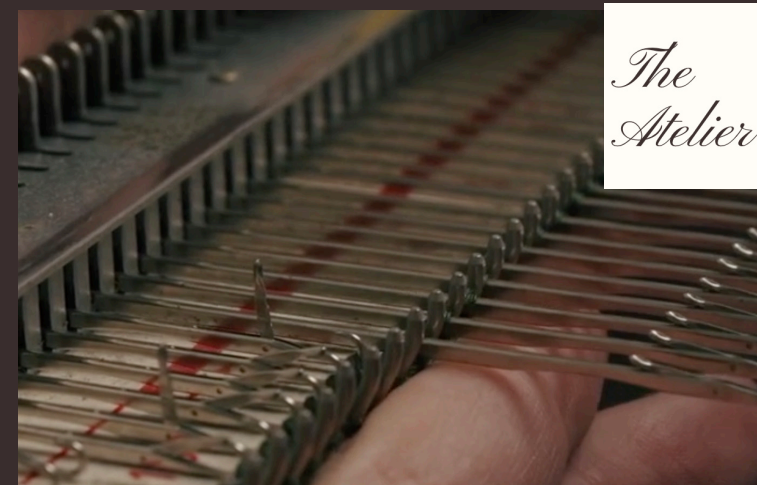


# Marketing strategy proposal

# The true story (video)



From Italian fibres to Spanish craftsmanship, this scarf carries a journey you can feel. A cinematic journey video from farm to feel

Reimagined heritage for the modern wardrobe

Fleur Smailes



*Meet your goat*



*Choose your colour*



*Meet your maker*



*Made by you, for you.*

Stitch your story. Personalised knitwear where on the website you get to be part of the process from your home

# Hand me down



One to keep, one to pass. Buy one get one half price for mothers and daughters.



*The only accessories you need*

**Over the trends, back to basics. One exceptional knit, endless effortless style. A campaign of only blue jeans, white t-shirt and one of the pieces of knitwear to demonstrate there's no need for another accessory.**

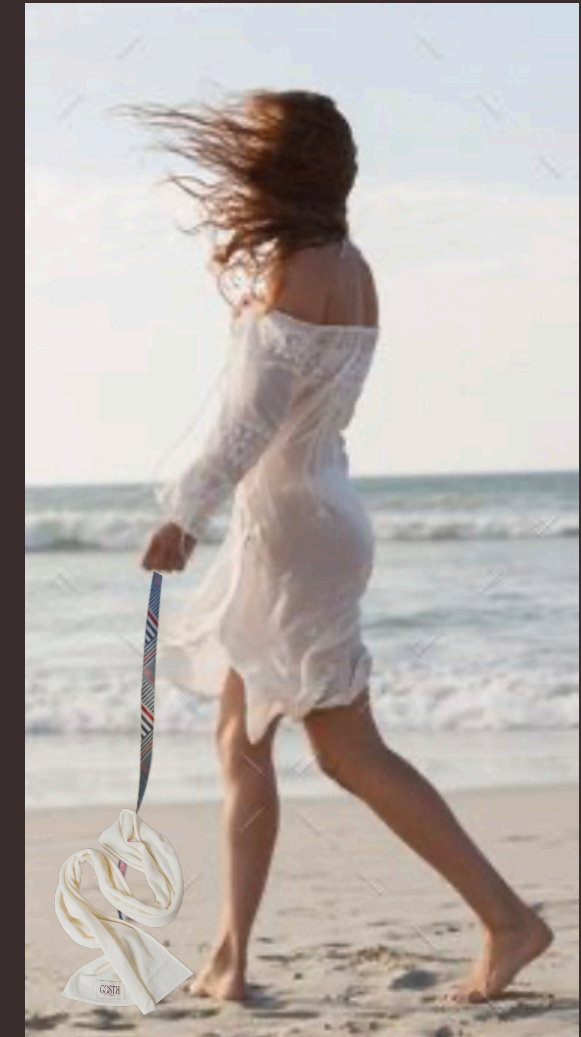
# The Companion Collection



*Tuck it in*



*Groom it*



*Take it out for a spin*

More than a knit, a companion for every adventure. A campaign where the knitwear is seen as a pet, the only companion to take everywhere and care for properly. It's more than just an item.



Lyn Slater



Renia Jaz



Grece Ghanem



Linda Fargo



Helena Bonham Carter

The Art of Ageless. A companion using iconic older women to market the products and show that you can be bold and fashionable at any age