

JD SPORTS 90S VINTAGE SWAP



CRITICAL JOURNAL

ROWENA PHILLIPS C3549644

STREET WEAR

“Origins of street culture defined in a way of living and mindset, but the phenomenon has become transcultural and now involves much more than just the clothes that are worn; it incorporates a continually transforming process of cross-fertilization, drawing on multiple strategies to generate heightened emotional experiences.”

“Accessorizing, customising, colour-coordinating and improvising, embracing performance, flamboyance, sensibility, and a whole lot of sartorial swagger” nce, sensibility, and a whole lot of sartorial swagger”

(Adz & Stone, 2018. pg.23)

ATHLEISURE

Athleisure can be defined as “casual clothing designed to be worn for both exercising and general use” (New York Times, 2015, cited from GQ, 2015).

Origins start in the 1970s, due to the popular of fitness and fitness clothing in the decade. It can be said that athleisure is a complete lifestyle, not just a fashion trend. (Squat Wolf, n.d)

SUSTAINABILITY

With fast fashion such an overwhelming problem, shopping sustainable is the way forward. The fashion industry is responsible for 8% of global carbon emissions. (UN Environment, 2019)

While fast fashion is not the only issue, brands have a responsibility to be sustainable in both manufacture and waste. Less than 11% of fashion brands have a recycling initiative for their clothes. (Peppermint Magazine, 2019) It is estimated that 3 out of 5 fast fashion clothing items end up in landfill, and after one or two wears of a clothing piece, it is considered old. (Guardian, 2019).

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JD SPORTS & COMPETITORS

ABOUT

JD Sports is a fashion retailer, specialising in sportswear and athleisure clothing. Stocking brands such as Nike and Adidas, along with own brands such as Pink Soda and Supply & Demand, JD is a staple for the high street.

JD have over 850 stores in 19 countries, and are constantly expanding worldwide. Previous ambitions included opening a new store every week, but has since halted due to the Covid-19 pandemic. (JD Group, 2021).

JD earned £3.6bn in the 2020 financial year in the UK market and matched that figure in the international market too. In financial year 2019, there was an increase of 29.5% of sales to £6.1bn. This shows how popular the athleisure market is worldwide, and increased during the pandemic, due to many staying home for months. (Retail Week, 2021).

COMPETITORS

JD Sport's closest competitor is the low-cost sports company, Sports Direct. While JD focus on fashionable athleisure, Sports Direct focus on value clothing, despite stocking many of the same brands. (Retail Week, 2021)

Sports Direct have a total of 420 stores in the UK, 130 of which are their "premium lifestyle" brands including USC and Flannels. They have 270 stores outside of the UK in 19 countries. Their plan to expand is at a slower rate than JD's expansion plan. (Sports Direct, 2021)

One survey compared rivals JD and Sports Direct.

- 19% of people visited JD for the quality of clothing.
- 19% of people surveyed visited Sports Direct due to the lower pricing.
- JD customers are more likely to keep up with current trends compared to Sports Direct's customers. (39% vs 24%).
- 61% of people surveyed are likely to shop for clothes in the next year and 63% are likely to purchase footwear. (YouGov, 2021)



Proactive, 2020



Retail Gazette, 2020

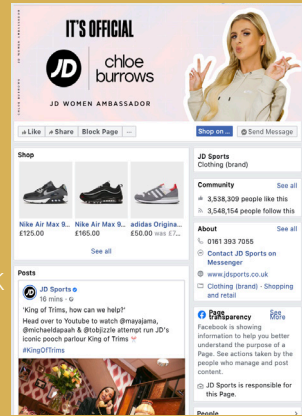
JD SPORTS CURRENT MARKETING

SOCIAL MEDIA

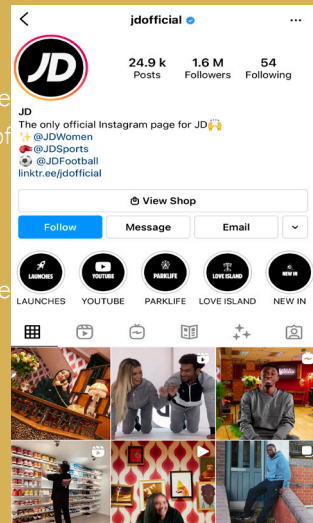
JD Sports currently have a large social media following, on both @JDofficial and dedicated account for women @JDwomen. With over 5.6 million followers across social media just on their UK based pages, their social media channels are successful in terms of followers.

However, in terms of engagement of both Instagram profiles, @jdofficial rate is 0.20%, with an average of 3225 likes despite having 1.6million followers. @jdwomen have a smaller engagement rate of 0.13% for the 455k followers, with an average of 605 likes per post. This shows despite the number of followers, the content is either not reaching the needs and wants of followers, or the posts are too frequent and missing from followers' feeds due to the changing algorithm.

JD targets a wide range of customers, as different customers will be interested in different things depending on the social media page they follow. JD uses social media as shopping inspiration for customers, promoting influencers, videos and new collections. 54% of social browsers use social media to research products. (Global Web Index, 2018). Connecting with customers on social media is so important, as 71% of consumers who have had a good experience with a brand are more likely to recommend to family and friends. (Forbes, 2018 via Oberlo, 2018).



Facebook, 2021



Instagram, 2021

Instagram, 2021

Instagram, 2021

Instagram, 2021

Instagram, 2021

Instagram, 2021

Instagram, 2021

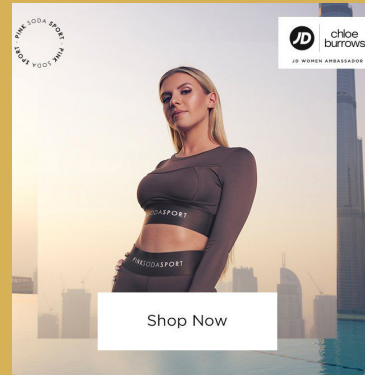
Instagram, 2021

Instagram, 2021

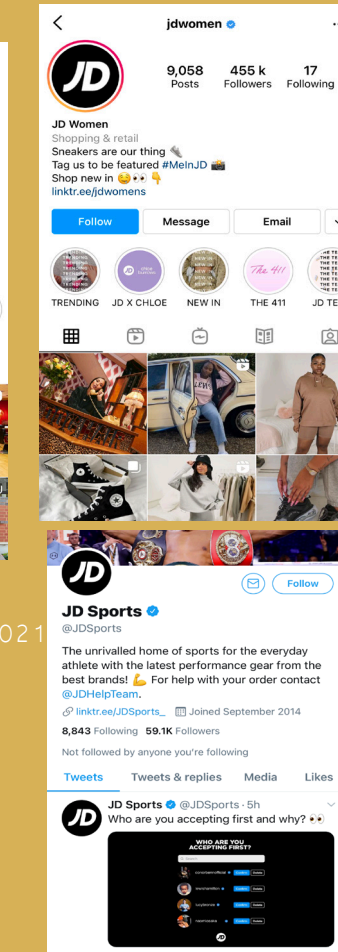
Instagram, 2021

Instagram, 2021

Instagram, 2021



JD Sports, 2021



Twitter, 2021

INFLUENCERS

JD Sports use influencers to promote new launches, products, events and competitions. Alongside this, they sponsored Love Island as the show's activewear partner. This is because 49% of consumers depend on influencers recommendations on social media before they purchase themselves. (Omnisend 2018, via Oberlo, 2018) The most recent collaboration with an influencer is with Love Island star Chloe Burrows, as the first female ambassador for the brand. This was promoted via Burrow's Instagram of 1.5 million followers, along with a meet and greet, to directly link customers with the influencer, to make it more personal and increase sales. (Instagram, 2021). This is a successful plan for JD due to the popularity and power of influencers.

ADVERTISEMENTS

JD's marketing mainly focuses on social media and influencers, compared to the traditional digital marketing routes. However, JD released a Christmas advert in 2020, which is a successful marketing tool. The advert included a range of celebrities, including Rita Ora, Aitch and Maya Jama, this connected to customers from the common knowledge of celebrities. Christmas adverts are usually successful from the aspects of triggering an emotional response and telling a story. (BBC, 2019).



JD Sports, 2020

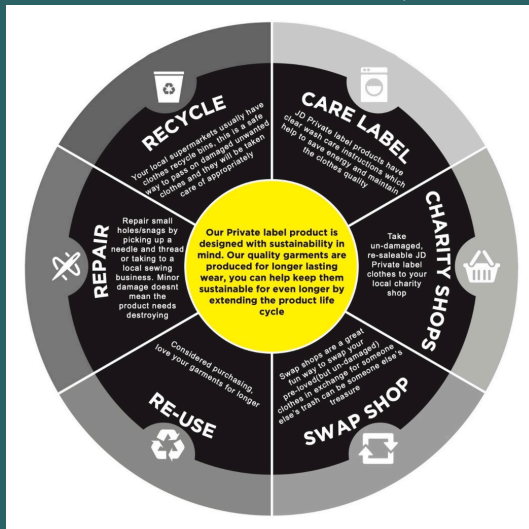
JD SPORTS: SUSTAINABILITY

JD SPORTS EFFORTS

While JD Sports stock brands rather than having their own clothing lines, they rely on brands' effort towards having sustainable manufacturing practices. JD use recycled plastic in their bags, which act as "Bags for Life".

JD found that plastic bags were more environmentally friendly if reused 3-4 times compared to a single use paper bag. They create the bags to be used for things like PE kits in schools, or shopping. In 2019, they increased the percentage of recycled plastic from 33% to 50% in their plastic bags.

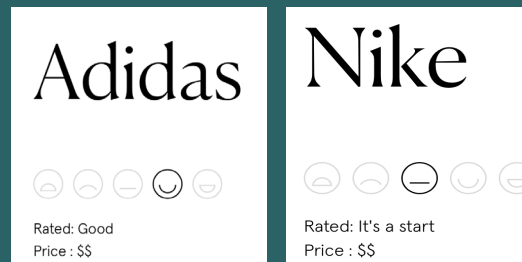
From online orders, JD use 100% recycled materials, and saved the equivalent of 73 around the world in co2 emissions. (JD Sports, 2020).



JD Sports customer education promotional material. (JD Sports, 2021)

GOOD ON YOU

JD Sports encourage brands to be eco-friendly, but heavily rely on them to path their own way in being environmentally friendly. The top brands they stock vary in ratings according to Good On You, which rate brands' environmental efforts. For Nike and The North Face, the rating is "It's a start", compared to Champion and New Balance which "Is not good enough". Adidas has a rating of "Good". (Good on You, 2021)



(Good on You, 2021)

Nike has good policies to audit suppliers in its supply chain but it is not taking adequate steps to ensure payment of a living wage for its workers.



Adidas has good policies to audit suppliers and uses eco-friendly materials.

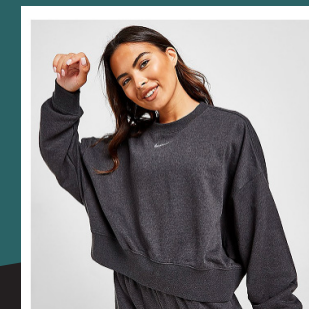


SUSTAINABLE COLLECTIONS

Alongside JD's efforts with packaging and operations, they also stock a range of sustainable collections from other brands. These include being manufactured using recycled materials along with the use of organic cotton. (JD Sports, 2021)

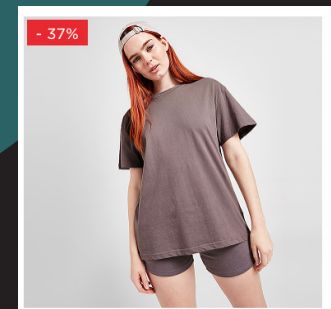
Sustainability

Looking to level up your look while being kinder to the planet? Our sustainable collection is home to must-have looks made using recycled and organic fabrics. With everything from tees, tracksuits and football shirts made from recycled polyester, to trainers created using waste, we've got head-to-toe freshness - all created with sustainability in mind! Expect innovative tech and sustainable fabrics from the likes of Nike and adidas, while our JD-exclusive brands Supply & Demand, Pink Soda Sport and more are using recycled fabrics, sustainable and organic cotton, as well as working on sustainable manufacturing processes! Do you bit for the future of the planet and shop the sustainable collection right here.

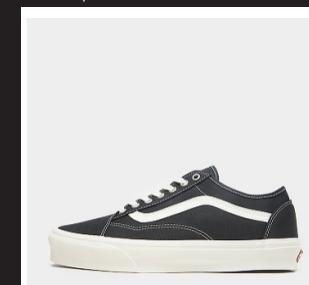


Nike Sustainable Fleece Crew Sweatshirt
£45.00

JD Sports, 2021



Sustainable Essentials Boyfriend T-Shirt
Was -£8.00 Now £5.00



Vans Eco Theory Old Skool
£75.00

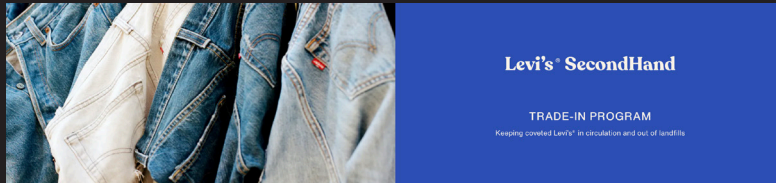


GOING FAST
The North Face Etip Recycled Gloves
£35.00
★★★★☆ (267)

CLOTHING SWAP WIDER RESEARCH

H & M Group

Levi's



HOW IT WORKS



Step 1

Gather your Levi's® jeans, denim shorts, and Trucker Jackets you're no longer wearing & book a "trade-in" appointment. We accept up to 5 items per appointment.



Step 2

Upon arrival, check-in for your appointment with a Levi's Stylist who will process your trade-ins. For more details on our trade-in product criteria please visit our [FAQs](#).



Step 3

Receive a Levi's® gift card for the value of your trade-in. Please note: we do not provide gift cards for unwearable items but are happy to donate on your behalf.

Levi's, 2021

Levi's Second Hand initiative brings customers to bring in their old and unwanted Levi products in exchange for a gift card to spend on newer, sustainable ranges or to buy more pre-loved products from other customers. Trade in prices vary depending on collection, age of manufacture, eg. vintage or early 2000s to current collections. The aim is to keep products circulating, along with preventing them going to landfill. (Levi's, 2021) While Levi's are doing other sustainability initiatives for current collections, this is a great way to keep the already produced garments have a longer life span, when there is such a demand for vintage Levi's.

RECYCLE YOUR CLOTHES AT ANY H&M STORE

GET A £5 VOUCHER FOR EVERY BAG OF UNWANTED CLOTHES & TEXTILES YOU RECYCLE WITH US



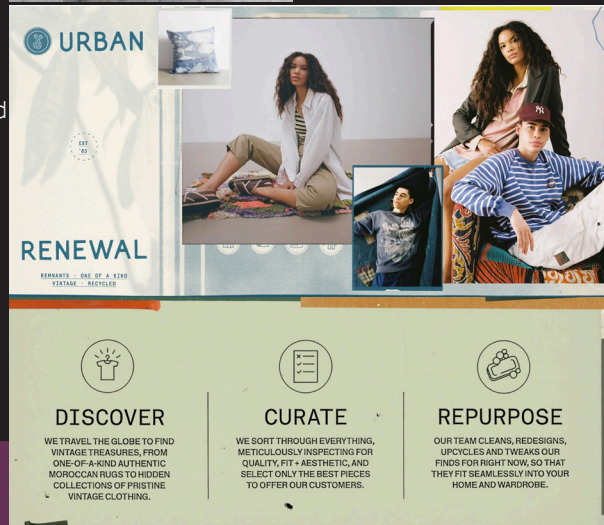
Barons Quay, 2019

Circular Clothing, 2020

While not a swap of clothing, the H&M group have a clothing recycling initiative in their stores. When visiting stores, customers can receive a £5 voucher when donating a bag of unwanted clothes or textiles. This encourages customers to donate instead of throwing away clothes, which ultimately end up in landfill.

With the donations, the H&M group either; resell second-hand clothes, reuse the fabrics – which are used as cleaning cloths, or recycle the fabrics and are turned into textile fibres and be used insulation among other uses. This has been proven successful, as the H&M group collected 29,005 tonnes of textiles in 2019, which is the equivalent of about 145 million t-shirts. (H&M Group, 2021)

Urban Outfitters



Renewal by Urban Outfitters is a vintage and pre-loved collection of clothing which are handpicked to keep to the aesthetic of the brand. These pieces are found from around the world, and are either sold as they are, or are renewed to become new pieces. This could be re-dyed, cropped or items fused together to create 'new' pieces for more customers to wear and enjoy. Deadstock fabrics are also used to create new sustainable pieces of clothing or even furniture. The idea is to preserve items and bring them back to life locally, from sourcing many garments and reworking them in the USA. (Urban Outfitters, 2015)

Urban Outfitters, 2021

RISE OF VINTAGE

“Upcycled and reclaimed fashion is opening up a new sense of individuality and self expression, while helping to save the planet”. (BBC, 2020). Vintage fashion serves a number of purposes – from being environmentally friendly to creating a sense of individual fashion.

Vintage fashion industry has increased, as a response to fast fashion. Many millennials are choosing vintage fashion due to being educated about the negatives of fast fashion. The pre-loved clothing hand market is expected more than double in value from £18bn to £39bn in 2023, accounting for more than 10% of the retail market. (BBC, 2020).

The vintage market is particularly popular with younger generations. Vintage fashion has been described as “looking forward through the window of the past” (Walsh, 2010 cited from Cassidy & Bennett, 2012).

It can be said that vintage fashion represents nostalgia and represent past eras through clothing. Vintage consumers are trying to escape from current trends and become individual through their fashion choices. (Cassidy & Bennett, 2012).

WHY 90S?

In recent years, 1990s fashion has been extremely popular. From 90s inspired clothing to 90s vintage clothing, people of all ages have enjoyed the nostalgia of the decade.

Mainly based from nostalgia, trends repeat themselves every 20–30 years. This rule means that trends are guaranteed to come back into fashion after 2–3 decades. (Medium, 2019)

While some people choose to go vintage to experience the nostalgia, many fast fashion brands adopt the trends and create new pieces to reflect the vintage trend.

With JD's roots beginning in the early 80s, and becoming listed on the London Stock Exchange in 1996, the nostalgia aspect could link to JD. By becoming an official big brand in the 90s, that was a successful decade for JD, it shows that the brand has a deeper reason to choose the 90s as a theme. (JD Sports, 2021)

Athleisure was a popular style in 1990s, with influence from Princess Diana and athletic magazine clothing.

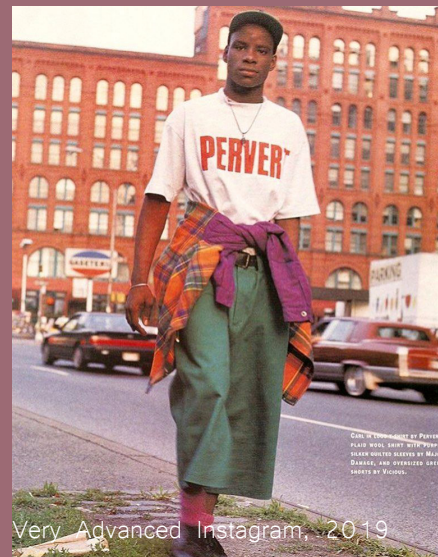
VISUAL INSPIRATION COLLECTION OUTLINE



The following images summarise the plan for the final outcome. The street style images have inspired me due to the styling and the values of street style. Street style is based on individuality and personal choice, rather than current trends, and my outcome will be inspired by making fashion personal to the individual, rather than wearing what's on trend at the time.

The photographs inspire me to follow a more professional posed style for my images, to make sure the garments are the main focal point, rather than street style photography where most of the image is the background.

From research, I prefer the photographs with bright colours, making the items of clothing stand out, or even co-ordinate with the background, and this inspires me to do the same with my images.



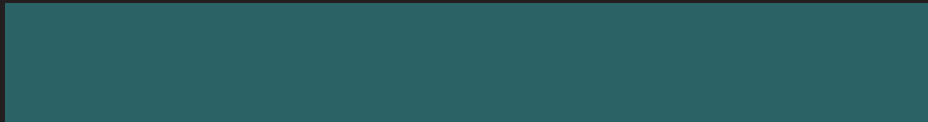
COLOUR PALETTE



PANTONE 4995 C



PANTONE 7407 C



PANTONE 5473



PANTONE 511 C



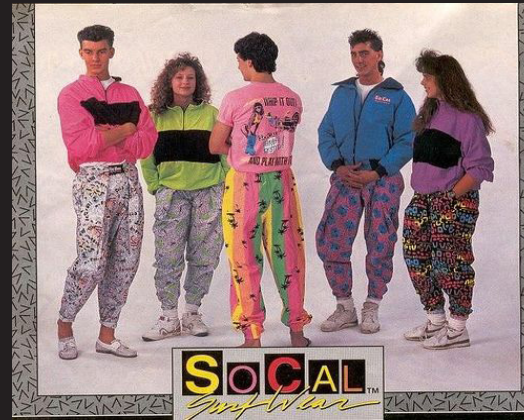
PANTONE 1815 C



Warm Soda, 2018



Juicebox, n.d



badadnn, n.d



Vogue Australia, 2019



New York Times, 2021

The following colours were popular in the 90s, transitioning to muted colours from the bright colours in the 1980s. To directly link the 90s theme, this colour scheme will be used for the illustrations and text to enhance the clothes swap idea.

COLLECTION OUTLINE

PLAN

Clothing swap collection, promoting sustainable clothing purchases. Customers swap their pre-loved clothing for new used clothes from other customers. This promotes people to donate unworn clothing and reduce the amount of fast fashion bought.

Idea of vintage clothing to match the demand, narrows down theme so people do not donate unwanted and unsellable items.

JD benefits by adding percentage on top of new sale and increases their sustainability efforts.

JD Sports as a company has some sustainability efforts regarding recycling and transport, but does not have an influence directly to the brands. This collection would increase their efforts rapidly, proving they are helping to reduce fast fashion purchases, despite selling fast fashion brands.

STYLING & PHOTOGRAPHY

Use of brands that JD sports already stock, such as Adidas and Nike, the top two most popular brands. This is so customers can directly link from their chosen brand, to a more eco-friendly version of a clothing item.

90s and vintage clothing for the photography, to reflect the vintage swap. Photography including individual models and "swapping" of clothing. Two models wearing outfits and swapping outfits for the second photograph.

STREET STYLE

From my initial research, I started out with the idea of creating a street style inspired collection. However, I preferred the values of street style rather than the photography aspect. I liked how the style is reflected as being individual and not following big trends or fads.

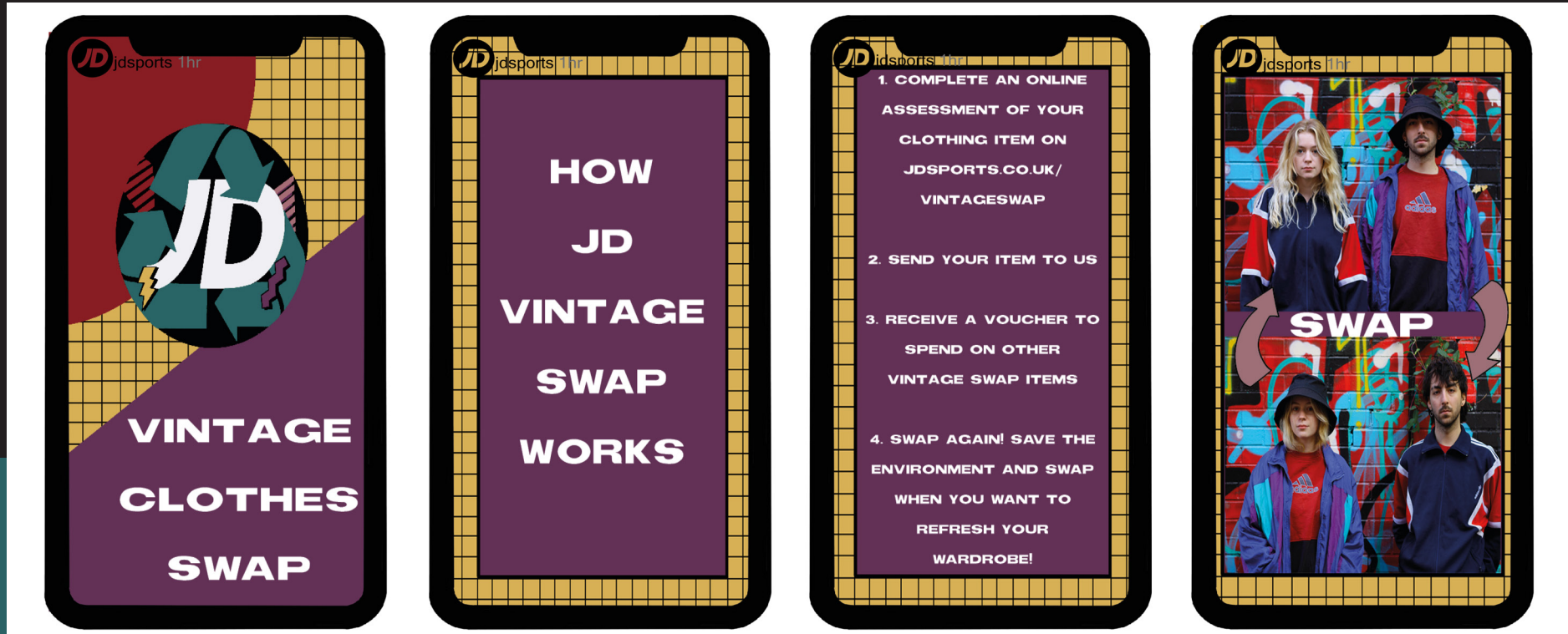
MARKETING PLAN

From research, I found that JD's main focus is social media marketing. I will create Instagram posts that can be used on all social media platforms. They currently post all the same images across Facebook, Instagram and Twitter.

Alongside this, I will create a video that can be posted on both Instagram and Tik Tok, as this is such a powerful platform. With over 1bn active users per month, videos can reach a large number of people on Tik Tok in a short space of time. (Influencer Marketing Hub, 2021)

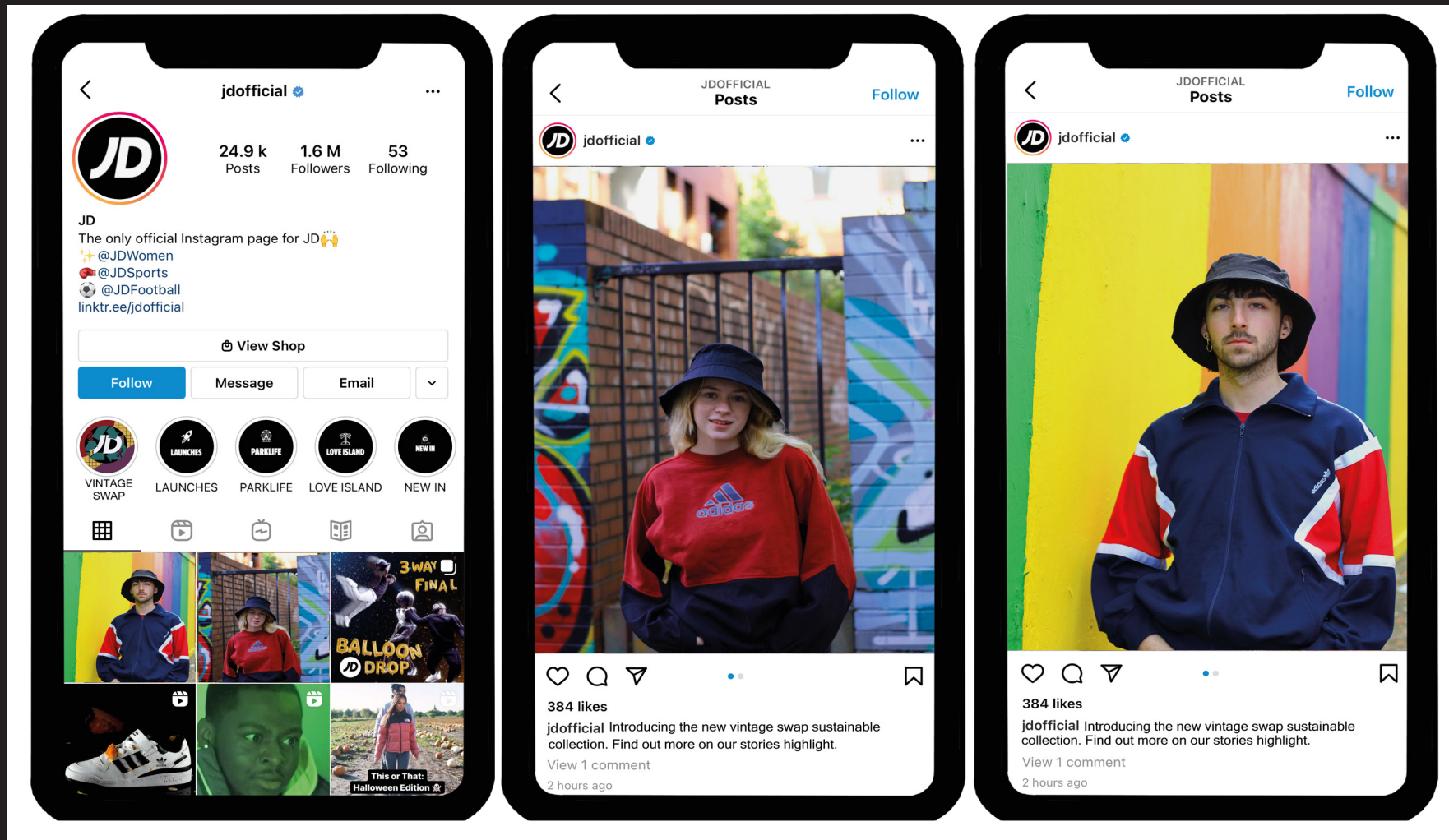
Since the Vintage Swap is based online, the marketing will be online focused, due to the accessibility of reaching the correct website. Links can be placed on social media channels and posts for speed, but in-store it will simply show a website address. Despite this, the collection will be promoted through posters and displays in JD stores, to increase footfall to the website and promote a sustainable way to shop. It would increase visitors to the website as customers will walk past advertisements when shopping in-store.

MARKETING: SOCIAL MEDIA STORIES



These designs were chosen as they reflected the 90s theme, from the use of the grid background and bold shapes. The final image reflects the swap idea through photographs. These will be used on Instagram stories and despite not knowing the statistics for JD Sports' story viewers, from the following alone, the stories should reach a high number of people. Links can be added to Instagram stories so customers can directly access the website link, making it more accessible to visit the website. This is easier for customers to visit compared to regular feed posts, which requires a longer process to visit the website. The set of stories is only 4 slides, as the number of viewers decline the more stories posted. (99 Firms, n.d) Instagram stories are a powerful marketing tool as 58% of people became interested in a brand or product they saw on Instagram stories. (Hootsuite, 2021) With 500 million people using Instagram stories on a daily basis, this is a great way to market a new collection and concept for JD Sports. (Instagram Business Statista, 2019)

MARKETING: SOCIAL MEDIA POSTS



I chose Instagram as the main platform, despite JD having a higher following on Facebook. This is since Instagram is image and photography focused, rather than the text focus on Facebook. This allows the posts to present the photography and to get a higher engagement. The posts are successful as the photos are presented clearly without any distractions, and the information is presented on Instagram stories and the blog.

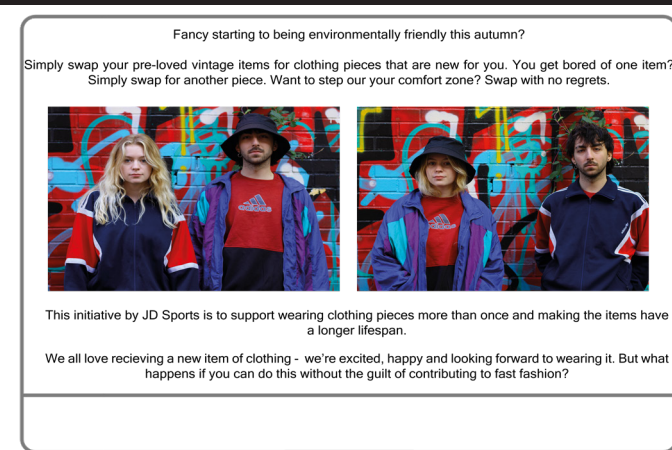
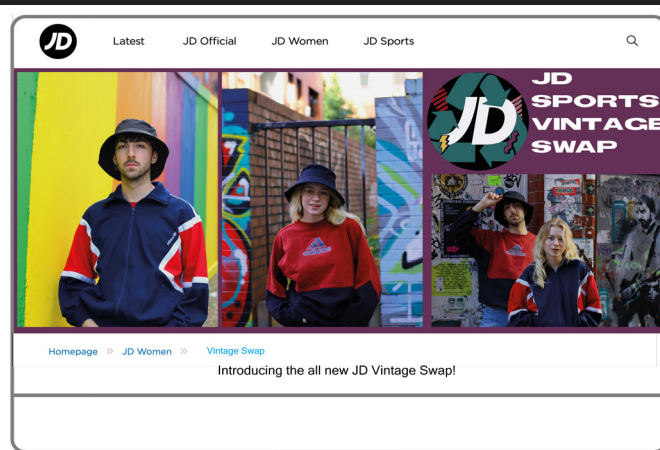
MARKETING: INSTORE



The following images show in-store mock-ups. This is how the collection would be presented in JD Stores. I chose photography over graphic heavy signs to represent the vintage swap idea clearer. JD Stores provide many opportunities for individual marketing opportunities, which I have used to my advantage. The text has been kept short and snappy, with just the website for people to visit if feeling inspired by the photography. I opted for instore marketing over traditional billboard marketing as the customers are already in store, focusing the customers down from non-customers that would be targeted from billboards.

BLOG/ LOOK BOOK

JD Sports use their blog to post new posts about collections, fashion advice, sports information, competitions and more. As posting all the photos on social media would hide other content, I decided to use the blog to my advantage. A blog post would explain the details of the swap in a clearer format. This would give the opportunity to post all the photographs and act as a look book too for the swap. The blog post, look book hybrid would present all the information in one area, while keeping to the current ways JD present information and blogs.



VIDEO DEVELOPMENT REVIEW

I created three different videos to enhance the idea of the vintage swap. The platform that these videos will be released on is Instagram and Tik Tok, along with having the potential to be used as an advert on Instagram Stories and other social media platforms. All three videos contain the same audio, as I thought this was a successful music choice, due it being upbeat and similar to other music JD has used. I used Premier Pro to edit the videos.



The first video included both models either walking towards or walking away from the camera. This represented the swap idea, of the same item of clothing passing between two people. However, since the video is short, to keep it snappy, the message may not be presented to it's full capability. The end title is clear with the logo and website.

Rather than video footage, compared to video 1, this video uses two still images from the final set of images. The video flicks between both images quickly, where user can see the physical swap of the garments. I used the opacity tool to create this effect. However, this video flashes too quickly and could possibly cause confusion due to the speed. The video lacks website information.



This video has the same images and concept as video 2, due to swap using the swap final images. This video uses the "push" transition to mimic the swap concept of a physical swap. The swap text is clear and on both images and transitions are used to make the video smooth and professional. The video is quick and snappy to be used on social media platforms. This is the final video I chose to use due to the message being presented clearly and to the point to keep customers engaged.

FINAL PHOTOGRAPHS

The final photographs have been taken using Canon 2000D. While the editing varies with every image, for most the saturation and vibrance have been increased to increase the colours. This makes the images stand out more against competitors and to make sure the garment stands out. The lightness has been increased or decreased depending on the natural light and the angle the image was taken.



DEVELOPMENT PHOTOGRAPHS

IMAGES 1466-1499

Background is too busy. Too much focus to background rather than the model and styling.

IMAGES 1500-1527

Two patterns as a background causes the model to get lost in the photo due to the lack of contrast between the colours of the background and jacket.

IMAGES 1528-1567

Rainbow background is successful. Final image chosen from this selection of photographs. Made sure the focus was on the model and the photo was clear.

IMAGES 1568-1627

Creative and contrasting background. Chose a final image from this selection, narrowing it down to a image with two art walls for variation throughout the photographs.

IMAGES 1632 - 1656

Interesting and colourful background, but too many images included non-athleisure clothing. Would not match the theme.

IMAGES 1657 - 1663

Explored against a non-street art wall, against metal railings for texture. Not successful due to background looking messy.

IMAGES 1664-1694

Too natural poses, not focused enough on camera. Not enough contrast against background and garments. Would not match other final images.

IMAGES 1698-1713

Successful images from this section, final image narrowed down. Addition of graphitti and texture from posters.

IMAGES 1718-1729

Too much natural sunlight in images. Would not flow with other final images.

IMAGES 1732-1758

Clothing swap section of images. Narrowed down two images to represent the concept the best.

IMAGES 1759-1774

Too much natural lighting resulting in no focus on model and clothing. Street style photography.

IMAGES 1775-1794

Both models walking towards the camera. No detail towards clothing and too much focus on messy background.

IMAGES 1796-1821

Narrowed and edited from this selection. Strong contrast between background and sweatshirt, professional poses.

SUCCESSES

From the Vintage Swap collection, there has been many successful elements. From the development images, I took a wide range of images in a variety of locations around Manchester. I found street art linked to street style, of being directly on the street and created individually and not following typical art norms. As street art and graffiti can be controversial, this links to street style through the aspect of not following trends and fashion norms. The development images were successful as I took a range of photographs including different lighting, angles and outfit combinations, which resulted in difficult decision to pick the final images.

The final images were successful as the clothing was portrayed clearly and professionally presented. Other successes resulted from the editing of the images, from the increase of saturation to make red pop from the background and the models Adidas sweatshirt which increased the quality of the image. The “swap” set of images reflect the theme and concept successfully, showing that many items are both unisex and sustainable, alongside the physical swap of clothing.

The theme and colour scheme used for the graphics has been successful. The graphics professionally represent the theme, from the use of the recycling symbol on the JD logo, to the vintage/retro shapes throughout for social media. These have not been too overpowering when used on the graphics, so the focus hasn't been removed from the photographs.

Another success has been the marketing plan. While the concept has stuck to social media, this is the leading marketing method in recent years. Today, more \ people spend more day with digital marketing than traditional marketing techniques. This is people seeing more marketing advertisements on social media than traditional marketing such as newspaper, tv and magazines. In 2020, the average time spent on digital media was 470 minutes, compared to 2013 which was 347 minutes. For traditional media in 2020 and 2013 it was 347 and 427 minutes respectfully. (Statista, 2021)



UNSUCCESSFUL/ IMPROVEMENTS

While some aspects were successful, there are some drawbacks. My photographs lacked full length images of both models. The photos mainly focused from the waist up, and only showed sweatshirts and jackets. This could be improved by the models wearing athleisure joggers or trousers, to reflect the theme more and add variation. More swap images could have been taken, including in different backgrounds and variety of styling combinations. This would have allowed more marketing and social media posts to have the “swap” aspect, rather than just a singular model presenting a swap outfit.

For the final images, they could be improved by using more models, instead of just two models, to enhance the swapping idea, such as swapping between 4 models. There could be more of a variation with colours, rather than the majority focusing on red garments and background.

From the initial theme, the streetstyle theme could have been portrayed stronger. While the meaning behind the theme has been portrayed of individual items and not following fad movements, the photography and styling could have had a stronger influence from street style.

The in-store marketing graphics could be improved by making it more accessible for customers to visit the website. A QR code could have featured on the posters around the store so customers can instantly visit the website. In-store interactive experience could have been pushed more, including screens which are linked to the website directly, along with videos played in store to increase the message of the vintage swap and sustainability.

CONCLUSION

Overall, I think the concept has been successful. This would benefit both JD and the environment, and encourage JD's customers to be more eco-friendly without a huge commitment to their shopping habits already. The logos and graphics are professional and represent the concept of both sustainability and vintage/retro. This has potential to be popular in the UK, along with the concept being released in the 19 countries that JD have stores. This could bring nostalgia back to customers who wore similar clothes or were aware of the clothing style in the 90s. As the swap is unpredictable in regards to the item of clothing, the overall concept can attract a wider range of people, all of which have different clothing tastes.

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Introduction

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