



Vivienne Westwood

The Westwood Way

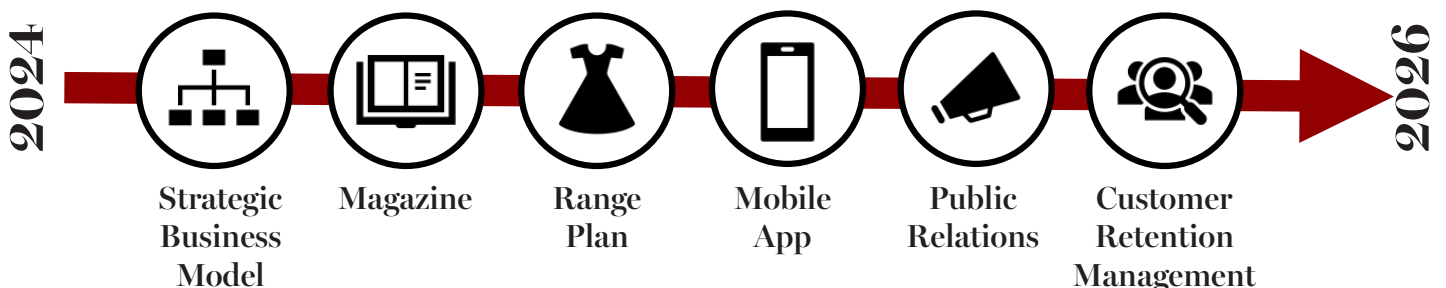
BRIDAL

Executive Summary

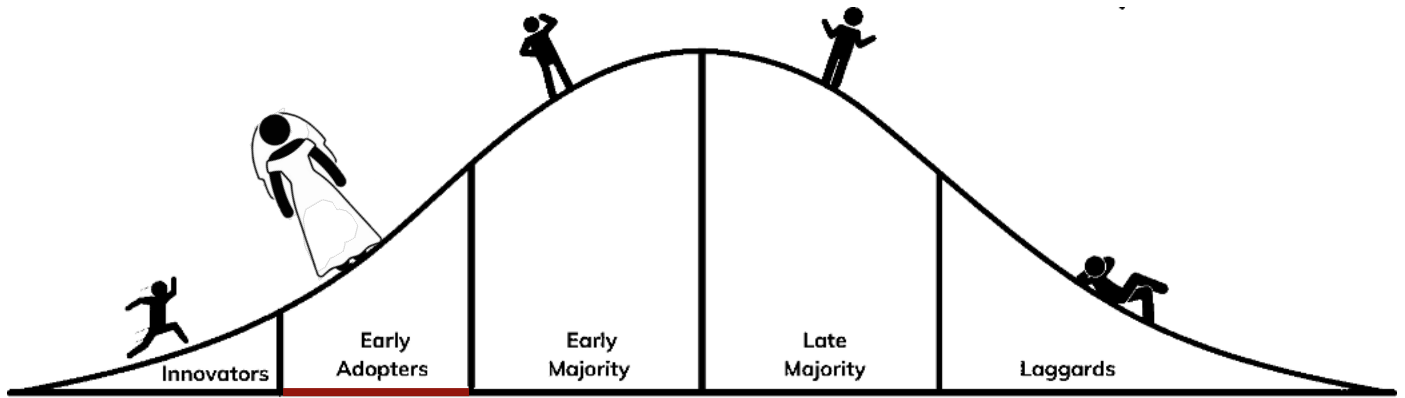
Vivienne Westwood is a British luxury brand renowned for its unapologetic, innovative and adventurous style. It is underpinned by a sustainable ethos, which entertains both an environmental and social consciousness. Vivienne Westwood has always been about more than the product, striving towards social soundness and defying fashion norms. The collections have been used as political vehicles of speech in activism stances, or to highlight injustices in the media. The brand heritage is rich and holds great value, however, the brand's eponym and global icon, Vivienne Westwood recently passed away. With the loss of the national treasure, it sparks the idea, has the brand started to lose its way? Although Andreas Kronthaler has taken creative direction and operations are still in motion, the brand is not pushing boundaries like it once did – change is overdue.



There is a disparity between Vivienne Westwood's sustainable ethos, and the one-off nature of its bridalwear. We have exploited this conflict of interest through championing a bridal rental service, which will engage the consumer from the pre-purchase through to the post-purchase stages of their journey. Our work will pose how bridalwear can ultimately be luxury, sustainable and quintessentially Vivienne Westwood. The idea of rental is somewhat misunderstood; this direction will prove how it is feasible and in fact, necessary. The introduction of the rental service, 'The Westwood Way', will primarily revitalise the bridal range, with the intention for this concept to expand across the brand.



for rental bridal



‘The Westwood Way’ targets the *Millennial* consumer and champions the ‘*Early Adopters*’; a cohort more receptive to innovative ideas, which can influence the masses sooner.



01. Reignite

the brand’s image and bring their heritage to the forefront

02. Rethink

the brand’s pricing and product strategy

03. Reinvest

into the brand’s sustainability efforts to include repair and rental services

Sustainable Business Model Strategy

The Westwood Way is a Fashion Rental Service launching in SS25, as a part of the brands strategic development to Reignite, Rethink and Reinvest. In order to successfully launch this service and make it commercially viable, the brand must explore business model innovation and implement a strategy to ensure dresses can be rented efficiently, hygienically, and sustainably while simultaneously upholding Vivienne Westwood's luxury brand image.

Implementation Timeline

REignite

Short Term Strategy: 6 Months- 1 Year
Reignite brand image and values by implementing a sustainable business model that aligns with these.

REthink

Medium Term Strategy: 1-2 Years
Rethink supply chain transparency by implementing Blockchain Technology.

REinvest

Long Term Strategy: 5+ Years
Reinvest from the Rental Bridal Trial to develop a Ready to Wear Subscription Service.

How Will Blockchain Be Implemented Into The Rental Process?

Transparent Production Process

When was it Made?
Where was it Made?
Who Made the Garment?
What was their Role?

Shows the rental journey

How many times has this dress been worn?
When was it last Cleaned?
What are its future steps?

Increase Consumer Awareness

Future brides can scan the dress for more information on rental, will take them directly to the App.

The Rental Process




01.
Consumer
Awareness of Rental

Vivienne Westwood will raise awareness of this service & the app via: WOM, Their Magazine, The App Store, Website, Marketing Activities, PR and In Stores.

The **Westwood Way App** gives consumers the opportunity to **Browse Dresses** and uses **Innovative Technologies** such as Virtual Body Scanning, AR Try On and Virtual Styling to ensure the best fit.

02.
Consumer
Downloads App




03.
Pick Desired
Dress

Users can pick their desired dress/dresses via the app as well as **Reserve** a dress for a specific Rental Period. To secure the dress, consumers will have to pay for the **Rental Period**, put down a **Deposit** and sign a **Rental Agreement**.

Consumers have the decision to **Try on In-Store** in The London Atelier or have a **Four Day Try on Period** at Home where minor, **Reversible Alterations** can be made to dresses.

04.
Dress Fittings





05.
Deliver Dress

DPD will **Deliver Dresses** straight to the consumer's door with a **Returns Label**, using **Protective Packaging** to preserve the dress and ensure it's in pristine condition upon arrival.

Rental Periods can be **7,14 or 28 Days**, ensuring consumers have the dress for as long as they require.

06.
Wedding Day






07.
Return Dress for
Dry Cleaning

The **Returns Label** will be addressed directly to **Oxwash** - a London-based **Dry Cleaning** company where all dresses will be thoroughly cleaned, prioritising hygiene for the next use.

All **Repairs** will be done **In-House** at **The London Atelier** by the original **Dressmakers**.

08.
Repairs

09.
Return Dress to
Showroom

Once the Dress is back to **Pristine Condition**, it will return to the **Showroom**, ready for its **Next Wear**.

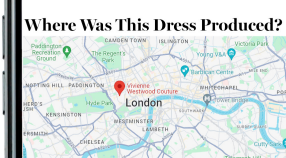
**The Westwood Way
Rental Journey**

Dress Rental Journey

- Sarah's Rental Period**
26/04/2025 - 03/05/2025
Full Deposit Returned
- Cleaned by Oxwash**
Received 04/05/2025
Sent Back to Store
No Reported Damages
- In Store**
Received 05/05/2025
Quality Checked
No Reported Damages
- Current Rental Period**
Received 08/05/2025
14 Day Rental Period
11 Days Remaining
- Scheduled Clean by Oxwash**
Expected 23/05/2025

**The Westwood Way
Supply Chain**

Where Was This Dress Produced?



Vivienne Westwood Atelier
6 Davies St, London W1K 3DN
15 Employees
9 Female
6 Male
*All wearing above minimum wage

This dress was carefully handcrafted by our talented team in our Knightsbridge Atelier on **20/01/2025**

Who made this dress? Visit our Design Team Page [Here](#)

**The Westwood Way
Supply Chain**

Who Made This Dress?



Employee ID: 200217
Gender: Female
Age: 18-29
Job Role: Pattern Cutter
Salary: Above Minimum Wage
Location: London Atelier



To implement Blockchain Technology into the Rental Service, Vivienne Westwood will partner with Aura Blockchain Consortium. NFC tags will be sewn into the dresses, allowing people to scan and access information regarding the Rental Journey, the Supply Chain, and Downloading The App.

Blockchain Concept

Project Overview

In order to effectively support the proposed 'Reignite, Rethink, Reinvest' strategic direction plan, it is suggested that Vivienne Westwood create and publish their own in-house magazine titled 'Westwood World - Volume 1'. The in-house magazine will serve as a promotional tool to showcase current and future collections but will also serve as a platform for Vivienne Westwood to tell their illustrious story.

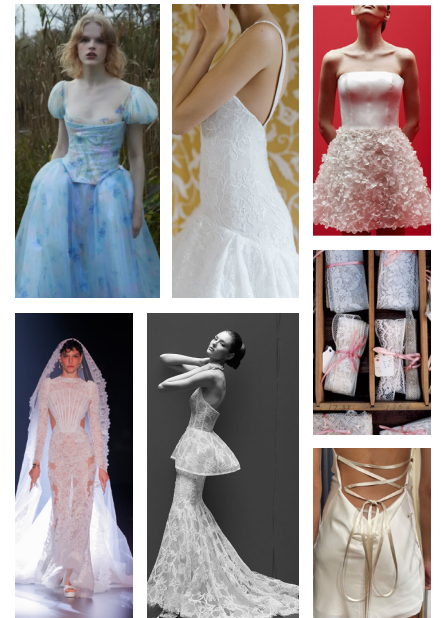
The decision for Vivienne Westwood to create the magazine in-house was made to ensure that Vivienne Westwood maintains complete creative control and the magazine is created in a manner that aligns with the fashion house's sustainability and ethical values, in accordance with their sustainability initiatives and the Modern Slavery Act (2015).

'Westwood World – Volume 1' will serve as a loss leader for the fashion house with there being no price attached to the magazine. This, and the magazine itself, will be communicated to customers via social media, email marketing, in-store, on their official website, and the upcoming pop-up event. Customers are able to pick up their copy at a Vivienne Westwood store but if this isn't feasible, for the customer, copies are also sent out alongside online orders.

Project Objectives

- Aid Vivienne Westwood in connecting with their aspirational consumer.
- Lay the foundations of a community of consumers revolving around the brand.
- Generate publicity surrounding current and future collections, with a heavy emphasis on bridal, and the brands history and heritage.
- Provide consumers with a physical brand touchpoint.
- Drive sales for Vivienne Westwood.

Baker Breeze-Watkins

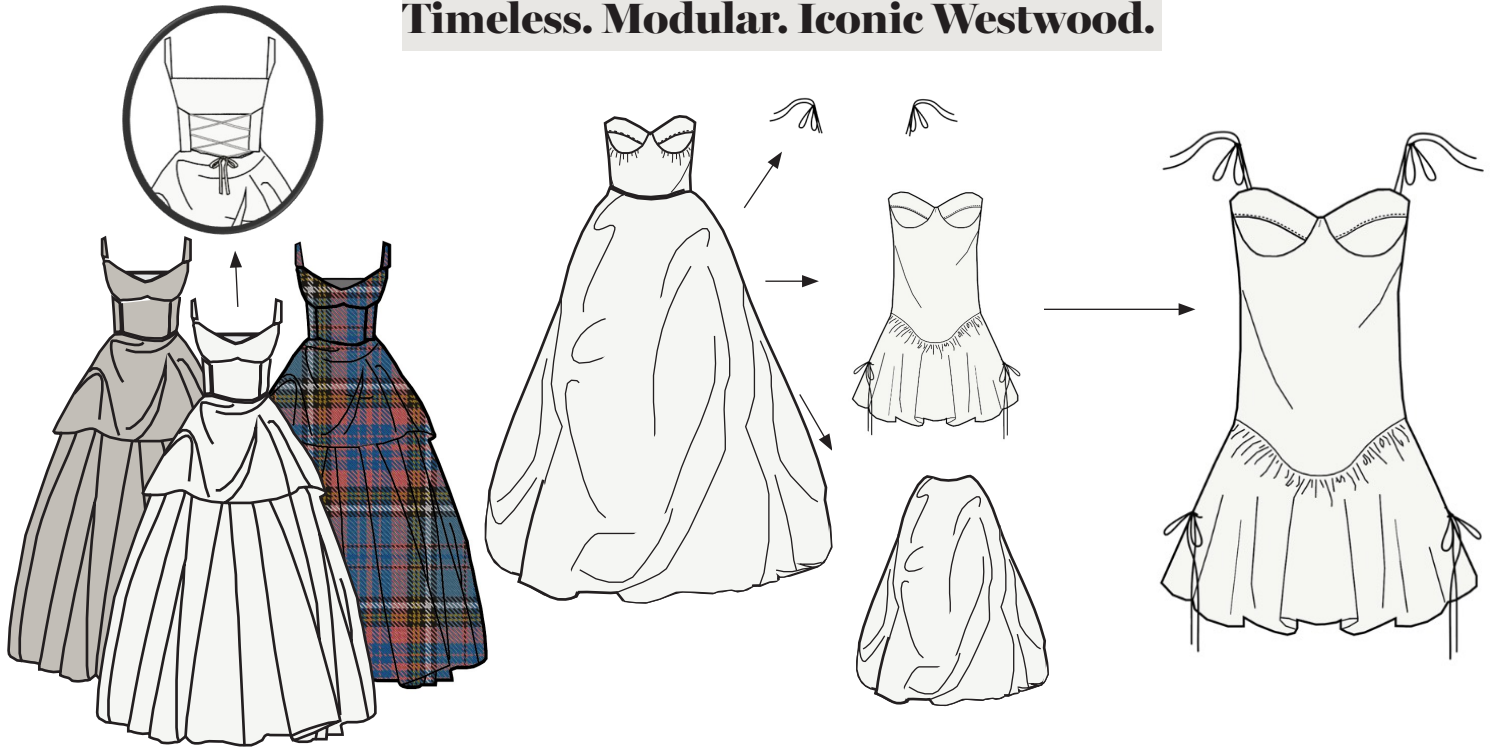


Visualisation:

‘The ceremony dress’

‘The second dress’

Timeless. Modular. Iconic Westwood.



“

Confidence will never, ever go out of style – and I wholeheartedly believe that nothing will make a woman feel more confident than a Westwood corset.

”

Concept objectives:

Strategic fit:

01. Reignite

the brand's **rich heritage** by taking designs back to their **bold roots**, captivating Westwood's **signature style** in a **contemporary** manner.

02. Rethink

its **pricing strategy** to confirm an established **luxury position** in the new market.

03. Reinvest

into its once renowned **sustainable ethos**, by creating **timeless** and **modular** designs to **outlast** the traditional single-use dress nature.

The strategic brand report (2024) identified a disparity between the brand's sustainable ethos and the one-off nature of its bridalwear. Providing recommendations for long-term strategic success. The keywords and objectives from the overarching report have been elevated into specific objectives to aid the success of the short-term goal 'The Westwood Way' range plan.

The range plan offers a luxury bridal rental collection for SS25. Serving to revitalise the brand's identity while addressing consumers' financial and environmental concerns. The collection will draw from Westwood's rich heritage, creating looks to last a lifetime.

Mobile Application

Context & Overview

The Strategic Brand Development Report (2024) highlights three strategic decisions aimed at strengthening Vivienne Westwood's position within the luxury market and addressing identified brand issues. The implementation of a technologically advanced mobile application, emerges as a pivotal strategy for re-igniting the brand image and investing sustainability back into the business model.

REIGNITE

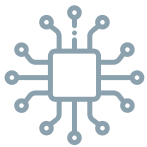
The rapid evolution of technology and consumer preference for mobile commerce identifies a emerging shift in m-commerce expectations. Currently, in a saturated retail landscape, businesses are compelled to seek market differentiation. Vivienne Westwood's introduction of a mobile bridal app offers a niche opportunity to tap into an overlooked market within the competitive bridalwear industry. Through the application of a more omni-channel approach and leveraging emerging technologies Vivienne Westwood can drive revenue and provide a socially responsible alternative for bridal shopping in an predominantly offline market segment.

RETHINK

The Westwood Way application integrates cutting-edge technology to streamline access to Vivienne Westwood's Rental Bridal Service. The application offers 3D body-scanning capabilities, personalized recommendations, AI facilitated consultations, and virtual try-ons functionalities for the rental bridalwear range.

REINVEST

Goals & Objectives



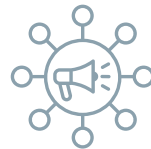
Leverage emerging technology to create experiences using 3D Body-scanning, Virtual Try-on (AR) and Virtual Stylists (AI) .



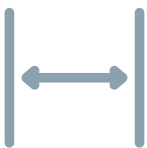
Gain a deeper consumer connection through a personalised brand-consumer experience leveraged by data collection and consumer insight.



Offer a socially responsible alternative to shop by reducing carbon footprint and enhancement of sustainability practice, logisites and transparency.



Through the development of a mobile application, VW can offer a seamless Omni-channel experience for consumers, driving revenue across multiple platforms.



Providing consumers with an alternative method to shop bridal conveniently, in the un-crowded market of online bridalwear.



Utalise experiential marketing to create a fun shopping experience that drives user engagement and promotion of VW brand.

Capturing Target Audience - Millennials



Digital Natives

Influenced by Sustainability

Preference toward Omni-channel

Demands Personalisation

Reviews are Key

Research & Analysis

As a result of the COVID-19 pandemic, the E-commerce landscape has seen significant changes. Influences of Sustainability and Technological advancements have emerged due to a drastic shift in consumer preferences. The VW Rental Bridal App is positioned toward the Millennial demographic, due to a recent shift in marriage trends. Millennials have become exceedingly reliant in smartphone usage, enabling a heightened revenue forecast for retail sales from m-commerce in the UK. The current offline bridal market is seeing a decline in revenue as a result, causing the closure of Mass retailers in the bridalwear sector. Through the curation of the VW Rental Bridal App, an opportunity to fill a gap in the market prevails.

90%

OF MILLENNIALS
CHOOSE
BRANDS THEY
BELIEVE ARE
AUTHENTIC.

(Snapchat for Business, 2023)

93%

OF MILLENNIALS
ARE VERY LIKELY (56%) OR
LIKELY (37%) TO READ
PRODUCT REVIEWS
BEFORE MAKING
AN ONLINE PURCHASE.

(Lawrence, 2018)

73%

OF MILLENNIALS
PREFER TO BUY FROM
BRANDS THAT ARE
ENVIRONMENTALLY
SUSTAINABLE.

(Snapchat for Business, 2023)

Visual Output

Utilizing blended media (Video & Images) on the Homepage to capture User Engagement.

Brief insight into Key Features of the "At-home" Bridal Consultation Service offered in the VW App.



Each dress style provides users with an online fitting experience facilitated by 3D body scanning, virtual try-on, and virtual stylist services.

Reviews strategically displayed on the Homepage detailing previous brides experiences with the Rental Bridal Service.

The Virtual Stylist feature provides users with personalized recommendations and 24/7 advice on dress selection and fitting, facilitated by Artificial Intelligence.

PRE-LAUNCH ACTIVATION


LA / PR


A PR agency specialising in bespoke campaigns integrating PESO channels, including creative strategies, event curation, campaign seeding and talent management.


Introduction


Post-pandemic, Vivienne Westwood must enter an era where they position sustained sustainability and innovation at the forefront of decisions (WGSN, 2024). Acting as the catalyst for sustainovation and growth, is ‘The Westwood Way’² – a rental bridal service. The main challenge faced when launching a rental business model is the required shift in consumer attitude, given that consumers must give up ownership and acquire only the use of a product (Mendez, 2024). This PR campaign aims to create urgency, exclusivity and surprise as these factors are particularly appealing to the target consumer, and activities aim to create a positive behaviour intention, towards the brand and launch (Erkan and Evans, 2016)


Campaign Objectives

- 

Engage target market and expand reach through PESO model campaign
- 

Create luxury associations towards rental, through celebrity endorsements
- 

Manage proactive media relations, to increase campaign coverage
- 

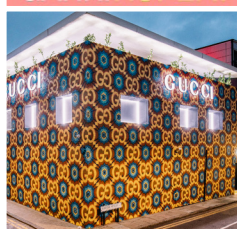
Gain a real-time feedback loop during the campaign, prior to full launch.
- 

Activate demand for the rental service, through PR activities



Media Example (Allison, 2024)

Research



Chanel Wedding Endorsement

Chanel’s affiliation with the Richie wedding, caused a 300% increase in online searches for the brand (Lees, 2023)

GANNI Rental Strategy

Creating an authentic and desirable aesthetic for their rental strategy, by connecting ‘tribes’ of influential and trendy females globally (Kent, 2019)

Luxury Brand Concept Stores

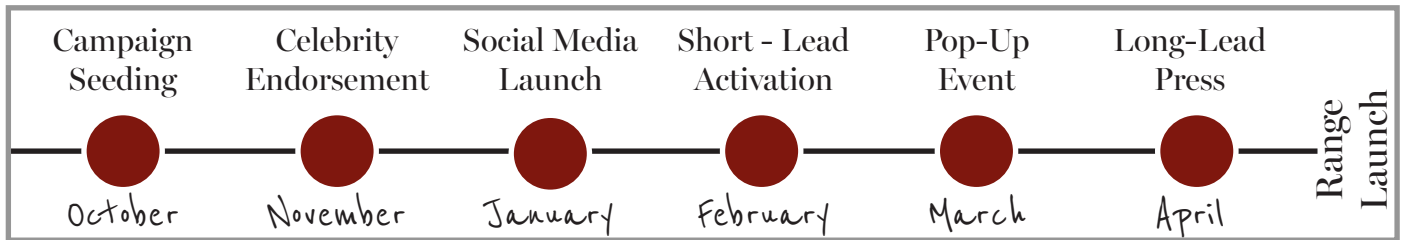
Gucci curated a multi-sensory pop up in London, which received mass press coverage due to the OTT design (Malley, 2021)

Making PR Personal

PR agencies are curating authentic campaigns, through ‘cross-pollination’ among creative industries, from fashion to food and interiors (O’Malley, 2023)

DH — PR

Olivia Allison
10818251



Campaign Activities

Social Media

UGC and shared media is significantly influential within the HENRY demographic (Arvo, 2023)

Celebrity Endorsement

Celebrity endorsement is closely linked to improved brand awareness and purchase intention, Hameed (2023), and this launch will be activated through the high profile wedding of Maya Jama.

Media Relations

Earned media is a key tool for this campaign, as it creates a credible narrative, to encourage positive attitude towards rental fashion within the luxury market.

Pop-Up Event

Experiential retail in the luxury market has been identified as a key strategy for VW to lean into, the evolving demands from the consumer can be satisfied from an engaging retail journey (BoF, 2023)

Justification

The nature of this launch not only aligns with global factors such as the desperate need to influence more sustainable consumption and reshape consumerism through marketing prowess to shape new cultural norms and expectations (Arthur, 2019), but also understands how competitors are using new tools for critical connection with potential luxury buyers in meaningful ways (Danziger, 2024).

With its relatively low cost, increased credibility and visibility, this PR campaign goes beyond what traditional promotional tools could achieve for 'The Westwood Way' (Pickton & Broderick, 2005)



Media Example (Allison, 2024)

Reignite

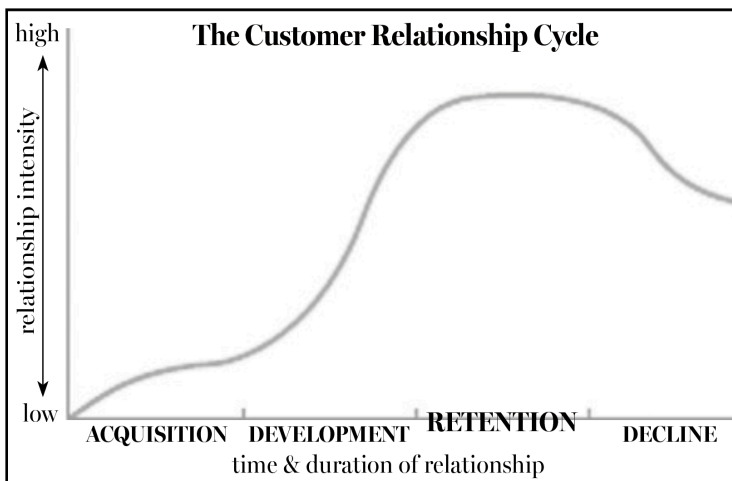
Rethink

Reinvest



Customer Retent

The customer retention management concept of ‘The Westwood Way’ underscores the importance of nurturing existing customer relationships. It does not conform to the tendency for brands to champion customer acquisition over customer retention; “the retention phase of the customer relationship is where the greatest value is created” (Fill, 2013). In order for the rental bridal strategy to be a success, the post-purchase dimension must not be neglected. The customer retention management underpinning ‘The Westwood Way’ for bridal dismisses the perception that buying from your bridal company is a one-time occurrence. The customer retention strategies leverage personalisation, community, UGC and experiential marketing; these concepts forge emotive connections with consumers and inspire them to remain loyal purchasers and advocates of Vivienne Westwood, beyond bridal.



Customer Relationship Cycle (Author's own, 2024)

Who is the target consumer?

- the aspirational consumer occupies the ‘early adopter’ segment of Rogers’ (1962) Adoption Innovation Curve

- this cohort is innovative, risk-taking, receptive to new ideas and can help to influence the masses sooner; all vital characteristics for the uptake and success of ‘The Westwood Way’ for bridal

- the strategy primarily targets the Millennial cohort - “Millennials have influenced a preference for more experiential consumption” (D’Arienzo, 2016)

- the luxury consumer - the rental offering also makes bridal more feasible for the HENRYs



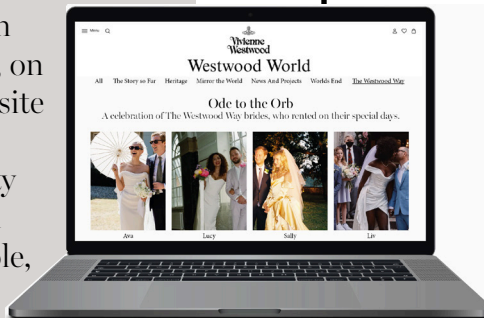
Reignite, Rethink, Reinvest

ion Management

Retention Strategies:

‘Ode to the Orb’ #otto

- photographic UGC campaign for rental bridal customers of ‘The Westwood Way’ – launched in conjunction with the service, on ‘Westwood World’ feature of site
- fosters a sense of community and fulfils the desire “for real content, created by real people, whom we can relate to and trust” (Drapers Bespoke, 2023)



2024



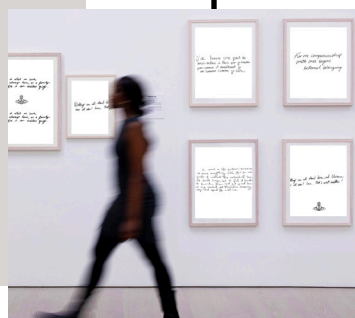
WASTE NOT, WANT NOT!

- event at Fabric nightclub in London with the STOP WASTE COLONIALISM campaign to raise awareness of ERP policy
- an “activation that transforms brand values into a visceral experience” (Saunter, 2023)
- uses CRM to invite members from the Westwood community



The Westwood Way PEN PeArLS

- community art exhibition at the Saatchi Gallery displaying handwritten postcards from ‘The Westwood Way’ bridal customers
- “consumer participation influences brand loyalty – people thrive off being part of something greater than themselves, and creating UGC allows them to be part of the community” (Duke, 2023)
- brings value to existing customers, while reaching new audiences (acquiring new customers)



2026

“

improving retention by just 5% can boost profits by over 25%

”

(Bain & Company, 2022)

Objectives:

- increase customer retention rates
- create a loyal brand community
- convey brand values through brand experiences
- administer customer retention management beyond the rental bridal strategy



17.

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