

CREATIVE PORTFOLIO
2024

SOCIAL MEDIA ASSISTANT, EXECUTIVE
& MANAGER | FIRST CLASS FASHION
COMMUNICATION GRADUATE

LONDON

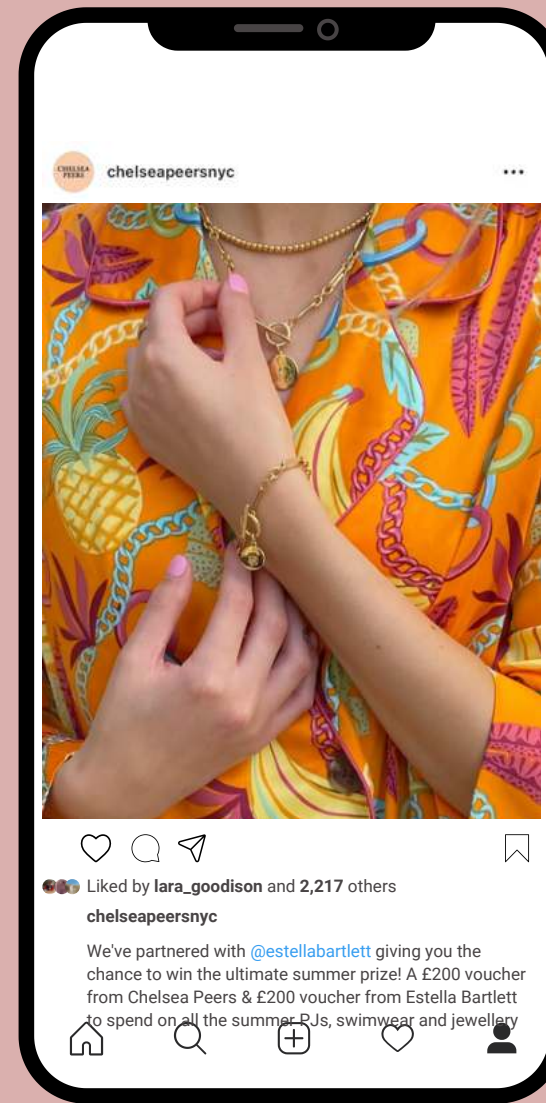
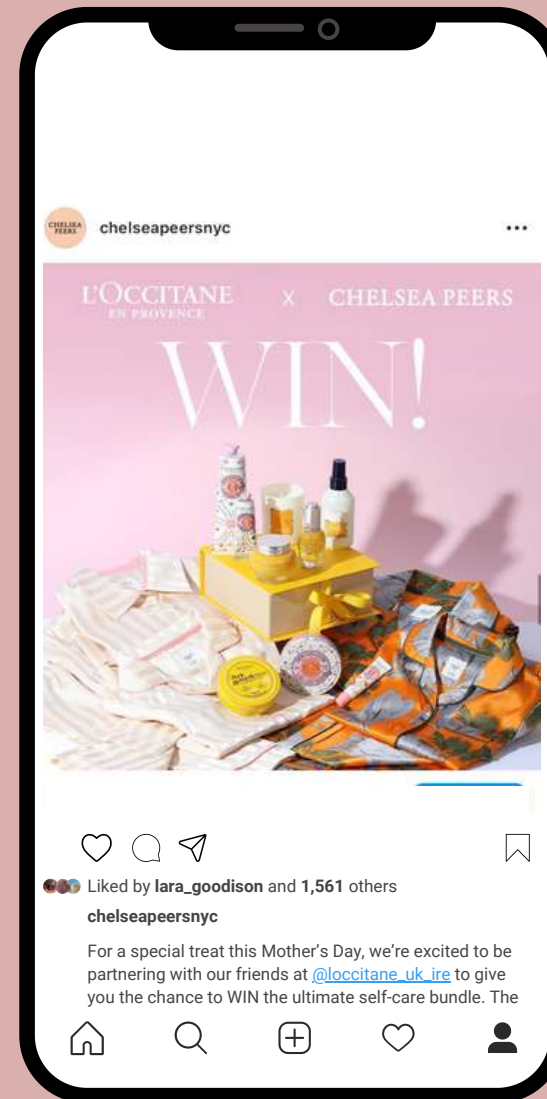
INDIA
SUSANNAH
GOSS-CLEMENTS



CHELSEA PEERS NYC

ART DIRECTION, STYLING & PRODUCTION FOR BRAND PARTNERSHIPS

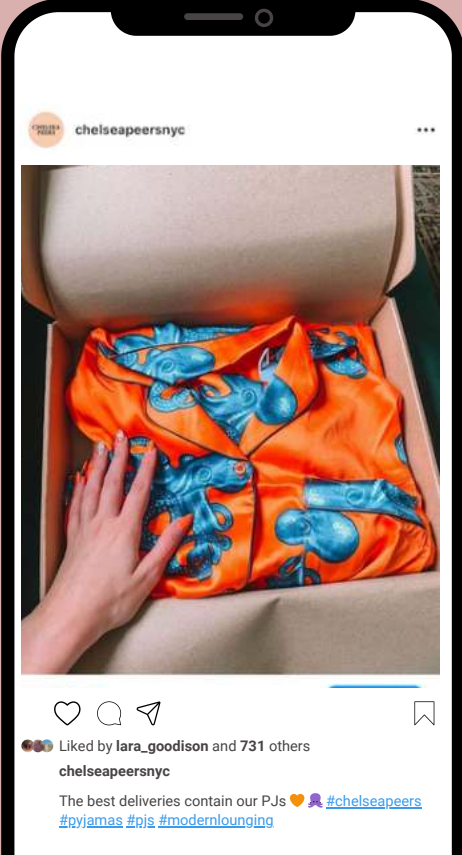
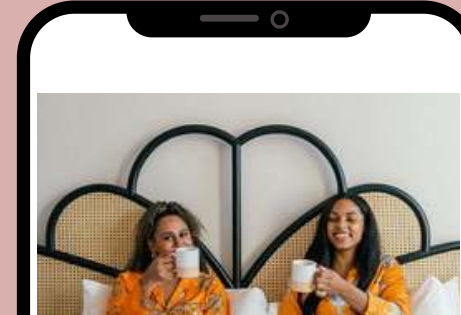
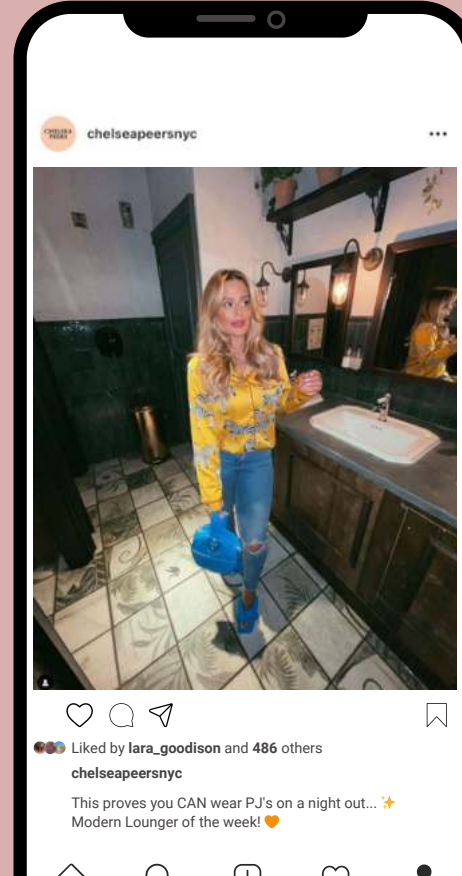
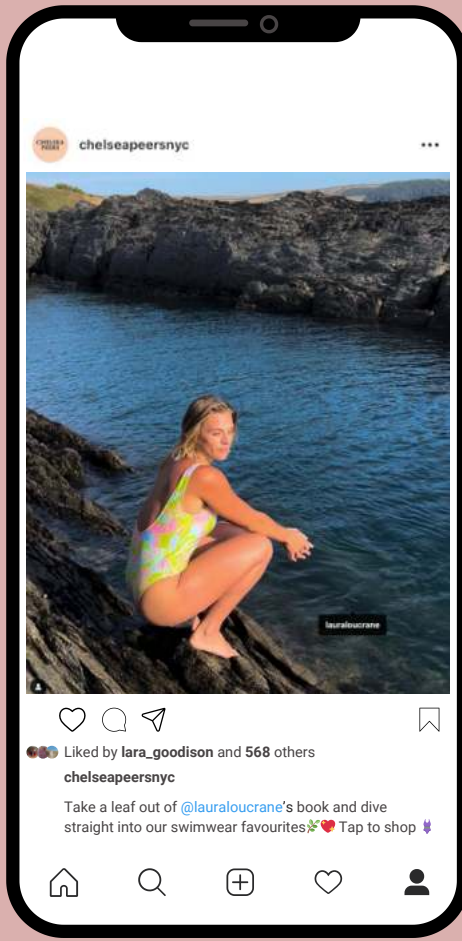
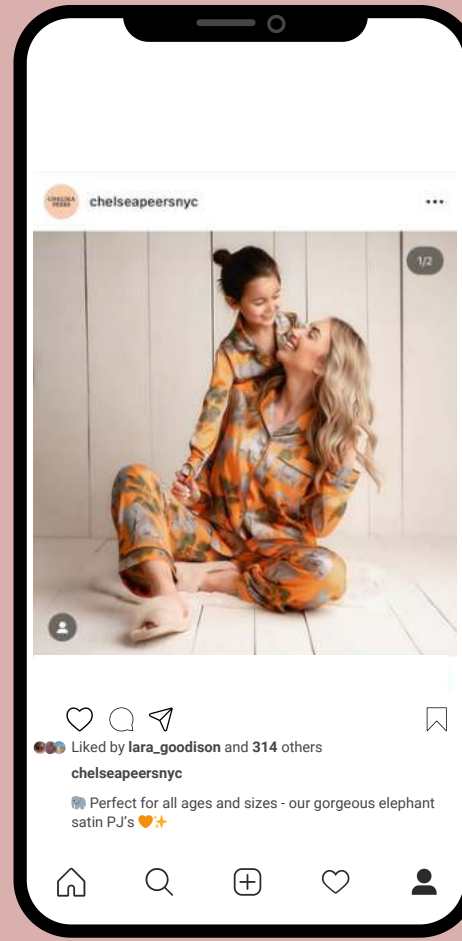
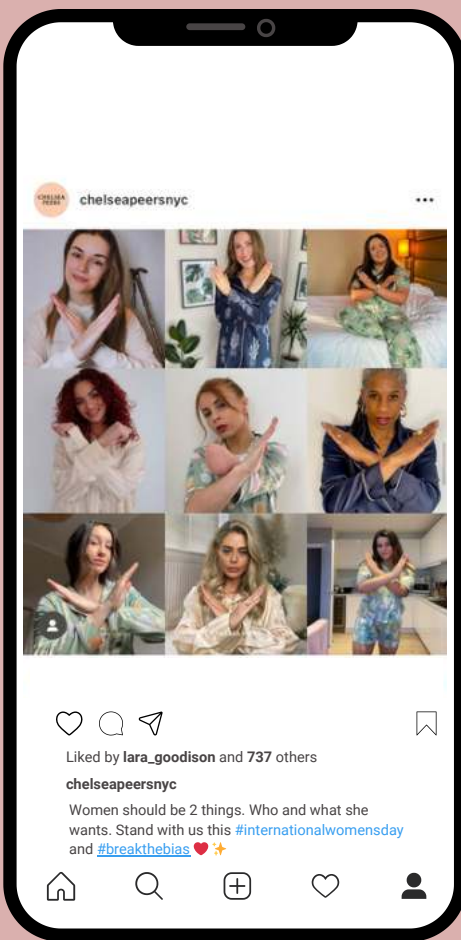
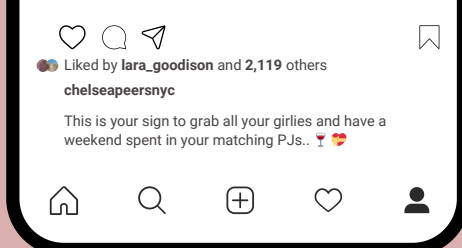
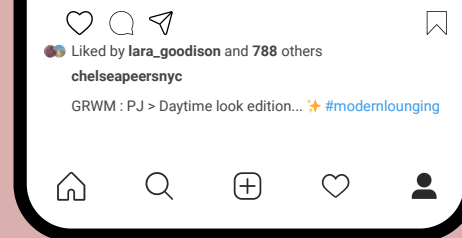
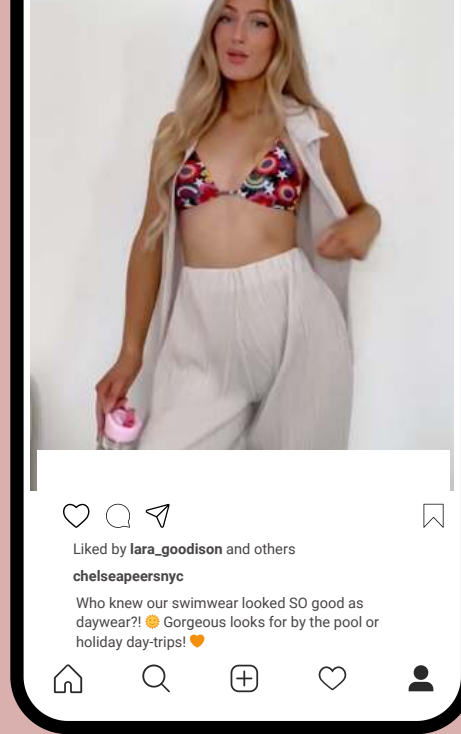
As part of several collection launches, social media strategy, #12daysofchristmas, or various PR campaigns, I managed and directed all brand collaborations. Establishing through excellent networking and increasing organic brand awareness, I negotiated contracts and designed the content plans, finalising live media and tracking performance.



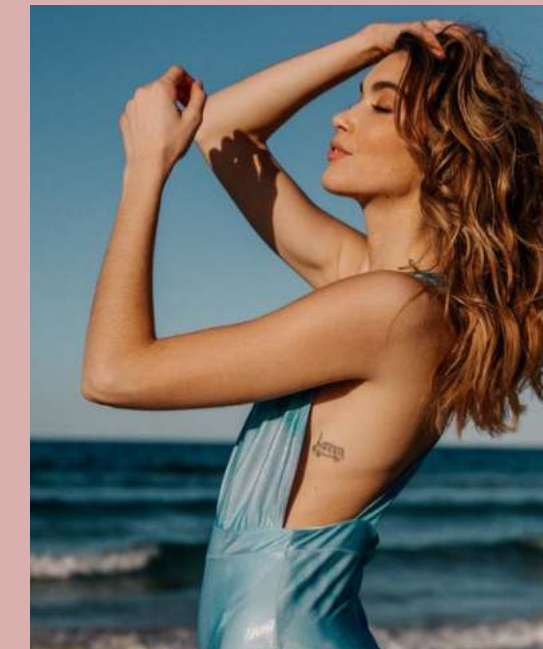
CHELSEA PEERS NYC

ART DIRECTION, STYLING & PRODUCTION FOR INFLUENCER COLLABORATIONS

Working with thousands of influencers across SS21 - SS23, I designed and launched a brand ambassador programme, alongside running hundreds of gifting collaborations. Paid collaborations included the negotiation of content plans, agency fees and posting rules.



CHELSEA PEERS NYC
ART DIRECTION &
STYLING FOR
CAMPAIGN
PHOTOGRAPHY

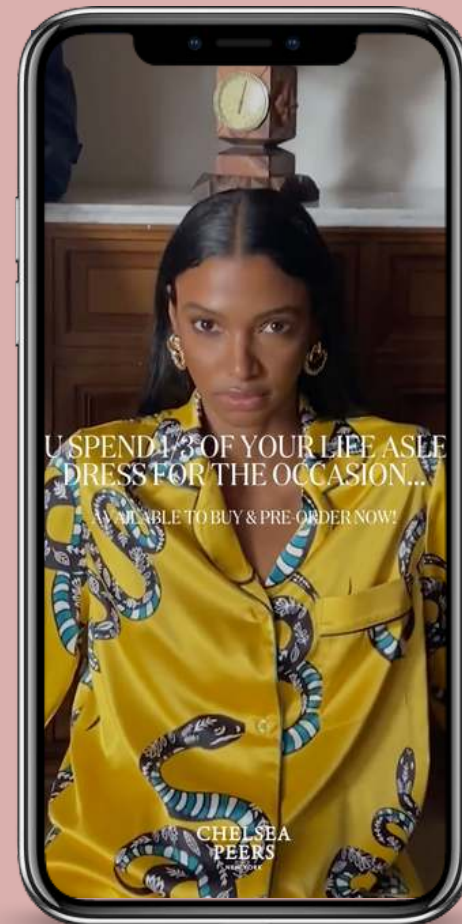




CHELSEA PEERS NYC ART DIRECTION, STYLING & POST PRODUCTION FOR CAMPAIGN & SOCIAL VIDEOGRAPHY

Planning and attending campaign shoots, giving leading art direction, filming and styling plus capturing BTS content for social media. Post production editing for website, IG reels, TikTok, YouTube look books and paid ads.

Please find more examples and links to social channels here.



CHELSEA PEERS NYC

ART DIRECTION & STYLING FOR FLATLAY / PRODUCT PHOTOGRAPHY



CHELSEA PEERS NYC
LOUNGE THE
WAY YOU FEEL :
SS22 CAMPAIGN



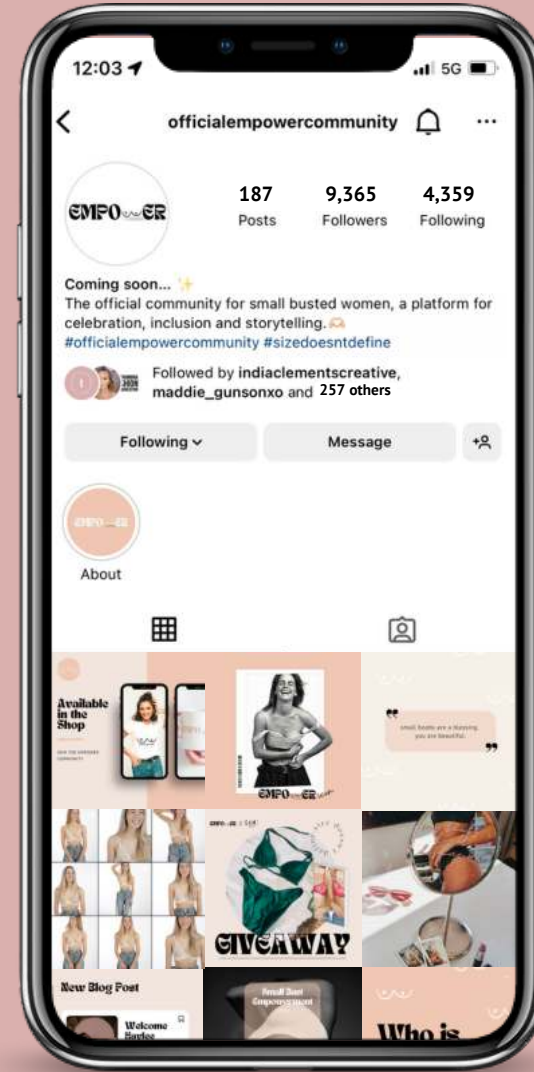
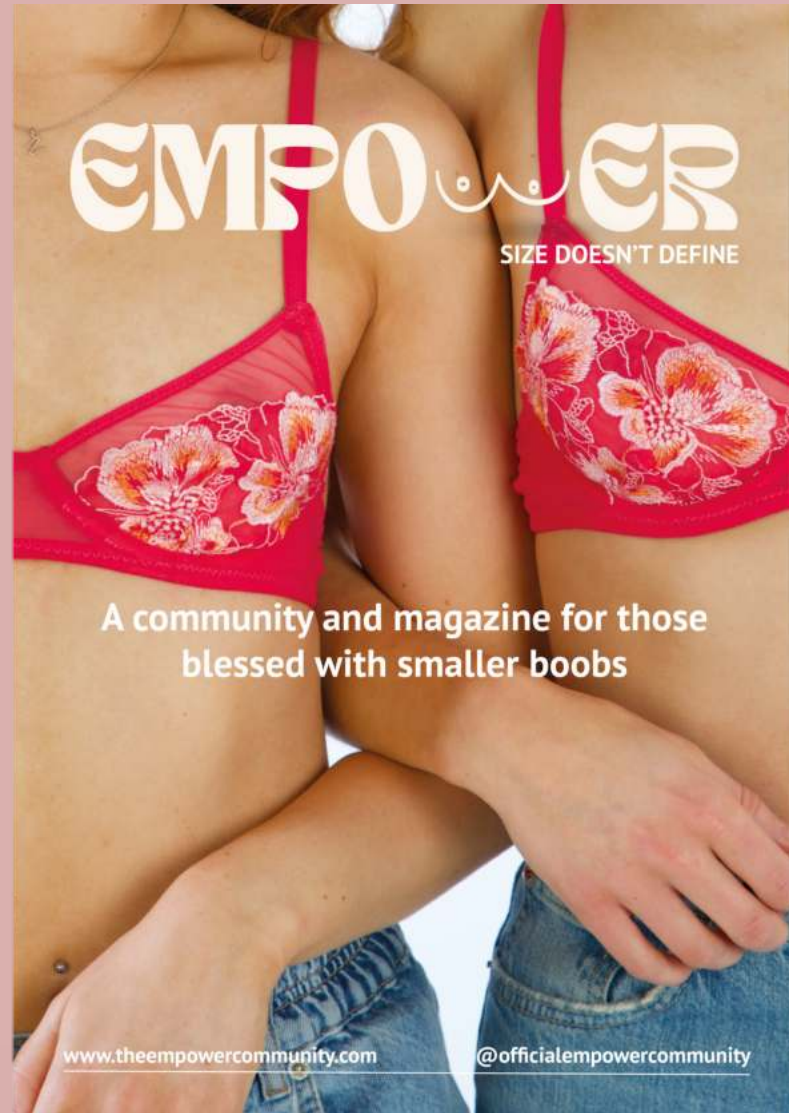
I curated this entire marketing campaign from initial concept to completion, attending all the marketing meetings to pitch and finalise my creative concept; then taking the campaign to shoot including directing the overall look and feel of the imagery and videography for both E-commerce and Paid Ads.

I designed a full teaser and launch campaign which ran across organic and paid marketing channels, alongside an interactive quiz for the website. I collaborated with Kiehl's on a PR collaboration, which resulted in £9k worth of sales alone.

The organic loungewear expresses a kaleidoscope of hues, each colourway encapsulating a mood or feeling, from energetic yellow to calming blue. The campaign, alongside promoting organic sustainable fashion stands for interlacing feeling through wear and colour, encapsulating a real storytelling experience of empowerment whilst wearing this collections pieces.

BRAND LAUNCH, ONLINE COMMUNITY,
MAGAZINE AND COLLABORATION

EMPOWER



EMPOWER is an online community and quarterly magazine celebrating and raising awareness on the topic of having a small bust. It's a platform for smaller busted women to come together to talk, celebrate and accept their bodies for the way they are. My brand and business plan was nominated for the Best Business Award at Graduate Fashion Week 2023.



NASTY GAL FESTIVAL SEASON CAMPAIGN

ENCORE!

Blending Nasty Gals' thrifting and vintage fashion roots with the festival season, I designed a creative and strategic year-on-year campaign to assist Nasty Gal in their forward-thinking approach to sustainability.

WHY? ENCORE! BY *Nasty Gal*

CONCEPT

ENCORE!
noun
A demand for **repetition** or **reappearance** made by an audience.

- Dedicated to promoting outfit re-working, **ENCORE!** is here to see **festival clothing re-cycled into everyday looks**
- Responding to the growing need for sustainable fashion and taking inspiration from chanting festival crowds, **ENCORE!** represents clothing being up-cycled, re-worn and **seen again**, blending **vintage** and **thrifting culture** with the festival season
- Built around **three** core stages, throughout the festival calendar, **ENCORE!** is focusing on **re-working** the entire season

ENCORE! IS BETTER

WHY? ENCORE! BY *Nasty Gal*

RATIONALE

- In a 2019 study, every year, **7.5 million festival outfits are single-use**, feeding into the mentality that condemns **'outfit-repeating'**
- With a market that's focused on **sustainability and transparency**, Nasty Gal is ready to take on one of the largest waste-contributing events - **the festival season** - in their new **year-on-year campaign, ENCORE!**
- Inspired by the likes of touring artists such as **Billie Eilish** and **Coldplay**, Nasty Gal takes **sustainability from the arenas to the festival grounds**
- By positioning themselves at the biggest UK & US festivals, Nasty Gal is ready to **reduce the impact of festival waste**

ENCORE! IS BETTER

WHERE? ENCORE! BY *Nasty Gal*

LOCATIONS

ENCORE! will be at the two biggest festivals this summer - **Glastonbury** and **Coachella**. Maps will be provided to show festival goers where **ENCORE!** will be positioned.

ENCORE! X COACHELLA

ENCORE! X GLASTONBURY

HOW? PRE - FESTIVAL SEASON ENCORE! BY *Nasty Gal*

THE POP-UPS

BRING, SWAP & THRIFT

- The event will focus on **photoshoots and content creation**, handing the reins to the Nasty Gal community
- #ENCORE!GalsDoItBetter** / **#ENCORE!GalsDoItAgain**
- Bring, swap and thrift** theme allows guests to **re-imagine** famous festival fashion categories
- Guests bring **three** festival pieces (vintage/previous Nasty Gal collections) to style with the SS23 collection
- Vintage items are labeled with a **storytelling tag** to show the history and memories
- Final looks are used for **storytelling content creation** e.g. mini interviews for Instagram and TikTok

POP-UP DETAILS

- Location:** Shoreditch, London and Haight-Ashbury, San Francisco
- Date:** 15.5.2023
- Time:** 10am-4pm
- Guest List:** vintage/sustainable fashion influencers (30 per event)

VINTAGE STORYTELLING

ENCORE! IS BETTER

HOW? MID - FESTIVAL SEASON ENCORE! BY *Nasty Gal*

AT THE FESTIVALS

ENCORE! KINETIC DANCE FLOORS

- By turning **dance energy** into a **sustainable power source** for festival stages, lighting and props, Nasty Gal's community can power the festival season!

ENCORE! ENERGY WRISTBANDS

- Given to festival-goers at **ticket checks** and gifted **ENCORE!** influencers pre-festival
- Wristbands are **charged by dance/movement** and handed back into **ENCORE! collection points** or ticket checks to give energy back to the festival production

ENCORE! DONATION VANS

- Vans will **collect donated festival clothing** for the SS24 collection in an aim to reduce ticket holders and Nasty Gal's festival footprint

ENCORE! IS BETTER

HOW? MID - FESTIVAL SEASON ENCORE! BY *Nasty Gal*

ENCORE! ADVERTISEMENTS

ENCORE! FESTIVAL WALL & PHOTO BACKDROP

ENCORE! IS BETTER

HOW? MID & POST - FESTIVAL SEASON ENCORE! BY *Nasty Gal*

MID & POST FESTIVAL PROGRAMME

RENT OR BUY SCHEME

- All festival pieces are available on a **rent or buy scheme** - they can be used for the festival season and returned to be up-cycled or kept and used as everyday wear
- The renting option offers customers a **loyalty scheme/prize** e.g. rent 5x items of Nasty Gal clothing to be entered into a draw to win £500 voucher

DONATIONS UP-CYCLED INTO FUTURE COLLECTIONS

- All of the fabrics and materials gathered from **ENCORE! Donation Vans** are re-worked into new designs for **SS24/AW24**

DIY SERIES & COMMUNITY COMPETITION

- Working with influencers known for their innovative vintage styling, the **DIY Series** would be promoted by **Tasha Ghouri (UK)** and **Madeline C White (US)**
- Social media and blog content focusing on **styling and re-working festival clothing into everyday wear**
- ENCORE!GalsDoItBetter Instagram Competition** running from June - September, encouraging Nasty Gal's audience to create everyday looks from festival wear. Monthly winners get **exclusive access to the SS24 festival collection** (1 month early) and a **25% voucher off every Nasty Gal purchase** (valid for 1 year)

ENCORE! IS BETTER

HOW? MID & POST - FESTIVAL SEASON ENCORE! BY *Nasty Gal*

ENCORE!GALSDOITBETTER COMPETITION

ENCORE! EMAIL NEWSLETTER

ENCORE! SOCIAL POST

ENCORE! IS BETTER

HOW? FUTURE OF ENCORE! ENCORE! BY *Nasty Gal*

RESULTS & FUTURE

BE A LEADING VOICE IN REDUCING FESTIVAL FASHION WASTE

- Building on Nasty Gal's Corporate Sustainability Aims - using **surplus fabric and sustainable fibres** - **ENCORE!** will continue Nasty Gal's dedication to reducing its impact on the environment!

FIRST BRAND TO LAUNCH A FESTIVAL BUY OR RENT SCHEME

- As a **Nasty Gal trademark**, **ENCORE!** can pioneer a new festival fashion concept, gaining **brand loyalty** portraying Nasty Gal as **innovators** and working towards a sustainable future

TAKING A HANDS-ON APPROACH TO FESTIVALS

- Educational and fun **interactive elements** at festivals creates a community in league with Nasty Gal to give back to the festival sector

COMMUNITY ENGAGEMENT & CAMPAIGN GROWTH

- As a **year-on-year** campaign, **ENCORE!** offers endless marketing opportunities for festival collaborations, influencer partnerships and community involvement, remaining **relevant and on-trend**

ENCORE! IS BETTER



