

Lucy Cartwright

**CONTEMPORARY FASHION
BUSINESS**



Introduction



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For the contemporary fashion business module our goal was to create a successful launch night for the 2020 graduates and for studio 204. The night sees the launch of studio 204, created by the third years of fashion marketing and communications to showcase their work as well as give the course a clear and identifiable brand. The event will be one to remember but it is our responsibility to make it a success.



As a part of the module we were split into two teams based on the industry area we believed ourselves best suited. These were the creative team and the project management team. For myself I struggled in choosing a team as I have strengths within both areas and believe both are massively beneficial in the industry. The team I decided on was the project management team in aim to expand my business skills and mindset as well as prepare myself for entering an industry where this thinking is vital to be a success.

Jobyale

SPONSORS/SPONSORSHIPS

Within the project management team, my role was to find and manage sponsors, allowing me to gain valuable experience in an area of the industry I have never explored. When taking on this job I wanted to gauge a clear understanding of what sponsors were and what companies/brands would expect, this was hugely beneficial as it directed me to further research, clients. In looking for clients I knew the importance of finding companies/brands that would be willing/able to involve themselves in our event, with this in mind I focused on contacting local companies/businesses in and around Chester, supporting the local community and aiming to cause little or no conflicts of interest. I was aware how vital it would be to maintain a high standard when looking for clients, with focus on avoiding political clients and ones with different morals as we as a course possess. Within this area I was able to expand on my researching skills hugely, ensuring we had the best clients possible

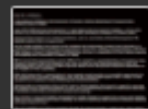


CHESTER

THE CHESTER GROSVENOR

ZOO

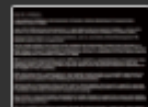
info@escapismchester.co.uk
University of Chester Fash... 20/02/2020
To whom it may concern, I am writing to ...



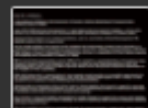
Hotel@ChesterGrosvenor.com
University of Chester Fash... 20/02/2020
To whom it may concern, I am writing to ...



mpcsales@magprint.co.uk
University of Chester Fash... 20/02/2020
To whom it may concern, I am writing to ...



press@blurb.com
> University of Chester F... 20/02/2020
To whom it may concern, I am writing to ...



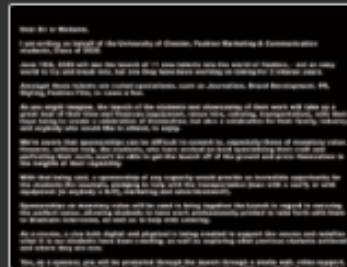
team@mixam.co.uk
University of Chester Fash... 20/02/2020
To whom it may concern, I am writing to ...



University of Chester Fashion Marketing and Communications Launch Night Sponsorship



Studio 204
Thu 20/02/2020 13:14
Hotel@ChesterGrosvenor.com ▾



To whom it may concern,

I am writing to you on behalf of the students studying Fashion Marketing and Communications at The University of Chester in regards our launch night in June.

As we are still a small course we are hoping to gain sponsors for the event so that we can create something truly memorable.

There is an attached letter explaining this in further detail, please don't hesitate to contact myself with any further questions you might have.


I look forward to hearing back from you soon.

Best wishes and kindest regards.
Lucy Cartwright

Studio 204

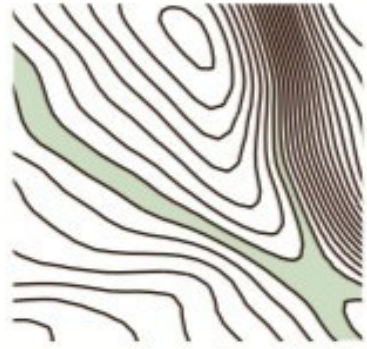


Reply



Once I had gathered myself a database of 30-50 clients, I conferred with the creative team about a sponsorship letter, outlining what we would offer potential sponsors, how their money would be used, also providing details about launch night. At this point in the process my communication skills became tested due to delays in receiving documents, causing me to postpone sending of letters and discuss a new date with my team member sending invites, still communicating effectively and efficiently.

Having sent letters I received three responses, two from property development companies and a start-up clothing brand. When discussing with the companies what they would expect I made the decisions to decline the clothing brand as they wanted to exhibit their own work. My reasoning for this was not wanting to take away from the graduate's work by having the companies work present, nor did I want this to be a cause of confusion to guests. Even though this was a difficult decision I tackled it head on and was upfront with the company immediately after discussing with my team, further improving my communication skills by dealing with this uncomfortable situation.



TOUCH
DEVELOPMENTS

RITUALS

www.ritualsapparel.co.uk





Fashion Business

That's what I sent Tracey yesterday xx

Deena Lee Walker

Deena started a video chat.
Friday 10:34

Join

Deena joined the video chat.
Anna joined the video chat.
Jane joined the video chat.
You joined the video chat.
Alicia Amy joined the video chat.
You joined the video chat.

Jane Berry

Dee have you got notes from the meeting with Tracey? Xxx

Deena Lee Walker

The video chat ended.
Friday 11:51

Call Again

FRI 13:08


Type a message, @name...

OPTIONS

- Search in Conversation
- Edit Nicknames
- Change theme
- Change Emoji

PEOPLE

- + Add People
- Deena Lee Walker (Admin)
- Alicia Amy Jones
- Anna Bevilacqua
- Demi Jones
- Jane Berry



project.comms_ Message +

11 posts 12 followers 12 following

Project Management Team
Studio 204
Launch Night
17/06/2020
aliciaamyjones.wixsite.com/studio204management

Followed by lucy.fashionmc, demijonesx, aliciaamy.jones + 6 more

POSTS **TAGGED**

Within the current climate my role has had to adapt. I have been keeping in constant contact with the two sponsors through email, updating them as best I can to provide reassurance and clear information in uncertain times. Along with this change we have also had to adapt as a team to overcome challenges of communication. To do this we have been conducting weekly meetings through video call and having group discussions. This way of communication has had some difficulties through people not joining video calls or replying to messages, even so we have confirmed that all group members are aware of what is happening and are happy with how everything will progress. For each video call someone has written out what has been spoken of, the deadlines we have in place and what is expected of everyone for when we next talk. This way of conversing has been a huge success and has given me the skills to communicate further using technology as well as the confidence to take this into industry

Cagney

FASHION STYLIST

A fashion stylist is the career I am wanting to explore after university. As much as this career path is dependent on being creative, there is an equal importance on understanding the business aspects. In being a part of the project management team, I have worked alongside many different areas, providing me with huge insight as to how companies must think, giving me an understanding of how to be a success. This starts at the beginning, preparing me for what I should expect within the industry.



Conclusion

STUDIO
ZOOAL

In this module I have been able to adapt and expand on my skills in multiple ways, from development in communication to a greater understanding in researching. All are vital when making the step into industry. I feel as though I did choose the best group for myself as I now have a broader understanding into the business side of fashion which will benefit me when stepping into the industry and when taking on jobs from clients. I have come to realise the importance of knowing this area of fashion putting me ahead and one step closer to my career.

