



THE JULY  
COLLECTIVE

**LOOKBOOK**



Yasmina has always felt like an outcast and a bit different from others for years. After being diagnosed with Dyslexia at the start of high school, struggling to communicate with other people through words - she started to use her creativity to visualise messages. She uses colour, mind maps and plenty of lists to organise and distinguish important factors within her life.

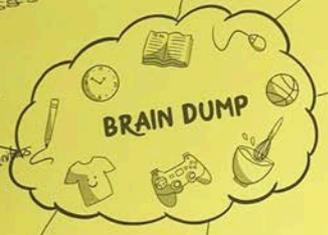
A sense of belonging in the form of creative projects is really important to Yasmina. She acknowledges the art within everyday things and this is why she decided to write a blog. This is a space where she writes about anything that she loves and finds enjoyable within the North East. Yasmina now wants to create products that other people are going to find happiness from and useful to those brains that work visually; this is where The July Collective began.

Yasmina knows everyone wants to feel part of a community, and wants to keep people from feeling alone. The July Collective is a safe haven for people who want to celebrate being themselves, whether that is to feel connect to each other in the form of fashion, art or just to have someone to speak to.

The first collection has been designed to allow our customers to feel part of a tribe with The 'Original' tshirt. If that doesn't put a smile on your face then you can add a colourful deskpad to your stationery collection.

*Yasmina*  
x

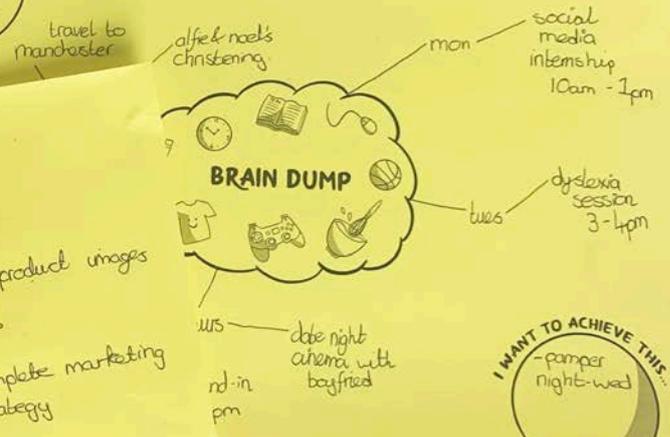
**IMPORTANT BITS**  
 - create lookbook  
 - swot analysis  
 - fashion film board



instagram and website  
 take product images  
 7Ps  
 complete marketing strategy  
 fashion film moodboard  
 colours images

**I WANT TO ACHIEVE THIS...**  
 70%+

**IMPORTANT BITS**  
 report on work  
 Insta's  
 + hand-in module



**I WANT TO ACHIEVE THIS...**  
 - pamper night-wed





# The 'ORIGINAL'

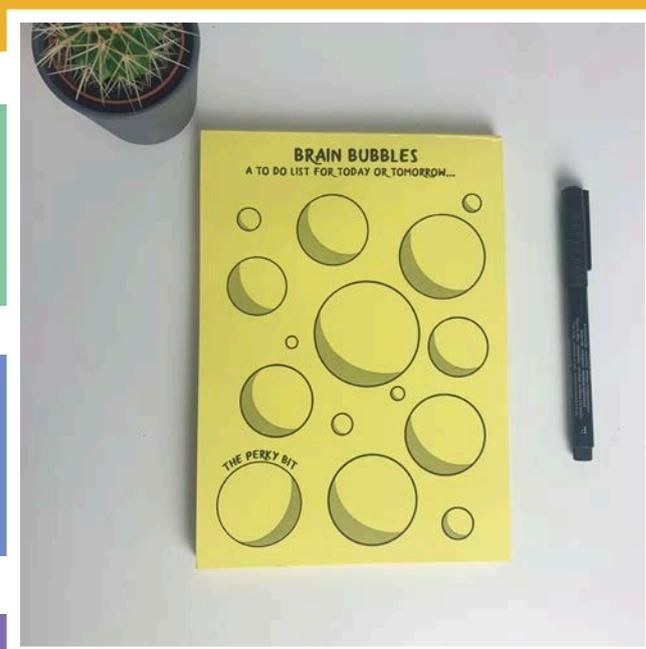
An organic tee that is designed to make you feel part of our tribe. Wear on it's own with your fave pair of jeans or rock the creative side and layer it over a long sleeve top.

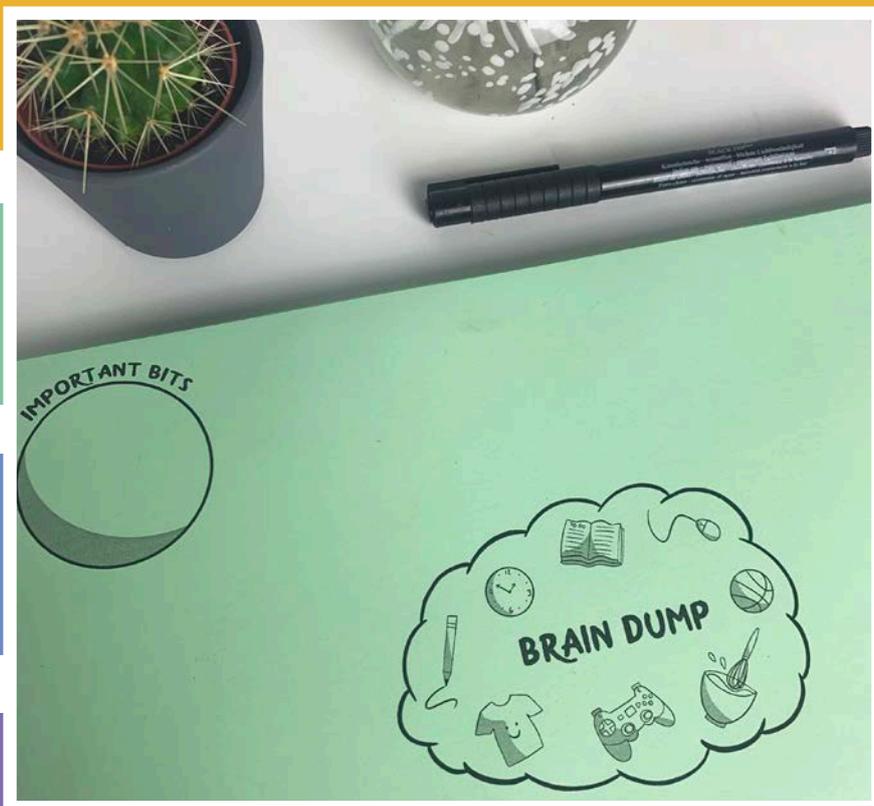
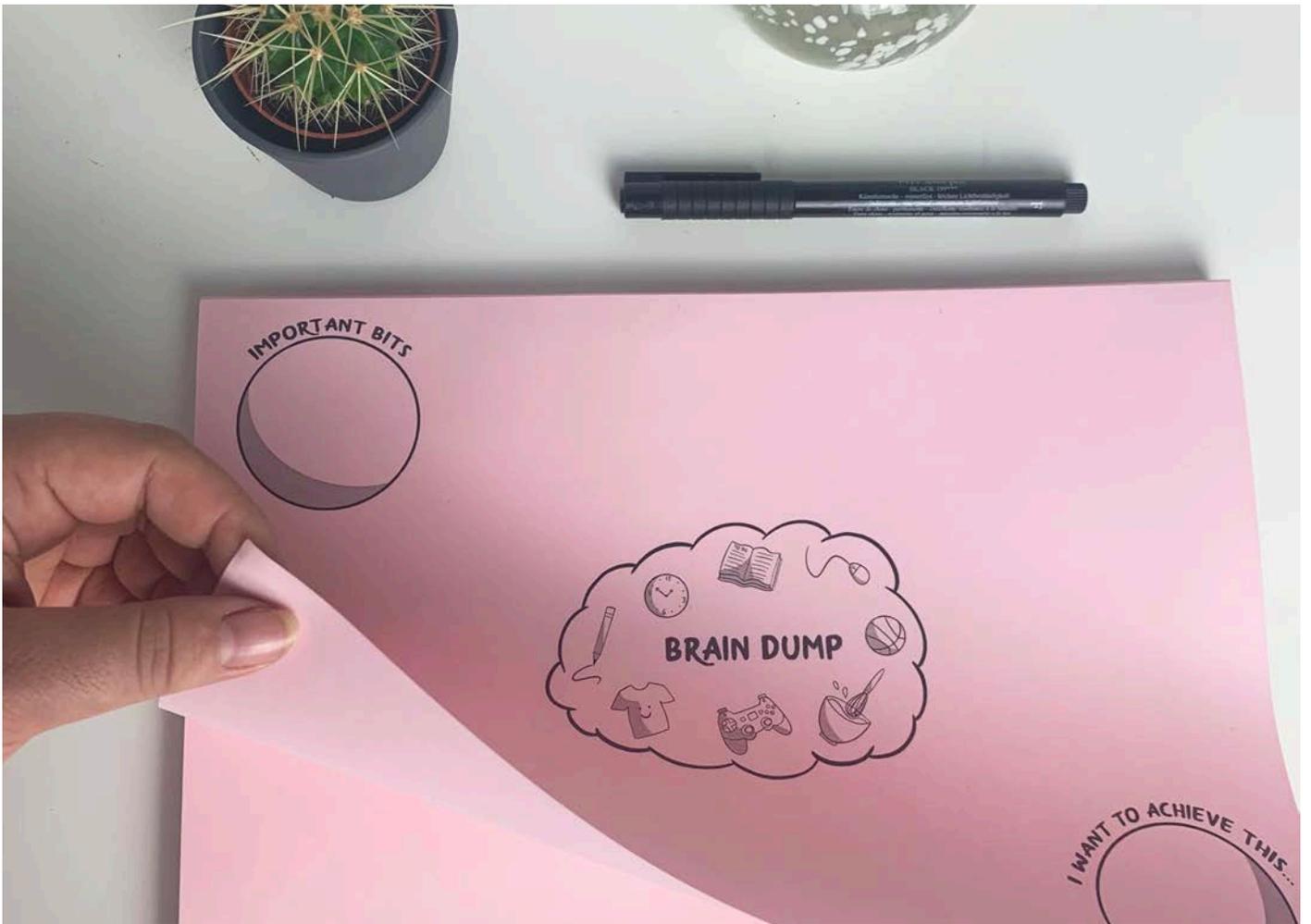


# Deskpad GALORE

A range of deskpads illustrated and designed for those with a scattered brain. Dump your ideas for the next big project or plan your day, week or month....

The Brain Dump and Brain Bubbles deskpads have been created to aid dyslexics and those who deal with visual disturbance in mind. The colours available are: off-white, yellow, green, pink.





# How to buy:

Visit: <https://www.etsy.com/uk/shop/TheJulyCollective>



THE JULY  
COLLECTIVE

£5  
OFF

Get £5 off when you buy  
our deskpads together.

HELLO  
HELLO  
HELLO

@the.julycollective  
Tag us on your instagram!



I really hope that you enjoy and  
love our first collection. Thank you  
so much for choosing to support  
my brand. I look forward in  
creating our next collection very  
soon.

*Yasmina*  
x