

# FORTITUDE

## ...IS OUR ATTITUDE

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



PLASTIC OCEAN INSPIRED,  
INSPIRED TO MAKE CHANGE.

### Our 3 T's

#### TRANSPARENCY

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

#### TOGETHERNESS

We are all human and we 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.

We are...  
*FEMININE*  
*HONEST*  
*EXTROVERTED*  
*EMPATHETIC*  
*CONSCIOUS*





# ARE YOU ONE OF US?

At Fortitude, we are wholly driven by our consumers; our **Fortitude family**. Fortitude designs for a sustained lifestyle. We promise to offer life-long, work-of-art clothing that makes females feel like they can **conquer the world**, no matter who they are.



## “The Rebel”

Does not care what people think  
Is not trend driven  
Despises working a 9-5 job  
Loves unique fashion pieces and up-cycling  
Is extroverted and confident

EXPLORER  
CREATOR  
OUTLAW

Brand  
Archetypes:

## “The Eco”

Is environmentally conscious  
Leads a healthy lifestyle  
Likes to shop small and sustainably  
Views wardrobe as an investment  
Cares deeply about world problems

CAREGIVER  
INNOCENT  
SAGE

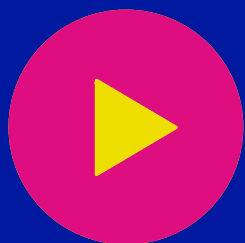
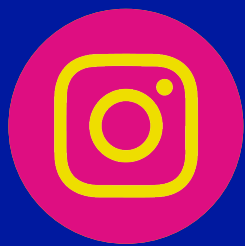
## “The Affluent”

Sees price as a signifier of quality  
Has a high social media following  
Is ambitious in their personal lives and careers  
Desires consumer experiences from brands  
Loves the concept of exclusivity

MAGICIAN  
JESTER  
RULER







The launch of Fortitude is pending.  
We want to build anticipation and desirability.  
From a website that combines style and  
functionality, to creative collaborations,  
we've got exciting news coming your way.  
Watch this space...

COMING SOON...

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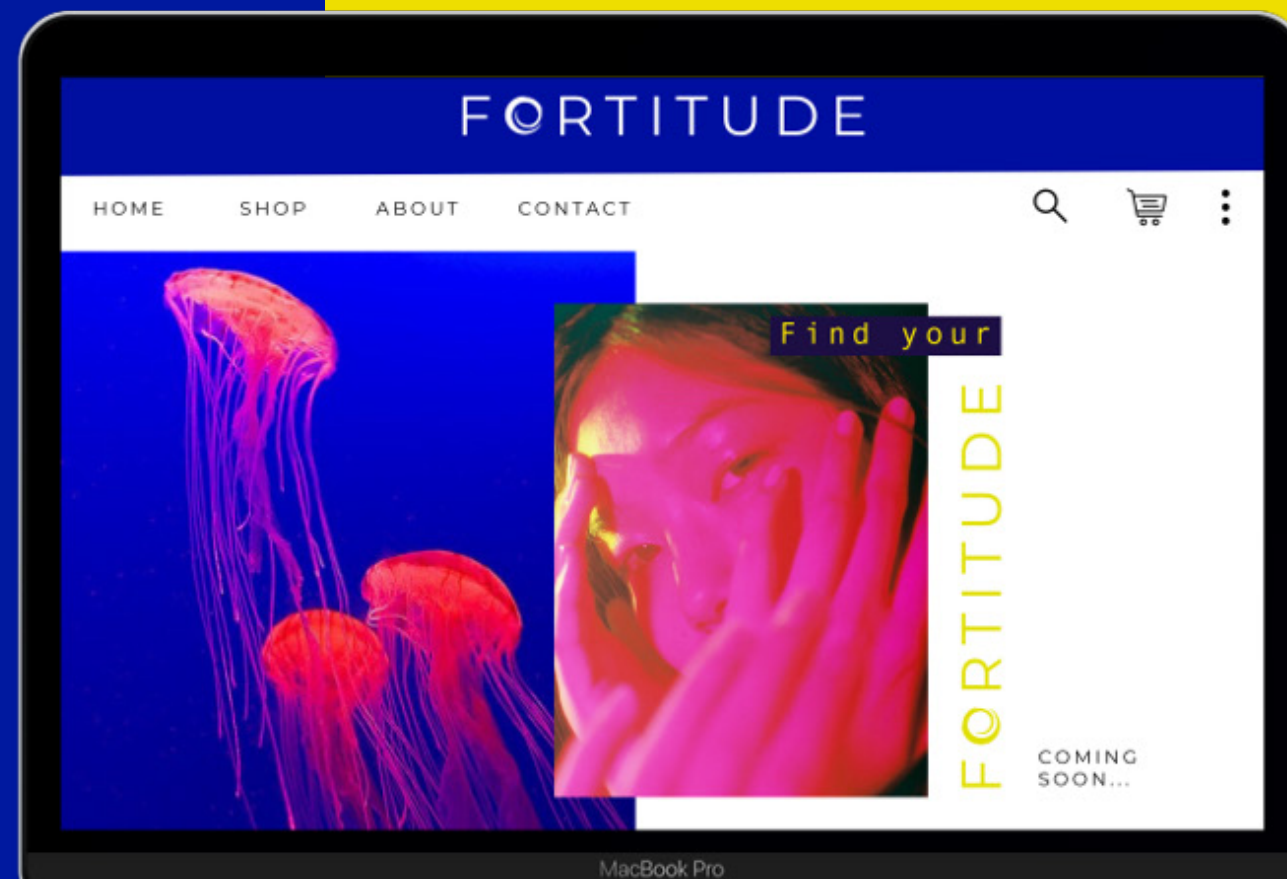
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Follow us on  
our journey!



Collaborations.  
Partnerships.  
Launches.  
Events.  
Competitions.  
Campaigns.  
Influencers.  
Socials.