

# SEPTEMBER SHOWCASE

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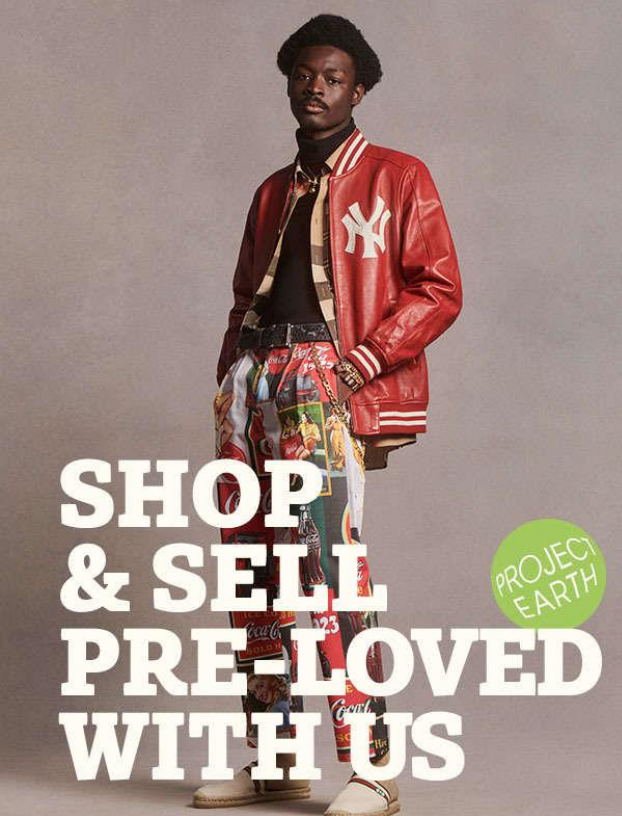
Centered around sustainability, the campaign aims to inform and inspire shoppers and future investors on Oxford Street's commitment to becoming a more responsible district.



# Sentiment towards Sustainability

- Consumer interest in sustainability is here to stay and growing all the time
- Preference to brands that have environmentally sustainable practices and values
- Consumers in the South of England wish to see retailers reduce waste and offer products which are reusable, second hand or rented
- Greater clarity on how to dispose or recycle an item, better information around sourcing, and the signposting of ways to renew or repair a damaged item would all be welcome by customers who are trying to make positive changes

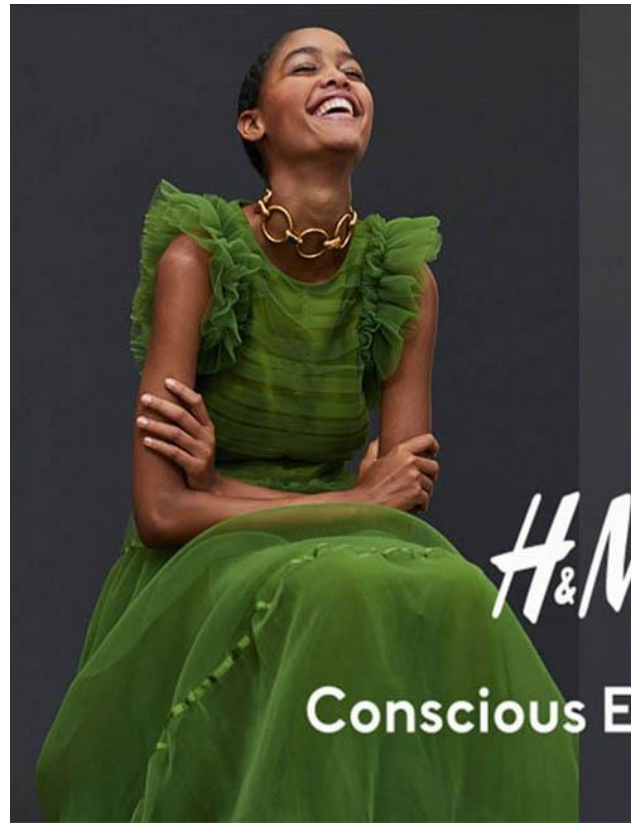
**ECO-CONSCIOUS  
IS THE NEW  
BLACK**



It's true that consumers are becoming more aware of the impact of their shopping habits, but so are brands with many rolling out more sustainable products and circular business models.

In the fashion industry, 60% of brands in North America and Europe say that 'implementing sustainability measures' was one of their top priorities in 2020.

Oxford Street retailers are already making strides in this space: Selfridges Project Earth, Adidas Future Craft, H&M Conscious Collection, Lush refillable pots, John Lewis sustainable edits and M&S partnership with Infarm to name but a few



# Rising to the challenge

As more and more places seek to define their purpose and the rise of consumer interest in sustainability grows, it poses an opportunity for Oxford Street and its members to showcase the best and brightest examples of sustainability across retail, dining, and leisure.





# A Strategic Approach

Reframe perceptions of Oxford Street, shining the light on positive strides that brands are making now and demonstrating that the district is committed to driving positive change in the long term.

# Campaign Approach

The Showcase  
Schedule

The Responsible  
Edit

Circular Economy  
Pop Ups

Partner with The  
Graduate Fashion  
Foundation

Media  
Partnership with  
Evening Standard

Earned, Owned  
and Paid Comms

**DRIVE DESTINATION AND BRAND PROFILE – CUSTOMER ENGAGEMENT – FOOTFALL & DWELL**



# 1. The Showcase Schedule

Working with you our members, curate and deliver educational and engaging customer activations that showcase what our brands are doing in this space and how customers can adopt and embrace changes to make a positive contribution to the planet

- Upcycling Workshops
- Industry Talks
- Repair Services
- Swap Shop
- Fashion Laboratories
- Shop and Sell
- Rent the Runway / Collection



## 2. The Responsible Edit

Work with ethical editors and leading fashion industry forces to curate conscious capsules and sustainable edits to signpost to consumers where they can buy responsibly and keep their clothing in the loop

- Conscious fashion labels
- Organic Fibres and Fabrics
- Recycled goods and garments
- Zero Waste Fashion
- Secondhand and Vintage





### 3. Sustainable Pop Ups

Reimagine retail and challenge the way we consume fashion by providing shopping experiences that support the circular economy

- Made to Order
- Upcycling
- Rental and Resale



## 4.GFF X Partnership

We will work with the Graduate Fashion Foundation to curate a series of the best in class work focussed on the areas of sustainability - from Photography and Publications to of course some incredible and inspiring fashion.



## 5. Launch Party

We will host an immersive launch night at Marble Arch Mound on Tuesday 14 September to showcase the campaign to key media titles, industry leads and West End businesses.



# 5. Media Partner Activity

Partner with the Evening Standard to highlight the exciting program of events and campaign content in The Evening Standard newspaper, ES Magazine and standard.co.uk to drive destination consideration and footfall





## 6. Owned, Earned and Paid Communications

We will engage with key titles and sustainability bloggers and influencers to drive campaign awareness among key audiences. We will promote all campaign elements across our Oxford Street digital channels to ensure strong share of voice, reach and engagement.



## 7. Key Timings

- Confirm Brand Participation: w/c 2 August
- |
- Share Details of Activation: w/c 16 August
- |
- Share Content & Assets: w/c 23 August
- |
- Campaign Launch Event: 14 September
- |
- Campaign Period: 14 – 30 September

To find out more about the campaign and how you can get involved or to set up a follow up meeting, please contact Campaigns & Events Manager, Hadas Kulscar on E: **[Hadas.Kulscar@newwestend.com](mailto:Hadas.Kulscar@newwestend.com)**

