

BA (H) FASHION MANAGEMENT

This course covers the management of the entire fashion chain – from design development and product sourcing, to buying and merchandising, sales and marketing, and promotion to the customer. With the option of a year-long work placement, graduates go on to work for brands such as ASOS, Burberry, Dr. Martens, Joules, Mulberry, Superdry and Next.



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Welcome to our School of Art and Design's 2021 Showcase. As Dean of School, I am proud to present this work to you that evidences the creativity, intelligence, awareness and resilience of our class of 2021. A year where our graduates have faced extraordinary challenges in making their work. I am inspired daily at how our students have responded to these challenges and by depth of work produced. This demonstrates great hope for the future of our creative industries, as our graduates continue to meet these challenges head-on in their generation of new solutions and responses to a shifting global landscape. I wish them well as they start their next chapter and adventures wherever globally that may take them.

Michael Marsden
Executive Dean, School of Art & Design

ABI GRIZZLE

BA (H) FASHION MANAGEMENT



Hi, my name is Abi and I have recently graduated from Fashion Management at NTU. I have experience in dressmaking, retail, hospitality, and brand ambassador experience. As I am an extremely social person, I have high social skills which I have put to good use as a Social Secretary and Wellbeing officer for hip hop dance society Funky Fresh Collective. This role was great as I got to speak to potential sponsors and create a friendly atmosphere within the society! Creativity, adaptability, and honesty are traits I pride myself on alongside my sociability, and I am looking forward to putting my skills to use in my future dream to be an entrepreneur!



6.1 Conclusion

The aim of this research was to see if social media was increasing the growth in entrepreneurship, as well as social media's overall impact on the mental health of its users and how that can be altered and improved, especially in a time of necessity such as a global pandemic. Each chapter thoroughly explored Objectives 1 to 6, helping the author to analyse the collected data, which has proven the hypothesis to be correct.

To conclude, considering the research conducted, it can be agreed that social media holds high levels of influence over many industries. The author's findings show that social media's ability to have an impact on the influence someone is subject to the individual and their mental state (whether they are subject to feeling pressure, etc.), it has shown the ability to mass influence, serving for the success of influencers as a form of successful marketing strategies. It is to be noted that it is not always during a time where many begin to look to other sources in different areas of their lives, especially themselves, in instead opportunities for income. Social media is to be getting from the pandemic are where it was considered more successful and viable to work for corporations, to a possible digital age where corporations move online but market can grow their businesses through the tools and opportunities social media provides. Social media has proven itself to be a valuable tool for entrepreneurs, providing strategies like free advertising or access to other forms of marketing other than ads, as well as the ability to reach customers they may not have been able to reach without it.

Millennials and Generation Z have both proven themselves to be generations leading change and growing in life, through their ability to come in the face of crises down to the way they have changed the spectrum of career that what was considered more traditional to what can be considered unconventional. Both generations have shown forward thinking capabilities as well as the awareness to question social and political constructs. However, their focus also proved to have limitations to that such awareness through self-interest and the feelings of being unable to keep up with the changes being created. Overall, society seems to be and quite a large generational shift, with the COVID-19 pandemic helping to accelerate the process. There has been a clear rise in entrepreneurship during the pandemic, and social media has played a significant part in the ability to launch businesses and create a consumer base. Some questionnaire respondents have also seen the success of others, some found this to be

ABSTRACT

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Figure 2: Date Reminder, before changes (Author's Own, 2021)



Figure 3: Date Reminder, after changes (Author's Own, 2021)



Figure 4: Date Reminder, after changes (Author's Own, 2021)



Figure 5: COVID-19 Theme (Author's Own, 2021)



Figure 6: RB Posts (Author's Own, 2021)

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Social Media & Entrepreneurship

A study into social media's influence on the growth of entrepreneurship among Millennials and Generation Z.



May 2021
Abi Grizzle
DECLARATION: This dissertation is submitted in partial fulfillment of the requirements for the BA (Hons) Fashion Management.

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ALEXANDRA PERRY

BA (H) FASHION MANAGEMENT

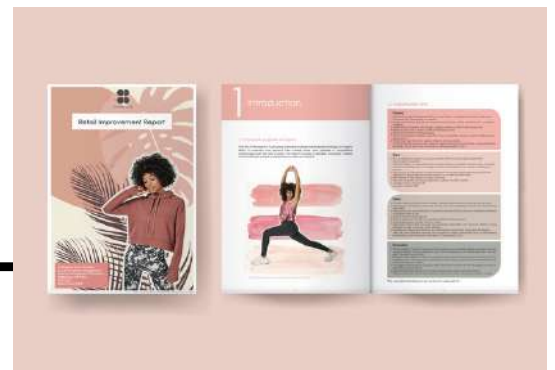
"I wish I could just find a nice bra" is something I have said to myself for years. Finding the right bra can impact the wearers self-esteem and confidence and personality, it shouldn't be so difficult. To me, lingerie is essentially body language. It's a non-verbal form of communication which can intimately express personality. My interest in bras began in my early teens, but grew massively over the following decades especially during pregnancy and breast cancer. I have over 15 year's experience working in the fashion industry, and I am passionate about sport and leisurewear, but my specific interest is in sports bras and how they are used as an alternative to post-surgery bras. My research has found that 78% of women who have undergone breast cancer surgery were disappointed with post-surgery bras available on the market. I am planning to design and develop my own range of modern, self-esteem boosting post-surgery bras for ladies who are looking for something more vibrant.



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ALICE MUDDIMAN

BA (H) FASHION MANAGEMENT



I cannot express how incredible the last three years at NTU have been. Studying Fashion Management made it possible to combine my obsession with fashion with my passion for business and management. Highlights include; visiting Premiere Vision in Paris, winning the App Project in collaboration with FarFetch, playing a key role in our graduate show, graduating NTU's Digital Marketing Academy and of course writing my 10,000 word dissertation – my greatest achievement to date! I chose to write my dissertation on the relationship between sustainable fashion and social media amongst Generation Z. Writing this not only taught me a great deal about sustainability, but also provided me with organisation, communication and time management skills that have been invaluable in my new role. I have been lucky enough to secure a role at independent womenswear boutique, Berties, and I am continuing to develop and build on the skills I have learnt from Fashion Management in a professional environment.



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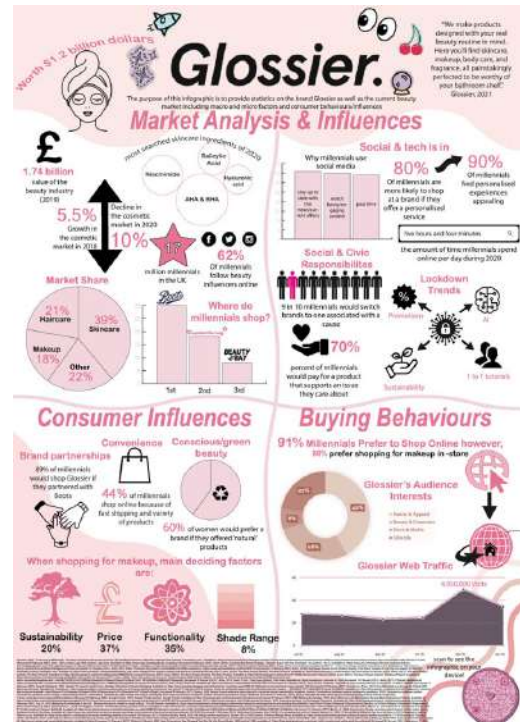
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AMELIA BRIGGS

BA (H) FASHION MANAGEMENT

My subject area within the fashion industry is marketing with a focus on creative advertising, this has derived from my interest in consumer behaviour and how the use of marketing can impact the latest trends. My interests are reading, especially fashion magazines, as these are what inspired me to become to peruse a career in fashion from a young age. I have completed a year in industry where I was hands on within busy SME marketing departments, working on improving sales through brand awareness, improving website optimisation, and creating content for social media and e-commerce use. I have also worked on the shop floor of a busy retailer which allowed me to understand visual merchandising and buying behaviour. My future plans are to complete a Msc in Advertising & Marketing Communications at NTU and hopefully set up my own marketing agency where I can aid retailers with their marketing goals.



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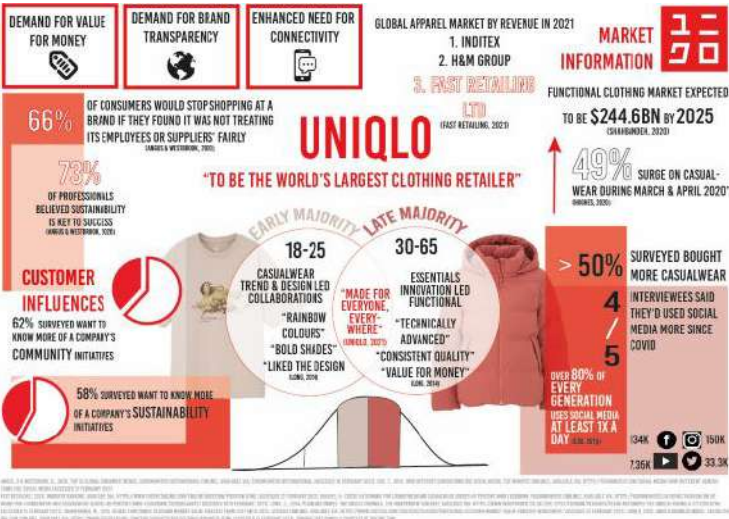
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AMY BOUFFLER

BA (H) FASHION MANAGEMENT

I am a first-class graduate of BA Hons Fashion Management. I completed a placement year at bespoke shirtmaker Emma Willis. This ignited my passion for working in the luxury industry and store management. My dissertation was the project I enjoyed the most, investigating how independent luxury businesses in the UK are responding to the changes of digitalisation within the fashion industry. It was a fantastic opportunity to research and write about an aspect of the industry that I am very passionate about. It also gave me an opportunity to contribute my own ideas, reflecting the knowledge I have built up over my time on the course, such as creating my own business model for brands to follow. Having also had the opportunity to complete creative studies in Chengdu in China during my time at university, it has inspired me to be open and excited by the idea of working globally. I aspire to develop a career in store management as I am motivated by working close to the product and customers.



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The Contrast Issue

Our innate human nature to assume different colour contrasts have different connotations



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GABBY ZULIANI

BA (H) FASHION MANAGEMENT



I have been supported on Fashion Management to reach my full potential through industry mentors, live projects, trade shows and personal projects. These have been invaluable. My favourite was my dissertation which I wrote about 'Online Persuasion and How Web Design Optimises Sales Online.' This was sparked through my placement in Belgium at VF Corporation, Eastpak, working in E-commerce. Digital has accelerated faster than anyone could have anticipated therefore, it has been fascinating to see the changes and how fashion consumers are responding. Additionally, I completed the Digital Marketing Academy and a Web Design course to support my studies. I have been awarded the Gwyn Stevenson Award and was the highest achieving graduate on Fashion Management Sandwich route. I have also secured a 12-month internship with Puma working in marketing in London. Puma has always been a company I have wanted to work for, therefore cannot thank the tutors enough.



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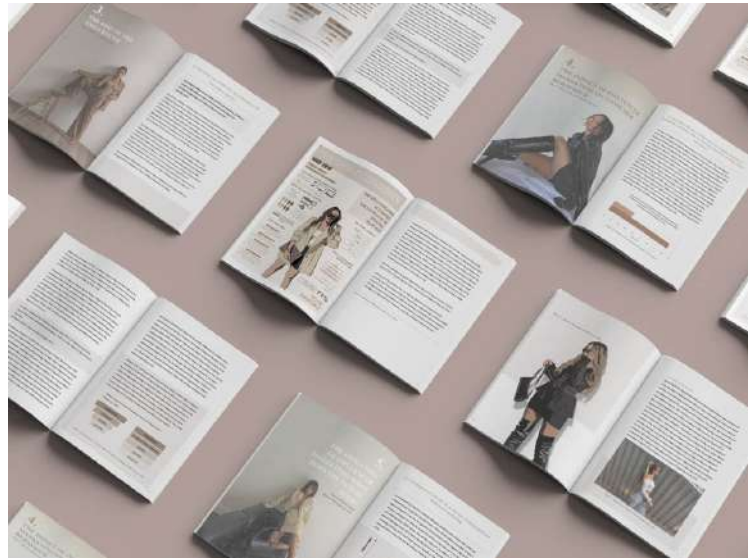
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JEMINI DAVE

BA (H) FASHION MANAGEMENT



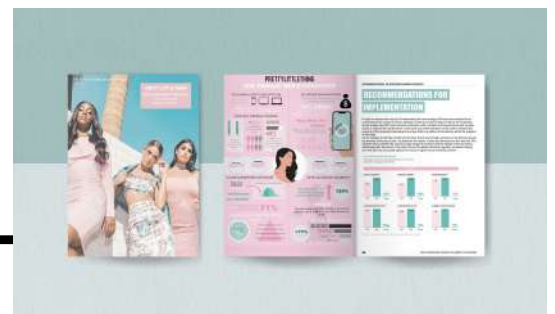
I've been no stranger to social media (especially Instagram!) over the years, and the FM course only developed my love for it even more, and my final year dissertation focused on just that! – it looked at the use of influencer marketing techniques as well as the impact of COVID-19 on the influencer industry. Being so creative, I've loved the projects where I've been able to reflect this creativity into my work as shown in the images. In my 2nd year I was able to use my love for Illustrator to create a childrenswear range for Zara Kids, also including garment specification sheets! Since I dropped out of my previous degree in Fashion Design, although I had no idea what career path I'd take, my degree has equipped me with so much knowledge that I have begun my own journey as freelance social media manager providing branding services - you can find me at @strictlysocalco! I'm excited to see what the future brings...



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NIAMH WILSON

BA (H) FASHION MANAGEMENT

As a graduate from the Fashion Management course, I have had the opportunity to optimise my creative skills and develop key business and fashion industry knowledge. I am eager to start a career in buying within such an exciting industry, and I am particularly passionate about the opportunities for sustainable development. After completing my dissertation focused on sustainable strategy and authentic green marketing as well as a group project on Levi's, my interest in purposeful fashion brands has grown and I hope to reflect this in my future career prospects. I am extremely grateful for my 4 years on the course as it has allowed me to find what I am passionate about and supported me finding a placement at River Island, giving me confidence in the start of my career. The course also provided an invaluable connection with industry, such as the opportunity to pitch an app idea to Farfetch and mentoring, broadening my industry connections.



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NICOLA WREND

BA (H) FASHION MANAGEMENT



Hi, my names Nicola Wrend. During my studies, I developed a real passion for trend research and understanding consumer behaviour, and I love spending my time on WGSN, Mintel, Pinterest and other social media sites to anticipate upcoming trends. One of my favourite projects I have worked on involved developing a new fashion app which allowed me to utilise both my creativity and analytical skills, which I found super enjoyable. In my third year of studies, I undertook a placement year at The Walt Disney Company where I was their Sportswear, Footwear and Accessories Intern. Throughout the year, I worked across a variety of different projects and collaborations between Disney and global fashion licences with one of my favourite being an influencer marketing campaign where I was responsible for sourcing samples for influencers across Europe to wear on a trip to Disneyland Paris and analysing the results of the campaign. I recently started as a Graduate Buyer at BuyltDirect in Huddersfield.



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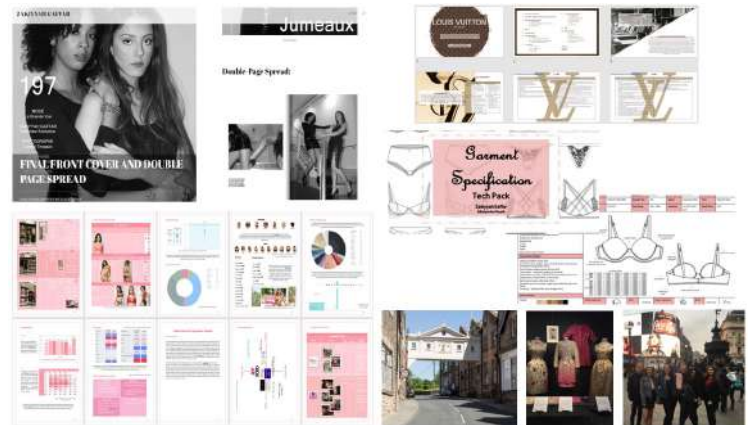
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ZAKIYYAH GAFFAR

BA (H) FASHION MANAGEMENT



The Fashion Management course has been fantastic for making me ready for the 'real working world'. I have learnt so much and it has all been relevant: from working and negotiating with my peers on group projects, working under time and pressure constraints, building confidence for the numerous presentations, forming relationships with course tutors, and working on Live Projects with Farfetch, Boden and John Lewis - and yet, enjoying my time as a student and taking advantage of the Nottingham student scene to the fullest! I was a project manager for the NTU Horizons FashFest 2021, Student Course Ambassador and Mentor and a Fashion Revolution Rep and I am a recipient of the Glyn Davidson TA Award and have been a Young Creative Award finalist. I have completed work experience with Primark, Asda George and Next. My next step is the Next Trainee Buyers Programme which I am due to start soon and from there, 'there are no limits' ...



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THE EXPLORATION OF THE MAIN CHALLENGES AND VULNERABILITIES WITHIN CURRENT UK FASHION APPAREL VALUE SUPPLY CHAINS AND SOURCING STRATEGIES.

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"This Dissertation is submitted in partial fulfillment of the requirements for the BA(Hon) Fashion Management"



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