

hush

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Background

- ❖ Founded in 2003
- ❖ Mandy Watkins and Rupert Youngman
- ❖ Began with pyjamas and cardigans
- ❖ Womenswear apparel, shoes, accessories, and home fragrance
- ❖ In John Lewis and annual pop-ups
- ❖ Comfortable, sustainable, and timeless style



We're an independent women's fashion and lifestyle brand with a modern laidback sense of style, an easy-going attitude and a positive outlook on life that reflect our antipodean roots.

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Sustainability

- ❖ “A dress that you come back to time and time again because it makes you feel good is more interesting to me than being a slave to trends.”

Use sustainably-sourced cotton for all tees, sweatshirts & core denim by the end of 2020.

Use sustainable viscose across
75% of styles
by the end of 2021.

Core polyester fabrics made of
recycled yarns
by the end of 2021.

Ensure that **98%** of all garments are cool machine/ hand washable by the end of 2021.

100% of packaging will be made from sustainable materials & is recyclable, compostable or reusable by the end of 2020.

All our paper products will be FSC® certified or
100% recycled
content by the end of 2020.

“We’re working with the **Centre for Sustainable Fashion (CSF)**, to help us embed the concept of sustainability in every aspect of the product journey through design, fabric sourcing, manufacture and delivery to our customers.”

Competitors

WHISTLES



MINT VELVET



Phase Eight



Product development

Product	Retail Price	Production Cost	Quantity (Color)	Quantity (Color)	Total Cost
Blouse	£70	£28	80 (cream)	80 (black)	£4,480
High Waisted Trouser	£75	£30	75 (red)	75 (plaid)	£4,500
Jumpsuit	£80	£32	150 (evergreen)		£4,800
Shirt Dress	£70	£28	40 (dark denim)	40 (white)	£2,240
Blazer Dress	£85	£34	40 (black)	40 (plaid)	£2,720
Suede Faux Fur Trim Coat	£185	£74	75 (tan)		£5,550
Over the Knee Boot	£150	£60	75 (black)		£4,500
Hair Scarf	£20	£8	75 (floral)	75 (plaid)	£1,200
Total				920	£29,990

Product Development



Chiffon front wrap blouse



High waisted pleated trousers
recycled polyester blend



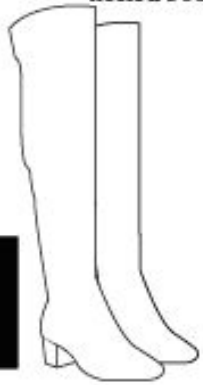
Oversized shirt dress
recycled cotton & recycled polyester blend



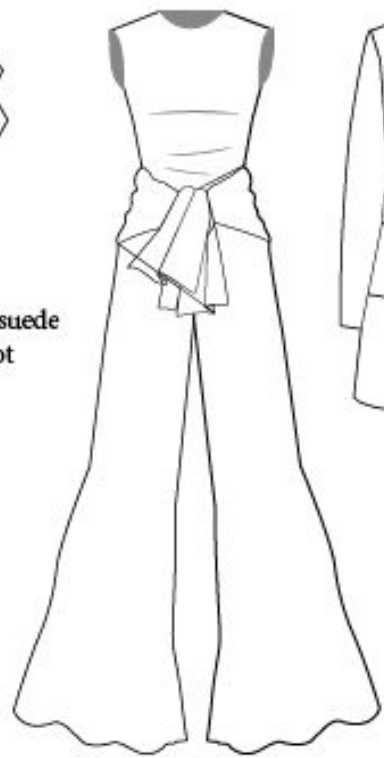
Silk hair scarf



Over the knee suede
heeled boot



Waist tie jumpsuit
recycled cotton
& recycled polyester blend



Blazer dress
sustainable viscose blend



Faux fur suede belted coat





Future Marketing Strategy

In store:

- ❖ Invest for in John Lewis (stock)
- ❖ Sales associates
- ❖ Decor

Pop up shop in London

- ❖ Soho area
- ❖ September
- ❖ Experience

The Age of Inclusivity



The fast-paced fashion industry often seems fixated on youth, but the tide is turning, as a new anti-ageing movement is taking hold.

Entering a 'Greynaissance', Cotton On cast 66-year-old Jacky O'Shaughnessy in a recent intimates campaign, while Maryam Nassir Zadeh, Tome and Dries Van Noten all selected models aged 40+ as part of their catwalk line-ups. This shows a shift from age homogeneity and demonstrates how brands are not only recognising, but also addressing the needs of mid-life women (40-65). The celebration of 'girl gaze' excites and inspires all women, regardless of age.

With improvements in health care and a greater awareness of the importance of active lifestyles, a longevity boom is getting underway as we enter the super-consumer golden age.

40+ women today look, feel and live differently than the generation before them. "90% consider themselves to have a much younger attitude than their own mother's generation at the same age", says [Rebecca Rhodes, founder of 'ageless agency' SuperHuman.](#)

Mid-life women are asset-rich, often the first generation to attend university and

"When you show an older woman in a campaign, not only does she have the power to inspire a younger person, but also the power to inspire her generation."

– Ari Seth Cohen, author and photographer

hold executive jobs, and they're inheriting from the Baby Boomers before them. These consumers are engaged with the desire to look and feel better. [US women aged 50+ comprise the largest demographic of incomes over \\$100,000](#) and control 95% of household purchasing decisions, with a staggering 82% of them open to new brands. Opportunity is ripe and overlooking this demographic has consequences. Almost half (49%) of those questioned in a recent Marketing Week survey say they would avoid brands who ignore them.

To ensure you are fulfilling the needs of consumers and maximising potential profit, consider the fluidity of this demographic and the potential to develop brand loyalty by catering to their differing life stages.

Online:

- ❖ Model diversity
- ❖ Age inclusivity

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