

MARKETING REPORT

FASHION THEORY AND CONCEPT
DEVELOPMENT

LAURA HAINES

CONTENTS PAGE

PAGE 1 EXECUTIVE SUMMARY

PAGE 2 - 6 MARKET AND INDUSTRY RESEARCH - SWOT, 4 P'S

PAGE 7 - 10 COMPETITORS' ANALYSIS

PAGE 11 - COMPETITOR SWOT ANALYSIS'

PAGE 12 - CUSTOMER PROFILE

PAGE 13 - COMMUNICATION STRATEGY AND PROMOTIONAL PLAN

PAGE 14 CONCLUSION

APPENDIX

BIBLIOGRAPHY

This report will propose the idea of taking a small menswear brand and rebranding it, focusing on where there is a gap in the market for the brand and promoting it through a different and unique activity. Having researched into the brand, there was a noticeable gap in the market for Abuze London's branding techniques and social media promotions. From this, the idea proposed is to mock up new and fresh website designs, along with social media mock ups and a supporting campaign to promote the rebrand.

The questions posed will be considering where the brand's target market lies, what kind of methods can be used in order to build more brand awareness and an exploration of promoting the brand through a social media campaign. Social media is the only cost effective platform for Abuze London to take and the report will reflect the findings and final outcome of the campaign.

Abuze London's unique selling point is their unique and on trend clothing designs. They use high quality materials to ensure their products are up to their standards. However, their marketing and branding needs to be re-worked and this report will reflect the research carried on the brand and its competitors and what will work well in order to build the brand in a positive and effective way.



Abuze London was launched in 2001, focusing on a concept of fascination for graffiti art and urban culture. The brand concentrates on providing contemporary urban clothing to global consumers and noticed a gap in the market for relevant street wear. The owner and creative director, Alek, is part of an infamous London graffiti crew named 'Vandals for Life'. The brand also collaborates with successful industry design partners and music artists. See figure 1 for a SWOT analysis of Abuze.

SWOT ANALYSIS - ABUZE LONDON



FIGURE 1 - SWOT ANALYSIS OF ABUZE LONDON

Product

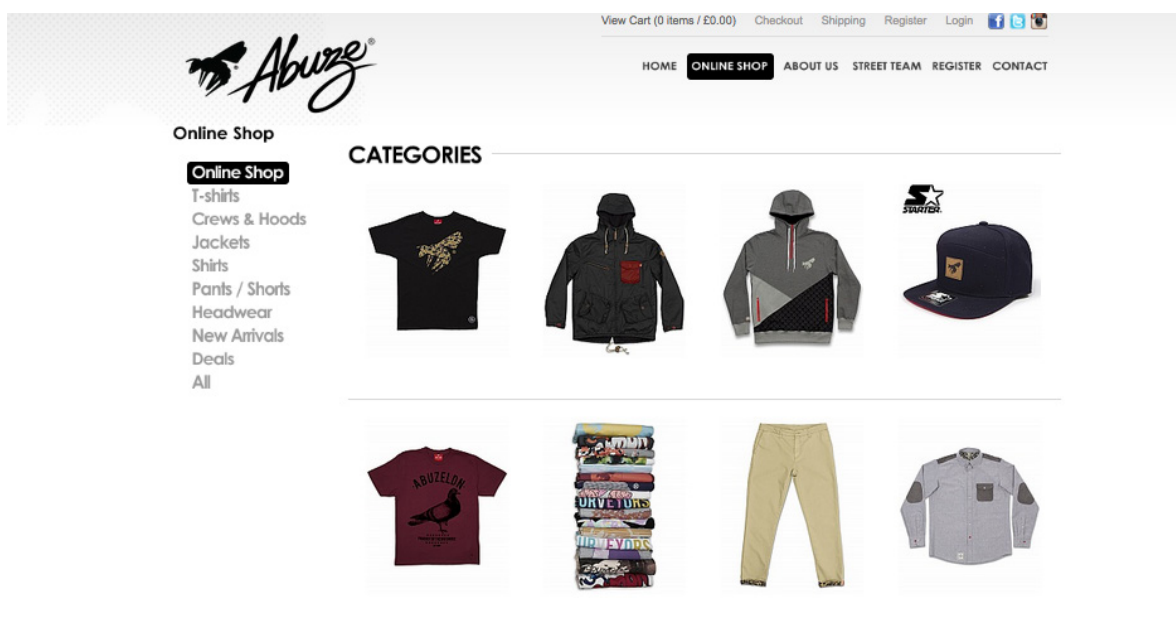
Having researched into the brand, there was a wide range of stylish products available from the online site (<http://www.abuzelondon.com/shop/>). These products ranged from Limited Edition t-shirts to sweatpants and headwear pieces. The retailer ASOS also holds a select amount of t-shirts and some Limited Edition tees too.

The products are custom made and the use of *“innovative product technologies”* enables the products to be produced to a high quality standard. The team are also finding new and improved materials to ensure their products are also made to the best of the quality.

The products are suitable and made for a specified target market being males aged between 18-25, interested in fashion, music and trends. They meet the tangible needs of the consumer including contemporary and interesting designs for the products, along with a current and fresh logo and high quality materials used and the intangible needs by being a unique and independent brand.

The range of products available, suffice the needs of the target customers by stocking products such as t-shirts, sweatpants and jackets, along with headwear and hoodies. This allows the customers to choose from a good range of products and allows room for exchanges or products with a different design.

The products are functional and comfortable to wear in everyday life. The products are also made with specific materials in order to achieve this. For example the Thunder Jacket is a *“Waxed cotton fabric winter coat with faux sheepskin inner lining, waterproof zips, drawstring hood and waist-line. Button down concertina pockets and branded leatherette details.”*



Price

The pricing of the products are tailored to reflect the quality and standard of the clothing. The customers are happy to pay these prices in order to receive high quality, unique and stylish items. However, some may question whether these products are good value for their money when competitors may be charging a lower price for a similar product.

Loyal and brand aware customers will be willing to pay the prices for specific products, such as the Stakeout Jacket, due to its high quality material and handmade making processes involved, ensuring the product will last them well and fulfils the customers needs. However, those who may be new to the brand may be put off by some of the prices due to their unawareness of the product and its making.

The customers that will pay more are expected to be those of middle to high income, wanting to purchase good quality and on trend products. These customers will also include those loyal customers of the brand.

Competitors such as Supreme and PALACE clothing are charging around the same prices for similar products such as tees, ranging from £30-£40 pounds per t-shirt. However, competitors are charging much more for more unique and specific products. This will allow Abuze London to stand out against its competitors for being better value.

See figure 2 for a Price Architecture of the products.

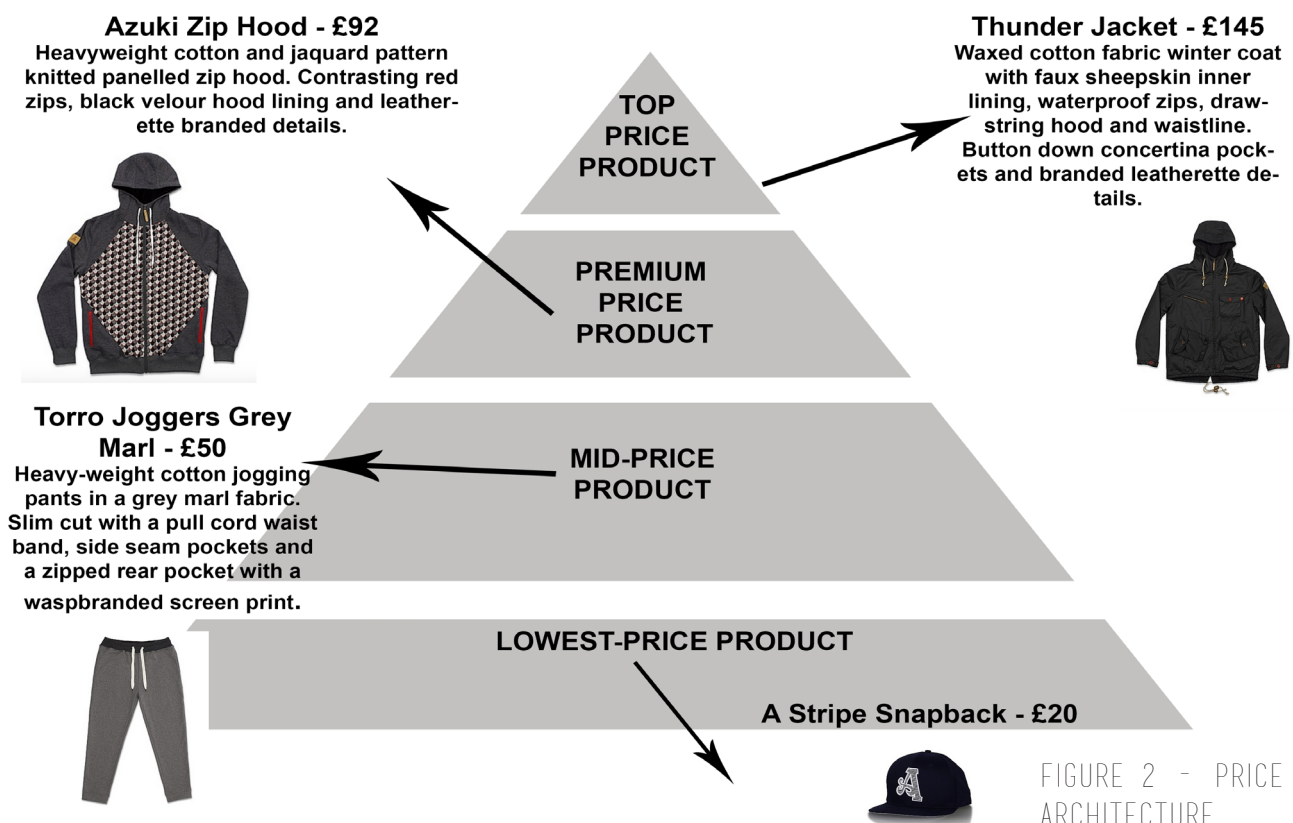


FIGURE 2 - PRICE ARCHITECTURE

Place

Abuze started off with a pop up store in Boxpark, Shoreditch. This was a great success and brought many customers to the brand, being new, fresh and exciting. Abuze have recently opened a flagship store where appointments can be made to go in and visit. This is also known as a service-orientated channel. The store opening times are from Monday-Friday, 9:30am to 6pm. Access to Abuze through ASOS is 24 hours a day, 7 days a week, making it very accessible. They also have a store based in Melbourne.

Abuze London was also featured at the launch of the Cheats and Thieves clothing range. Events like this will attract the right kind of customers and consumers, at the right time and target the exact audience they aim to target.



Promotions

Abuze London currently have a Facebook, Twitter and Instagram page; however, Instagram is the only source of promotional activity to be updated on a weekly/monthly basis. The public are using Instagram more often, which is a current target that Abuze London could potentially attract new consumers from.

Abuze London's advertising campaigns are very minimal and advertising features only appear to be on their brand sub section through ASOS. Advertising through retailers, social media and campaigns would help to increase the brand's awareness and bring new consumers.

Online look books and blogs would help to also keep customers involved in the latest collections and news with the brand, where regular posts, events and competitions should be updated regularly. This would also interact mainly with fashion conscious males, potentially gaining them recognition.

The image displays three social media profiles for Abuze London:

- Facebook Profile:** Shows the page header for 'Abuze LDN Clothing' with 23,979 likes. A post from May 27th shares a link to an ASOS page: <http://www.asos.com/Men/Sale/A-To-Z-Of-Brands/Abuze-London/Cat/pgcategory.aspx?cid=16083&sh=0&pg=0&pgsize=36&>. The post includes a photo of a man in a grey t-shirt and text: 'Abuze London | Shop Abuze London t-shirts, jackets & hoodies ASOS www.asos.com Discover Abuze London at ASOS. Shop our range of Abuze London t-shirts, jackets & hoodies.'
- Instagram Profile:** Shows the profile for 'abuzeldn' with 163 posts, 810 followers, and 62 following. The bio reads 'abuzeldn Boss British Streetwear http://www.abuzelondon.com'. The grid features various photos of clothing items and store interiors.
- Twitter Profile:** Shows the profile for 'Abuze London @AbuzeLDN' with 157 tweets, 522 following, 684 followers, and 1 favorite. The bio includes 'London City', 'abuzelondon.com', and 'Joined June 2009'. Recent tweets include:
 - Abuze London retweeted Rob O'Neill (@RobONeill19) - Jul 17: '@AbuzeLDN tees are sick!'
 - Abuze London retweeted Nicky Lee (@ismenickylee) - Jul 23: 'I would say 50% of my wardrobe is just @AbuzeLDN apparel.'



Background:

Supreme first opened in April 1994, Manhattan, where designers, crew and customers included young, rebellious skaters and artists. Supreme quickly evolved into the downtown culture, attracting Punks, Hip-hop fascinator and skaters. The brand became known for its 'quality, style and authenticity'.

Consumers:

Their target consumers include both male and female, interested in skating, music, trends and fashion and are located in the mid market position, being slightly more expensive than Abuze. Their target market age is 17-35 with those of a unique style.

Competitors:

- Nike
- OBEY
- Diesel
- Cheap Monday
- Palace
- Vans

Promotional Activity:

Some of their campaigns feature models like Kate Moss and Lady GaGa.

Facebook, Twitter and Instagram pages are very interactive, regularly updated and consist of lots of followers worldwide. Their website is modern, simplistic and engaging. New products and promotional activity are released on a regular basis.

Products:

Supreme products are of a high quality and priced very reasonably. They are stylish and on trend, targeting their target audience. They have a wide variety of products, available in many different styles. They also hold Limited Edition pieces which are therefore more personal and unique to other customers.

Pricing:

Consumers feel that price is appropriate for what they are getting and are also willing to pay higher prices for the more unique and luxury items such as coats and outerwear. Supreme have regular and consistent customers that may tend to buy more into the brand than others. Competitors are charging around about the same prices when it comes to basic products such a t-shirts, however prices vary considering the type of product and materials used.

Place/Location:

Supreme is located and based in the heart of New York, therefore a prime location and attracts many new customers. Other locations include stores in London, Los Angeles and Tokyo. The website is also easily accessible for those who may be outside of the cities, where online and in-store lookbooks can be viewed.

The image shows a screenshot of the Supreme Facebook page. At the top, the Supreme logo is displayed in a red box. Below it, the date and time '24/10/2014 04:12pm LON' are visible. A grid of various clothing items, including jackets, hoodies, and t-shirts in different colors and patterns, is shown. Below the grid, there is a large image of a red Supreme sneaker with a white swoosh and the text 'SUPREME' and 'AIR' on it. The Facebook interface includes a 'Supreme Clothing' profile picture, a 'Liked' button, a 'Following' button, and a 'Share' button. The main content area shows a post from Supreme: 'Supreme shared a link. Yesterday. Our online shop has been updated with new items. http://www.supremenewyork.com/'. Below the post, there is a link to the Supreme website and a brief description: 'Supreme www.supremenewyork.com Supreme. The official website of Supreme. EST 1994. NYC.' The left sidebar shows '1,019,445 likes' and a user 'Matt Brown' who likes the post.

**Background:**

Lev Tanju established palace Clothing in London in 2010. They are a skateboard company who produce many skateboard videos on sites such as Vimeo and mainly focus on skateboarding and produce clothes to support skate costs. Along with this they are a street wear brand and have collaborated with the likes of Reebok and Adidas. Art inspiration was even featured at the Tate gallery in December 2013.

Consumers:

Their consumers include skate fanatics who want something comfortable but stylish to wear whilst skating, normally young male adults aged between 18-30. Sporty type. Positioned mid market.

Competitors:

- 14:01 Skateboard Co.
- Carhartt
- Converse
- Stussy
- HUF
- DC RD

Promotional Activity:

Regular videos are uploaded and posted on their site for their audience to see, using popular sites such as Vimeo, to promote videos through. Regular Facebook, Twitter and Instagram posts to keep consumers engaged. Collaborations with popular, worldwide brands including Adidas and Reebok help brand to become more noticed. Celebrity endorsements and promotions include music artists such as Rihanna and ASAP Rocky, seen wearing the products.

Products:

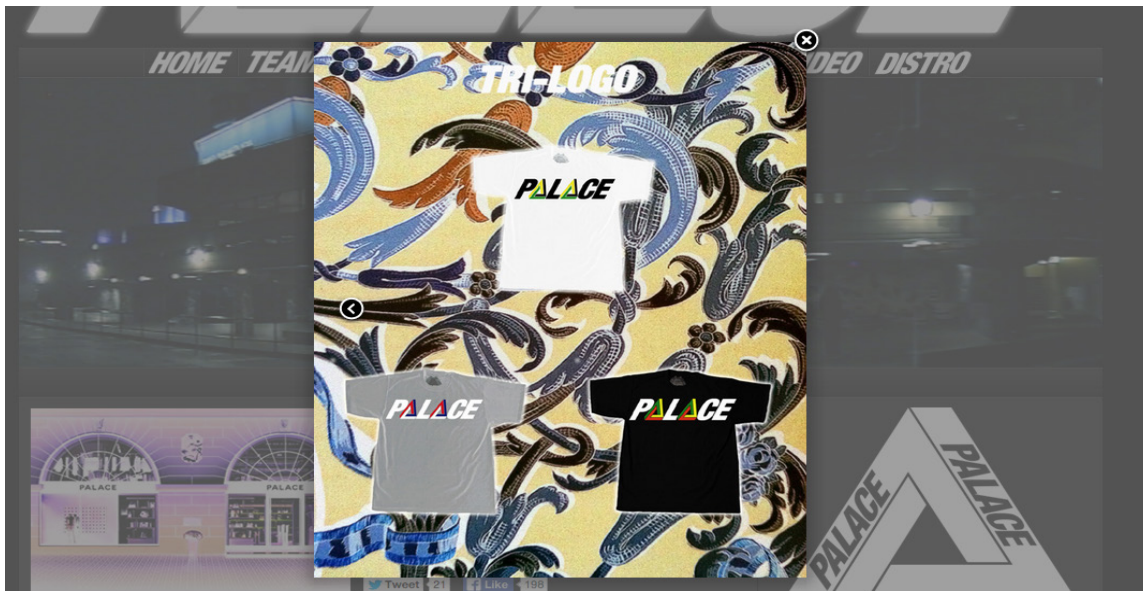
Very few items to select and view on the original PALACE website (<http://palaceskateboards.com/site/>). Other sites hold more available products to purchase from the brand. Palace Clothing is stylish and appropriate to skate in, also giving a sense of being a really cool and on trend brand. Current and fresh trends support new clothing lines.

Pricing:

Although the price of the products are higher than those products on the high street, the quality is exceptional and on trend. Consumers will pay the price for this brand because it is well known and suits the needs of the consumers. Competitors are also charging the same prices if not more for products of a similar need and trend.

Place/Location:

Direct routes to purchase the products include online websites. The promotional activity through social media, linking to online purchase sites too. Public events such as the Reebok collaboration launch. 7 stores located in the world - makes it hard for some to purchase in-store, therefore products are online for others.



SUPREME SWOT ANALYSIS

STRENGTHS

- Strong Celebrity endorsements
- High Quality products
- Fashionable
- Functioning website
- Presence on social media
- Unique and tidy stores

WEAKNESSES

- Lack of interaction through Twitter
- Some high prices
- No formal advertising
- Stores only based in 3 main cities

OPPORTUNITIES (for Abuze)

- Target Twitter as Supreme have not yet interacted with this platform
- Increase available products online as Supreme do not hold many.
- Advertising through social media

THREATS

- Other brands eg. Urban Outfitters
- Risk of losing touch with underground roots
- Other brands and advertising

PALACE CLOTHING SWOT ANALYSIS

STRENGTHS

- Strong collaborations
- Social media sites regularly updated
- Cool brand
- High quality products
- Current and fresh trends

WEAKNESSES

- Some high prices
- Website is confusing to use first time
- Targetted at skaters-narrow audience
- Very few items on website

OPPORTUNITIES (for Abuze)

- Target a wider audience
- Use Vimeo to also interact with audience
- Hold more products online

THREATS

- Other brands eg. Carhartt
- Other brands and advertising
- More street wear based brands

The consumers' for Abuze London hold a unique style and like to keep up with the latest trends. Mainly specializing in street wear, this also attracts consumers who may be interested in the underground music culture. The consumers like to take care in their appearance and may dress slightly differently to those who wear better-known brands such as Topman. By wearing the brand, their qualities will be different and may portray uniqueness and quality.

Consumers often tend to buy into products that have a good reputation and are most popular to ensure they receive a good and sufficient product. If they are satisfied with a certain product then they may tend to go back to this product in the future or recommend it to others. As the brand is priced slightly higher than some products off the high street, customers may only purchase a few items in one transaction.

In a recent consumer interview (figure 3), they were asked several questions about the brand and what they think may make the brand better and surprisingly didn't know much about the brand, quoting; *"I only know about their t-shirts and jumpers to be honest. Do they actually sell anything else?"*

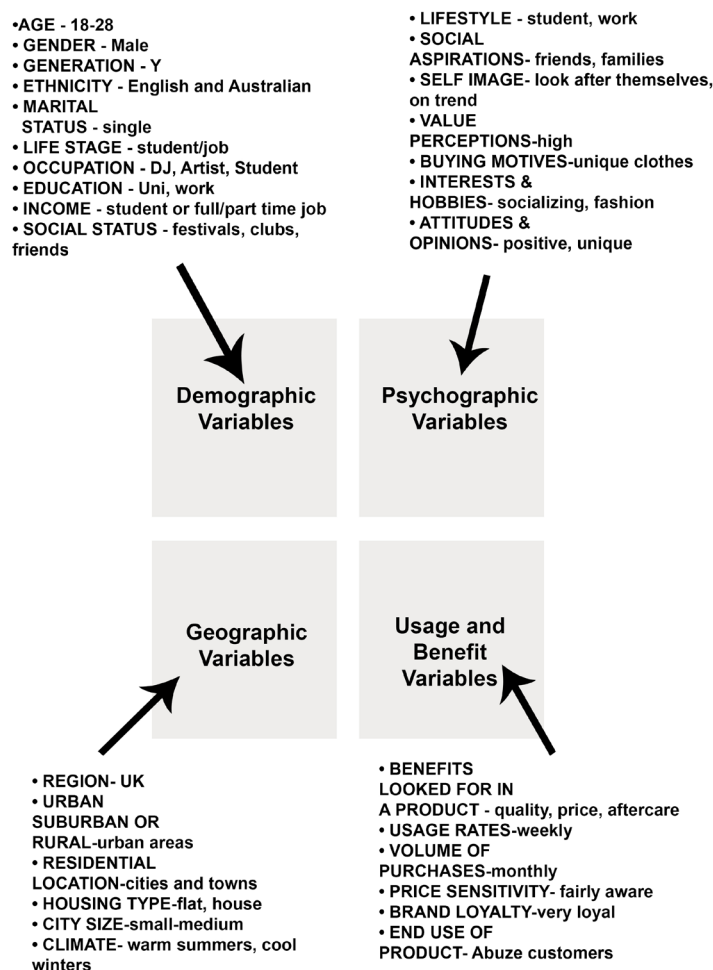


FIGURE 4 - CUSTOMER SEGMENTATION

This report has so far highlighted where the gap in the market is for the brand, the potential Abuze London has through a rebrand and identified its consumers and competitors. The idea of recreating the brand through an exciting and innovative way will be shown through a social media campaign.

After researching into Abuze London, the brand is a small and unique menswear brand, therefore, doesn't have the funds like those of Abuze London's competitors, such as Stussy. Social media is the target platform for Abuze to target, as it has no extensive costs to promote through and targets a wide range of the public.

The social media campaign involves promoting the rebrand through regular Facebook, Twitter and Instagram updates, but also targeting sites they have not yet done before. For example, Vine. This will help build the brand's awareness, interact with existing customers and attract new customers. As the brand's background reflects the urban, fashion and musically influenced scenes, I decided to take an original festival and use this as part of the promotional plan, where there would be a competition to win tickets to the festival, through the campaign.

The campaign around the rebrand involves targeting their audience and getting them involved to take part in a t-shirt logo design competition. The campaign will involve spray painting a graffiti logo onto a sheet of paper, uploading their design to Instagram, using the hashtag #myparklifetee. This then enters them into the competition to win the tickets and 50 t-shirts with their logo design to be sold at the festival through the pop up store plotted there.

To promote the rebrand through a festival relates to the brand's ethos of being musically inspired but also bringing a sense of fashion into it too by involving the target and potential audience, making the brand noticed and involved in the social media promotions.

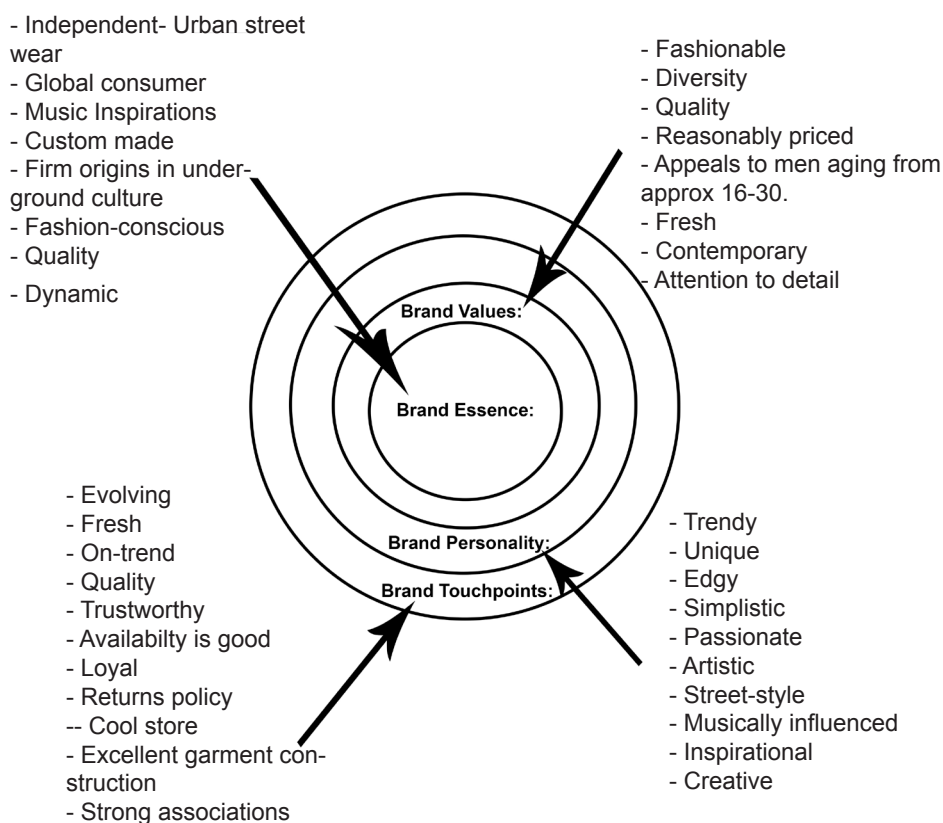


FIGURE 5 - BRAND ONION

This report has reflected where both the strengths and weaknesses lie of Abuze London and what factors needed to be addressed in order to make the brand more noticed and successful. Using social media to promote the brand is an effective tool, as the future of promotions is becoming more and more technology based.

According to an article; “Growing numbers of men are choosing to buy fewer items but better-quality clothes, with more than one in five (22%) investing in quality garments this year, compared with one in eight in 2010.” This reflects the reasoning behind Abuze London’s price points and its products standards and how males feel about paying a higher price for better quality products.

Promoting the rebrand through a festival worked well by aiming to target and provide for existing customers but also attract new customers to the brand. The music festival reflects the brand’s ethos in a fun and exciting way.

The campaign of creating your own t-shirt logo is also a new and innovative way to involve the customers and take part in what the brand has to offer. Making them interact with social media will also encourage customers to keep up to date with the brand and what it has to offer in the future.

To take this idea forward, there is potential to expand the social media platforms Abuze London can become involved in. Creating promotional look books and fashion films to showcase new collections and new events can also enhance the branding of Abuze.

Figure 1 - Swot Analysis (Posner, 2011)

SWOT analysis	
INTERNAL	STRENGTHS <ul style="list-style-type: none"> • Reputation of the company, brand or fashion label • Distinctive signature style and USP • Strength of the creative and technical team working to support designer • Strong relationships with suppliers • Loyal core customer base • Strong management and excellent ability to integrate business and design functions • Contact with very good PR company • Good credit facilities with suppliers
	WEAKNESSES <ul style="list-style-type: none"> • No clear USP - undifferentiated products that look similar to other fashion labels • Lack of creative and technical support. Designer has to do everything themselves and is overstretched • Weak relationships with suppliers • Not yet built a reputation with buyers and customer base not yet established • Cash flow or financing problems • Lack of business or marketing expertise • Do not have a website or has one that customers find difficult to use
EXTERNAL	OPPORTUNITIES <ul style="list-style-type: none"> • Potential to take on an agent or PR company • Relaxation of import duties, opening up of new markets • Potential to diversify into subsidiary products such as stationery, homeware or beauty products • Strategic alliances or opportunity to partner with others with complementary skills • Rise of social marketing - opportunity to raise awareness and promote products • New fabric or manufacturing technology • New supply sources become available • Government trade incentives
	THREATS <ul style="list-style-type: none"> • Changes in fashion trends, signature look of product goes out of style or becomes wrong for the market • New competitor enters market • Changes in import or export laws that affect pricing or supply sources • Changes to exchange rates or interest rates • Rise in operating costs • Changes to trade laws • Economic downturn - difficulty in gaining credit • Key buyer drops the range

Figure 2 - Price Architecture (Posner, 2011)

Marketing Fashion - The Firm

- How customers perceive price
- What customers consider good value
- How much customers are willing to pay for specific products
- What customers will pay more for
- How much competitors are charging

It is rarely only one item that will need to be priced. A well-balanced selection of product will need to be constructed and a coherent pricing strategy devised not only for each individual item but for the entire offering.

Price architecture
A pricing structure will have to be planned or built up from the lowest cost items right up to the most expensive. This is known as the **price architecture**. Within the price architecture there should be products offered at:

- Introductory or low price points
- Medium prices
- High price points

It is customary to create a price band for each of these tiers. For example, a high-street retailer might set their lowest price band at £15-49, the mid-price band at £50-99 and the top band at £100-200.

Price architecture

Top price products may be stocked in lower volumes; this helps maintain exclusivity.

Premium product extends the offering of a high-end brand, making it available to more consumers. Or a high-street brand can offer premium product to extend range upwards.

A high number of styles stocked in relatively large volumes occupy the mid pricing tier.

The lowest price tier offers consumers affordable entry level products.

Price architecture is dependent on the type of market, the market level and the product concerned. The proportion of styles and the stock volumes within each of the tiers is adjusted so that the business can satisfy the greatest number of customers and generate the highest potential sales margin and profit.

Figure 3 - Consumer interview

Abuze – Consumer Interview (Ben) – Wednesday 15th October 2014.

What attracts you to the brand, Abuze?

I like the way they produce products with simple designs and colours. I also really like the quality of the clothing.

What makes Abuze different from other brands?

Abuze have one style whereas other brands vary with different styles. Abuze clothing is my kind of style.

What do you think about the quality of the products?

I wouldn't say its like Ralph Lauren but I mean it is better than Topman and other shops like that. I guess I would say it's like middle class.

Do you think Abuze clothing is reasonably priced?

I think in terms of all the stores, I think its priced correctly for what it is.

Do you find it easy to access/find their products online?

Yeah, not only do they sell them in-store and their website but they sell it through Asos which I find a lot better. Asos is absolutely massive!

Are there a wide variety of products to choose from?

I only know about their t-shirts and jumpers to be honest. Do they actually sell anything else?

Do you receive good customer service and aftercare when purchasing from Abuze?

I have never been to the store before because it's easier to just order it online than get to the shop. You can also send it back if it doesn't fit and exchange it for another size. I always order from Asos because there's also other unique brands I can look at and order from too.

What makes you buy into the brand continuously?

The fact that I can get clothes of my own style, good quality and always at a consistent price makes me buy them often. They're also reliable. Its not the most popular brand and not many people wear it and therefore makes you stand out when you wear it and really fashionable at the same time.

What do you think Abuze could do in order to make their brand more known?

Improve their communications and promotions through social networks for example, Facebook and Twitter. I also feel they should go around London and other places where the stores aren't located and give out flyers to the public and make events that they can go along to. Have events at clubs and give out free t-shirts and give famous people free clothes in order to advertise the brand more. Maybe also do TV commercials like adverts.

Figure 4 - Customer Segmentation (Posner, 2011)

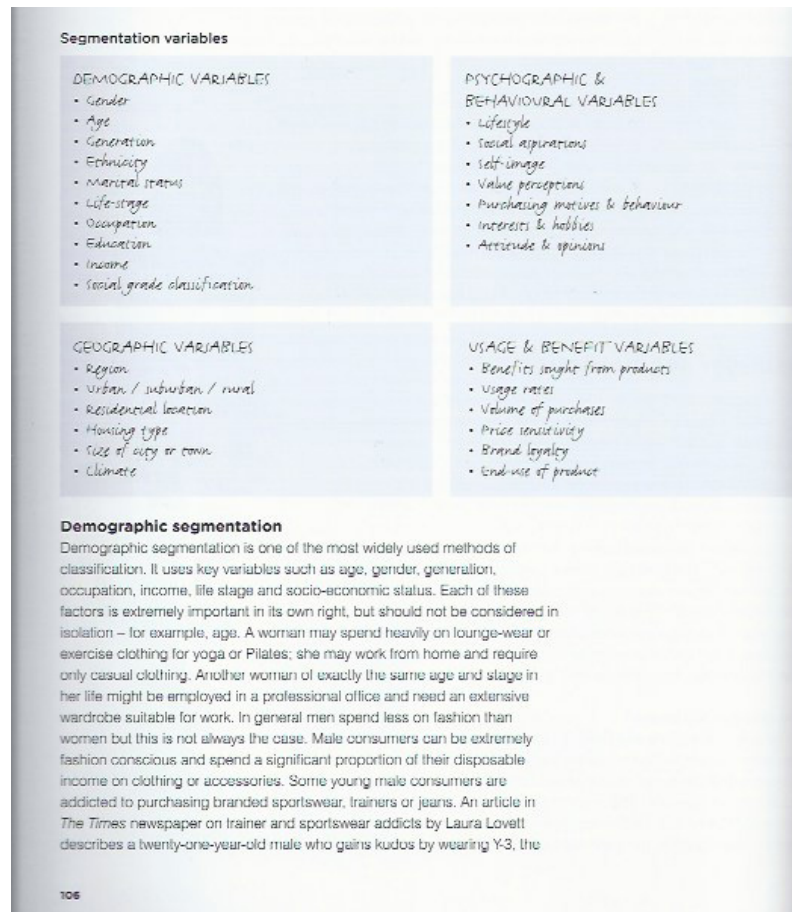
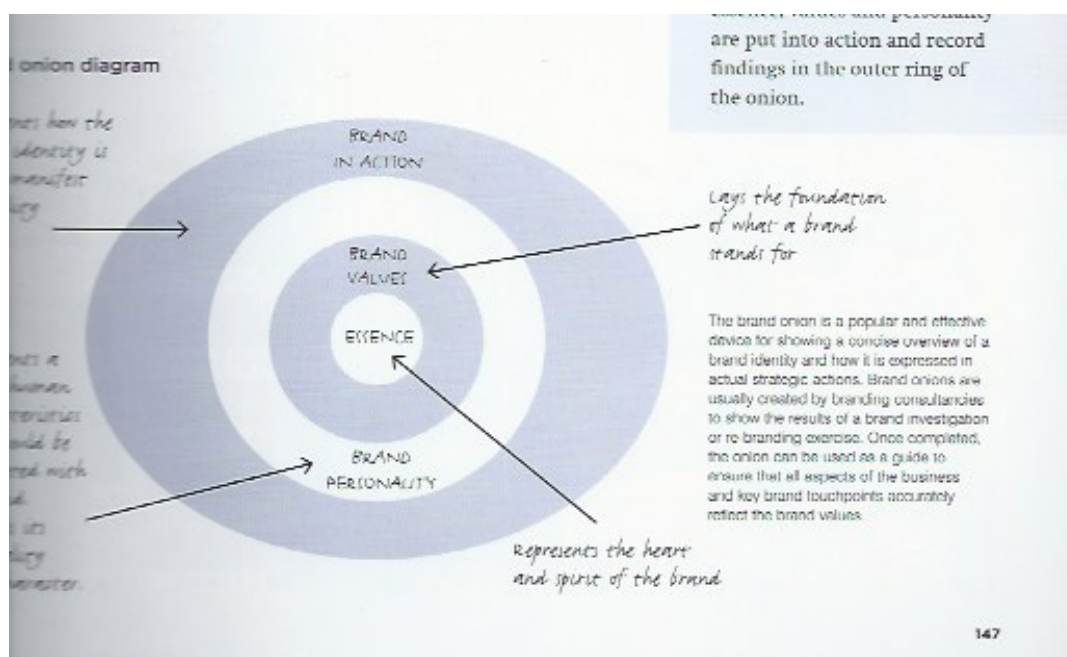


Figure 5 - Brand Onion (Posner, 2011)



BIBLIOGRAPHY

- *3deluxe*, (2008), *3deluxe: Transdisciplinary Approaches to Design*, Amsterdam, 2008 Frame Publishers.
- *Tallon and Allen*, (2011), *Digital Fashion Print with Photoshop and Illustrator*, London, Batsford.
- *Wheeler, A* (2003), *Designing Brand Identity*, New Jersey, John Wiley.
- *Posner, H* (2011), *Marketing Fashion*, London, Laurence King Publishing Ltd.
- *Church Gibson, P* (2011), *Fashion and Celebrity Culture*, Oxford, A & C Black.
- *alphaville99*, (2011), *Pump Up The Volume Documentary – The History Of House Music*, [online], available from: <http://www.youtube.com/watch?v=rw-tRL9PUNg>, [Accessed 8 October 2014].
- Wikipedia, (2014), *Underground Music*, [online], available from: http://en.wikipedia.org/wiki/Underground_music, [Accessed 8 October 2014].
- *Mink Rath, P, Petrizzi, R and Gill, P*, (2012), *Marketing Fashion: a global perspective*, New York, Fairchild's Books.
- The Daily Mail, (2013), *Kate's Topshop dress sells out within an hour of her wearing it to film studios*, [online], available from: <http://www.dailymail.co.uk/femail/article-2315265/Kate-Middleton-pregnant-Duchess-Cambridges-polka-dot-Topshop-dress-sells-out.html>, [Accessed 8 October 2014].
- Horst, (2014), 'Horst: Photographer of Style' exhibition, London: Victoria & Albert Museum, 6 September 2014 - 4 January 2015.
- Costin, (2014), 'Simon Costin's Impossible Catwalk Shows' exhibition, London: Fashion Space Gallery, 12 September – 13 December 2014.
- *i3MEDIA*, (2011), *Abuze London*, [online], Available from: <http://www.abuzelondon.com/>, [Accessed date: Thursday 9 October 2014].
- *Klein, N* (2001), *No Logo*, London, Flamingo
- *Hameide, K* (2011), *Fashion Branding Unraveled*, New York, Fairchild.

-
- Hypebeast, (2014), *Palace Skateboards "ROLL UP" Pop Up Shop*, [online], Available from <http://hypebeast.com/2012/9/palace-skateboards-roll-up-pop-up-shop>, [Accessed Tuesday 21 October 2014]
 - PALACE, (n.d.), *PALACE*, [online], Available from <http://palaceskateboards.com/site/>, [Accessed Wednesday 22 October 2014]
 - Twitter, (March 2011), *Palace London*, [online], Available from <https://twitter.com/palacelondon/>, [Accessed Wednesday 22 October 2014].
 - Supreme, (n.d.), *Supreme*, [online], Available from <http://www.supremenewyork.com/>, [Accessed Wednesday 22 October 2014].
 - Supreme Clothing, (5 December, 2013), *SWOT Analysis*, [online], Available from <http://comm270whitepapersupremeclothing.wordpress.com/swot-analysis/>, [Accessed Wednesday 22 October 2014].
 - Supreme Clothing, (5 December 2013), *Plan Of Action*, [online], Available from <http://comm270whitepapersupremeclothing.wordpress.com/plan-of-action/>, [Accessed Wednesday 22 October 2014].
 - Stussy, (2014), *Stussy*, [online], Available from <http://www.stussy.co.uk/store/>, [Accessed Thursday 23 October 2014].
 - Stussy, (2014), *Stussy*, [online], Available from <http://www.stussy.co.uk>, [Accessed Thursday 23 October 2014].
 - Abuze London, (2011), *Abuze*, [online], Available from www.abuzelondon.com, [Accessed Monday 13 October 2014].
 - Abuze London, (2011), *Abuze – About Us*, [online], Available from <http://www.abuzelondon.com/about-us/>, [Accessed Monday 13 October 2014].
 - Abuze London, (2011), *Abuze – Online Shop*, [online], Available from <http://www.abuzelondon.com/shop/>, [Accessed Monday 13 October 2014].
 - Abuze London, (2011), *Abuze – Family*, [online], Available from <http://www.abuzelondon.com/family/>, [Accessed Monday 13 October 2014].
 - ASOS, (2000), *Abuze London*, [online], Available from <http://www.asos.com/search/Abuze-London?q=Abuze+London>, [Accessed Tuesday 14 October 2014].

-
- Abuze London, (January 2010), *Abuze London Blogspot*, [online], Available from <http://www.wabuzelondon.blogspot.co.uk/>, [Accessed Wednesday 22 October 2014].
 - Facebook, (December 2008), *Abuze London*, [online], Available from <https://www.facebook.com/AbuzeLondon>, [Accessed Wednesday 22 October 2014].
 - Facebook, (December 2008), *Abuze London – info*, [online], Available from <https://www.facebook.com/AbuzeLondon/info>, [Accessed Wednesday 22 October 2014].
 - Twitter, (June 2009), *Abuze LDN*, [online], Available from <https://twitter.com/AbuzeLDN>, [Accessed Wednesday 22 October 2014].
 - Instagram, (January 2013), *Abuze LDN*, [online], Available from <http://instagram.com/abuzeldn>, [Accessed Wednesday 22 October 2014].
 - Facebook, (2010), *Parklife Festival*, [online], Available from <https://www.facebook.com/parklifefestival?fref=ts>, [Accessed Tuesday 21 October 2014].
 - Drapers, (2002-2014), *River Island launches men’s brands online*, [online], Available from <http://www.drapersonline.com/news/river-island-launches-mens-brands-online/5047899.article#.VF-KJVOsVZs>, [Accessed Tuesday 21 October 2014].
 - Obey Clothing, (2014), *OBEY*, [online], Available from <http://www.obeyclothing.co.uk/>, [Accessed Tuesday 21 October 2014].
 - Cheap Monday, (2004), *Cheap Monday*, [online], Available from <http://www.cheapmonday.com/>, [Accessed Tuesday 21 October 2014].
 - Fashionista, (2014), *Marc Jacobs is opening a fashion week pop up store that accepts tweets as payments*, [online], Available from <http://fashionista.com/2014/01/marc-jacobs-is-opening-a-fashion-week-pop-up-that-accepts-tweets-as-payment>, [Accessed Wednesday 12 November]
 - The Fashionisto, (2008-2014), *Ben Sherman gets nicked in New York*, [online], Available from <http://www.thefashionisto.com/ben-sherman-gets-nicked-in-new-york/>, [Accessed Wednesday 12 November].