

COLLUSION* DON'T CLIP

campaign by Caitlin Mills



WHAT IT IS |

The premise of this campaign is to expose what is hidden behind the camera at a fashion photo-shoot. Through exposing the reality of fashion brands and their lack of inclusivity. Brands need to evolve to gain back the trust of their consumers.

COLLUSIONS ethos is creating animal-free and majority sustainably sources clothing for a large range of inclusive sizes. They are unafraid to demand something different.

COLLUSION believes in making clothing that celebrates the people who wear them.

PROBLEM | People are sceptical of the quality and ethics behind online clothing brands compared to when they have physical stores

INSIGHT | People are more distrusting of online shops because they can not see what is behind the camera

BIG IDEA | COLLUSION don't clip



PHASE 1 | EXPOSING THE PROBLEM

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Scan the QR code, this takes you through to a video link highlighting the false perception of 'clipped' clothing on model and exposing what is seen behind the camera.



PHASE 1 | EXPOSING THE PROBLEM

Exposure video



PHASE 2 | VISUAL EXPOSURE

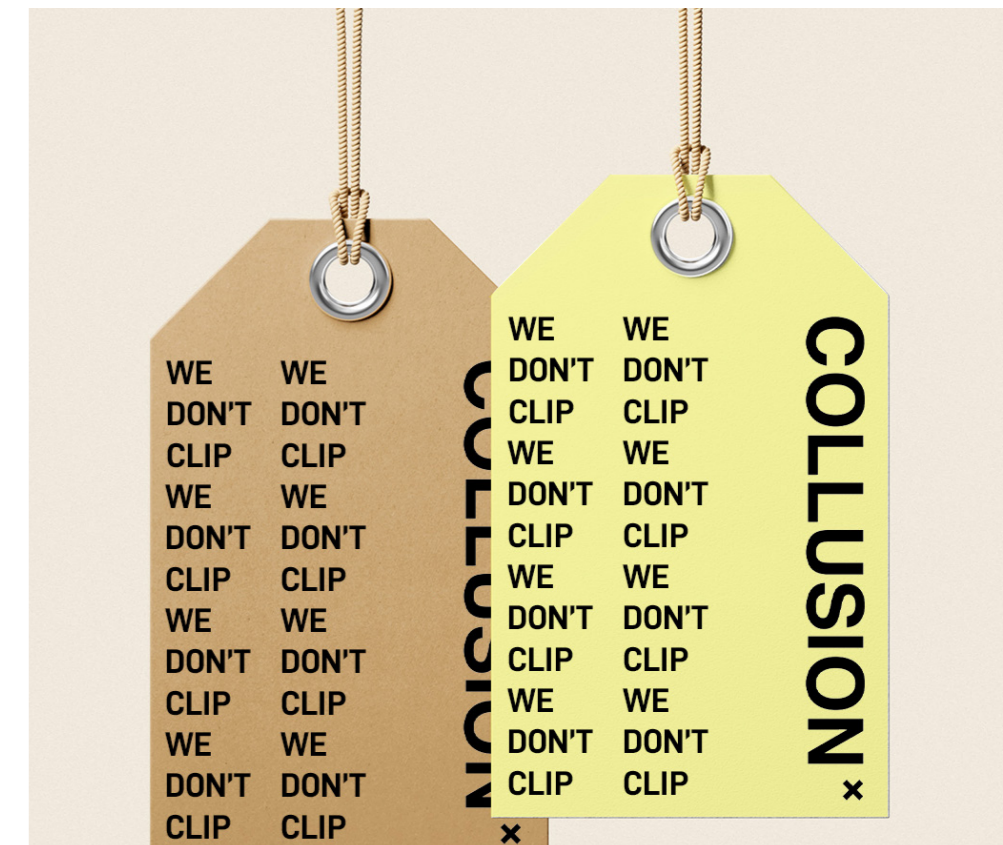
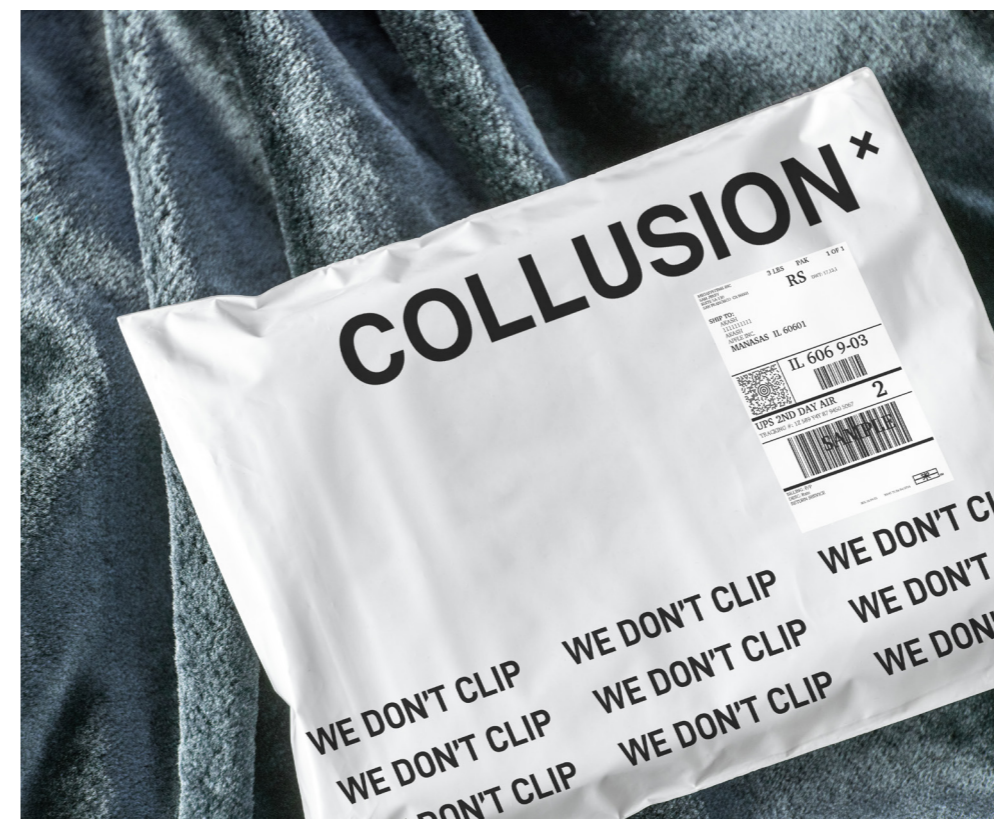
PHASE 2 | VISUAL EXPOSURE

'COLLUSION don't clip' - Advertising



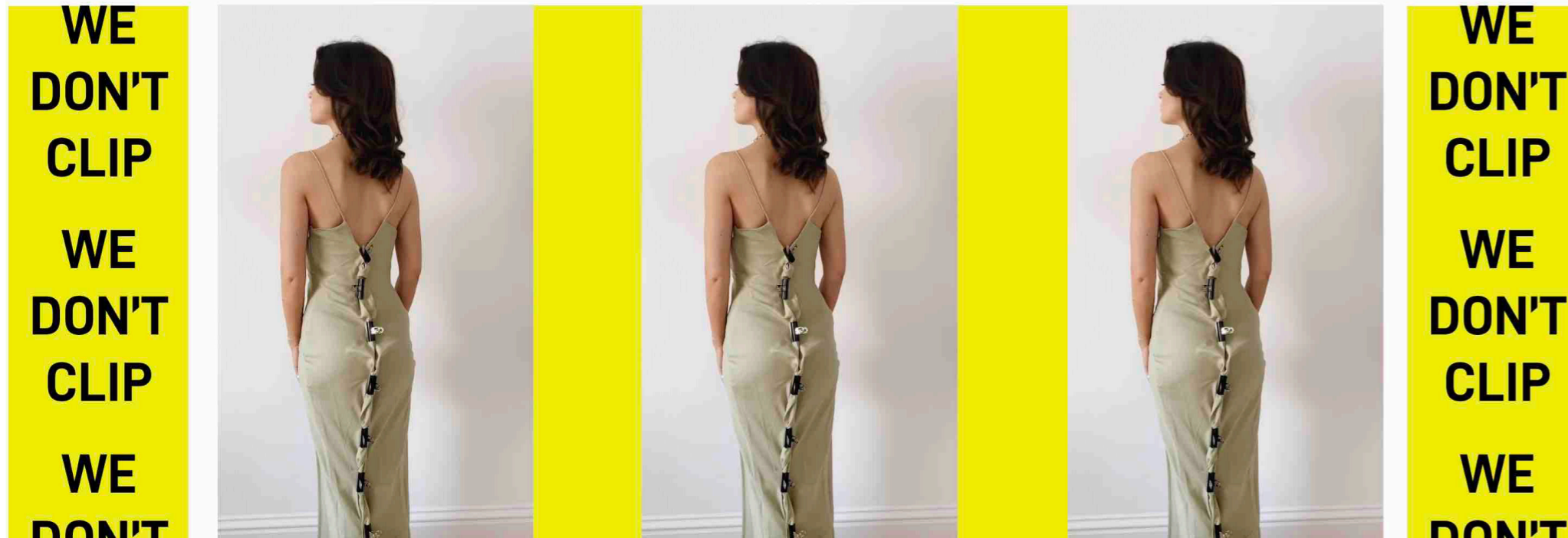
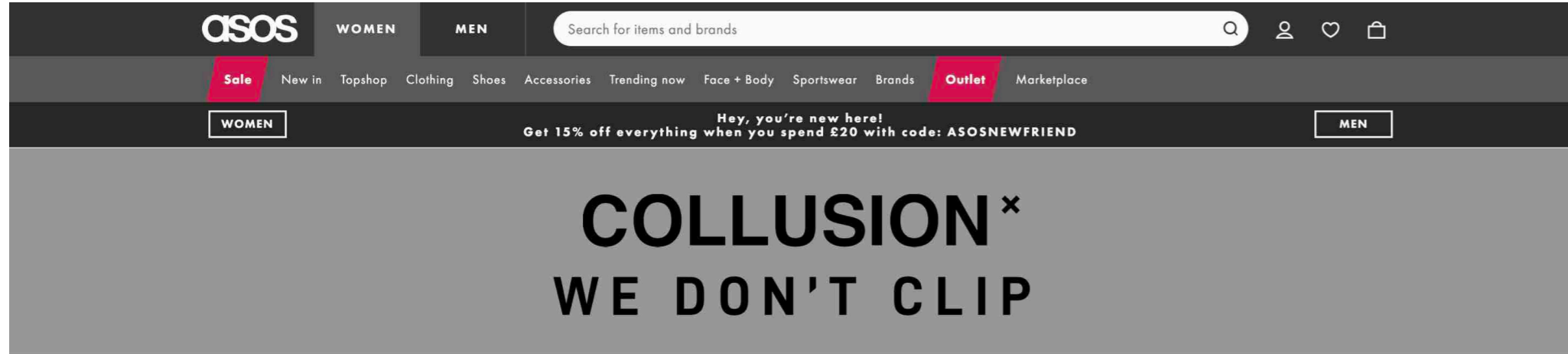
PHASE 2 | BRANDING

Emphasis on having a continuation of 'exposure'



PHASE 2 | WEBSITE

Creating COLLUSION's own landing page within the ASOS website.



PHASE 2 | ETHOS EXPOSURE

PHASE 3 | EXPOSING COLLUSION'S ETHOS IN COMPARISON TO OTHER FASHION BRAND

Magazine Article



WE DON'T CLIP COLLUSION

COLLUSION are paving the way for other high-street brands to expose the truth behind false model images.

We live in a world of unique and individual body types, so why limit clothing sizes. Surely this doesn't make sense? In this generation equality is more profound than ever. Fashion brands should be evolving with the generations, creating an inclusive and modern update on their brand.

Both gender and sizing seems to be a factor within the fashion industry that has always remained the same, whilst in the real world gender and sizing has always been evolving.

Creating clothing that can be worn by a huge variety of sizes as well as any gender is exactly what COLLUSION has done. This is how other brands should grow and expanding.

COLLUSION don't pick stereotypically 'perfect' models, they are real. This gives the brand an advantage to showcase their variety of sizes and inclusive style.

COLLUSION will constantly evolve, being as inclusive, collaborative and experimental as possible. Each year, they bring in more creatives from their audience to work with, continuously reimagining and reshaping what COLLUSION could be. This first hand insight into the evolution of the brand directly from consumers themselves allow the brand to be honest and transparent.

COLLUSION is animal-free and the majority of their cotton is sustainably sourced.

'Our sizing is inclusive. We're unafraid to demand something different. We believe in collaboration. And we believe in making clothes that celebrate the people who wear them' Think about that.

As a final word, other brands should be following in COLLUSION'S footsteps in order to create a transparent fashion industry.



COLLUSION x

Searching for a stylish brand that puts inclusivity and ethical production at the forefront?

Well, look no further. In October 2018 Collusion was released on the ASOS website, in order to create a discussion of gender identity and the pressure of social media. Collusion is a gender-fluid line that was co-designed by groups of students, stylists, activists, image makers, authors and YouTubers. These collaborations were seen as a crucial to step into the shoes of the younger consumers. This collection of clothing 'celebrates the people who wear it'. Collusion is an animal-free venture- why don't all other fashion companies take the same approach? The majority of the cotton used throughout the production process was sustainably sourced.

'Representation' is at the core of the collection capturing the correct brand ethos, being both sustainable and unisex in order to empower equality.

From unisex striped tees to from fitting trews, there is something for everyone. This is a Gen Z brand for the coming age, shaped by, and for an audience who demands something different from fashion. Collusion will constantly grow and evolve, as being an inclusive, collaborative and experimental as possible. Collusion is inclusive and representative as a result of neutral exploration of sportswear to casual pieces that remain gender non-confirming and designed to mix and match.

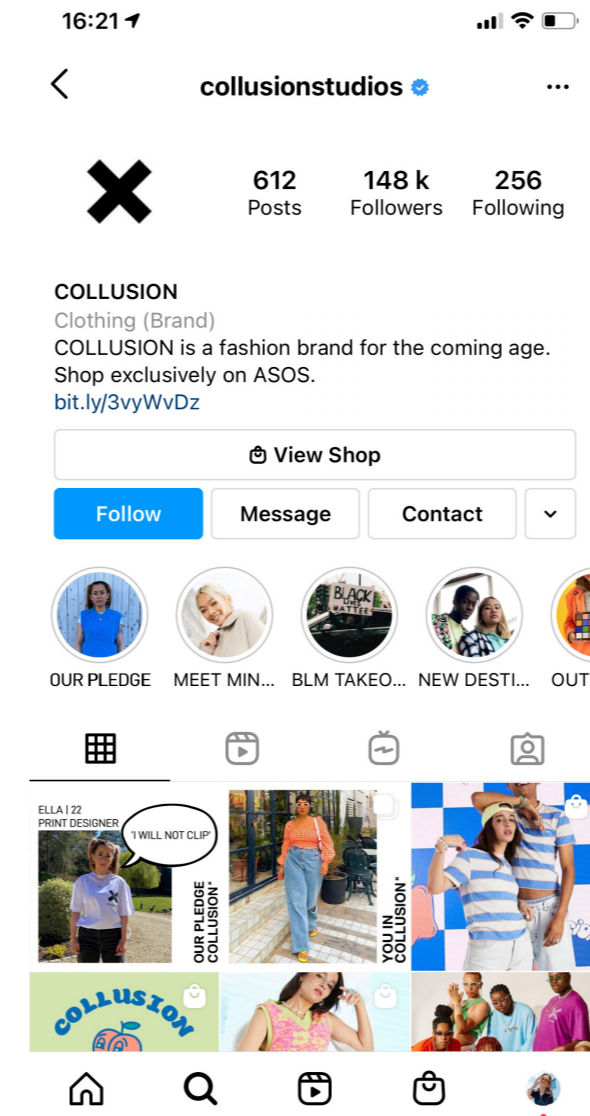
The collection is described as 'raw, playful, colourful and embodying every type of Gen Z consumer that exists today. Nobody is left out'. Collusion is aimed towards 16-22 year olds with a love for sport/street wear. The brand provides for all sizes up to a 6XL with prices ranging from £5 jersey basics to £70 outerwear. If you are an XS or a 4XL, male or female Collusion gives you the opportunity to wear the same clothing as one another.



WE DON'T CLIP COLLUSION

PHASE 3 | EXPOSING COLLUSION'S ETHOS IN COMPARISON TO OTHER FASHION BRAND

Social Media- Instagram



Collusion releases a mini video series where their designers take a pledge to not clip the clothes they design. When taking the pledge they are agreeing not only to create authentic images by not clipping on the shoot, but to be fully transparent about the materials and methods they use to design the clothes.

PHASE 3 | EXPOSING COLLUSION'S ETHOS IN COMPARISON TO OTHER FASHION BRAND

Social Media- Twitter

