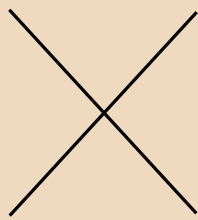


Industry *Live Brief*

WSA EXCHANGE



FENDI

Launch
15/02/24

WSA EXCHANGE COLLABORATE

External Partner:
Fendi

Launch:
15th February 2024

Winchester School of Art, University of Southampton, to introduce an exciting knowledge exchange project for WSA students in 2024. This opportunity is available to students at both Masters and Undergraduate levels. This is an opportunity to work in interdisciplinary teams to produce a series of outcomes for Fendi that encompasses marketing, business, art, gaming, communication and design.

Emanuele Sangaletti, FENDI Communications Director UK, Scandinavia and the Netherlands will visit WSA on 15th of Feb 2024 to launch the brief and provide you with an opportunity to ask any questions. Successful groups will be invited to present their work to the client for feedback and the potential to secure possible future placements or work experiences.

The deadline for submissions is 31 March 2024 - mode of submission will be confirmed at client briefing.

The successful completion of any of the following projects presents an opportunity for you to be shortlisted for a meeting with the client. During this meeting, you will receive valuable feedback on your work. Additionally, some students may have the chance to gain work experience, including shorter-term assignments with the project teams.

We offer a diverse selection of briefs to choose from, ranging from 1 to 4 in size, encompassing different disciplines and scopes.

FENDI - HISTORICAL OVERVIEW:

Artisanal savoir-faire, luxury and contemporary design: the history of Fendi has always been synonymous with elegance and experimentation. It all began in a small boutique in the heart of Rome, founded in 1925 by Adele and Edoardo Fendi. Soon, with the opening of a specialized bag and fur workshop, a series of successful collections and special collaborations, the Maison is projected into the international fashion scene.

Karl Lagerfeld joined the fashion house in 1965, marking the start of a new creative era destined to last over five decades. In 1992 he was seconded by Silvia Venturini Fendi, third generation of the Fendi family, and in 2000 the Maison became part of the prestigious LVMH Group.

British designer Kim Jones takes the role of Artistic Director for Couture and Womenswear in 2020, alongside Artistic Directors Silvia Venturini Fendi and Delfina Delettrez Fendi, third and fourth generation of the Fendi family.

1. BUSINESS, MARKETING & MEDIA MARKET ENTRY STRATEGY AND CONSUMER ENGAGEMENT FOR GENERATION Z (BUSINESS, MARKETING & MEDIA)

Expected outcome:
Illustrated Consumer Insight
Report – max 5000 words

Gen-Z, or those born between 1997 and 2010, accounts for 25 percent of the world's population. With the oldest of the generation turning 25 this year, the group has already come into its own with a purchasing power of about \$360 billion. Fashion brands have always chased youth, but Gen-Z brings a whole new set of marketing challenges. Having grown up in the midst of rapid technological advancement, a worsening climate crisis and global movements like Me Too and Black Lives Matter, Gen-Z has been characterised as more pragmatic and socially aware, while also being trend-fixated. The contradictions are endless.

“This state of the world is set to continue for Gen-Z, it drives a lot of the Gen-Z psyche... That Gen-Z spending power is particularly tricky to unlock because the cash is really hard won and this generation has really different values,” said Diana Lee, BoF's director of research and analysis, on the heels of publishing BoF Insights' latest report “Gen-Z and Fashion in the Age of Realism.” (BoF, 2022)

Fendi is venturing into the competitive UK market, targeting Generation Z. Develop a market entry strategy and a comprehensive consumer engagement plan tailored to the preferences of Generation Z.

- Conduct a thorough analysis of Generation Z's consumer behavior, preferences, and media consumption habits.
- Propose innovative digital and offline strategies to adapt to evolving consumer preferences.
- Develop a 360-degree marketing campaign that resonates with Generation Z, incorporating Fendi's brand values.

2. FENDI'S PRESENCE IN THE UK: RESEARCH AND ANALYSIS - AN ILLUSTRATED MARKETING PLAN - MAX 5,000 WORDS.

a) Explore Fendi's current brand presence in the UK market, including consumer perceptions and market trends.

Analyze external and internal factors influencing Fendi's position.

- Conduct brand analysis, emphasizing Fendi's history, heritage, and core values.
- Investigate external factors affecting Fendi's operations in the UK.
- Analyze internal factors, including product offerings, pricing, and customer service.
- Identify and analyze current consumer trends in the UK luxury fashion industry.

b) Adapting Fendi's Retail Spaces for UK Consumers:

Analyze Fendi's current retail spaces and propose adaptations to align with the preferences of UK consumers, especially Generation Z.

- Investigate Fendi's current retail design, considering history, heritage, and core values.
- Examine external and internal factors impacting Fendi's retail spaces in the UK.
- Identify current consumer trends in luxury fashion retail.
- Propose environmentally conscious and visually appealing retail designs.

c) Crafting an Effective Marketing Mix and Communication Campaign for Fendi's UK Expansion

Drawing insights from your research and gap analysis, your assignment involves formulating a marketing mix that aligns seamlessly with Fendi's objectives, coupled with an inventive communication campaign aimed at enriching the overall customer experience.

- **Marketing Mix Refinement:** Propose strategic adjustments to Fendi's product/service range and recommend modifications to the physical location of the luxury fashion brand. Focus on enhancements that could resonate with untapped market segments, particularly Generation Z in the UK.

- **Communication Campaign Innovation:** Develop a comprehensive 360-degree marketing communication campaign that seamlessly integrates offline and digital strategies. Ensure that the campaign not only resonates with the traditional consumer base but also captivates the attention of new consumers, fostering a stronger connection with the brand.

Your completed project should include a comprehensive illustrated report covering each of these tasks, along with well-researched and innovative recommendations for the luxury brand Fendi to thrive in the evolving luxury fashion market.

d) Building Fendi's Community of Followers and Clients in the UK:

In addition to the provided tasks, expand the analysis to specifically target Generation Z in the UK:

Targeted Community Analysis for Generation Z:

- Evaluate the current state of Fendi's online and offline community, focusing on platforms popular among Generation Z.
- Examine the effectiveness of current social media presence and loyalty programs in engaging and retaining Generation Z consumers.

Gen Z-Centric Trend Adaptation:

- Propose tailored strategies to adapt Fendi's online community and loyalty programs to align with the evolving trends in luxury fashion preferred by Generation Z.
- Explore interactive and gamified elements to enhance engagement and foster a sense of community among Generation Z followers.

3. SHORT PROJECT

Expected outcome:
2,500 word illustrated report.

Business

1. Environmental Design for Fendi

Develop a campaign highlighting the immersive qualities of Fendi's retail spaces, particularly targeting Generation Z.

Fendi's Immersive Retail Experience for Generation Z (Immersive Experience Marketing)

- Conduct market research on Generation Z's preferences for immersive retail experiences.
 - Create a marketing campaign concept focusing on sensory and emotional aspects.
 - Utilize digital and offline channels to promote the immersive retail experience.
 - Plan strategies for member engagement and community building.
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ENVIRONMENTAL DESIGN

2. Fendi Store Transformation Investigate Fendi's Influence:

- Analyze Fendi's brand elements and design language to understand how they can be seamlessly integrated into the store transformation.
- Identify specific Fendi products or design features that align with the desired transformation of the store.

Cultural Fusion in Design:

- Propose innovative design concepts for the store transformation, blending Fendi's iconic style with elements inspired by UK culture.
- Explore ways to incorporate British fashion trends and cultural nuances into the store design, ensuring a harmonious fusion with Fendi's global identity.

Concept Development for Store Transformation:

- Develop a cohesive concept for the store transformation that reflects Fendi's luxury and sophistication while aligning with the local market's preferences.

- Ensure that the design concept enhances the overall shopping experience, making the store a desirable space for customers.

Interior Design Excellence:

- Design the interior of the store, focusing on creating a visually stunning and cohesive space that embodies both Fendi's brand identity and the desired atmosphere for customers. Consider the use of textures, colors, and materials that resonate with Fendi's design language and complement the overall theme.

Visual Merchandising Integration:

- Collaborate with Visual Merchandising students to ensure that the store's layout and displays effectively showcase Fendi's products in a visually appealing manner.
- Incorporate innovative merchandising strategies that enhance the customer's engagement with the brand.

Visual Representation:

- Create research mood boards showcasing the inspirations and design elements drawn from Fendi's aesthetic and UK culture.
- Develop mock-up drawings or sketches (hand-drawn or using CAD/CAM) to visually communicate the proposed design concepts for the store.

Expected outcome:
2,500 word illustrated report.
Present a comprehensive portfolio including mood boards, sketches, and design concepts that effectively communicate the Fendi store transformation.

3. FINE ART

Explore Fendi's Artistic Heritage:

- Delve into Fendi's historical collaborations with artists to understand the brand's rich artistic legacy.
- Identify recurring themes and distinctive elements in past artistic partnerships.

Artist Selection and Synergy:

- Curate a list of potential artists for collaboration, emphasizing their artistic style, ethos, and resonance with Fendi's brand identity.

- Ensure the chosen artists align seamlessly with Fendi's luxurious aesthetic and connect with the preferences of the UK audience.

Cultural Sensitivity and Regional Affinity:

- Consider the cultural nuances and preferences of the UK market while selecting artists.
- Explore how the proposed collaboration can infuse elements that resonate with the UK audience, maintaining alignment with Fendi's global design ethos.

Conceptual Framework Development:

- Craft a conceptual framework for the collaboration, outlining the overarching theme and narrative that will unify the artist's work with Fendi's fashion.
- Ensure the concept not only enhances Fendi's brand image but also fosters a meaningful connection with consumers.

Expected outcome:
Produce a 4-6 page portfolio showcasing your collective or individual responses. Include artist statements, storyboards, and inspiration that led to the creation of your suggested outcome. Additionally, provide either images of the final artworks or sketches of proposals. Present a comprehensive artist collaboration proposal encompassing artist profiles, a conceptual framework, integration with fashion collections.

4. FASHION DESIGN AND TEXTILE DESIGN

1. Fendi Iconic Product Redesign

Research Fendi's Iconic Products:

- Explore Fendi's product history and identify iconic items that have significantly contributed to the brand's identity.
- Select ONE specific iconic product as the focus for redesign.

Comprehensive Product Analysis:

- Conduct an in-depth analysis of the chosen iconic product, considering its design elements, materials, functionality, and historical significance.
- Identify key aspects that can be retained or reinterpreted in the redesign process.

Expected outcome:
Fashion design students are challenged to produce a concise visual portfolio featuring their redesign of a chosen iconic Fendi product. This entails showcasing a moodboard encapsulating the collection's aesthetic, and a short written statement elucidating design choices, creative process, and alignment with Fendi's brand identity. The goal is to demonstrate a nuanced understanding of current market trends and deliver a visually compelling reinterpretation that stays true to Fendi's distinctive style.

Consumer and Market Research:

- Research current fashion trends, consumer preferences, and market demands related to the chosen product category.
- Identify opportunities for innovation and improvement that align with contemporary fashion aesthetics.

Design Concept Development:

- Propose a clear and innovative design concept for the redesign of the chosen iconic product.
- Consider how the redesign can refresh the product while maintaining a strong connection to Fendi's brand identity.

Material Exploration and Selection:

- Explore new materials that could enhance the aesthetics, durability, or sustainability of the redesigned product.
- Justify material choices based on their alignment with the design concept and Fendi's luxury standards.

Color and Texture Exploration:

- Experiment with color palettes and textures to enhance the visual appeal of the redesigned product.
- Consider how color and texture choices contribute to the overall aesthetic and marketability.

Documentation and Presentation:

- Prepare a comprehensive presentation that includes visual representations of the redesigned product, design rationale, material choices, and potential market impact.
- Clearly articulate the innovative aspects of the redesign and how it contributes to Fendi's product evolution.

Expected outcome:

Fashion design students are challenged to produce a concise visual portfolio featuring their redesign of a chosen iconic Fendi product. This entails showcasing a moodboard encapsulating the collection's aesthetic, and a short written statement elucidating design choices, creative process, and alignment with Fendi's brand identity. The goal is to demonstrate a nuanced understanding of current market trends and deliver a visually compelling reinterpretation that stays true to Fendi's distinctive style.

5. GAME DESIGN

As Game Design students, your task is to conceptualize and develop an interactive gaming experience that immerses players in the elegant and experimental world of Fendi.

Expected outcome:
Present the prototype or document as a visually compelling and immersive representation of Fendi's legacy for evaluation.

Conceptualization and Storyboarding:

- Develop a game concept that traces Fendi's historical journey, from its inception in a small boutique in Rome to its current status as a global fashion icon. Create storyboards outlining key moments, collaborations, and collections that will serve as the foundation for the gaming experience.

Interactive Environment Design:

- Design virtual spaces inspired by Fendi's boutiques, workshops, and iconic fashion shows. Ensure that the aesthetic aligns with Fendi's elegance and contemporary design. Explore ways to immerse players in the world of Fendi, incorporating iconic designs and the brand's evolution.

Gameplay Mechanics and Challenges:

- Devise engaging gameplay mechanics that allow players to interact with key moments in Fendi's history. Integrate challenges, puzzles, or narrative-driven elements that mirror the craftsmanship, luxury, and experimentation synonymous with the Fendi brand. Enhance user experience by ensuring gameplay aligns with Fendi's creative narrative.