



# ASHVINI SIVAKUMAR

## PROFILE

A driven and conceptual Fashion Visual Merchandising and Branding graduate from London College of Fashion, with a strong understanding of contemporary trends and cultural contexts. A multi-disciplinary digital designer and slightly obsessed film enthusiast, with a focus on branding, typography, visuals and website design; including a background in digital media and writing.

## CONTACT

☎ +447490215889 / +60179083796

✉ [ashvini98@yahoo.com](mailto:ashvini98@yahoo.com)

🔗 [social & portfolio links](#)

# HELLO THERE

Alongside recently completing a Denim Minor programme at Amsterdam Fashion Institute where my team had the opportunity to collaborate with Tommy Jeans on a brand extension; I also had the opportunity to intern at JW Anderson within their Creative Media department. Whilst there I was given the responsibility to conceptualise and execute visual merchandising projects for their store, showroom spaces, WSS19 and MAW/PF19 runway sets; as well as develop their store concepts and seasonal display props through digital graphics and liaising with suppliers. Furthermore, I also have experience working within visual merchandising and retail at Diane von Furstenberg, Whistles, L'Occitane and H&M.

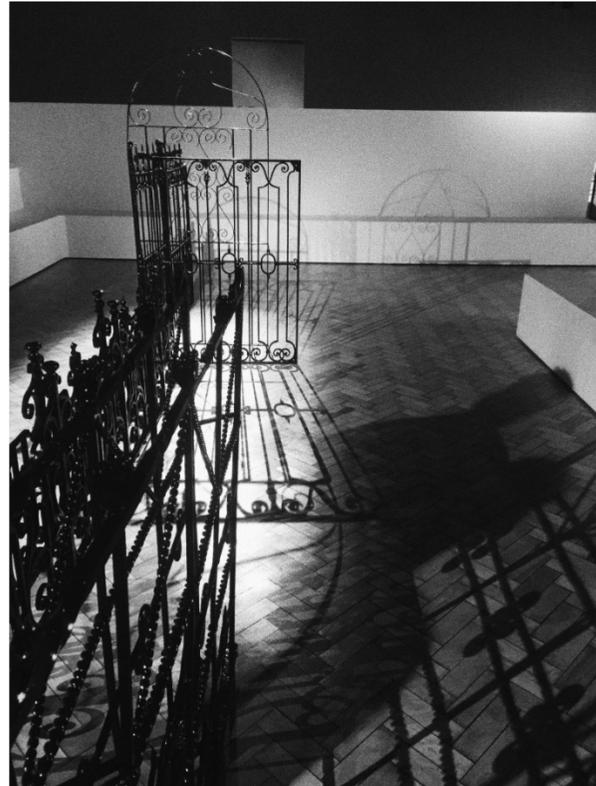
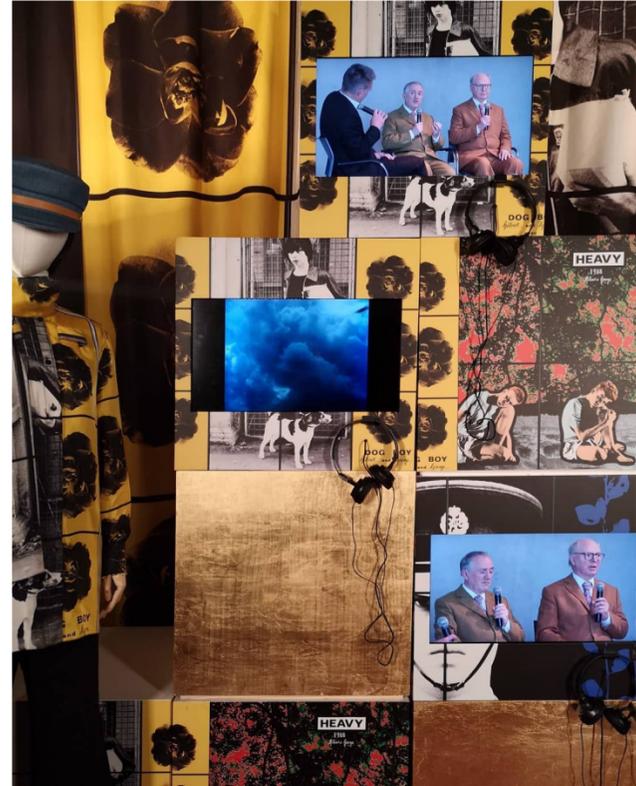
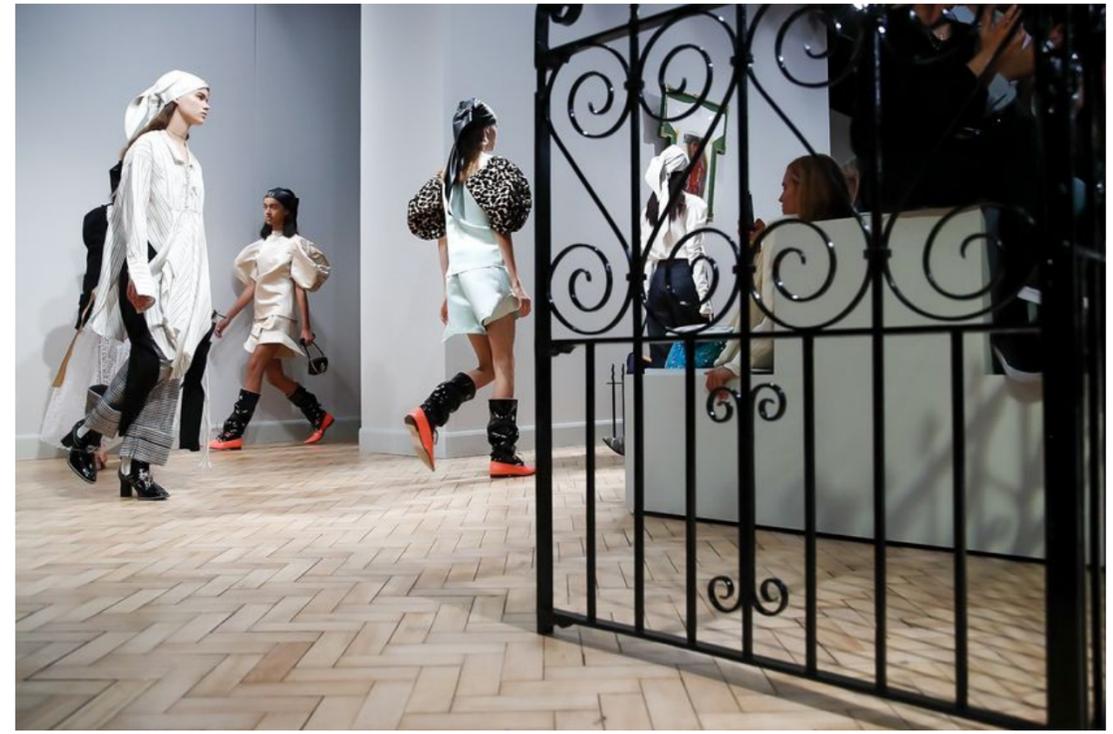
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From my experience as a Looks on Campus contributor at College Fashion where I was responsible for writing bi-monthly articles about campus style, I developed excellent communication and organisational skills. Alongside that, I also owned a blog throughout high school where I taught myself how to run a blog, from creating a detailed brand identity from scratch, to learning basic HTML coding in order to create the blog's framework. Keeping up to date with deadlines while maintaining the brand's voice throughout was also an essential skill which I acquired from being an article contributor and from running the personal blog.

Alongside that, I also speak and write in fluent English and Bahasa Malaysia, and am currently trying to brush up on my French-speaking skills. I also have IT experience and am used to working with both Microsoft and Adobe software packages which include Excel and Photoshop. I am also experienced with working on administration related work as demonstrated during my time at university where I was tasked with creating budget spreadsheets, aesthetically pleasing presentations that complemented the subject and much more.

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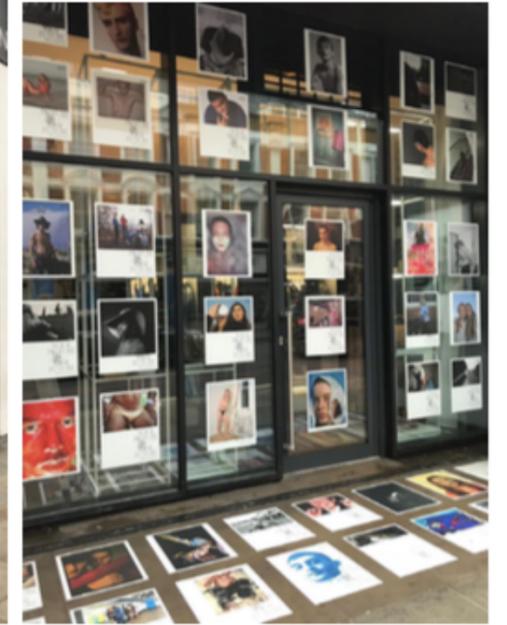
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**Creative Media Internship at JW Anderson**

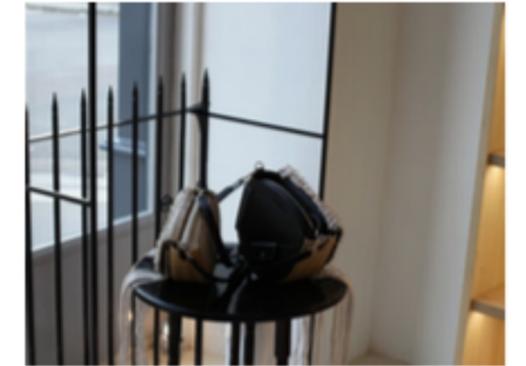
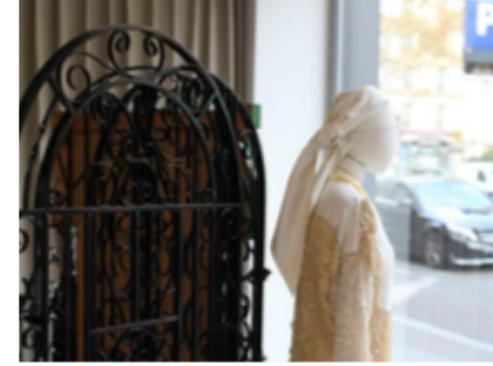
**Left: JW Anderson X MATCHESFASHION, 5 Carlos Place, London: JW Anderson X Gilbert & George Launch (December 2018)**

**Right: London Fashion Week SS19: JW Anderson Women's Spring Summer 2019 (September 2018)**



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**JW Anderson Workshops, London (Left to Right)**

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**Left: JW Anderson X Dover Street Market Ginza, Japan :** "Your Picture Our Future" Publication Launch Installation (October 2018)

**Right: JW Anderson Showroom, Paris:** JW Anderson Women's Spring Summer 2019 Showroom (October 2018)



## EXHIBITION SPACE :

The exhibition space will address that there is more to fashion than meets the eye in terms of how fashion affects all aspects of life.

As stated by London College of Fashion's values, fashion is about telling stories through distinctive and diverse voices, as well as moulding lives by enhancing the way things are and forging a sustainable future. These values will be represented through the works that have been generated through the following London College of Fashion Research Centers and Hubs:

**DIGITAL ANTHROPOLOGY LAB**  
**GLOBAL DISABILITY INNOVATION HUB**  
**CULTURAL AND HISTORICAL STUDIES HUB**  
**BETTER LIVING RESEARCH HUB**  
**TRANSNATIONAL FASHION RESEARCH HUB**

Alongside featuring works from the mentioned hubs, the exhibition will prominently feature work from students or alumni from international backgrounds. With the majority of Stratford's population being made up of international individuals, the exhibition space will serve to showcase work from individuals whose practices are rarely represented in the media, and to inspire the youth of Stratford to produce works that are shaped by their cultures and or to just get involved in the arts; because the arts are for

## EDUCATION SPACE :

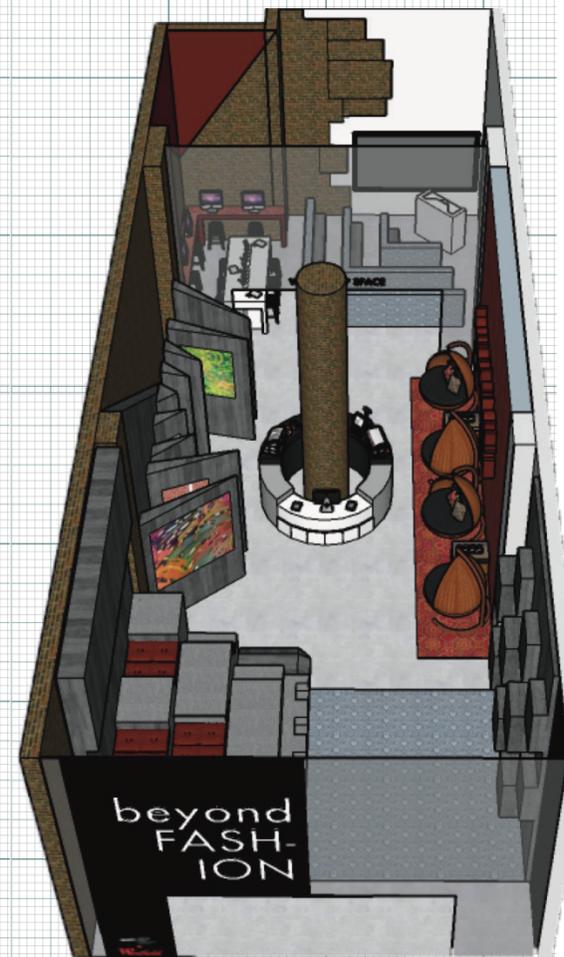
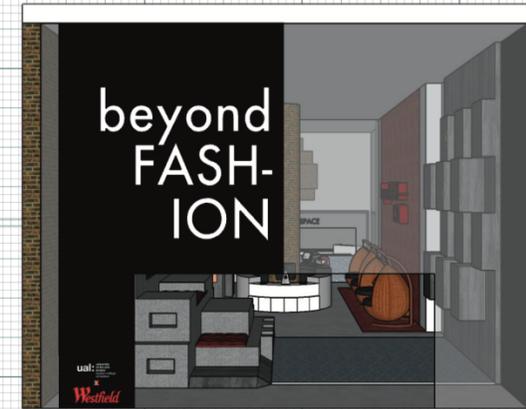
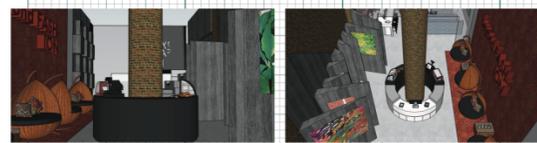
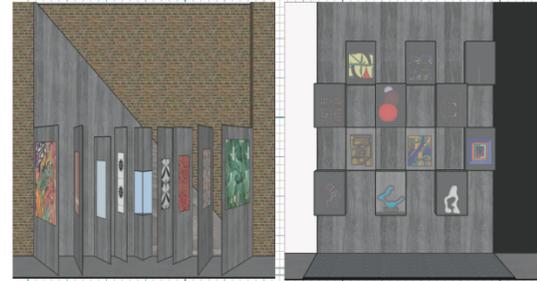
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These events would be offered for free, so everyone regardless of their budget would be able to participate and educate themselves about the industry; and would support their university applications (if they decide to pursue a degree in the arts) as they would be able to state that they attended a workshop with a prestigious university like London College of Fashion.

## SOCIAL SPACE :

The seating area is a specially designed space that fuses function, comfort and sustainability. It features two ramps for wheelchair access and is constructed with sufficient space to allow for easier manoeuvring, so individuals are able to socialize without feeling excluded and can also be used as space for assistance dogs to relax alongside their owners.

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# beyond FASH- ION

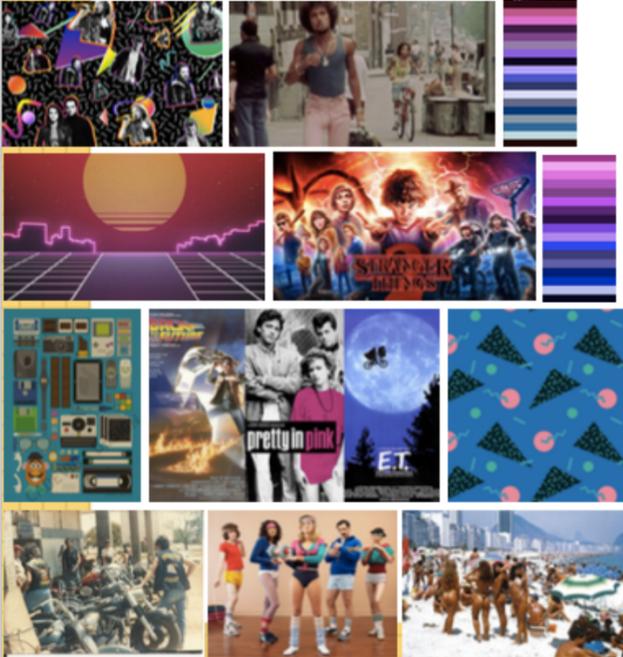
**beyond Fashion** is a multifunctional space that will serve as an educational and social space, linking the diversity within both the Stratford and London College of Fashion communities with the innovation within the fashion industry. The aim of the space is to create a tranquil setting for individuals to explore and learn about the fashion industry, and how it is an industry built on passion, innovation and creativity rather than through the superficial lens that it is shown through in the media.

**beyond Fashion** will also present individuals with the chance to get involved with free classes, talks and workshops linked to selected London College of Fashion's Research Centers. Whilst serving as an educational and social space, it will additionally be a space that promotes and showcases artworks from international London College of Fashion students whose works and cultures are rarely represented in the industry, and be an area where diversity is proudly showcased so individuals will have the opportunity to observe their own cultures being portrayed and recognize that the fashion industry is not an exclusive club.

ual: university of the arts london london college of fashion **Westfield**

ASHVINI SIVAKUMAR

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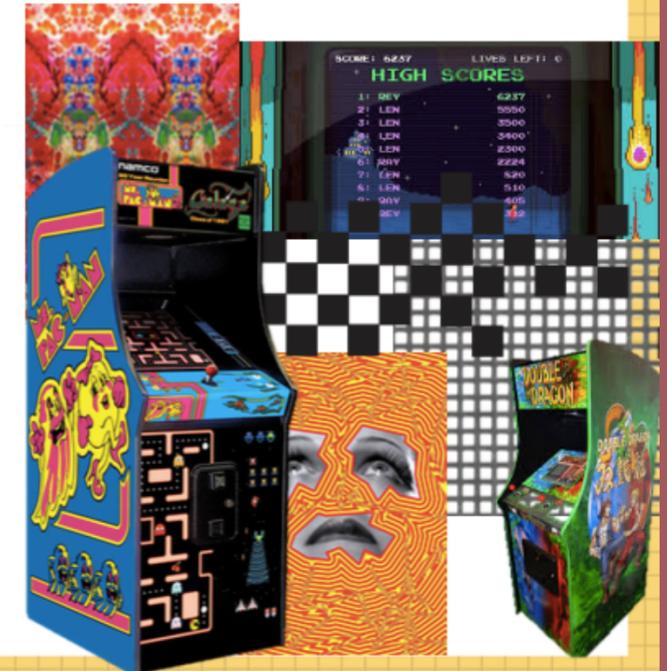
## CAMPAIGN CONCEPT MOODBOARD

The concept for the campaign is inspired by the culture of the 80's and Brazilian culture at the time. Utilizing the bright electric color palettes of the 80's that also emulate Oiôba's own brand colors and patterns, the concept will also take inspiration from 80's music videos and 8bit video games. As shown from secondary research, old school game systems are making a comeback and is quoted by Davis (2017) as a way to encourage customer interaction by encouraging 'projection and personal investment'. These game systems bring back a sense of nostalgia to the target consumer group, as they grew up around 8bit gameboys and arcade machines which help create a deeper connection between the brand and their consumers.

 18.

## CAMPAIGN CONCEPT CONCEPT BOARD

The main touch point will be the arcade machines that will be transformed to be an installation where shoppers can play games, win prizes and interact with the brand simultaneously. The use of games to encourage more engagement with shoppers is a trend that has proven to work very well, as shown by Sephora's flagship store in Barcelona (images are in Appendix 28 & 29). The store also featured a real slide and Snapchat-like mirrors; which attracted a lot of shoppers to visit the shop as it was a unique and fun experience. WGSN (2017) has also mentioned how the use of games and 'highly Instagrammable visuals' is a surefire way to entertain and increase engagement. .

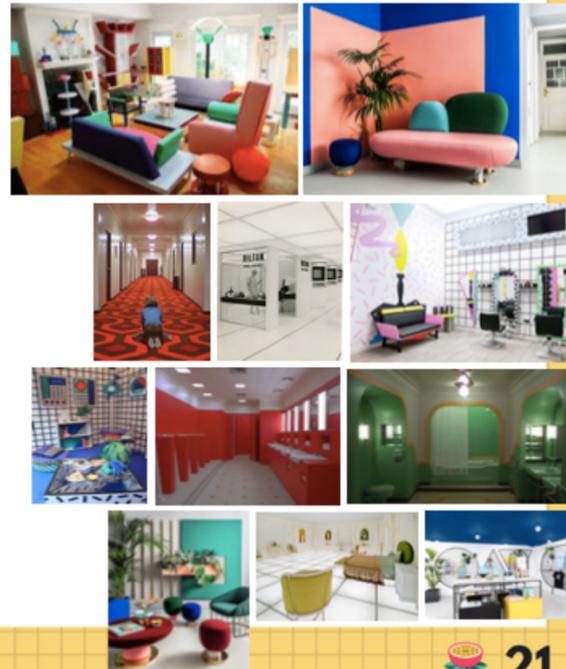


 19.

## CAMPAIGN CONCEPT FURNITURE BOARD

The pop-up will be covered with pixel like shapes, creating the feel of stepping into another world. Using a Tetris-inspired glass motif, the pixel shapes will be scattered around the store, from the hanging system to the glass walls of the pop-up. It will create the effect of pixels raising from the ground around the pop-up, as if it is transforming into a fully pixelated world.

To allow for the bright colors that will be used, the pop-up layout would be open and minimal with some touches of 80's inspired furniture. As shown in WGSN's Visual Merchandising trend 'Youth Tonic' (2017), the furniture will be fun and colorful but not over empowering so as to take away from the clothes. This will be executed with a simplistic POS and couch, with rounded edges the furniture will stand out amongst the sharp-edged pixels and fittings.



 21.

## ONLINE + OFFLINE CAMPAIGN ARCADE MACHINE

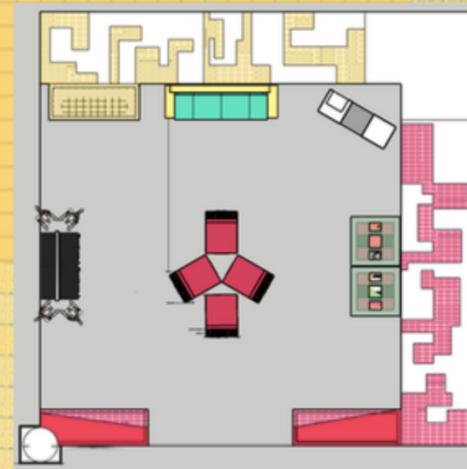
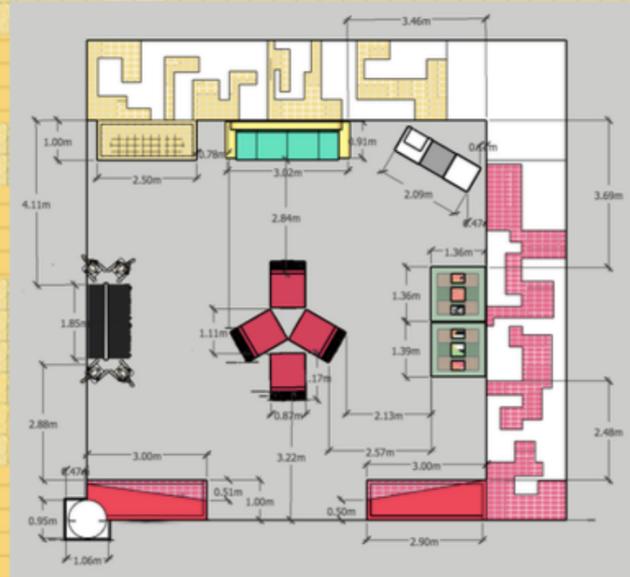


The arcade machine will feature an 8bit game where shoppers get to choose an avatar with the Oiôba products and earn points to redeem vouchers or just to have fun. It will also be connected to an online version of the game, so the fun can continue even out of the store.

When it is not in use the screen will play the ad campaign film and advertisement image, like screensavers on desktops or laptops.

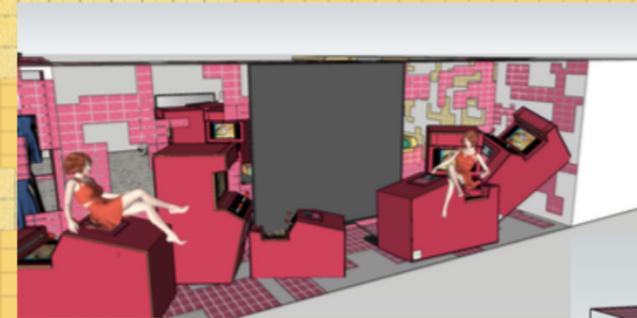
 37.

# POP-UP: FLOOR PLANS



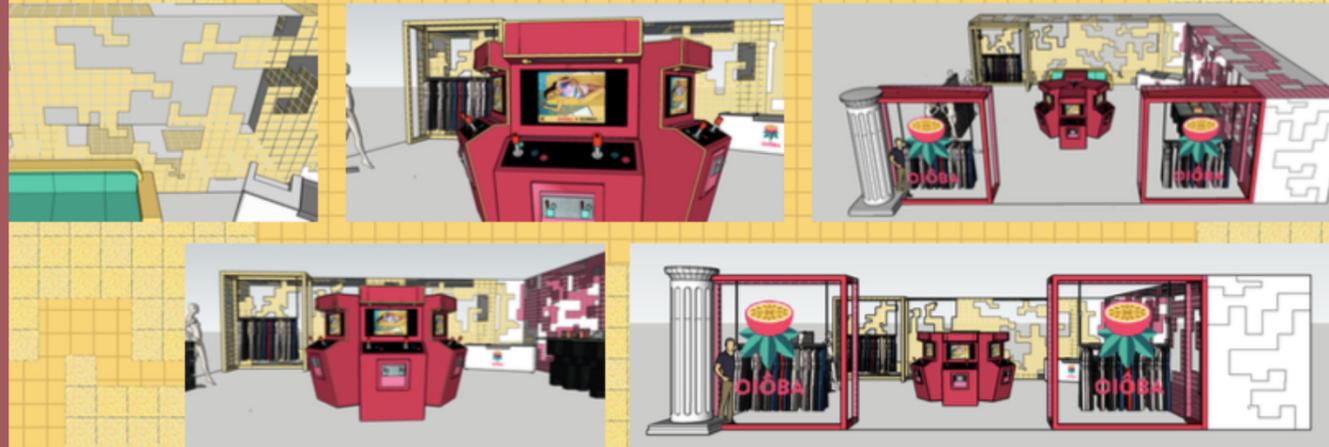
23.

# WINDOW: SECTIONS



30.

# POP-UP: VIEWS

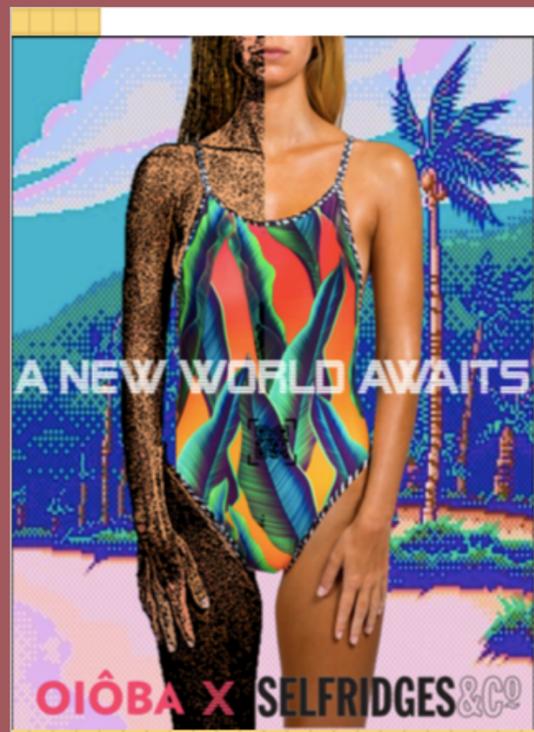


26.

# POP-UP: VIEWS



25.



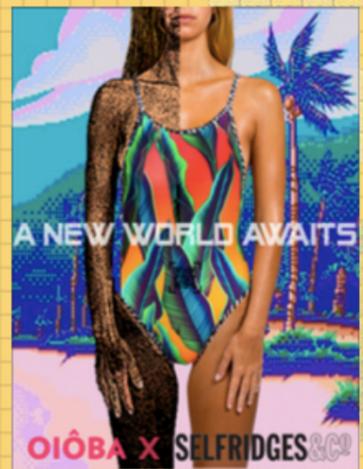
## ONLINE CAMPAIGN SOCIAL MEDIA

This integrated campaign will be showcased and promoted amongst Oiôba's most used and generally most used social media platforms; which consist of Facebook, Instagram and YouTube. Alongside promoting it on their newly redesigned website (specifically for the campaign), the application of the most used platforms Facebook and Instagram (Dunn, 2017) would invite more consumers to interact and explore the campaign.

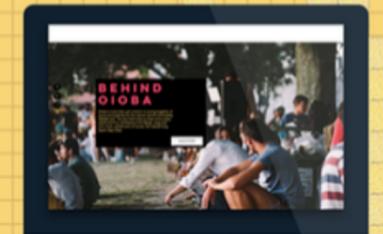
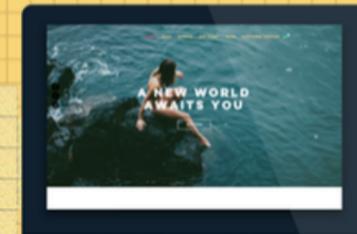
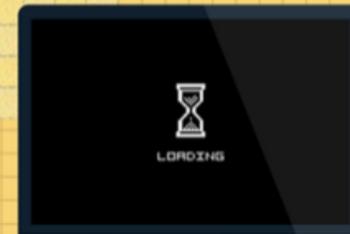
It is the most effective method as their target consumer segment are very active on these platforms; and would also be the easiest methods for them to share the news with their peers. YouTube plays an important role because it is a widely used platform especially with the emergence of fashion films as stated by Business of Fashion (2008) and would help restart Oiôba's channel which has been dormant.



### CAMPAIGN AD



### EDITED WEBSITE



# PRESENTATION BOARDS

1. BASIC INFORMATION : LOCATION, TARGET MARKET, SUMMARY & MOOD
2. STORE CONCEPT : ZONE PLAN, SPACE PLAN & PERSPECTIVE SKETCHES
3. WINDOW CONCEPT : PHOTOS OF WINDOW, COLOR PALETTE & MATERIALS

## DECODED

**Location**  
Address: Google Campus, 5 Bonhill St., London EC2A 4BX

**CAMPUS LONDON**

**Consumer Profile**  
Age Range: 17-25 (mostly early 20's to late 20's)  
Occupation: High school/University students or young adults working in Business, Science or Tech Industry.  
Income: Low to High Income  
Status: Single or Married  
Pastor: No Pastor or Small Pastor  
Location: City of London or suburbs of London  
Hobbies: Surfing the Internet, Going to Concerts, Watching TV, Exploring Cities, Reading, Learning New Things, etc.  
Spending Bracket: 10 to 500  
Shopping Places: High Street Stores, Amazon, Amazon Fresh, etc.  
Brand They Buy: Apple, Nike, Adidas, H&M, etc.  
How do They Shop: Mostly Online, Occasionally in Store  
Brand Loyalty: They are loyal to their brands but will try to get a deal  
Favorite Tech Brands: Apple or Microsoft or HP  
Favorite Publications: Wired Magazine, iF, Popular Science, etc.  
Favorite Websites: Amazon.com, Facebook.com, etc.

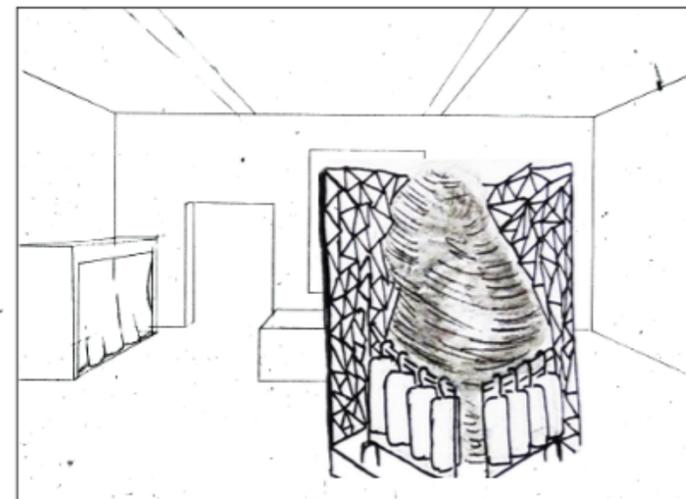
**Project Summary**

My project & window revolves around a collaboration with Google Campus. It's main aim is to raise awareness about coding and how it's the language of the future; as well as encouraging people to get into coding by indirectly teaching them about coding through fun activities.

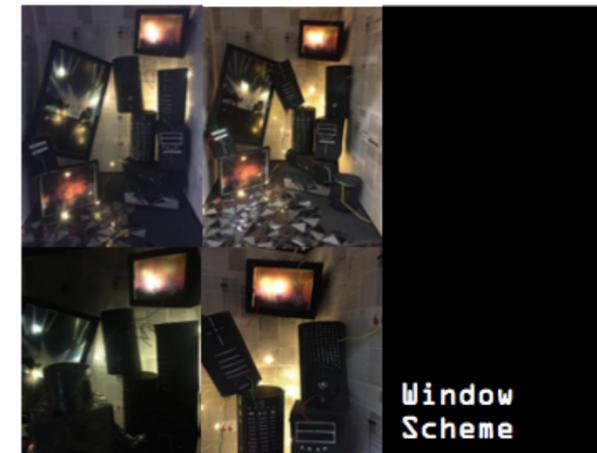
The event encompasses of 5 floors of exhibitions and workshops about how coding can be integrated into fashion, music, etc. Each floor also works as levels, so as to make it a game where each person has to complete a few coding tasks at stations in order to proceed to the next level. Alongside that people will be able to enjoy specially designed and made food and drinks; as well as purchase workshops and/or programs.

**Key Images, Colors, etc.**

## DECODED



## DECODED



## DECODED

# MOODBOARDS

1. KEY IMAGES & COLORS FOR WINDOW CONCEPT
2. HYPNOBIOSCOPE
3. SCIENCE FICTION
4. SLEEP



SCIENCE FICTION



HYPNOBIOSCOPE



SLEEP



**THANK YOU**



# ASHVINI SIVAKUMAR

## PROFILE

I'm a multi-disciplinary image maker & slightly obsessed film enthusiast, with a focus on branding, typography, visuals & website design; with a background in digital media & writing. I'm also a Final Year Fashion Visual Merchandising and Branding student at London College of Fashion, actively seeking a role or internship within the Branding, Tech or Marketing sectors.

## CONTACT

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# HELLO THERE

My name is Ashvini Sivakumar and I am a multi-disciplinary image maker & slightly obsessed film enthusiast, with a focus on branding, typography, visuals & website design; with a background in digital media & writing. I am additionally a Final Year BA (Hons) Fashion Visual Merchandising and Branding student at London College of Fashion.

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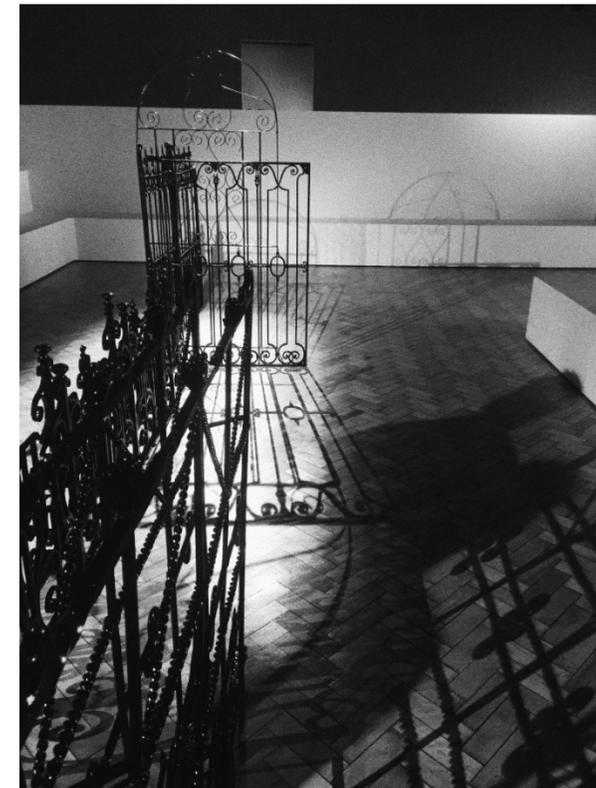
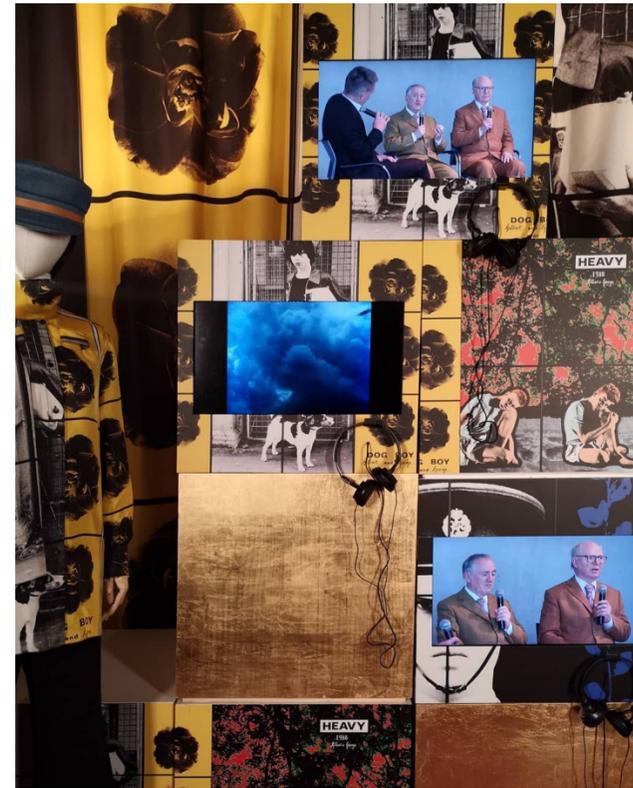
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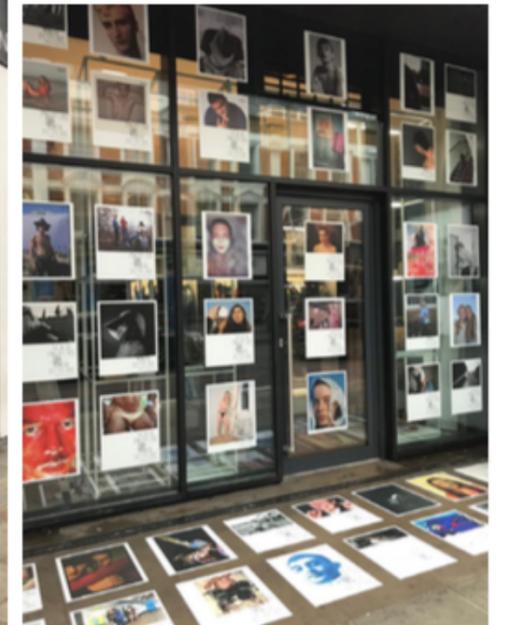
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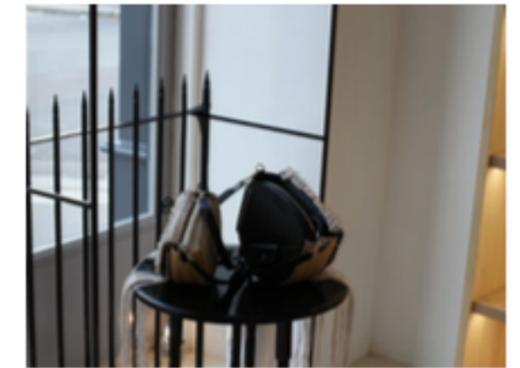
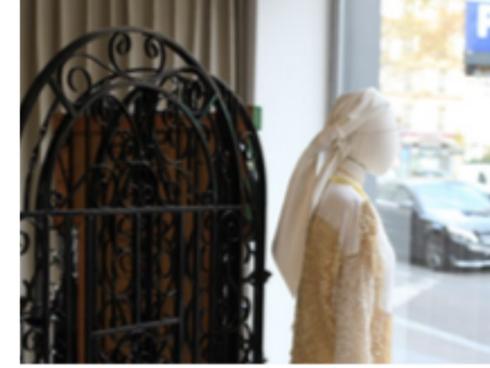
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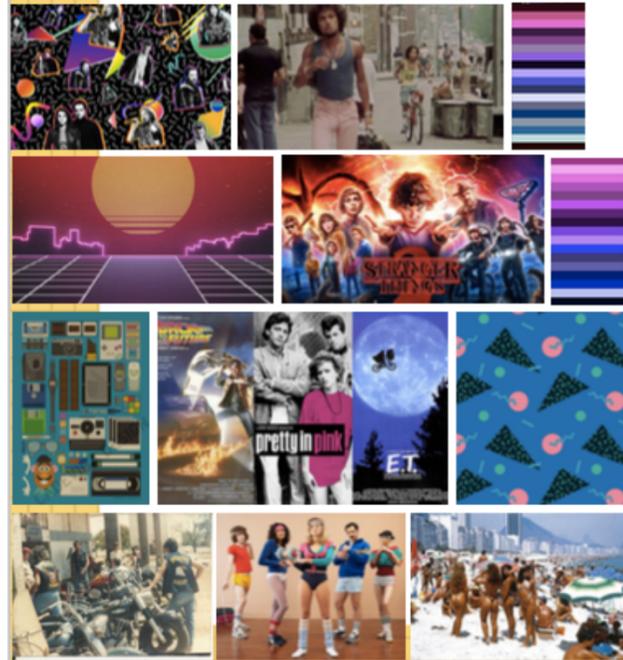
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SIV15467405

**Fashion Visual Merchandising & Branding 2017/18: Year 2 : Term 3**  
**Fashion Visual Merchandising & Brand Development Project**  
London College of Fashion X Westfield : beyond FASHION



## CAMPAIGN CONCEPT MOODBOARD

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## CAMPAIGN CONCEPT CONCEPT BOARD

The main touch point will be the arcade machines that will be transformed to be an installation where shoppers can play games, win prizes and interact with the brand simultaneously. The use of games to encourage more engagement with shoppers is a trend that has proven to work very well, as shown by Sephora's flagship store in Barcelona (images are in Appendix 28 & 29). The store also featured a real slide and Snapchat-like mirrors; which attracted a lot of shoppers to visit the shop as it was a unique and fun experience. WGSN (2017) has also mentioned how the use of games and 'highly Instagrammable visuals' is a surefire way to entertain and increase engagement.

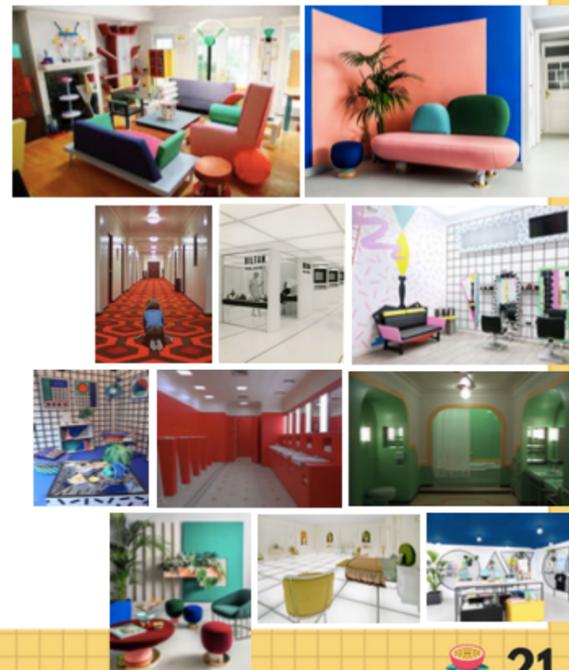


19.

## CAMPAIGN CONCEPT FURNITURE BOARD

The pop-up will be covered with pixel like shapes, creating the feel of stepping into another world. Using a Tetris-inspired glass motif, the pixel shapes will be scattered around the store, from the hanging system to the glass walls of the pop-up. It will create the effect of pixels raising from the ground around the pop-up, as if it is transforming into a fully pixelated world.

To allow for the bright colors that will be used, the pop-up layout would be open and minimal with some touches of 80's inspired furniture. As shown in WGSN's Visual Merchandising trend 'Youth Tonic' (2017), the furniture will be fun and colorful but not over empowering so as to take away from the clothes. This will be executed with a simplistic POS and couch, with rounded edges the furniture will stand out amongst the sharp-edged pixels and fittings.



21.

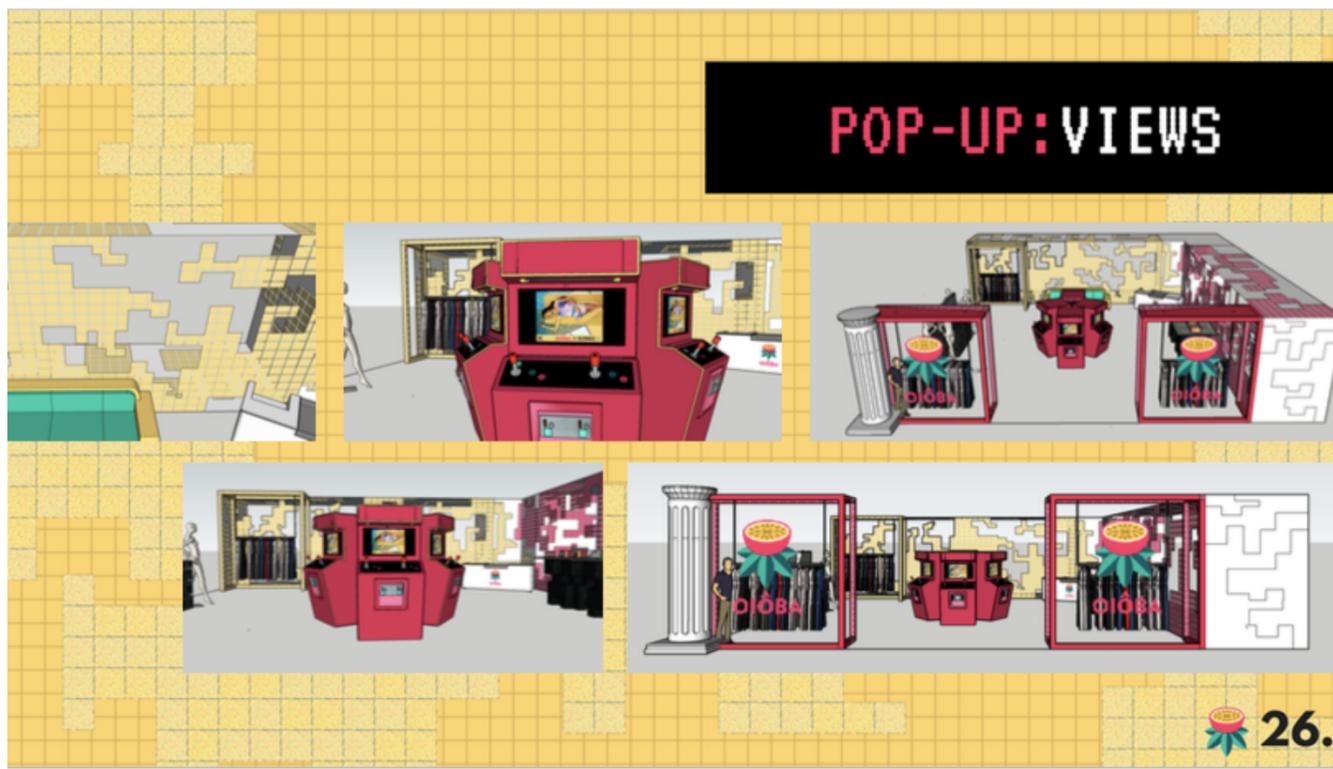
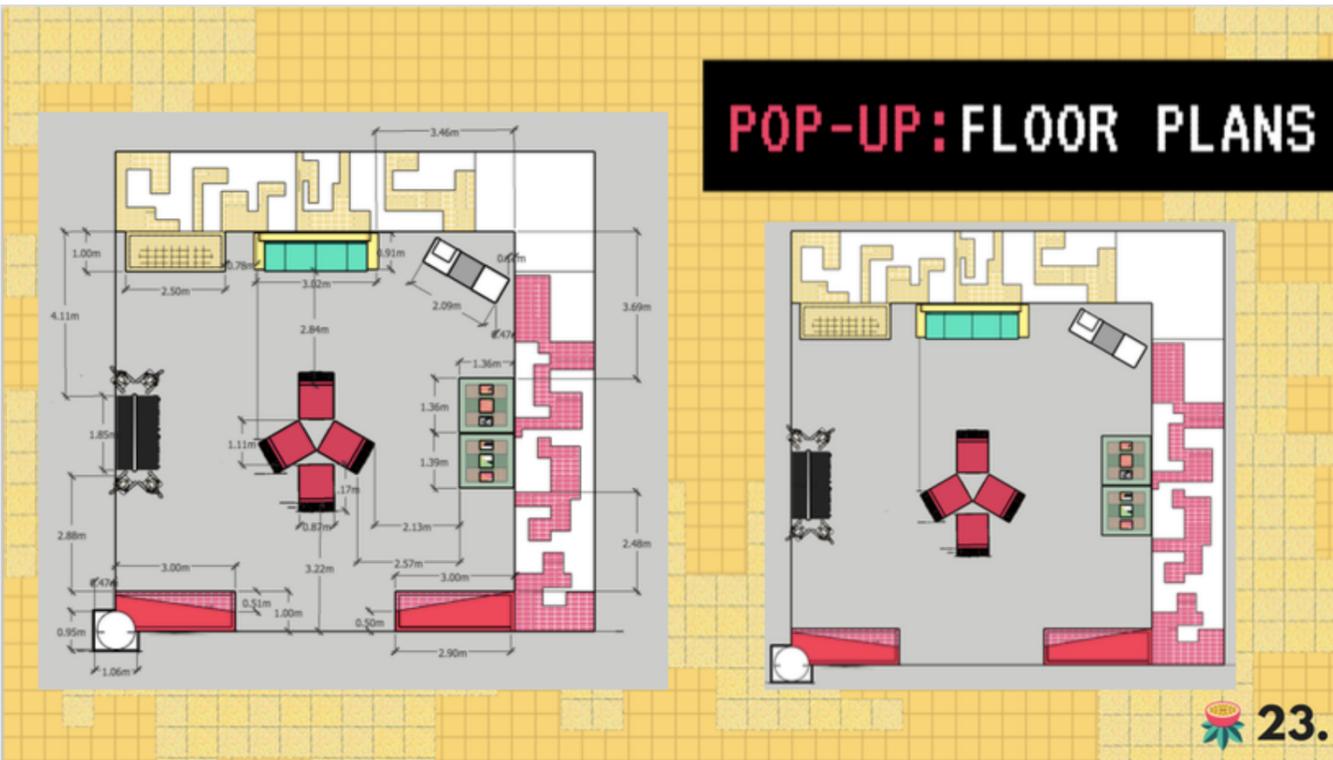
## ONLINE + OFFLINE CAMPAIGN ARCADE MACHINE



The arcade machine will feature an 8bit game where shoppers get to choose an avatar with the Oiôba products and earn points to redeem vouchers or just to have fun. It will also be connected to an online version of the game, so the fun can continue even out of the store.

When it is not in use the screen will play the ad campaign film and advertisement image, like screensavers on desktops or laptops.

37.

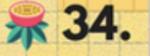
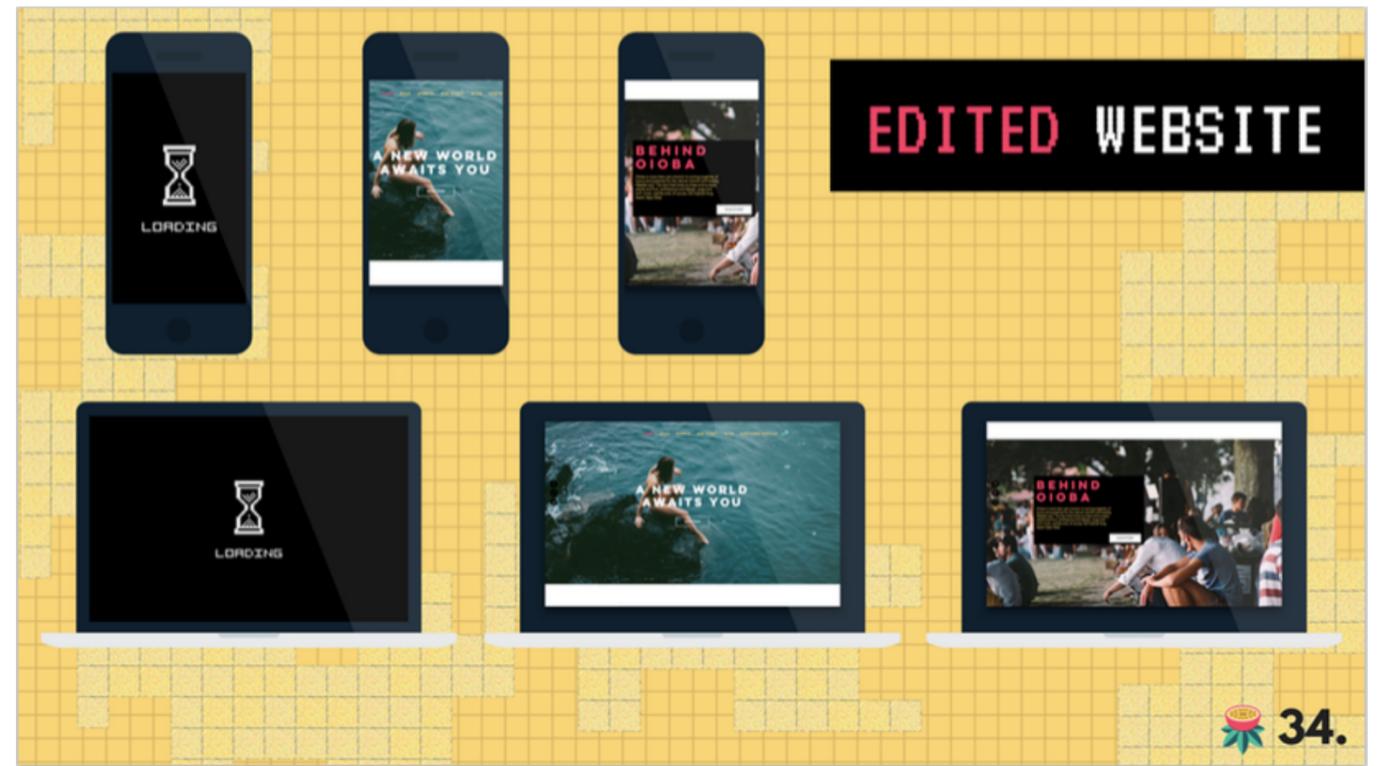
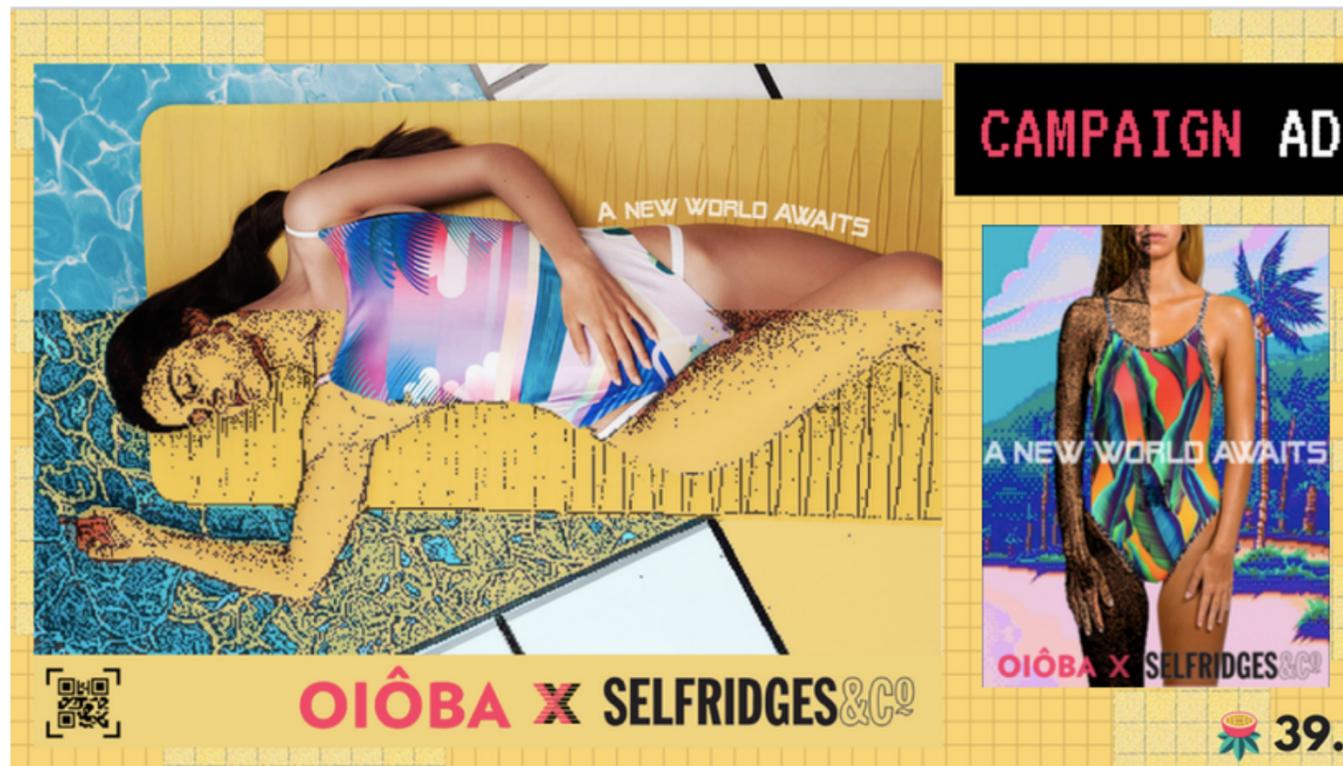




## ONLINE CAMPAIGN SOCIAL MEDIA

This integrated campaign will be showcased and promoted amongst Oiôba's most used and generally most used social media platforms; which consist of Facebook, Instagram and YouTube. Alongside promoting it on their newly redesigned website (specifically for the campaign), the application of the most used platforms Facebook and Instagram (Dunn, 2017) would invite more consumers to interact and explore the campaign.

It is the most effective method as their target consumer segment are very active on these platforms; and would also be the easiest methods for them to share the news with their peers. YouTube plays an important role because it is a widely used platform especially with the emergence of fashion films as stated by Business of Fashion (2008) and would help restart Oiôba's channel which has been dormant.



# PRESENTATION BOARDS

1. BASIC INFORMATION : LOCATION, TARGET MARKET, SUMMARY & MOOD
2. STORE CONCEPT : ZONE PLAN, SPACE PLAN & PERSPECTIVE SKETCHES
3. WINDOW CONCEPT : PHOTOS OF WINDOW, COLOR PALETTE & MATERIALS

## DECODED

**Location**  
Address: Google Campus, 5 Bonhill St, London EC2A 4BX

**Consumer Profile**  
Age Range: 18-30  
Occupation: High school/University students or young professionals in Business, Science or Tech Industry  
Income: Low to High Income  
Status: Single or Married  
Family: No Family or Small Family  
Location: City of London or suburbs of London  
Hobbies: Surfing the Internet, Going to Concerts, Travelling, Reading the City Mag, Reading, Learning  
Shopping Places: High Street, Streets, Boutiques, Designer/Boutique shops  
Brands They Buy: Nike, Tesla, Airmax, Supreme, H&M, etc.  
How do They Shop? Mostly Online, Occasionally in person  
Device Layout: Yes, in terms of Tech brands but nothing to screen out  
Favorite Tech Brand: Apple or Microsoft or HP  
Favorite Publications: Street Magazine, GQ, Psychology, Time Magazine, The Economist Magazine  
Favorite Websites: Yahoo.com, Facebook.com, Twitter.com, SoundCloud, YouTube.com

**Project Summary**

My project & window revolves around a collaboration with Google Campus. It's main aim is to raise awareness about coding and how it's the language of the future; as well as encouraging people to get into coding by indirectly teaching them about coding through fun activities.

The event encompasses of 5 floors of exhibitions and workshops about how coding can be integrated into fashion, music, etc. Each floor also works as levels, so as to make it a game where each person has to complete a few coding tasks at stations in order to proceed to the next level. Alongside that people will be able to enjoy specially designed and made food and drinks; as well as purchase workshops and/or programs.

**Key Images, Colors, etc.**

## DECODED

**Zone Plan & Space Plan**

**Legend**

- Exhibitions
- Windows
- Classrooms/Bathrooms
- Workshops/Information
- VR Booth
- Food & Bar
- Escalators

**Perspective Sketch**

## DECODED

**Window Scheme**

**Window Components**

**Color Palette**

**Materials Palette**

## DECODED

# MOODBOARDS

1. KEY IMAGES & COLORS FOR WINDOW CONCEPT
2. HYPNOBIOSCOPE
3. SCIENCE FICTION
4. SLEEP



HYPNOBIOSCOPE



SCIENCE FICTION



SLEEP

**THANK YOU**

