

YMA Design Case Study 2019

H&M x *Women4Oceans*

Fall 2020 Collection

Bringing power to women through an unsuspecting collaboration

Executive summary

H&M is a value-driven, customer-focused, and creative fast fashion company. Women4Oceans is an organization that is creating a movement that promotes, connects, empowers, and provides support to projects initiated and run by women seeking to improve the health of our oceans. These two unlikely companies/ organizations can be brought together to make quite a unique line that is derived from the inspiration of powerful women and our beautiful and elegant ocean. Ideations are where it all begins. Gathering as much research as possible helped the ideas flow when coming up with what to design for the line. The line was created while keeping in mind the types of material that would be feasible for H&M to produce along with the colors that would continue to successfully communicate the story of the collection to the consumer. The 3 original patterns were also created with both H&M and Women4Oceans in mind as well as what would be unique and add special elements to the garments. The tech flats with callouts for three of the designated looks were designed in order to help the viewer see some unique elements of the garments as well as how the garments were constructed. Overall, with a mutual collaboration, H&M could establish themselves as one of the very few fast fashion companies who are serious about taking bigger steps towards more sustainable production and accomplishing their sustainability goals that they want to accomplish by 2022. By creating a line that embraces sustainability while also shining a light on women, there is a way for H&M to bring something unique to the table. Since Women4Oceans is a fairly small organization with a small reputation, a collaboration with a global company such as H&M could bring attention to the organization on an extremely large scale. With the right branding and communication to the consumer, this collaboration could create an incredible outcome of higher recognition for sustainability and our oceans.

H&M Company

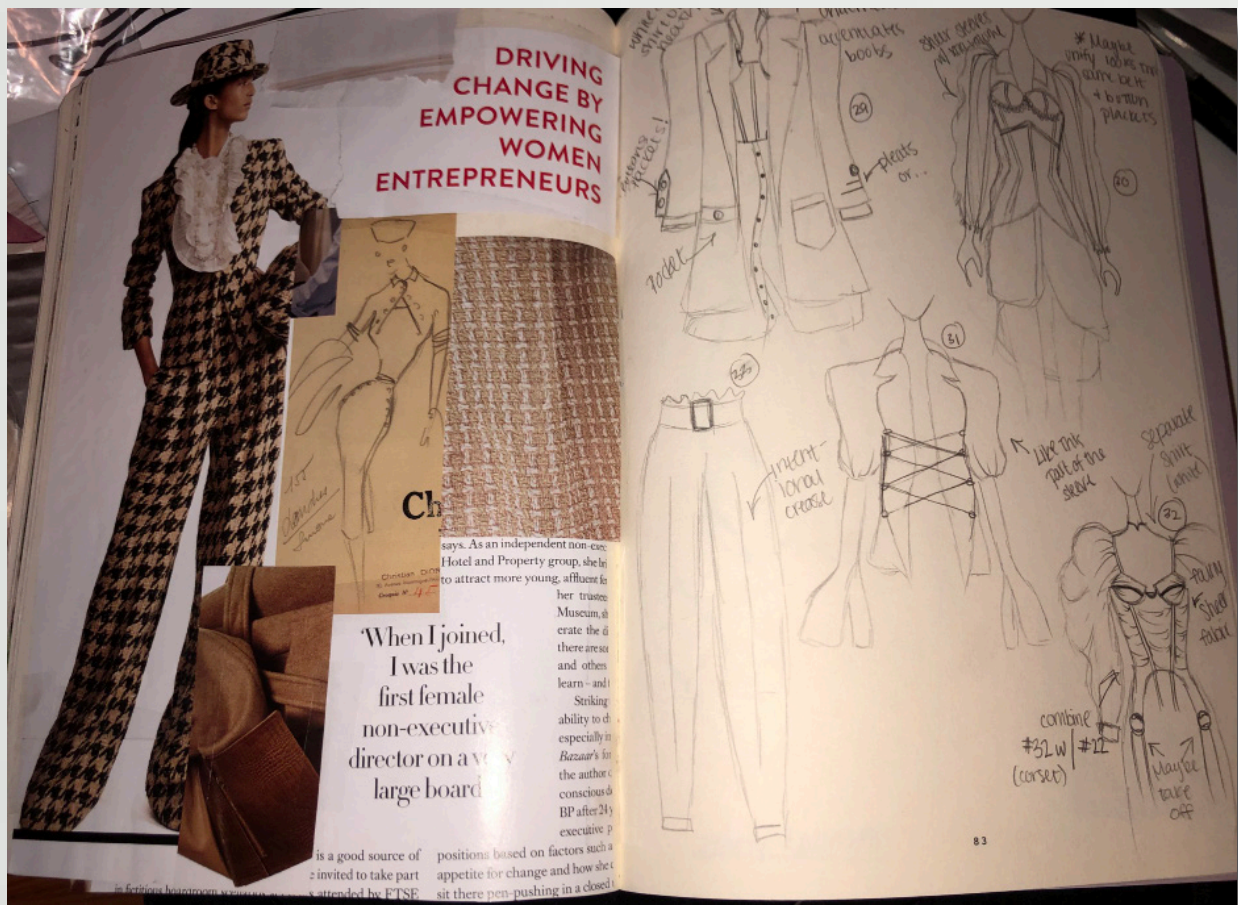
H&M is a Swedish multinational retail-clothing company, known for its fast-fashion clothing for men and women. They do not only sell clothing, but also sell items such as shoes, bags, jewelry, and accessories. There are multiple reasons as to why H&M was the fashion apparel brand that was picked to collaborate with Women4Oceans. Since I was inspired to create a line that was influenced by the power suit of the 80's and powerful women in general, H&M has an aesthetic in which the original line would stand out but yet fit in. The main reason as to why H&M was the perfect company to collaborate with is because of their efforts in moving towards responsible, ethical, and sustainable production of their clothing. So far as of 2018, H&M has accomplished having 57% of all their materials used to make their products from recycled or sustainably sourced materials, and 95% of their cotton products come from recycled products or are sustainably sourced. They have also been able to reduce CO2 emissions from production operations by more than 11%. A water roadmap for H&M's supply chain contains their key goals and actions up until 2022. All of these accomplishments are very impressive for such a huge fast fashion company in which it is their job to mass produce clothing from runway to store to consumer. H&M partners with a lot of organizations that have to do with sustainability such as UN Global impact, Better Work, and Ethical Trade Initiative; yet these are not partnerships that are exclusively known to most H&M consumers, and are different than the various collaborations that H&M has with big name designers.

Women4Oceans

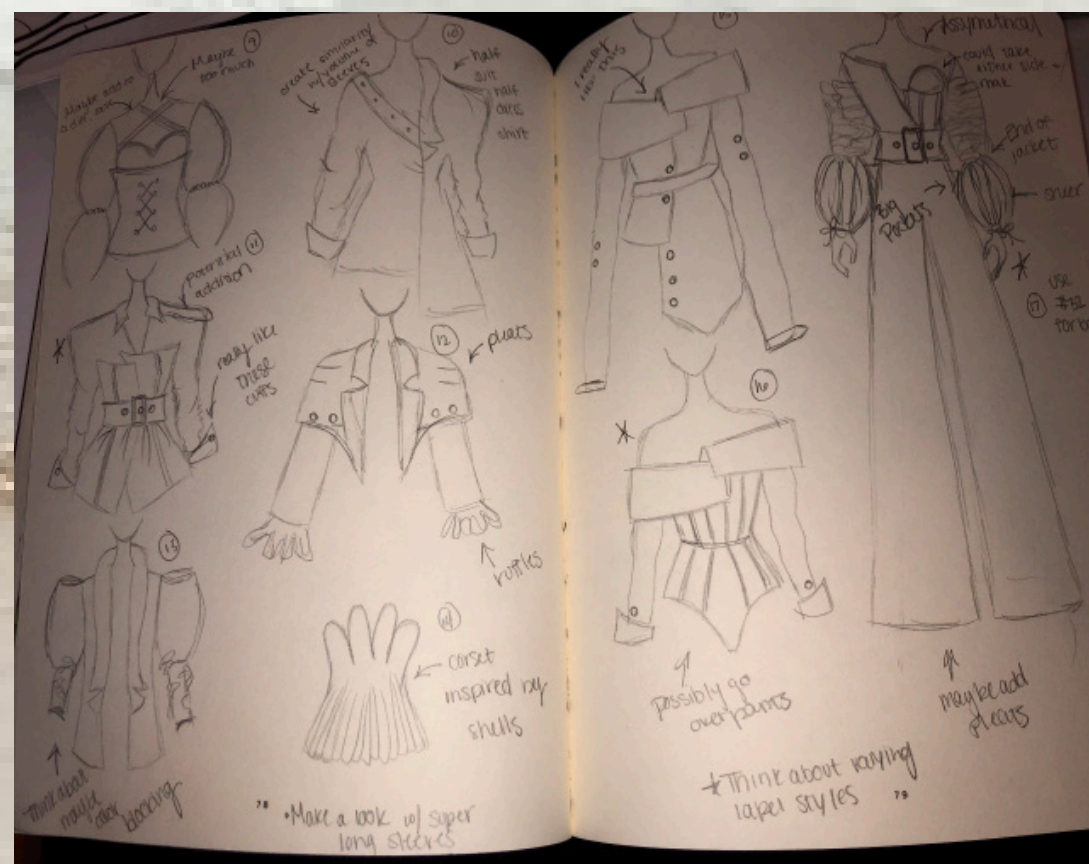
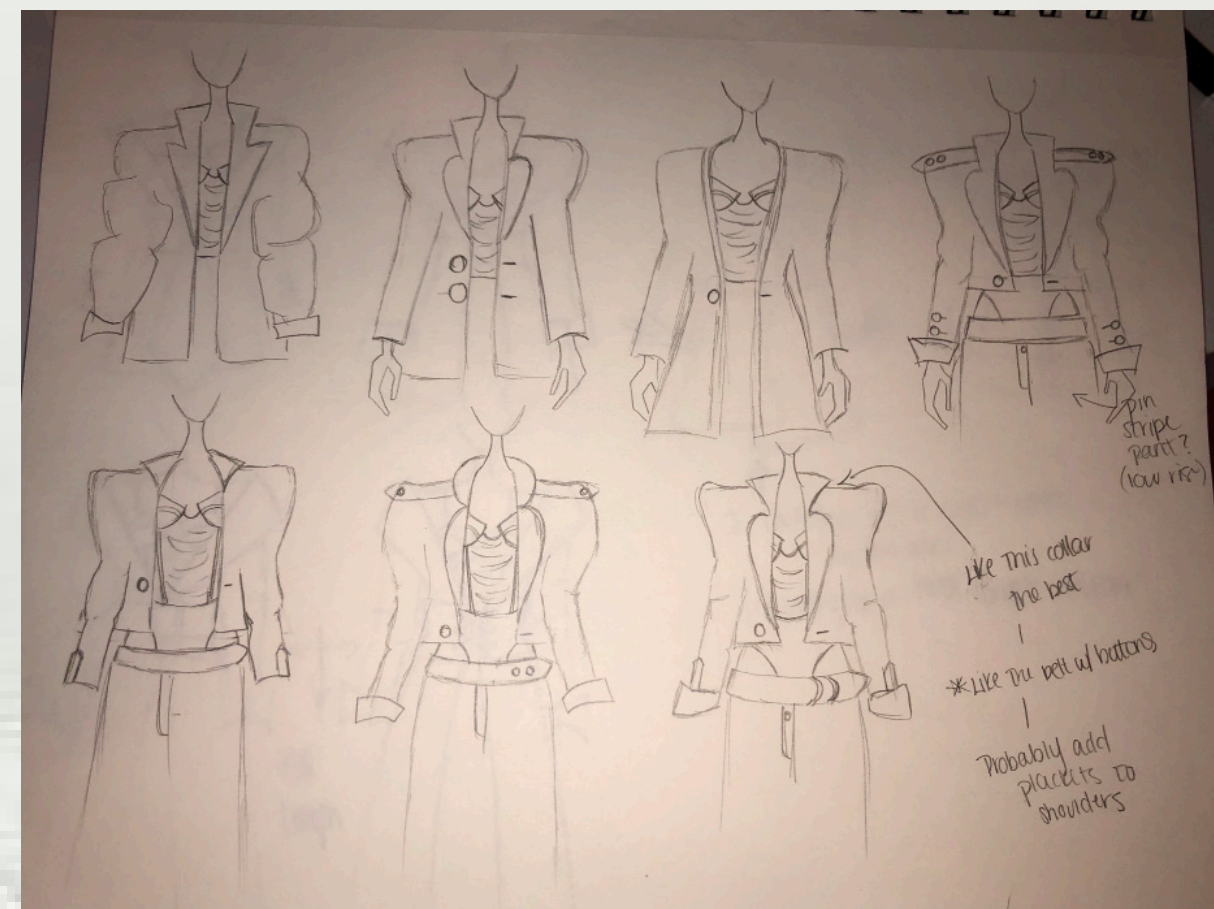
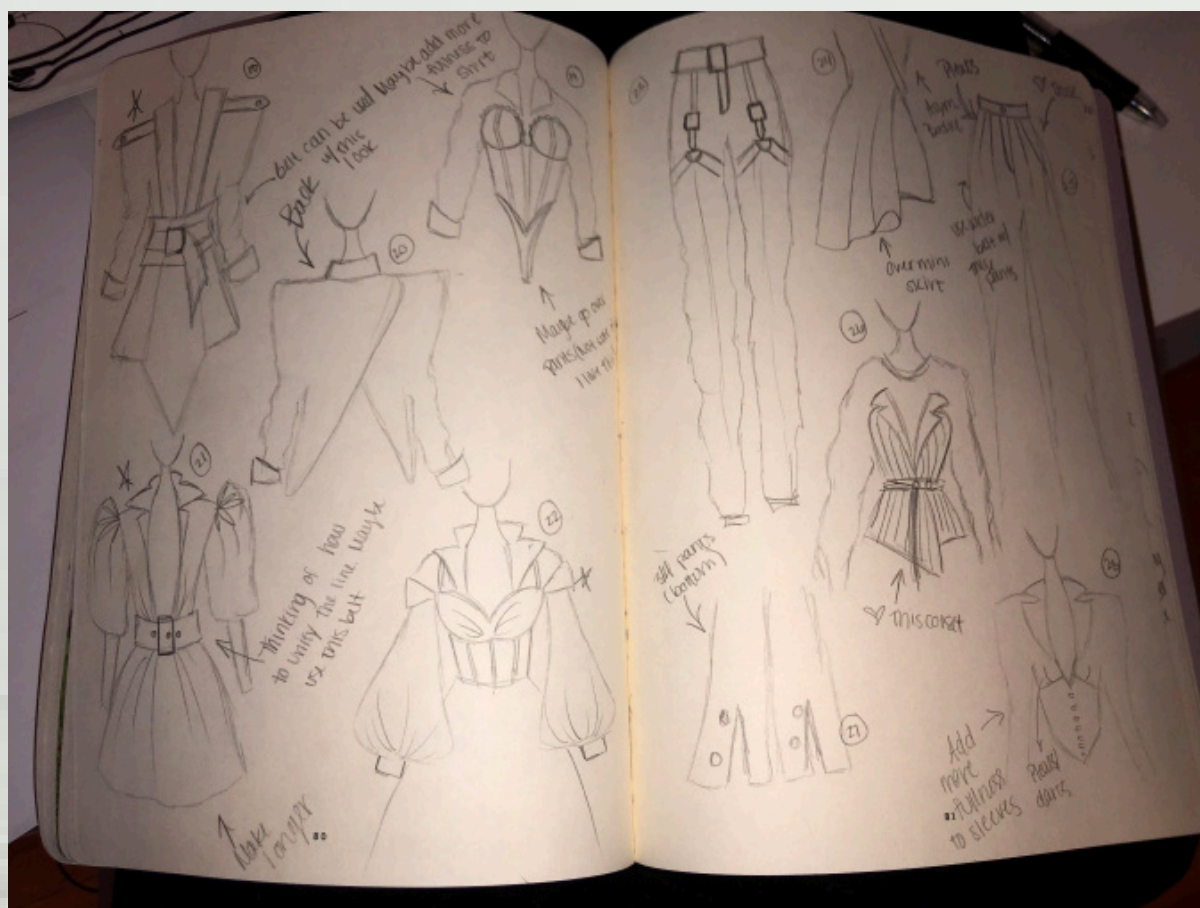
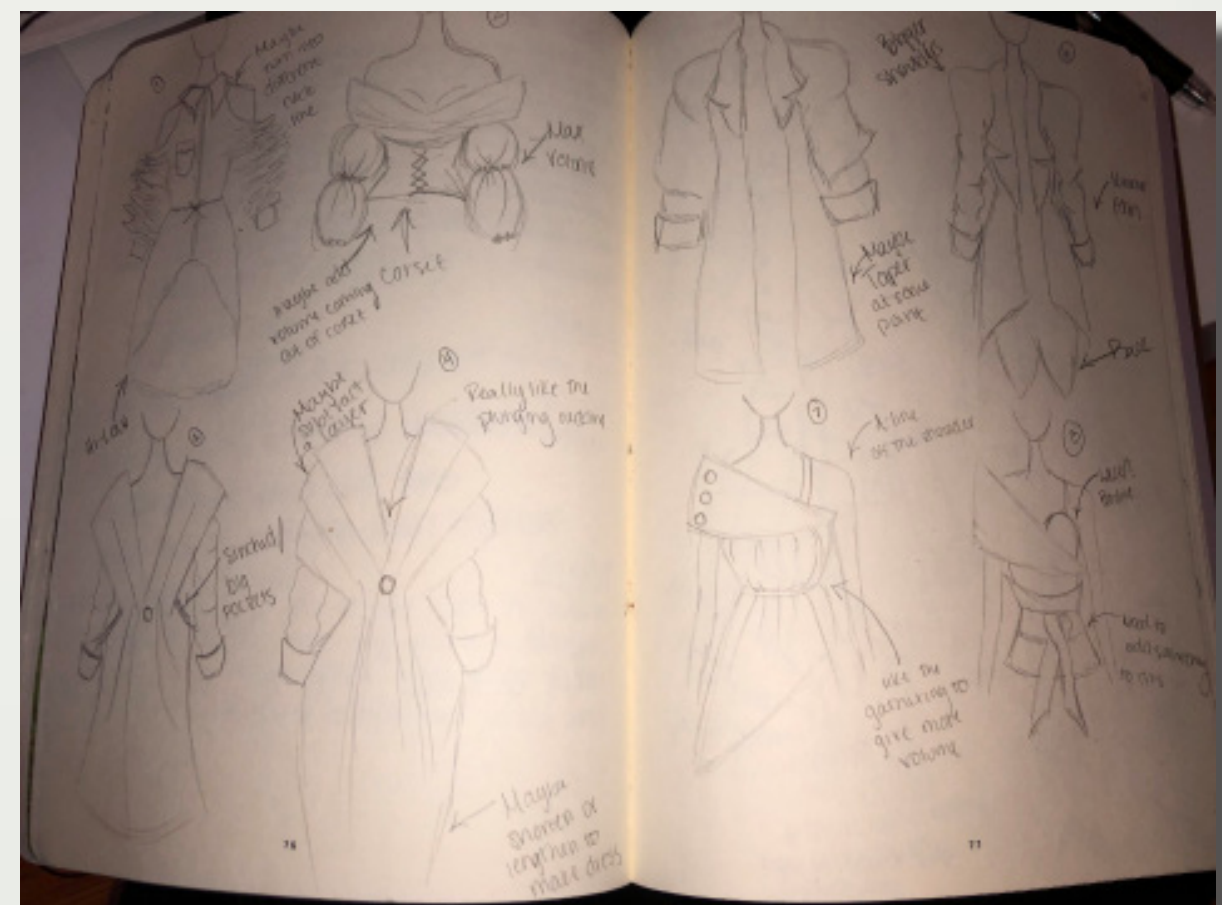
Ocean health advocate, Farah Yasmin Obaidullah has spent almost her entire life trying to understand our oceans and trying her best to protect them. Through this passion, Obaidullah directed her career towards her life long passion and commitment to protect the world's oceans and thus, founded Women4Oceans. As a registered non-profit organization, not only is Women4Oceans an organization that promotes ocean health, but it is also an organization that is giving light to the often overlooked parts that women play that have to do with ocean conservation. Crucial roles are played by women everywhere in safeguarding our precious marine resources from women in fisheries to women in business to surfers, scientists, and campaigners; women from all kinds of aspects show their love for our oceans, and yet they still find it hard to be taken seriously as decision makers of laws that regard our ocean. Obaidullah's goal is to connect, support, and empower women who center their work towards creating a healthier ocean. Obaidullah believes that a healthy ocean is the cornerstone of a healthy planet. Overfishing, destructive legal and illegal fishing, climate change, pollution, poaching of endangered species are just some of the few deplorable practices that are taking their toll on our ocean. W4O will provide support and empowerment through an online platform that highlights, connects and provides resources to women working towards a healthy ocean. As the movement grows, W4O will expand to provide training and continue its own research into the challenges faced by women as they work to secure a healthy ocean. Women4Oceans is unique in that it is the first platform to focus on the efforts of women specifically. W4O will profile women across geographies, issue and ethnicity.



*Ocean Health is
Our Health*



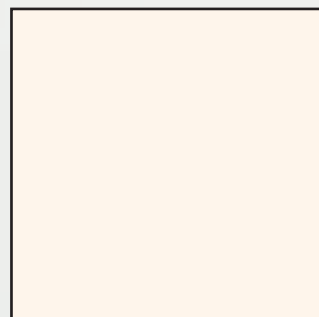
Ideations



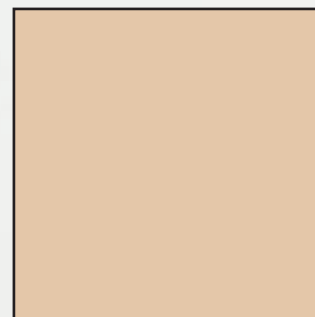
Color Palette



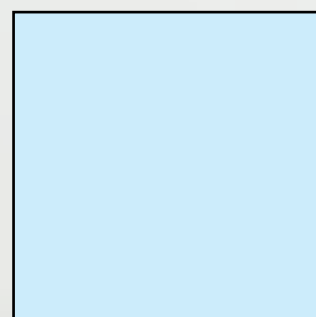
Bora Bora



Peaceful Retreat



Sandy Goes



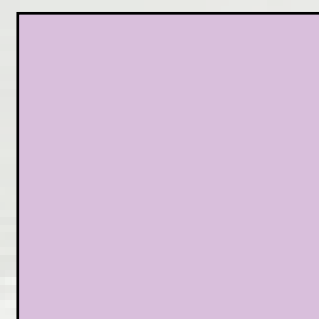
Santorini Blue



Deep Blue Sea



Morning Fog



Pink Paradise



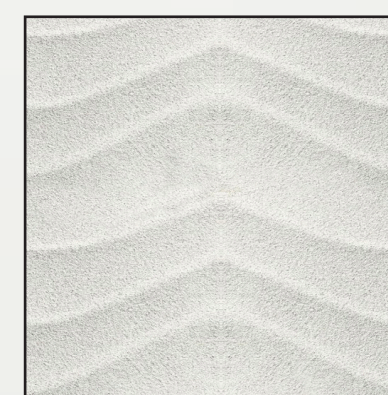
Sailor's Sack

Original Prints



Run The World

Run the world is an original textile print that is inspired by the working woman who can do anything and everything. The repeating pattern is printed on with laser technology to try and reduce waste



Wave Hello

Wave Hello is an original textile inspired by the natural lines made in the sand by the ocean. The lines are raised giving whatever garment that uses it an element of texture.



Turtle Trail

Turtle Trail is an original textile that is inspired by the trail that infant sea turtles leave when returning to the ocean for the first time. This textile gives any garment that uses it an element of texture.

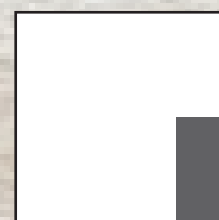
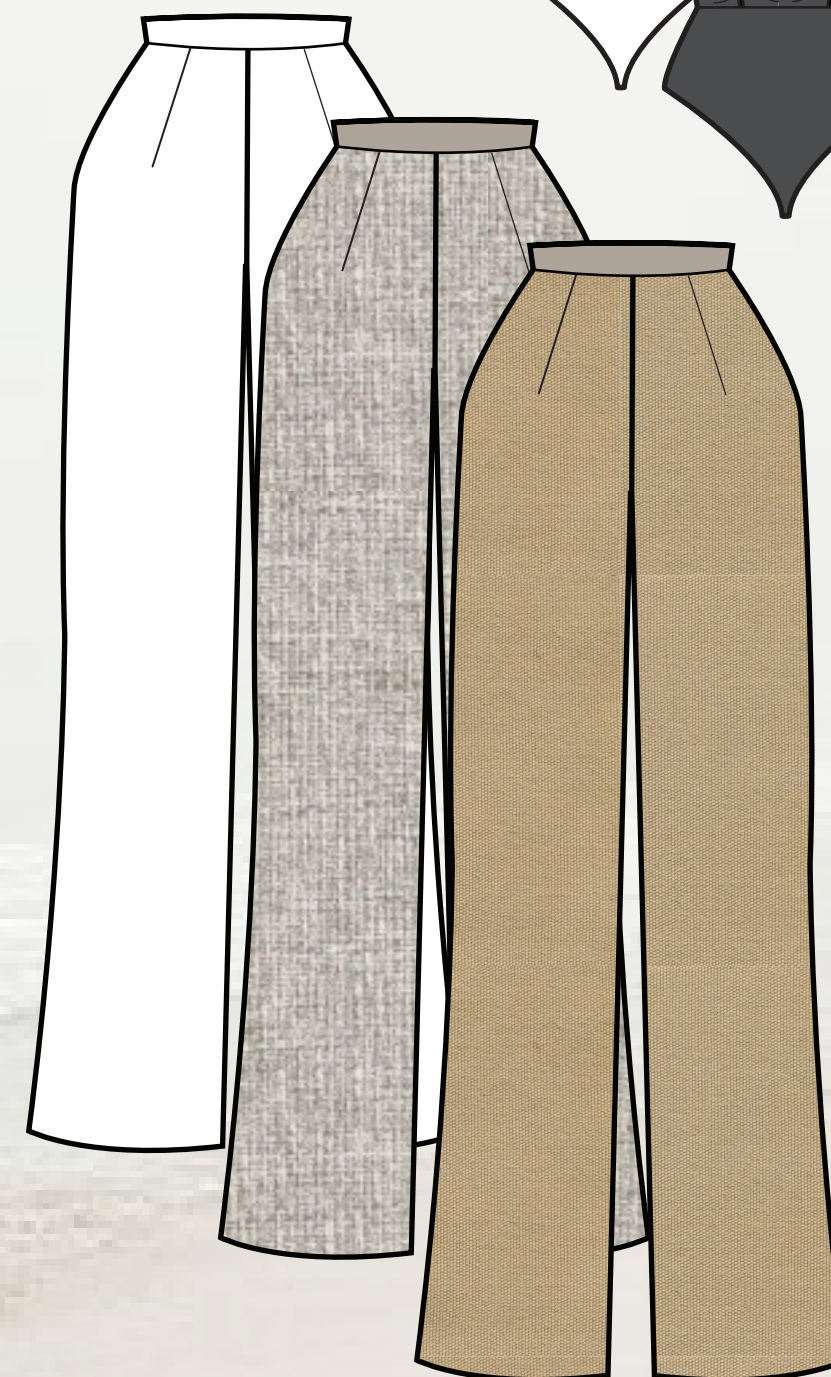
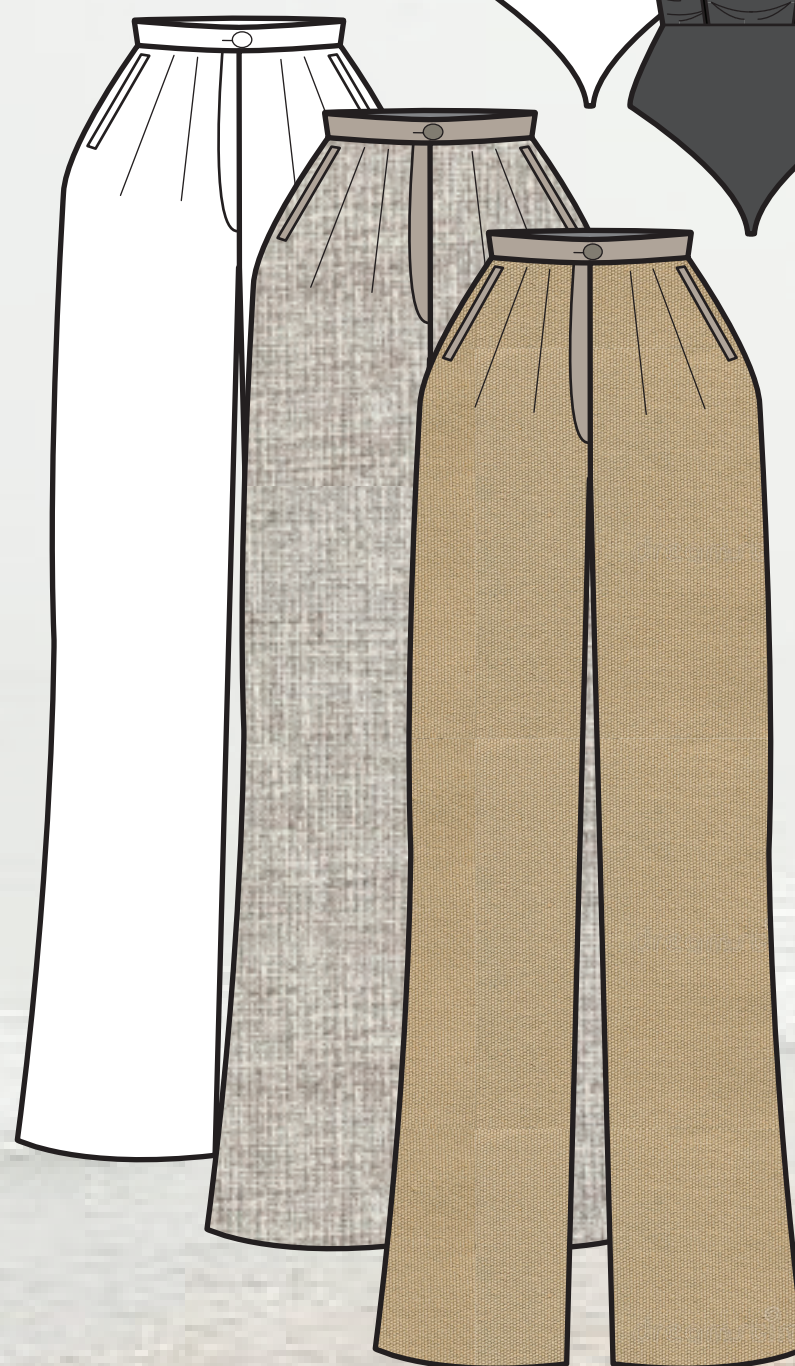
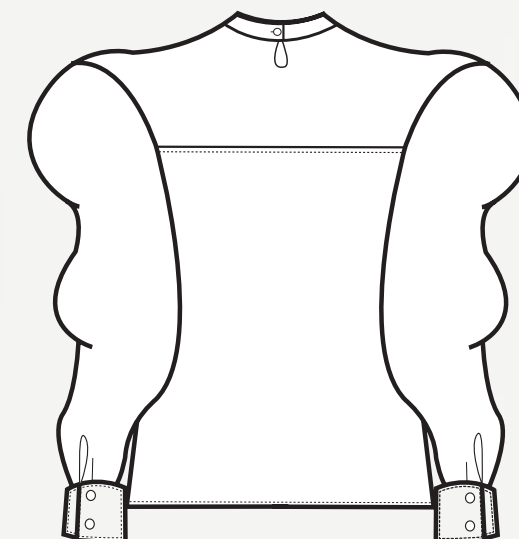
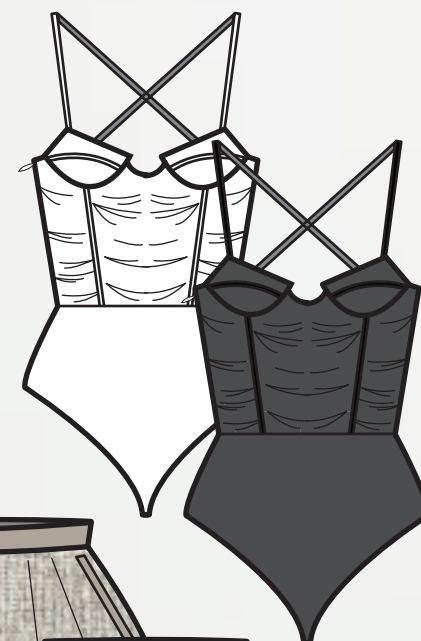
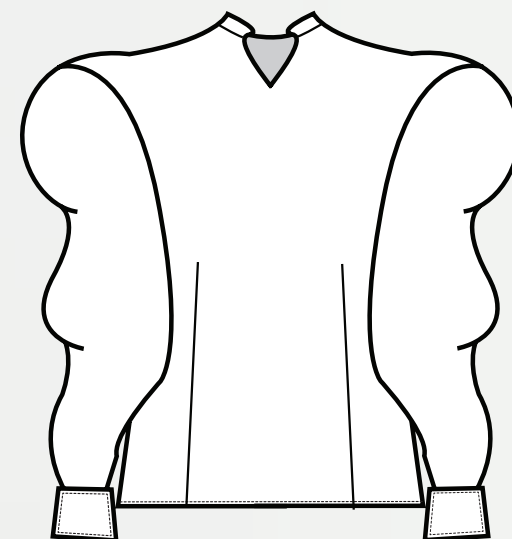
The H&M x Women4Oceans collection features soft colors that speak to the calmness of the ocean. With a bold collection based off of the powersuit of the 80's that uses colors inspired by our oceans, the story of bold and beautiful can be seen through this color story. Each of the colors are dyed onto sustainable materials using a zero water dyeing technique

H&M x Women4Oceans





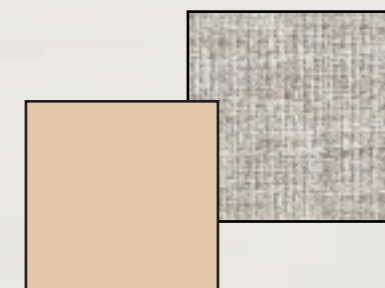
H&M x Women4Oceans



Bodice constructed from sheer hemp. Hemp is one of the most sustainable materials from which a fabric can be made. Fabric dyed using zero water dye technology.



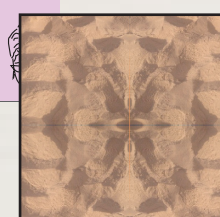
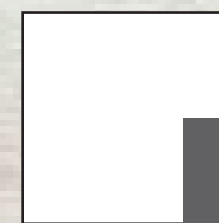
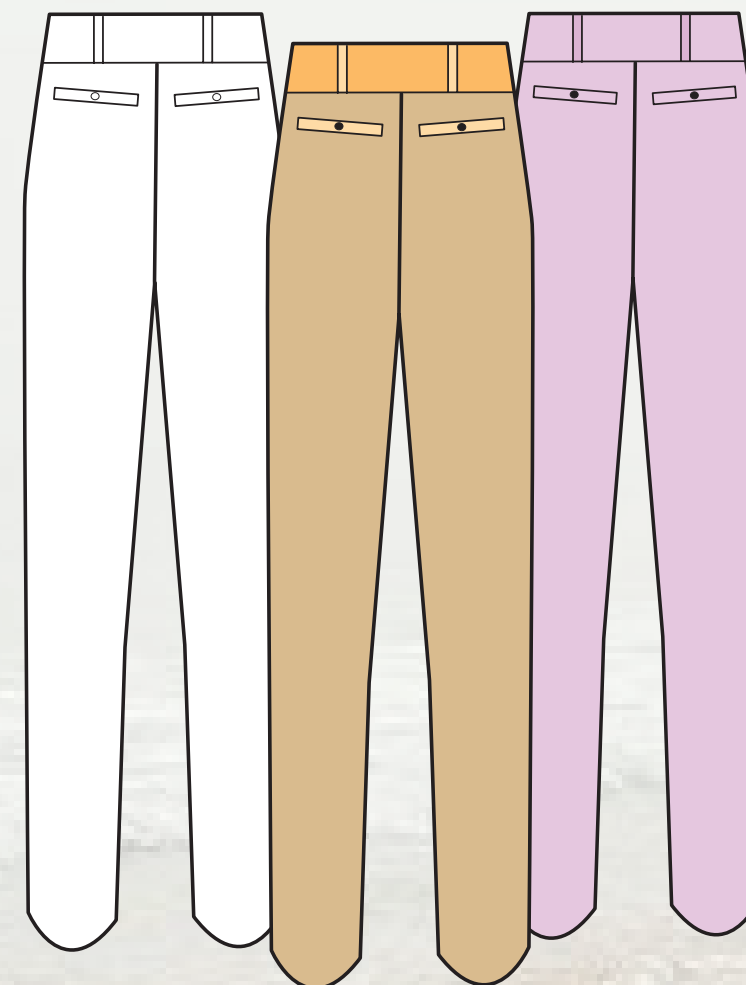
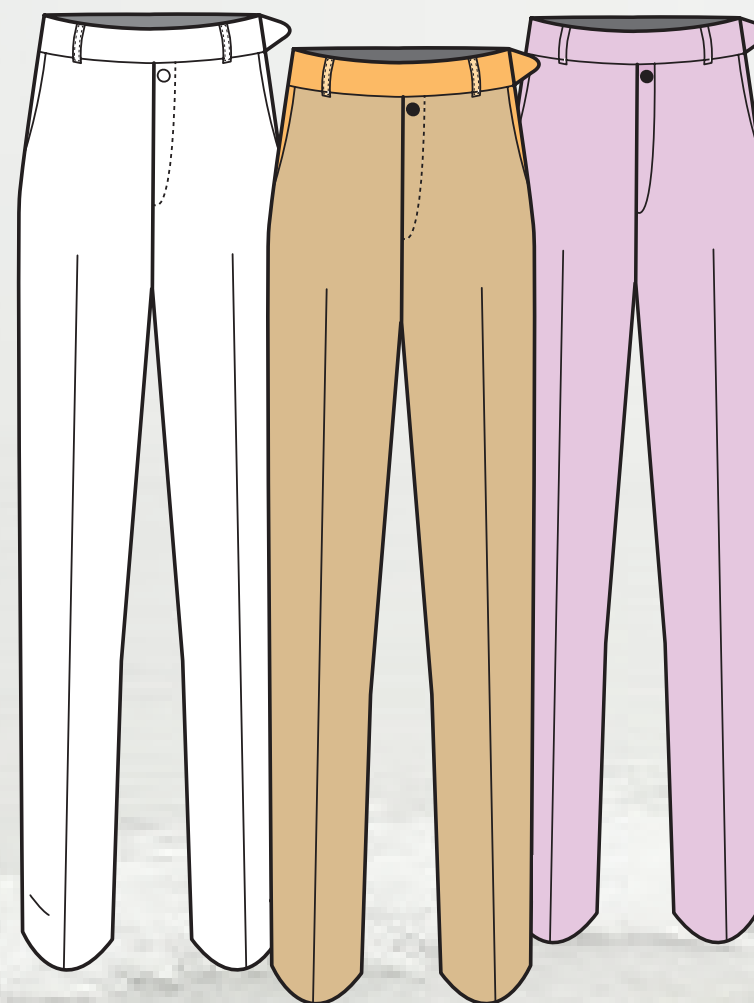
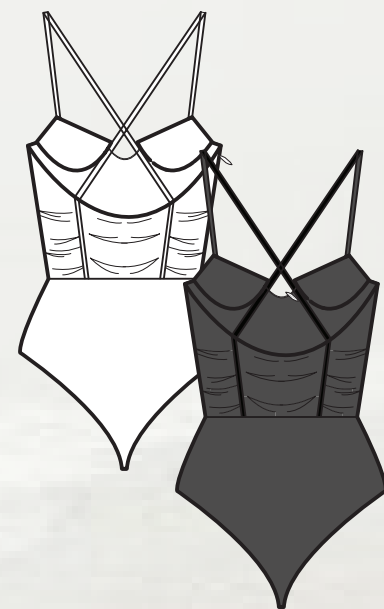
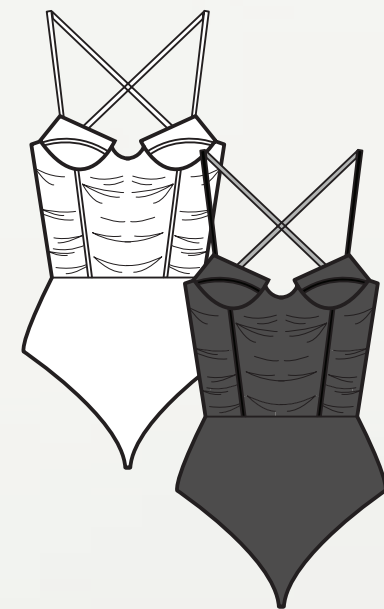
Shirt made out of white dyed tencel which comes from eucalyptus trees and uses 80% less water than cotton and doesn't use any harsh chemicals to grow.



The pants use a material made of 100% recycled elements such as plastic. It is still very durable and also gives a natural texture that adds an additional element to the garment.



H&M x Women4Oceans

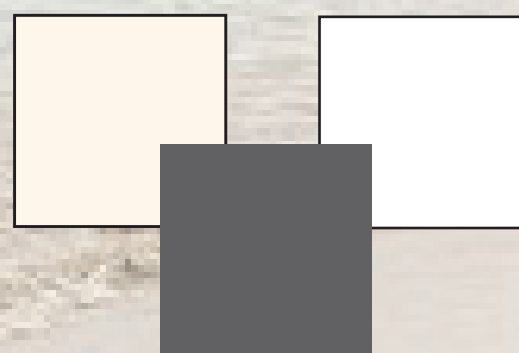
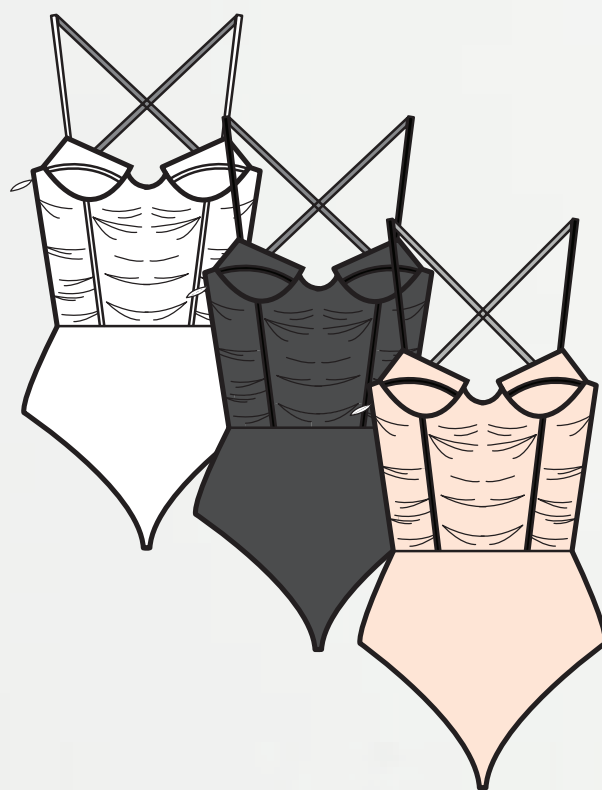


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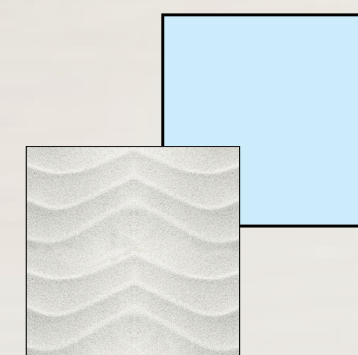
Suit pants and jacket made from material called Italian-milled bamboo and includes tagua nut buttons which give the high end feeling of suit material but is also a great alternative related to vegan leather.



H&M x Women4Oceans

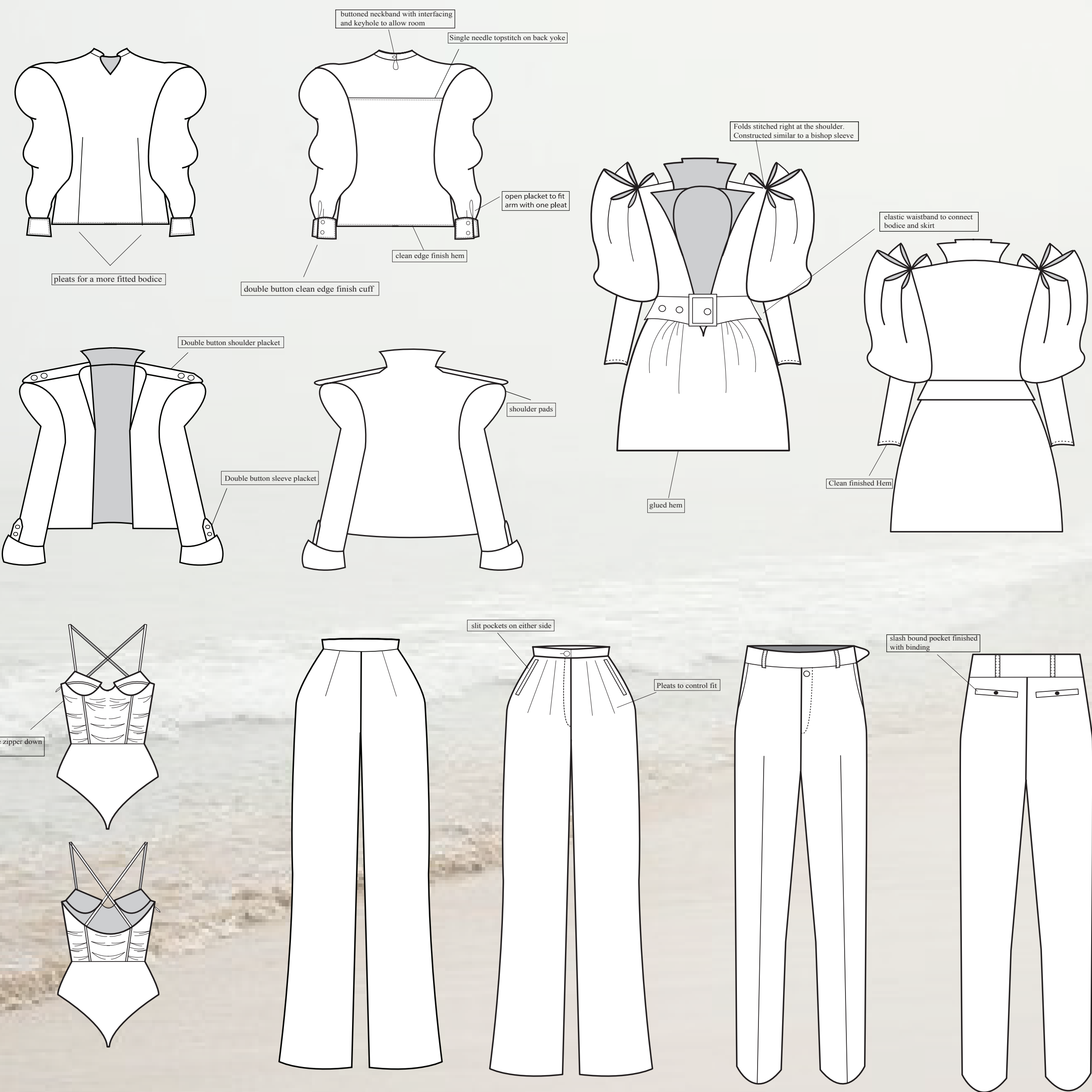


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Coat dress is made out of vegan leather that is easy to move in but still gives a certain level of sophistication. Vegan leather is both eco-friendly and animal friendly.

Tech Flat Callouts



Story of this Line

H&M has a history of collaborating with many designers, celebrities, and luxury brands, but people have yet to see a collaboration between an organization that deals with the health of our ocean and a global fast fashion company. While at first the company H&M and the organization Women4Oceans seem to be polar opposites, once consumers get a sense of what this organization stands for and how it speaks to H&M's goals to becoming a more sustainable and environmentally friendly company, customers will be intrigued and inclined to buy the product. Publicity to a small non profit organization such as Women4Oceans is huge because of the funding that it could receive that wouldn't be possible without the collaboration with such a popular well-known brand. Since H&M is technically considered a fast fashion company, many people nowadays may be hesitant to buy clothing from there due to the increasing amount of information being spread about environmental issues, many of which are caused by the fashion industry. With this collaboration, people can see that H&M is not only supporting an organization that is helping our environment, but they are also implementing sustainable practices into all aspects of production. All in all, this is a very rare collaboration that is sure to interest even the most unsuspecting customer.v

Overview of Fashion Collaborations

A brand collaboration is a strategic partnership between a brand and another party. This partnership might be with another brand (aka, a co-branded campaign) or with an artist, organization, celebrity or influencer. Carefully-selected, well-executed brand collaborations can do more than get press coverage. They can expand a company's reach, expose them to new audiences, and even reshape the company's image. A few years ago, collaborations weren't nearly as popular as they are today, especially with luxury brands in fear that they would dilute their brand and tarnish their name. Today, collaborations between even the most unsuspecting brands have been brought to life. It seems that nowadays, offering limited edition pieces in a collaboration between either two brands, one brand and a person, or a brand and an organization has been proven to be extremely beneficial to both parties, seeing as the collaboration is sold with the right marketing strategy. Most fashion collaborations also enable designers to offer new products to excite consumers without adding additional ranges, weakening their aesthetic with multiple collections, or cheapening the brand. An extremely important factor to look at when choosing someone to collaborate with, is that the store needs to understand the consumers' view of the particular combination of the designer and retailer. In other words, the brand/collaborators shouldn't lose sight of their key demographics and each of their target consumers. Once you lose this, everything else will sort of just fall apart and the collaboration isn't worth it. Now that collaborations are becoming more common, so are the types of clothing that are being produced through the collaborations. Collaborations are supposed to produce garments that are unsuspecting and unique, so when there are many collaborations that are producing similar things with slight variations, the item loses its exclusivity. With that being said, when brands come together and explore uncharted territories while still keeping sight of what they represent, truly successful and unique things can be the result.

References

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Pictures for Mood Board and Presentation Boards

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