

Waltham Forest Fashion

Home of people
who make & create.

CON- TENT

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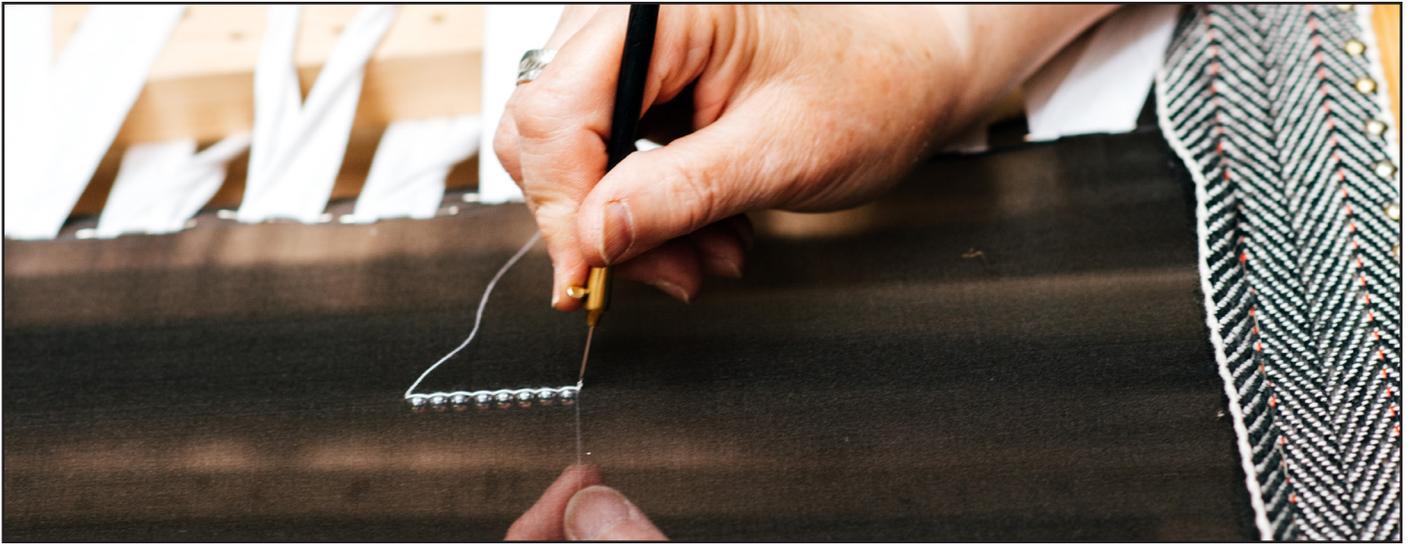


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INTRO- DUCTION



Beadwork at Couture Beading. Photography: Eric Aydin-Barberini.

Waltham Forest is a borough located east of London city where cultural diversity and legacy combine together contributing to the area's vitality. The borough's fashion sector is an emerging player within East London's scenario and is characterised by a set of principles that are embedded into the local community. These main aspects, such as inclusivity, heritage, craftsmanship and the special focus on sustainability, determine the uniqueness of Waltham Forest Fashion. However, due to its suburban location and underdeveloped circumstances, the borough has experienced socio economic disadvantages, which have affected the local fashion industry. Overall, this has caused a general lack of visibility of its fashion businesses.

Thus, in order to tackle these problems, our report is a contribution towards the Collabora-

tive Unit (a.y. 2019/2020) project Social Fabric, led by Dr Francesco Mazzarella, Post-Doctoral Research Fellow at Centre for Sustainable Fashion (CSF), in partnership with London Borough of Waltham Forest (LBWF) and Fashion District. The report works on the Mapping & Storytelling aspect of the project and documents a proposal for the creation of a map of the borough's fashion businesses and a marketing communication campaign followed by a strategy, aimed at creating and enhancing the social media presence of the Waltham Forest's fashion sector.

The accomplishment of the project was possible thanks to the guidance of our tutor, Dr Francesco Mazzarella, the support from the project partners (especially Annette Russell, Helen Lax and Alana Kennedy) and the contribution of local fashion businesses.

1.1 AIM & OBJECTIVES

The project aims at telling the unique story of Waltham Forest's fashion sector, raising the profile of existing fashion businesses and attracting more businesses into the borough.

In order to meet this aim, the following objectives were set out:

- Understand the current state of the art of Waltham Forest's fashion sector;
- Collect the stories of existing fashion businesses and other key players in the sector;
- Build a digital communications strategy aimed at raising the profile of Waltham Forest Fashion and attract new businesses.



Fabric detail of one of the Forest Coats. Photography: Adam Razvi.

**“WALTHAM FOREST IS A
LOVELY CREATIVE COMMUNITY
AND A COMMUNITY THAT IS
CONSTANTLY EVOLVING FOR THE
BETTER.”**

NEVO CONCEPT

METHO- DOLOGY

2.1 Data Collection Methods

For our study, the data collection phase was aimed at finding out the unique story of Waltham Forest Fashion, followed by an interpretive case study research strategy. The use of case study strategy is due to its nature of using evidence from real people to make an original contribution to knowledge (Myers et al., 2013, p. 76). The data has been collected through primary and secondary research: a questionnaire (online survey), semi-structured interviews and desk research. Furthermore, as it is time-constrained, this academic study is cross-sectional and is based on interviews and research conducted over a single point in time (Saunders et al., 2012).

- **Online survey:**

We used a mono method quantitative questionnaire, the result of which was used as a source

of subjective perspective reflecting uniqueness and authenticity.

- **Semi-structured Interviews:**

We opted for cross-sectional semi-structured interviews. These enabled us to learn about the subjective experiences of our interviewees, as well as to gather specific details on the values of Waltham Forest Fashion.

- **Desk research:**

This method was conducted using additional materials such as published books and articles, past papers, masterclasses, reports, market research and prior studies. The research provided additional data about the borough's main characteristics. We opted for this secondary research method to contextualise the borough's socio economical state and its position within the East End's landscape.

2.2 Sampling Strategy

For the participants' selection, the technique applied was stratified random sampling determined by probability (Saunders et al., 2012, p.311). We started by examining a list of fashion businesses operating across Waltham Forest. We then got in touch with 65 fashion businesses via email, asking them to fill the online survey. Once we reached a good number

of replies, we decided to proceed by contacting the thirteen participants for an additional interview. Three of these accepted. At a later stage, Dr Francesco Mazzarella, and the project partners Annette Russell and Helen Lax have been interviewed in order to gather more insights for our project.

Through the Online Survey and the Semi-Structured Interviews, a series of key themes has been identified, which has been summarised in a visual form (3.5). The secondary research has informed: a PEST Analysis (3.1), a Context Analysis (3.2), a Competitor Analysis (3.3) and the Instagram Accounts Analysis (3.4).

FIND- INGS

3.1 PEST Analysis

- Clear general election victory for Conservative Party stabilizes government and clarifies next steps on Brexit. Details remain unclear regarding the government's plan for the next stage of Brexit, which will be mainly focused on renegotiating future UK-EU relations (IHS Markit, 2020).
- UK real GDP growth is seen limited to 0.6% in 2020 and 0.8% in 2021 from an estimated 1.3% in 2019, according to the January forecast (IHS Markit, 2020).
- 2019 was an incredibly positive year for the UK tech sector. Compared to the rest of the UK economy, digital tech grew 6 times faster than any other industry. The digital tech sector contributed £149bn to the UK economy in 2018, accounting for 7.7% of UK GVA (Tech Nation, 2020).
- According to the report from Global Futures (2019), nearly 40% of the UK's leading cultural figures are from migrant or minority ethnic backgrounds. In other words, diversity is making an outsized contribution to British culture, and the size of the contribution is going up all the time: five years ago it was less than a third (Khan, 2019).
- London is one of the most culturally rich cities on the planet – with world-class institutions and globally renowned talent. The city's creative economy now employs one in six Londoners and contributes with £47bn to the economy. Culture and creative industries are vital to the city's success and Londoners' wellbeing (Mayor of London, 2018).
- Though momentum has been building, 2019 was the year that sustainability finally went mainstream in the UK, going from a niche issue to a central concern of the cultural zeitgeist (Euromonitor Passport, 2020).
- The DCMS Economic Estimates that £4.84bn worth of craft goods were exported from the UK in 2017, an increase of 5.3% over the previous year. Key European export markets for UK crafts practitioners include France, Belgium, Germany,

“WHENEVER WE MAKE COMMERCIAL DECISIONS WE ALWAYS COME BACK TO OUR CORE VALUES. WE WANT TO STAY TRUE TO THEM.”

- Blackhorse Lane Ateliers

Italy and Ireland (DCMS Sectors Economic Estimates 2017: GVA, 2019).

- According to retail analysts at GlobalData, more than half of UK consumers are now shopping online and UK online spend is forecast to increase by 29.6% between 2019

and 2024. Retail Insight Network looks at the growth of online shopping in the UK, using a host of industry data and insights (Williams, 2019).

3.2 Context Analysis - Partnership Plan

- The UK's Industrial Strategy aims to boost productivity by backing businesses to create good jobs and invest in skills, industries and infrastructure. (A New Direction, no date, p.3)
- East London Fashion District: a cluster of businesses, academic institutions and investors in East London, that aim to drive economic and social transformation in East London and make London the global capital of fashion. (A New Direction, no date, p.4)
- Economic Growth Strategy (2016 to 2020): Waltham Forest's Economic Growth Strategy vision is to 'maximise the opportunity of Waltham Forest's unique place in London to help our economy grow and thrive, enabling residents to enjoy sustainable prosperity and a high quality of life.' (A New Direction, no date, p.4)
- In Waltham Forest the self-employment population has tripled in the last decade to approximately 20% of employed residents (higher than the London average of 18.6%). The UK's self-employed economy makes up 47% of the creative and digital industries. (A New Direction, no date, p.8)
- Workers in the borough earn 31% less (equivalent to £10,000 less) than the London average income. 40% of employee jobs in Waltham forest pay less than the London Living Wage, which makes it the 4th highest in London. (A New Direction, no date, p.8)
- Young Londoners (16-24) are 3 times more likely to be unemployed than the rest of the working age population (A New Direction, 2020, p.10).
- Fast fashion 'hedonism' over craftsmanship. (A New Direction, no date, p.21)

3.3 Competitor Analysis

The competitor analysis portrays fashion-related development, initiatives and businesses of the East End. It is aimed at identifying the potential strengths and weaknesses of a platform and social media channels dedicated to Waltham Forest Fashion, and constitutes a fundamental step for the creation of a strategy.

The East End of London is known for being innovative, youthful (Kinleigh Folkard & Hay-

ward, 2020) and its boroughs are among the greenest ones in London (Manning, 2019). We have identified the initiatives of other East London boroughs which share some of the characteristics of Waltham Forest Fashion. The analysis also includes links to the online platforms of the competitors, which gives a visual overview, data (such as followers and number of posts published) and shows their editorial line.

<p><u>The Retail Place</u> (Tower Hamlets)</p>	<p>A website which promotes and showcases the different fashion businesses of Tower Hamlets, providing them with an online presence. It includes a “retail” section which gathers the contact details of each business, a short description and opening hours, as well as a “markets” and an “events” section (The Retail Place, no date).</p>
<p><u>Made in Greenwich</u> (Greenwich)</p>	<p>A shop which sells hand-crafted, locally made goods. Their aim is to “support and highlight the makers of Greenwich” (Made in Greenwich, 2020) and their Instagram page showcases their products.</p>
<p><u>The Design District</u> (Greenwich)</p>	<p>Located in Greenwich Peninsula, offers affordable workspaces bringing together an ecosystem of creatives and entrepreneurs in the areas of design, art, tech, food, craft and music. They define themselves as “first purpose-built district made specifically for the creative community” (Greenwich Peninsula, 2020). As of now, they have a website where one can find information about the development and interesting interviews with a series of interior designers (The Greenwich Design District, 2020), which are also featured in their social media posts.</p>
<p><u>Sustainable Hackney</u> (Hackney)</p>	<p>A platform focussed on creating a sustainable community, bringing awareness on social, economic and environmental issues locally and globally, as well as influencing policy. On their website they publish news about different topics, ranging from biodiversity, to education and the built environment. They also provide “green maps” which showcase sustainable local business divided into categories: “green businesses”, “get things fixed”, “waste and resources” and “food and growing” are some of the maps available to browse (Sustainable Hackney, 2020).</p>

From our research on the initiatives and plans of the other East London boroughs' fashion sectors, we have identified a lack of a marketing communications strategy similar to the one we are proposing. We believe this constitutes a competitive advantage for Waltham Forest Fashion, in order to place itself as a forward-looking and innovative borough. Insta-

gram has become an essential tool for fashion, due to its visual nature and community network (Moatti and Abecassis-Moedas, 2018; Business Matters, 2019). These characteristics are the ones that make it the appropriate choice to create a community around the fashion sector of the borough and give visibility to its makers.

3.4 Instagram Accounts Analysis

- **London Borough of Waltham Forest (@lb-walthamforest)**

This account is mostly focussed on posting various information, events and communications concerning the borough. Therefore, fashion related content constitutes a minority.

The hashtag #shoplocalwf is used to promote local businesses, mostly food and drinks related, and a Stories Highlight has been created to collate them altogether.

- **Fashion District (@fd_ldn)**

The focus is mostly on initiatives, competitions, new talent and workspaces in East London.

- **London College of Fashion (@lcfondon_)**

The Instagram account of London College of Fashion features the works of students, as well as their work in progress photos. The latter is mainly re-posted in the Stories when students tag the LCF account.

**“I WANT TO DO FASHION BUT
I DON'T WANT TO HARM THE
PLANET.”**

MUSIUK HANDMADE

3.5 Identifying Themes



INNOVATION | DRE
CULTURE | HERIT



AM | RELATE

AGE | ACHIEVE

Based on our research findings, we developed the following outcomes to communicate the unique story of Waltham Forest's fashion sector: an interactive map (4.1), a proposal of two communications campaigns (4.2, 4.3) and a social media strategy (4.4).

PROJECT OUT- COMES

4.1

Interactive Map.
p. 22

4.2

Campaign #1.
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4.3

Campaign #2.
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4.4

Social Media Strategy.
Instagram Account Creation, Content Strategy and Interactive Campaign.
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4.1 INTERACTIVE MAP

The fashion sector in Waltham Forest is mostly made out of micro businesses and independent makers and characterised by an interest in collaboration (Russell, 2020). To respond to the businesses' need to connect with each other more, we have created an interactive map that will enable key stakeholders to foster cross-sector collaborations. Based on information provided by the Business Growth team at LBWF, the fashion businesses have been divided in different categories depending on their nature

and have been assigned different colours to create a visual representation of its array (the key is included in the description box). Online research has been conducted in order to ensure the accuracy of the information provided for each business. The choice of Google Maps as a platform to map out the existing businesses has been favoured for its convenience in terms of popularity, accessibility and editing.

Browse through the map [here](#).

- Manufacturing
- Pattern Cutting
- Embroidery and Print
- Textile
- Fashion Brand
- Cut and Production
- Education
- Marketing and Merchandising
- Photography and Film



The list of businesses provided by the Business Growth team at LBWF has been updated and categorised. Only the businesses of which we had detailed and accurate information have been added to the map. Below is the list of fashion businesses of Waltham Forest which have been mapped.

Arbeit Studios - Lea Bridge Road

Arbeit Studios - Leyton Green

Big Creative Education

Blackhorse Lane Ateliers

Bolongaro & Trevor Co Ltd

Cactus Leather London

Charlotte Stiffell

Claymores Embroiderers

Couture Beading

Dunhill

Euro Leisurewear Ltd

Face of London

Gigi's Dressing Room London

Glow London

Grenfell

Jacobs Fashion

Just Jersey Fabric

Laura Ronnie Management

Logo This

Monument Ltd

New Planet Fashions Ltd

P C E Retail

Pond London

Protech Embroidery Ltd

Significant Seams

SpeedStitch Clothing & Embroidery

Studio Falaniko London

Suzanne Harrington Bride

The Textile Centre

Wagland Textiles

Waltham Forest College

Xandra Drepaul



Blackhorse Lane Ateliers. Photography: Anna Schuster.

4.2 **CAMPAIGN**

#1

In line with the Partnership Plan developed by LBWF, LCF and the Fashion District, the aim of the first communications campaign is to build a visible fashion sector in Waltham Forest and promote the goods and services produced in the borough.

The aim of this campaign will be achieved by building a community spirit through shaping relationships (Fill, 2016 p.125). Since the first step in shaping relations is customer acquisition, consumers will be made familiar with the existence of Waltham Forest Fashion by communicating the three themes that make it unique. The themes – Culture, Heritage & Innovation (Findings 3.5) – will be showcased in a video trailer. To make the communication and the campaign credible, participants for

the video trailer will be selected amongst the established fashion businesses in Waltham Forest and will be invited to take part in the campaign. In addition, the campaign will be linked to a “call to action” which will be Waltham Forest Fashion’s social media or website (see recommendations p.54). The logical sequence of acquisition activities moves from search to verification (Fill, 2016), thus the platforms will be used to serve as the source of verification.

Target Audience Analysis

The first Campaign aims at targeting 15-39 years old consumers in the UK.

- According to a survey by Euromonitor International (2019), 53% of 15-29 year-olds and 56% of parents visit a social networking site on their individual mobile phones almost every day. They are able to consume content anytime, anywhere and on any device.
- Leisure shopping continues to be a popular pursuit. Over 50% of respondents in an Euromonitor International survey (2019) do this at least once a month (nearly 90% of 20-39 year olds). 49% of millennial respondents said that they like to try new products and services and 35% like to browse in stores even if they do not need to buy anything.
- Amongst the most important travel destination features when planning a vacation, the target audience responds to 'immersion in local culture' as the highest priority (Euromonitor International, 2019).
- When asked about trying new products and services, 55% of UK consumers strongly agree in an Euromonitor International survey (2019a).
- In terms of shopping habits, the two highest preferences for the target audience would be: a) to be able to find bargains and b) willingness to buy pre-owned items. In addition, the preference "regularly buy small treats for self-appreciation" and "trying new products and services" is the highest amongst the target group (Euromonitor International, 2019b).

SWOT Analysis

Strengths Community, Culture, Innovation, Heritage, Support.	Weaknesses Lack of a Digital Presence, Online retailing, Lack of visibility, Relevance to current trends.
Opportunities Increased interest in Culture, London Borough of Culture 2019.	Threats Fast Fashion, Growing importance of Online Retailing in the UK.

Objectives

- Create awareness in regards to the fashion products and services produced in the borough;
- Raise the profile of the fashion businesses in the borough;
- Increase collaboration through networking (Social Media);
- Encourage young people in Waltham Forest to take up a career in fashion and contribute to the development of a successful fashion sector.

Key Messages

As the campaign focuses on three themes (i.e. Culture, Heritage & Innovation), the following key messages are highlighted:

- **Culture:** This section focuses on JOA, a social enterprise based in Arbeit Studios Leyton Green. The brand thoroughly engages with the local community and its values align with the ones of Waltham Forest Fashion. Significant Seams is another social enterprise whose aim is to strengthen “the seams of community using textiles and craft”. Central Parade has been chosen as a focus for this section as it is a creative hub which actively engages with the local community through their varied cultural programme.
- **Heritage:** Here we focus on Cactus Leather, whose owner – Steve Jones – is a crafts-

master, the last clicking press tool maker remaining in London. Through the ‘Making for Change: Waltham Forest’ project, Steve has collaborated with Xandra Drepaul to train young people in developing this craft skill and made a plan to deliver more workshops in the future. Couture Beading has over 35 years experience in design and beading. Wagland Textiles has also been chosen for this section as it is the oldest fabric manufacturer in Waltham Forest.

- **Innovation:** For this section we want to focus on Blackhorse Lane Ateliers and their Smart Wash Lab project. Forest Recycling Project has also been chosen for this section due to their key role in the sustainable development of the borough.

Recommended Marketing Communication Mix		
Tools	Content	Media
Advertising Public Relations Direct Marketing	Emotional User Generated Informational	Online video SEO & Email Marketing Social Media & Podcast Viral Marketing

Storyboard

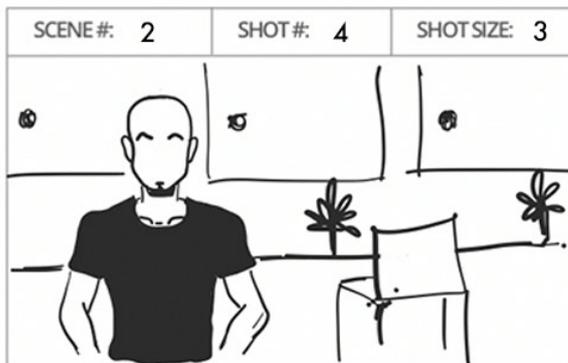
PROJECT Social Fabric: Mapping & Storytelling, CAMPAIGN 1, Total Length: 4



The video starts with a shot of William Morris Gallery which is the face of Waltham Forest.



Text appears on the screen:
"There's Culture"



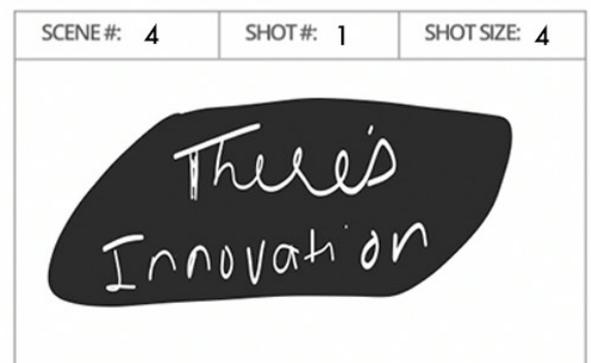
A shot from member/s of Central Parade (explaining aspects of their business related to culture).



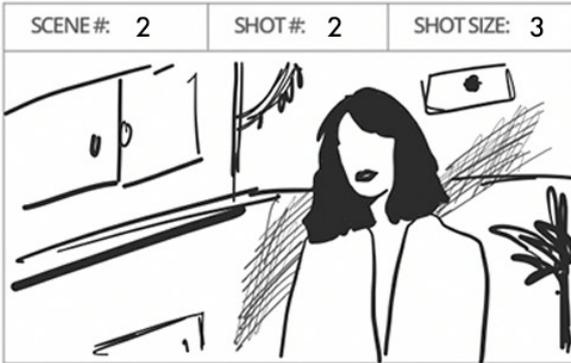
Text appears on the screen:
"There's Heritage"



A shot from member/s of Wagaland Textiles (explaining aspects of their business related to heritage).



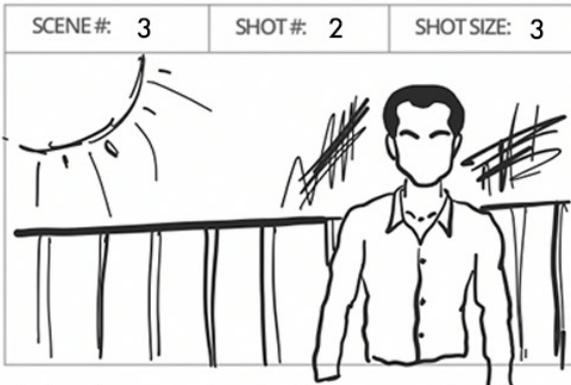
Text appears on the screen:
"There's Innovation"



A shot from member/s of JOA (explaining aspects of their business related to culture).



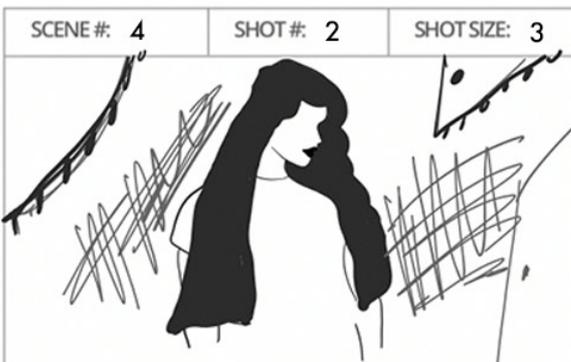
A shot from member/s of Significant Seams (explaining aspects of their business related to culture).



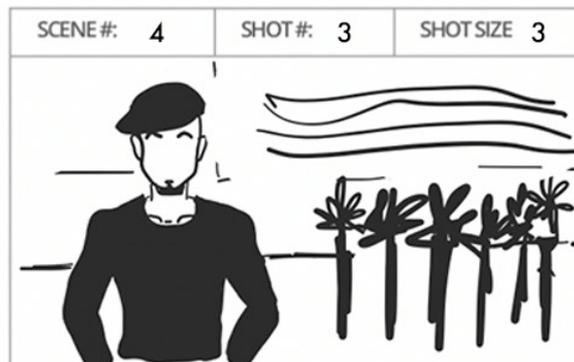
A shot from member/s of Cactus Leather (explaining aspects of their business related to heritage).



A shot from member/s of Couture Beading (explaining aspects of their business related to heritage).



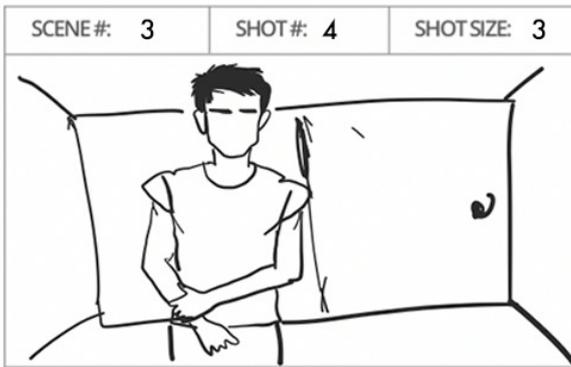
A shot from member/s of Blackhorse Lane Ateliers (explaining aspects of their business related to innovation).



A shot from member/s of Forest Recycling Project (explaining aspects of their business related to innovation).

Storyboard

PROJECT Social Fabric: Mapping & Storytelling, CAMPAIGN 1, Total Length: 4



A shot from member/s of Arbeit Studios
(explaining aspects of their business related to innovation).



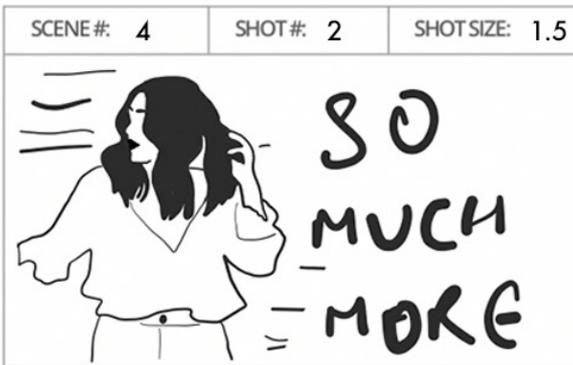
Text appears on the screen:
"What's next?"



Text appears on the screen:
"YOURSELF"



Text appears on the screen:
"Welcome to #WalthamForestFashion"



A shot of 3-4 members with an expression that portrays what could be next?



Text appears on the screen:
"Witness it"



A shot of the building outside Walthamstow underground station. The shot turns into an illustration and the focus turns to "WELCOME"



The focus shifts to "to the home of people who make & create". The illustration then turns into a readable text on the screen.

4.3 CAMPAIGN

#2

The aim of the second communications campaign is to build a visible fashion sector in Waltham Forest and attract young entrepreneurs into the borough.

The aim will be fulfilled by building significant value through informational content and then implementing a pull communication strategy (Fill, 2016 p.160).

Fashion District's Businesses Support Programme for Waltham Forest (Lax, 2020), due this year (2020), is a service that supports businesses in enhancing their performance and provides valuable help in being more sustainable. Making use of the service in order to create significant value, university students

will be targeted and given access to it through an online portal where they could discuss their ongoing projects and request a feedback. The aim of such an activity is to create a database of valuable consumers (target audience) which will later be targeted through online media. Here the targeting will be achieved using 4 themes (i.e. Dream, Relate, Achieve & Innovate), which will be showcased in a small video campaign, featuring businesses and projects in Waltham Forest related to the themes.

Target Audience Analysis

The second Campaign aims at targeting student entrepreneurs aged 18-23 in the UK.

- Student entrepreneurs in the UK have a turnover of £1bn, which represents a 32 per cent increase on the £913m recorded in 2016 (Musaddique, 2018).
- Technology-based solutions (27%) and arts or crafts (17%) are the most common type of student venture. These are followed by: clothing and textiles (9%); administration and business services (9%); tutoring (8%); and charity, voluntary or social work (7%) (Owen, 2018).
- Over half (56%) of students, which equates to 1.2 million people in university education, are considering setting up their own business, instead of getting on the corporate career ladder (Cotton, 2018).
- In the UK, having a good work/life balance is the most important work priority alongside a high salary. Many people are challenging the traditional 9 to 5, 5-days work week. 31% of UK respondents want flexible working hours in their future jobs

and 24% expect to work part-time. Many younger workers in particular are attracted by part-time work; they seek opportunities to pursue multiple jobs, linked to hobbies and interests or want to start their own businesses/be self-employed (Euromonitor passport, 2019b).

SWOT Analysis

Strengths Community, Culture, Innovation, Business Support, Low Rent, First Fashion Hub.	Weaknesses Lack of a Digital Presence, Lack of Visibility, Shortage of Technical and Craft Skills.
Opportunities First Fashion Hub, London Borough of Culture 2019, Young Audience.	Threats Fast Fashion, Corporate Culture, Shortage of Technical and Craft Skills.

Objectives

- Create awareness about the support and resources available in the borough;
- Attract young entrepreneurs to the borough;
- Increase networking and community spirit amongst fashion businesses in Waltham Forest;
- Encourage young audiences in Waltham Forest to take up careers in fashion;
- Attract new fashion businesses into the borough.

Key Messages

Since this campaign focuses on creating awareness on the resources and support available in Waltham Forest through four themes (i.e. Dream, Relate, Achieve and Innovate), the following key messages are highlighted:

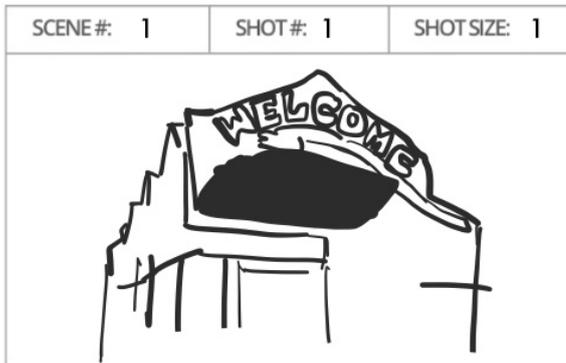
- **Dream:** Waltham Forest is the place where our dreams come true. Here we aim at showcasing Cactus Leather and their vision of retrieving traditional craft skills.
- **Relate:** With a strong community spirit, LBWF understands the challenges faced by businesses, relates to them and has initiatives to tackle such problems. Here, the campaign aims to focus on Arbeit Studios Leyton Green being a fashion hub.
- **Achieve:** The initiatives in place have a great potential and are often a success, possibly due to the resources and support provided. These often lead to great developments. The success story of the “Forest Coats” initiative as part of the “Making for Change: Waltham Forest” project will be highlighted here.
- **Innovate:** The borough is also home to radical people and innovators, who challenge traditional norms. For example, Blackhorse Lane Atelier’s Smart Wash Lab.

Recommended Marketing Communication Mix

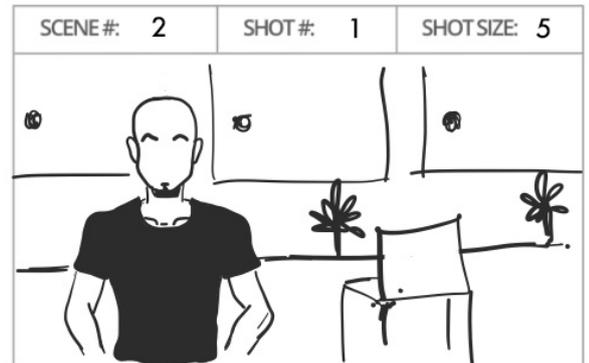
Tools	Content	Media
Brand Experience Advertising Direct Marketing	Credible Informational Inspirational	Print SEO & Email Marketing Social Media & Podcast Online Community

Storyboard

PROJECT Social Fabric: Mapping & Storytelling, CAMPAIGN 2, Total Length: 3



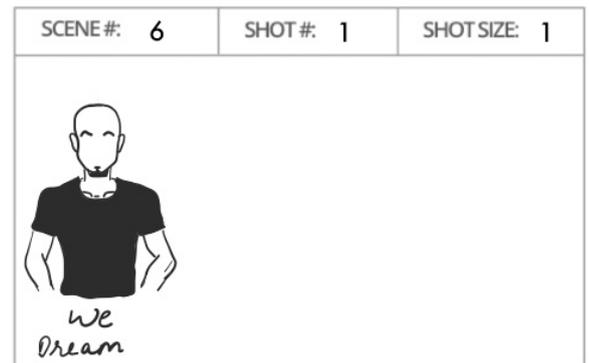
A shot of the building outside Walthamstow underground station.



A short clip of Cactus Leather's Spokesperson talking about their vision of retrieving old craft.



Blackhorse lane Atelier sharing their Smart Wash Lab concept.



Portrait from shot 2 with the text underneath "We Dream"



Shot 6 Scene 3 continued and portrait from shot 5 with the text underneath "We Innovate"

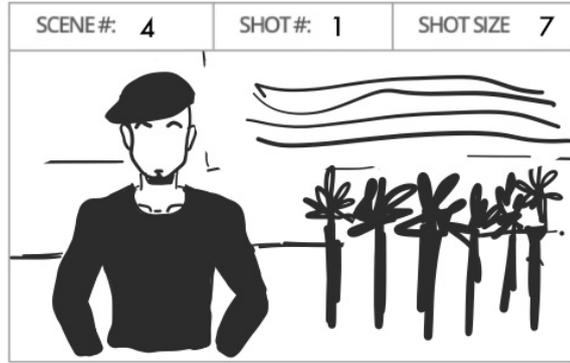


Text appears on the screen:

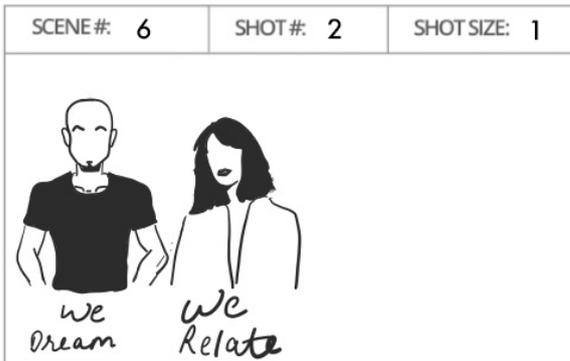
"We are #WalthamForestFashion"



A brief introduction of Arbeit Studios and how it relates to artists and provides a fashion hub.



An Overview of 'Making for Change Waltham Forest' specific to Forest Coats and its achievements.



Shot 6 Scene 1 continued and portrait from shot 3 with the text underneath "We Relate"



Shot 6 Scene 2 continued and portrait from shot 4 with the text underneath "We Achieve"



Text appears on the screen: "We are the home of people who make and create."



Call to Action appears on the screen (website or Instagram).

4.4 SOCIAL MEDIA STRATEGY

INSTAGRAM

A social media demographics and statistics for the UK in 2019 highlighted growth in the use of social media, which accounted for 67% of the total population. In this statistics, it was also noted that Facebook is the highest used application in the UK, followed by YouTube and

Instagram (Battisby, 2019). However, when considering social media in the context of fashion, Instagram is considered the leading platform for brands to engage with their audience (Elven, 2018). Thus, the chosen platform for Waltham Forest Fashion is Instagram.

Creation of @walthamforestfashion

After a comprehensive analysis of the Instagram accounts (Findings 3.4) of London Borough of Waltham Forest (@lbwalthamforest), of Fashion District (@fd_ldn) and of London College of Fashion (@lcf_london_), we are proposing the creation of an account exclusively

dedicated to the fashion sector of Waltham Forest (@walthamforestfashion). In addition to this, the use of the hashtag #WalthamForestFashion, will play a key role in the promotion of the account among different channels.

Instagram Content Strategy

Our analysis highlights the importance of the creation of a dedicated Instagram channel for Waltham Forest Fashion, which should be entirely focused on the promotion of the fashion sector of the borough. In fact, featuring more content related to the fashion ecosystem on the London Borough of Waltham Forest (@lbwalthamforest), the Fashion District (@fd_ldn) or the London College of Fashion (@lcf_london_) Instagram accounts, would not be beneficial to them as they might lose their focus. Furthermore, this would prevent Waltham Forest Fashion from reaching its full potential. We have therefore drawn some key points that will enable @walthamforestfashion to establish itself as the main channel for the Waltham Forest Fashion ecosystem. The main aim is to showcase and promote the fashion businesses and initiatives in the area, enhancing their visibility in the wider fashion ecosystem. The channel will also communicate the main values of Waltham Forest Fashion: craftsmanship, community, sustainability, heritage and innovation. In addition, we suggest the use of the tag @walthamforestfashion on the Instagram accounts of the London Borough of Waltham Forest (@lbwalthamforest), the Fashion District (@fd_ldn) and London College of Fashion (@lcf_london_) when posting related content,

in order to promote the new channel and enhance its visibility.

As the Stories Highlight #shoplocalwf on @lbwalthamforest is aimed at mainly promoting the local food and drinks businesses, we would suggest the creation of a Stories Highlight dedicated to its fashion businesses, named #WalthamForestFashion. This could include reposts of the content featured on @walthamforestfashion, in order to promote the fashion community of the borough and its local businesses.

The Instagram account of Waltham Forest Fashion should be focussed on communicating the values of the fashion sector of the borough, its stories and initiatives. We have created four main content categories which will be fundamental for the creation of consistent and valuable content:

- **Storytelling:** to tell the stories of Waltham Forest Fashion and its businesses.
- **Initiatives:** to showcase the initiatives and projects related to the fashion sector.
- **Events:** to keep the audience up-to-date with the latest events happening in the borough.
- **Community:** to create an online fashion community of the borough and give visibility to it.

walthamforestfashion



122 posts

6530 followers

217 followings

Edit Profile

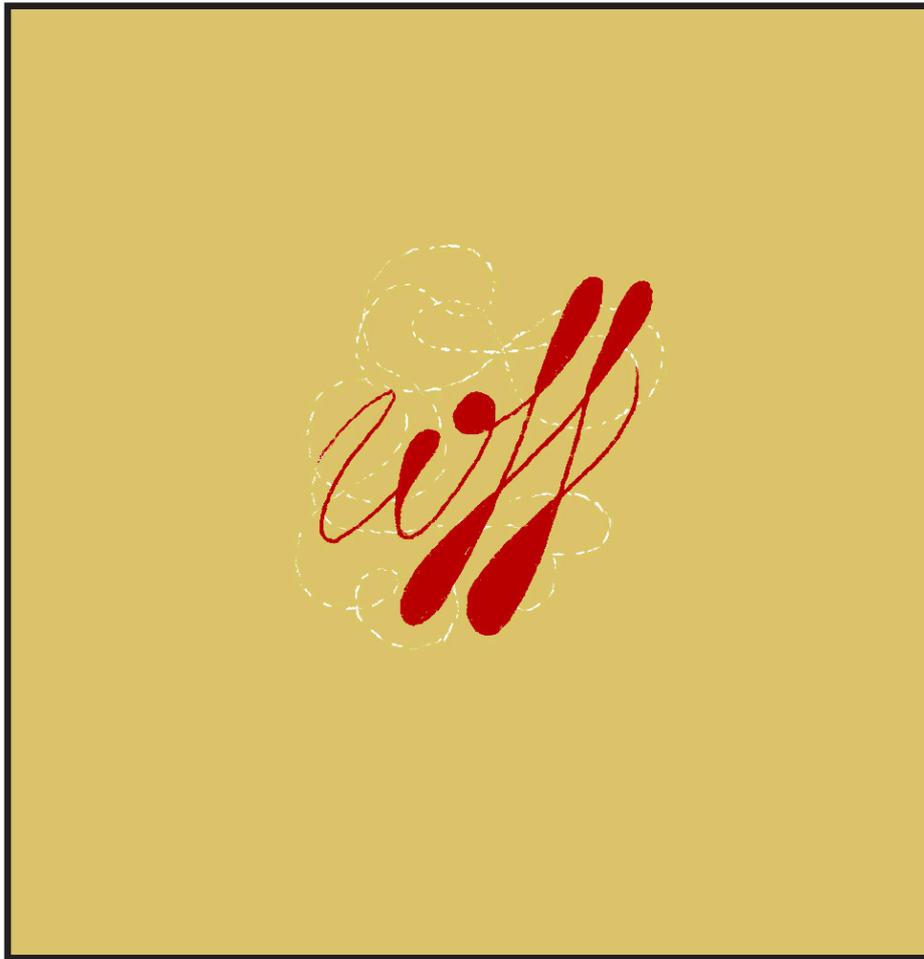
Waltham Forest Fashion

We are the home of people who Make and Create.

walthamforestfashion.co.uk



Waltham Forest Fashion's Instagram account mock.up.



Waltham Forest Fashion's Logo.

Instagram Content Examples

Instagram 

 **walthamforestfashion** 



♥ 394 likes

walthamforestfashion Today we are talking about... TRASHION!

JOA is a social enterprise creating unique jackets from preloved clothes.

Each jacket is designed individually and made in their studio in Leyton. With their "Sentimental Service" they create personalised jackets made out of garments from your own wardrobe. Find out more on their website joalocal.com!

[@joalocal](https://www.instagram.com/joalocal)

Instagram 

 **walthamforestfashion** 



♥ 394 likes

walthamforestfashion Forest Coats is a community project, part of LCF's "1000 Coats" initiative. Through workshops, women are taught garment construction skills by upcycling of pre-consumer waste fabrics. The project is aimed at skills development in the fashion industry, community building and social change.

The workshop is delivered by LCF alumna Olivia Weber (co-founder of sustainable fashion brand [@joalocal](https://www.instagram.com/joalocal)) and Claire Rain (founder of [@house_of_stitch](https://www.instagram.com/house_of_stitch)).

Can't wait to join? We are planning another iteration of Forest Coats and a new programme 'Forest Kimonos' for September-October 2020, stay tuned!

Instagram



walthamforestfashion



♥ 394 likes

walthamforestfashion Join us in a series of workshops organized by @lbwalthamforest in collaboration with @lcf_london_. You will learn the art of creative repair, zero waste pattern and more!

Book now on walthamforestfashion.com



Instagram



walthamforestfashion



♥ 394 likes

walthamforestfashion Wagland Textiles is the oldest fabric manufacturer in Waltham Forest. Through the 'Making for Change: Waltham Forest' project, Anna Fitzpatrick (Project Coordinator at Centre for Sustainable Fashion @sustfash @lcf_london), has undertaken a research residency at Wagland Textiles to explore how new governmental policies can promote the manufacture of more sustainable fabrics.

You can find out more about the residency here:
<https://www.youtube.com/watch?v=KNfS-UGlqrs>





walthamforestfashion



Episode 1

Community support in Waltham Forest

A talk with Nevo Concept, Blackhorse Lane Ateliers & Musiuk Handmade.



394 likes

walthamforestfashion Welcome to the first episode of our Waltham Forest Fashion Podcast series! Today we are talking about Community Support with Nevo Concept, Blackhorse Lane Ateliers and Musiuk Handmade.

Let us know what you think about the the community support in LBWF in the comments below! :)



“I WOULD COMPARE THE COMMUNITY IN WALTHAM FOREST TO MY PROJECTS MADE OUT OF BITS THAT POTENTIALLY DON’T FIT TOGETHER, BUT STILL GIVE OUTSTANDING RESULTS.”

MUSIUK HANDMADE

Instagram



walthamforestfashion



♥ 394 likes

walthamforestfashion A disused supermarket space transformed into a fashion hub? It's Arbeit Studios Leyton Green! It offers affordable workspaces for creatives, alongside business support and events/gallery space. They have created a unique shared environment for innovative collaboration. The fashion hub in Leyton features 13 studios and was created through collaboration between [@fd_idn](#), [@lclondon_](#) and [@lbwalthamforest](#).

Find out more [@arbeitstudios](#).



Instagram



walthamforestfashion



♥ 394 likes

walthamforestfashion Join Rowan Bain, Senior Curator at the William Morris Gallery, to hear about May Morris's extraordinary embroidery. In the talk, Rowan will take a look at some her of most impressive designs, her influences and the impacts she made on the Arts & Crafts movement.

Find out more and follow the Virtual Culture Programme 2020 on [wfculture.co.uk](#)



Instagram



walthamforestfashion



394 likes

walthamforestfashion Fashion District (@fd_ldn), in collaboration with the Fashion Innovation Agency, has launched the Retail Futures 2020 Competition. Designed to find innovative solutions to current industry issues across retail, manufacture & design, Retail Futures will give start-ups & SMEs the chance to win cash prizes, support, and the opportunity to pitch to some of the industry's leading retailers & innovators.

Find out more on fashion-district.co.uk



Instagram



walthamforestfashion



394 likes

walthamforestfashion Fashion Futures 2030 is a toolkit developed for educators and businesses to learn about sustainability and develop critical thinking skills by responding to future scenarios based on environmental, social, cultural and economic changes.

The toolkit has been redesigned and throughout June and July LCF will deliver online CPD workshops for teachers and businesses. Some businesses have already registered, but we still have some places available.

For more information, you can email us at fashion@walthamforest.co.uk



Following the categories we created, below are some examples of content that could be featured on @walthamforestfashion.

Storytelling:

- JOA Local
- Blackhorse Lane Ateliers
- Cactus Leather
- E17

Events:

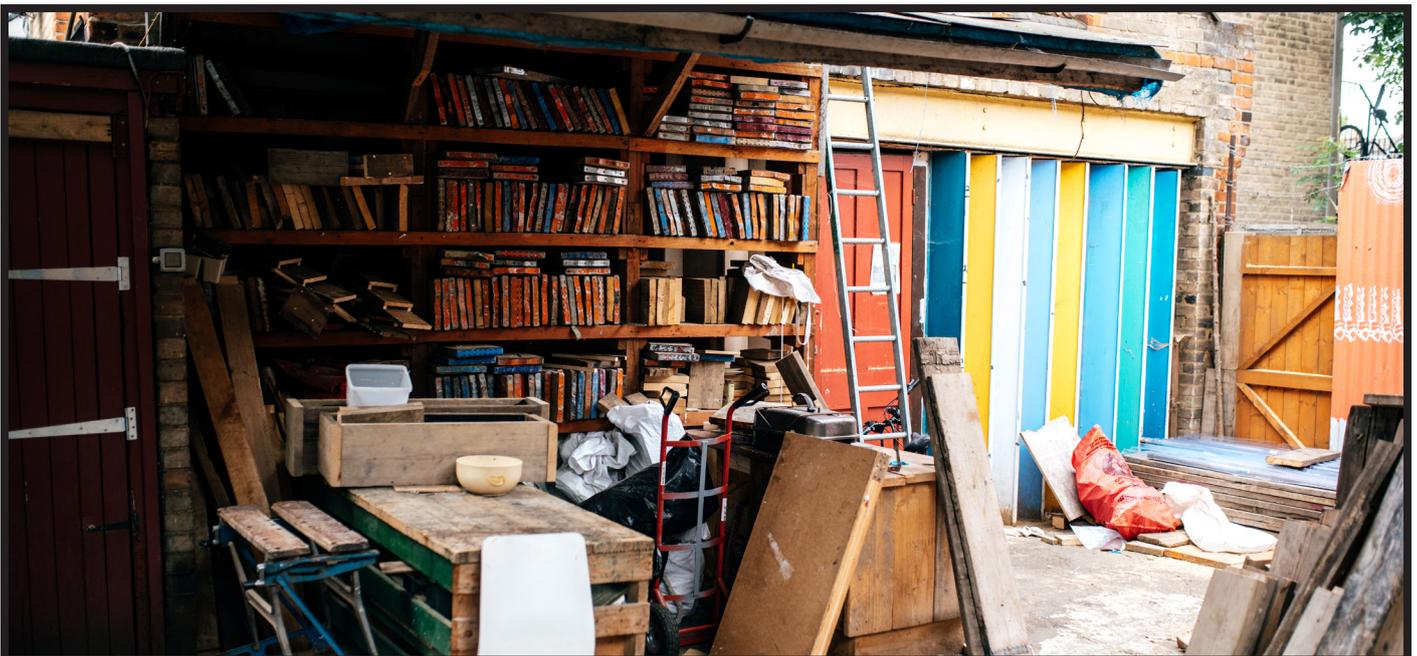
- The Embroidery of May Morris
- Retail Futures 2020 Competition
- Brief 3
- Virtual Culture Programme 2020
- Future events related to fashion

Initiatives:

- Forest Coats
- Forest Kimonos
- Forest Recycling Project
- Cactus Leather workshops
- Smart Wash Lab
- Shift the Power Switch the Button

Community:

- Arbeit Studios Leyton Green
- Fashion Futures 2030
- Brief 2
- Activating change
- Work from Home
- Fashion Club
- Fashion London



Forest Recycling Project. Photography: Eric Aydin-Barberini

Instagram Interactive Campaign

In order to increase the visibility of @walthamforestfashion and bring together the fashion community of the borough, we suggest the creation of an interactive campaign.

Objectives:

- Showcase the fashion businesses of Waltham Forest;
- Strengthen the local fashion community;
- Promote and increase the visibility of @walthamforestfashion.

Task:

The local fashion businesses are asked to create an artwork that represents Waltham Forest Fashion to them. They are encouraged to use any medium (e.g. illustrations, embroidery, painting). Preferably, they could use their products as a medium to create the artwork.

Participants have to post a picture of the artwork on their Instagram account and tag @walthamforestfashion.

Selection and Award:

All the participants' images will be re-posted in the Stories of @walthamforestfashion and a Stories Highlight will be created for the competition, showcasing all the artworks.

LBWF will be responsible for choosing the artwork that best represents the fashion community of Waltham Forest. The winner's work will be posted on @walthamforestfashion, as well as on @lbwalthamforest and @fd_ldn.

4.5 SOCIAL MEDIA STRATEGY

PODCAST

The podcast has been chosen for its increasing popularity within our target audience in the UK (Hebblethwaite, 2017; Hargrave, 2019). We have created the pilot episode of a series called Waltham Forest Fashion*. The episode focuses on the community support's aspects in Waltham Forest and presents testimonies of three fashion businesses. The podcast has been implemented with the logo and audio waves video to make it suitable for Instagram. Offering great support to its businesses,

WFF is a place where fashion can thrive.

[Have a listen to know more.](#)

*For privacy reasons, the podcast has been uploaded on Youtube as "Non-listed" and cannot be publicly shared on social media.

Episode 1

Community support in Waltham Forest

A talk with Nevo Concept,
Blackhorse Lane Ateliers &
Musiuk Handmade.



CONCLU- SION

LIMITATIONS & RECOMMEN- DATIONS

With our project, we have addressed the creation of Waltham Forest Fashion as an important step to enhance the visibility of the borough's fashion sector and enact a positive change. The map gives the possibility to gather useful data and foster collaboration among the businesses. The Instagram account and Campaigns will shape the identity of Waltham Forest Fashion and contribute to its establishment in the wider fashion eco-system.

Collaboration is a key area to address for the creation of a strong community in which resources and skills are shared. This will create a fertile ground for innovation within the borough and activate the vast potential of its makers.

Due to the the spread of Covid-19 and the resulting measures taken by the government, our project has encountered a series of limitations, some of which we have overcome with our decision to switch the project outcome to a detailed plan for a digital communications strategy. The pandemic has had a massive impact on small businesses, which caused a limited communication with them and the impossibility of having the participation expected in our research process. We were unable to explore the borough, in order to get to know the community from the inside and collect imagery and

videos. Finally, due to the limited amount of responses our research had, we could not get their consent to be featured on the interactive map so that it could be published. Therefore, we have listed some recommendations that will help the implementation and future development of our project:

- The communications campaign that we are proposing has to be piloted and tested in the context of Waltham Forest's fashion sector;
- An evaluation process should be identified for the campaigns and social media in order to meet the objectives and understand the effectiveness of the strategy;
- Based on the marketing mix elements, an integrated marketing communication plan should be build after the testing phase of the campaigns, along with creation of a timeline for the marketing communication strategy of Waltham Forest Fashion;
- A digital presence has to be initiated. For instance, the Instagram platform that we planned could work as a starting point to promote businesses and showcase their work;

- An interactive platform/website has to be built for customers who are interested in getting to know the fashion businesses and the opportunities available to them in the fashion sector of the borough;
- The podcast needs to be developed into a series of episodes, highlighting Waltham Forest Fashion's unique features;
- Once developed into a series, a Spotify account needs to be created in order to have a dedicated platform for the podcasts. The use of Spotify is favoured due its high level of integration with Instagram (Spotify, 2018);
- For both the Instagram account and the Podcast, a series of suggested themes and ideas has been highlighted in our plan, which could be further developed. Another podcast could be created using the material from the our interviews with Dr. Francesca Mazzarella, Annette Russell and Helen Lax (the recordings are available on Sharepoint), or by interviewing more fashion businesses of the borough;
- The interactive map of Waltham Forest fashion community has to be published, or privately shared among fashion businesses. All the businesses have to approve their presence on the map and, for the future, the map must be kept up to date;
- For an effective communication plan, post Covid-19 market research should be conducted to analyse the changes in the market and necessary adaptations should be implemented.

We believe the implementation of our plan will be a stepping stone to a thriving fashion industry and we are very much looking forward to it.



Drawing by Shradha Khatri.

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