



CONSCIOUS

Slowing Down Fast Fashion

THE BRIEF

Client:

H&M CONSCIOUS
FOUNDATION

Product:

Mission2020 microsite &
launch campaign app
“Adopt a Conscious”

Agency:



Objective:

Convince
Eco-Conscious
Millennials that
H&M is a
sustainably
focused brand.

COMPETITION



POSITION



The H&M Group is one of the leading users of organic cotton in the world and is currently focused on leading the sustainability movement in the fast fashion industry. H&M is also an active member of the Better Cotton Initiative, which helps farmers to grow cotton while reducing stress on the local environment and improving the livelihoods farming communities around the world.

The main goal of H&M is for all cotton to come from sustainable sources by 2020.

PERSONA

LIKES

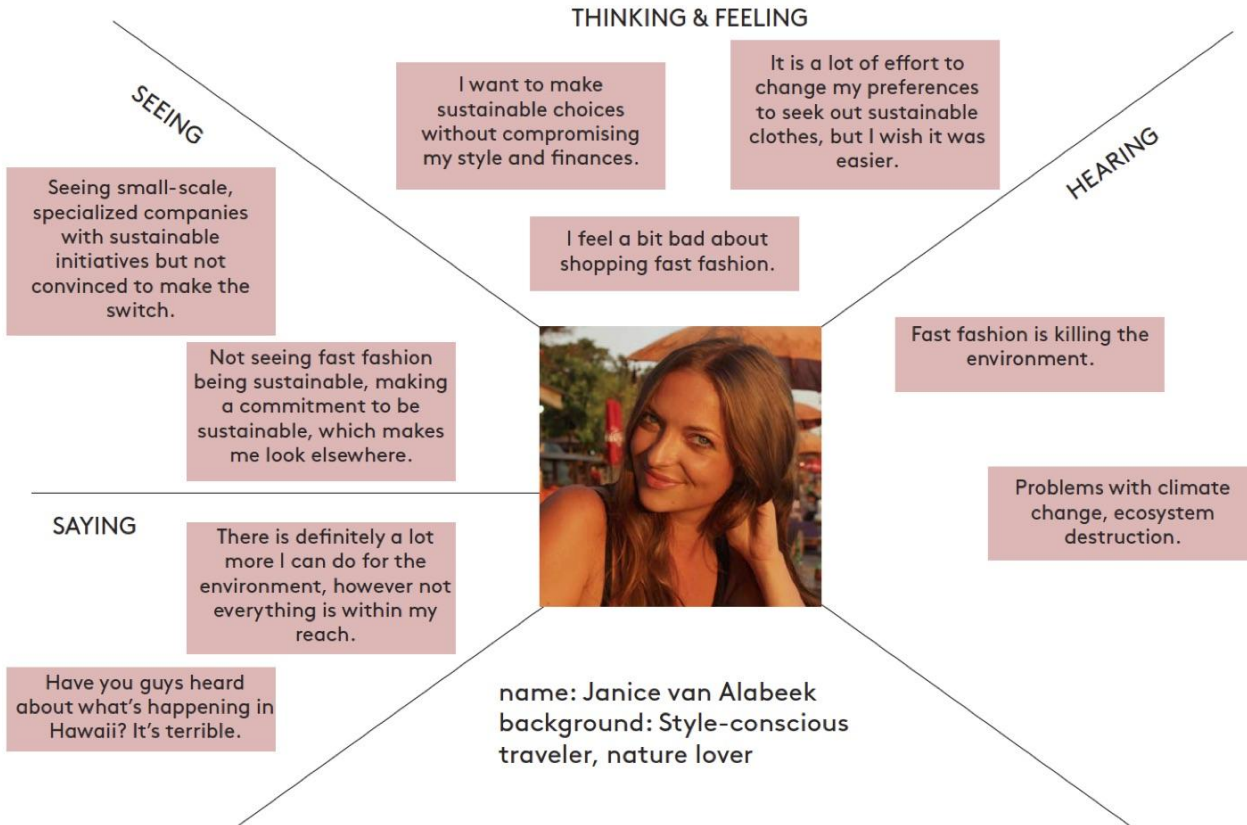
- Surfing
- Beach
- Animals
- Nature
- Traveling
- Fashion

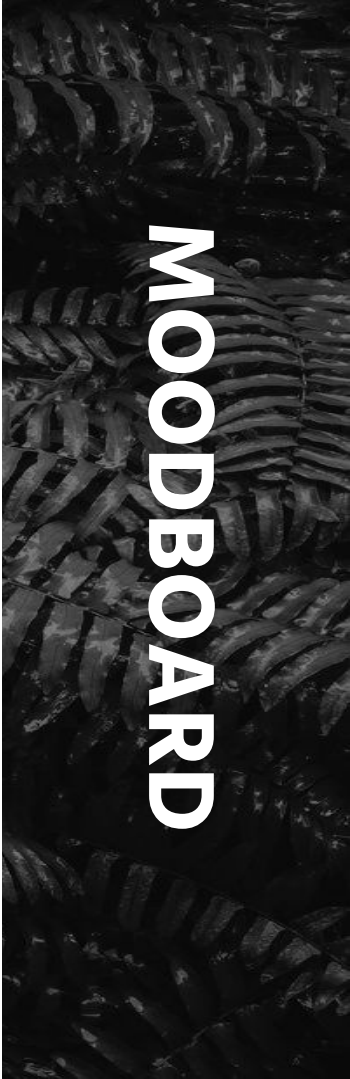
MUSIC

- Rihanna
- Frank Ocean
- Erykah Badu
- The Weeknd
- Marvin Gaye
- Alicia Keys

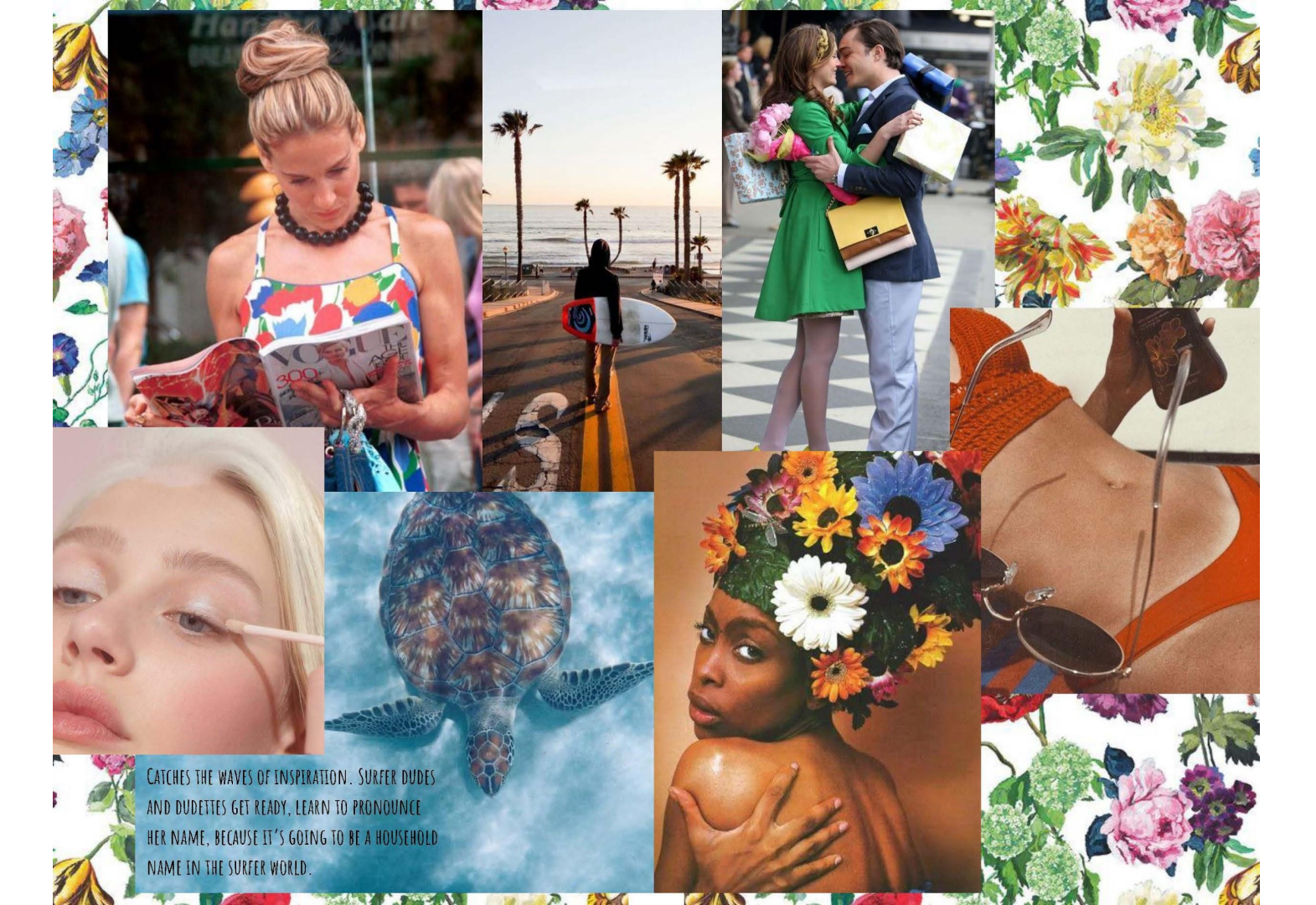
CHANNELS

- Influencers
- Blogs
- Word-of-mouth
- Surf Brands
- Instagram
- Fashion Magazines





MOODBOARD



USER JOURNEY

She leads a
simple life, but
makes it look
aspirational.

7:30 AM

- Wake up
- Sometimes she wakes up a little earlier to catch a few waves or get to make it to a yoga class before work
- Checks her personal email, **quickly scans social media**, and checks her weather app
- For breakfast she likes to keep it simple, just a smoothie or toast with fruit

8:30 - 9:30 AM

- Bikes to work
- Works in a large office centrally in the city

9:30 - 11:30 AM

- Janice is at work
- Takes a a break somewhere during the day to **check social media and emails**

11:30 - 12:30 PM

- Staff meeting

12:00 - 1:00 PM

- Lunch break
- Like most Dutch, she brings a packed lunch to work
- She eats with some of her friends from the office in a common area or public space (ex. park, atrium, etc.)
- She **checks her social media and email**, always on the hunt for deals on flights for short trips to sunnier places

1:00 - 5:00 PM

- Remainder of work day
- Packed with meetings, presentations, etc.
- Takes moments to daydream about her next getaway

5:00 - 5:30 PM

- Bikes home
- Janice lives with a roommate
- Lives in a trendy and artistic part of the city where a lot of young people live, she's a gentrifier

5:30 PM

- Dinner
- She doesn't have a big budget, but still loves to cook and is always trying new recipes she finds on Pinterest or her favourite food blogs using good ingredients

8:00 PM

- She goes out with a few girlfriends for a relaxing evening since it's a work night
- She might go to a bar or club where her friends are playing music

11:00 PM

- Janice gets ready for bed
- She enjoys a hot shower with organic lavender body wash she splurged on (but definitely doesn't regret)
- She has a standard nightly skin care routine that doesn't use overpriced products, but she takes a lot of care
- Her evening routine is her time to herself
- She **checks social media** one last time while she sets her morning alarm on her phone

INTERVENTION

FEELING

Social Media

- Influencer on IG
- Paid ad on IG
- Friends tagging H&M #SDFF on IG
- Facebook ad
- Celebrities on Twitter posting about the Slow Fashion Show
- SnapStories are talking about the Conscious Rooms

A little **tired**, but **fresh** for the new day.
Easily **impressible**

Waking up, **energized**, anticipating the day ahead;
passively impressible

Stressed, busy, seeking moment of mental relief

Checks Emails

- H&M emails
- Slow Fashion show
- Conscious Rooms
- Conscious Line

Focused, she's away from media & tech

Winding down, **relaxed** with friends, **social**, **impressible** by friends

Bike to/from Work (Commute)

- Print ad on bus
- Print ad on bus stop
- Public Bikes
- Billboard
- Ads in trams & metros

Stressed, busy, seeking moment of mental relief

Tired from day, relieved to go home,
passively impressible

At Home

- Pinterest ad
- TV ad (play in background)

Time to self, prepping to go out, **"treat self" attitude**

Goes out with friends

- Print ads in public spaces
- Walks by a physical store, window ad
- Friend mentions the Conscious Rooms, plan to go together

Energy up, feeling good in her skin, group mentality

Time to self, **winding down**, **"treat self" attitude**

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THE CAMPAIGN

#SLOWINGDOWNFASTFASHION

THE CAMPAIGN

- Pop-up Exhibition
- Opening Event
- Fashion Show
- App
- Microsite
- Store Windows



H&M's The
**Conscious
Rooms**

ROOM NO.1

"THE PLANTING ROOM"



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The Planting Room

Seeds / Earth / Greenery

Duration: Up to 70 Days

The journey of organic cotton starts with securing untreated, natural (non-GMO) seeds. These seeds are often hard to come by and this can be a real issue for farmers. Once seed is secured, the land needs to be prepared and the seed sown. It takes approximately 60 to 70 days from planting until the first flower appears.



ROOM NO.2

"THE FLOWERING ROOM"



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The Flowering Room Flowers / Watering

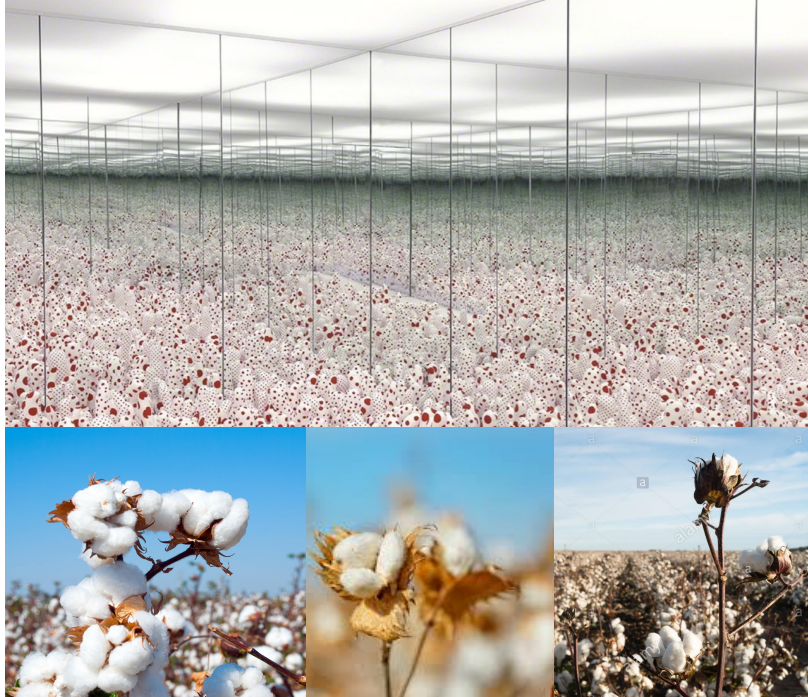
Duration: Up to 70 Days

The blossom of a cotton flower goes through quite a transformation during its lifetime. It develops from white, to pink, and then finally a rich red/purple. Cotton flowers contain both types of reproductive organs meaning they have the ability to self-pollinate. During this time soil fertility watering, pest, and weed control need to be managed.



ROOM NO.3

"THE HARVESTING ROOM"



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The Harvesting Room

Dried / Cracked / Fluffed Cotton
Bolls

Duration: Up to 45 Days

The first cotton bolls begin to appear 50 to 70 days after the initial bloom of the plant. It takes up to 45 days for the boll to crack revealing the cotton within. After the cotton boll is fully dried, split, and fluffed it is ready to be harvested. Not all



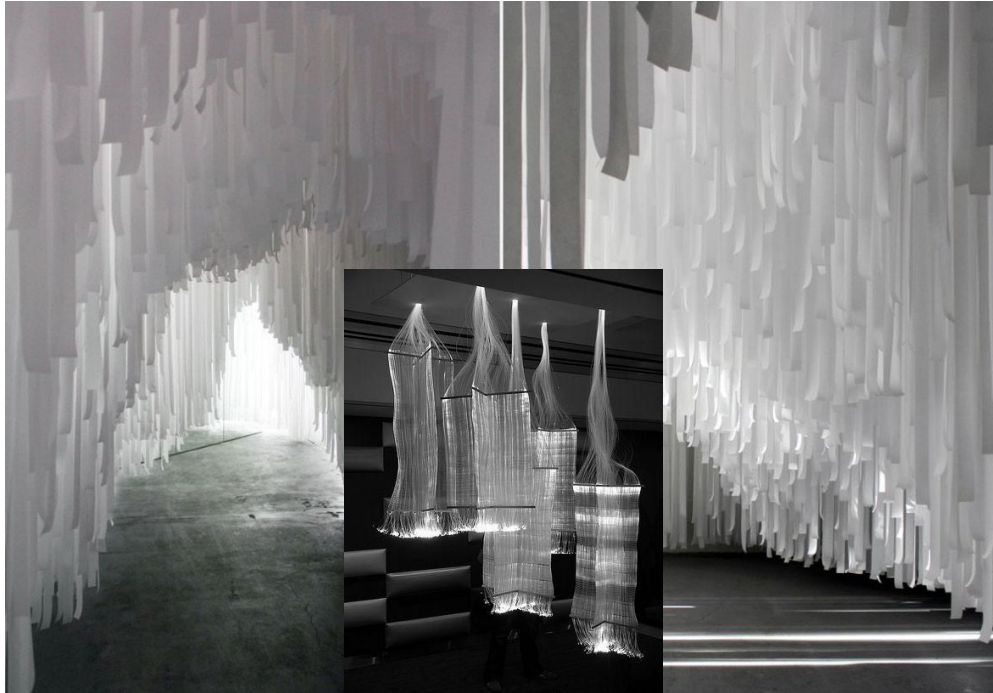
Cotton
boll

Cracked
cotton boll

Organic cotton
boll ready for
harvest

ROOM NO.4

"THE SPINNING ROOM"



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The Spinning Room

Seeds Removed / Cotton Yarn

Duration: 10 to 15 Hours

The cotton gin is where cotton fiber is separated from the cottonseed. Cotton is vacuumed into tubes that carry it to a dryer to reduce moisture and improve quality. Then it runs through cleaning equipment to remove foreign matter. The fiber is then spun into cotton yarn. Not all cotton fibers are the same and vary in length from 18mm to over 50mm. Colors range from white, to brown, to red. This determines the grade of the fiber.



ROOM NO.5

"THE WEAVING ROOM"



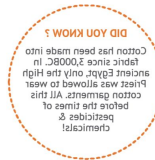
H&M
CONSCIOUS

The Weaving Room

Cotton Yarn Woven into Fabric

Duration: High-speed looms weave up to 2,000 meters of cotton fabric per minute

Hundreds of yard strands are wound from cheese cones onto a large warp beam. Yarns on this beam are coated with a starch mixture to add strength for weaving. The sized yarns are then wound onto a loom beam, placed on the loom and then woven into cloth.



ROOM NO.6

"THE DYEING ROOM"



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The Dyeing Room

Woven Fabric / Cotton Yarn / Dyes

Duration:

Light Shades - 6 hours

Medium Shades - 7 hours

Dark Shades - 8 hours

Extra Dark Shades - 9 hours

In piece dyeing, used for fabrics that are a solid color, a continuous length of dry cloth is passed through a trough of hot dye. The cloth then passes between padded rollers that squeeze in color evenly and removes excess liquid. Yarn dyeing, occurs before the cloth is woven, it's used to produce checks, plaids, woven stripes and other special effects. Blue warp yarns, are combined with white yarns in denim.

ROOM NO.7

"THE SEWING ROOM"



The Sewing Room

Fabrics Cut / Sewn

Duration: The cutting and sewing process can take up to 6 hours depending on the complexity of the garment

Wasted materials are kept to minimum. H&M minimizes the use of water, energy, and toxic chemicals during the manufacturing process, while ensuring the people who hand make the products work under good conditions.

DID YOU KNOW ?

The Aztec civilization used brown cotton fibers as currency. Even today the US and Euro currencies are made of cotton. Imagine what it would be like to use money made from organic cotton!

ROOM NO.8

“THE RECYCLING ROOM”



The Recycling Room

Clothes Collected / Sorted

Duration: Textiles can take between 20 – 200 years to break down in a landfill.

20% of global production waste comes from the textile and apparel sectors. H&M launched a recycling initiative that collects and recycles clothing. Accepted garments are not limited to H&M clothing. Collected garments are broken down and new threads are spun from a combination of these fibers and new cotton. (needed for strength) Once the technology is in place to do this chemically rather than mechanically, H&M will be able to produce fully recycled products.



THE OPENING EVENT

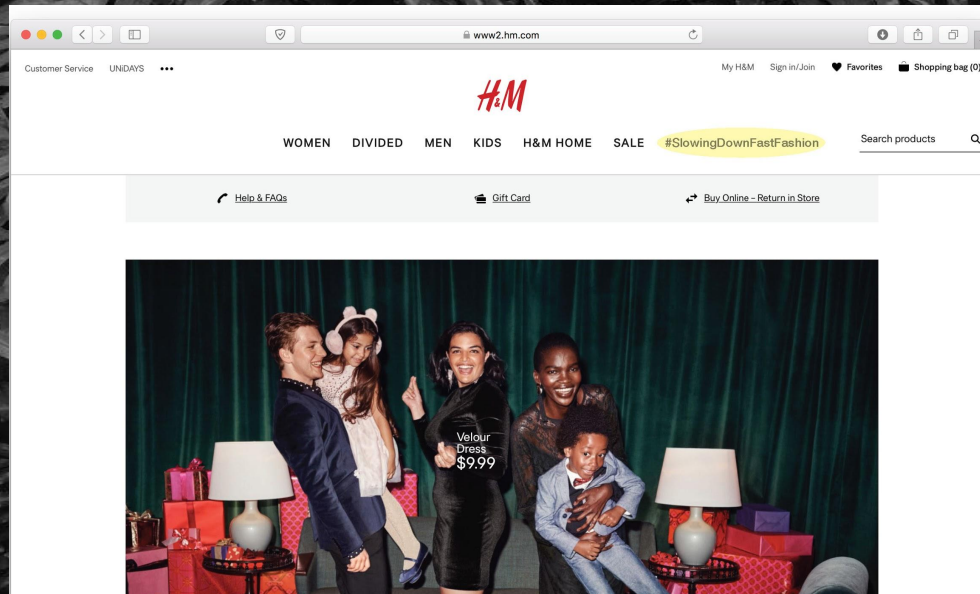
Hosted by Susan
Sarandon

Fashion Show through
Rooms

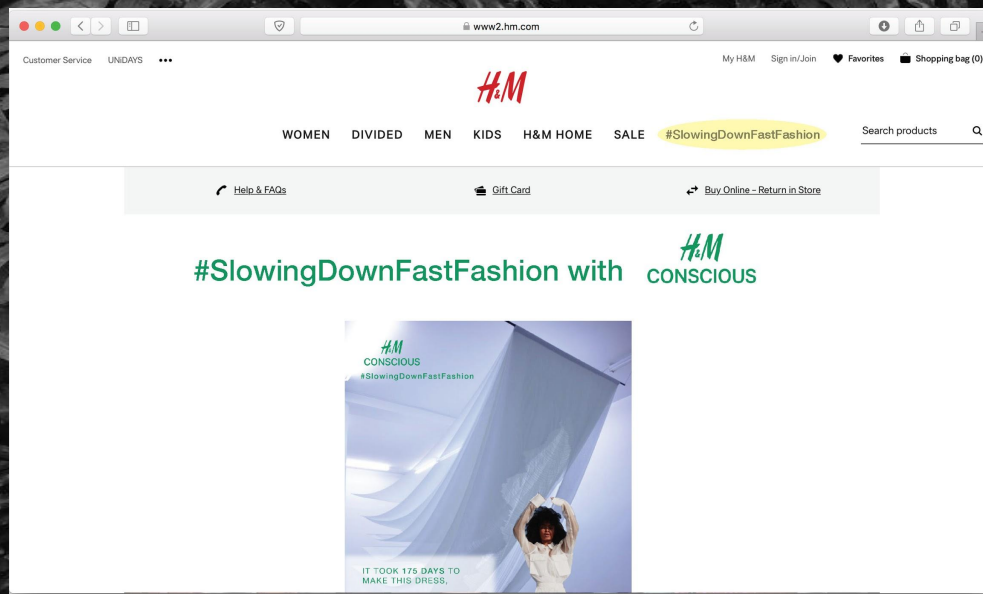
Performance by
Alicia Keys

Invite Only
Celebrity/Press

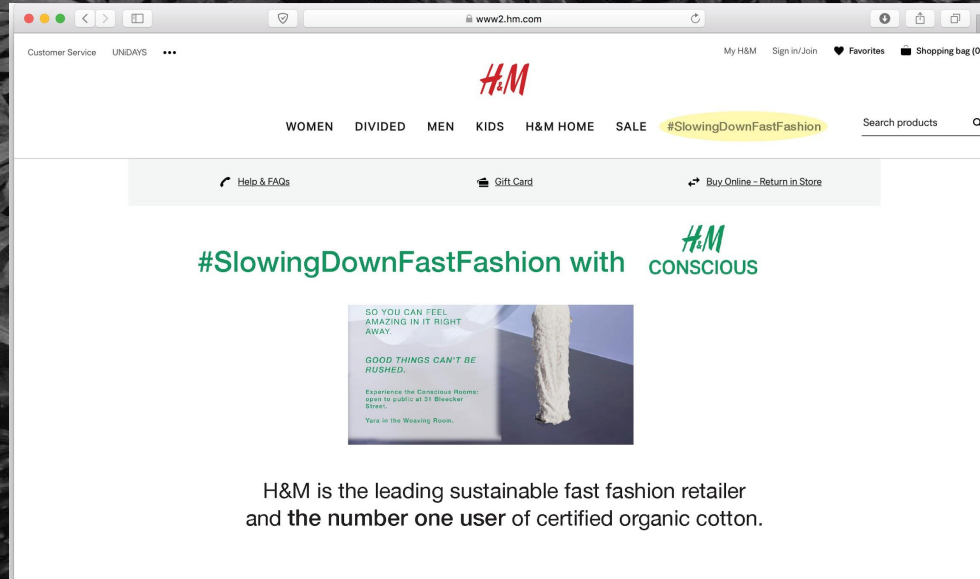
CAMPAIGN: MICROSITE



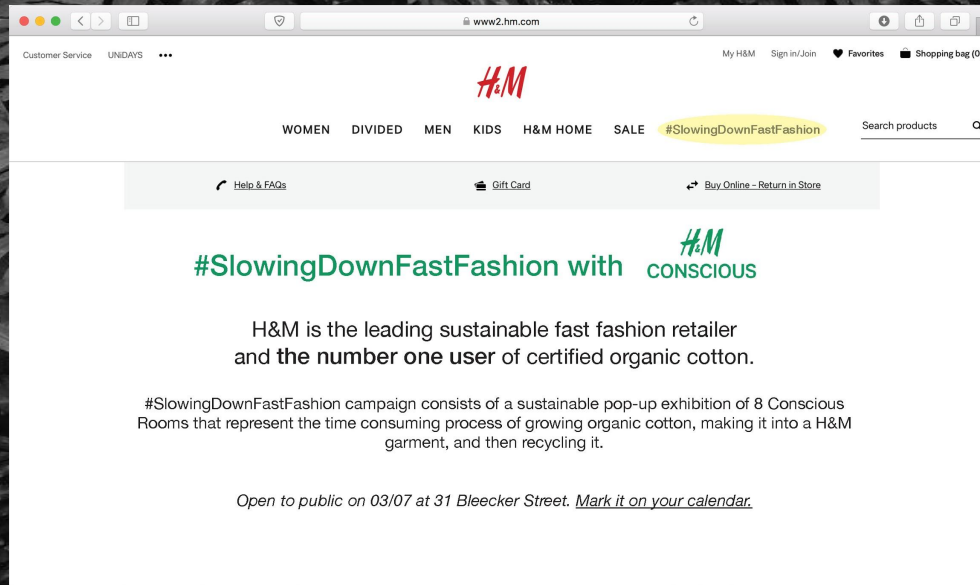
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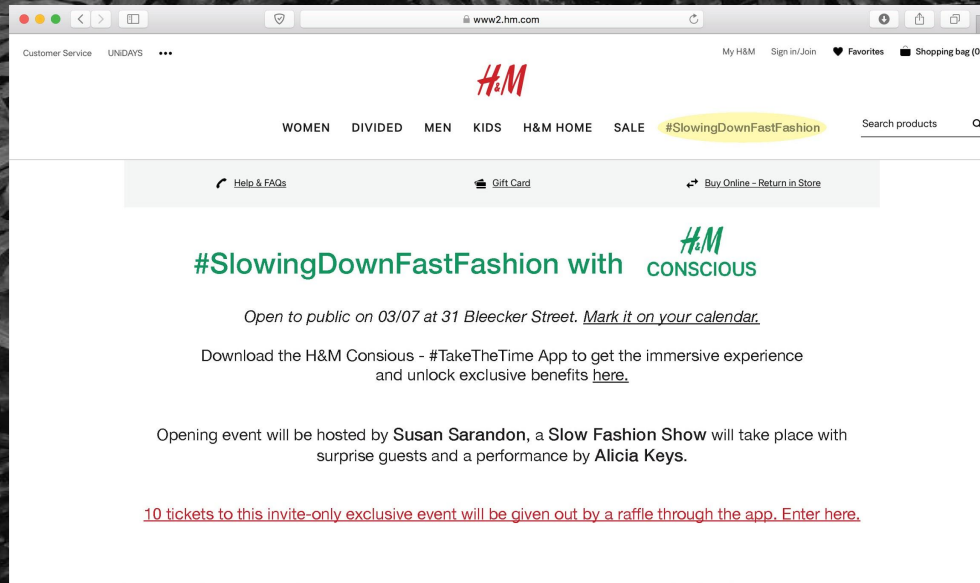
CAMPAIGN: MICROSITE



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CAMPAIGN ADS



Feature Susan Sarandon and Yara Shahidi

"It took 192 days to make this t-shirt, so you can feel amazing in it right away."

Good things can't be rushed."

H&M Conscious
#SlowingDownFastFashion





4:16 PM

68°

H&M

CONSCIOUS

#SlowingDownFastFashion

IT TOOK 175 DAYS TO
MAKE THIS DRESS,

SO YOU CAN FEEL
AMAZING IN IT RIGHT
AWAY.

GOOD THINGS CAN'T BE
RUSHED.

Experience the Conscious Rooms:
open to public at 31 Bleecker
Street.

Yara in the Weaving Room.



IT TOOK 192 DAYS TO
MAKE THIS COAT,
SO YOU CAN FEEL
AMAZING IN IT RIGHT
AWAY.

*GOOD THINGS CAN'T BE
RUSHED.*

Experience the Conscious
Rooms: open to public at 31
Bleecker Street.
Susan in the Flower Room.

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#SlowingDownFastFashion

OUTFRONT PRIME

PARK





Tåg mot T-Centralen · Gullmarsplan

19 Hagsätra	3 min
Skarpnäck	6 min
18 F	18 F

Tåg mot Fridhemsplan · Hässelby

18 Alvik	1 min
8 min	19 Häs



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CAMPAIGN: WINDOW DISPLAYS



Course

Contemporary Advertising

Process

Advertising
Marketing
Media
Market Research
User Experience

Students

Olivia Roper-Caldbeck
Jake Helgenberg
Isinsu Kuzalli
Rachel Tenney



#TakeTheTime

A campaign to slow down fast fashion for H&M Conscious.

Project

For this project we were separated into teams and tasked with creating a multi-platform ad campaign for H&M Conscious. We were given a brief from the client asking us to "convince eco-conscious millennials that H&M is a sustainability focused brand." The project required us to work through the entire advertising process treating our team as if it were our own advertising agency. Our agency, Studio Buzz, gathered market and consumer research, developed multiple campaign ideas and themes, and brought them to fruition with rendering for a final pitch.

Challenge

There were many challenges involved in completing this project especially given the very short amount of time we had to complete it. The first of which was deciphering the client brief and making sure we got to the root of the issue they were trying to address. Next we needed to fully understand our target consumer through market research, and discover points of intervention. Then it was a matter of dreaming up the main idea that would ultimately feel authentic to the brand and spark engagement with the consumer.

Outcome

Our agency developed #TakeTheTime, a campaign to slow down fast fashion. The campaign emphasized H&M's position as the leading sustainable fast fashion retailer and the number one user of certified organic cotton. It featured a pop-up exhibition of 8 Conscious Rooms relating to the production of organic cotton. The rooms featured interactive art installations and linked to an app with more information on cotton and activities. We also combined celebrity collaborations, an opening night fashion show, print/social media ads, and a micro site.



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Slowing Down Fast Fashion