

■ ALEXANDRA LLOYD

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## EDUCATION

- **MASTERS DEGREE** / MAR 2020  
LAW (CONTRACT LAW / EU LAW / PROPERTY LAW / EQUITY & TRUSTS / CONSTITUTIONAL LAW / TORT / ADMINISTRATIVE LAW / ENGLISH LEGAL SYSTEMS / CASE ANALYSIS / STATUTORY ANALYSIS / COPYRIGHT LAW)  
BPP UNIVERSITY LONDON WATERLOO
- **BACHELORS DEGREE** / JUN 2013  
FASHION DESIGN AND DESIGN MANAGEMENT  
PARSONS THE NEW SCHOOL FOR DESIGN
- **CS50- COMPUTER SCIENCE FOR LAWYERS** / APR 2020  
HARVARD UNIVERSITY.
- **FINANCIAL ENGINEERING AND RISK MANAGEMENT** / JUN 2020  
COLUMBIA UNIVERSITY

## LANGUAGES

- ENGLISH // Native
- FRENCH/ITALIAN // Fluent
- GERMAN // Solid Understanding
- DUTCH/SPANISH/RUSSIAN // Basic

## PROFILE

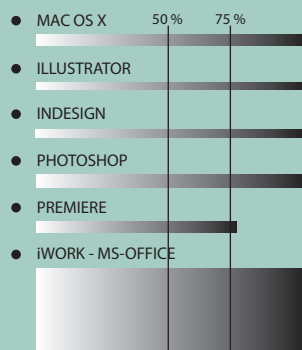
Adept at communication, I have produced content, both visual and editorial, across platforms.

My proficiency in design for print, presentations and online means that I am able to communicate fluidly with external contractors whilst I can be relied upon to do the work myself.

My familiarity with business, research, and handling large datasets, coupled with my understanding of visual communication, means that I can readily create simple and powerful presentations to convey information.

I am also a seasoned writer & Translator

## SKILL



# GRAPHIC DESIGN & PRESENTATION

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ALEXANDRA LLOYD



# NOTICE OF CONFIDENTIAL NATURE OF PRESENTATION



OROMO



nov - 2018

01

OROMO

**Tools**

Adobe Photoshop and Illustrator

Freelance

# Branding

STATIONERY  
PACKAGING  
LOGO DESIGN  
CORPORATE IDENTITY

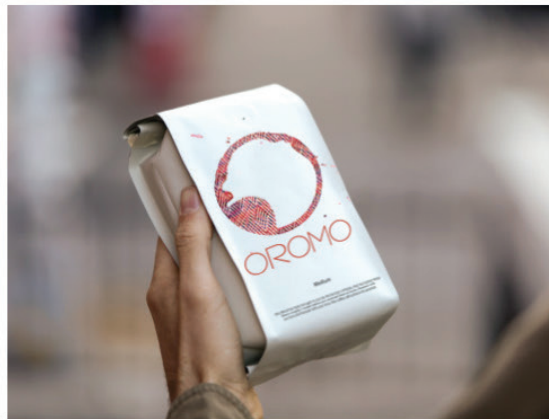
**Description**

Oromo is a new Berlin based brand for speciality premium coffee with a wider audience than current artisan cafes cater to. They want to position ourselves as lifestyle E-Ecological premium brand that will be rooted on fair trade and eco-friendly production of coffee, while at the same time delivering a premium experience with visually appealing physical and digital products for all coffee drinkers. Their coffee will be sold through an online platform in the first step and will be delivered and sold through their own cafés in the next step. The Name Oromo comes from the Ethiopian tribe that discovered coffee.

The Icon and Font should complement plain packaging and suit any background of an image within a social media post of the typical millennial showing off his lifestyle.







## Brief

The Icon and Font should complement plain packaging and suit any background of an image within a social media post of the typical millennial showing off his lifestyle.

Millennials - the branding will focus around being attractive to Millennials and their lifestyle desires.  
 Design Coops - packaging will attract attention thanks to special editions with established artists and product designers.

Social Media - all products will be desired items when sharing a lifestyle image. The logo will always be visible.

01	OROMO
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**Tools**  
Adobe Photoshop and Illustrator

Freelance

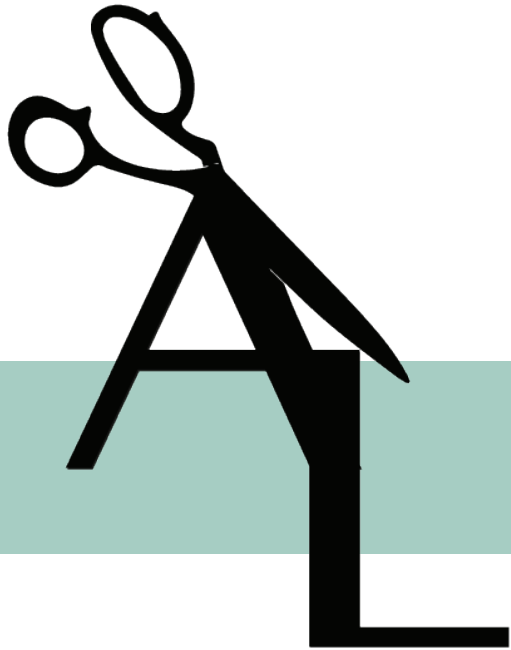


The logo was developed from the identity of the brand, with clean sans serif fonts.

The coffee stain icon is scalable and identifiable, whilst also representing the O in Oromo. Different colourways can be used for different blends.

The linear pattern on the icon is developed from the textiles that the Ethiopian tribe wear and produce.

The client wanted a logo that could have special editions- Artist collaborations can substitute out the linear Oromo pattern.



HOOPE

# LOGO DESIGN

LOGO CREATION  
GLYPH CREATION  
ICON DEVELOPMENT

## Description

Hoope is a shirt brand based in Delhi who use cheeky embroidery as their signature.

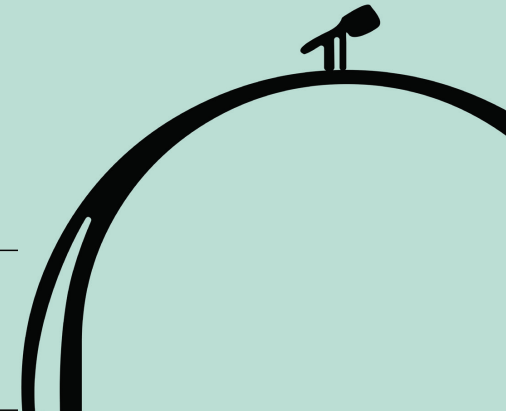
They wanted a simple, modern and clean logo that referenced the embroidery hoop and also looked retro, quirky and slightly folksy without being overtly so.



**Tools**  
Adobe Photoshop and Illustrator

**Phase**  
Freelance

# HOOPE

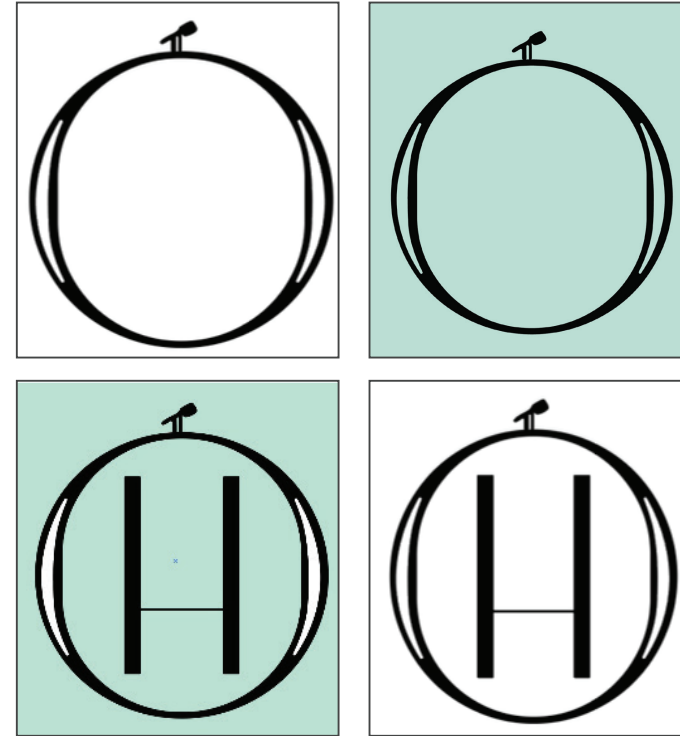


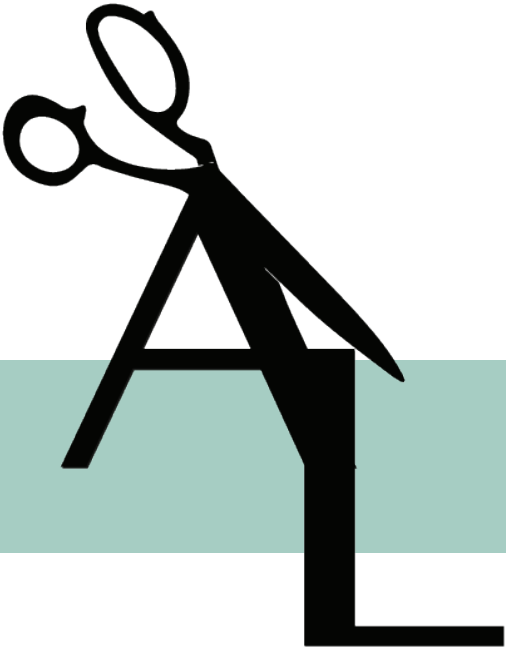
Jan - 2018

02	HOPE
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The brief requested that a Glyph logo could be made of the letters, settling on the manipulation of an O into an embroidery hoop.

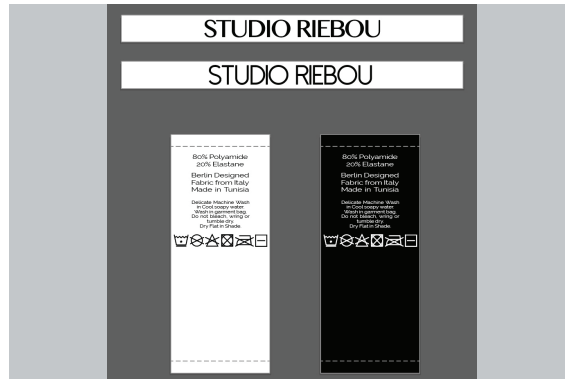
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STUDIO RIEBOU

# STUDIO RIEBOU STUDIO RIEBOU STUDIO RIEBOU



A Berlin Based Swimwear brand commissioned a Logo, care labels, Hang-Tags and stationary prior to launch

They wanted a clean, Art Deco referenced Typeface and an "almost" monochrome palette

STUDIO RIEBOU  
NINA RIEDEL



ACCESS ALL AGENTS



# Corporate Branding

CORPORATE LOGO  
ICONS  
APP MOCKUP  
BRANDING  
WEB DEVELOPMENT  
STATIONARY

Working directly with the app developer to build its brand identity

A series of illustrations were also commissioned for marketing materials.

The logo brief included creating a house that could be used as an identifying mark

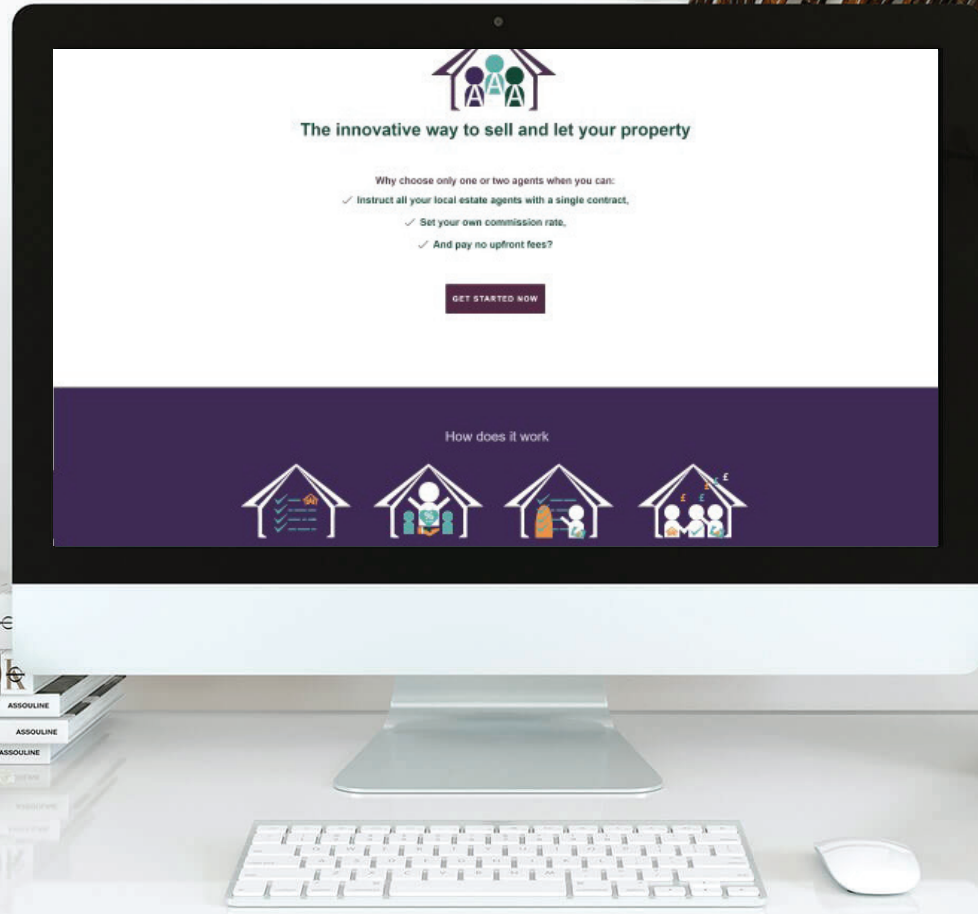
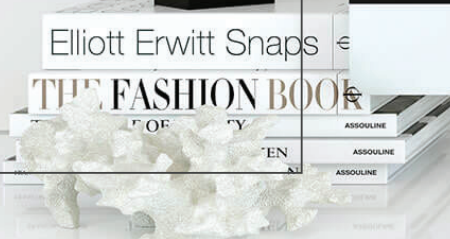
We incorporated a cool colour palette, with vivid colour blocking that could be carried across to the app's branding.

The Logo needed to distinguish the brand from AAA

A Sans Serif typeface that would work cleanly on multiple platforms and screen displays was also required



feb 2018 - mar 2018



## ACCESS ALL AGENTS

04 ACCESS ALL AGENTS

The website was designed in a continuous scroll that was simple to navigate and translated cohesively across Platforms. Simple animations allowed the transitions to be of greater interest.

**Tools**

- Adobe Illustrator
- Adobe Dreamweaver
- Adobe InDesign

04 ACCESS ALL AGENTS



### Why use Access All Agents?

We understand your dilemma about choosing an online agent vs your local estate agent. We have therefore created a platform where you can receive the benefits of both worlds.

- Free Listing**  
Listing is easy and free. Why not setup an account now?
- Set your own fee**  
Pick a rate you're comfortable with
- No Sale, No Fee**  
Nothing to pay if our member estate agents can't get you what you want!
- Immediate instruction**  
Instruct all your local estate agents at once. With a single listing, all subscribed agents in your area will see your property and get to work.
- Expert & local knowledge**  
By instructing all local estate agents, you are bound to achieve the highest figure in the shortest space of time with local expertise!
- Personal service**  
Benefit from the face to face and start to finish personal service of traditional estate agents.

### The first & the only

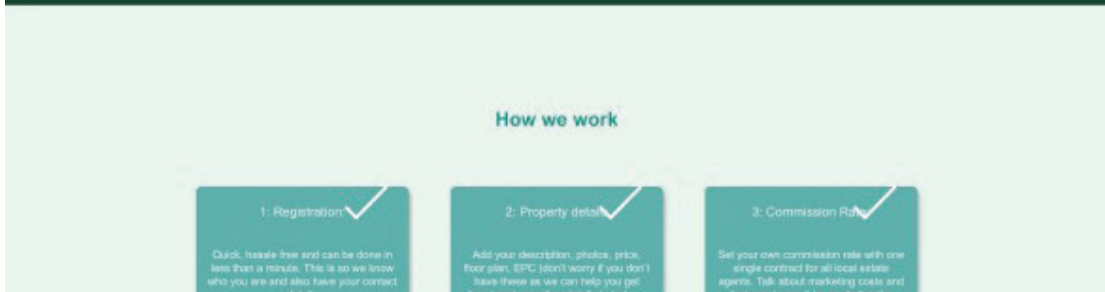
Access All Agents is the first platform built to offer you a way to instruct your local estate agents with one hassle-free contract, whilst you control the commission rate you're willing to pay.

Recognising the ever-changing property market, and the value of local estate agents in a fluctuating market, Access All Agents achieved the best and most cost-effective solution, giving you freedom from sole agency contracts and (over the top) multi-agency fees.

Our co-founder, an estate agent himself, found himself wanting to sell his own property quickly and at the possible price. Knowing his market well and the potential in his local estate agents' buyers database, he realised he shouldn't just rely on a single agency to find him a serious-quality buyer when working with multiple agencies would yield better and better results.

If only there were a way to discreetly instruct all those high street estate agents at once, without needing to go to everyone and sign three contracts? There was the approach required! In the end, he created up manually doing what Access All Agents does, negotiating the commission at a rate that was lower than the usual multi-agency fees but which was enough to keep the agents motivated.

A number of viewings were arranged, a sale was quickly agreed and the property was sold.



# Web Design

Jan - 2018

WEBSITE DESIGN  
DEVELOPMENT  
MAGAZINE DESIGN

## Description

Working directly with the app developer to build a website that incorporated a fun, clean, playful image.

A series of illustrations were also commissioned to animate the site.

The site needed to load quickly across multiple platforms, and be clean and striking

We incorporated a cool colour palette, with vivid colour blocking that could be carried across to the app's branding.





# Logo Design

Icon Design  
Typeface  
Logo design

## Description

The logo brief included creating a house that could be used as an identifying mark

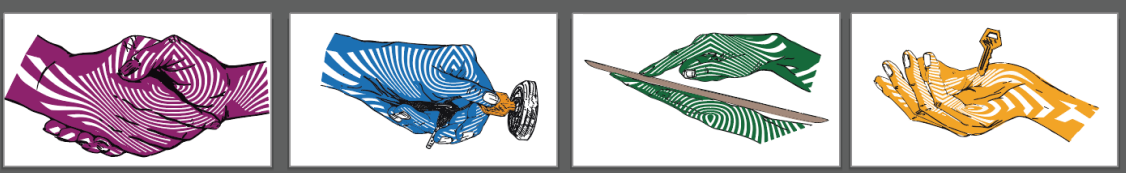
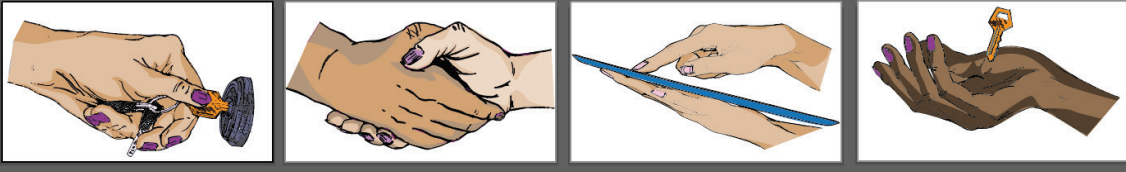
As a second option, it was proposed that a simpler, more versatile branding might be effective, and proposed several logos based on the simplification of the three letter As of the name.



# Illustrations

ADOBE PHOTOSHOP  
ADOBE ILLUSTRATOR

Various proposals were requested for images to illustrate the site, app and materials. These ranged from more traditional flat icons to vectors and hand illustrations

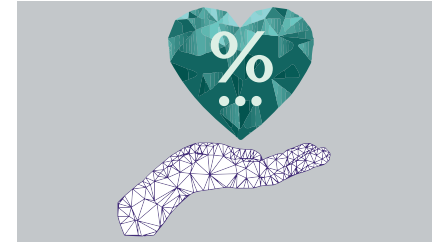


## ACCESS ALL AGENTS

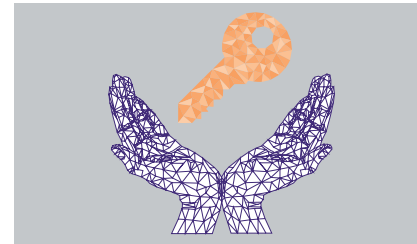
APPLICATION



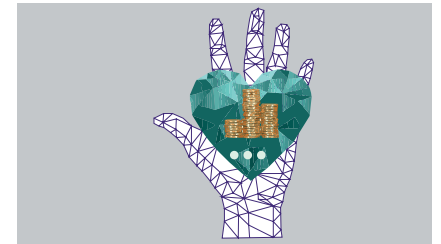
COMMISSION



KEY HANDOVER

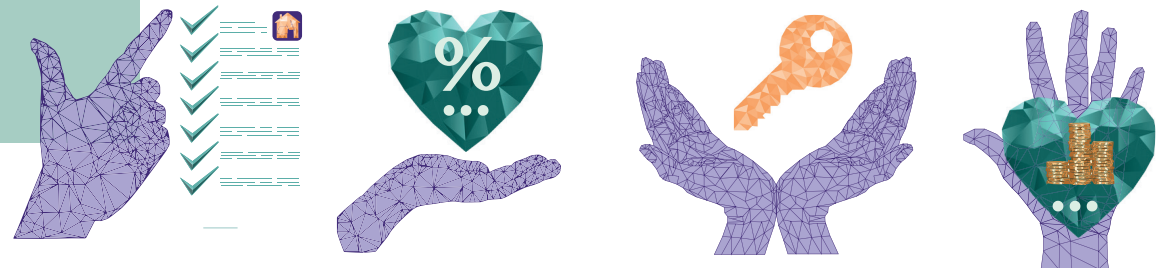


SAVINGS (MONEY IN HAND)



04

ACCESS ALL AGENTS - ILLU





NUTCRACKER STUDIO

n



Jan - 2020

# Nutcracker

PRINT AND GRAPHIC DESIGN  
PRESENTATIONS  
TEXTILE DESIGN  
LOGO DESIGN  
SOCIAL MEDIA CONSULTING

## Description

Below find some excerpts of presentation  
which are not limited by confidentiality.

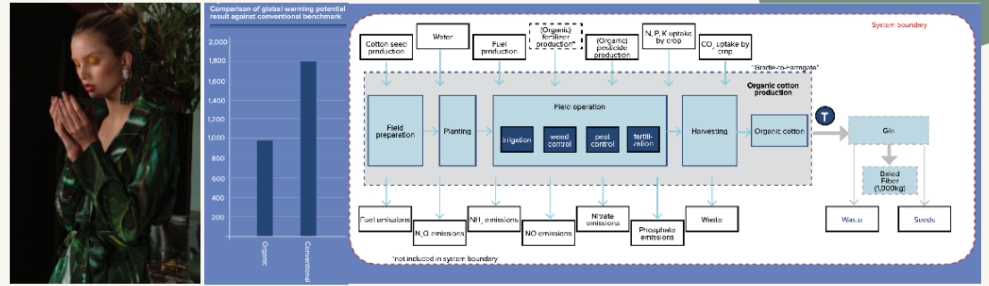
Adobe Illustrator

Freelance





# MANAGING IMPACT - COTTON



IMPACT - GLOBAL WARMING POTENTIAL      IMPACT - ACIDIFICATION POTENTIAL      IMPACT - EUTROPHICATION POTENTIAL

Climate change, measured as global warming potential, is one of the most pressing environmental issues of our times. Field emissions dominate this category with >50% share. This refers to gases emitted from soils as a result of agricultural activity.

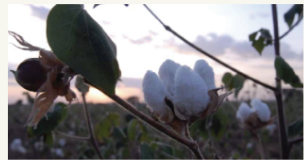
Acidification, causing acid rain among other effects, is closely connected to air, soil, and water quality and has a huge impact on agriculture and eco-systems. It is measured in kg SO<sub>2</sub> equivalent.

Eutrophication, also known as over-fertilization, is closely connected to air, soil, and water quality, with a huge impact on agriculture and eco-systems. It is measured in kg SO<sub>2</sub> equivalent.

In most other aspects of production impact depends on the fuel powering processes. Ginning accounts for circa 18% because electricity provision in most cotton-producing countries has a high share of coal and other fossil fuels. Machinery use is also a significant contributor (16%) for the same reason. Irrigation and transport to the gin contribute smaller amounts as they generally have low energy consumption.

The acidification potential reported for conventional cotton is 18.7 kg SO<sub>2</sub> equivalent for 1,000 kg lint cotton compared to the much lower 5.7 SO<sub>2</sub> equivalent for certified organic cotton. This is equal to a potential saving of 70 percent.

Strong soil protection measures can prevent up to 90% of rotation crops and in farmers, contribute to the reduction of EP of 26% is evident, 1,000 kg for conventional cotton organically cultivated certified cotton.



The global average GWP of conventionally grown cotton is calculated to be 1,808 kg of CO<sub>2</sub> equivalent per 1,000 kg of cotton fibre produced. For Organic Cotton, with the certifications that we seek in our suppliers, Textile exchange arrived at 978 kg of CO<sub>2</sub> equivalent per 1,000 kg of cotton fiber resulting in a GWP saving of 46%.

05 | NUTCRACKER

Presentation of research that corresponded with the brand's colouring and playful style. Many different Graphics needed to be integrated into the presentation, whilst the Brand's Identity and principles needed to be conveyed,

## MARKET OVERVIEW

Bain & Co forecast online sales will take an increasingly significant share of the total luxury market. It currently makes up 8% of total luxury sales, but that will grow to 25% by 2025. Online is expected to equal "monobrand stores" as the most significant channel for luxury sales. Over that same period, the monobrand share will slide from 30% to 25%. For example, Ralph Lauren's latest quarterly wholesale sales to department stores and other customers slumped 28% while comparable sales at its own stores also dropped. With a responsive DTC and online model, a close relationship with its customer base and a flexible supply chain, Nutcracker is able to be responsive and adapt to global threats like COVID-19

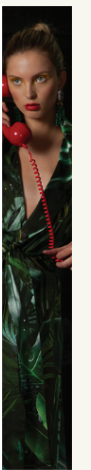
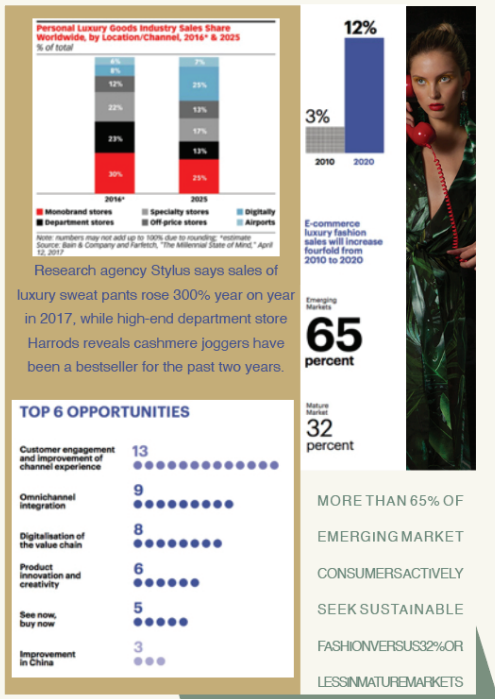
# A RESPONSIVE BUSINESS MODEL

McKinsey Global suggest that fashion companies improve their performance through a combination of organic growth and leveraging new technologies. This will be through deepening relationships with existing clients, rather than through geographic, channel, and store-network expansion.

Value and affordable luxury are outlined as the big winners, both outpacing the industry average at a projected 3.0 to 4.0% and 3.5 to 4.5% growth, respectively. This is Nutcracker's pricepoint.

Bain & Co, stated in their Worldwide Luxury Market Monitor that a rise in global personal luxury goods spending can be attributed to "Consumers asking for more innovation and more creativity. We are seeing a bigger gap between winners and losers, driven by the ability of brands to understand the way the consumers are changing." Nutcracker's adaptability, and drive for sustainability, are key to its opportunities

The McKinsey Global fashion index report expects fashion-industry growth will increase to 2.5 to 3.5% in 2017. Value and affordable luxury are outlined as the big winners, both outpacing the industry average at a projected 3.0 to 4.0% and 3.5 to 4.5% growth, respectively. An example of a brand in benefitting from growth in this sector of the market is Self Portrait, which is reported by the Telegraph to sell a dress every 6 minutes in Selfridges.





Historically there have been lifts in late Q1 and early Q3 – key points when the weather changes. Those concentrated periods of new product tended to last for two months before sleepwear becomes less consistent through the remainder of the year.

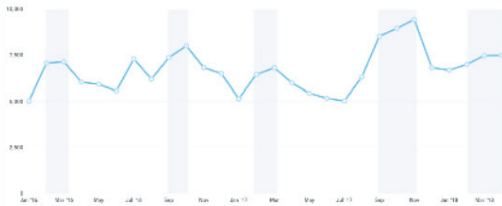
However, it's really interesting to see in the data that as of Fall 2017, the new arrival period extends for three months. 2018 was strong right from the start and it appears that high-demand periods are extending.

MARKET OVERVIEW

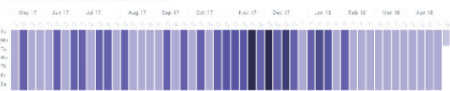
# EXTENDING SALES SEASONS

Sleepwear Seasonality

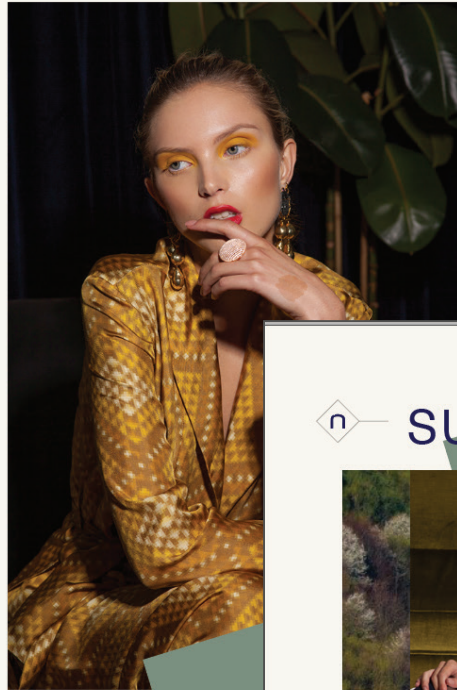
Based on number of new arrivals each month at 74 global retailers.



Nightwear - Discounting History Week View



A week-by-week view shows weeks 43-52 are critical for sleepwear discounting.



01

05 | NUTCRACKER

Presentation of research that corresponded with the brand's colouring and playful style. Many different Graphics needed to be integrated into the presentation, whilst the Brand's Identity and principles needed to be conveyed,



# SUSTAINABLE MANAGEMENT

FOCUS ON A POSITIVE IMPACT



We believe that our sustainable approach to fashion and style is a key to future fashion and an urgent move forward in this industry.

All our garments are developed to the highest guidelines possible, embracing technological innovations like waterless printing.

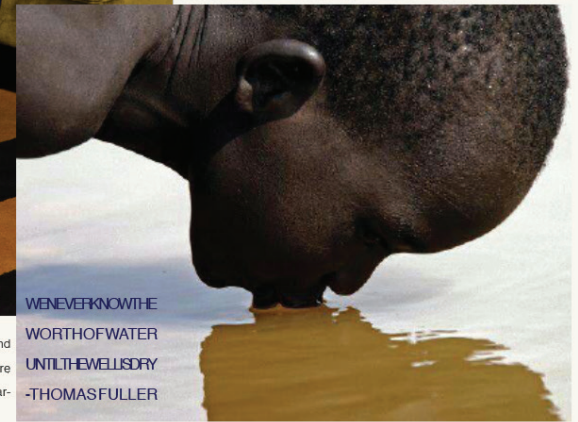
We use small facilities that we are familiar with on a personal level, and visit regularly, so we can vouch that no sub-contracting is taking place.

OUR MANUFACTURING  
BASE IS IN ISTANBUL,  
LIES ON THE GOLD SILK  
ROAD BETWEEN CHINA,  
INDIA AND EUROPE. THIS  
ALLOWS US TO MINIMISE  
OUR TRAVEL FOOTPRINT

Our packaging goal is to reduce as much plastic as possible, and we manufacture smartly to reduce shipping pollution - where our wools are sourced from Yorkshire, we manufacture our wool garments in the UK.

Our manufacturing agreements and online offering allow us to be responsive and not wasteful, with low deadstock.

Our limited fabric range allows us to guarantee the provenance of our textiles, and also allows us to limit wastage season to season. We value certification.

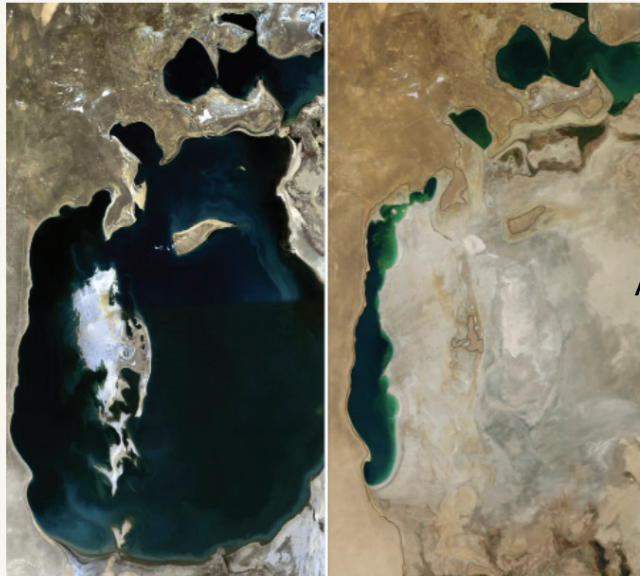


WE NEVER KNOW THE  
WORTH OF WATER  
UNTIL THE WELLS DRY  
- THOMAS FULLER



# n SUSTAINABILITY

WE ARE VERY CONSCIOUS OF THE ENVIRONMENT AND THE INDUSTRY'S FOOTPRINT IN GLOBAL POLLUTION. WE ARE NOT INTERESTED IN FAST FASHION. WE ARE IN PUSHING AND CLASSIC THAT ARE MADE FROM MATERIALS OF THE HIGHEST QUALITY.



05 NUTCRACKER

Presentation of research that corresponded with the brand's colouring and playful style. Many different Graphics needed to be integrated into the presentation, whilst the Brand's Identity and principles needed to be conveyed,

# n

"For people in their late twenties and early thirties, there seems to be less desire to spend money on drinking or going out. As a response to that, people are much happier to stay at home and spend more on luxury items to make it an event to stay in. With our products, a lot of it is around the luxury of staying in."

- Louise Barnard, creative director, Violet & Wren

MARKET OPPORTUNITY



06

"SLEEP AND LOUNGEWEAR REPRESENT ONE OF THE BIGGEST NON-CORE PRODUCT OPPORTUNITIES FOR FASHION BRANDS AND RETAILERS RIGHT NOW, WITH THE MOST DYNAMIC GROWTH OCCURRING AT THE AFFORDABLE LUXURY LEVEL," - EMILY GORDON-SMITH,

More time being spent at home and a desire for ultimate comfort, all day, every day are two key drivers behind this trend.

# THE NIGHTWEAR MARKET

MARKET INSIGHTS

## PRICES

### Price architecture of nightwear

Pricing of key items within the sleep category at 24 global retailers on May 1 2018.

Product ID	Retailer	Material	Price	Rank	Top	Bottom	Unit
1001	ASDA	100%	12.95	100%	100%	100%	100%
1002	ASDA	100%	12.95	100%	100%	100%	100%
1003	ASDA	100%	12.95	100%	100%	100%	100%
1004	ASDA	100%	12.95	100%	100%	100%	100%
1005	ASDA	100%	12.95	100%	100%	100%	100%
1006	ASDA	100%	12.95	100%	100%	100%	100%
1007	ASDA	100%	12.95	100%	100%	100%	100%
1008	ASDA	100%	12.95	100%	100%	100%	100%
1009	ASDA	100%	12.95	100%	100%	100%	100%
1010	ASDA	100%	12.95	100%	100%	100%	100%
1011	ASDA	100%	12.95	100%	100%	100%	100%
1012	ASDA	100%	12.95	100%	100%	100%	100%
1013	ASDA	100%	12.95	100%	100%	100%	100%
1014	ASDA	100%	12.95	100%	100%	100%	100%
1015	ASDA	100%	12.95	100%	100%	100%	100%
1016	ASDA	100%	12.95	100%	100%	100%	100%
1017	ASDA	100%	12.95	100%	100%	100%	100%
1018	ASDA	100%	12.95	100%	100%	100%	100%
1019	ASDA	100%	12.95	100%	100%	100%	100%
1020	ASDA	100%	12.95	100%	100%	100%	100%

Nutcracker sits squarely at the premium end of the category. Pricing is at a treat level allowing us to appeal to the top 5% of consumers. When it comes to price, Nutcracker is not competing with disposable fast fashion, which is the antithesis of the brand. There is very little middle ground in the market, which means less pressure to lower prices by squeezing suppliers and margins; With a premium offering, there is little risk of being cannibalised by lower priced players.

## ASSORTMENT

### Nightwear assortment in men's and womenswear

Based on the assortment of leading retailers at 24 global retailers on May 1 2018.



**SOCIAL MEDIA READY**  
We can pin the upsurge in sleepwear, particularly at the premium level, to much wider consumer trends. Social media and the immediacy of live 'stories' means that we've opened up our private spaces.

**A PIECE OF HOME-STYLING**  
Consumers are very deliberate in their purchases and styling of home – making elevated choices around things like kitchenwares, ceramics and houseplants. They're all aspects of the creation of self that is gripping consumers today. Nutcracker creates an affordable and desirable glamour injection.



Stephan Hohmann, CEO, Hanro

"If you look back even a decade in sleepwear, it was very much a world of 'granny' sleepwear. Buyers, especially in department stores, were inclined to stick to the same, boring formula. What happened was that the more modern and younger consumers were not attracted to the sleepwear department any more. The look had to change."

# RISK ANALYSIS

STRATEGIC DEVELOPMENT

## S TRENGTHS

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6
- Item 7
- Item 8
- Item 9
- Item 10
- Item 11
- Item 12
- Item 13
- Item 14
- Item 15
- Item 16
- Item 17
- Item 18
- Item 19
- Item 20

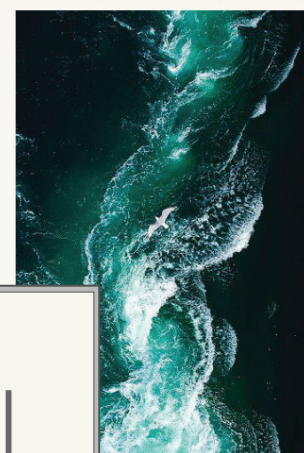
## W EAKNESSES

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6
- Item 7
- Item 8
- Item 9
- Item 10
- Item 11
- Item 12
- Item 13
- Item 14
- Item 15
- Item 16
- Item 17
- Item 18
- Item 19
- Item 20

## O PPORTUNITIES

- Item 1
- Item 2
- Item 3
- Item 4
- Item 5
- Item 6
- Item 7
- Item 8
- Item 9
- Item 10
- Item 11
- Item 12
- Item 13
- Item 14
- Item 15
- Item 16
- Item 17
- Item 18
- Item 19
- Item 20

Current estimates are that the fashion industry uses around 70 billion cubic metres of freshwater per year ('Pulse of the Fashion Industry Report' (2017) Global Fashion Agenda & BCG), and this represents circa 10% of all industrial usage, (at 19% of total global freshwater usage - 3,685.7 billion cubic metres/year per the World Bank. This is enough water to quench the thirst of 110 million people for an entire year.



# MANAGING IMPACT: BCI, OEKO-TEX, REEL & GOTS CERTIFIED COTTON

It takes on average 10,000l of water to cultivate just one kilogram of raw cotton. That means the production of just one cotton shirt requires approx 3000l per Water Footprint Network, Bioregional/Stockholm Environmental Institute, & UNESCO-IHE Institute for Water Education

Cotton, accounting for 21% of textile fibre use, has only 30% sourced from 'rain-fed' farming. The rest relies on irrigation, mainly wasteful flood irrigation (Ecofys Annual Review (2012) UK Government Office for Science)

The water pollution impact of organic cotton has been shown to be 98% less than non-organic cotton production (per Water Footprint Network). We have focused on supplier certifications that guarantee less water wastage and support initiatives to invest in reducing wastage and pollution.

A lifecycle analysis by PE International (2014), found that organic cotton had around half the global warming potential of conventional cotton, 91 per cent less use of fresh water from lakes and streams and approximately a third of the demand for energy.

Nutcracker is focused on initiatives that reduce water wastage and pollution with our suppliers. We use water-less digital printing, and Oeko-tex certified dyes, and have a minimised supply chain to avoid dilution of these



Central Asia's shrinkage of 90%, is largely attributed to over-irrigation and waterlogging. Many key cotton producing countries are under high water stress & exacerbated by pesticide use polluting water.

# PORTER'S 5 FORCES

ANALYSIS OF COMPETITIVENESS

## POWER OF CUSTOMERS

CERTAIN WHOLESALERS SUCH AS NET-A-PORTER ARE KNOWN FOR DEMANDING DIFFICULT TERMS. IT IS VERY IMPORTANT THAT WE DEVELOP A RELATIONSHIP FROM A STRONG STARTING POSITION AND ONLY OFFER HIGH MARGINS TO RETAILERS VERY STRATEGICALLY, WHERE SOME OTHER ADVANTAGE IS OFFERED TO US. AS A STARTING OUT BRAND, THIS IS A MAJOR WEAKNESS, BUT ONE SHARED BY ALL COMPETITORS ENTERING THE MARKET.

BY ENSURING A UNIQUE AND DESIRABLE PRODUCT, WE CAN STRENGTHEN OUR

## POWER OF SUPPLIERS

WHILE ORIGINALLY WE WERE SUSCEPTIBLE TO INCREASED COSTS OR DELAYS FROM SUPPLIER-SIDE DECISIONS, NUTCRACKER HAS WORKED TO INCREASE OUR NUMBER OF POTENTIAL SUPPLIERS BY FAMILIARISING THEM WITH OUR SAMPLES. THIS MAKES US MORE AGILE IN OUR ABILITY TO SWITCH AT SHORT NOTICE MAKING THE BUSINESS ADAPTIVE AND LESS VULNERABLE. SINCE PRINTING AND FABRIC MILLING ARE NOT UNIQUE SERVICES, THE ABILITY TO WORK WITH SUPPLIERS IN DIFFERENT REGIONS IS TO OUR ADVANTAGE

WE HAVE STRENGTHENED OUR POSITION AND REDUCED VULNERABILITY TO PRICE VARIATIONS AND DELAYS BY CREATING AN ABILITY TO SWITCH SUPPLIERS AT SHORT NOTICE.

## COMPETITION AND RIVALRY

EXTENSIVE MARKET RESEARCH TO ENSURE A UNIQUE OFFERING, WHILST STRATEGIC INTRODUCTION OF NEW PRODUCT RANGES WILL DISTINGUISH NUTCRACKER FROM COMPETITORS LIKE OLIVIA VON HALLE WHO FOCUS PRIMARILY ON SLEEPWEAR, WITH A UNIQUE VOICE AND A FOCUS ON SUSTAINABILITY, WE WILL CREATE A UNIQUE MOMENT IN THE LUXURY SPACE.

WE CAN TAKE ADVANTAGE OF THE FACT THAT SUSTAINABILITY IS BEING SEIZED ON BY TAKING THAT BEHAVIOUR AS PART OF OUR STANDARD AND SELLING THE BRAND BASED ON ITS STYLE

THREAT OF SUBSTITUTION



MORV LONDON



**Tools**

Adobe Photoshop and Illustrator

**Phase**

Assignment

# MORV LONDON

INVITATIONS  
RETOUCHING  
PRINT AND TEXTILE DESIGN  
PACKAGING  
LOGO DESIGN

Most Recently, I have been Operations, Production & Business development Manager at Morv London. Here, we successfully established a sustainable factory in India, went through our first rounds of investment and restructured our businesses financially whilst running a design brand, expanding to international distribution and protecting our intellectual property from infringers.

We restructured the business financially and I was responsible for analysing our numbers and producing all presentations for external communications. We also acted as consultants to multinational brands and their vendors, with a much larger footprint than our own, and I was responsible for the analysis and presentations there too. Working in smaller, dynamic companies means I have commercial awareness and have been exposed to every aspect of business negotiations, while juggling different departments and tasks.

Experience managing and communicating with clients, suppliers, teams and professionals in and of different contexts, cultures and backgrounds will always be a strength in the context of a working environment that necessitates strong communication skills, and I believe that the ability to analyse multiple competing scenarios in entirely different domains of business should lend itself well to work managing the development of multiple processes.



6

MORV LONDON

This image was originally blue

**Tools**  
Adobe Photoshop and Illustrator  
**Assignment**

# Packaging

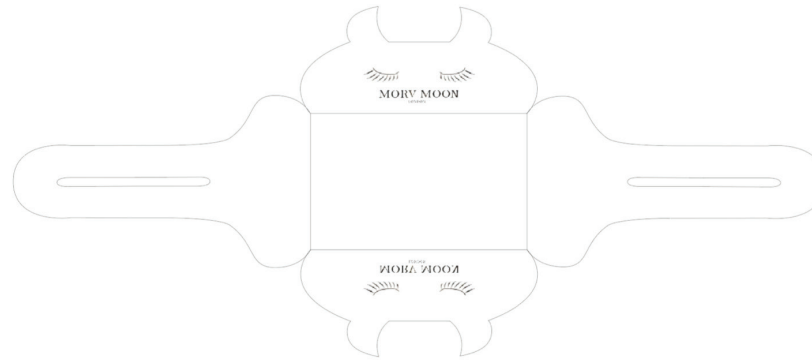
PYJAMA PACKAGING  
COMPLETELY DIGITALLY RENDERED IMAGERY

## Description

Novelty packaging based off the embroidered hood of our pyjama collection

A memorable design for delivery to key influencers and journalists

Brief to create a playful experience that would prompt surprise and a reaction. Highly documentable for unboxings.





Digitally printed velvet//fully  
canvassed//flap pockets//  
Traditionally constructed//  
working vents

x



You are cordially invited  
to our  
AW17 showroom

71-73 Warriner Gardens  
Unit C21  
SW11 4XW

AW 17  
MORV

06.03.17 - 26.03.17

71-73 Warriner Gardens  
Unit C21  
SW11 4XW

RSVP  
morv@morvlondon.com

## Press & Invites

LOOKBOOKS  
INVITATIONS  
RETOUCHING

### Description

Responsible for all graphic design, external communications  
and investment decks.

Responsible for all retouching and artistic direction

The Brand was featured in The Guardian, The Times of India,  
Harpers Bazaar, The Telegraph, Vogue, Tatler, The evening  
Standard Among others.



# MORV

London

MORV London is happy to extend  
a 50% sale discount exclusively to  
Condé Nast employees.

Please visit [www.morvlondon.co.uk](http://www.morvlondon.co.uk)

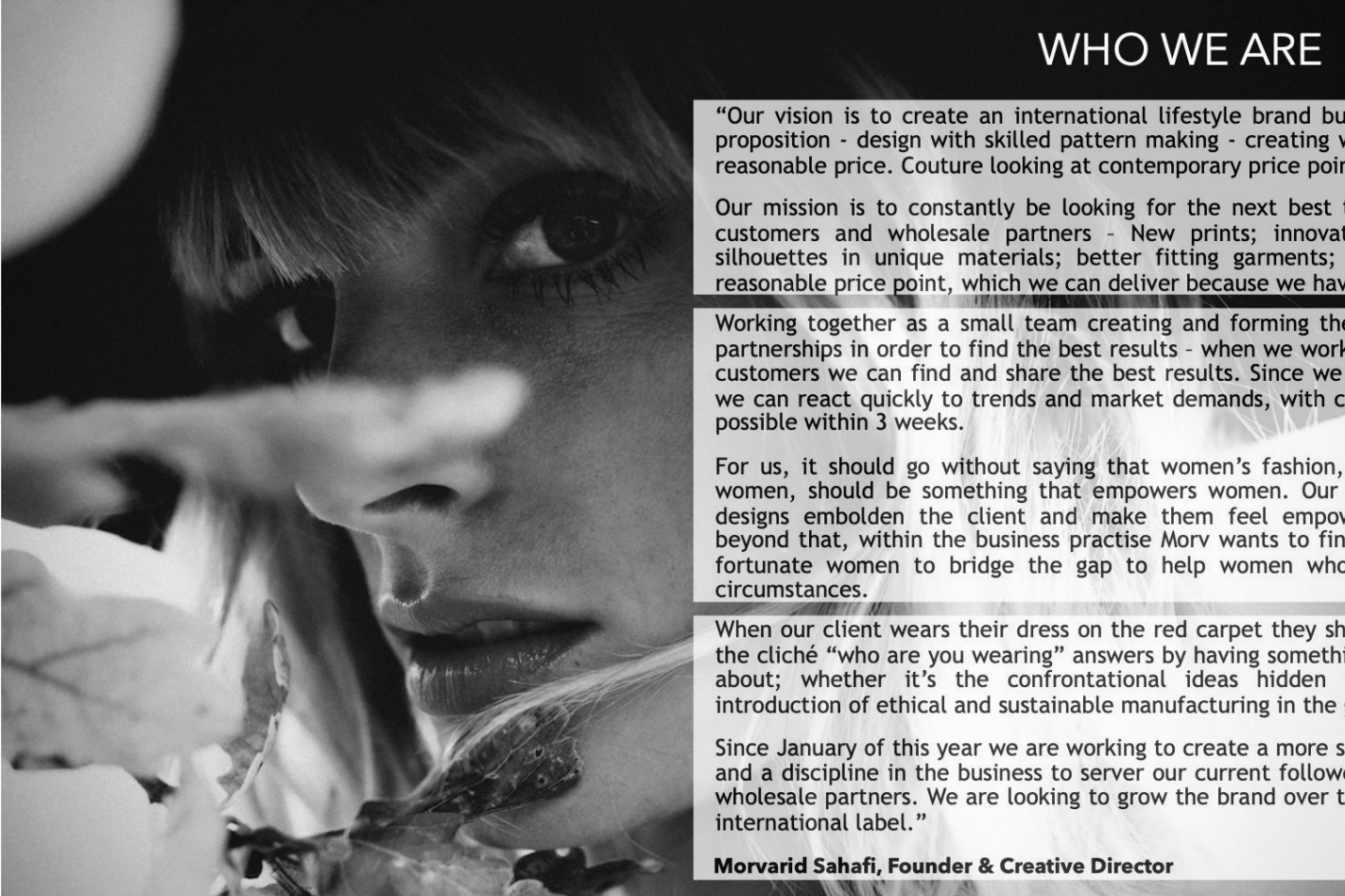
Promotion code:  
morvlondoncondenast

50% discount valid until  
28th February 2018

### Tools

Adobe Photoshop, InDesign  
and Illustrator





## WHO WE ARE

“Our vision is to create an international lifestyle brand but with an added value proposition - design with skilled pattern making - creating wearable art - and at a reasonable price. Couture looking at contemporary price points.

Our mission is to constantly be looking for the next best thing to deliver to our customers and wholesale partners - New prints; innovative and cutting edge silhouettes in unique materials; better fitting garments; and most of all at a reasonable price point, which we can deliver because we have our own factory.

Working together as a small team creating and forming the purist of cooperative partnerships in order to find the best results - when we work hand in hand with our customers we can find and share the best results. Since we control our production we can react quickly to trends and market demands, with concept to e-commerce possible within 3 weeks.

For us, it should go without saying that women’s fashion, which is designed for women, should be something that empowers women. Our motivation is that our designs embolden the client and make them feel empowered but, above and beyond that, within the business practise Morv wants to find a way to allow more fortunate women to bridge the gap to help women who have less favourable circumstances.

When our client wears their dress on the red carpet they should be able to escape the cliché “who are you wearing” answers by having something of substance to talk about; whether it’s the confrontational ideas hidden in our prints or the introduction of ethical and sustainable manufacturing in the garments themselves.

Since January of this year we are working to create a more sustainable supply chain and a discipline in the business to server our current followers, customer base and wholesale partners. We are looking to grow the brand over the next 5 years into an international label.”

**Morvarid Sahafi, Founder & Creative Director**

**MORV**  
LONDON

5



“Our key advantage is that we run our own factory and can supervise our consumption of resources to a much greater extent than other brands. Our production is in house, even down to our embroidery, so we have the luxury of not shipping garments back and forth at different stages of finishing, embroidery, cutting sewing and trimming. We are working with print suppliers very close by as well so we can afford to have people visiting their offices to make sure that there is as little production wastage as possible.” - Morvarid Sahafi



#### STATISTICS

- 3500 sq ft Floor space
- 15 machines producing 600 units/month
- Floor capacity for 60 machines
- Aim is to reach 2400 units/month

#### DELIVERY SPEED

- From 3 wk turnaround of styles
- 5 days shipment from drop off
- 3 Month turnaround of standard wholesale orders
- Sampling as and when necessary; not limited by factory space.

## 8 Our Production



**Vertically integrated**

**Solar powered**

**Controlled Impact**

### Factory in Noida, Uttar Pradesh

We have built and developed our own factory ensuring full control of every aspect of our production.

This ensures we can get the best margins, shortest lead times and complete control over our quality.

We have no minimums, fast reaction times to market movement, it takes just 3 weeks to get more stock if a certain style is selling well on the website.

Our factory is undergoing the installation of solar panels.

We are committed to having 75% of our workforce female by the end of 19.

**MORV**  
LONDON





## Principles guiding the Factory ———

We are aiming to having 75% of our workforce female by the end of 2019, with a particular focus on hiring women who have found themselves in unstable circumstances. We want to offer our workers as secure and stable an environment to work in as possible, as well as ensuring that the factory itself is air-conditioned and comfortable, with ergonomic chairs and plants that improve air quality.

The factory itself is having solar panels installed and we pride ourselves on running a as low impact a production as possible. The key impact of any factory is wastage and we have been training the team to innovate in cutting practices to actively reduce this as much as possible. Expert pattern cutters from Europe have been flown in to analyse and reduce wastage as much as possible in cutting.



4





05	MORV LONDON
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Print design for textiles







05

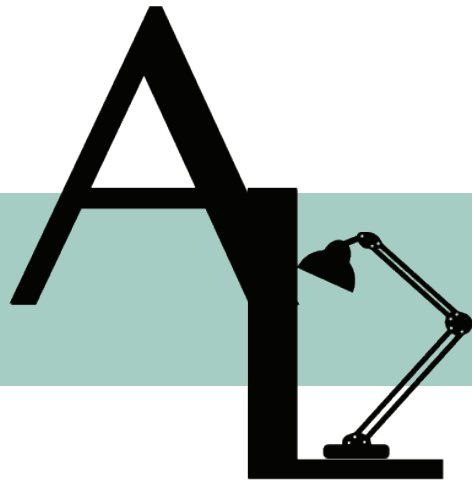
MORV LONDON

Print design for textiles

Retouching

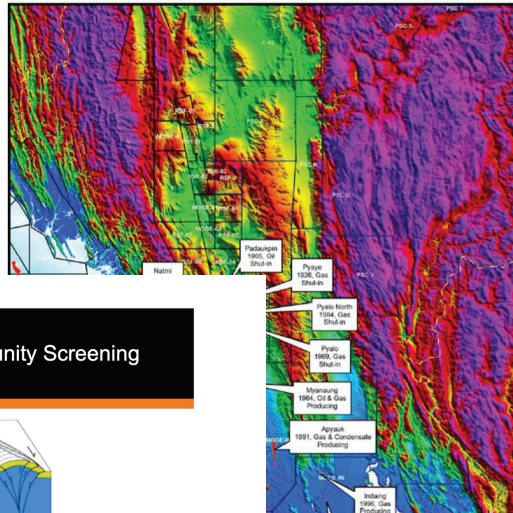
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PETER COCKCROFT





### Exploration History – A Summary

Exploration within the Central Myanmar Basin began as early as the thirteenth century, within the Yenangyaung area of the Salin Sub-basin. It began as an indigenous oil industry, with **hand-dug wells**.

In 1902, the British discovered the **Chauk-Lanywa Field**, to the south of Yenangyaung.

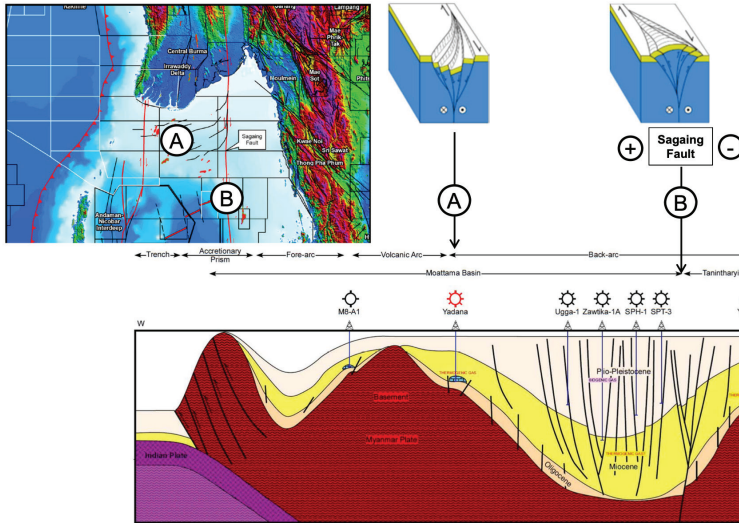
The Chauk-950 well was drilled in 1956 and produced more than 260,000 barrels of oil before its closure in 1982.

However, it is this well, and historic wells within the Yenangyaung Field, that are currently being explored by Singapore-based Interra Resources, together with partner and operator Goldpetrol, in order to optimise reactivations of old shallow to intermediate depth wells.

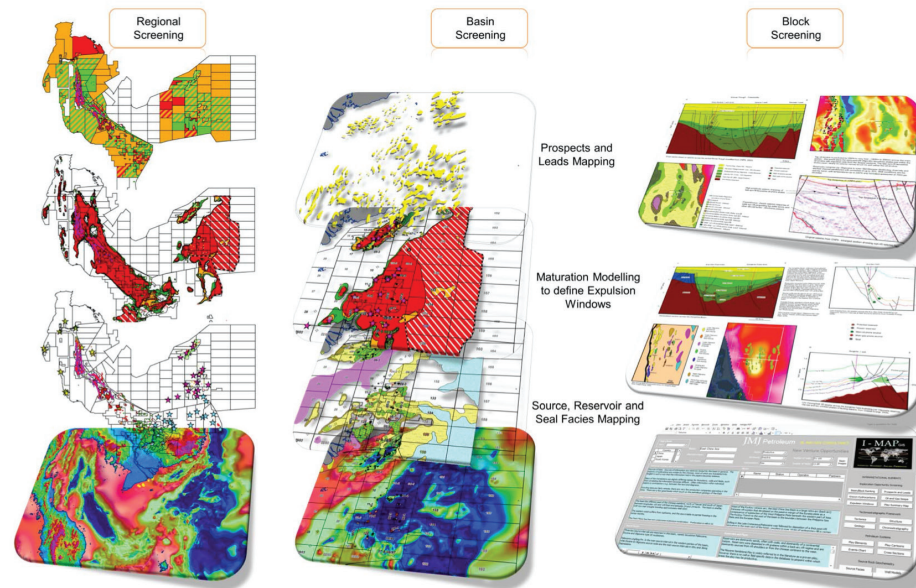
In 1959, the **Payagon oil and gas field** was discovered, and the rate of exploration increased.

The oil industry was nationalised in 1965, and Myanmar Oil Company (MOC) was formed.

### JMJ Petroleum OIL AND GAS CONSULTANCY Exploration Opportunity Screening



### JMJ Petroleum OIL AND GAS CONSULTANCY The GIS G&G Exploration Database



06 | PETER COCKCROFT

GRAPHIC DESIGN  
PROOF READING  
WEBSITE DESIGN

Peter Cockcroft, an Oil and gas Executive and consultant in risk analysis, required remote assistance with proofreading, editing and creating presentations and materials for corporate boards such as Shell and Asian Governmental Energy boards.

I also assisted with speechwriting and preparing lectures.

Tools  
Illustrator  
Powerpoint  
Freelance



FAIRLY SQUARE

# FAIRLY SQUARE.

## CRAFT BEER.

### CRAFT BEER. BOTTLED

- |  |   |  |
|--|---|--|
| <b>PITFIELD 500ML 5.75</b><br>Eco Warrior Pale Ale Bitter<br>London Porter Wheat Beer<br>Rose Brew | <b>TWO FINGERS 355ML 3.95</b><br>Aurelio Golden Ale*            | <b>BAAS BLOND 4.25</b>   |
| <b>SAM SMITHS 355ML 4.75</b><br>Pure brewed Lager Pale Ale   | <b>MEANTIME 355ML 3.95</b><br>London Lager<br>Meantime Pale Ale | <b>MONGOZO ORGANIC 4.25</b><br>Organic Belgian Pils**<br>Organic Buckwheat Beer**<br>Organic Coconut Beer**<br>Organic Banana Beer**<br>Organic Mango Beer** |
| <b>FREEDOM ORGANIC 355ML 3.95</b><br>Organic Lager Dark Lager                                      |   |  |

\*Profits going to Pancreatic Cancer Research  
\*\* Gluten Free, Fairtrade

**CRAFT BEER. DRAUGHT CIDER. BOTTLED - LUSCOMBE ORGANIC**     **PINT/HALF 4.75/ 2.6**  
**3.95**

## WINE.

### RED

- PICO A PICO 4.95/18.5**  
Merlot/Carmenere - Chile
- RUNNING DUCH 5.5/19.9**  
Merlot - South Africa  
Shiraz - South Africa
- DRAGORA 5.5/ 19.9**  
Cabernet Sauvignon - Spain
- PAINTED WOLF 5.95/23.0**  
Cabernet Sauvignon - South Africa
- FINCA MONTEFIORES 6.95/28.5**  
Malbec - France

### WHITE

- PICO A PICO 4.95/18.5**  
Sauvignon Blanc - Chile
- RUNNING DUCH 5.5/ 19.9**  
Chenin/Sauvignon - South Africa
- INGENO 5.95/23.0**  
Pinot Grigio - Sicily
- A20 - 6.95/28.5**  
Albarino - Spain
- WINE. ROSE.**  
**RUNNING DUCH 5.5/19.9**  
Shiraz - South Africa

### BUBBLY.

- PERLA FRIZZANTE 5.95/23.0**  
Prosecco - Italy
- FRIZZANTE GIOL 6.95/28.5**  
Prosecco - Italy
- GRAHAM BECK BRUT 34.5**  
Chardonnay/pinot noir - South Africa
- CHAMPAGNE 68.5**  
Pinot noir - France

## SOME LIKE IT HOT.

Like your coffee Nice 'n' strong with a little extra Kick? Here it is

**8.0**  
**DIRTY DIRTY CHAI**  
Single Espresso Shot, Chai, Steamed Milk, Rum, Complimentary Bitters.

**HIGHLAND COFFEE**  
Double Espresso Shot, Scotch Whisky, Whipped cream.

**FAIRLY SQUARE MACCHIATO**  
Double Espresso Shot, Foamed Milk, FAIR Café Liqueur, Complimentary Bitters.

**HOT CHOCOLATE CREAM**  
Hot Chocolate, Whipped cream, Rum, Chocolate Bitters.

**HOT TODDY**  
Citrus, Scotch Whisky, Sweetness.

**9.5**  
**CAFE CALVA**  
Double Espresso Shot, French Calvados Brandy, Whipped cream.

**CAFFE AMARETTO**  
Double Espresso Shot, French Calvados Brandy, Whipped cream.

## COCKTAILS.

### COCKTAILS. REGULAR 7.5

- |  |  |  |   |
|--|--|--|---|
| <b>GINGER MARTINI</b><br>Feel the kick!- Organic Gin/Ginger/ Fresh Lemon.          | <b>(GOJI) DAIQUIRI</b><br>Light & Refreshing- White Rum/Fresh citrus/ (a splash of FAIR Goji). | <b>COSMO</b><br>A City Classic- Vodka/Cranberry/Citrus.                | <b>CAIPIRINHA</b><br>A Brazilian fave- Organic Cachaca/Citrus/Fair-trade sugar. |
| <b>ROSIE &amp; GIN</b><br>Bright & juicy- Organic Gin/Bruised Rosemary/ Pineapple. | <b>MOJITO</b><br>A Classic- Mint/Lime/ Fair-trade sugar/White Rum.                             | <b>BLOODY MARY</b><br>Practically Healthy! Tomato/Spices/Lemon/ Vodka. | <b>MARGARITA</b><br>Liven things up! White Tequila/Citrus/ Orange liquor/Salt.  |
|  | <b>FAIRLY PINA COLADA</b><br>Tropical! Rum/Pineapple/Organic cocowater.                        |  | <b>MINT JULEP</b><br>Take me south- Aged Bourbon/Fresh Citrus/Mint.             |

### COCKTAILS. PREMIUM 9.0

- |   |   |   |
|---|---|---|
| <b>CLASSIC MARTINI</b><br>FAIRvodka or Premium Gin. As you like it.                     | <b>GIN &amp; TEA</b><br>Organic Iced tea (Fruity, Earl Grey or Chamomile)/Premium Gin/ Special Bitters. | <b>WHISKY SOUR</b><br>Premium Whisky/Fair-trade Sugar/Fresh Citrus/Agnostura.     |
| <b>ESPRESSO MARTINI</b><br>FAIRvodka/FAIR cafe liqueur/ single shot of espresso coffee. | <b>ICED TEA -LONG ISLAND STYLE</b><br>Vodka/Tequila/Rum/Gin/Orange Liqueur/Organic Iced Tea             | <b>AMARETTO SOUR</b><br>Organic Amaretto/Fair-trade Sugar/Fresh Citrus/Agnostura. |
|   |   | <b>RUM SOUR</b><br>Premium Rum/Fair-trade Sugar/ Fresh Citrus/Agnostura.          |

### COCKTAILS. VIRGIN 3.5

- APPLE MOJITO     CAIPIRINHA     ORANGE SURPRISE     COCOLADA     VIRGIN MARY

## HOT DRINKS.

### COFFEES

- |  |   |  |
|--|---|--|
| <b>SINGLE 1.5</b>  | <b>DOUBLE 2.0</b>                         | <b>Americano</b>                                 |
| <b>CAPPUCCINO 2.5</b>  | <b>LATTE 2.5</b>                          | <b>Espresso</b>                                  |
| <b>AFFOGATO 2.9</b><br>Espresso with a shot of Organic Ice Cream | <b>MAKE IT A MOCHA</b>                    | <b>Macchiato</b>                                 |
| <b>SYRUPS 0.4</b><br>Vanilla<br>Hazlenut<br>Caramel              | <b>MOCHA 2.7</b>                          | <b>FLAT WHITE 2.7</b>                            |
| <b>HOT CHOCOLATE 2.5</b>   | <b>CARAMEL MOCHA 2.7</b>                  | <b>Ask for Milk Alternatives Decaf Available</b> |
|  | <b>ADD WHIPPED CREAM OR SPRINKLES 0.2</b> |  |

## HAPPY HOUR

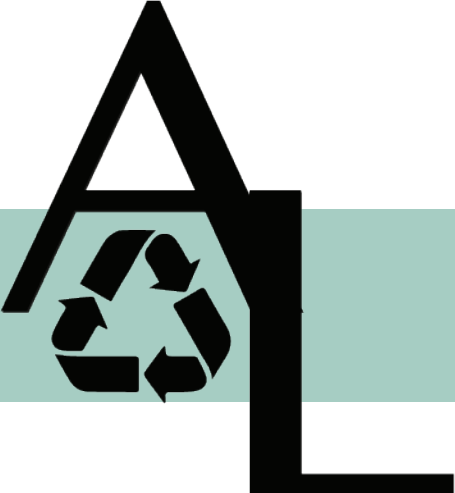
WINE FOR FOUR POUNDS  
BEER FOR THREE POUNDS  
TWO FOR TEN ON COCKTAILS

### LOOSELEAF TEAS 2.0

- |                          |                             |  |
|--------------------------|-----------------------------|--|
| <b>STRONG BREAKFAST</b>  | <b>CHERRY BLOSSOM</b>       | <b>JASMINE LEAF</b>                      |
| <b>STRONG EARL GREY</b>  | <b>GREEN</b>                | <b>ROOIBOS</b>                           |
| <b>CHAI TEA</b>          | <b>TREGOTHAN PEPPERMINT</b> | <b>REDBUSH &amp; WILD-<br/>HONEYBUSH</b> |
| <b>DETOX GREEN TEA</b>   | <b>CHAMMOMILE</b>           |  |
|                          | <b>RED BERRY</b>            |  |
|                          | <b>MAKE IT DIRTY</b>        | <b>MAKE IT FROTHY</b>                    |
| <b>REGULAR CUPPA 1.4</b> |                             |  |
|                          | <b>DIRTY CHAI 2.7</b>       | <b>CHAI LATTE 2.5</b>                    |

## STUDENTS

SHOW A VALID STUDENT ID FOR A LIL' DISCOUNT ON HOT DRINKS



TAMRA



# TYPOGRAPHY

TYPO  
LETTERING  
TYPEFACE

## Description

Tamra is a sustainable Interiors brand based in Delhi who wanted a simple, modern logo inspired by Glyphs where one of the letters was able to be used as a Glyph-inspired logo.

They commissioned a custom typeface.

The brief was a distinctive typeface that could be easily embroidered, Inspired by 1930s and art deco, with a clean, Urban look and a slightly retro vibe.



Tools  
Illustrator

Freelance



CLIENT :  
TAMRA

A simple design that can be embroidered easily but also works as a print typeface

The irregularities lend a artisanal and rustic vibe that was important to the client

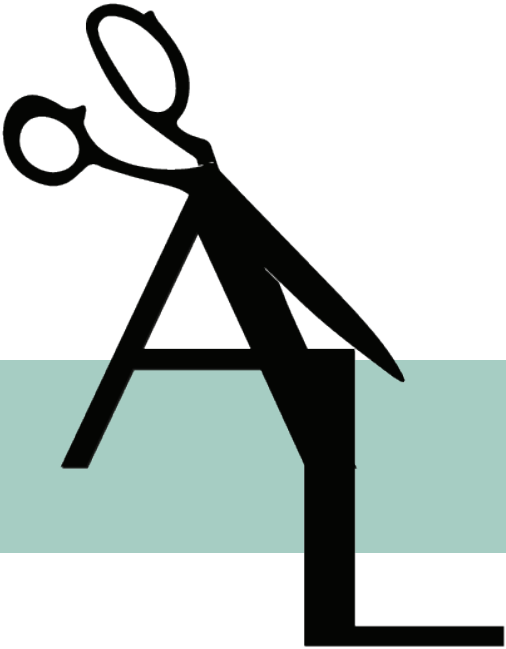
TAMRA



CLIENT :  
TAMRA

The Glyph needed to be able to scale down to very small sizes, whilst remaining distinctive. It was inspired by ancient writing, while the proportion of the typography itself was inspired by Art Nouveau.





AMERICAN RETRO



Jan - 2018



Description

## BRANDING

SHAPE LIGHTING  
 PORTRAIT  
 STILL LIFE

American Retro is a French Fashion house. Selected here are lookbook covers designed for them over the course of several seasons. Also designed were posters, the logo for their record label, and internal graphics.

09 AMERICAN RETRO

GRAPHIC DESIGN

ILLUSTRATION

COPY (FRENCH) AND TRANSLATION

Tools  
 Adobe Photoshop and Lightroom

ASSIGNMENT



DEVIYANI COCKCROFT





COLLECTION DEVELOPMENT

FINAL LOOKS



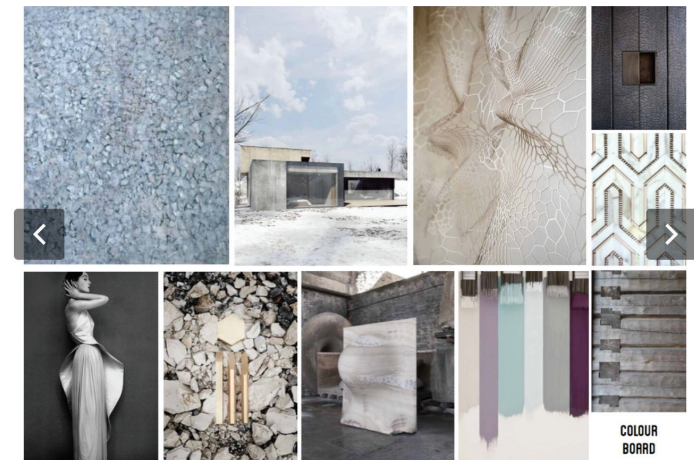
ABOUT

Deviyani Cockcroft is an Australian/ I Fashion Designer with a background Tailoring and luxury Ready to Wear. She skills across several continents through combining techniques from couture, br native crafts with experience in batik, en sulam pita, smocking and advance textile

She combines these skills with a focus simple contemporary silhouettes and flc focusing the eye on the properties of he fabrics and the craftsmanship of her techn

Deviyani believes in authenticity and sho of natural fibres that she sources from ai She uses her mixed heritage to inform her selections, collaborating closely with artisanal craftsmen in Indonesia for her batik and kebaya lace designs, sourcing her wools primarily from Yorkshire where she has ancestry and sourcing other fabrics from France where she spent a year studying luxury womenswear. Her work is very structural, playing with inherent properties of these fabrics. Deviyanis design research comes from in-depth exploration into complex themes inspired by nature, art, technological developments, film, architecture and geology. She uses her experience in styling and fashion publishing to create wearable pieces from these complex stories.

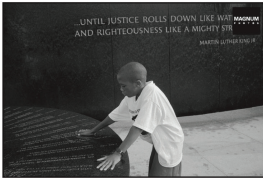
Deviyani's work and life is fundamentally influenced by her experience as a "Third-Culture Kid" constantly questioning the balance between East and West and the influence of various culture she has experienced in flux throughout her life. She's lived in various countries such as: Indonesia, India, Pakistan, Singapore, Australia, France and the United Kingdom. She started travelling from a young age and constantly travelled and moved around throughout her life.





# MAGNUM PHOTOS





Eli Reed  
View profile  
United States, Alabama  
January 1969, Martin Luther King Jr. Memorial.



Christopher Anden  
View profile  
USA, NYC, 2011. B  
roof of the Kibbutz  
Ilansburg.



Erich Hartmann 19  
USA, Independence



Paul Russo  
USA, New York City, July 4th,  
2002. After paying \$1, children  
pose with Lady Liberty in Bat-  
tery Park.



Dennis Stock 1971  
USA, 1971, July 4th parade.



Pau  
View  
USA,  
4th,  
Am  
to-2  
dau  
fire  
sid.



Gueorgui Pinkhassov 1992  
New York City, 4th of July  
festivities.



Ferdinando Scianna 1985  
USA, New York, 1985. Inde-  
pendence Day.



Henri Cartier-Bresson 1946  
USA, Massachusetts, Cape  
Cod, July 4th, 1947. Indepen-  
dence Day.

**Facebook Posts:**

Goals: Drive traffic to Leonard Freed Facebook Page. Drive traffic to Black in White America in store. Raise awareness of Magnum link with civil rights movement.



This #independenceday we highlight those who we celebrate our freedom for: both our #children and the children of the past whose children they became.

Leonard Freed (<https://www.facebook.com/Leonard-Freed-122009540610/>) captures a young African-American girl in 1963 on her way to exercise her #CivilRights and #vote for the first time. A powerful image that reminds us of the importance of our own vote.

Signed copies of Freed's book Black in White America are available at <http://bit.ly/28MO0P5>

1996 © #LeonardFreed/  
#MagnumPhotos

# Magnum- Children of Independence

## Goals - Independence day campaign

- Drive traffic to selected products (3 selected)
- Drive traffic to website. Feature created to highlight links, linked from Instagram, twitter and facebook posts that aren't promoting specific product.
- Increase awareness of Magnum's heritage: cultural expose, civil rights documentation, timeless and iconic photographs
- Focus on positive imagery (children) in the middle of a heavy political campaign season, but use independence theme to link back to 'loftier' concepts- cultural heritage, civil rights.
- Focus on images with humour, nostalgia or specific relevance (e.g. centred on voting) for posts to maximise sharing potential.

## Monitoring - Independence day campaign

- Monitor traffic to the selected product's webpages
- Monitor clickthrough to feature from Instagram, Twitter and Facebook; compare most effective channel.
- Monitor FB Pages: Leonard Freed, Chin chi chang to see followthrough.
- Monitor Twitter hashtags: #ErichHartmann, #AlexWebb, #MagnumPhotos
- Monitor Facebook hashtag: #MagnumPhotos
- Monitor engagement on the campaign posts.
- Monitor On top of regular KPIs: Audience Growth, Audience Profile, Audience Engagement, Content Reach, Engagement by Content Type, Leads, Response Rate and Quality.

## Feature - Children of Independence

As we once more arrive at the fourth of July celebration of independence in the United States, Magnum looks back at who we are celebrating our freedom for; our children and the children of the past whose children they became.

Magnum photographers have been there to capture the intimate moments of our engagement with democracy, suffrage, civil rights and celebration. We present to you the old 'new' patriots that came before us: the children of America.