

The image features three fashion mannequins with long, wavy red hair and bangs, set against a solid yellow background. The mannequin on the left is in the foreground, slightly out of focus, with her face partially obscured by the large white text. The mannequin in the center is in sharp focus, looking directly at the camera with a neutral expression. The mannequin on the right is slightly behind and to the side, also looking forward. All three mannequins have pale skin and are wearing red lipstick. The overall aesthetic is high-contrast and stylized, typical of fashion photography.

FASHION FAUX PAS.

EXPLORING AN UNEASY RELATIONSHIP
WITH FASHION'S MOST POWERFUL AUDIENCE.

A woman in a long, flowing dress stands on a dark, silhouetted hill, looking out at a vast, stormy sky filled with dark, heavy clouds. The horizon shows distant mountains under a lighter, hazy sky. The overall mood is dramatic and contemplative.

THERE'S SOMETHING IN THE AIR.

A storm is brewing. From the board room to Hollywood, from Westminster to Mumsnet. Women's voices are dominating the conversation, gaining influence and shining a light on a wide range of deeply-engrained cultural issues that need to change.

More women than ever before are entering higher education, starting new businesses, accumulating wealth and gaining financial independence.

Multi-minding, multi-tasking, women who manage households, successful careers and exciting social lives.



women
who want to have their cake **and** eat it.

BUT IS THERE A CHASM BETWEEN **FEELING**
EMPOWERED AND **BEING** EMPOWERED?

SO WHAT ROLE IS THE
\$900 billion
FASHION INDUSTRY PLAYING IN THIS?

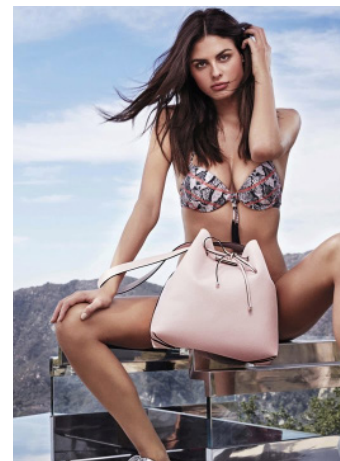
Despite a primary audience of women, the fashion industry is firmly a man's world and views it's audience through a distinctly male lens.



RECOGNISE THESE
STEREOTYPES?

[THE SEX OBJECT]

Lechery dressed as luxury. The glamorisation of lust and the male gaze.



[THE GODDESS]

Unattainable, unrealistic, put-on-a-pedestal, air-brushed perfection.





THE PROBLEM

'Women feel vastly **underserved**.
Few companies have responded to
their needs with products and services
designed specifically for them.'

Harvard Business Review THE FEMALE ECONOMY

91%

WOMEN SAY BRANDS
DON'T UNDERSTAND THEM*

7/10

ALIENATED BY ADVERTISING*



fashion

is not something that exists in dresses
only. it exists in the sky, in the street.
fashion has to do with ideas, the way
we live, what is happening.

- Coco Chanel



**So fashion is a place
for art, imagination
and culture to collide.**

For passion and fresh ideas
to take wearable form.

But with cultural attitudes
shifting at pace, have the
taste-makers lost their way?





THE OPPORTUNITY

CHANGE THE CONVERSATION

Fashion has always been about **making a statement**. But what are brands saying? Where does fashion sit with feminism? And how can an industry that is built on women, do a better job of championing them?

KNOW YOUR **audience**

The first step in connecting with your audience is to understand them. Their lives, their loves, their motivations, their reasons, the occasions, the micro-moments.

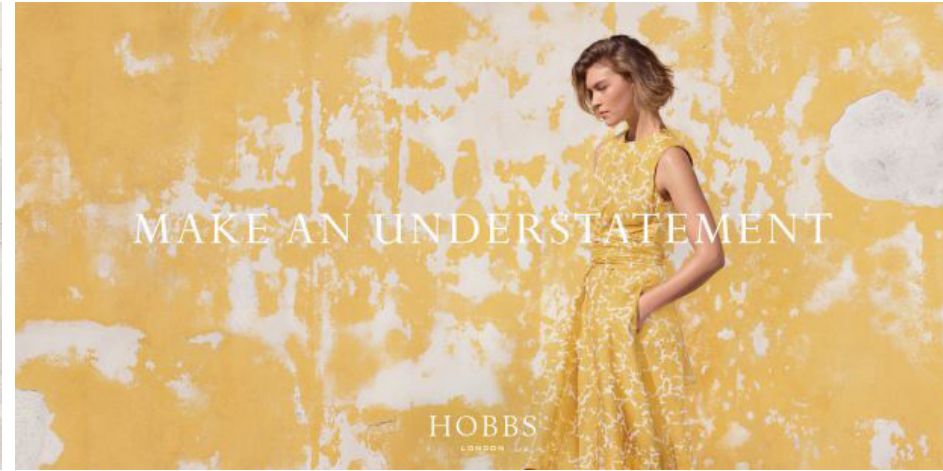
1. WHY DO WOMEN BUY FASHION?
2. WHO ARE THEY DRESSING FOR AND WHY?
3. WHAT ARE THEIR PSYCHOLOGICAL DRIVERS?



[INVISIBLE AT 50]

Women over 55 complain of feeling invisible. Great dresses which when you pick up, then are split open to the waist and backless, rendering them totally unsuitable/unpractical for older women.

[BUT **THIS** IS NOT THE ANSWER



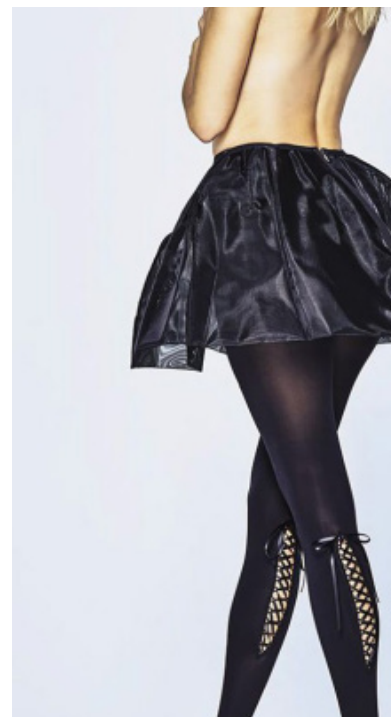
Yes older, accomplished, professional women don't need their clothes to do the talking. It's true that older women are no longer defined by their appearance. But do you know a woman who would connect with the idea of going un-noticed, of blending into obscurity?

It's a case of an insight manipulated into a campaign that misses the mark.

CELEBRATE WOMEN.
DON'T ADVOCATE HELPING
YOUR CUSTOMERS TO
BECOME INVISIBLE.
ELEVATE THEM. FEMALE
COMES IN ALL SHAPES AND
SIZES. IT'S GLORIOUSLY,
MULTI-DIMENSIONAL.

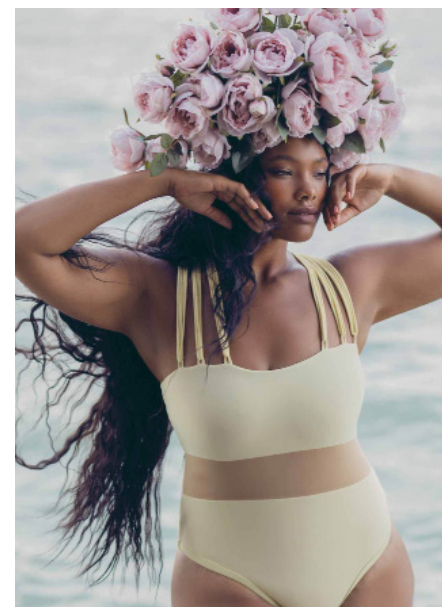
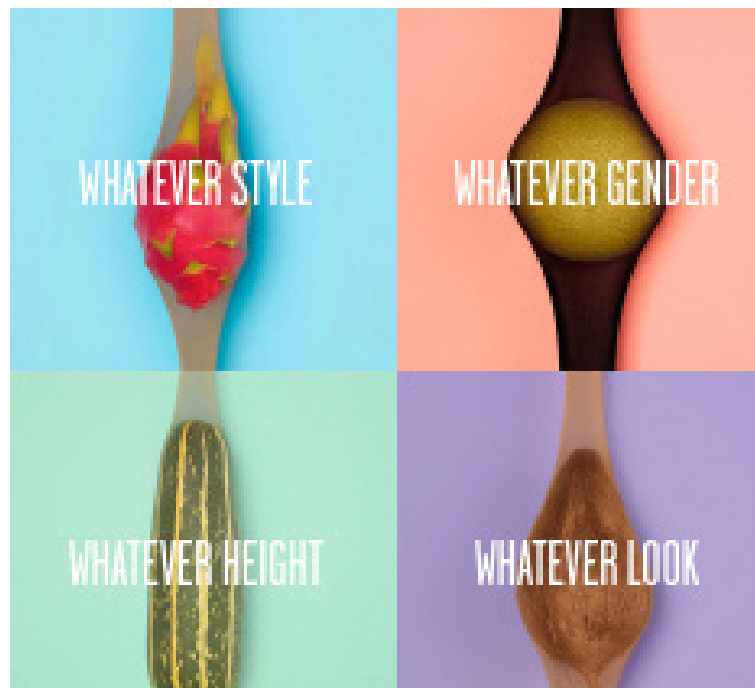


DON'T DO THIS





DO THIS!!



—• be meaningful.

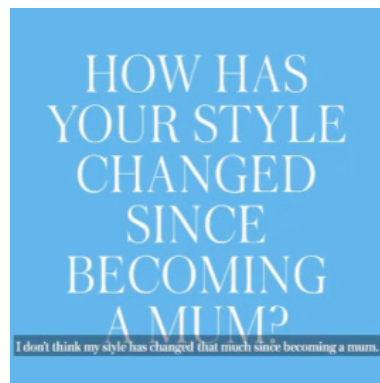
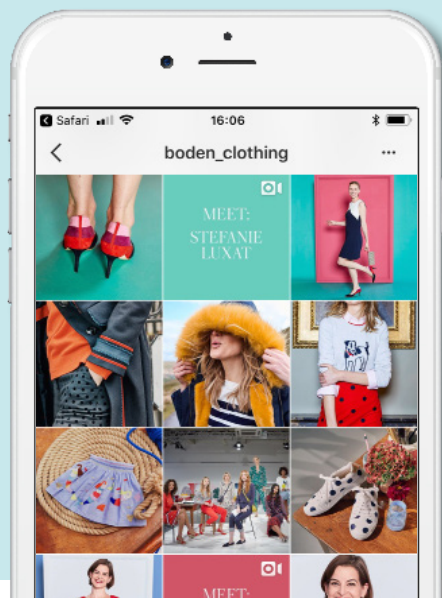
Transcend commercialism and tap into a thought, a shared perspective, issue, cause that connects with the audience. Stand for something that can bring you together. Be a step in a journey to something that matters. Connect to other ideas. Has purpose.



LIKE THIS

WOMEN WHO WEAR IT LIKE A MUM

Join us on our mission to reclaim what mum style really means: wearing what YOU want in your OWN way. Watch our campaign video to meet our line-up of stylish, successful women who are doing exactly that.



CREATE CHANGE

LOOK THROUGH A FEMALE LENS

Seize the opportunity to empower your audience and **make a positive impact in their lives**. Style yes but with some substance. Elevate women's value beyond simply being about appearance. We owe it to ourselves.

BE BOLD. DO DIFFERENT.