

# MIND MAP

## PROBLEMS

GOOD DESIGNS BUT NOT SUSTAINABLE

## HOW TO SOLVE

- ② ECO FRIENDLY PACKAGING
- ③ PROCESS SHOULD BE ENVIRONMENTAL FRIENDLY



- ④ USED RECYCLED MATERIAL
- ⑤ MIN WASTE

## BRANDS

### COMPETITORS

- JIMMY CHOO
- STELLA MCCARTNEY
- MANOLO

## PROMOTION

- SOCIAL MEDIA
- CAMPAIGNS
- ADS
- PHOTOSHOOTS

## MISSION

- SAVE PLANET
- NEW GENERATION
- REMOVE TOXINS
- SAVE TREES
- PLANT MORE TREES
- USE SUSTAINABLE MATERIALS ONLY
- ECO-FRIENDLY
- FAIR WAGES
- TRANSPARENCY
- BRAND VALUES
- FUN ENVIRONMENT TO WORK AT

## CONSUMER

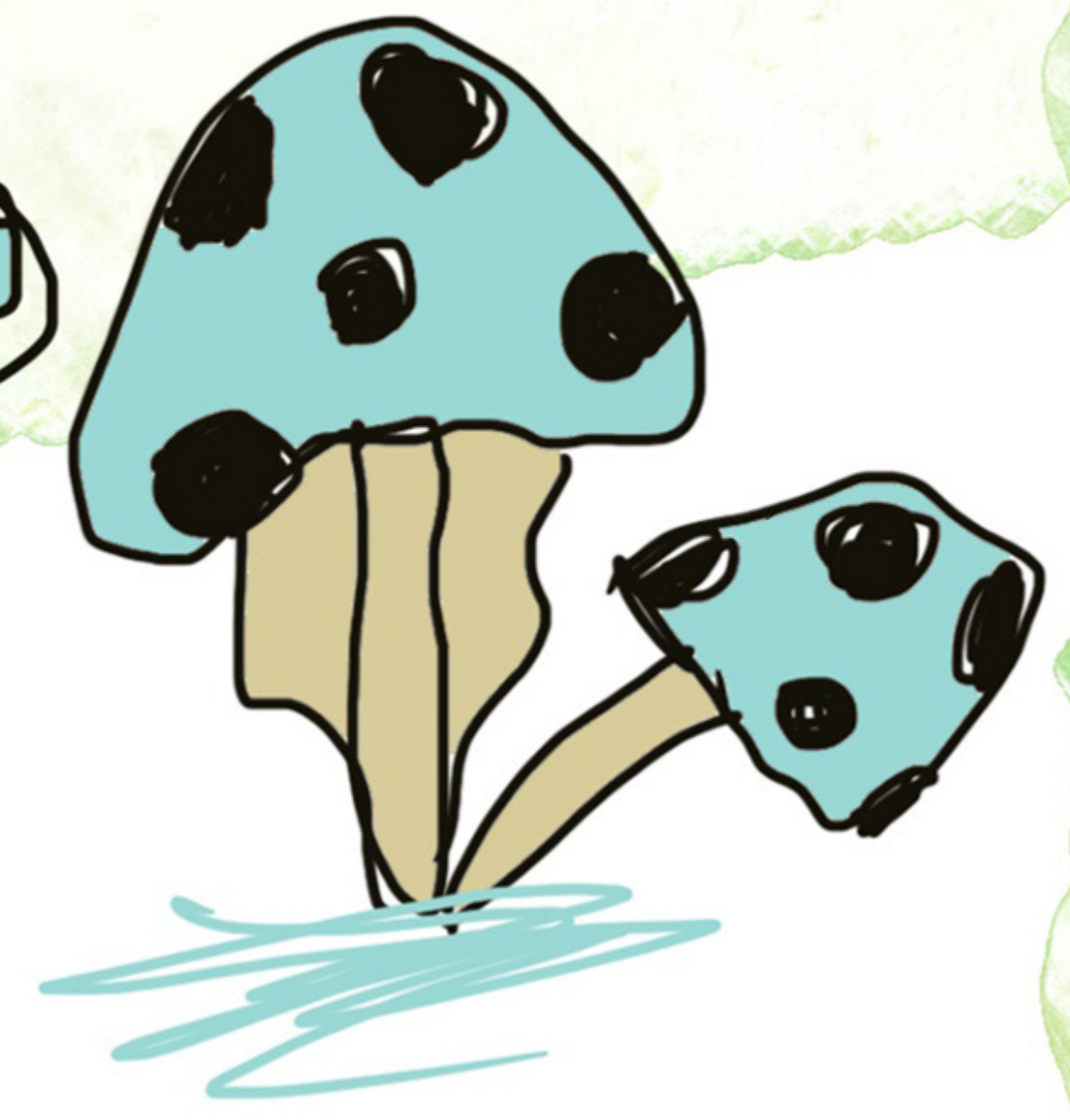
- ZEN G
- YOUNG
- FEMININE

### POPULAR

- ATTITUDE
- WEALTHY
- AMBITIOUS
- DOG LOVER

## MARKET POSITION

- LUXURY
- HIGH END



- ① USE MATERIALS THAT ARE SUSTAINABLE

# SUSTAINABILITY

## INSPIRATION

## DESIGN

### MOOD

- TRENDY
- FEMININE
- GLAMOROUS
- EVENING WEAR
- FLORAL

### SHAPE

- ABSTRACT
- MUSHROOM
- FLOWERS

### COLOUR

- PASTEL
- FEMININE
- LIGHT
- BRIGHT

## MATERIAL

### SUSTAINABLE

- MUSHROOM
- ALGAE
- PRESERVED FLOWERS



### TOXIC

- LEATHER
- FEATHER
- POLYESTER



## SHOES

### HEEL

- FEMININE
- LUXURY

### FLATS

- CASUAL
- BORING

## TREND

- 2023 S/S





MOODBOARD



SUSTAINABLE



# CONSUMER



**NAME: LAUREN ELMOND**

**AGE: 22-28**

**LIVES IN SOUTH KENSINGTON, LONDON, UK**

**SHE WORKS AS AN EDITOR AT VOGUE. SHE COULD ALSO BE WORKING AS A MANAGER AT HARRODS.**

**SHE DRIVES HER BENTLEY TO WORK**

**SHE CARES ABOUT NATURE HENCE SHE LIKES TO BUY PRODUCTS THAT ARE SUSTAINABLE. SHE LOVES BOTH JIMMY CHOO AND STELLA MCCARTNEY, WHICH ARE LUXURIOUS AS WELL AS ENVIRONMENT-FRIENDLY.**

**HABITS: SCUBA DIVING, WINE TASTING, GOLF, PARTIES WITH HER FRIENDS**

**SHE LIVES A HEALTHY LIFESTYLE, WORKS OUT DAILY, DRINKS LOTS OF WATER TO KEEP HERSELF HYDRATED, CHOOSES TO HAVE VEGETARIAN FOOD, WINE AND CHEESE IS HER FAVOURITE SNACK.**

**SHE PAYS A LOT OF ATTENTION TO DETAILS WHILST SHOPPING, SHE LOVES FLORAL PRINTS AND TEXTURES.**



*Harrods*





COMPETITOR

MANOLO BLAHNIK



JIMMY CHOO

SUSTAINABLE

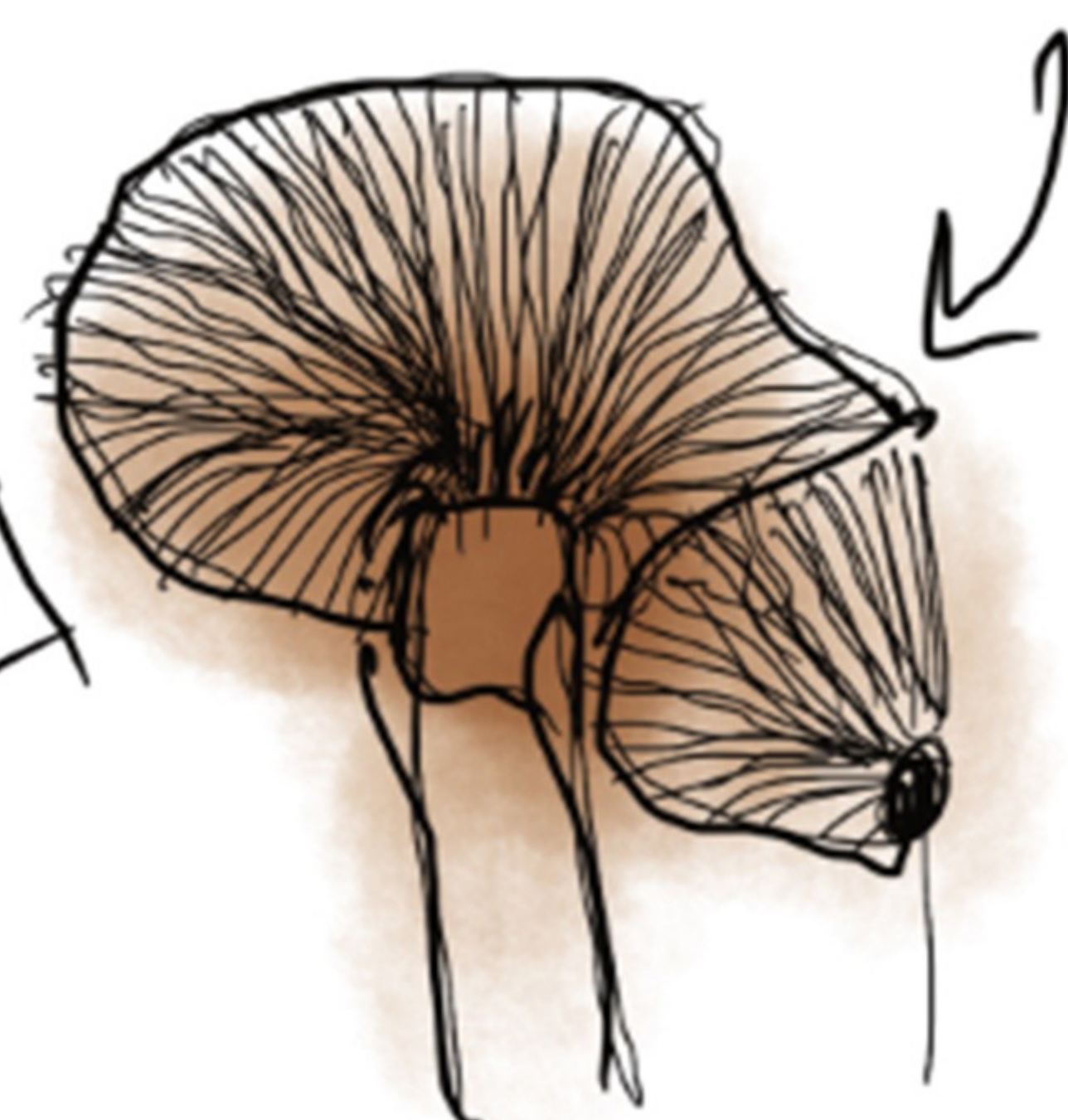
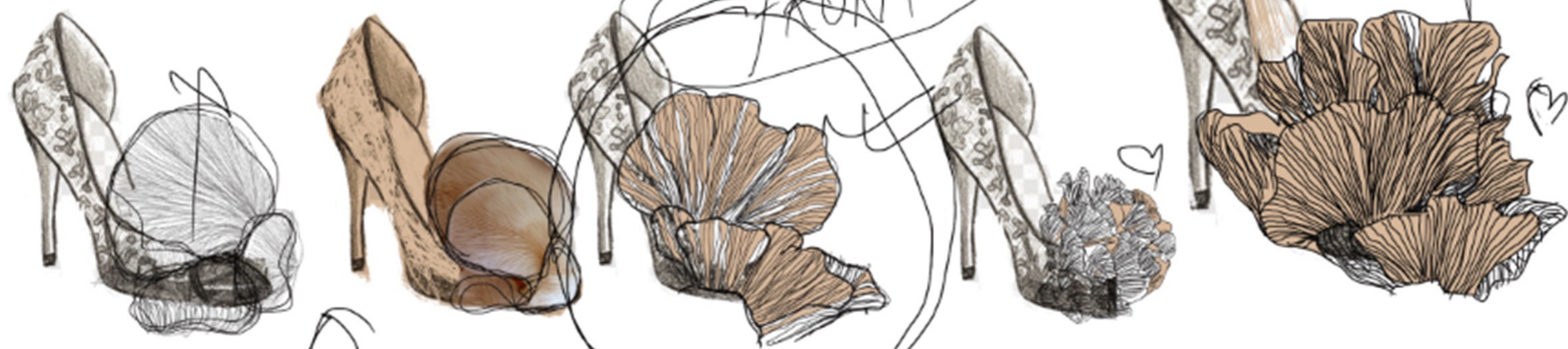
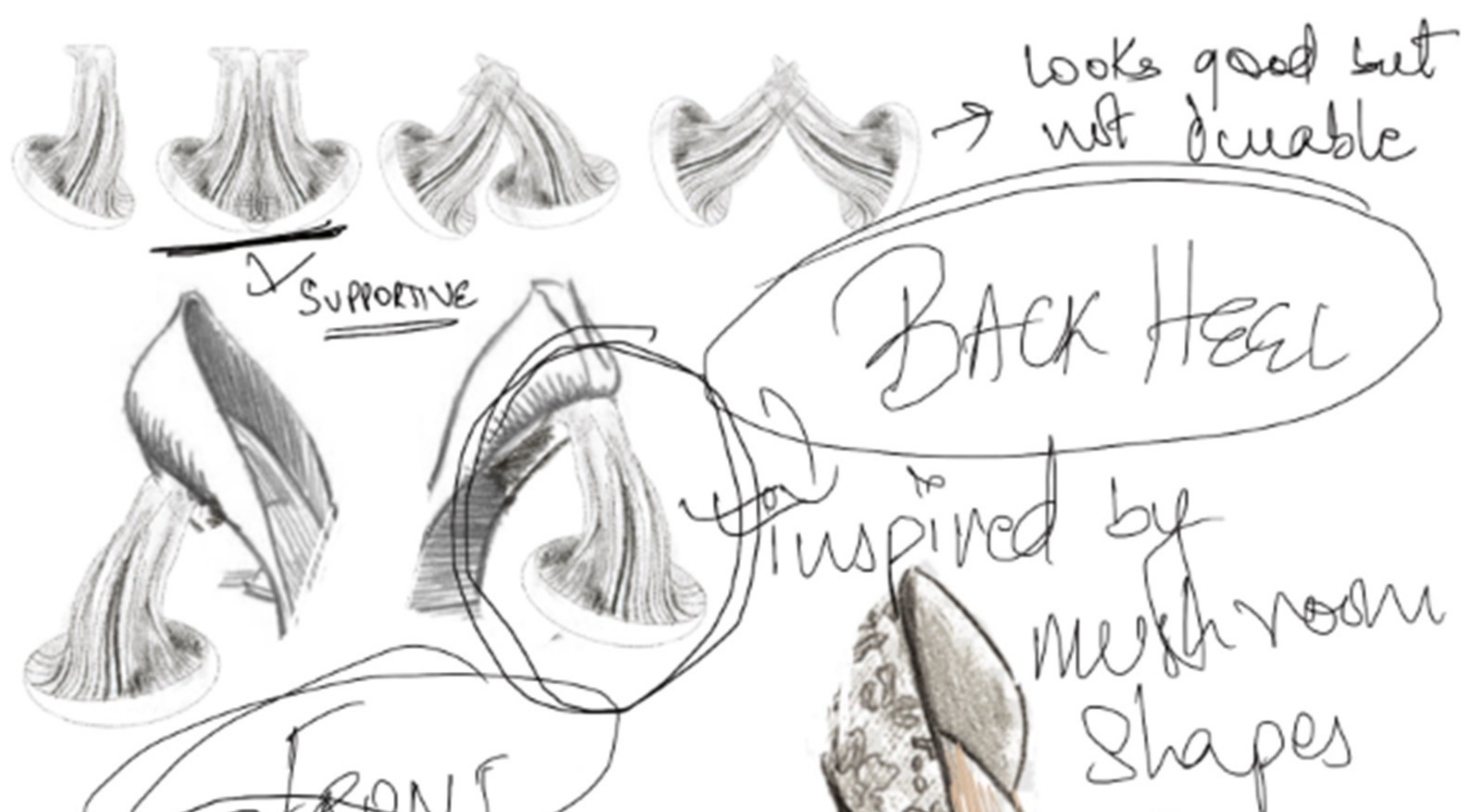
SUSTAINABLE	JIMMY CHOO	STELLA MCCARTNEY
	MANOLO BLAHNIK	
	Vivienne Westwood	
	Paul Smith	

HIGH

NON-SUSTAINABLE

LOW

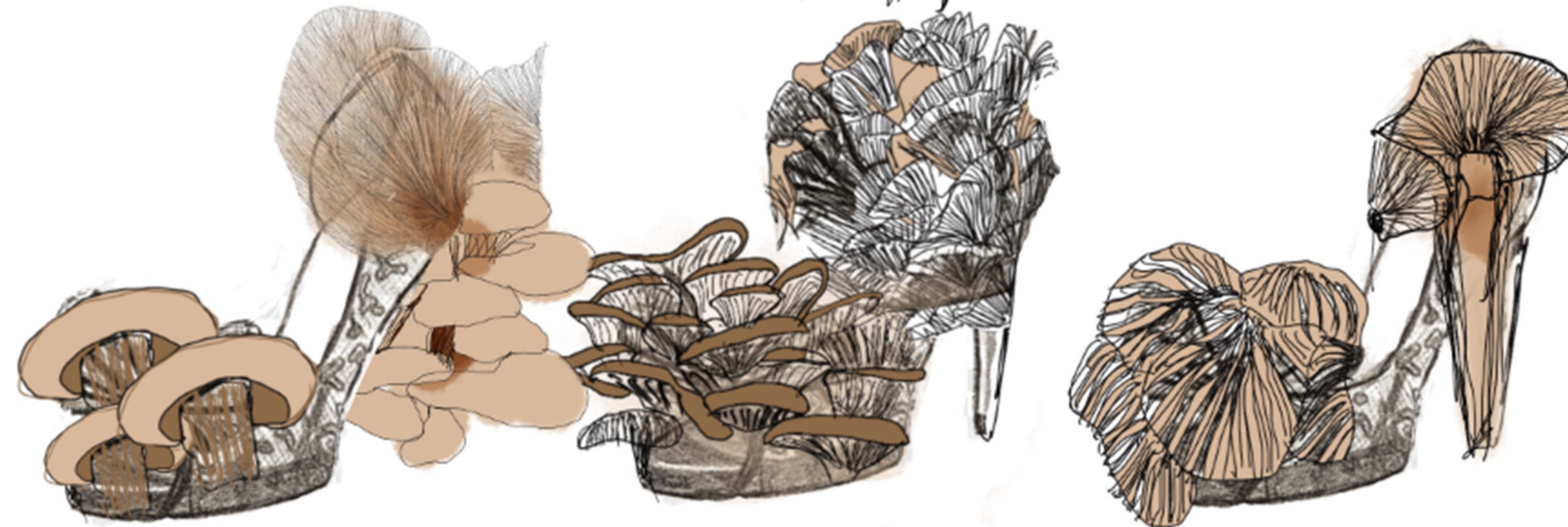
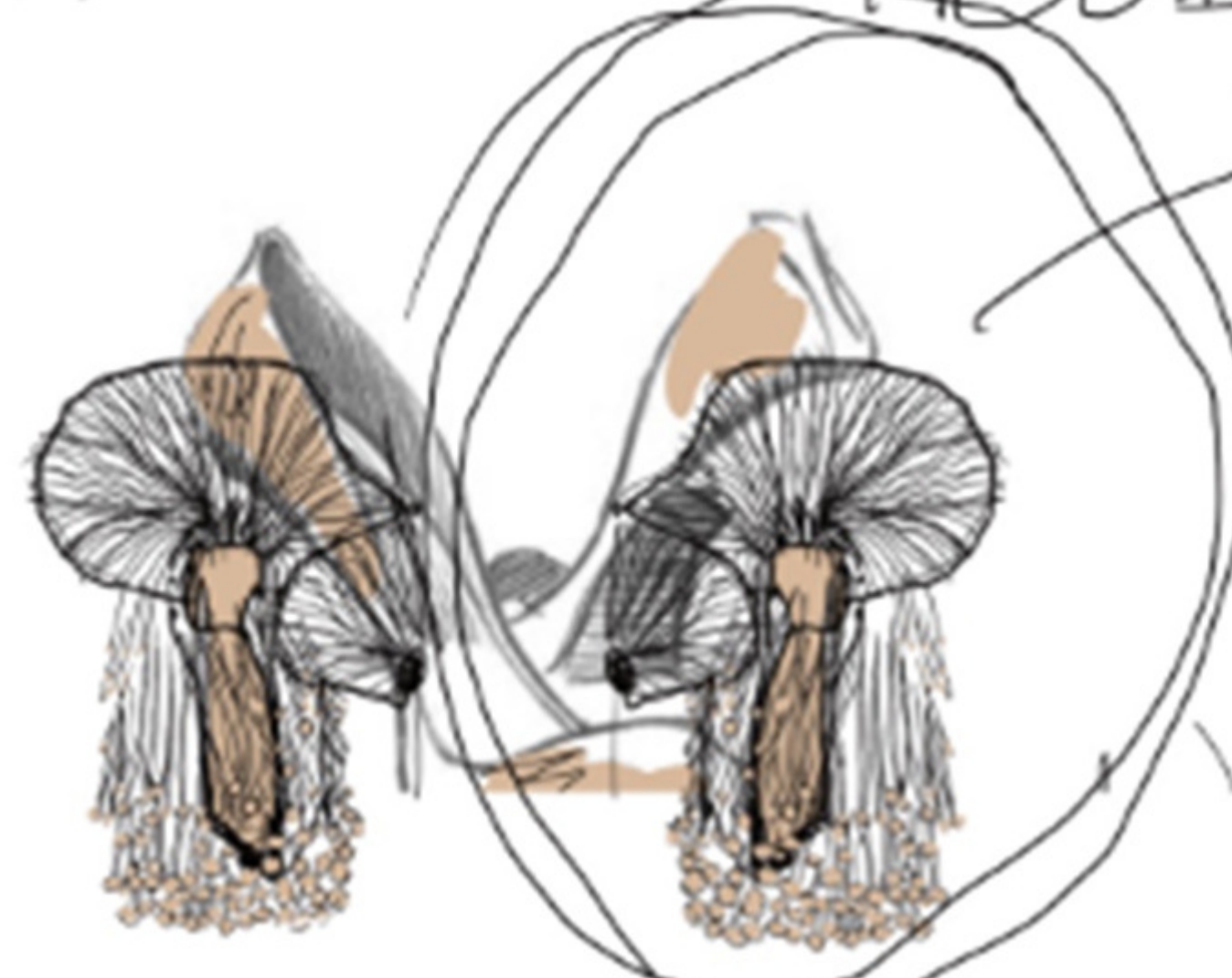
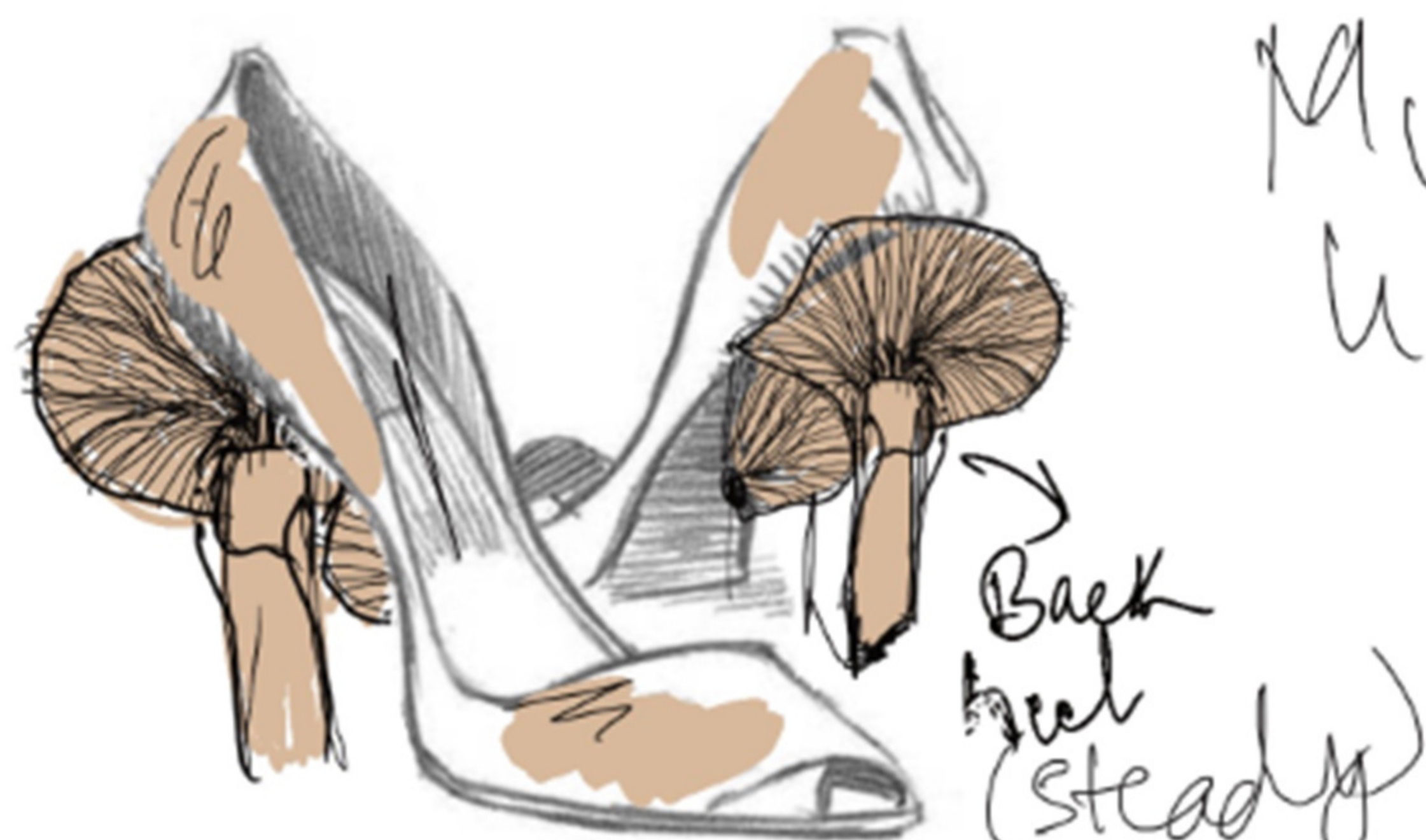




Mushroom heels

UNDERNEATH HEELS

Too BUSY





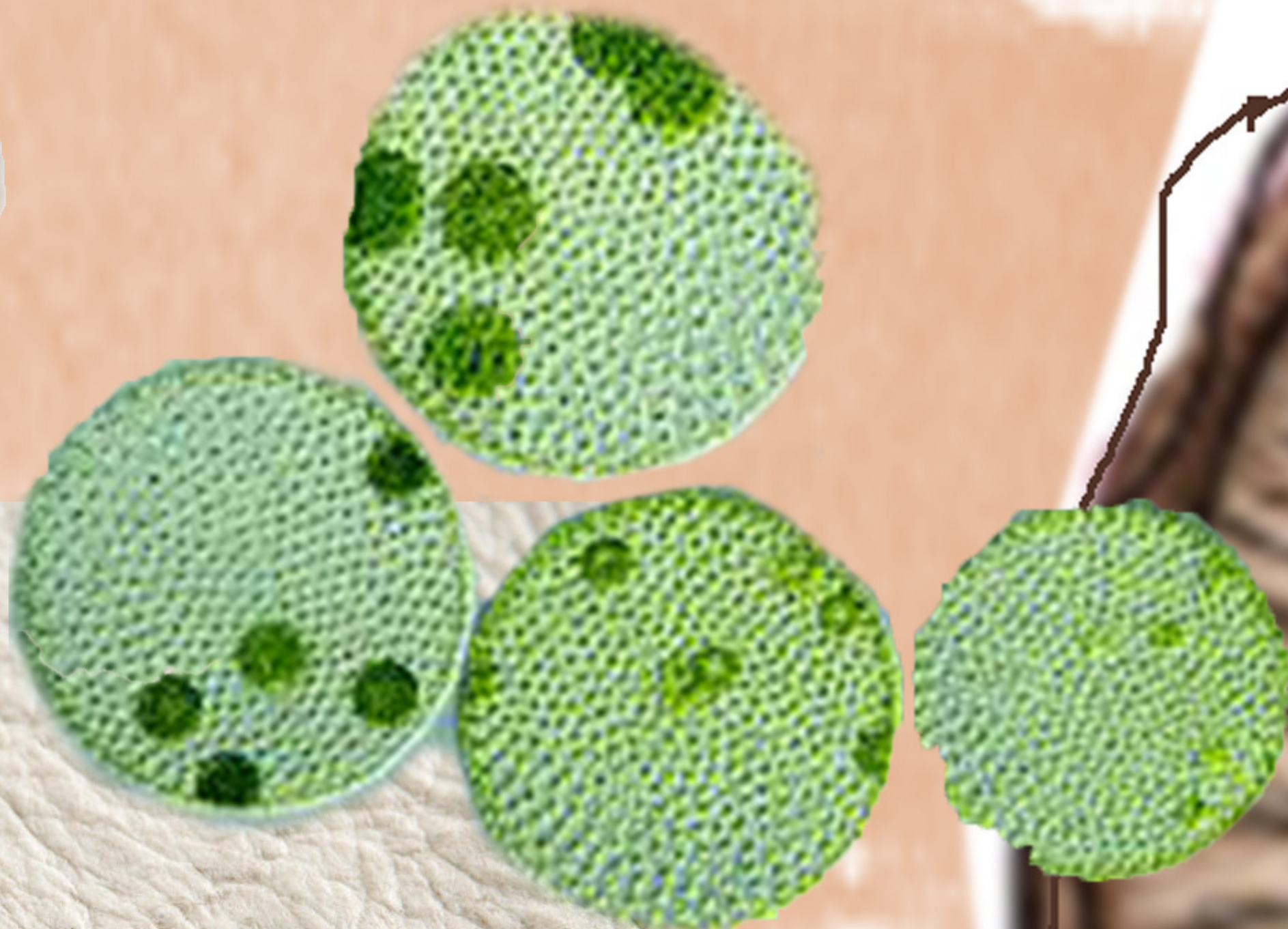
# SOLVING THE PROBLEM



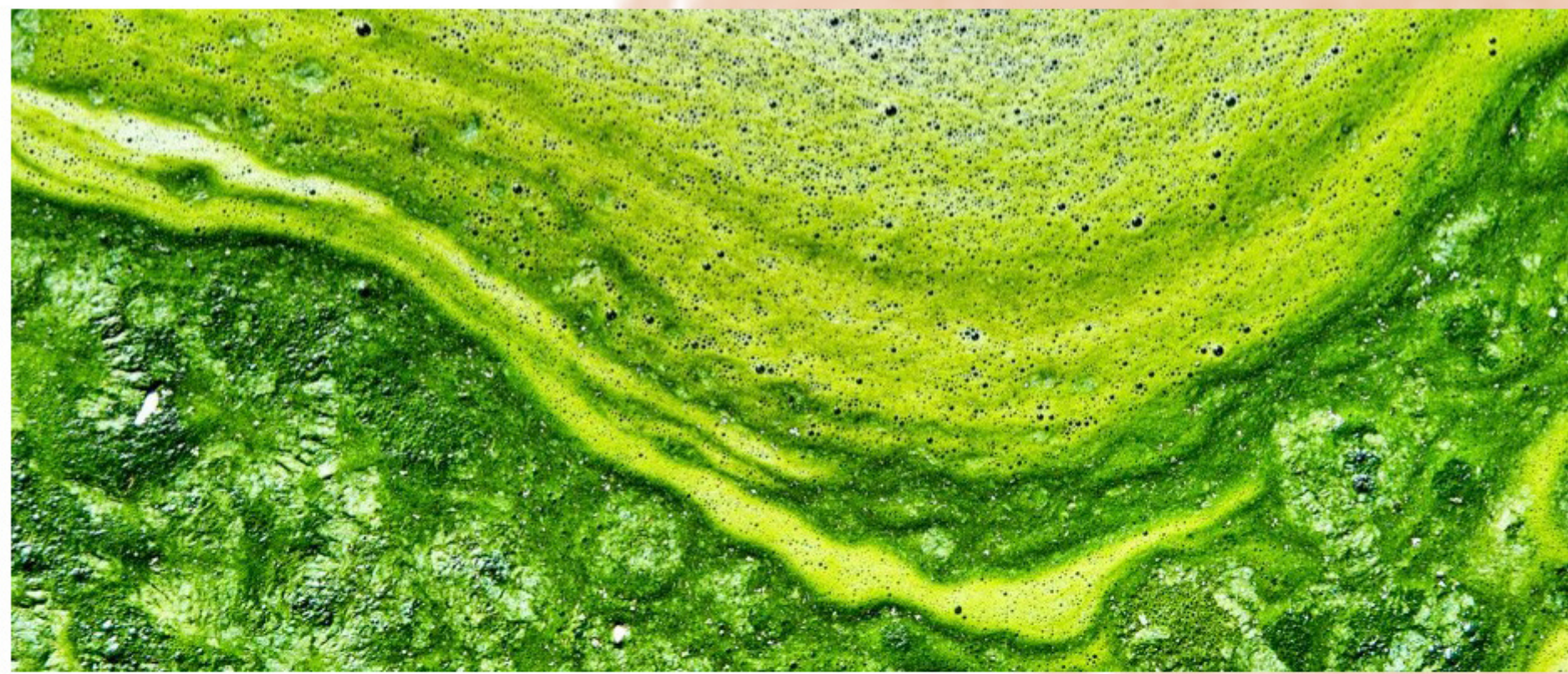
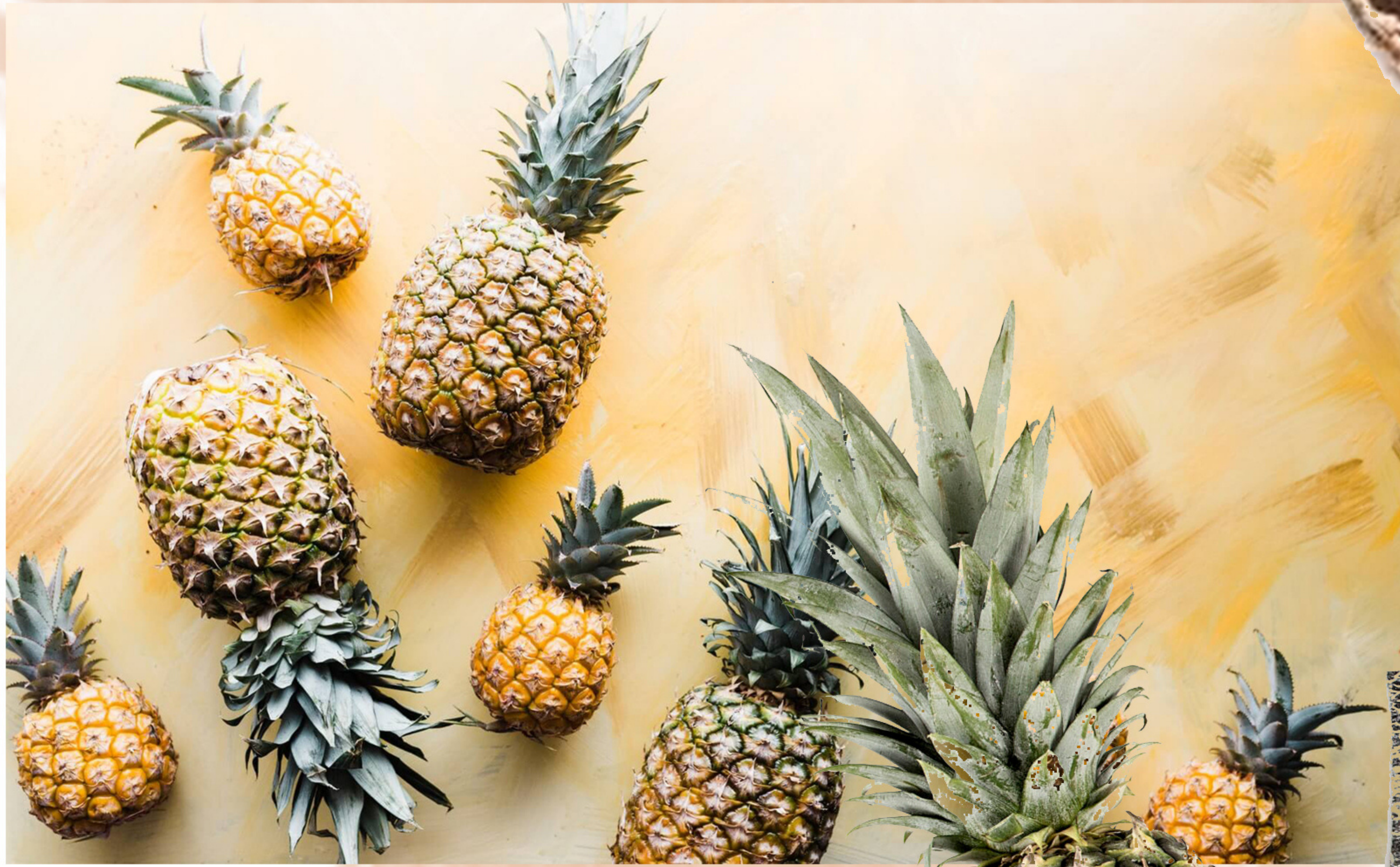
USING ALGAE, MUSHROOMS AND PRESERVED FLOWERS TO BE SUSTAINABLE, ALONG WITH PINATEX (LEATHER MADE WITH PINEAPPLE). IT IS A MATERIAL MADE FROM THE LEAVES OF PINEAPPLES GROWN IN THE PHILIPPINES. ITS PRODUCTION IS MUCH MORE SUSTAINABLE THAN TRADITIONAL LEATHER AND IS COMPLETELY ANIMAL-FREE. IT REQUIRES LESS WATER AND NO HARMFUL CHEMICALS THAT ARE ECOLOGICALLY TOXIC TO WILDLIFE. THE LEFTOVER LEAF WASTE IS RECYCLED AND USED FOR FERTILISER OR BIOMASS. THIS WILL SOLVE ENVIRONMENTAL CONCERNS AND COMBAT AGRICULTURAL WASTE AND ANIMAL SUFFERANCE. DESIGNS HAVE BEEN MADE TO STAND OUT AND LOOK LUXURIOUS, HENCE SOLVING BOTH DESIGN AND SUSTAINABILITY ISSLUES.



PRESERVED FLOWERS



MUSHROOMS



PINATEX



ALGAE





# Elevate

ELEVATE MEANING TO RISE, HENCE IT IS BEING USED AS A NAME FOR A SHOE BRAND. HEELS HELPS US ELEVATE IN HEIGHT, CONFIDENCE AND PERSONALITY. ALONG WITH THESE CHARECTERISTICS, PROCESS OF MAKING IS BEING ELEVATED FROM TOXIC TO ECO-FRIENDLY BY USING SUSTAINABLE MATERIALS



OPTION 1



SHOE BOX



BRAND TAG

MUSHROOM CAN BE USED AS A PRINT FOR BRANDING

TIE RIBBON TO MAKE IT MORE LUXURIOUS

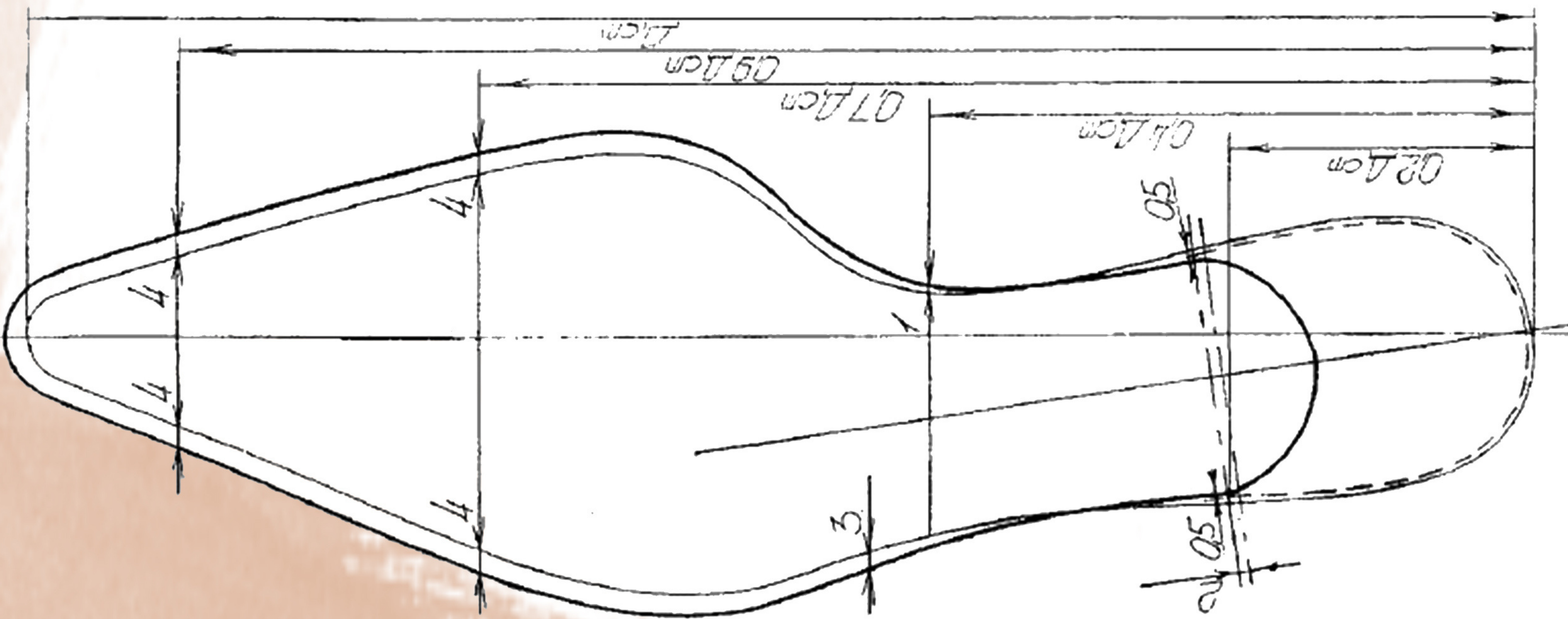


CARRY BAGS

OPTION 2



PROTOTYPE



MADE FROM PRESERVED  
FLOWERS

BACK SIDE MADE FROM  
SIMILAR HARD MUSHROOM  
MATERIAL

MATERIALS MADE  
FROM MUSHROOM,  
ALGAE AND PINATEX

HEELS MADE UP OF  
HARD SUSTAINABLE  
MUSHROOMS

