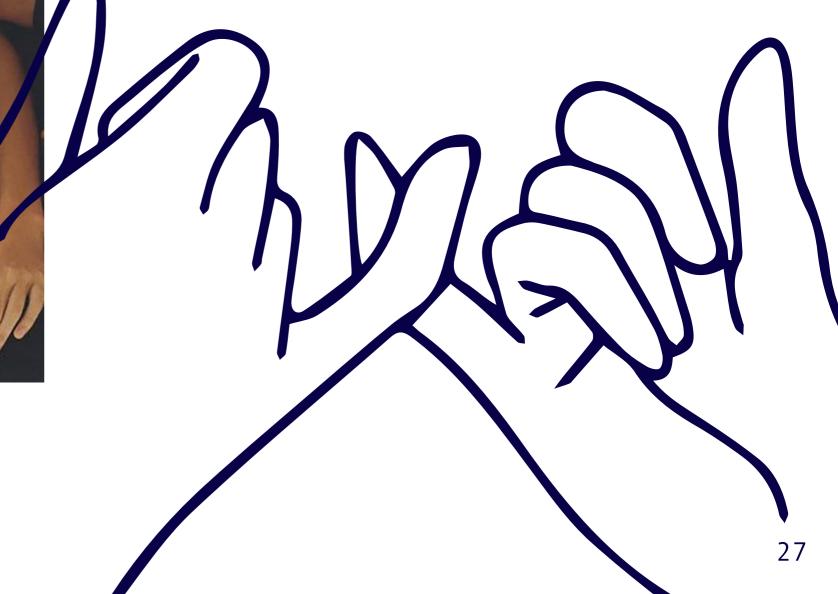
#### OUR VISION

Fortitude is our attitude. As a contemporary brand with a fresh outlook, we want to inspire change. We strive to be a fashion-forward brand that, no matter how difficult, betters the world, and the people inhabiting it.

Fortitude is our attitude Fortitude is our attitude



Sustainable lifestyle Sustainable lifestyle Sustainable lifestyle Sustainable lifestyle Sustainable lifestyle Fortitude designs for a sustainable lifestyle. We promise to offer life-long, work-of-art clothing that enables females to feel like they can conquer the world.



The 3 T's are our core values that our brand is built upon. They are the pillars that make Fortitude possible.

# THE 3 T'S



#### Transparency

We aim to be transparent about why our brand exists, the impact we want to have and our design processes.

#### Togetherness

We are all human and have empathy. Together we can repair the damage we have caused. This is a team effort.

#### Transformation

Together we can transform - our attitudes, our actions, our oceans

#### OUR TRUE IDENTITY

Fortitude is our attitude Fortitude is our attitude

# A DISTINCT ortitude is a uxurious and highnd brand with uxpressive and bold ortitude is a uxurious and highnd prand with uxurious and highnd prand with uxurious and highnd prand with uxurious and bold ortitude is a uxurious and highnd prand with uxurious and bold ortitude is a uxurious and highuxurious and highuxurious and bold ortitude is a uxurious and highuxurious and bold ortitude is a uxurious and highuxurious and bold ortitude is a uxurious and highuxurious and highuxurious and bold ortitude is a uxurious and bold

Fortitude is a luxurious and highend brand with expressive and bold design features. We want our brand to be desirable and our branding reflects this. We let the clothes do the talking.

 $oldsymbol{\vdash} oldsymbol{\vdash} oldsymbol{\vdash} oldsymbol{\vdash} oldsymbol{\vdash}$  $\vdash$   $\vdash$   $\vdash$   $\vdash$ M M M M M 

Our main logo is simply the word 'Fortitude' in capital letters. Attention is drawn to the abstract wave that replaces the 'O'. This makes our logo - and our social mark - unique and relevant. If placed against a coloured background, the logo must be white. If placed against a white background, the logo must be cobalt blue - a key colour in our palette.

#### F@RTITUDE



# S S

#### FORTITUDE

Do keep the logo clear and proportional

#### FORTITUDE

Don't crop the logo

#### GARMENT INSIDE LABEL

5.5cm

FORTITUDE

FORTITUDE

Don't stretch or squash the logo

#### **FORTITUDE**

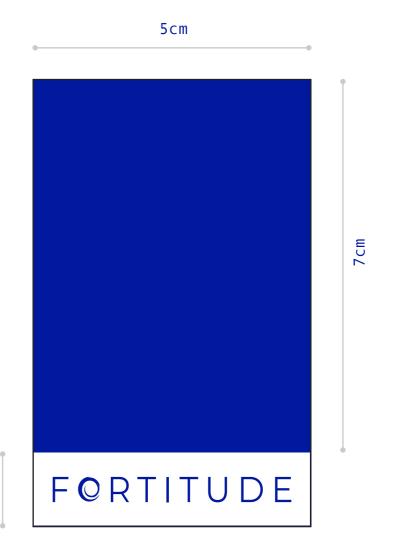
Don't substitute the font of the logo

#### Fortitude

Don't change the letter case of the logo

#### **FORTITUDE**

Don't change the spacing between the letters of the logo



GARMENT TAG



#### **MONTSERRAT**

#### Light Regular Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

The Montserrat font family is what we use for our logo and to emphasise key words or phrases. Montserrat Regular is used for the logo and Montserrat Light or Italic is often used for other content and subheadings. A tracking space of 200 must always be applied. We chose this font to define our brand because it reflects our luxuriousness. Considering our logo consists solely of the name of our brand, it was important for us to adopt an easily legible font.

#### Andale Mono

Regular

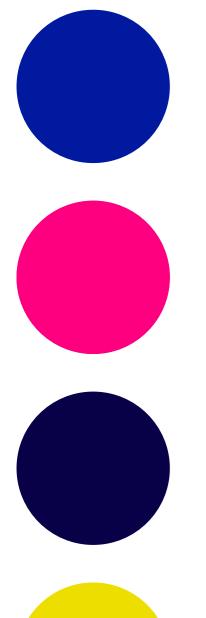
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

The Andale Mono font family is used for our marketing material and creative collateral, both online and offline. For body text, the original Andale Mono font is used. However, for subheadings or emphasised words, a tracking space of 200 is applied to make the words or phrases stand out more. Full capitalisation should never be applied. We chose this font because it is unusual and reflects our bespoke work.

#### ABOLD

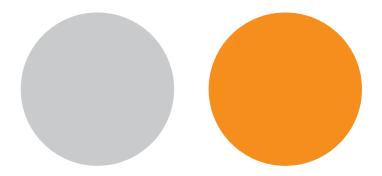
#### Primary

The Fortitude core branding consists of four colours. We aim for these colours to become embedded into the identity of our brand. This is the dominant colour palette that is used for all creative content.





The Fortitude logo is minimal and features at all customer touch-points. However, our colours and visuals are what makes us stand out. Our intention is to encourage women to embrace their individuality, dress for no-one but themselves and feel like they can conquer the world. To satisfy our confident customers, we design our products with bright colours that reflect the vibrancy of oceans and marine life.



These two colours extend from our primary colour palette and add a deeper dimension to the Fortitude brand.

#### Secondary

#### PALETTE



Our language reflects our attitude and who we are. Our brand is built with the desire to make people feel strongly and our tone of voice is no different. We want to create conversations and be optimistic about the future of our oceans and the power of our female community. This inspires us to use a conversational and empowering tone of voice that builds a strong connection between our brand and consumer.

## POWERFUL VOICE



## THE FORTITUDE FAMILY

At Fortitude, we are wholly driven by our customers - our Fortitude Family. We want our customers, and everyone associated with Fortitude, to feel part of a strong, collective community in line with our 'togetherness' value. As a female family with confidence and optimism, we can do anything.



## Meet

The rebel consumer comes first and foremost. They are attracted by the confidence and colourfulness of our designs and will wear our garments to make a statement.

# THE



Elsie, 22, lives in a central London apartment with two of her friends. Originally from Brighton, she moved to London three years ago to study fashion design. Although she has previously been in relationships, she loves being independent and knows the importance of loving yourself before anyone else. When she is not creating clothing or exploring the fashion capital, she is engrossed in making her dream career of being a business owner a reality. She is a free spirit, loves up-cycling and has no desire to ever work a typical 9-5 job.



Elsie has a passion for fashion, but she is not trend-driven. She spends her weekends exploring the depths of charity shops hunting for unique pieces that she can style in her own way. She takes pride in not supporting fast fashion and doesn't care what people think. She will clash patterns and colours. She will wear tops as skirts and scarves as tops. She will show off her body. Everyone wishes they had Elsie's confidence.

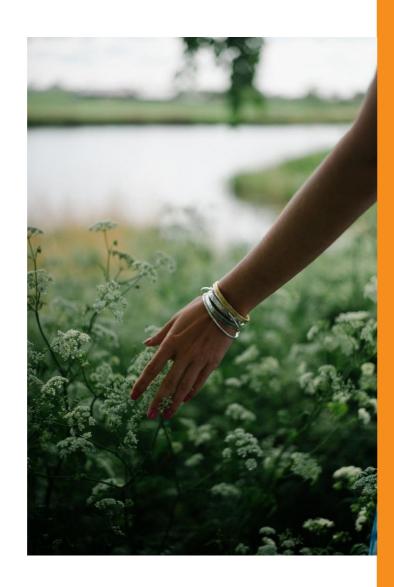
THE REBEL
WAS
A SEA
CREATURE



#### Meet Emma

The eco consumer is a secondary consumer that is a key target for us. They are the ones that appreciate our sustainable values.





Emma is a British 31 year old, living in Berlin, Germany with her partner of three years. Living in one of Europe's greenest cities makes her content and she is glad she decided to move. She leads a healthy and active lifestyle; going to the gym and eating clean. She finds balancing work and socialising difficult, so she enjoys meditation and has recently taken up yoga. She also likes to pass time by exploring art galleries and museums.



Since the pandemic, Emma shops small and sustainably. She actively seeks to buy from brands whose sustainable values match hers. She adopts a 'quality over quantity' attitude. Anything that she buys as an extension to her existing wardrobe is an investment. It has to add value. Though she enjoys maximalist clothing, she ensures she is investing her money into eco-friendly brands with strong values. Our designs may be too statement for her to wear every day. Instead, she will buy our garments because of their conceptual meaning and loves the idea of displaying the garment as a piece of art.

THE ECO WAS A SEA CREATURE



# Notes to the state of the state

Meet Millie

The affluent consumer is another secondary consumer. These consumers are attracted by the luxury price point, exclusivity and high quality of our designs.

## THE AFFLUENT

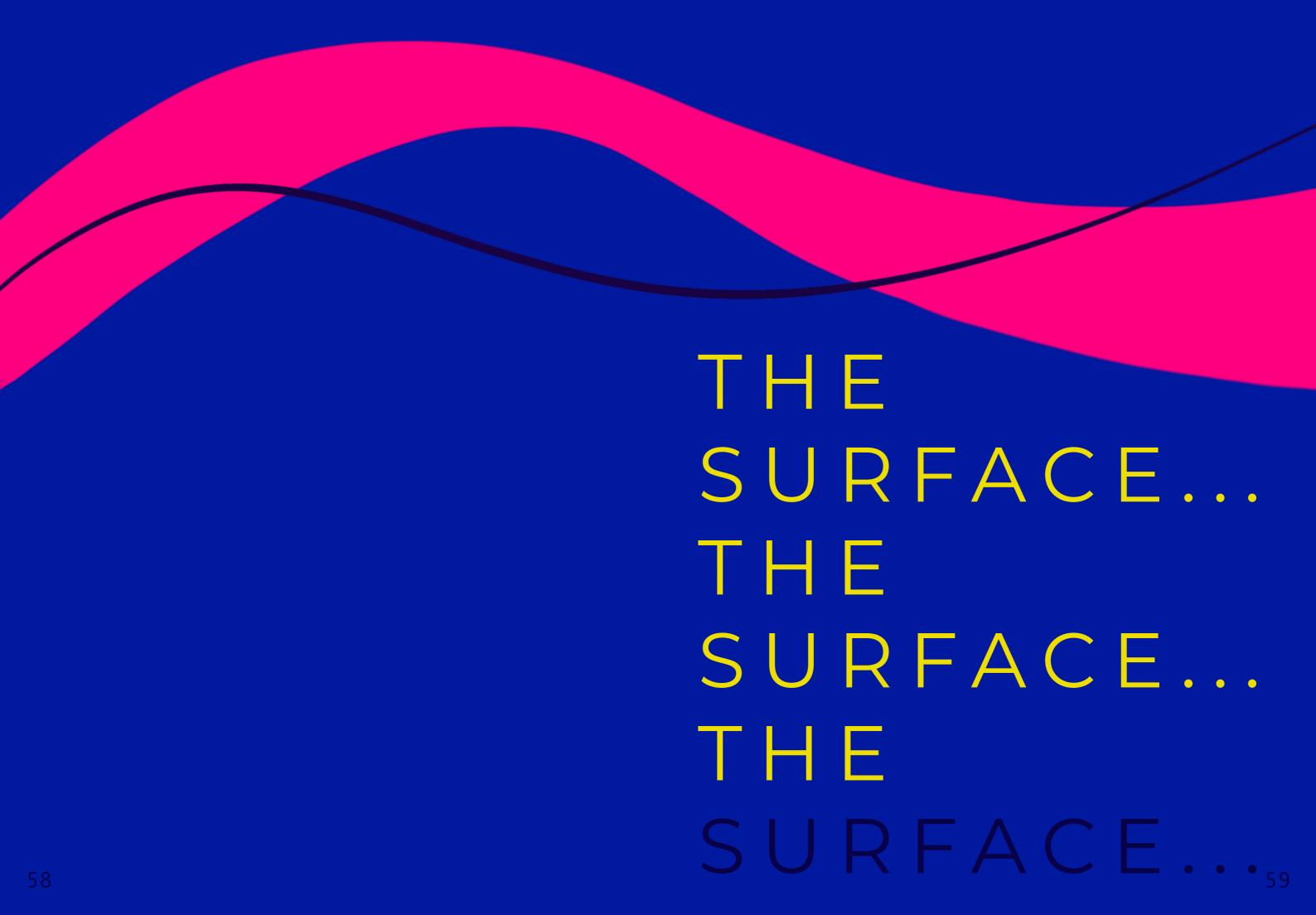
Amelia, known as Millie, is 25 and lives in Surrey. Millie has always lived a privileged lifestyle. She never went to university as she was fortunate enough to gain work through her family's business. She may not have had to work for her position, but she is still highly ambitious and has an admirable work ethic. Millie and her family love taking trips to Dubai, visiting at least once a year, just because they can.



Millie can be described as materialistic and has a high social media following. She sees price as a signifier of quality, but her primary purpose for buying from luxury brands is to display her affluence. As a typical wealthy consumer, she loves the concept of exclusivity. If something is hot and trending but not easily accessible, she will make sure that she gets her hands on it. She wants what everyone else can't have.

THE AFFLUENT WAS ASEA CREATURE





#### MICRO:

Fortitude is a luxury brand with a professional and desirable presence. Luxury spending insights are key for our success, if we wish to successfully target affluent consumers and secure a solid place in the market.



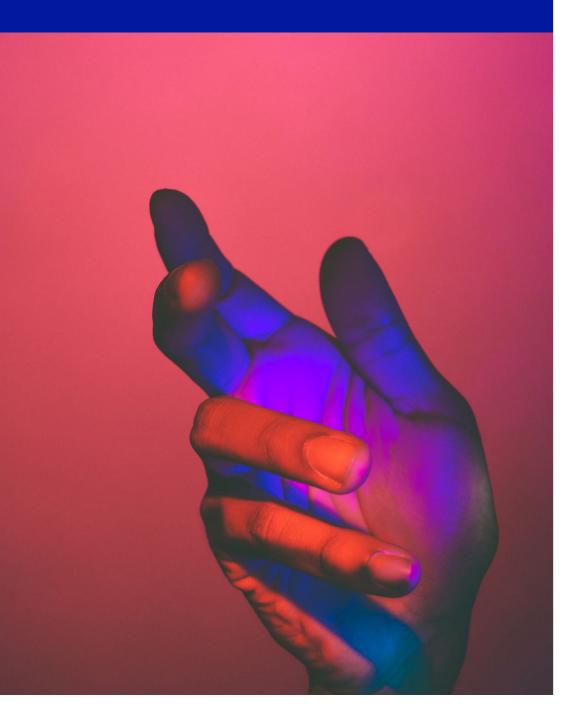
According to Forbes, 2020 reset the world's luxury market, with travel stopped and shops closed. Luxury consumers reassessed their values, spending habits and priorities. This trend sees customers being deliberate and careful about purchasing luxury goods, particularly high-ticket fashion. Linked to this conscious attitude, affluent consumers are increasingly aspiring to buy fewer but better luxury goods. These shoppers are willing to spend a premium for the very best version of luxuries that have purpose and create added value.

This trend inspires Fortitude to offer the highest quality products that add value to our customers' lives. After all, we design for a sustainable lifestyle. So even if someone only shops with us once, we like to think that our product will be with them for a lifetime. Our goal is to educate our consumers and encourage them to maintain a positive, sustainable attitude forever.

#### Conscious Not Conspicuous

#### MACRO:

This trend is grounded in social responsibility which is incredibly important to us. We are aware that transparency and authenticity from brands are becoming much more common expectations for consumers - we strive to do it better than anyone.



According to the Global Web Index, brands have become more vocal about their sense of purpose and their commitment to social and environmental responsibility. Companies need to be even more creative to distinguish themselves from their competition. Consumers care more than ever. They are now seeking brands that align with their sustainable values. Brands need to listen carefully.

At the heart of our brand is inspiring change - making the world a better place and acting as a contemporary medium to raise awareness for the benefit of our oceans. We know that brand-centric content will not cut it for customers anymore. They want to know what is in it for them. Kindness is what fuels our brand, making this trend key for our success.

#### Kill Them With Kindness

# D S O OANALYSIS

Who's our prey? Who's our prey?

# If we're the predator, who's our prey? We respect and admire our competitors whilst aspiring to surpass their achievements.

Stella McCar<u>tney</u>

Stella McCartney is renowned for responsible fashion. The brand explores modern femininity and tailoring, but at its core is sustainability, making this brand a key Fortitude competitor. They describe themselves as agents of change, and create beautiful, desirable products that have minimal environmental impact. With 20 years of sustainable fashion experience, the brand has gained a reputable position. History and experience may be theirs, but the future is ours.





Adidas is a well-established sports brand on the market. The brand strives to be the global leader in the sporting goods industry. We most definitely cannot be compared in terms of product offering, but Adidas are renowned for doing what they can to protect our oceans and end plastic waste. For this reason, they are a strong competitor of ours.

#### Adidas



Charlotte Knowles is a relatively new designer who is heavily influenced by the sexual expression of women. The brand explores femininity and pushes boundaries by experimenting with body concealment and revelation, confirming it as a brand we must watch out for. Charlotte has set the bar high, but we want to set it even higher. After all, we have a meaning behind our brand that goes even deeper.

#### Charlotte Knowles

Pangaia

Pangaia is a materials science company. They create and design products with smart technology, using as many sustainable and recyclable elements as possible. We are inspired by Pangaia's vision for designing a better future. Pangaia designs for everyday, Fortitude designs for statement. In this way we contrast, but we are both on separate missions to save our world. Pangaia is one to watch out for.



#### MARKET

Stylish

Alexander McQUEEN

**Molly Goddard** 

STELL/McCARTNEY

FORTITUDE

= :



PANGAIA





Functional

Of course, we are sustainable and eco-friendly. This is one of the most important aspects of our brand. Through the use of fused plastics and materials recycled from our oceans, we pride ourselves on being highly sustainable. We can therefore be closely compared to competitors such as Stella McCartney and Pangaia. Adidas and Chromat are brands offering functional garments, in contrast to McQueen and Molly Goddard who solely focus on style. At Fortitude, we like to strike a balance. The fact that we are both positions us one step ahead.

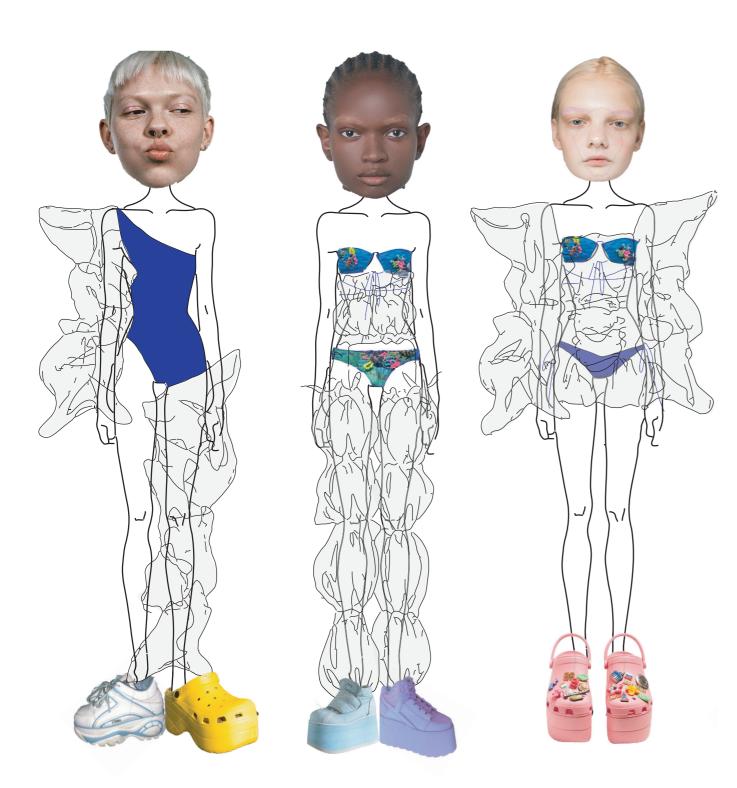






The pioneer Fortitude collection, consisting of 10 pieces, will debut in Spring/Summer 2022. Ranging from functional swimwear underlay garments to statement overlay pieces, this collection is ready to captivate the public. Fortitude's exclusivity means designing for drops. Our size range goes from XS to XL, with each garment being manufactured only once in each size. This also reduces our waste, reflecting what we stand for as a brand. We want to ensure quality and longevity, so each piece comes with a care label to help our customers properly take care of the clothing. Although the collection has been designed as six individual outfits, all our garments can be mixed and matched with ease. We would love to further develop our range to include accessories and shoes.

#### ...WORTH EVERY PENNY



Swim costume with tulle sleeve and leg - £438

Beaded bikini top - £342

Tulle low cut
jumpsuit - £474

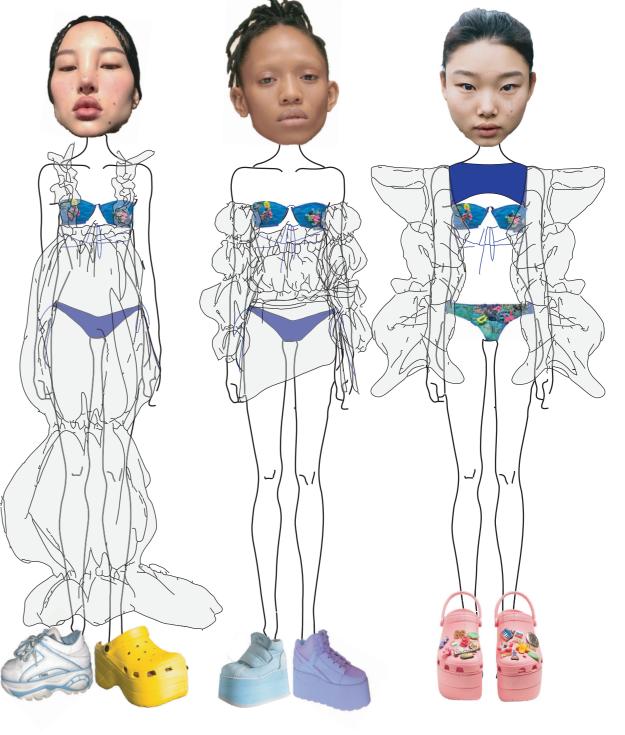
Tulle long sleeve blouse - £369 Blue bikini

bottoms - £171

Tulle low cut mermaid dress - £540

Shirred crop top - £369

Sheer skirt - £190



Long sleeve scuba sheer top - £297

Beaded bikini bottoms - £291

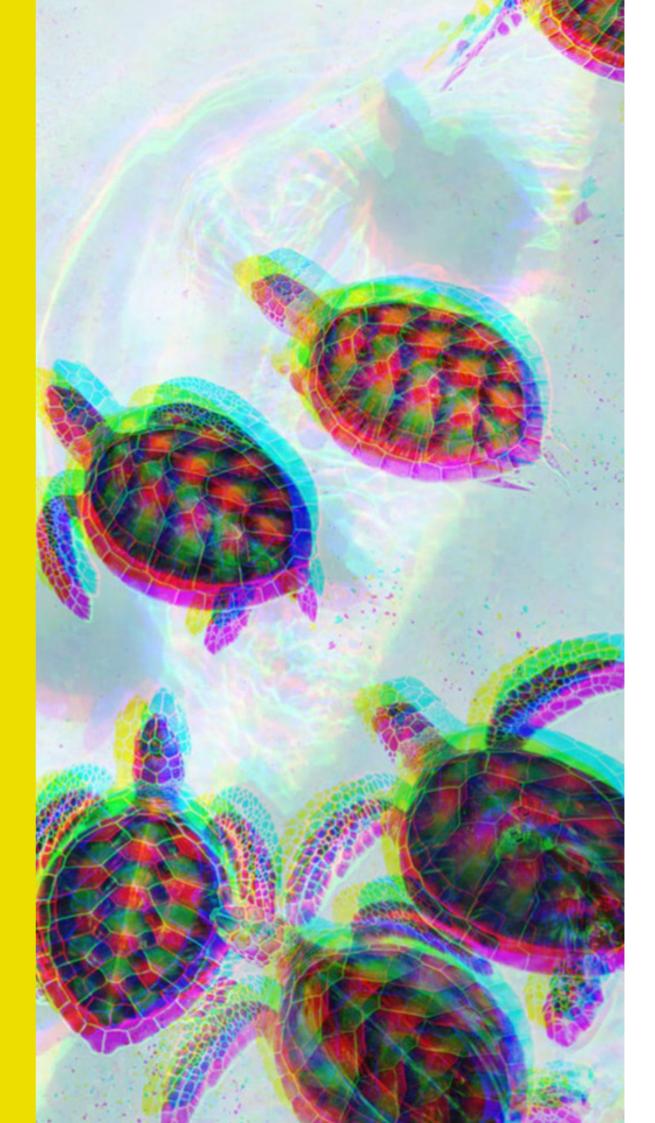
## Connect with us Connect with us

# e w o m

#### CONNECT WITH US

We are all about community at Fortitude. Our multiple touch points allow us to connect and interact with you conversationally to create an empowering community that shares our passion for positive change. Our key social media touch points are Instagram, Pinterest, YouTube and Spotify. Our website is also a key touch point to connect with you. This variation is key for us to form deep connections with our community. We aim for our online presence to be helpful, informative and visually stimulating to reflect our personality and brand identity. We hope to expand our online presence as we grow, but for our launch and infancy stage, starting small will help us connect deeply.

## WHERE TO FIND US



Where

#### Online routes

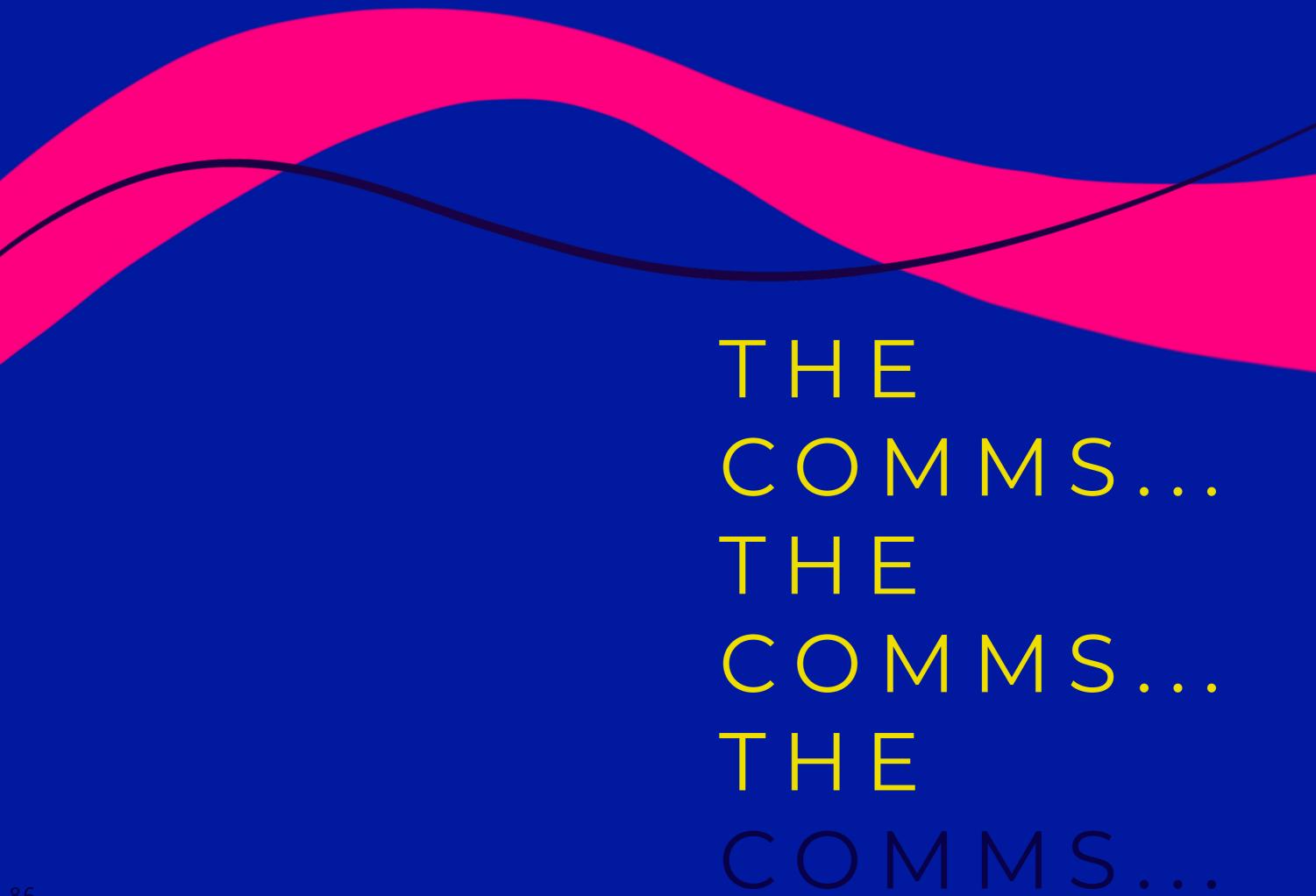
Exclusivity is at Fortitude's core. In the same way that we need to change our actions quickly to end plastic waste, you need to be quick to get your hands on our one-of-akind garments. We design for drops. For us it is all about creating build-up and anticipation around the launch of our collections, and then utilising our website as an online store to allow you to buy our products. Our website combines style and functionality. Through ease of navigation and aesthetic appeal, you'll be inspired to find out all about Fortitude in just a few clicks, from an 'about' section to a blog which will communicate our vision and inspirations. We ship world-wide to give as many people access to Fortitude as possible, and most importantly, to raise awareness of the issue we are inspired by.



### Offline routes



Equally, we desire our garments to be appreciated in person, and we know that many of you will feel a stronger connection with our brand and products in a physical setting. Remaining exclusive whilst maximising our reach, we aim to be available in the physical space of the renowned, luxury retailer Selfridges. Being privileged to have a unique display that reflects our brand image truly excites us. Opting for a business to consumer distribution strategy, as well as direct to consumer, allows us to be strategically placed against our competitors and to create a strong brand reputation. We dream of one day opening an independent, experiential retail space, but it is important that we build up our consumer base first.



## U Ш ШΥΖ

Pending Pending Pending Pending Pending Pending Pending Pending Pending

Pending Pending

Pending Pending Pending Pending

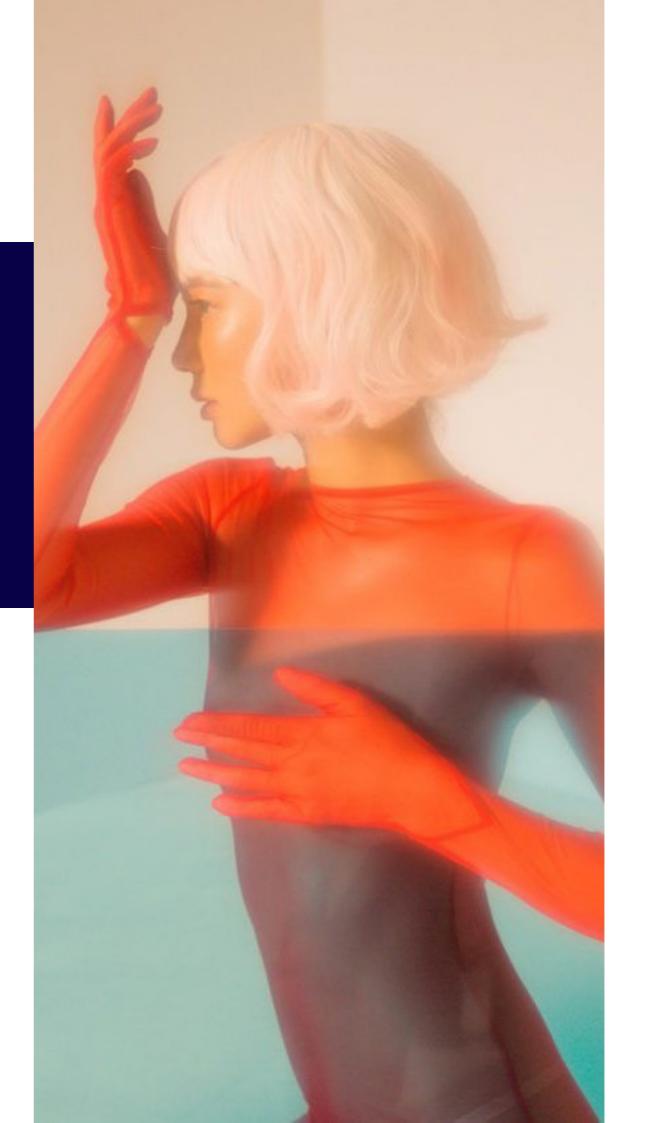
Pending



#### Phase 1:

## #FIND YOUR FORTITUDE

At Fortitude, we are all about confidence. Part of our promise is empowering females to feel like they can conquer the world. The #FindYourFortitude campaign brings to light why our brand exists and how we want you to feel. It is all about encouraging you, our Fortitude Family, to embrace what makes you individual by posting a selfie that is out of your comfort zone, accompanied by a caption about what you love most about yourself. We understand that this may not come naturally to many, so our aim is to encourage you to find your inner fortitude and glow with self-confidence.

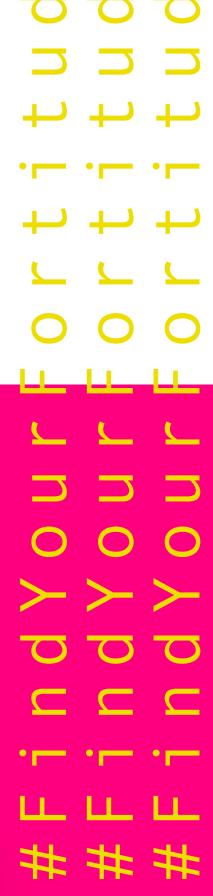


As part of this campaign, we will launch a competition for you to be in with a chance to win an ultimate experience for a day with our Fortitude Team. The winner will be chosen based on the best selfie and accompanying caption. They will have a one-to-one with our amazing designer Evie, see what goes on behind the scenes, and win a VIP ticket to the World Oceans Day pop-Up fashion event later in the year.









#### Phase 2:

We are plastic ocean inspired, inspired to make change. An impactful YouTube series will be a key part of our brand's communications. Our videos will be raw and transparent to showcase what is really happening in our world to increase awareness. At the same time, we want to emphasise that we at Fortitude are playing our part by using recycled plastic as a prominent design feature. We welcome you behind the scenes. The videos will feature our design processes - from collecting plastic from our oceans to incorporating it into our designs. Our intention is to increase engagement and provoke conversations about our brand. Ultimately, our goal is to inspire people to change their attitudes and their actions; to truly transform our oceans for the better.



#### YOUTUBE SERIES



## U<sub>Z</sub>

We value relationships. We want to develop relationships with genuine, real-life people who resonate with our brand values and our consumers. We know influencer relationships are continuously expanding in popularity and can be hugely inspiring and impactful. The transparency and authenticity of relevant influencers reflects us as a brand, making these influencer relationships a key part of our operations. We desire to work with a range of micro, mid-tier and macro influencers who are all strong, independent females with genuine followers.



#### Phase 3:



We plan to work with Stacey Dooley, known for her investigative documentaries and sustainable mindset. Stacey will connect with the depth of meaning behind our brand. Fashion influencers are equally important for us to develop relationships with. Notably, Pernille Rosenkilde, 'slipintostyle' Ellie, Nina Sandbech and Nnenna Echam are all content creators and confident fashionistas who love colour and sustainable fashion.



#### Phase 4.1:

Creativity and collaboration; two significant notions that make the world a better place. As part of our plan, we will collaborate with three creative artists who use their talent to promote ocean conversation. They share our vision and that is incredibly special to us. Vanessa Barragao's wall hangings, and the sculptures of Courtney Mattison and Mile Hipolyte, will provide new dimensions for our artistic direction and creative promotion. These collaborations will allow us to build interdependent relationships to address the significant issue of ocean pollution and to achieve positive outcomes.

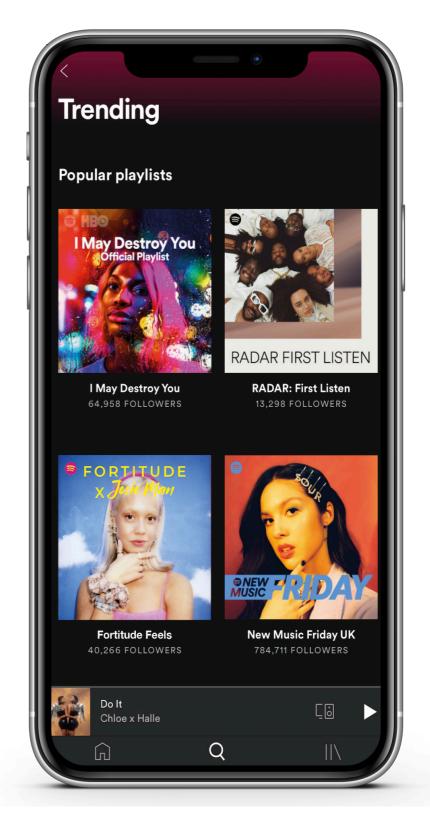


#### CREATIVE COLLABORATIONS

We will also be collaborating with up and coming fashion icon and singer Josie Man.

Music evokes emotion and stimulates connections. That is why Josie will be creating the unique 'Fortitude Feels' Spotify playlist to be played at fashion events that embodies the spirit of Fortitude. This creative collaboration will amplify our authenticity and cultural relevance.





Fortiude Feels Fortiude Feels tude Feels

#### PRIDED

#### Phase 4.2:

A key part of our brand is inspiring change. Naturally, our designs and design processes are eco-friendly and conscious, but we want to do more than that and infiltrate our values into our communication channels. We will partner with a charitable foundation whose mission and vision reflects ours in wanting to end plastic waste. We have conducted extensive research to identify three charities that would be a dream to partner with, namely SeaLife Trust, Ocean Generation and Plastic Oceans. You, our customers, come first, so we will create anticipation around this through social media campaigns to give you the opportunity to vote for the charity that you think we could best partner with. We will donate 30% of our profits to the chosen charity which will increase our corporate recognition and create positive outcomes for both parties.



#### O Phase 5:

To mark World Oceans Day, Fortitude will host a pop-up fashion event to showcase our pioneer collection. As a final phase in our communications, this event will bring everything together. The winner from the #FindYourFortitude campaign will attend this event as a VIP, as will the first 10 consumers to sign up to Fortitude's mailing list. Our creative collaborations will be evident through the playing of Josie Man's playlist and the showcasing of the ocean conservation artists' work. This fashion event will be based on a Cornish beach in the UK which has the highest levels of shore-based litter. Working with our consumers' chosen charity, we will create a movement to clear this beach of plastic waste to subsequently host our event with all those that matter to us.



### WORLD DAY

## FASHION POPUD EVENT

#### Press Release FORTITUDE

FOR IMMEDIATE RELEASE MAY 20TH 2022

Media contact:
Jessica Oldnall, Brand Manager
j.oldnall@fortitude.co.uk

Luxury start-up fashion brand reveals plastic waste cleaning movement and fashion event in Newquay, Cornwall

Up and coming 'plastic ocean inspired' fashion brand, Fortitude, have announced their pop-up fashion event to mark World Oceans Day and to showcase their recently launched collection. The special event will take place on Tuesday 8th June on a Cornish beach in the UK, which will have been cleared of plastic waste as part of the initiative.

Earlier this year, Fortitude launched their partnership with Ocean Generation as a result of an integrated social media campaign that gave their followers the opportunity to vote for their favourite environmental charity. To date, the partnership has been a great success for both parties, allowing them to build interdependent relationships to address the significant issue of plastic pollution. Fortitude and Ocean Generation will be working in synergy to clean the beach in Newquay in readiness for hosting the fashion event.

Creator and designer, Evie Fort, has felt a connection with the ocean for as long as she can remember. "The devastating impact of plastic pollution in our oceans fuelled my desire to inspire change through a brand that I have always dreamed of creating. This plastic waste cleaning movement and fashion event is the most amazing way to raise awareness and highlight the need for change. I am so proud of this achievement. It is going to feel so surreal for me on the day but I cannot wait!" says Evie. She continues, "Though this event may be temporary, our focus on sustainability should remain forever. My goal is to make people think about their actions so we can ultimately end plastic waste. Our oceans deserve better."

The plastic waste cleaning will occur during the two weeks preceding the event to ensure it is safe to host. The event will be the final phase of Fortitude's official launch, bringing all their prior communication and marketing efforts together. From influencer appearances to showcasing the work of artists inspired by ocean conservation, this fashion event will definitely be one to remember. Find out further details on their website at fortitude.co.uk/inspiringchange.

#### **ENDS**

#### About Fortitude:

Fortitude is a British luxury womenswear brand. We seek to act as a new medium for raising awareness of plastic ocean pollution; making humans aware of the damage that we are causing to our beautiful oceans that make life on earth possible. These powerful messages are portrayed through our statement, work-of-art garments that embody both the strength and vulnerability of femininity through creative embellishment and fabric manipulation. Fortitude means 'courage in pain or adversity'. In a tough situation, Fortitude gets you through. With Fortitude as our attitude, having the power and strength of mind to encounter and confront danger, we can effect change. Change for the better.

#### Possible image:



Send to:
hello@theface.com
advertising@theface.com

### CRITICAL PATH

Communication	J	F	M	A	M	J	J	A	S	0	N	D
Website launch												
Posing on socials												
#FindYourFortitude campaign												
Email marketing												
Influencer relationships												
Creative collaborations												
Charity partnership												
YouTube series												
Social media campaigns												
Press release												
World Oceans Day pop-up event												
Range in Selfridges												



### PLASTIC OCEAN INSPIRED... ...INSPIRED TO MAKE A CHANGE

