

# Exemplar

## Extended Project

Unit: P301

Topic: Designer Vs. High Street



# Extended Project Oral Presentation Record Form



Learner Name DANNIELLE Learner number \_\_\_\_\_  
 Centre Name ACADEMY Centre Number \_\_\_\_\_  
 Project Title DESIGNER VS HIGH STREET Date 19/4/2011

		Band placement					
<b>Content</b> How clear are the main ideas?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: THE MAIN IDEAS ARE WELL THOUGHT OUT & HIGHLIGHTED BY THE RESEARCH						
<b>Organisation</b> How clear and logical is the structure? Do the different parts of the presentation link together?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: ALL COMPONENTS FOLLOW A LOGICAL STRUCTURE USING THE RELEVANT HEADINGS.						
<b>Pace</b> Is the presentation well paced?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: CONSISTENT PACE WITH EMPHASIS ON RELEVANT PARTS						
<b>Voice</b> Is the presentation clearly audible? Does the presenter avoid simply reading the presentation aloud?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: THE VOICE IS CLEAR WITH A GOOD PITCH. A CONFIDENT PRESENTATION.						
<b>Visual aids</b> If visual aids are used, are they relevant and consistently effective in supporting the presentation? Are they clearly visible and not over-crowded with too much information?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: MAGAZINES WERE USED TO HIGHLIGHT THE RELEVANT POINTS						
<b>Contact with audience</b> Does the presenter engage well with the audience and hold their attention?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: EXCELLENT EYE CONTACT & BODY LANGUAGE						
<b>Handling questions</b> Does the presenter handle questions calmly and confidently? Are they answered clearly and insightfully, in a way which shows good subject knowledge?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: TWO QUESTIONS WERE ANSWERED SHOWING SECURE SUBJECT KNOWLEDGE						
<b>Strengths of the presentation</b>	AO4 Mark Awarded: <u>5</u>						
THE PRESENTATION WAS WELL PREPARED WITH ACCOMPANYING NOTES. PRESENTATION SKILLS WERE PRESENT IN TERMS OF DELIVERY.							
Signed (Teacher/assessor):			Position: <u>TEACHER (PROJECT)</u>				



Proposed project title: Designer VS high street

Section One: Title, objective, responsibilities

**Title or working title of project (in the form of a question, commission or design brief)**

How do designers influence and affect the retail industry?

**Project objectives (eg, what is the question you want to answer? What do you want to learn how to do? What do you want to find out?):**

When carrying out my project one of the main questions I will be looking into is, what the difference between high street brands and designer brands is. I will be looking into the background information of Vera Wang, Versace, Topshop, River Island and two different fashion magazines. One of the questions I will be looking to answer is, how designers influence high street brands using the catwalk. I will also be looking to find out how designers cope with the pressure of having to keep on top of high street brands, and how they cope with the imitations that they find in most high street stores. I will be finding out key facts about two designer brands and two high street stores.

I also want to find out how magazines use celebrity endorsement to advertise fashion products, and high street stores.

**If it is a group project, what will your responsibilities be?**

I will be taking on all responsibility of my project. I will be conducting all research, primary and secondary, and I will be writing up my own findings.

Section Two: Reasons for choosing this project

I have chosen to base my project around the fashion industry as I take deep interest into the industry, and I am eager to find out more. Also I would be able to research into some of my favourite designers and high street brands, and I will be able to bring my own knowledge of them into my project.

By basing my project around a subject I am interested in, it will give me confidence in making sure I achieve a good outcome. I am also interested in furthering my knowledge of the retail industry and the two designer brands that I have chosen to research into.

I think it is important to base my project around a subject that I am interested in as I will be more committed to the project, and will also enjoy doing the research and finding out more.

Section Three: Activities and timescales	
<p>Activities to be carried out during the project (eg, research, development and analysis of ideas, writing, data collection, numerical analysis, rehearsal techniques, production meetings, production of final outcome, administration, evaluation, preparing for the presentation, etc):</p> <ul style="list-style-type: none"> <li>• Creating a suitable title and question for my dissertation</li> <li>• Writing up my introduction to my dissertation - This will include explaining what my project is about, and my main objectives.</li> <li>• Conducting my primary research - creating a suitable questionnaire.</li> <li>• Handing out and collecting my results of my questionnaire</li> <li>• Researching into two different designers</li> <li>• Researching into two different high street stores</li> <li>• Looking into two different types of fashion magazines</li> <li>• Writing up my research - This will include findings on both designers, both high street stores and both magazines.</li> <li>• Meeting with my tutor to make sure that I am my project is suitable, and asking any questions that I may need to ask.</li> <li>• Writing up and analysing the results of my questionnaire</li> <li>• Bringing my dissertation to an end - Creating a suitable conclusion</li> <li>• Writing up my diary of what I have done week by week.</li> <li>• Completing my presentation</li> </ul>	<p>How long this will take:</p> <p>One lesson</p> <p>One week</p> <p>One week</p> <p>Three weeks</p> <p>One week</p> <p>One week</p> <p>Two weeks</p> <p>Four weeks</p> <p>One lesson</p> <p>Two weeks</p> <p>Two weeks</p> <p>September-March</p> <p>One week</p>
<p>Milestone one: Complete the introduction of my dissertation and start on methodology.</p> <p>Target date (set by tutor-assessor): 21<sup>st</sup> January 2011</p> <p>Milestone two: Finish write up of literature review and make a start on data and discussion</p> <p>Target date (set by tutor-assessor): 11th March 2011</p>	
Section Four: Resources	
<p><b>What resources will you need for your research, write up and presentation (eg, libraries, books, journals, equipment, rehearsal space, technology and equipment, venue, physical resources, finance):</b></p> <p>To complete my project, I will need to use a number of different resources. These resources include, magazines to find information that relates to my project. The magazines I will be using are Elle and Look. Both of these magazines are tailored around the fashion industry. I will also be using the</p>	

internet to conduct some of my primary and secondary research. I will be using the internet to find out the background and history of both of my high street brands, and designers. I will also be using the internet to find out any other information such as statistics. I may need the use of a library to find books about the fashion industry if I cannot find enough using the internet or magazines. To find my primary research i will be creating my own questionnaire, my questionnaire will include questions that are related to the subject of my project, to help me use for my data and discussion. I will also use the results of the questionnaire to back up my research, and also use them to create graphs. To conduct my research I will need the use of computers and the internet. I will also need the use of programmes such as Microsoft Word, PowerPoint and Excel.

### **What your areas of research will cover?**

For my primary research, I will be creating a suitable questionnaire with appropriate questions. The questionnaire will consist of questions that relate to the subject of my dissertation. I will be using the results to back up my research and to also use as research in my dissertation. I will analyse the results of the questionnaire and relate them back to my question and to any other research I have included if they relate.

My secondary research is going to be looking into retail shops and designer brands. This will cover looking into the background of the organisations, finding out when they were founded and who by. I will be doing this by looking at the organisations websites to find out all the background information I will need. I will also be looking at their websites to find out the type of clothing they sell, and I will be looking at their collection of clothes for the latest season.

### **Comments and agreement from tutor-assessor**

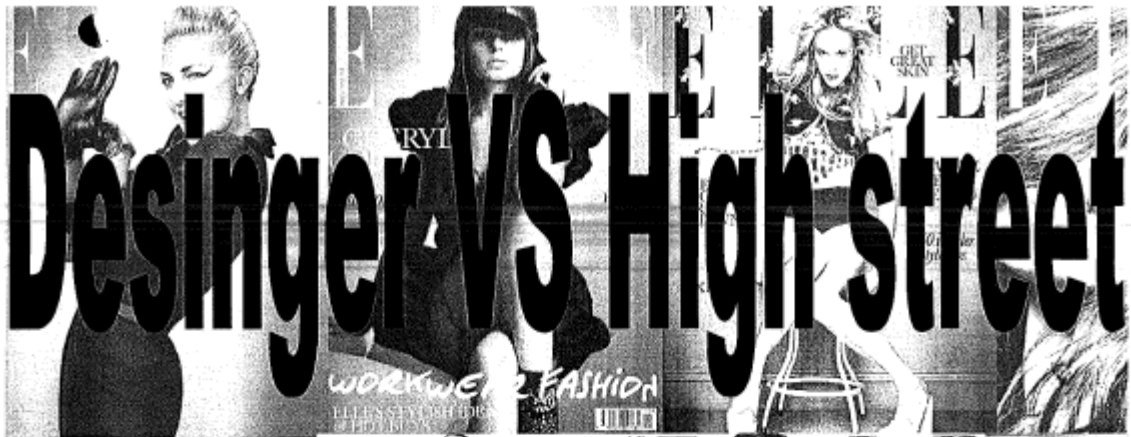
Is the learner taking this project as part of the Diploma? **Yes/No**  
 If yes, which Diploma are they taking? BAF Diploma  
 Comments (optional):

Is project derived from work which has been/wilt be submitted for another qualification? **Yes/No**  
 Which qualification (title and unit)?  
 Comments (optional):

I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate.  
 Agreed: X

### **Comments and agreement from project proposal checker**

Comments (optional):  
 I confirm that the project is appropriate.  
 Agreed: X



## **Designer VS high street**

**Introduction:** I have decided to base my project around fashion and the media. I will be finding out why high street brands imitate designers, and how designers affect the retail industry. I have decided to base my project around this because, as it has become very popular for magazines to find identical products for half the price making it affordable for the average wage earner to afford the latest catwalk fashions. I am going to be researching into the different platforms of the media to find out how designer brands affect high street stores. For my primary research I will be creating a questionnaire. I will be using the questionnaire to gather information about what people feel and think about some of the designer brands, and their take on the subject. I will include photos of two almost identical outfits in the questionnaire. I will ask them to tick which one they believe is the designer and which one is the cheaper high street brand. The results of the questionnaire will help me gather the information I need to be able to answer my questions.

**Methodology:** For my secondary research I will be looking at and comparing magazines such as *ELLE* and *Look*. I will be researching into the background of both magazines, looking at where they were founded and who by. For my secondary research I will be looking at retail shops such as *TopShop* and *River Island* and designer brands such as *Versace* and *Vera Wang*. I will be looking into the background of both designers, from when they were first founded to date. I will be looking out for information about any famous events that the brands have taken part in, and also if so any campaigns. I will also be looking at the influence of celebrities have on the fashion industry, and also how music influenced the fashion industry.

The question I am going aiming to answer is 'How do Designers affect the retail industry?' I will answer this question by looking at how high street brands are influenced, celebrity endorsement, and the difference between high street and designers. One of the high street brands I have chosen to research into was Top Shop. The reason why I decided Top Shop is because; their products are popular with magazines such as *Look* and *Elle*. When Topshop is mentioned in *Look* it is mainly because the item of clothing or accessory is almost identical to one from a designer's collection for half the price. I am going to start off by looking into the background of River Island, Topshop, Versace, Vera Wang, Elle and look. I will also be looking into the background of River Island. River Island is one of the most popular fashion retail stores among young men and women. The reason why I chose to research into both of these high street fashion retailers is because, these are two of the most popular fashion stores among my age group. They also have stores in most of the big shopping centres across England, replacing the small high street stores.

Literature Review: Topshop was first launched in 1964. Top Shop is famously known for its approach to style and for being one of the largest fashion stores on the high street. Top Shop attracts over 200,000 shoppers each week. Top Shop is known for its individuality that has attracted the well known faces in the fashion industry such as Kate Moss and Celia Britwell. Kate Moss got involved with Topshop by promoting her own fashion range. The collection was sold in Topshop stores around the country. Topshop has been involved with the London



Fashion Week event. Topshop was the only high street brand that was involved with the event, due to its unique funky approach to fashion; Topshop was able to be part of the event. Topshop offer a wide range of fashion products to their consumers. Recently they added their own make up brand to their stores. The make up is part of a MAC collection. (Topshop) Topshop's clothing is easily recognised in many fashion magazines such as Elle and Look. The designs are also often found to appear on the catwalk. Topshop state that their designs are unique and different to any other style of clothing other shops would be selling.

River Island has been selling high street fashion to the public for over 60 years. There are almost 300 stores across the country as well as Asia, the Middle East and Europe. River Island is popular for their affordable unique fashion. River Island has an excellent reputation for they're going out looks, bags and denim. They get inspiration from catwalk looks and add their own unique touch to make the design their own. River Island is popular with men and woman of all ages. Recently they have added a children's section to their range. The children's clothing ranges from ages 3-10 years old. The unique fashionable style is also shown through the children's range. (River Island)

In 1972 Gianni Versace moved to Milan and designed his first collection. In 1978 Versace was launched along with the women's wear collection in Milan. When Versace was first launched, it was launched under a different name. It was names Gianni Versace Donna. A Year later Gianni Versace moved onto producing the company's first photography campaign. The campaign was collaborated with Richard Avedon. In 1982 Gianni Versace started to collaborate with La Scala Theatre in Milan. Gianni designed costumes that were featured in many different stage events worldwide. Some of the events included Donizetti's Don Pasquale (1984) Gianni Versace's first exhibition was held in the UK at Victoria and Albert Museum. (Versace)

This is where Gianni Versace was presented with the silver Mask Award for his designs for theatre. In 1991 Gianni first presented his designs on the runway, the designs where part of his Autumn/Winter 1991/1992 collection. In 1997 Gianni Versace pasted away on is" July. Gianni's sister went on to start designing a collection for a younger audience. The collection was called "Young Versace." Recently in 2001 Gianni Versace and his sister were awarded for their contribution to fashion and entertainment with the Rodeo Drive Walk Of Style Award. At this time Versace announced the launch of a new collaboration. This collaboration included bespoke designs for private helicopters. (Versace)

Vera Wang is a designer company that started off with selling wedding dresses in 1990. Vera Wang also sells clothing and perfumes. In 2000 Vera Wang was awarded with Women swear Designer Of The Year. Vera Wang's passion for fashion started at a very young age. Vera Wang attended the Paris shows Vera Wang was also the senior fashion editor at Vogue, where she interacted with some of the world's leading designers. In 1985 Vera Wang decided to further her career and left Vogue to join Ralph Lauren as a design director. Vera Wang still challenges herself to further her career as a designer with fragrances, fine jewellery, eyewear, home collection and foot wear. Vera Wang remains Chairman, CEO and owner. (Versace)

I am also going to research into two different types of fashion magazines. One of the magazines I have chosen is Elle. Elle is a women's fashion magazine that contains the latest information on designer fashion. In 1945 a Frenchman called Pierre Lazareff, and wife Helene Gordon founded the magazine. It is the world's largest fashion magazine. The title means 'She' in French. The majority of Elle readers are women that age between the ages of 18-49. Editions of Elle are sold in over 60 countries including the United Kingdom and Spain. Elle also has 27 websites globally; all 27 websites collect over 1 million visitors and over 20 million page views a month. The magazine is published in the US, Canada, Brazil, Mexico, Argentina, Singapore, Germany, Portugal and Spain. The first UK edition of Elle was published in 1985} 40 years after it was first founded. Not only does the magazine publish the latest fashion, but also beauty, health and entertainment. Everything that Elle publishes is inspired by the modern women of today. (Elle) Elle also has a teen version, which is called 'Elle girl.' Elle girl focuses towards the typical teen girl, the magazine includes sections on relationship advice! 'Crush of the week' and beauty tips. (Elle Girl) Elle magazine provides the latest information on the most affordable designer clothing. Elle maintains a certain house style, giving the magazine a format classy look. The magazine is sold in the UK for £3.60. Elle also offers its reader's subscriptions, with the subscription you receive the magazine and the latest offer, or freebie beauty gift. Elle often gives away top beauty gifts that range from nail varnishes to body moisturisers.

I am now going to look into the history of 'Look' magazine. Look is a fast-paced high street fashion magazine, and celebrity weekly for young women. It focuses on providing the latest information on affordable fashion, high street fashion and shopping advice. The magazine also contains sections of real life stories. The magazine was first launched in February 2007. The magazine is published weekly for £1.60 per issue. Look is a British published magazine which also has a website which offers the latest fashion tips, and celebrity gossip. The median age of Look readers are females aged 24. Look magazine is the biggest best selling British fashion magazine. (IPC Advertising) In February 2010, Look hosted its first ever high street fashion show at London Fashion Week. It was the only high street fashion show that was featured at the London Fashion Week 2010. Also the collection Look presented was available in-store and online straight after the show} unlike other features that would be in-store the following season. Look also has its own website which includes tips on fashion and beauty. Both the website and magazine also provide reader with up-to-date sales, offers and competition on many fashion and beauty products. (IPC Media)

**Data and discussion:** Now that I have researched into both, two different magazines, two designers and two high street brands, I can now see a similarity in all of them. Elle and Look magazine are both fashion magazines, Elle focuses more on affordable designers where as Look focuses on high street brands. They both offer information about the latest fashion to their readers. Elle informs their readers of the designer looks, where as look informs their readers of how they can get the designer look for a lot less. This is reflected by the house style of both magazines. For example, Elle is more formal, and tends to use only three colours for their layout each month. Where as look tends to use more vibrant colours, bold lettering to catch the audience's attention. This is mostly used when trying to advertise offers on clothing, or promising to inform the audience of how to get the designer look. Look magazine often promote how their

audience can get the designer look for half the price, by shopping in a high street brand. By doing this look are able to inform their readers on ways to save their money, and are showing them that there is no need to spend a lot of money on an outfit when they can get something very similar for half the price, or more. Elle often promote designer collections such as Yves Saint Laurent. Also Elle include reports on top events like catwalks, and include photos of designer's outfits. Instead of letting their readers know there is an outfit very similar for half the price, they advertise the original designer version. Both magazines are the same genre, yet one, Look, promotes getting the cheaper version, where as Elle, advertises the original design concentrating on making sure that their readers know high street brands are being inspired by these designs.

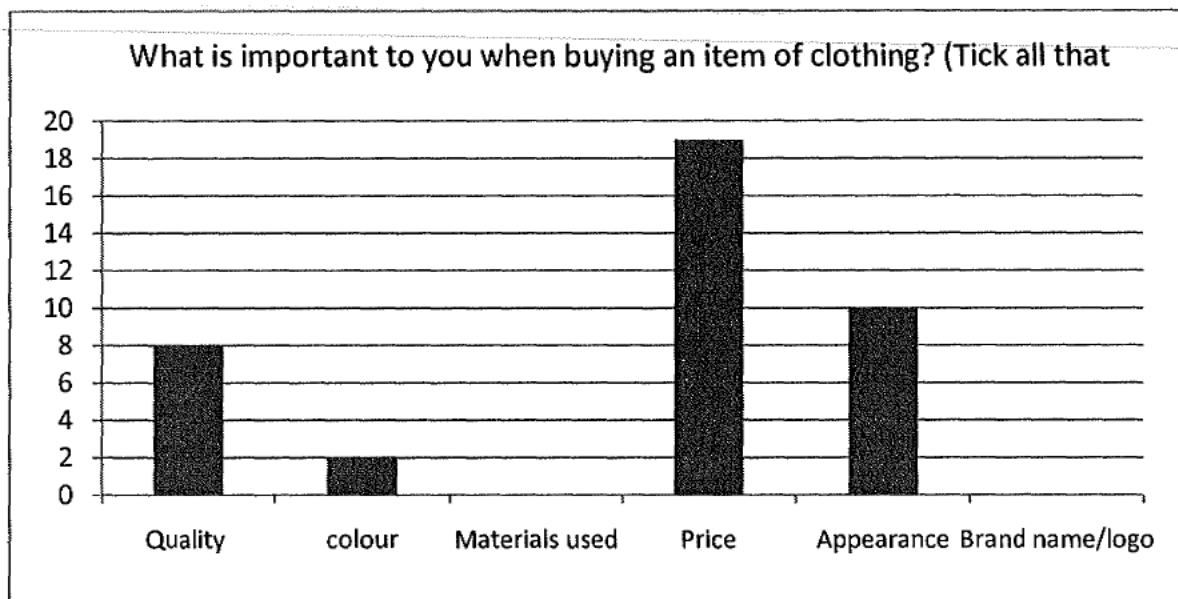
High street brands such as Topshop and River Island have often used celebrity endorsement to promote their designs. For example, Kate Moss joined with Topshop to create her own collection. Kate Moss a well-known model and would normally be advertising designer brands. By using Kate Moss, Topshop were able to attract more customers to their products. Look also uses celebrity endorsement in their magazine. They will often photograph celebrities wearing brands like River Island; this is a way to sell the products to the reader. This could be related to the hypodermic needle theory. The hypodermic needle theory suggests that the media are able to inject information into a passive audience and they are able to get them to believe that piece of information. Relating this to Look magazine, they show these pictures of celebrities wearing brands like Topshop and River Island, and the audience will then go out and buy those items because they see celebrities wearing them. This is a way to show their audience what is in fashion, believing that if the celebrities are wearing it everyone else will want to wear it.

For part of my research, I created a questionnaire and asked 20 different people to answer the questions. I wanted to find out where people normally shopped, why they shopped there, and what attracts them to a certain item of clothing. The results of the questionnaire would eventually help me decide how the designers affect the retail industry. The first question I asked was "Where do you normally shop?" The reason why I chose to start with this question is because it will allow me to find out exactly what type of retail shop they shop in, and also it tells me the type of person that is filling in my questionnaire. For example if they said they shopped in Primark but not in shops like Urban Outfitters, which sell the cheaper end of designer brands, I will be able to tell that this person is more high street than designer. When giving out my questionnaire, I tried to target people who were more interested in designer brands, and also people who were interested in high street. The answers would also eventually help me to answer how much designer brands influence high street. My last question was asking them which outfit they thought was designer and what was high street. The reason why I asked this question was because I wanted to find out just how much high street imitate designer, and if they have just how well they can do it. The answers of this question would allow me to find out just how much designers expect their customers to pay for something they could get on the high street for half the price.

For my first question I asked, after gathering the results, I found that 75% of the people I asked mostly shopped in Primark and only 25% of the people I asked shopped at Urban Outfitters. By looking at this it allows me to see that the

majority of people I asked would normally shop in the high street brands such as Primark and New Look (60%) I also asked people why they shop in those types of shops, and the 75% that choose Primark all said that the reason they shopped there was because, the clothes were good value for money and that they aren't too expensive. With these results it shows me why people choose to shop in the high street and just how many people will choose high street over designer. I found out with this question that the reason why they decide to shop in the high street retail shops was because they are not expensive and they offer the customers value for money. I can tell that customers are more concerned about the price of the product over quality and brand name.

My second question was "How often do you buy designer brands?" 70% of the people I asked said that they never buy designer brands, and only 5% of the people answered all the time. I chose to ask this question as it enables me to get a rough idea on how many people will payout extra money for a label. By looking at the graph below, it shows that most people are more interested in the price of a product, rather than it's quality or appearance. 19 of the people I asked said that they buy an item depending on its price rather than a brand logo.



The last question I asked was for them to state, which outfit they thought was a designer brand and which was high street. By looking at the graph, half of the people I questioned said they thought the designer outfit was high street branded. By looking at the information, it shows just how well high street brands are able to imitate designer brands. It also shows that you don't need to spend out on expensive designer brands when high street brands are able to get the same quality or better, and style for a lot less. The reason why I decided to use this question in my questionnaire was because, it would prove just how well high street brands can give you the fashionable, most wanted designs for a lot less. It has also shown that they were able to create a look that was so similar that people could not tell the difference between the two, as to which was designer and which was high street.

By looking at all the information I have gathered from conducting the questionnaire, I was able to find out how many people would prefer to save money and buy the imitation and how many people respect the designer and buy the original design. When asked how often do they buy designer brands, most that had answered never said, the reason why they don't buy products from designer brands such as Versace, is because their products are too expensive, and because they were able to buy almost the exact same thing for half the price at shops such as Primark, or Newlook. Most admitted that they wouldn't buy a designer item of clothing because they know they will be able to get something similar if they wait a few months for shops like River Island to start selling similar style clothing. Unfortunately for designer brands, most people are more likely to buy from high street shops for those reasons. Especially in times when we are going through a economy crisis, and people aren't able to buy luxury items. This affects designer brands, as people are starting to cut back on what they spend their money on and they are not able to go out and spend money on items that are not necessary.

Also designer brands are being hit by people creating exact replicas of their products and get sold illegally. People are able to create fake designer products using the designer's logo and will sell the product cheaper. Many people have been prosecuted in the past for selling the fake replicas. However designers find it hard to stop high street brands creating similar items as they are not making them exact replicas, high street brands have to make sure that they add their own style to the item, to make it different to the original design that the designer brand has copyright over. Creating exact replicas and selling fakes is different to what high street shops do, people who do this are purposefully creating them to look exactly the same so that people don't have to spend out the money if it was the brand logo they was interested in.

Denim was first used as a fabric for clothing in the 1800's. It was first seen in the goldmines, miners demanded for uniform that was hard wearing. A man named Leob Strauss then created what we recognise as 'Jeans.' Leob Strauss is now known as the famous Levi. In the 1950's denim became very popular with young people. James Dean also influenced the high demand for denim. In the 1960-1980's denim was still very much a fashionable item of clothing, new designs of denim were being made such as bags, shoes, and tops. Also it was at this time that the denim was first seen on the catwalk. Designers were able to use the denim to make jeans with different styles. (NZ Girl)

**Conclusion:** After gathering my information I have been able to find out that high street brands imitate designer by attending most fashion shows, such as London Fashion Week, to find out what the next latest trend is going to be. Also designers will promote their designs on the catwalk to show what they think will be that seasons must have. Shops like River Island and Topshop will look at the designs and then add their own touch to the style so that it makes it different to any other. In 2005 designer brands started to get worried about how fast high street brands were bringing out the same collection as them, which would be half the price. Designer brands create designs that they believe will be the seasons must have, when placing the designs on the catwalk; reporters from high street brands often attend the events to take notes and pictures. Design teams from most high street brands will attend events where they are able to hear the designer talk about their designers, to help them get inspiration for

their collection. Also they take note of what colours they have used, materials and any accessories. They use it for inspiration to make sure that their collection will sell to the customers. While they are attending these events, most of the time they will have a team of people in a warehouse ready to start making the designs. They will tell them over the phone what the most seen design looked like, and what the most common colours and fabrics that were seen on the catwalk. The Telegraph reported how many designer brands are blaming most high street brands for breaching piracy laws. It had come to their attention, on just how fast these high street brands such as River Island were replicating their products and putting them out on sale. Some high street brands were also selling the products six months before designers were able to put out the original in shops. (Telegraph)

Designers often look back to past fashion trends for inspiration. For example the humble mini skirt was first became popular in the 1960's when worn and modelled by Twiggy and Cilia Black. Twiggy was the first international supermodel and became a fashion icon to many young female adults in the 1960's. In most fashion catalogues and magazines it is often you can find models that have been styled on how Twiggy looked. Her most recognised style was wide eyes and short blonde hair. More high street brands took inspiration from her look and created models to look like her when modelling their designs.

Not only do designer brands have to worry about high street brands copying their designs, they too also have to worry about other people copying their designs. Market stalls in local communities also look at designs that are trending in designer brands and high street brands. Also at the market stalls, everything is sold for a lot less than what you would pay at shops like Topshop. Recently chiffon blouses have come into fashion that have been seen on the catwalk, in shops such as Topshop and River Island, and can now be bought at markets for less money than what high street shops are selling them. At a disadvantage to the designer brands their products will always be imitated by high street brands, high street brands get inspiration and use their ideas to create their own take on the designer version.

One of the main concerns for high street brands, is how why their prices are so low, for example Primark. Primark has been a high concern in the media for a while; it has been hyped about how they treat the workers who create their products. It was recently exposed that Primark have sweatshops in places such as China and India, most third world countries, where the workers are being paid a pittance to manufacture their products. Also the workers are being made to work extremely long hours, in very poor conditions. Some of the workers consisted of children younger between the ages of 5 and 14. There has also been some controversy over some of the items on sale in their stores, namely the padded bikini bra young girls 7 years of age. (Daily Mail) The workers were being made to work in dirty factories, in high heats without any breaks. It is not only Primark that have been caught doing this. High street brands such as Nike, Gap and also Topshop were also on the list of being guilty of using child labour.

One of the major controversial issues in fashion and designers was the use of animal skins. Many people did not agree with the use of animal skins on the catwalk. In the 1990's, Naomi Campbell and other famous supermodels started to speak out against the use of animal skin being used on the catwalk. (The

Independent) Where once it would have been an example of wealth and sophistication to wear an item of clothing such as a fur coat made from mink, today it is frowned upon and real fur would not be seen on the catwalks. The only time animal skins are acceptable of items of clothing would be in countries with extreme cold weather conditions, where it would be a necessity to wear fur to protect them from the cold. The fur is used as a by-product from the meat industry, just as leather is used for coats, shoes and bags. High street brands soon carried on the trend but instead of using real fur, they used faux fur. Where as on the catwalk it would be raved about if a product was real fur, high street brands would make sure the customer knew that it was faux fur.

It has also been known for the Royal family to create trends in fashion. The upcoming Royal wedding recently created a fresh new craze for replicas of Kate Middleton's clothes. Shops like Marks and Spencers started to advertise their new dress range that had been inspired by the dress Kate Middleton wore on the day they announced their engagement. Also jewellery stores created replicas of Kate Middleton's engagement ring, which was previously owned by the Princess mother, Princess Diana. There has also been a lot of talk of which fashion designer Kate Middleton will use for her wedding dress. There has been a lot of speculation that she may use the same designer as Princess Diana used for her wedding dress. There is also new speculation that Kate Middleton will create new media frenzy, just like Princess Diana. There was mass interest world wide in Princess Diana and what she wore. Just like today, fashion magazines would comment on what she was wearing and let the audience know where they could get something very similar that would be in their price range.

Most people, who tend to shop at high street brand such as River Island or Topshop, are fashion conscious people. They like to make sure that they are up-to-date with the seasons must haves. It comes as an advantage to the customer that the products where inspired by designer brands, they are able to buy something that looks very similar to a product that would have cost double the price, or more. However, for designers this comes as a disadvantage. Designer brands put a lot of effort into making their designs different yet fashionable, which is why shops like Topshop make sure that every product they sell is unique, and they put their own stamp on the design to make it there design. High street brands know that they are more likely going to get customers if they create looks that look similar, if not identical, to designs they see on catwalks. Also, customers are more likely to shop there if they know they can get the designer look for half the price. High street brands are influenced by designer brands, designer brands set a outline of what they think the seasons must have will be, and high street brands will look at their designs and use them to create their next seasons collection. Although recently it has come to the attention of the designers just how fast and how well high street brands are able to do this, for example the article in The Telegraph.

Designers have to make sure that their designs are put out in the shops before high street brands are able to copy the design and put it out on sale. If they fail to do this, it could end up looking as if the designer brand has tried to copy them, but are trying to sell the outfit for double the price. Over all fashion trends seem to reinvent themselves and the high street stores following the trends that are demanded by young people.

Not only do designers influence the fashion industry, but it has also been known for pop stars to start setting trends. In the 1970's a group called the Bay City Rollers, started appearing in the music scene, and television screens everybody wanted to copy their style. (Wikipedia)The Bay City Rollers had a very unique look; every young boy wanted the clothes they were wearing right down to their hairstyle. This trend was then picked up by young girls, who soon wanted to start to wear the wide legged cropped trousers that the Bay City Roller were seen wearing.

Fashions throughout the years, regardless of age, are influenced by the catwalks fashion designers who decide what we will wear each season, some previous fashions will keep coming back into fashion and will be highly sort over. The catwalk will always be a place for high street brands to find inspiration for the next season's collection. Some countries, most western countries, rely on the fashion industry, both designer and high street brands, to support the economy.

**Evaluation:** I think that my dissertation has turned out very well. I think the way I gathered my research helped me to conclude the dissertation, and also get an idea of how it all links back to my question. What else went well was how the dissertation as a whole has educated me, it has allowed me to further my knowledge of the retail industry, and I have also been able to find out about two of my favourite designers. If I was to do the dissertation again, I would manage my time better. By doing this it would allow me to have more time making sure that I have all the research I. I would do this by making a time table to follow, informing me of what needs to be done, and for when. I would also make my sample bigger for my questionnaire. By making it bigger it would give me more samples to work with, and more answers to analyse. It would help me get a clearer idea on statistics, and also make the statistics more reliable. If I was to improve my dissertation, I would pay more attention to the structure of my dissertation, to make sure that it was clear and readable. I would also improve my questionnaire. By completing this dissertation, it will help in me in the future for university. For example, this dissertation has enabled me to use my own research successfully and appropriately, it will help me in the future for when I may need to research into a similar subject, I will be able to refer back to my research for this dissertation. This has given me experience in conducting my own research, and also using to justify and relate to a specific topic.



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## **Diary for extended project**

### **September 23<sup>rd</sup> 2010:**

#### **Week 1:**

- Decided on topic of project (what I wanted to base my project on)
- Decided on the name of my project - How designers affect retail Ad
- Started to make the front cover of my project using images from internet
- Changed the name of my project - To: Designers VS Retail From: The effect of designers on retail. The reason why I changed the title of my dissertation, was because i felt that using the new title, it would allow me some flexibility in my research and data and discussion. The title would not fully suggest what the outline of my essay is, but gives enough information to inform the audience of what it is about.
- Started filling in my project proposal- Name of project, and the question I wanted to find out.
- Planned to finish off my front cover this lesson, but unfortunately couldn't due to making changes to my title.
- Plan: To finish off my front cover next lesson.

#### **Week 2:**

- Continued to finish off my front cover.
- Received feedback from tutor about my project - Was given help on what I could look into. Tutor helped me outline where I needed to go next.
- Started to look at different designers I could research into.
- Decided I wanted to research into Versace and Vera Wang in my project.
- Started to think of what high street brands I could research into.
- Decided to research into Topshop and River Island.

### **October 2010:**

#### **Week 1:**

- Continued with my project proposal- What I wanted to find out, how I was going to do it and what my question was going to be.
- Decided my question was - "How do designers affect the retail industry?"
- Started to research into Versace.
- Gathered all my research on Versace and printed it out to go in my folder.
- Started to gather information on Vera Wang - Put in folder.
- Started to write the introduction to my essay.
- Plan to finish off the introduction to my essay.

#### **Week 2:**

- Continued to research into both Vera Wang and Versace.
- Carried on with my introduction.
- Finished introduction to essay.
- Started on my methodology.

#### **Week 3:**

- Started to make a questionnaire as part of my research.
- Started to write up background and history of both Vera Wang and Versace.
- Sent out questionnaires to 20 different people.

**Week 4:**

- Collected all questionnaires from people
- Had a discussion with my tutor about how I was getting on. Got help about structure of my essay.
- Reviewed my results from the questionnaire
- Continued to write up background and history of both Vera Wang and Versace.

**November 2010:**

**Week 1:**

- Started to tally up answers to questionnaire.
- Wrote up results onto Microsoft Excel.
- Finished off writing up background history of both designers.
- Started to research background information and history of Topshop.
- Gave in my work to be marked

**Week 2:**

- Received work back with few corrections.
- Completed the corrections.
- Started to write up background and history of Topshop.
- Took results from most answers of my questionnaire and made graphs.
- Analysed the graphs - Added notes as to how they are going to help me do the project, also analysed what they mean to the project/how they relate.

**Week 3:**

- Finished writing up history and background information on Topshop.
- Started to research into River Island.
- Gathered all the information I needed and wrote up my research on River Island.
- Went through work. Made a few corrections.
- Changed the structure of my essay slightly - Introduction.

**Week 4:**

- Finished off writing up my research for River Island.
- Started to research into different fashion magazines that I could look into.
- Decided I wanted to research into Elle and Look.
- Started to research into Elle
- Wrote up all the background and history of Elle magazine
- Made sure that I was keeping track of all links that I would need to put into my bibliography.
- Printed off everything to do with my questionnaire, ready to go at the back of my project.

**December 2010:**

**Week 1:**

- Finished off writing up all my research about Elle magazine.

- Started to research into Look magazine.
- Had to change all the notes I had done for the research on Look magazine
  - Had been reading about the American version not UK.
- Carried on researching for Look.
- Started to write up all the information I had found.

**Week 2:**

- Finished off writing up my research for Look magazine.
- Started to write up my data and discussion - wrote about Elle, Look, Topshop and River island. What I had found, how it related to the project.
- Wrote up all my results of my questionnaire.
- Started to conclude my analysis of questionnaire.

**Week 3:**

- Continued to write up data and discussion.
- Researched into Denim - Background information.
- Went back and added more to my data and discussion.

**January 2011:**

**Week 1:**

- Continued to research in denim.
- Finished going over data and discussion.
- Made sure I was up to date with deadlines.
- Had a one to one with my tutor - Found out where I was at, what sort of grade I was working at.

**Week 2:**

- Wrote up all information I found on denim.
- Finished off my project proposal form.
- Did more research into Vera Wang and Versace
- Wrote up all the added pieces of information I had found
- Plan: To finish all research

**Week 3:**

- Researched into Twiggy - What she was mostly famous for. And when.
- Typed up all the information I found on Twiggy.
- Started to find information on the fur trade.
- I had planned to finish all my research, but it had taken me longer than I had expected it to.

**Week 4:**

- Carried on researching into fur clothing.
- Wrote up all information I had found.

**February 2011:**

**Week 1:**

- Researched into how music could have influenced the fashion industry.
- Gathered information on Bay City Rollers.
- Changed the structure and layout of my essay.
- Moved parts of my essay around.

- Started to write up the information I had found on the Bay City Rollers.

**Week 2:**

- Finished writing up about the Bay City Rollers
- Started to search into celebrity endorsement
- Looked into how the Royal wedding has had an affect on the retail industry.

**Week 3:**

- Started to write up information gathered about celebrity endorsement Using celebrities to promote high street brands such as River Island.
- Finished write up.
- Started write up on how the Royal wedding has had an impact on the fashion industry.
- Searched for how many sites/shops have Royal wedding merchandise for sale.

**Week 4:**

- Started my write up on how all the information I have gathered about the brands and magazines relate to the question.
- Researched into child labour.
- Looked at Primark for an example of sweatshop workers, and child labour.
- Started writing up the information I had found about child labour.

**March 2011**

**Week 1:**

- Finished writing up all the information about child labour.
- Started to relate it to Primark, using examples.
- Added more into my data and discussion and my introduction.
- I plan to go through my essay next lesson and add any additional information I feel is necessary.

**Week 2:**

- Went through my essay, highlighting anything I wasn't sure was correct.
- Double-checked any static's I had used to make sure they were correct.
- Added more to the whole of my essay.
- Added more about Markets and selling fake brand products.

**Week 3:**

- Read through criteria sheet.
- Spell checked my essay.
- Moved parts of my essay around.
- Added parts into my essay to make sure that it fitted the criteria.
- Started my conclusion.

**Week 4:**

- Sat down with my tutor to find out how I was getting on.
- Got my essay marked up to the point I had finished.
- Checked my corrections and changed anything that needed to be changed.
- Carried on with my conclusion.

**April 2011:**

**Week 1:**

- Finished off my conclusion.
- Read through criteria, made sure my conclusion fitted the criteria.
- Started my PowerPoint presentation.

**Week 2:**

- Continued with presentation.
- Copied and pasted all the important parts of my essay onto the presentation.
- Made sure the layout of my presentation was formal and that there were no spelling mistakes.
- Went through my essay, added a few parts to my data and discussion.
- Changed around parts of my essay.
- Made sure that I had everything ready to be handed in - Front page, dissertation, bibliography, questionnaire results and graphs, project proposal.

# Questionnaire

Where do you normally shop? (Tick all that apply)

Primark

River Island

H&M

New look

Urban Outfitters

Hollister

Zara

Miss Selfridge

Dorothy Perkins

Why do you choose to shop in these retail stores?

<sup>because</sup>  
~~cause~~ it's cheap

How often do you buy designer brands (e.g. French Connection)

Never

Sometimes

Rarely

All the time

If never or all the time, why?

~~to~~ Because they're expensive

What is important to you when buying an item of clothing? (Tick all that apply)

Quality

Colour

Materials used

Appearance

Price

Brand name/Logo

Which outfit do you think is high street? (Circle your answer)



# Designer vs High street

By Danielle Martin

## Introduction

- I have decided to base my project around fashion and the media. I will be finding out why high street brands imitate designers, and how designers affect the retail industry. I have decided to base my project around this because, as it has become very popular for magazines to find identical products for half the price making it affordable for the average wage earner to afford the latest catwalk fashions.

## Primary research

For my primary research I will be creating a questionnaire. I will be using the questionnaire to gather information about what people feel and think about some of the designer brands, and their take on the subject. I will include photos of two almost identical outfits in the questionnaire. I will ask them to tick which one they believe is the designer and which one is the cheaper high street brand. The results of the questionnaire will help me gather the information I need to be able to answer my questions.

## Primary research

- For my first question I asked, after gathering the results, I found that 75% of the people I asked mostly shopped in Primark and only 25% of the people I asked shopped at Urban Outfitters. By looking at this it allows me to see that the majority of people I asked would normally shop in the high street brands such as Primark and New Look (60%) I also asked people why they shop in those types of shops, and the 75% that choose Primark all said that the reason they shopped there was because, the clothes were good value for money and that they aren't too expensive. I found out with this question that the reason why they decide to shop in the high street retail shops was because they are not expensive and they offer the customers value for money.

## Primary research

My second question was "How often do you buy designer brands?" 70% of the people I asked said that they never buy designer brands, and only 5% of the people answered all the time. I chose to ask this question as it enables me to get a rough idea on how many people will pay out extra money for a label. By looking at the graph below, it shows that most people are more interested in the price of a product, rather than its quality or appearance. 19 of the people I asked said that they buy an item depending on its price rather than a brand logo.

Factor	Count
Quality	8
Colour	2
Materials	2
Price	20
Appearance	10
Brand name/logo	0

The last question I asked was for them to state, which outfit they thought was a designer brand and which was high street. By looking at the graph, half of the people I questioned said they thought the designer outfit was high street branded. By looking at the information, it shows just how well high street brands are able to imitate designer brands.

## Secondary Research

- Topshop was first launched in 1964. Top Shop is famously known for its approach to style and for being one of the largest fashion stores on the high street. Top Shop attracts over 200,000 shoppers each week. Top Shop is known for its individuality that has attracted the well-known faces in the fashion industry such as Kate Moss and Colla Britwell.
- River Island has been selling high street fashion to the public for over 60 years. There are almost 300 stores across the country as well as Asia, the Middle East and Europe. River Island is popular for their affordable unique fashion. River Island has an excellent reputation for they're going out looks, bags and denim. They get inspiration from catwalk looks and add their own unique touch to make the design their own. River Island is popular with men and women of all ages.



## Secondary research

- In 1972 Gianni Versace moved to Milan and designed his first collection. In 1978 Versace was launched along with the women's wear collection in Milan. When Versace was first launched, it was launched under a different name. It was named Gianni Versace Donna. A year later Gianni Versace moved onto producing the company's first photography campaign. The campaign was collaborated with Richard Avedon. In 1982 Gianni Versace started to collaborate with La Scala Theatre in Milan. Gianni designed costumes that were featured in many different stage events worldwide. Some of the events included Donizetti's Don Pasquale (1984) Gianni Versace's first exhibition was held in the UK at Victoria and Albert Museum.
- Vera Wang is a designer company that started off with selling wedding dresses in 1990. Vera Wang also sells clothing and perfumes. In 2000 Vera Wang was awarded with Women's Wear Designer Of The Year. Vera Wang's passion for fashion started at a very young age. Vera Wang attended the Paris shows Vera Wang was also the senior fashion editor at Vogue, where she interacted with some of the world's leading designers. In 1985 Vera Wang decided to further her career and left Vogue to join Ralph Lauren as a design director.

## Data and discussion

- After gathering my information I have been able to find out that high street brands imitate designer by attending most fashion shows, such as London Fashion Week, to find out what the next latest trend is going to be. Also designers will promote their designs on the catwalk to show what they think will be that seasons must have. Shops like River Island and Topshop will look at the designs and then add their own touch to the style so that it makes it different to any other.
- Not only do designer brands have to worry about high street brands copying their designs, they too also have to worry about other people copying their designs. Market stalls in local communities also look at designs that are trending in designer brands and high street brands. Also at the market stalls, everything is sold for a lot less than what you would pay at shops like Topshop.

## Data and discussion

- It has also been known for the Royal family to create trends in fashion. The upcoming Royal wedding recently created a fresh new craze for replicas of Kate Middleton's clothes. Shops like Marks and Spencers started to advertise their new dress range that had been inspired by the dress Kate Middleton wore on the day they announced their engagement. Also Jewellery stores created replicas of Kate Middleton's engagement ring, which was previously owned by the Princess mother, Princess Diana. There has also been a lot of talk of which fashion designer Kate Middleton will use for her wedding dress.

## Conclusion

- Not only do designers influence the fashion industry, but it has also been known for pop stars to start setting trends. In the 1970's a group called the Bay City Rollers, started appearing in the music scene, and television screens everybody wanted to copy their style. (Wikipedia) The Bay City Rollers had a very unique look; every young boy wanted the clothes they were wearing right down to their hairstyle. This trend was then picked up by young girls, who soon wanted to start to wear the wide legged cropped trousers that the Bay City Roller were seen wearing.
- Fashions throughout the years, regardless of age, are influenced by the catwalks fashion designers who decide what we will wear each season, some previous fashions will keep coming back into fashion and will be highly sort over. The catwalk will always be a place for high street brands to find inspiration for the next season's collection. Some countries, most western countries, rely on the fashion industry, both designer and high street brands, to support the economy.