FINANIA FINALIA CREATIVE PORTFOLIO





Hello Friend

I'M FLAVIA

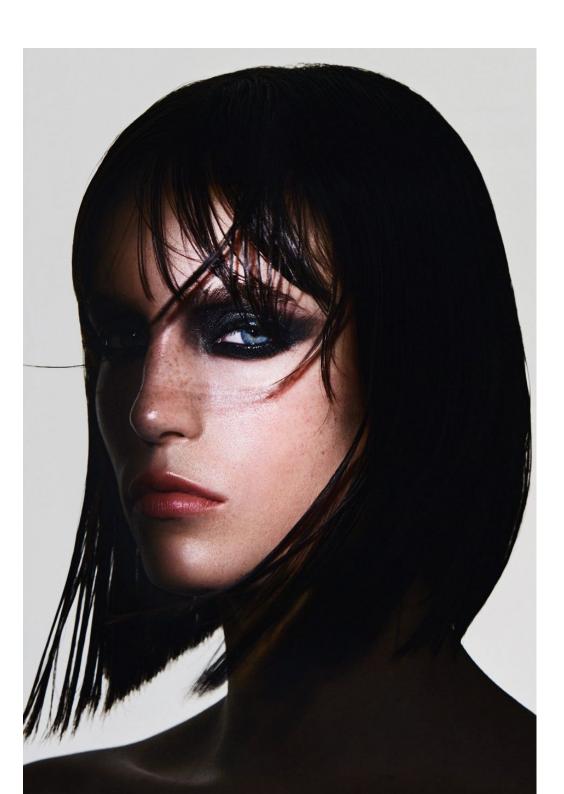
I am a recent graduate in Fashion Management and Marketing. I specialise in market research, trend analysis, and buying support. Explore my portfolio to see how I blend analytical skills with creative thinking to deliver compelling and profitable fashion/beauty solutions.

Biography

I am a recent graduate from the London College of Contemporary Arts, where I earned my degree in Fashion Management and Marketing. Throughout my academic and professional journey, I have developed a strong passion for the fashion industry, particularly in market research, trend analysis, and buying support. My diverse experiences have equipped me with the skills to analyze consumer behavior, manage inventory, and support marketing strategies.







Personal Story

My journey into the world of fashion began with a deep-rooted fascination for design and trends. During my time at the London College of Contemporary Arts, I honed my skills in fashion management and marketing. My internships and professional experiences have provided me with a comprehensive understanding of the industry, and I am excited to continue growing and contributing to the dynamic world of fashion and beauty.

Integrity

Honesty

Innovation

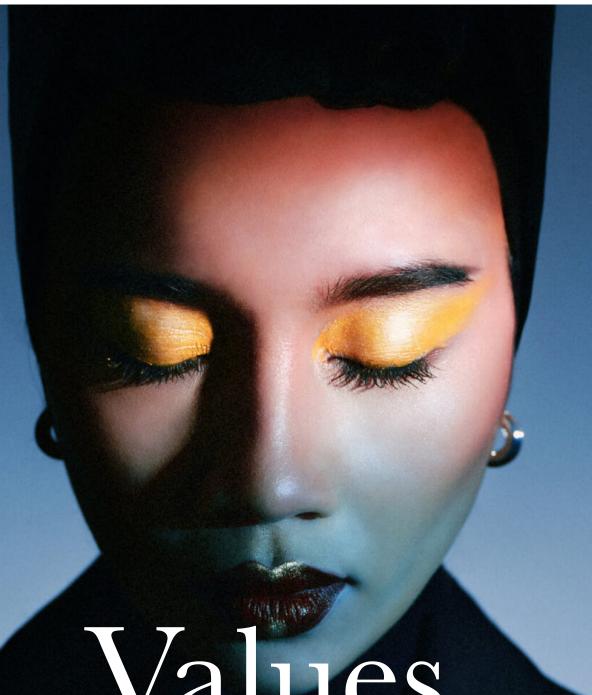
Respect

Adaptability

Diversity

Teamwork

Leadership

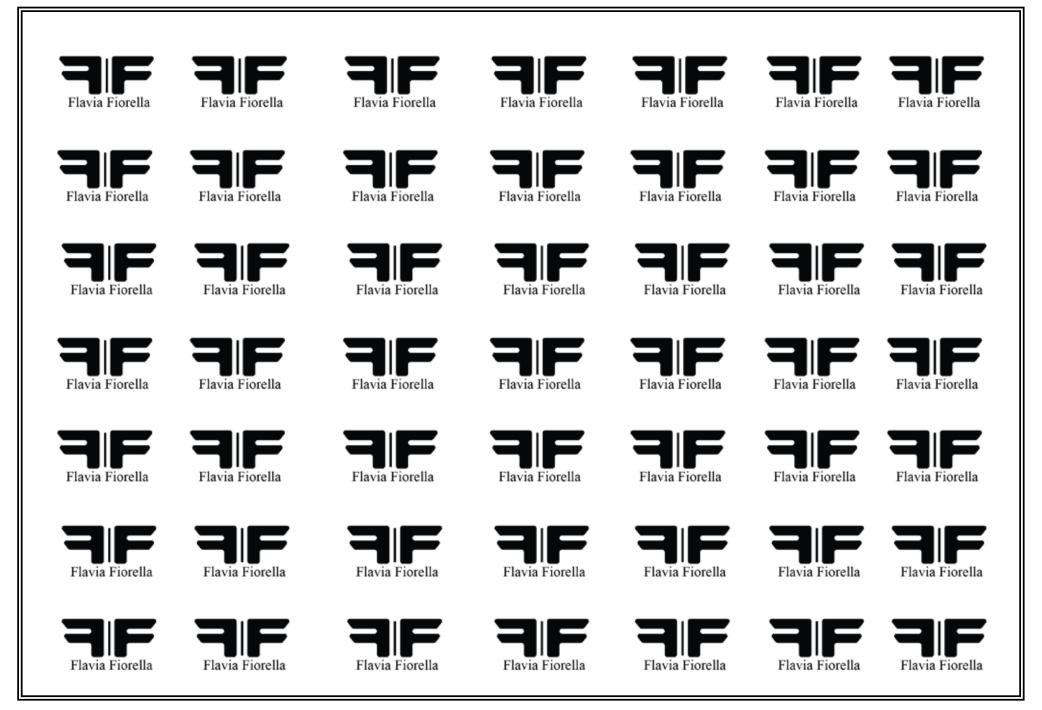


Reliability Confidence Dependability Flexibility Growth Recognition Balance Compassion

Values

the MANIFESTO

After several years in retail and sales, I have learned the importance of work ethic and teamwork. During my university journey, I understood my passion and my real vocation: trend forecasting and the buying. Also, I'm willing to communicate transparently and have ethical commitments to my co-workers and workplace. I'm constantly willing to learn and develop new skills. I value the team achievements in my workplace and the importance of immersing different ideas. It's essential for me that work-balance time for wellbeing is fundamental to separating work and your personal life. I enjoy providing leadership in the workplace, training teams, and guiding them in any tasks. I can also to adapt to any changes; I value customer focus, understanding their needs and delivering the best idea that values creativity and customer sentiment.



Freelancer Trend Forecaster

The Futurist, London, UK

May 2024 - Present

Conducted market research and analyzed data to identify key consumer trends.

Created trend reports and presentations for senior management.





E-commerce and Marketing Intern

LDC (Lone Design Club), London, UK

July 2022 – September 2022

Assisted in developing e-commerce strategies and marketing campaigns.

Conducted market analysis and supported influencer marketing initiatives.

Marketing Intern

Miele, London, UK

March 2023 - May 2023

Supported CRM and loyalty program initiatives.

Analyzed customer data to develop targeted marketing strategies.



Trend Report

The report "Mass Personalisation" examines critical trends in the beauty industry, focusing on personalization, sustainability, and technological integration. It uses PESTEL analysis to evaluate the multifaceted impacts shaping consumer behaviour in a postpandemic world. The report predicts a shift towards more personalized consumer-brand interactions, supported by AI and data analytics, emphasizing the growing demand for inclusivity and sustainability. Key sections cover market analysis, emerging trends, challenges, and opportunities, providing strategic insights for industry stakeholders navigating the evolving landscape up to 2024.



Executive Summary

are shaping the consumer of 2024. Sustainability and technology face new remainsances in this uncertain world. The consumer is changing their purchasing behaviour, which, thanks to fast technological improvements, creates a new way to purcha-

products.

fundamental insights into a critical beauty trend in 2024. This report guides us through the past and present context, consumer, beauty direction, and future development shaping the beauty industry in the coming years,

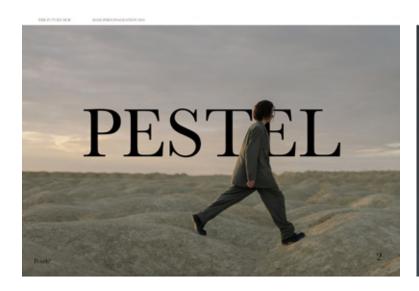
PESTEL analysis gives a complete viewpoint on political, economic, social, technological, environme and legal factors affecting the beauty industry. The trend report emphasise that sustainability and technology will be coential factors shaping the

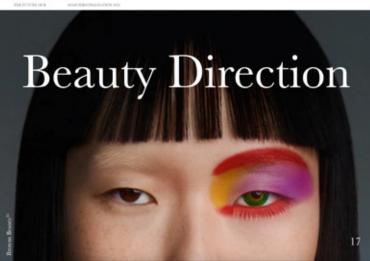
mer choices of 2024, allowing more personalisation in consumer

Another relevant factor from this report is how technology influences sumers, as All plays a fundamenta role in the interaction between report highlights how consumer re more conscious of spending and how quality is more valuable than

In conclusion, this report indicates how personalisation is transforming the beauty industry and how consumers deeply desire a more meaningful connection with brands considering how personalisation has a sustainable solution for beauty







FLAVIA FIORELLA: PORTFOLIO

Buying Report

The report on Re-firm details the brand's commitment to sustainability, using organic fabrics and transparent processes. It emphasizes producing high-quality, timeless fashion items with minimal waste through on-demand manufacturing. The target customers are young, eco-conscious individuals. Key strategies include affordable pricing, online-only sales, and strong social media promotion. The brand focuses on innovation, quality control, and adhering to colour trends for 2023 to create a positive, impactful presence in the fashion industry.





PRODUCTION:

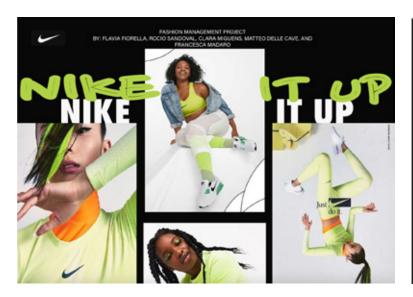
	£K	×
TOTAL SALES PLAN	80	
MARKDOWN PLAN	6.4	89
TERMINAL STOCK	1.6	29
TOTAL BUY	88	3 1

OPEN TO BUY BY CATEGORY			
OPTION PLAN	PLAN BUY %	PLAN BUY £K	
TOPS	27	23760	
TROUSERS	27	23768	
SKIRTS	7	6160	
SHORTS	7	6160	
JACKETS	13	11440	
BLEAZERS	7	6160	
HOODIES	13	11440	
TOTAL	100.0 88,000		



Marketing Report

The "Nike It Up" report outlines a sustainability campaign where Nike promotes upcycling old clothes to reduce waste and support the environment. It includes strategies for enhancing brand image, engaging consumers through events and social media, and implementing eco-friendly practices. The campaign aims to raise awareness about sustainability, attract new customers, and strengthen Nike's commitment to responsible fashion.











LET'S GET IN TOUCH

Website: flaviafiorella.com

LinkedIn: linkedin.com/in/flavia-fiorella-b41575173

Email: flaviafiorellauk@gmail.com

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