

Stage 2 Research Project B – 2015

School Assessment Cover Sheet for

➤ Assessment Type 2: Research Outcome

SACE Registration Number:

Research Question: What factors contribute to
getting a fashion label recognised outside of
Adelaide

word count 1970
(2000 max or 12 mins)

Synthesis
S1
S2
S3

I decided to quote Karen Webster, she was interviewed in the Sydney Morning Herald. I thought this advice was very strong and stood out to me. This is why I have used it as another attention grabbing quote. Similar advice occurred within my research and I cross referenced this with three other articles. Karen's quote is honest and true, it suggests to the reader that to be successful you have to be original and she has put it in a very fashion friendly way and I believe it was important to highlight her words.

Catchy phrase, the article is not supposed to be full of writing, it's based on tips. Allowing the article to be easy to read and follow. This is because creative people such as people aspiring to be fashion designers choose this career path because they are both interested in this field and literacy careers are not there thing. Therefore this type of person wants short simplistic answers instead of large amounts of text.

Big clear title, large font to stand out to the reader. Grabs reader's attention. All magazine articles have big headings (refer to appendix A) (I will get an example of a magazine article with big heading).

Want your new fashion label noticed?

Designing Dreams

Tips Told By VM

Vision magazine have presented in some research for those fresh designers out there trying to make it big.

We've invested in some research and interviewed local designers in the small town of Adelaide and want to share our knowledge on how to make your labels get noticed.

"Work hard, every day. Know your work inside and out, and never give up on that dream"
- Paolo Sebastian

According to Alex Perry and Tom Ford two worldwide fashion icons. Before creating a fashion label, you better know yourself first. Those aspiring designers out there will never break the tough industry of fashion designing if you do not follow your gut instinct. Ladies and gentlemen, this may sound simple but these guys know what they're talking about.

So why is it so important to know yourself before beginning? Because when you become a fashion designer you give the world your taste (Tom Ford, 2015). All your likes and dislikes will become the DNA of your brand and represent you. Once you understand who you are and what you want, then create the DNA for your label. Therefore people will remember you and your label, it will become your signature.



In an industry jam-packed with talent, skill and ambition, is a degree in fashion design really necessary for success?

There's also a lot of controversy whether or not studying fashion is beneficial in creating a successful label. So we thought we would investigate and find out if it is worth it.

"Can you be a successful designer and never attend college? Absolutely, but that's not the norm and that is the critical message (Marquita Harris, 2013). According to Joanne Ackcliffe, head of the School of Art and Design at New York's Fashion Institute of Technology. The brilliant part of attending a fashion school is it teaches you everything that you'll need. The practicals, problem solving skills, critical thinking it's everything that a successful fashion designers needs to know how to do. This does not mean you must participate in an art and design course or school, however it would always be beneficial to learn the tricks of the trade. You can still be successful without completing a course, but it is recommended so that you can receive all the knowledge you need before starting your own label.

A thing lots of designers are doing wrong is they are creating unoriginal designs. To get a new label noticed and stand apart from other brands it must be creative and new. You must develop your own unique style and inspire yourself to as many influences as possible.

The fashion industry is certainly hard to break into unless you truly have a very real point of difference, so consider what that is or could be. It's up to you how you can truly set yourself apart.

"Because if you just copy Prada you'll never make it"
- Karen Webster



Some volunteers from Vision went out to interview local designers, Jaimie Soriano, Casper and Pearl, Jackson Burke, Satya Komarcous and Paolo Sebastian. These are all now interstate or

Using a quote from my research. This came from my primary source, Paolo Sebastian. I have used this specific text as a quote rather than including within the article because magazines use inspirational quotes to appeal to certain people and encourage them to continue reading. Likewise this information came from a very reliable source as it was secondary.

I decided to incorporate information on fashion schools because it seemed to be a much undecided topic. Whilst researching found many people split into two mind about whether or not courses are needed or beneficial towards fashion designing. The readers of this article would like to know the truth and proper ways to fulfil their goals. That is why I went into lots of depth of research in this topic. Overall there were sources that believed courses are unnecessary, however I found majority of larger or international fashion designers had completed some type of background course or schooling in fashion. Providing the reader with factual information and suggestions in what direction to begin will make the article not only interesting but useful.

This article is supposed to be very relaxed, inspirational and straight forward. The reader is made to feel like the article is speaking to them and encouraging them to follow their passion. By revealing that the information is from big designers it suggests the information stated must be factual and works. I have included this information because many different sources all stated that you have to follow your gut instinct to break into the fashion industry. This tip was cross referenced from a vogue magazine and a Herald Sun newspaper. Both very reliable sources. It highlights to the reader the importance of being confident in their work and that it's proven to work for some, both Alex Perry and Tom Ford.

The article makes the reader think uniquely by leaving open questions. This type of communication interests readers, especially those who are open-minded and creative. Which would be the main target due to the magazine being on fashion.

I sourced this information from my primary sources in my folio. I had interviewed each of these designers through either email or in person. Their advice backed up my information and I could trust as they were reliable sources.

Advertising was included in the top 3 because after researching I found it to be one of the most suggested ways of marketing.

Because this topic is still undecided. I could not give a final answer whether or not schools are beneficial or not. Even after going through a lot of sources to find information, there was no clear answer. I did not want to state un-real facts in the magazine so I left it up to the reader to decide.

most successful designers now. Out of all five of the designers only one had not participated in a TAFE or fashion school prior to starting their label. We also read an interview with Karen Webster the head of RMIT fashion school where she explains that not only do courses improve design skills but business skills also.

It's completely up to you, whether you believe you would benefit from the background help and knowledge, it is recommended but not compulsory.

Not only do you need great designs, skills and talent, none of that will matter if you don't have good marketing for your label!

But don't worry guys we researched what are the best marketing ideas out there.

When creating a new fashion brand the design of the items are important however even if the items look amazing, they will not sell nor get noticed if the marketing of the label is weak. Without marketing customers would not know the label exists, therefore it's one of the most important factors that contribute to getting a fashion label noticed and creating a successful business (Scott-Duncan, 2010). In other words, it takes a lot more than just a degree in design and talent to break into the fashion industry. There are various ways to market a label and here at Vision headquarters we found the most effective ways. After researching and interviewing we've come up with what we believe are the top 3 ways:

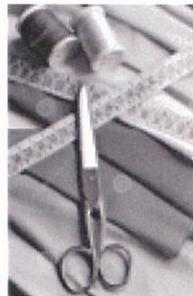
1. Advertising: One of the most traditional ways to promote a business is through advertising. This type of advertising is usually quite an expensive method of marketing however it is very efficient as it can reach a large audience, they include: TV, radio, prints and now online (Christine Laporta-chaikin, 2015). Majority of society watch television and the radio. Therefore any age group, gender and social economic will hear or see the promotion. Magazine articles, newspaper articles, or other types of prints can be another great way and are cheaper TV and radio promotion.

2. CO-OP: In this form of marketing a retailer would promote a specific brand of merchandise that the store carries (Small Business Development Corporation, 2015). A clothing store might promote a designer brand of clothing. Since the ads would be designed to sell more of that brand of clothing then the manufacturer will pay part or all of the advertising costs (Tom Eggleston, unknown). By doing this it gets your label exposure and advertising all in once. The expense of this promotion varies depending on which store or how much advertisement you would like to spend. So if you want to make profits whilst marketing this is a great strategy for you.

3. Social Media: Social media has fast become one of the most popular and best ways to market a fashion label. By using social media it gives you the chance to interact with your customers 24/7 and receive feedback and comments from all around the world. Not only can you listen to what your customers want you

can see and learn from competitors. Likewise Facebook and Instagram pages allow buyers from anywhere to view the brand, unlike other ways of advertising where they target or are only viewed in certain places. It generates online exposure for you brand at a very cheap cost and can reach millions of individuals (Shas Bennett, 2014). We also interviewed Stacy Hendrickson the owner and designer of the successful label Cooper and Pearl. We see just how efficient social media is in marketing a fashion label. Stacy expressed that her label got noticed and her business grew tremendously through INSTAGRAM! And since Stacy recommended it we began researching facts of social media and found that Instagram has 150 million monthly active users and has 15x more engagement than Facebook. Whilst 92% of prestige brands have an Instagram account to promote their label, out of that 92%, 63% of those link their Instagram account to their brand site (BNNLive.com, 2014).

Hopefully Vision Magazine have been successful at giving you averaging designers some helpful pointers and tips to get your label noticed.



A concluding paragraph, including the audience to maintain a relaxed and friendly approach.

I've made this title bold, because this part of the article is important and has a large part. I wanted it to stand out to break the information up, likewise grab the reader's attention. The language is directed at the audience to make them feel like this information is helpful for them.

I included the best 3 ways to market a business because besides the design aspect of fashion designing the marketing is just as important. I sourced this information from primary and secondary sources from my folio. They are not necessarily in order of which is more effective as it is hard to say. However they are all very good ways to market a label.

Social media was suggested as a way of marketing, especially Instagram. After researching and interviewing designers it became clear that most fashion designers and labels have Instagram pages to promote. It was one of the cheapest ways to market so it would be perfect for emerging designers on a small salary.

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Designers interviewed:

- Stacey Hendrickson – Casper & Pearl
- Jaimie Sortino- Jamie Sortino
- Cooper Davis- Fashion Bunker
- Paolo Sebastian- Paolo Sebastian
- Katya Komarova- Katya Komarova

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So why is it so important to know yourself before beginning? Because when you become a fashion designer you give the world your taste (Tom Ford, 2015). All your likes and dislikes will become the DNA of your brand and represent you. Once you understand who you are and what you want, then create the DNA for your label. Therefore, people will remember you and your label, it will become your signature.



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Performance Standards for Stage 2 Research Project B

	Planning	Development	Synthesis	Evaluation
A	<p>P1 Thorough consideration and refinement of a research question.</p> <p>P2 Thorough planning of research processes that are highly appropriate to the research question.</p>	<p>D1 Thorough and highly resourceful development of the research.</p> <p>D2 In-depth analysis of information and exploration of ideas to develop the research.</p> <p>D3 Highly effective development of knowledge and skills specific to the research question.</p> <p>D4 Thorough and informed understanding and development of one or more capabilities.</p>	<p>S1 Insightful synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Insightful and thorough substantiation of key findings relevant to the research outcome.</p> <p>S3 Clear and coherent expression of ideas.</p>	<p>E1 Insightful evaluation of the research processes used, specific to the research question.</p> <p>E2 Critical evaluation of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Insightful evaluation of the quality of the research outcome.</p>
B	<p>P1 Consideration and some refinement of a research question.</p> <p>P2 Considered planning of research processes that are appropriate to the research question.</p>	<p>D1 Considered and mostly resourceful development of the research.</p> <p>D2 Some complexity in analysis of information and exploration of ideas to develop the research.</p> <p>D3 Effective development of knowledge and skills specific to the research question.</p> <p>D4 Informed understanding and development of one or more capabilities.</p>	<p>S1 Considered synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Substantiation of most key findings relevant to the research outcome.</p> <p>S3 Mostly clear and coherent expression of ideas.</p>	<p>E1 Considered evaluation of the research processes used, specific to the research question.</p> <p>E2 Some complexity in evaluation of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Considered evaluation of the quality of the research outcome.</p>
C	<p>P1 Some consideration of a research question, but little evidence of refinement.</p> <p>P2 Satisfactory planning of research processes that are appropriate to the research question.</p>	<p>D1 Satisfactory development of the research.</p> <p>D2 Satisfactory analysis of information and exploration of ideas to develop the research.</p> <p>D3 Satisfactory development of knowledge and skills specific to the research question.</p> <p>D4 Satisfactory understanding and development of one or more capabilities.</p>	<p>S1 Satisfactory synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Substantiation of some key findings relevant to the research outcome.</p> <p>S3 Generally clear expression of ideas.</p>	<p>E1 Recount with some evaluation of the research processes used.</p> <p>E2 Some evaluation, with mostly description of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Satisfactory evaluation of the quality of the research outcome.</p>
D	<p>P1 Basic consideration and identification of a broad research question.</p> <p>P2 Partial planning of research processes that may be appropriate to the research question.</p>	<p>D1 Development of some aspects of the research.</p> <p>D2 Collection rather than analysis of information, with some superficial description of an idea to develop the research.</p> <p>D3 Superficial development of some knowledge and skills specific to the research question.</p> <p>D4 Basic understanding and development of one or more capabilities.</p>	<p>S1 Basic use of information and ideas to produce a resolution to the research question.</p> <p>S2 Basic explanation of ideas related to the research outcome.</p> <p>S3 Basic expression of ideas.</p>	<p>E1 Superficial description of the research processes used.</p> <p>E2 Basic description of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Superficial evaluation of the quality of the research outcome.</p>
E	<p>P1 Attempted consideration and identification of an area for research.</p> <p>P2 Attempted planning of an aspect of the research process.</p>	<p>D1 Attempted development of an aspect of the research.</p> <p>D2 Attempted collection of basic information, with some partial description of an idea.</p> <p>D3 Attempted development of one or more skills that may be related to the research question.</p> <p>D4 Attempted understanding and development of one or more capabilities.</p>	<p>S1 Attempted use of an idea to produce a resolution to the research question.</p> <p>S2 Limited explanation of an idea or an aspect of the research outcome.</p> <p>S3 Attempted expression of ideas.</p>	<p>E1 Attempted description of the research process used.</p> <p>E2 Attempted description of decisions made in response to a challenge and/or opportunity specific to the research processes used.</p> <p>E3 Attempted evaluation of the quality of the research outcome.</p>

B+

S1: For anyone who was interested in creating their own fashion label, there are definitely some insightful recommendations that have been made and presented in a clear fashion.

S2: There are definitely some key findings substantiated in the article itself and then on the annotated breakdown but definitely most key findings were substantiated (and done well) but not consistently done throughout; at times even a little simplistic when looking at the annotations.

S3: The magazine article was solidly created. This was slightly disjointed in its presentation due to the article versus the substantiation and even within the article some aspects need to be pushed out a little more and made clearer to the target audience. IE: marketing page 2 of article.

At times the information falls away from being very clear and coherent. The audience the student is speaking to in the article seems to shift and becomes just information/facts.