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# LETTERS TO #MYCLOTHES

Fall back in love with your old clothes

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When reviewing the Fashion Revolution website, there was a lot of content which was quite overwhelming considering Generation Z and Millennials typically have little to no attention span. With that in mind, I selected one of the resources, love letters and transformed it to make it more visual, fun and appealing for the target audience. The key objective is to encourage consumers to utilise their creative talents to write a letter about their favourite item of clothing.



# CONCEPT

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**#MYJEANS**

# Key Objectives

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## PROVOCATION

To create provocation.



## MINDSET

To change the consumer mindset to a customising and keeping mindset.



## CREATIVITY

To create a long-term connection with the ethos of efficiency, resilience and creativity.



## HABITS

To question buyer habits.

# AIDA



## Attention

I will grab attention by uploading campaign material to social media and on the Fashion Revolution website. The material must include 'What is your clothes love story?' and a hashtag curation #lovedclotheslast #myjeans



## Interest

I will increase interest by uploading a series of engaging social media posts from three chosen influencers; Samantha Maria, Julian Hernandez and Rupikuar who will write about their own clothes love story.



## Desire

I will shift consumer mindset by creating a hype through sharing visually engaging social media posts and sending out mailing lists which invites consumers to write their own love letter, as well as promoting a yearly collaborative diary that is ultimately made by the target audience.



## Action

To get consumers to write, share, draw, illustrate, collage or talk about their own personal stories regarding an item of clothing in their wardrobe through a letter, as a reply to someone else letter or creatively through social media posts.

## Example social media post

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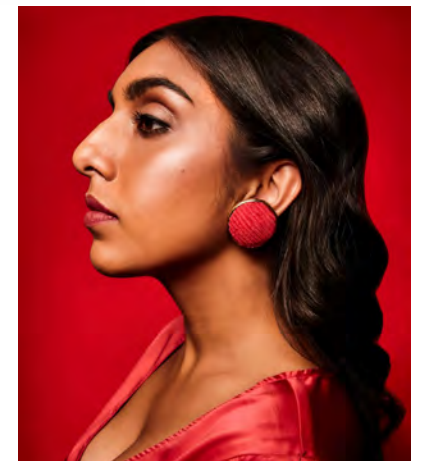
@samanthamariaofficial



@galluks



@rupikaur\_



# TARGET CONSUMER



Book worm

## Eco-friendly

Sustainable activists. They enjoy reading novels and their strong point is writing. They are one of the most important consumers as they will set an example in regards to how to write a love letter.



Self-Obsessed

## Influencer

Creative and trendy. They will incorporate blog style content within their letter which will include photography and informal writing. They have thousands of followers which will encourage consumers to take action.



Edgy

## Streetwear enthusiast

Tech savvy, cultured, diverse and predominately male. They will have a job in or be studying a computer based course, graphic design, illustration or animation, etc. They will encourage visually engaging letters as shown in the brand editorial.



# MULTI-CHANNEL

**S**ocial media will be an integral part of the campaign as it is one of the key marketing techniques to attract the younger generation and create a provocation.

Example marketing techniques used on social media will include;

- #myjeans (example) hashtag curation
- A collection of social media promotion posts and stories, including content from influencers (see right)
- A new section for the letters on the Fashion Revolution website (see right)



Instagram story example



Website mockup idea



Instagram story example 2

# MOCKUP TEMPLATE COLLECTION

FALL BACK IN LOVE WITH YOUR OLD CLOTHES

An example mock up of how the website and creative letters would look on an iPhone and iPad. The MacBook shows template letters for consumers who aren't as confident in design.





The diary, which was initially inspired by Wreck It Journal, will show a modern and creative way of sharing personal stories which pushes the boundaries of traditional letters.

#mycalvinkleinjeans

#mycalvinkleinjeans

#mycalvinkleinjeans

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M/W

Dear Calvin Klein jeans,

I remember the first sight of you. Twenty four years of age at the time, but you were mine.

Who did you admire when you were younger? I was asked. My mum. Always my mum. Flamboyant. Outspoken. Defiant. Beautiful. The head of the house (don't tell Dad!).

She taught me everything I know. Self-respect, knowing my worth, generosity, kindness and treating everyone as you would want to be treated no matter what walk of life they had come from.

One evening, when I was fourteen years old, she knocked on my door. I don't know why she knocked because she would come in regardless.

She walks over and hands me a present.

Its not my birthday, what could it be?

I tear open the tissue paper to find her beloved, washed out blue designer Calvin Klein jeans to which Mum responds, "I wore them when I was your age, now you can wear them, too". Bursting with happiness, pride and excitement, I hug her tight.

Now I can be like my mum. My Calvin Klein jeans, now thirty years old, are a piece of her. Much more than a garment, they encapsualte a priceless memory that will never fade.

Sincerely & Forever Yours,

Your owner,  
Melissa Wright.

The diary encourages consumers to utilise their talents by creating their own version of a letter through graphic design, illustration, collaging, etc.

# BRAND EDITORIAL

Why did I sleep outside END waiting for the latest release of Yeezy's or the Nike React Element 87? Because these trainers define who I am. Shoes have been a huge part of my identity since I was just 15. I remember my first pair of Adidas trainers, thinking to myself I never want to take them off, but also cautious to wear them because I didn't want to get them dirty. Clothes and shoes are often bought due to an emotional response or at least they used to be.

My sister will buy a dress for a night out and never wear it again. Some of her clothes still have the tag on!

I know what you're thinking, 'I bet he has 100 pairs of shoes' but thats not the case. I have four pairs that represent who I buy shoes because I know I will re-wear them again and again. I am. My fa-vourites? My Stan Smiths. In 2014, they blew up after Adidas stopped releasing them for three years. I bought my first pair in 2016. They were white and green. They were incredible.

My Stan Smiths hold a privileged place next to my three other pairs of trainers at the bottom of my wardrobe, like a shrine of trophies you want to show off to rest of the world.

LIAM

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ADIDAS ORIG-  
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THE SHOE  
FITS

A LETTER TO  
MY TRAINERS

Investmen

Example visual letter from brand editorial

# DIARY

The diary, mainly created by consumers, will showcase a range of personal stories regarding items of clothing that have meaning whether that be vintage, passed down clothing or a memorable event such as prom.





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# WHAT IS YOUR CLOTHES LOVE STORY?

#MYJEANS

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Loved Clothes Last