



# POST SHOW REPORT

MODA

pure  
LONDON



pure  
ORIGIN

SCOOP  
INTERNATIONAL FASHION SHOWS

# FROM THE EDITOR

On 1<sup>st</sup> and 2<sup>nd</sup> September 2020, we proudly unveiled Fashion Together. The product of months of hard work from our entire portfolio team, Fashion Together was designed to unite the fashion industry, and our community, even whilst we were apart.

A merging of minds from across the business, Fashion Together provided access to exclusive content, with some of the key names in the industry taking part, as well as a first look at the season's latest collections and a platform for our exhibitor community to reach buyers and shine a spotlight on their products.

This report will include the write ups from all of our insightful sessions, and a look at some of the top brands who took part.

It is clear that we are now an omni-channel business with the digital capabilities required in the new normal. I look forward to seeing you in 2021, but in the meantime, enjoy the best of Fashion Together...

*Emma Wilder*  
*Content Editor*



# INDEPENDENT RETAIL: THRIVING POST-CRISIS

*Throughout the lockdown, many of the nation's independent have not only survived but thrived. Our panel discussed the ways in which the lockdown has shaped a new normal for their businesses.*

## The power of online

Each of our panellists noted the importance of online retail and social media for their lockdown success and have embraced this new way of selling as a more permanent part of their mix.

Covid-19 has also necessitated online development for all of these businesses, and “has catapulted [businesses] ahead 5 years in terms of the online shop, social media selling and marketing.”

## Connections and collaborations

Social media lends itself to facilitating connections with customers, suppliers and other businesses alike. Changing tack, from selling to simply communicating, was crucial for our panellists' success and the spirit of collaboration hasn't dwindled since shops reopened though.

The focus is now on staying connected with other local businesses and local authorities to facilitate the spread of information about grants, business relief schemes and simply ways of coping.

## Bridging the gap between brands and buyers

A big part of this collaborative effort has been a shift in the working relationships between our retailer panel and the brands they stock.

All of our panellists agreed that it is the brands that were flexible and understanding that they will be stocking again in the future.

FOR ALL THE FASHION BUSINESS  
**Drapers**



Interestingly, it seems to have been the larger brands who are most enthusiastic to support indies and local shops. Brands like GANT cite the small-town indies as their best stockists with shops in bigger cities and busier areas continue to struggle. On the other end of the spectrum, other brands have been unwilling to supply retailers like our panellists at all through fears that they will not pay their bills.

A strong theme to come out of the discussion surrounding brand relationships was extra resource and support. Lockdown or not, though, there are a few basic things these retailers want to see from the brands they buy from such as: who else stocks the brand near them; can they easily upload the product to their website; how and where products are produced; what's the brand marketing strategy; and, is there a stock facility nearby that can replenish orders quickly.

## Looking to the future

With Black Friday and the Christmas peak fast approaching, all eyes are on an uncertain future. For all of our panellists, the focus for the Christmas peak is online to mitigate the effects of any second wave or lockdown. Meanwhile, the consensus on Black Friday is that indies simply can't afford mass sales or promotions in the style of larger retailers.

Ending the session on a positive note, Azeem told us, "I think if you're offering something different and there's a good customer experience then you're going to survive" – this is what the industry must now focus on to rebuild retail.



## Speakers:

Kirsty McGregor, Drapers  
Lisa Aynsley, Hotspur 1364  
Sarah Murray, Jane Davidson  
Azeem Ansari, Burrows & Hare

# PANTONE VIEW COLOR TRENDS FOR SS21

***As the COVID pandemic continues, the way we view trends is changing. With the continuation of this global crisis, how will SS21's trends be changed or accelerated? Laurie Pressman, VP of the Pantone Color Institute takes us through the thinking behind Pantone's SS21 Colour Stories in Botanica.***

There is no question that nature is a true innovator. The colours and perspectives that come from nature influence the way we relate to the world around us. In this time when sustainability is front and centre, nature offers a perfect model for efficient circularity; no superfluity for the sake of embellishment.

The infinite variation, irregularity and flexibility is something we can emulate if we have the courage to let the natural colour and materials themselves influence the form and appearance of our creations.

There are many reasons that our affinity for nature is resonating with us so deeply at this time. These include feelings of being “cooped up” during the lockdown and our evident reliance on digital technology which is devoid of natural warmth and physicality.

As we live through the lockdown experience, we are noticing the impact our lives have on the lives of other beings and are realising that we cannot continue to destroy our environment; we must take care of everything the earth has to offer including plant life which makes up 80% of biomass on the planet.

Immersing ourselves in nature's greens allows us to recharge and fuel our mind and body, enriches our soul, contributing to overall wellbeing. This helps us to connect back to who we are and what we truly value. Reflecting on the sustenance and nourishing balance we are craving, as well as the need to rejuvenate it makes sense that the greens, the colour family that is symbolic of the beauty and inherent unity of the natural world is ascending in importance.



**PANTONE®**



# BOTANICA

**SS21 sees a quieter, more natural colour story hinting at the influence of raw dye stuffs and recycling. Whilst neons no longer occupy a full commanding role, there are some bursts of bright colour just as the natural world bursts in blooms in brilliant and stunning hues.**

**Pink:** Ranging from pale petal pinks and softer, water-rose shades to an exotic fuschia, pinks divide into two directions, either towards the blue feeling or the red feeling that still includes warming coral like pink shades

**Orange:** Bright bold oranges are infused with energy whilst those with a golden-brown undertone convey our continued desire for more natural, organic colour.

**Yellow:** Yellows continue to migrate into other colour families, dispersing in two key directions for SS21; the first towards the greener side and the second toward more dusted and dry golden cereal hues.

**Red:** Like pink, red continues its popularity for SS21. Reds reflect the wide array of colour we see in nature, including orange, pink and purple.

**Brown:** Reminiscent of fungi, browns are lighter and softer than we've seen in previous seasons.

**Blue:** Blues have a fresh, sparkly essence to them and, as in the natural world, come in a myriad of hues from the heavenly light to the deepest blue of the Mediterranean sky, and from the palest tones of forget-me-nots and flax to the sunniest of cornflower.

**Green:** We have three different looks for the greens; our first is very natural, reflecting the power and richness of nature. Then there are our cacti inspired shades – these are dry and dehydrated in appearance, which have a grey or a brown influence. And then, there are those “unreal” greens. They appear to be infused with chlorophyll, these bio-synthetic greens have an almost unreal feeling. Reflecting what's happening digitally, these highlight the importance of finding the right kind of balance between synthetic and technical approaches with a more natural approach.

**Lilac/ Violet:** Though not as important as in previous seasons, lilacs and purple do continue to play a role, showing up in calmly stated pastels and brighter floral hues.

**White:** White, a constant summer basic, has now grown into a major colour story, reflecting our desire for a purer life, with fewer complications, bringing simplicity, transparency and lightness to the fore.

**Black:** In the same way that there is no “true black” in the plant world, the blacks in our palette are not true blacks. Our blacks this season are less harsh, and they appear very greyed down.

**Grey:** The greys still have a massive influence working as a sounding board and enhancing the value of other colours with which they're grouped.



# HOW SHOULD FASHION #BUILDBACKBETTER?



*The sustainability question is a broad one and one that has been brought front and centre during the pandemic. But for all the discussion around it, it's not always clear how exactly you can implement the principles into your own business. Kerry Bannigan and Christine Goulay discuss how Kering is paving the way to a sustainable future for luxury fashion and some of the practices businesses can emulate on their own sustainability journeys.*

## **Kering's work in sustainability**

There are around 50 people working full time on sustainability, including the sustainability teams at the brands, and also at the Group level, teams working on the group's Environmental Profit and Loss, on biodiversity strategy, working with suppliers and circularity and so on.

To understand where Sustainable Innovation fits within this, Christine used the analogy of a funnel with sustainable innovation at the very start, in the ideas phase. The sustainable innovation role is to bring the Kering Group's impact into focus and make sure that the innovations being worked on and tested are actually achieving the goals set and how these innovations can then be incorporated into the wider business and operations.

## **Kering's 2025 Sustainability Strategy**

The Kering Sustainability Strategy, which was launching in 2017, is split into three key pillars: Care; Collaborate; and Create. This strategy is about taking a holistic approach to sustainability and is designed to help the Group encapsulate the core focuses for their sustainability efforts. Care is designed to guide environmental policies, Collaborate is based on the social aspects and Create is about the ideas and innovations Kering is working on to disrupt their processes and make a bigger positive impact.



## **The SDGs**

For Christine, the SDGs are all about providing a pattern for success. She told Kerry, “the importance of the SDGs is that they are a universal framework which allow us to all speak the same language.”

As both Kerry and Christine point out, when looking at the SDGs, it's about choosing one, or a few, that you think you can really make a difference in, whilst viewing all 17 goals together and, again, taking a holistic approach.

## **Collaboration is key**

It is collaboration, learning and transparency that will drive the push for sustainability forward – it's not something one group or individual can do alone.

Kerry's top tip for brands looking to get on the sustainability ladder is to look to who inspires you; who are the brands that are doing great work and what can you learn from them? It can be daunting to reach out to people, but actually, people want to share the work they're doing.

## **What can you do to make a difference within your business?**

- Understand your impacts. Always keep these in mind, notice if something becomes unsustainable and change direction. Start to collect the data to really understand what impacts you're having and allow these to guide you.
- Focus on solutions that don't involve sourcing virgin materials. Look at options around recycled and circular materials.
- Whilst it is unique, it's important to start to communicate messages of sustainable from the top of the organisational hierarchy down. If leadership and key stakeholders are on board this will naturally permeate through the business.
- Suppliers are also critical. Ensure you have good partnerships and help them to understand the value of a sustainable way of working as it applies to them.

**Speakers:**

**Kerry Bannigan, Conscious Fashion Campaign**  
**Christine Goulay, Kering**



# THE BRAND LINE UP

VIONIC®

COTI  
VISION

OLDSOLES®

  
JAYLEY  
— COLLECTION —

Blowfish  
MALIBU

  
EMU Australia.

PRETTY LAVISH

LUNAR®

  
nomads  
Fair Trade Fashion

legero

Thermore®  
INSULATION EXPERTS SINCE 1972

ANGELEYE

THE BRAND LINE UP



-bl^nk-



CHIMI

BRODIE  
FINE CASHMERE



KOMODO

haikure

dea kudibal  
A POETIC TALE

# COMMUNITY BUILDING: CONNECTING AUTHENTICALLY ONLINE

*With the lockdown leading us into a new normal in our work and personal lives alike, the need for authenticity has never been more important. Our panel discussed the digital revolution and the ways in which businesses have adapted their online communications to respond to the pandemic*



HIRE STREET



## Maintaining relationships in lockdown

During the lockdown, it was more important than ever for businesses to really understand how to talk to their customers and what their audiences actually wanted to hear; hard sales simply didn't fly.

During the lockdown, consumers had the time to reassess what they stand for, and subsequently, the brands they buy into. Many customers started to delve into smaller brands in lieu of the big names.

## The human element

Authenticity depends on the human or relatable element; a picture-perfect, polished piece of content will, more often than not, look staged and unnatural. For all of our panellists, including our moderator, the question of being the "face of the business" has come up in the bid for authenticity.

In fact, all of our panellists agreed that storytelling and human-to-human communication is the most powerful tool for creating an engaging and authentic voice, but it doesn't have to come from a CEO, founder or one single person. In fact, for Lone Design Club, showing content involving the whole team behind the scenes has been much more effective and creates a feeling of community within their audiences.

During the lockdown, the content that has worked well is UGC, like ASOS's "At Home" content and the unpolished, one-take nature of platforms like TikTok.



Elizabeth uses the analogy of a physical shop to describe how brands should treat social media platforms, like Instagram. She says, “[your Instagram] grid is like the shop window, with beautiful displays, and your stories are the equivalent of someone walking through the shop door – how would you react to a customer if they walked into your shop in real life?”

## Is authenticity inherent?

It might seem like you’re being authentic on a day-to-day level, but actually, true authenticity lies in the unplanned and unprecedented circumstances. Honesty and transparency are key when it comes to authenticity no more so than when things go wrong. Elizabeth told the panel, “you know you’re being authentic when you feel a bit outside your comfort zone.”

## Where do influencers fit?

For many brands, influencers are a key part of the marketing mix, but getting it right is easier said than done.

The most important things to consider is their values and aesthetic? Do the influencer’s values and “look” match what you have created with your brand?

That being said, it’s also important to give influencers the creative freedom to create content they know will work for their audience. If you dictate too much, influencer content will feel forced and inauthentic.



## Speakers:

Lauretta Roberts, The Industry.fashion  
Elizabeth Stiles  
Isabella West, HireStreet  
Rebecca Morter, Lone Design Club



# EXPLORING MACRO TRENDS AND FUTURE PROOFING YOUR BUSINESS



***Expert futurist, Geraldine Wharry explores the key macro trends that will impact the industry and forecasts for the future. What is the future of forecasting given the unprecedented global impact of Covid-19? Take a look at some of the key macro trends that will help you to shape your business strategy in the post-Covid era.***

## **Redefining Innovation**

It's important to ask ourselves "what does innovation mean", and to understand what it is we want to adopt as we are forced into accelerated change due to the pandemic. This trend is about realising that today innovation is not just technological, it's also philosophical. We are going through a shift in mindset and in cultural paradigms and this shift is forcing us to focus on social justice, wellness, frugality, community and co-creation.

Today is a challenging time, but it's also an exciting one because we're able to shape the playbook for what's next in terms of our industry and our culture; we are ushering in a period of collaboration and new systems in design, manufacturing, business and lifestyle.

Covid-19 is a chance to do capitalism differently. Business is being driven by changing consumer expectations which is forcing a reprioritisation of business' priorities; to remain relevant and prosperous in the long term, brands are increasingly choosing to shift their business strategies from maximising shareholder value to strategic commitment that delivers profits for both shareholders and for wider communities.

One of the most interesting aspects of what is happening in terms of this redefinition of innovation in a more community-driven way. New solutions, such as digital fashion and fab labs, are pointing us in the direction of "frugal innovation" or innovating with our limited resources, be they financial, material or institutional.



## **THE BIO ECONOMY**

All fashion essentially comes from nature; its resources and our labour are mediated by social, culture and political relationships, but ultimately everything we have comes from the natural world. The Bio Economy looks at bacteria, natural materials and unconventional materials, such as algae, as part of the next economy. This goes hand-in-hand with the rise of the wellbeing economy, which puts wellness at the forefront of all of its systems.

True efficiency is about combining the intelligence of nature with the benefits of technology; it's about moving from consuming nature to augmenting nature.

This is the opportunity to transition out of polluting types of materials, that are bad for both our health and for the planet, to materials that have wellness properties and/ or harness the power of nature.

## **CRAFT FUTURES**

In the future, we are looking at reconstructing fashion, literally. We are looking at reuse, repair, upcycling, renting and resale. But we are also reconstructing the culture of fashion with the rise of biotech and digital technology.

Today we find ourselves at a crossroads where virtual humans and avatars are not only populating our social media feeds, but are also becoming us in the representation of collections. This points to a completely revolutionised showcase of fashion in terms of fashion shows and events where we can embed zero waste more and there is less carbon emissions created by these events. There is an interesting link between biotech materials and virtual tools where we can redefine the way we wear, or consume, clothing.

# LESSONS IN GLOBAL SOURCING IN A CHANGING WORLD

*As the pandemic continues to make its effects known around the world, global sourcing has been hugely impacted. Fashion Together went truly international with an exclusive sourcing briefing with insights from the UK, Australia and India.*

## Building relationships is a key priority

Even before the pandemic, building relationships with suppliers is absolutely key to success, especially where supply and manufacture is based overseas. That being said, a strong relationship isn't built overnight. As Phoebe tells us, "a lot of relationship building is just about time; our relationships have been built by us going out to our suppliers in India regularly and learning about the processes and what they do."

During the pandemic, this knowledge and learning has been crucial as each member of the supply chain adapts to new ways of working. For Phoebe and Pico Project much of the challenge has been adapting to communicating online rather than having face to face conversations.

But how do you build those relationships? At Outland Denim, the answer lies in transparency; "for many years, we've been building relationships and trust, and it's consistency with what we're trying to achieve and transparency that allows us to ensure our workers are benefitted the way they should be." James continues, "it's about looking at new ways to work with and support members of our existing supply chain".

## Will sourcing go online?

Whilst online sourcing and communications have been key during this period, it's for Phoebe's reason above, that taking sourcing online might not be a long-term solution. For James and Outland Denim, online is a means to an end, but it's not the ultimate goal. He says, "we want to educate people on the realities of clothing and the fashion industry, and I believe bricks and mortar stores are the best way

The logo for CO, featuring the letters 'CO' in a stylized, white, sans-serif font on a dark grey background.The logo for OUTLAND DENIM, featuring the word 'OUTLAND' in a large, white, sans-serif font above the word 'DENIM' in a smaller, white, sans-serif font, all on a dark grey background.The logo for Saheli women, featuring the word 'Saheli' in a large, white, cursive script font above the word 'women' in a smaller, white, sans-serif font, all on a dark grey background.The logo for PICO., featuring the word 'PICO.' in a white, sans-serif font on a dark grey background.



to do that.” James also shares with the panel that we shouldn’t forget about wholesalers and retailers as key parts of the supply chain; it’s these sales representatives who will communicate the stories and key information about products and materials and enabling them to share this with their customers necessitates the same type of relationship between retailer and supplier.

That’s not to say online doesn’t have a role to play, though. As Phoebe says, “a huge element of choosing our suppliers was the learning and research we did online”. Starting out with a very clear vision, the challenge for Pico Project was understanding sustainability and the production process, something they couldn’t have started doing without online resources.

## **The “human chain” and the consumer relationship**

For many of us “sourcing” and the “supply chain” are very dehumanising. These terms take away from the fact that there is someone involved at every single point within the garment manufacturing process, from the farmers who supply the raw materials to factory workers, wholesalers and more.

For Madhu, a big part of transforming the supply chain and the fashion industry as a whole is to bring the focus back to the people who create each piece. She says, “every garment we send comes with a sketch of the women and her story. There has become a disconnect between the creator and the consumer so we’re trying to bring this bond together.”

The same rings true for Phoebe, where storytelling is at the heart of each Pico Project piece; “once people really connect to the story of one particular piece, then [the consumer] realises it’s really worth supporting smaller communities.”

Of course, much of the reluctance on the part of many consumers to shop more sustainably is based on price.

For Phoebe, it once again comes down to re-humanising the fashion industry; “I feel like when you have transparency, affordable starts to look very different to how it looks at the high street at the moment...”

## **Speakers:**

**Tamsin Lejeune, Common Objective**  
**James Bartle, Outland Denim**  
**Madhu Vaishnav, Saheli Women**  
**Phoebe Hunter-McIlveen, Project Pico**