



Strive Marketing Report

By Carly Yee

Table of Contents

Executive Summary	3
Diving into the importance of making sustainable, ethical and eco-friendly fashion with charitable ties easily accessible to the mass market.	
Market Overview	4
Detailing the significance of Strive in the marketplace and an overview of the current sustainable, ethical and eco-friendly fashion market.	
Investigation and Findings	6
Revealing my insight from my primary research into my target consumer, female millennials, my target businesses of small charitable fashion brands and touching on businesses Strive would like to partner with.	
Target Audience	12
Zeroing in on the primary target audiences and why Strive is trying to reach them.	
Campaign Overview and Justification of Tactics	13
Describing Strive campaign goals and how to achieve them.	
<ul style="list-style-type: none">● Logo Design● Tone of Voice Document● Website Home Page● Website About Page● Website Cause Page● Website Shop Page● Digital Media Plan● Social Media Mock Ups● Packaging Design and Business Cards● Product Storylines● PR Launch Event Plan/ Press Release Campaign● Social Media Influencers	
Conclusion	15
Reiterating the key points of why charitable fashion brands are important and why female millennials are an important audience to reach.	
References	16
Appendix	20

Executive Summary

Strive is derived from the saying “Strive for a better tomorrow.” This company will attempt to improve society one piece of clothing at a time. It has changed from Sustainable Style to Strive as it was pointed out to me that everyone has a different definition of sustainable and some are sensitive towards its usage.

“Millennials prefer to do business with corporations and brands with pro-social messages, sustainable manufacturing methods and ethical business standards.” (Landrum, 2017). Many businesses that support causes use sustainable and ethical materials and practices are not widely known to the public. This is why creating a platform where all of these ethical and eco-conscious clothing brands can be found in a singular place is necessary. After conducting primary research and looking deeper into the sustainable, eco-friendly and ethical clothing industry, making these items more accessible to the general public by targeting young women is essential. Strive offers young women the added opportunity to help out their favorite causes, all while shopping for new clothing.

Marketing for this start-up will leverage online channels, specifically social media platforms, to promote items we offer and inform how the consumer’s purchases help out different causes. Authentic storytelling is key in appealing to millennials through the brand story since as a generation they are socially conscious (Schlossberg, 2015). Strive aims to make this planet a better place to live with each purchase playing an integral part of an ongoing endeavor by a portion of Strive’s proceeds going to helping other human beings, animals and the environment. Generating a loyal customer base will be achieved by creating a trustworthy, honest and transparent brand through the use of storytelling at all points of access.

After developing the brand’s image, Strive will use several social media platforms to showcase each product and cause, the work being done to help each cause, who benefits from the work of each cause and connect with our consumers. In addition to social media, our story will be told throughout the entire consumer experience with Strive through our company mission, eco-friendly packaging designs and storylines for products sold and the contributions to the cause they are helping with. These tactics aim to attract young female millennials and to create a connection with them. Strive intends to make the whole shopping experience personal, emotional and desirable while also making it easy to help causes including people, the environment and animals.

Market Overview

Sustainable fashion has a long history and the market for is continuing to grow in popularity. The history of the ethical and sustainable fashion industry began during the Industrial Revolution (late 19th century) when department stores rose, sewing machines were new and child labor was still legal. During this time, clothing was a major domestic product. It was not until the 60's and 70's that awareness of humans' impact on the planet grew and sustainable fashion sprouted. However, in the 20th century the "Do It Yourself" (DIY) era came to the forefront and clothing began to have a second life. As of late, conscious consumerism has become popular due to brands coming under fire due to their mistreatment of factory workers worldwide. As sustainability moves forward with new fibers, chemical management and transparency it is still difficult to maintain due to globalization and e-commerce (Gonzalez, 2015). There are now more options than ever for sustainable, ethical and eco-friendly clothing items on the market and online.

With sustainable and ethical fashion having been around for a long time, the fashion industry is still a competitive market and cost remains a factor in replacing fast fashion with sustainable and ethical fashion. There are thousands of different options for consumers to purchase clothing both in stores and online. The fashion industry is a major contributor to the world's economy, bringing in \$2.1 trillion annually (Joint Economic Committee, 2015). According to an article that mentions Mintel's Consumer Trends Report in 2015, two of the top concerns for consumers when purchasing a particular brand are its ethical treatment of workers and environmental implications. 76% of adults pay attention to the ethical and green credentials of a product (McGowan, 2017) Also, within the past decade there has been a steady increase in the market for ethically oriented products and consumers support companies that make ethical choices (Benn and Bolton, 2010, 94-97). From the rising desire to know where your clothes come from and how your clothes are created to the price drop in sustainable clothing, ethical clothing companies are becoming more popular and accessible to the masses. With sustainable and ethically made clothing being more readily available for mass consumption, there will be a greater impact on saving the environment and promoting human rights through consumerism. The potential environmental impacts of ethical and sustainable fashion include lowering energy use, cutting down the generation of greenhouse gases, lessening water usage and decreasing production of toxic waste. There are social implications as well these include lessening labor exploitation and protecting animal welfare (Department for Environment, Food and Rural Affairs, 2010, 4). With the increase in ethical item sales as part of the huge fashion market and the rise in sustainable, eco-friendly and ethical brands, there is potential for the fashion industry to have a huge positive impact on the wellbeing of the world. The contributions from Strive will aid causes that support issues such as helping animals, human injustices and the environment.

Not only is the fashion industry looking towards better business practices, but also companies from all industries are trying to lessen their environmental footprint. Businesses are attempting to treat everyone better by implementing responsible business practices. Corporate social responsibility (CSR) helps all parties involved. Corporate Social

Responsibility can lead to a business environment conducive to local and foreign investors, with business growth, profits and an enhanced image. For the local community, benefits of CSR include an improved quality of life and for the overall environment, there will be a cleaner ecosystem due to improved waste management (Urip, 2010). Reporting CSR is essential because it shows those involved as well as stakeholders and consumers, that they care about a company's impact on the world. It also gives workers faith that policies and corrections will be made to better work environment if need be (Baker, 2005). With the world becoming more eco-friendly and companies becoming more ethical in their business practices, it influences the way consumers think about businesses. Consumers are thinking beyond the product and price. By understanding the importance and practices of CRS Strive will become the epitome of responsible business practices, it will receive good press and be attractive to investors and partners.

While there are plenty of places online to find clothing options, there is not a marketplace that offers a selection of different clothing items from several sites that specialize in selling ethical and sustainable items. Not only is there not a platform of this sort, none of them are targeting millennials as pricing for these products tend to be more expensive and millennials do not have that much extra spending money. "Millennials put a premium on authentic, handmade, locally produced goods – and they're willing to pay more for products from companies with social impact programs. Getting a good deal is a priority, but they won't compromise on quality. They want to feel good about what they buy." (Nielson, 2017). Now is the time to target millennials as they are the largest demographic and many more are starting to hit the workforce (MacNeill, 2016). Female millennials are the perfect target as 84% of millennials made a charitable donation in 2014 and 46% of millennials are more likely to donate if a someone they know asks them to (The 2015 Millennial Impact Report, 2015).

Given that Strive is an online marketplace, it will be easier to expand from a UK target audience to a global one. Increasing the brand's reach to other regions will include international shipping and promotion. Another business opportunity is to expand to an older target audience. Strive can shift its focus toward females in their 40s and 50s. These women have the most disposable income as they are usually in charge of the household's spending (Brennan, 2017). Strive also has room to grow by including more small sustainable, eco-friendly and ethical fashion brands on the website to include a larger variety of causes. The growth in audience naturally expands as more brands with causes join so the types of products sold can multiply. For example instead of just selling clothing, Strive can include cosmetics, home goods and lifestyle products, etc.

Investigation and Findings

Personal interviews were conducted to gain a better understanding of consumers' purchase behavior, habits and money management. This can be a very personal topic so people were more likely to be truthful in one-on-one situations. To learn more about suppliers, interviews were also more reasonable and convenient to schedule. Interviews allowed for more detailed, in-depth discussions.

Consumers

This primary research targeted young female millennials who have extra spending money, as they prefer to support companies that give to charities (Te, 2017). Young female millennials are frequent online shoppers and are relatively involved in social justice issues. Interviews with these five young women were conducted in order to dig deeper into their shopping and charitable habits and uncover their true spending behaviors. To conduct these interviews a question guide and a recording device were required.

Participants included female millennials based in London aged between 18-35 years old. Interviews took place at the end of November in the afternoon either at the University of West London or over Skype with each lasting over 24 minutes. Participant interviews information:

1. Participant A, Wednesday November 22, 2017, 2:32pm, University of West London, 27:16 minutes
2. Participant B, Wednesday November 22, 2017, 5:41 pm, Skype, 25:25 minutes
3. Participant C, Thursday November 23, 2017, 4:35pm, University of West London, 24:05 minutes
4. Participant D, Sunday November 26, 2017, 2:09pm, Skype, 32:56 minutes
5. Participant E, Wednesday November 29, 2017, 12:06 pm, University of West London, 27:42 minutes.

Causes

All participants like to donate in several ways, either with their time or money, when they have the chance, mostly to causes helping people, as opposed to regular charities.

"I do a lot of donations to Salvation Army like clothes donations, I like to donate blood on occasion, I also like to volunteer at Feed My Starving Children." (Participant B, 0:20)

"People probably and health..." (Participant E, 0:19) "It depends if it is online it is obviously money, but I don't mind doing some charity stuff I've done some in the past just doing whatever if someone asks me to. Even like because I am a photographer so sometimes I can do charity photography you know." (Participant E, 2:45)

The target audience consistently feels it is important to support causes they believe in or ones that are locally-based and hit close to home. The majority of participants feel as though their contributions can make the world a better place.

"It's because it is causes I believe in." (Participant D, 1:01)

“If someone puts a status on Facebook and they say can oh you donate on my page and give a description of what their situation is, why they need it like just before Christmas there was a girl in my town and her baby had died and they needed to pay for the funeral and she set up this online page through a website so it allowed people to donate to her so I donated then.” (Participant C, 2:17)

“I feel it is important to try and make the world a better place and if I have time or money that can be put towards that then I’d love to do that.” (Participant B, 1:52)

As a whole the participants are more skeptical of charities than brands. They are all pretty distrusting of charities and want to know where and how their money is being used.

“I have to do research on what charities I spend my time with cause there are some out there that aren’t as trustworthy as others so it is kind of merit based but also it is location and convenience as well.” (Participant B, 1:11)

“So I went to Africa and there was this amazing program where we donate a lot of money, our time to be there and then I went to Thailand where the program was a bit skeptical cause I was like where is my money going towards so now when I look at these charities that I am giving my money to or giving my time to I am like where is the actual money going to is it going to pay your workers, is it going to pay you or is it actually going to the cause.” (Participant D, 4:54)

Shopping

Most shop at the same few high street stores they go back to, but they generally like to shop around first.

“I guess really it’s mainly the standard sort of three shops I look up online... They just its they’re just very I can guarantee them working.” (Participant A, 4:31)

As a whole they do little research into where their clothes come from, but if they hear bad press about a brand they will try and not shop there.

“Other than the like made in Taiwan labels or something along those lines I really have no idea I am gonna be honest about that... If there is a brand that kind of has had a faux pau as opposed to I would stay away from that brand permanently.” (Participant B, 8:10)

Through primary research with young women, all of them said they would be willing to pay more within reason for an ethically sourced item, but do not know of brands that do so. Even though pricing is a key factor in their shopping habits, they will pay a bit more for a more ethical item. They are interested in a platform that allows them to shop and donate at the same time.

“I would say at this stage yes, being a student and all. It’s basically about getting deals really....” (Participant A, 6:16)

“But there are some places I look up where the money does go to charity and if it was only 5 pounds more I would like to do that but some of the ones I look up its like BeyondBeanie.com and I would really like to support that it’s just they are so expensive and I know that they have to get through a lot of things to actually get that money to the people and support them and everything if your spending like 20 pounds for a bracelet it is just too much at this point.” (Participant A, 7:00)

“It is part of it but I wouldn’t solely base my purchase on whether it is ethical or not.” (Participant C, 5:55)

“Definitely the charity one even though I don’t have a lot of money if you know it is going to a good cause it think that is worth your extra penny.” (Participant D, 26:29)

Most participants prefer shopping in store and their main concern with shopping online is sizing, but an extensive size guide is helpful. While free shipping is not a deciding factor, it is a bonus.

“Mostly I go into stores because then you get the chance to actually try it on. And with me even buying shoes they are very temperamental so you actually just have to try them on first.” (Participant A, 3:20)

“I am an in-store shopper for sure. It’s just because I like to try clothes on before I buy it.” (Participant B, 3:51)

Preferences

Most look to others for information or suggestions when it comes to charities. A good story is key to convincing or swaying them to support a cause.

“This year at my university there is a charity I think it is called CALM and its Campaign Against Living Miserably and I didn’t really know what it was about. But we had a huge mental awareness week and it is just about men living with mental awareness and just being aware of it and preventing suicide and that was something I never really knew about but then talking to my friends that struggled with stuff. I was like this is something that I am really passionate about helping and giving back. So it was two weeks ago that we had our week of giving or raising awareness and then now I am super into this charity.... Ya so it was seeing their stories, reading about what they were about and seeing that it affects men.” (Participant D, 3:48)

They prefer a simplistic styling on websites, but not a simple website.

“Not very simple because then it looks like no one put effort to do it but then not too much because it means you feel like you are getting into too much information.” (Participant E, 24:00)

Businesses

This primary research targeted small sustainable or charitable fashion brands that Strive would possibly like to partner with in the future. These five interviews with business owners or high level managers were to uncover what their business were about and their practices, distribution, partnerships and how they advertise. These businesses matched Strive's ethical business philosophy so those intimately involved with the company were contacted. Also a question guide and a recording device were used.

1. Participant 1, Monday November 13, 2017, 10:30pm, Skype, 18:53 minutes
2. Participant 2, Thursday November 23, 2017, 4:33 pm, University of West London, 7:38 minutes
3. Participant 3, Thursday November 23, 2017, 4:35pm, University of West London, 15:59 minutes
4. Participant 4, Wednesday November 29, 2017, 10:12am, Skype, 12:49 minutes
5. Participant 5, Thursday December 7, 2017, 5:01 pm, Skype, 13:21 minutes.

Business

The majority of the businesses state that their main focus is to support the cause they work with.

“So our focus is ethical and sustainable fashion and we focus mainly working with a fair trade group so fair trade supply chain and production and working with women who can work from home to sustain their livelihoods.” (Participant 2, 0:06)

“Our company's main focus is to raise awareness about the need to save the bees, how we can help the bees and why we need to save the bees as well as contributing financially to that goal.” (Participant 4, 0:16)

“We do a few things so what the biggest thing we want to do is spread awareness about mindfulness and the outdoors and adventure and when I say mindfulness that means being conscious about the environment and the footprint that we leave trying to save the planet pretty much from the downward spiral that's going on.” (Participant 5, 0:26)

They all state that the future of their business is expanding their product lines and content.

“To let's say expand into more products. Get into other than shirts, maybe shoes and pants and that kind of thing.” (Participant 1, 3:13)

“... we would be on the ground actually supporting initiatives and communities around the world whether it be something environmental or social. ... and then and then also becoming a bigger source of content because right now we are growing on the social media scene pretty quickly and we are hoping that we'll have enough of a following where our voice could be heard, sharing information about the environment and what people can do to live that lifestyle.” (Participant 5, 1:00)

Partnerships

All are willing to do partnerships with other companies, however they are very concerned with matching values.

“Definitely good it is something we already do, so I have got a friend that also runs a company that helps endangered species actually not just one species but a list of endangered species. So we collaborate you know in terms of ideas and giveaways and stuff right now, but I would definitely like to have deeper relationships with other companies and we already work with charities so collaboration is something that we are open and willing to do....” (Participant 4, 2:34)

All are partnered with specific charities.

“So we only work with one main charity right now they are called Bee City and they are North American, so I met in person with them, I made sure that they have to be registered government approved you know nonprofit organizations and all that and they kind of have to shift with our value system so we talk to them and make sure they are doing what they are doing for the right reasons and you know ethical and world loving reasons why we do what we do so that’s how we look at our charities we do a background check.” (Participant 4, 3:09)

Distribution

Majority of the companies distribute their products through a warehouse.

“I have warehouses in Denver and uh pretty much it is uh they’re pretty much a fulfillment warehouse so I met with quite a few different warehouses and companies and this one is a medium sized one where they deal with our customer service, returns or shipping and our storage. Other than that I get my the shirts from sourced from Ono which is also here in Colorado, everything is here in Colorado who do the organic bamboo...” (Participant 5, 5:30)

Advertising

Most companies advertise through social media but are looking into participating in events.

“The biggest money maker for us right now is Instagram we are able to, we drive I think it is like 90% of our traffic from Instagram and basically we get on there a lot we post a lot we follow people, we like their stuff we interact with them we talk to them. ... We’re about to start Facebook Ads and I have really seen Facebook ads completely change businesses in this sector.” (Participant 1, 10:22)

“We do very little paid advertising right now so primarily we work with Instagram influencers occasionally we will run a promotion on Facebook or Instagram but honestly we are not doing too much paid promotion.” (Participant 3, 12:31)

“So I would say a unique aspect of Sseko is our founder Liz Bohanan, she is an amazing speaker and she travels all over the country speaking at various conferences and events and that honestly is an effective what to spread the word about a brand.” (Participant 3, 13:48)

Target Audience

Strive is targeting ABC1 female millennials aged 18-35 who live primarily in urban areas. They work in entertainment, fashion or communications industries. They are left skewed in their political views and are interested in fashion, entertainment and social activism. They do not have much monthly spare income; however, they will put it to a good cause (YouGov, 2017). They are passionate about inequality and social change (UK Tribes, 2017). These women are educated young people living in flats who have high social interactions online. They are very susceptible to online marketing and purchase a range of things online. Also before purchasing they look to ratings, reviews and forums (Acorn, 2017). These young women are tech savvy and avid social media users. They use online platforms to show their views, spread their thoughts and reveal what they like and dislike. From primary research these millennials love to get involved with causes that they truly believe in, however they are skeptical about some charities.

Marie is a prime example of Strive's target market. Marie is a young woman, who is 23 years old and has just earned an entry level marketing position. She lives in a two bedroom flat in London with a friend from university. She is outgoing and is never afraid to speak her mind. Marie is more liberal in her views and likes to get involved with many different types of causes. In her spare time she enjoys watching "The Great British Bake Off" and "Love Island" or listening to Beyoncé's or Calvin Harris' new album (YouGov, 2017). Marie also enjoys shopping for new clothes and looking into the newest fashion trends. She is a tech savvy youngster who is an avid social media user and uses the Internet to see how good a product is before purchasing an item. She is also very passionate about causes such as equal rights, saving the bees and protecting our oceans. She can be pretty skeptical about certain charities so when donating she wants to see where her money goes. She will only spend time on what she believes to be worth it.

Campaign Overview and Justification of Tactics

The goal of this campaign is to convince consumers that ethical and sustainable clothing options are readily available and can be reasonably priced. Strive also wants to encourage millennials to help make a difference when it comes to protecting our planet and ensuring that businesses treat humans with respect. This will be executed by using the digital realm to our advantage with transparency, visuals and touching stories. Using an online platform gives Strive the opportunity to target millennials in their homes making changing the world possible from the comfort of their living rooms.

Tactics

1. Logo- Some say a company's logo is the face of the company and can reveal its identity. A logo conveys information about the company and projects a feeling or vibe. It is the chief visual component of a company's brand identity (Gillikin, 2017). Strive's logo is important of the utmost importance in that it will be the first visual that the target audience will form an impression about Strive from.
2. Tone of Voice Document- Young female millennials are less trusting of others (Pew Research Center, 2014). Because millennials have grown up with an abundance of technology, they require transparency when making financial decisions (Sherbeyn, 2015). With this document, all output from Strive will appear consistent and transparent, which will convey trustworthiness to its customers.
3. Website Home Page- This is the first touch point a consumer has with Strive and a simplistic style will appeal to our target audience according to an interviewee.
4. Website About Page- The whole website will revolve around stories. For example, how this company came to be will be written in the format of a story. Stories influence the interviewees' decision to use a product/service surrounding a cause.
5. Website Cause Page- According to female millennial interviewees story telling will convince them to support a cause. The cause page will include each brand wand what they are doing to help.
6. Website Shop Page- This will contain the products that Strive will sell. This will constitute the majority of the website and will include storytelling in its product descriptions to keep with the theme.
7. Digital Media Plan- As Strive's target audience uses social media frequently, keeping a consistent and cohesive feel of the brand on online platforms is essential. Millennials value authenticity, when interacting with companies on social media, they want to feel as if they have personal interactions with the brand and in return they will endorse the brand (Nielsen, 2017).
8. Social Media Mock ups - On average millennials spent over two hours a day on social media. (Statista, 2015). 34% of 18-35 year olds like a brand more when they use social media (Goldman Sachs, 2017).
9. Packaging Design and Business Cards- Repetition makes it easier for the brain to process therefore it will be associated with positive feelings (APA, 2016). Showing the logo and essence of the brand several times will assist in Strive being well-perceived.

10. Product Storylines- The majority of participants said that hearing or reading people's stories or backgrounds are convincing when related to charities or causes.
11. PR Launch Press Release/Event Plan- Press releases and special events will be utilized to get the word out about Strive and our message. Millennials look at reviews and listen to recommendations from other by word of mouth before buying something (Acorn, 2017). They also are digital natives and they regularly communicate with others about a brand or product with 44% using text messaging, 38% social media, 38% instant messaging and 16% of them blogging about it (Goldman Sachs, 2017).
12. Find Social Media influencers- Word of mouth is one of the best ways to spread recommendations and with the use of social media it has sped up as people look to others for recommendations (Qualman, 1-20). Also 64% of consumers rely on peer regulations (PWC, 2015). With the support of followers, influencers become like peers and provide a trusting voice to a larger audience.

Conclusion

Businesses in all sectors are looking into Corporate Social Responsibility (CSR) and with the billion-dollar fashion industry and charitable donations on the rise, this is the perfect time for a company like Strive to emerge. A combination of the two, Strive is here to not only do good but to encourage other companies to make a similar pledge and follow suit. By tackling major causes with amazing storytelling and imagery, our sales can make a difference and have a positive impact. Strive is fashion for a better tomorrow, a unique company with a passion to make a big difference, is just what the world needs. By using online resources like social media targeted to female millennials, awareness will spread about what we are fighting for. The fashion industry has already started the sustainable and ethical trend for higher end consumers, but Strive is making ethical fashion widely available to the general public. Strive has a huge opportunity to change consumerism for the better, eliminating the harmful effects of doing business while achieving a brighter tomorrow.

Not only does this business have the chance to make a change, but it has room for expansion. For starters, Strive can expand its merchandise by pairing with more brands and broaden its audience. Strive can also further expand its audience by branding it on other continents as well as adding a larger variety of items. In the future, Strive would also like to create its own distinct sustainable, eco-friendly and ethical clothing collection. In the world of fashion and charities there are limitless possibilities.

References

- Acorn (2017) *Educated Young People in Flats and Tenements Summary*. Available at: https://acorn.caci.co.uk/data/#t36_p1 (Accessed: 2 December 2017).
- American Psychological Association (2017) *Repetition and Perceptual Fluency*. Available at: <http://www.apa.org/pubs/highlights/peeps/issue-76.aspx> (Accessed: 2 December 2017).
- Baker, S. (ed.) (2005) 'Corporate Social Responsibility (CSR) Best Practices in the Apparel Industry 2005 - Management Briefing: Key Implementation Steps', *Just - Style*. Available at: <https://search-proquest-com.ezproxy.uwl.ac.uk/docview/212413439/fulltextPDF/B35704418BEB4DF0PQ/1?accountid=14769> (Accessed: 29 November 2017).
- Benn, S. and Bolton, D. (2010) *Key Concepts In Corporate Social Responsibility*. London: Sage Publications Ltd.
- Brennan, B. (2015) *Top 10 Things Everyone Should Know About Women Consumers*. Available at: <https://www.forbes.com/bridgetbrennan/2015/01/21/top-10-things-everyone-should-know-about-women-consumers/#530203d26a8b> (Accessed: 28 November 2017).
- Ethical Consumer (2016) *Ethical Consumer Markets Report 2016*. Available at: <http://www.ethicalconsumer.org/portals/0/downloads/ethical%20consumer%20market%20report%202016.pdf> (Accessed: 10 December).
- Department for Environment, Food and Rural Affairs (2010) *Sustainable Clothing Action Plan*. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/69193/pb13206-clothing-action-plan-100216.pdf (Accessed: 25 November 2017).
- Gillikin, J. (2017) *Importance of Logos in Business*. Available at: <http://smallbusiness.chron.com/importance-logos-business-577.html> (Accessed: 4 December 2017).
- Goldman Sachs (2017) *Millennials Coming of Age*. Available at: <http://www.goldmansachs.com/our-thinking/pages/millennials/> (Accessed: 4 December 2017).
- Gonzalez, N. (2015) *A Brief History of Sustainable Fashion*. Available at: <https://www.triplepundit.com/special/sustainable-fashion-2014/brief-history-sustainable-fashion/> (Accessed: 3 December 2017).

Joint Economic Committee (2015) *The Economic Impact of the Fashion Industry*. Available at:

<https://maloney.house.gov/sites/maloney.house.gov/files/documents/The%20Economic%20Impact%20of%20the%20Fashion%20Industry%20--%20JEC%20report%20FINAL.pdf> (Accessed: 10 December).

Landrum, S. (2017) *Millennials Driving Brands To Practice Socially Responsible Marketing*.

Available at: <https://www.forbes.com/sites/sarahlandrum/2017/03/17/millennials-driving-brands-to-practice-socially-responsible-marketing/#7264c8204990> (Accessed: 28 November 2017).

MacNeill, S. (ed.) (2016) 'Here Come the Millennials - and Their Money', *Nonprofit World*, 34(3).

Available at: <https://search-proquest-com.ezproxy.uwl.ac.uk/docview/1829045906/fulltextPDF/D1CB950D31D34A6BPQ/1?accountid=14769> (Accessed: 30 November 2017).

McGowan, N. (2015) *Business ideas: Ethical fashion brand*. Available at:

<https://startups.co.uk/business-ideas-for-2015-ethical-fashion-brand/> (Accessed: 28 November 2017).

Nielson (2014) *Millennials - Breaking the Myths*. Available at:

<http://www.nielson.com/content/dam/corporate/us/en/reports-downloads/2014%20Reports/nielsen-millennial-report-feb-2014.pdf> (Accessed: 2 December 2017).

Participant A. (2017) 'Strive Consumer Interviews'. Interview with Participant A. Interview by Carly Yee for Market Research and Tactics Report, 22 November.

Participant B. (2017) 'Strive Consumer Interviews'. Interview with Participant B. Interview by Carly Yee for Market Research and Tactics Report, 22 November.

Participant C. (2017) 'Strive Consumer Interviews'. Interview with Participant C. Interview by Carly Yee for Market Research and Tactics Report, 23 November.

Participant D. (2017) 'Strive Consumer Interviews'. Interview with Participant D. Interview by Carly Yee for Market Research and Tactics Report, 26 November.

Participant E. (2017) 'Strive Consumer Interviews'. Interview with Participant E. Interview by Carly Yee for Market Research and Tactics Report, 29 November.

Participant 1. (2017) 'Strive Business Interviews'. Interview with Participant 1. Interview by Carly Yee for Market Research and Tactics Report, 13 November.

Participant 2. (2017) 'Strive Business Interviews'. Interview with Participant 2. Interview by Carly Yee for Market Research and Tactics Report, 23 November.

Participant 3. (2017) 'Strive Business Interviews'. Interview with Participant 3. Interview by Carly Yee for Market Research and Tactics Report, 23 November.

Participant 4. (2017) 'Strive Business Interviews'. Interview with Participant 4. Interview by Carly Yee for Market Research and Tactics Report, 29 November.

Participant 5. (2017) 'Strive Business Interviews'. Interview with Participant 5. Interview by Carly Yee for Market Research and Tactics Report, 7 December.

Pew Research Center (2014) *Millennials in Adulthood*. Available at: <http://www.pewsocialtrends.org/2014/03/07/millennials-in-adulthood/> (Accessed: 30 November 2017).

PWC (2015) *The Sharing Economy*. Available at: https://www.pwc.fr/fr/assets/files/pdf/2015/05/pwc_etude_sharing_economy.pdf (Accessed: 7 December 2017).

Qualman, E. (2013) *Socialnomics: how social media transforms the way we live and do business*. Hoboken: John Wiley & Sons Inc.

Schlossberg, M. and Taylor, K. (2016) *Millennials reveal 100 brands they love*. Available at: <http://uk.businessinsider.com/top-100-millennial-brands-2016-8?r=US&IR=T> (Accessed: 11 December 2017).

Sherbeyn, D. 'Embrace Transparency to Attract Millennials' *National Mortgage News*. Available at: <https://search-proquest-com.ezproxy.uwl.ac.uk/docview/1710066628?pq-origsite=summon> (Accessed: 10 December 2017).

Statista (2015) *Average hours spent on social media per day among Millennials in the United States as of June 2015, by ethnicity*. Available at: <https://www.statista.com/statistics/610591/us-millennials-daily-hours-spent-on-social-media-by-ethnicity/> (Accessed: 25 November 2017).

Te, N. (2017) (ed.) (2015) 'The Era of Millennials', *NonProfit Pro*, 15(5), pp.3.

The Millennial Impact Project (2015) *Cause, Influence & the Next Generation Workforce*. Available at: <http://achievemulti.wpengine.com/mi/files/2015/07/2015-MillennialImpactReport.pdf> (Accessed: 2 December 2017).

UK Tribes (2017) *Leading Edge*. Available at: <https://www.uktribes.com/tribe/leading-edge> (Accessed: 2 December 2017).

Urip, Sri. (2010) *CSR Strategies: Corporate Social Responsibility for a Competitive Edge in Emerging Markets*. Singapore: John Wiley & Sons.

YouGov Profiles (2017) *People who are interested in Fashion, Design and Cosmetics*. Available at:
https://yougov.co.uk/profileslite#/Fashion_Design_and_Cosmetics/demographics
(Accessed: 10 December).

Appendix

Interview Questions-

<https://drive.google.com/open?id=1OAZJ637qXLeGvoKCysMpzhxw6PNdgiqh>

Consumer Questions-

<https://drive.google.com/open?id=1W3w9NFGirf4s0D9YJV9nDo0so5OZlWny>

Business Questions-

https://drive.google.com/open?id=1X1BTJNe9pZVHNUrW1oE_uQRzaawWJCEX

Interviews-

<https://drive.google.com/open?id=1VjdN3EOzNT7fx9oOTllh8Qo8AUYMfsBZ>

Participant A- <https://drive.google.com/open?id=1FFGl6-aqIGGrGoAxYrFn6BKeD8F89Sda>

Participant B- https://drive.google.com/open?id=1Dd-D-9wCj_p9_M6XLLGIH0zhHe6_aqsB

Participant C-

<https://drive.google.com/open?id=1Wp1le7tMHYn2sShDhruTHuIQiOqjwpUy>

Participant D-

<https://drive.google.com/open?id=1FRk9VvIGPgYAC0hn8L0IvguuTXOfaXOD>

Participant E-

<https://drive.google.com/open?id=1Xf0BybMPlcFK3PmDLATKtasmLs4l1TKS>

Participant 1-

<https://drive.google.com/open?id=1UB44UAAMdwS8xYcP5blE2HR2AceAoYgl>

Participant 2-

<https://drive.google.com/open?id=1EVBthnhfvTnBxdRefNQAhSqHfmxLgroK>

Participant 3-

<https://drive.google.com/open?id=1usvXp2DvFZV1HGzqvD2BiBzmAeeiHCqA>

Participant 4- <https://drive.google.com/open?id=1jy8YuOJfpluOjERUz7PiJJPvV5mVoXYS>

Participant 5- https://drive.google.com/open?id=12txOv-tRr6fG5ftj_MU422Jgk2nDb0fn

Ethics Forms-

<https://drive.google.com/open?id=1w-lRlyU0Y5Gy-MgbjygieJQBivR1bjPt>

https://drive.google.com/open?id=1xKJM1LIE7LIXlIM8nL-6_FACEV9CbImG