

# Critical Journal

Sustainability Editorial Concept

THE HIP STORE

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# The Hip Store Research

## About the brand

With their roots dating back to 1987, The Hip Store focuses on handpicked quality menswear that fulfils a range of fashion tastes. The store began in Leeds, where the focus was fashion mixed with music, to create a unique subculture within the store. The clothing styles have developed over the last 30 years, and the store's identity has been shaped by customers' genres, to create a sense of community. (The Hip Store, n.d) The sense of fashion has changed with current trends of music, from street and hip-hop styles to modern day basics. (Rakuten Fashion Week, 2017). The multi-brand retailer has an online presence along with a Nottingham store. The Hip Store stocks a range of brands, with the clothing ranging in price. While there is more high end, expensive brands, they do stock inexpensive brands including Adidas and Nike. (The Hip Store, n.d). However, due to the variation in customers, the brands fit the needs of the customers, with the idea that less is more when it comes to clothing. The Hip Store focuses on having a nice capsule of clothing, which are specially chosen, instead of a vast range of inexpensive clothing. (Essential Journal, 2018).

## Brands The Hip Store Stock

The Hip Store sell a range of brands, which all offer a different fashion sense, company ethics and overall designs. Their brands' origin are from all around the world, which supports their roots of a sense of community and acceptance. The Hip Store were one of the first stores in the United Kingdom to stock Japanese brands, such as Porter Yoshida & Co, Visvim and Nanamica. (Essential Journal, 2018) Along with Japanese brands, they also stock British brands, such as Barbour and Clarks, American brands, including Gitman Vintage and Patagonia in addition with Stockholm based eyewear brand Monokel. The price range varies throughout too, with inexpensive brands such as Champion, where they can retail from £35, to Ten C, where some items can be £1,400. (The Hip Store, 2020).



The Hip Store, n.d)



Proper, 2018

# Potential Editorial Concepts

## 1990s Style

The 90s style was relaxed and easy going, which has inspired modern day fashion trends, along with some trends which are still on trend today. As The Hip Store opened in the late 80s, the 90s editorial concept could celebrate their heritage and roots, as they began with streetstyle and hip hop fashion, which is the essence of the nineties fashion trends. As trends rotate back in fashion, the 90s trends have been in and out of fashion for the past twenty years. In the 90s, there was a rise in streetwear and athleisure, both of which are still popular today. 1990s styles included: oversized tees, turtle necks, bandanas, cargo pants, baggy jeans and windbreakers. (Trend Spotter, n.d) The 90s style could benefit The Hip Store, due to attracting a new and different range of customers, such as those interested in 90s styles, along with those who shopped at the store in the 90s, to create the sense of nostalgia.



Trend Spotter, n.d



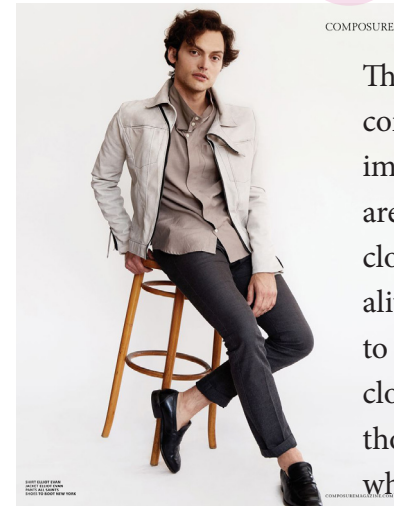
Shilpa Ahuja, 2017

“Back To Nostalgia”

## Basics

### “Express Yourself”

The idea of basic clothing could be an editorial concept for The Hip Store. Basic clothing is important for a range of fashion styles, which are worn by almost everyone. The idea of basic clothing is so inclusive for a range of personalities and fashion styles, it allows individuals to be creative and express themselves. Basic clothing could go from one extreme, such as those who wear extravagant clothing, to those who simply wear basic clothing. It can be a way to reflect the individuals personality, simply from one basic item of clothing. This allows the editorial concept to inspire creativity and to support people to express themselves, no matter what others think.



Composure Magazine, n.d



Fashion Beans, 2013



# Potential Editorial Concepts

## Sustainability



Man of Many, 2019



Man of Many, 2019



Green Hub, 2018

Sustainability is such a big and overwhelming issue in society today. The fashion industry is one of the biggest polluters, and the rise of fast fashion is impacting the planet on a daily basis. If more individuals were aware of the impacts fashion has on the planet, they are more likely to change their shopping habits. The editorial concept would encourage others to make more sustainable choices, and that eco-friendly clothing can still be on trend. Along with the education aspect, the editorial concept would create a sense of achievement, as customers would be making a difference to the planet, which could boost confidence. One article found that in the next decade, sustainable clothing would be more popular. (Insider, 2020). The Hip Store currently stock eco-friendly brands, and this editorial concept would make it easier for eco-friendly shoppers to identify the particular brands.

“Celebrate The Earth”

## Comfort



Luxe Digital, n.d



The Fashionisto, 2018

“What are you comfortable in?”

Another editorial concept is the idea of comfort. This would include the concept of comfort clothing, such as hoodies, tshirt and joggers, all of which The Hip Store stock. The concept would celebrate the fact it is acceptable not to be fashionable all the time, and to ignore the pressure from modern day society and the media. The media constantly posts celebrities wearing the latest brands and trends, and for individuals, the pressure is overwhelming to have these latest clothing and to be on trend all the time. The editorial concept would focus on comfortable clothing and real people to connect with consumers, that wearing comfortable clothing is acceptable, in order to encourage them to feel comfortable in whatever they choose to wear.



# Finalised Editorial Concept : Sustainability

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## Overall Concept Idea

The whole idea for The Hip Store editorial concept is to encourage customers to shop sustainability, and that it is possible to do so on the Hip Store website and in store. This makes it easier for the customer to know which brands are sustainable and are making an effort towards the environment, which would encourage different groups of customers to purchase items.

Sustainability is such a big issue in society today. More and more brands are making a bigger effort, while individuals are changing their lifestyles and shopping habits to be environmentally friendly. This is important to cater, and make it more accessible and clear for customers who are wanting to shop sustainability. The primary target market are the customers who are wanting to be more eco-friendly, while still keeping up with modern fashion styles and trends. This does not change the current customers at The Hip Store, as they currently cater for on trend fashion styles, so the only addition would be to make it more clear within an edit on the website of the eco-friendly brands.

However, this would not be ruling out other brands which are not eco-friendly, as this is just a choice for customers. This is not to take away the spotlight from other brands, but simply making it more obvious towards the sustainable brands. It could possibly encourage customers to shop with the particular brands but not discourage customers.

The theme of the editorial concept will be spring summer 2021, through the colour scheme, background and lighting. This will enhance the theme of sustainability through the use of nature. This will allow people to connect that eco-friendly fashion benefits the earth and the nature around us.

The concept will feature the eco-friendly brands that The Hip Store stock, including as Haglefs, Patagonia, Satta and Manastash. These brands all use eco-friendly manufacturing processes, sustainable fabrics or donate to nature preserving causes.



Top to Bottom:  
Patagonia, 2020  
Manastash, 2020  
Satta, 2020  
Haglöfs, 2020

# Wider Research

## Wider Sustainability

The fashion industry is the second biggest polluter in the world, second to the oil industry. Changes need to be made to reduce this, often by being aware of what's happening or changing the way they shop.

The fashion industry has many negative effects on the planet, including;

- Toxic, untreated wastewater from textile factories are released directly into waterways.
- High amounts of water is used during manufacturing process, with 200 tonnes of water per ton of dyed fabric, along with 20,000 liters to produce 1kg of cotton.
- When synthetic fibre clothing is washed, microfibres are released into the water, with 1,900 microfibres released for every garment washed.
- A family in the Western world throws away an average of 30kg of clothing each year, with only 15% of that recycled or donated, the rest goes to landfill or is incinerated.

While many of this can not be changed by individuals, some aspects can be changed adapting current habits. Consumers could choose organic or natural fibres, as these do not require chemicals, while choosing semi-synthetic fibres would prevent the release of as many microfibres. To reduce the amount of water, consumers could purchase low water consumption fabric, along with buying from countries using renewable energy, and who have stricter environmental regulations to prevent the release of chemicals in water. The main point consumers should focus on is the purchase of less clothing, and to buy higher quality garments to reduce the need to throw away or disposable clothing. (Sustain your Style, nd)

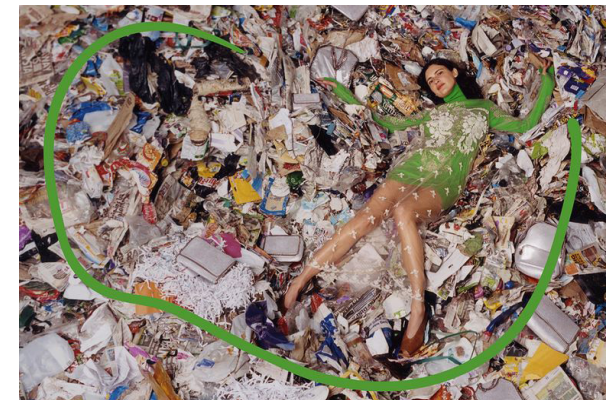
**“We can’t just consume our way  
to a more sustainable world”  
- Jennifer Nini**

## Other brands sustainability efforts

In 2017, Stella McCartney released their Autumn Winter campaign, however, their photography opened many people's eyes regarding sustainability. The collection images were photographed in a Scottish landfill, to make people aware of the negative effects of disposable fashion. These images were powerful, with the aim for people to connect their fashion choices with the effects it has on the planet. There has been an increasing amount of fashion thrown away each year, and the devastating effects on the planet need to be shared. (Harpers Bazaar, 2017).



Harpers Bazaar, 2017





# Brand Research

This relates to The Hip Store as the concept would feature brands that they currently stock which are sustainable in any of their practices. This includes the use of sustainable materials, reducing the amount of waste, environmentally friendly production or donating to environmental causes.

## Patagonia

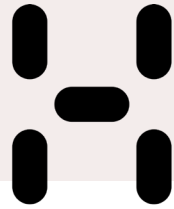
Patagonia is a California based outdoor clothing company founded in 1973. The clothing is directly designed based on their functionality for the outdoors, while meeting current fashion styles to wear as casual clothing. Relating to the aspect of sustainability, Patagonia donate 1% of profits to environmental non profit organisations - this equivilates to \$100 million so far. In the past year, they have funded 1,020 groups who are working on a range of environmental issues, including biodiversity loss and agricultural needs. (Patagonia, n.d)



Patagonia, 2020

## Haglöfs

Haglöfs is a Swedish outdoor clothing company that describes itself as “durable, functional, sustainable”. Their sustainability efforts are primarily focused on logistics, and in 2018, they reduced their co2 emissions by 47%. Haglöfs have also released new clothing collections which are sustainable in the production and materials, such as using organic cotton and ethical wool. Recently, they have released a new sustainable performance collection called Proof, which is made from recycled or sustainable fabrics, aimed to withstand rough outdoor conditions. (Haglöfs, n.d)



HAGLÖFS

Haglofs, 2020

## Manastash

Manastash is an outdoor sports clothing brand that primarily focuses on sustainability through the use of eco-friendly materials. The Seattle brand uses hemp or recycled materials to produce functional, earth friendly clothing. (Manastash, n.d)



Manastash, 2020

## Satta

Satta is a lifestyle turned clothing company, that began clothing manufacture in 2014. The clothing focuses on simplicity, comfort and sustainability. Satta also states that they “contribute to the community which inspires us to do what we do”. (Satta Livity, n.d)



Satta, 2020

# Colour Palette

The colour palette for the sustainability concept will be based around the spring/ summer theme. According to Pantone, the spring/summer colours for 2021 will be as follows.



Pantone 13-2820

Pantone 16-1534

Pantone 18-1548

Pantone 15-1609

Pantone 12-2007

Pantone 17-0542

Pantone 11-0503

“Pale hazy petals combine with exotic pinks and an herbal green to create a fresh summer palette that celebrates the positivity and happiness of colours from nature.”  
(Pantone, n.d)

The above quote describes the predicted colours for 2021 spring/summer. The colours feature the aspect of nature, while having the seasonal theme. This could be used in the editorial concept for The Hip Store, through the use of clothing creating a contrast against the background of a natural setting, while still incorporating the natural colours.



# Photography Style Inspiration



Elle, 2018



Elle, 2020



Pinterest Sakura, n.d



Luxiders, n.d



Harpers Bizzare, 2017



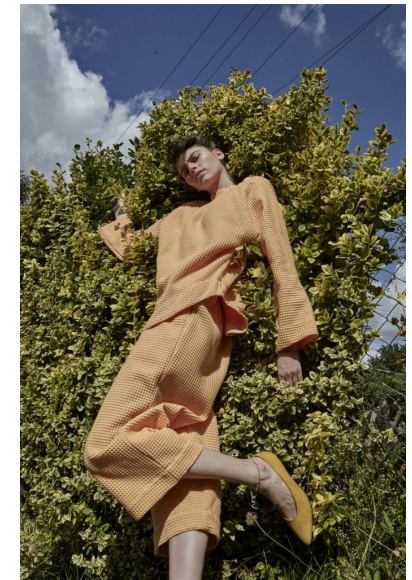
Pinterest, n.d



British Vogue, 2020



ID Vice, 2018



Luxiders, n.d

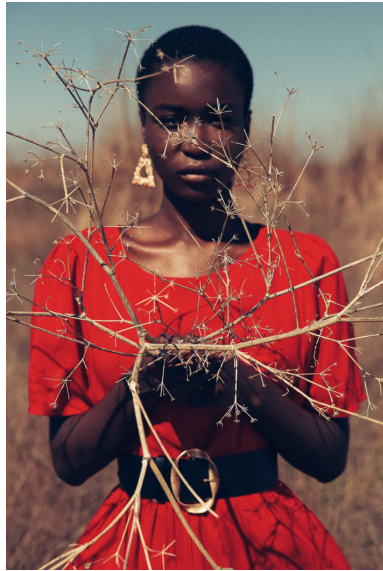
The following images would inspire the images for the editorial concept. This is due to the natural setting as a background to emphasise the use of nature to link to the sustainability theme. While not all the images portray the nature theme, but they feature the idea of the overall natural lighting and natural backgrounds. The Harpers Bizzare image could be used as inspiration to add the pop of colour to the images, to add a variation to the final images. Many of the image include long grass, which allows the images to be more creative in the way the images could be photographed, due to the angles and poses.



# Photography Lighting Inspiration



Elle France, 2020



Fashion Editorials, 2020



Instagram, 2017

The following images show a range of lighting that could influence the editorial concept. The top two images show different lighting concepts, with the first featuring bright light, so the model and clothing is clearly featured, with the main focus is the background, while the second is darker natural light, so while the background is easily shown, the main feature is the grass the model is holding along with the model. The third image links to the idea of using certain angles to create a sun streak within the image to add extra effect and depth.

# Photography Angle Inspiration



Social Wiki, n.d



Rebellious Fashion Pinterest, Pinterest, n.d  
nd.



Luxiders, n.d



Vogue China, 2017

The images can be used as inspiration to show a range of angles that could be used in the editorial concept. The three top images show the use of a wide angle, to clearly show the clothing, and more of the background, to portray a creative result for the final images. The bottom images incorporate the background and setting used within the images, which emphasises the use of nature. The both types of camera angles could be used within the editorial, to add variation along with different perspectives of the clothing.



# Styling Plan

According to one Fashion United article, one of the predicted trends for spring/summer 2021 is “In harmony with nature”, which relates to the use of natural materials, such as wood and reeds. This links to the idea to use nature as a background, using such materials. This suggests that the editorial concept and styling will be trend, suggesting that the idea will be successful.

While the individual brands future plans cannot be predicted, the colour palette that links to current products could be used to portray the spring/summer 2021 theme.

The following images are current Hip Store products, using the featured brands, along with the planned colour scheme.



The Hip Store, 2020



# Styling Plan Continued



Patagonia



The Hip Store, 2020

Haglofs



The Hip Store, 2020



Haglofs, 2020



# Test Image Mock Ups

As the images are designed to be used as a lookbook on The Hip Store website, the images must be clear and concise, while portraying a deeper meaning, to encourage shoppers to purchase sustainably. The images show the angles and styles of photography to be used. The final images for The Hip Store would include the styling choice as summarised earlier, with the particular sustainable brands.

## Wide & Low Angle Image Mock Ups

The following images show mock ups using with the use of wide angle imagery, along with floral illustrations. The use of floral imagery are designed to boost the aspect of nature, through different forms of actual imagery of nature. The wide angle allows the full outfit to be shown, along with adding a sense of creativity, rather than an image taken straight ahead. However, the first two images do not include any physical nature imagery, which does not support the theme.



Original image. Rebellious Fashion, n.d



# Test Image Mock Ups

The first image includes no illustrations, but features real life nature imagery, which supports the theme. However, this seems too unreleastic, and does not match The Hip Store style of imagery. The second image uses illustrations, along with real life imagery, while this is successful, the flower illustrations seem out of place.

## Wide & Low Angle Image Mock Ups





# Test Image Mock Ups

The following images are a mock up of a front, clear view of the clothing for the sustainable edit for The Hip Store. The first image is a simple edit, where a section of the colour scheme is used, along with the image is clear and the main focus. The second image uses the diamond, which is the outline of The Hip Store's logo. "Support nature" is featured, to encourage customers to shop sustainably. The final image uses a more persuasive technique, with the image of pollution featured, to help customers understand the side effects of the fashion industry.

Clear images of clothing.



# Test Image Mock Ups

landscape images

The following images show a mock up of potential images, with the use of landscape imagery, to enhance the background, to allow more of the nature theme to be portrayed through. The first image uses nature inspired illustrations to enhance the theme and add detail, along with the third image to use the illustrations as a border around the images. The second images use the colour scheme to create a bold statement.

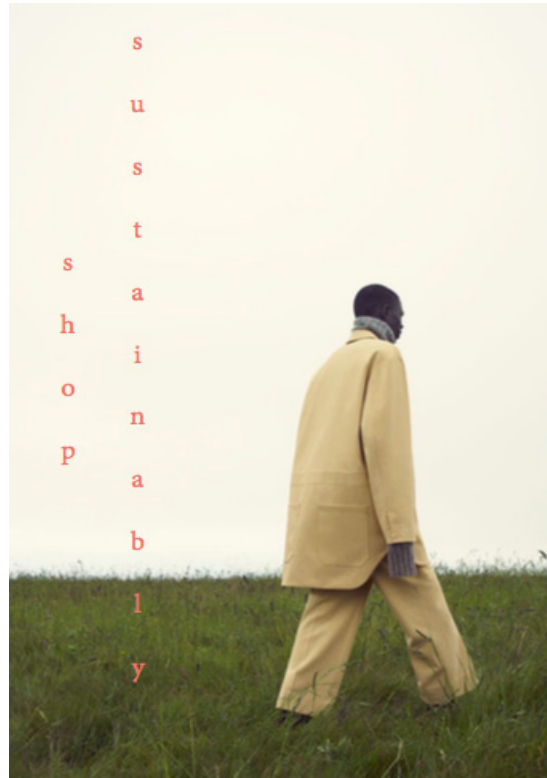




# Test Image Mock Ups

The following images are mock ups of potential lookbook images. The aim of the image is to show the customer the back of the clothing, if certain products have detailing on the back of the clothing, such as a logo or pattern. The first image uses floral imagery to enhance the use of nature, while the aim for the second image is simplicity, with the main focus on the clothing or the “shop sustainably” text. The final image uses real nature imagery, to emphasise the theme, along with a clear image without any distractions to show the clothing.

Back view of clothing



# Test Image Mock Ups

## Nature based imagery

The following images are mock ups of the sustainability lookbook for The Hip Store. The image is highly focused around nature, rather than the clothing. This is to give customers an accurate representation of the sustainability collection in nature, rather than illustrated or unrealistic versions. The first image is simple with subtle illustrations to enhance the theme, while the second image features a diamond to link with The Hip Stores logo, and outlines of main features of the image. The third image uses a cream background to create a contrast against the images. While these images are successful, it does not reflect The Hip Stores current imagery.





# Final Mock Ups

The following images are the final edits for the lookbook. They all include an aspect of nature, while using text to encourage customers to encourage them to shop sustainably.



The above image is the front cover of the lookbook, to introduce customers. "Protect our earth" summarises the collection, while creating the sense of being all together, to support one another along with supporting the earth. The use of a landscape supports the theme, along with connecting the collection with real life. While the development images used illustrations, this edit features real images, to allow more of a connection to form.



The following image follows on from the front cover, but slightly more bold and focused. The outline of the model enhances the clothing, while the background is still clear. The image was inspired by the development images, with the bold text, to portray an important message, without being too overwhelming with the use of pollution imagery.

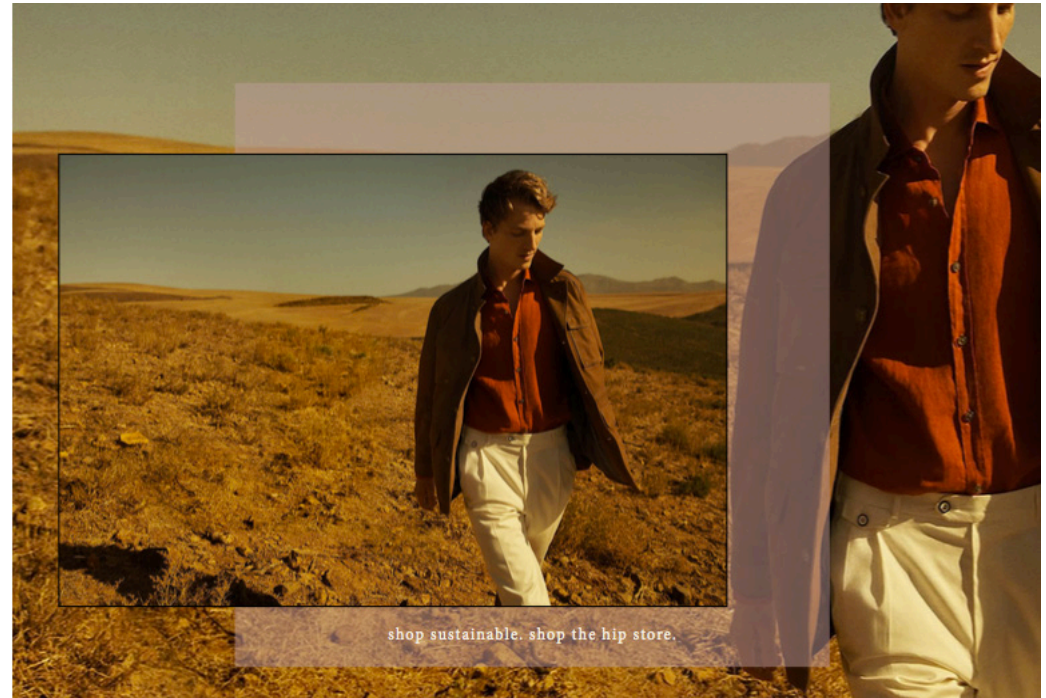


The above image uses floral illustrations to enhance the theme, along with outlining the model as the main focus. The pose and angle allows more of the back of clothing to be on display. This could be used with a piece of clothing with a logo or design on the back for example. This was inspired by the development images through the use of illustrations and colour block, to incorporate both to create the above image.

# Final Mock Ups



The above image shows the wide angle style image with the addition of illustrations. This is successful as it supports the nature theme through the use of the sky image, while adding detail through the illustrations. The outline of the model is to enhance the clothing, to encourage customers to focus on the clothing. The text is used to connect the fashion industry with nature



The following image focuses on the imagery, rather than quotes or illustrations. This clearly shows the clothing and nature background, with the addition of colour blocks, using the colour scheme. The quote “shop sustainably. shop the hip store” links the sustainability to The Hip Store, so it is clear and concise. Compared to the development images, there is no illustrations, so the main focus is the nature and clothing.



# Visual Pitch Plan

## Visual Pitch Contents:

### Overview of concept

Theme - Spring/summer sustainability theme.

Why has the theme been chosen? - Such a big issue in modern day society, and needs more recognition.

Why would it benefit The Hip Store - Increasing amount of people are looking out for eco-friendly labels.

What brands are to be included? - Manastash, Patagonia, Satta and Haglofs.

Where is it going to be used? - As a lookbook for The Hip Store website.

Who is it for? Target market of The Hip Store, Men aged 18-30, along with encouraging a wider target market.

### Photography inspiration

- Easier to get point across and gives audience visual aid to understanding of concept
- Includes a different range of photography - such as lighting, angles and overall imagery.
- More realistic for audience to visualise.

### Styling Plan

- Use clothing from the chosen brands that are sustainable.
- All clothing are stocked on The Hip Store website - more accessible and realistic.
- Allows audience to visualise the potential outfits

### Final Images and Mock up of images

- Both final and mock up of images to allow bigger size, easier to see the finer details.
- Allows the audience to see the potential of the editorial concept - method of persuasion.

# Visual Pitch Method of Presentation

## Video Pitch

- Gives a personal touch
- Allows audience to see stylist.
- Smaller size slides would be visible, due to video from stylist.
- Harder to see slides due to size.

## Voice over slides

- Would not see stylists face.
- More clear slides and clearer voice over.
- Slides larger, so more visible.

## No voice over & text on screen

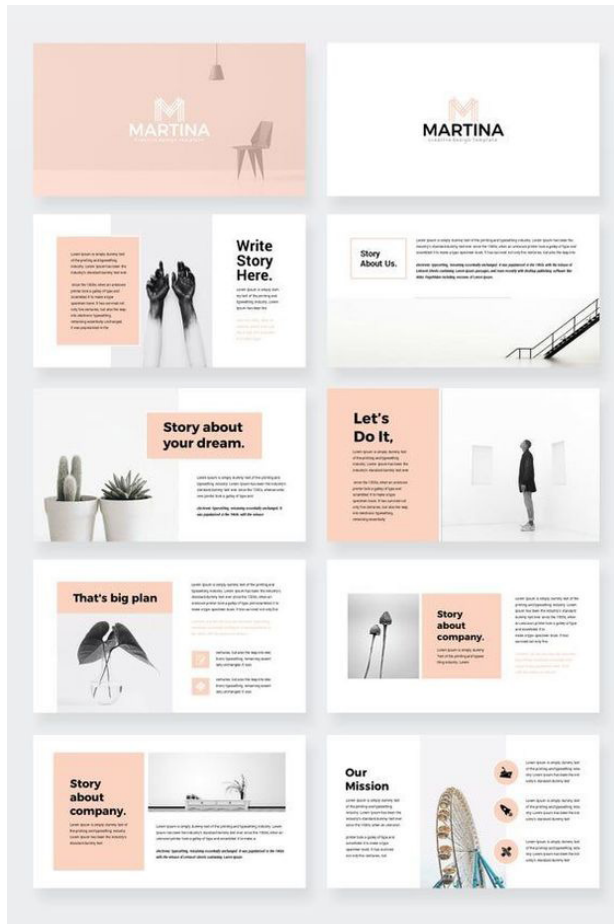
- More video style rather than pitch
- Not as personal
- Harder to understand concept as requires all reading off screen.

## Final method of presentation

- Voice over slides
- Allows clearer slides and more information to be seen, along with the personal aspect with voiceover.

# Visual Pitch Layout Inspiration

The following images can be used as inspiration for the layout and design of the visual pitch. The images feature simple designs, which could be used in the visual pitch, to allow clearer text and enhance the concept of sustainability and nature, due to the simplicity of the designs. The images use colour blocks to convey the overall theme of the pitch, which could be used in the visual pitch, to portray the spring/summer styling along with the idea of nature.



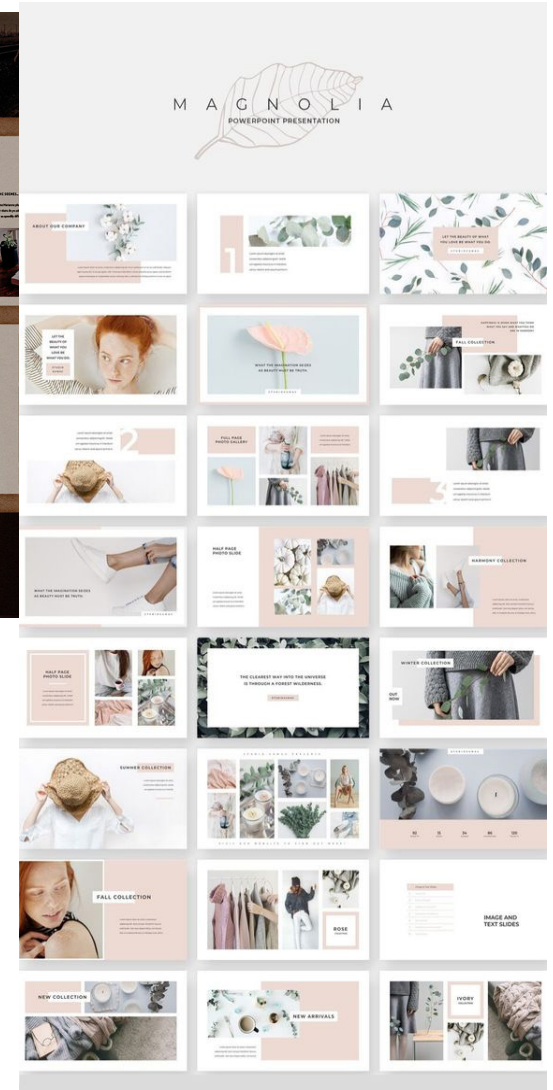
Pinterest, n.d



Behance, n.d



Pinterest, n.d



Pinterest, n.d



# Visual Pitch Notes

## Theme -

The editorial concept will be focused on sustainability, through the use of eco-friendly brands that The Hip Store stock.

The sustainability theme will be reflected through the use of nature in the imagery, while the overall concept and styling will reflect the spring/summer theme.

## Main focus -

This will encourage customers to change their shopping habits, and make more aware that sustainable shopping is simple and just as effective.

The editorial feature will include brands which are sustainable in manufacture and the types of fabrics used - this includes Manastash, Satta, Patagonia and Haglofs.

## Why sustainability?

Ongoing issue in society today, and there needs to be more awareness of the effects of fast fashion.

The fashion industry is the second biggest polluter in the world and this needs to change.

Increasing amount of people are choosing sustainable fashion.

## Benefits to The Hip Store?

Encourage different types of customers.

People are preferring to buy eco-friendly fashion.

Increase awareness of The Hip Store which could increase customers in time.

## Colour Palette -

Reflects spring/summer theme along with the idea of nature.

Used within lookbook images and the colour scheme of products.

## Photography inspiration -

Inspire the photography for the final concept.

Includes a range of different angles and lighting that could be used.

Reflects the nature theme, through the background.

## Styling-

Products from the sustainable brands that The Hip Store stock.

All clothing is available to purchase from the website.

## Final Images-

Enhanced nature theme from illustrations.

Encouragement through text and quotes.

Use of colour palette throughout images.

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