

HI THERE! I'M SOPHIE MEADE



I am an aspiring fashion marketer, intrigued by the exploration of potential in all sectors.

My core skills encompass creative, future and strategic thinking, idea generation, conceptualisation, team working, trend, market and consumer research

For my major final year project, I undertook the rebranding of clinical-style skincare within the context of the dopamine packaging trend. I conducted an in-depth exploration of the challenges encountered by consumers (specifically ravers) with sensitive skin conditions and developed strategies to achieve a solution-oriented outcome.

I'm fascinated by the constant innovation and evolution of the industry: the way fashion trends appear in a cyclical nature followed by consumer response and behaviour. Furthermore, the technological impacts parallel with cultural influences reflected within society's values and aspirations intertwined with endless creative opportunities.



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MY RECENT PROJECTS



CONTENTS PAGE

PROJECT 01

**VISUAL RESEARCH
PROGRESSION**

PROJECT 02

**REBRANDING
CLINICAL SKINCARE**

PROJECT 03

**WIGFLEX X CASTLE
ROCK BREWERY**

SKILLS

ADOBE SOFTWARE

PRO- CREATE

MIDJOURNEY AI

MARKET / CONSUMER RESEARCH

TREND FORECASTING

IDEA GENERATION

STRATEGIC THINKING

LAYOUT

VISUALISATION

CONCEPTUALISATION

MOCK-UPS

BRANDING

COMMUNICATION

PHOTOGRAPHY





PROJECT 01

PROGRESS AND GENERATE
MORE IDEAS VISUALLY

/ TYING TOGETHER MORE
THAN ONE INDUSTRY





**/CREATING
INCLUSION &
ACCESSIBILITY FOR
THOSE WHO CAN'T
ACCESS MAINSTREAM
SKINCARE**

PROJECT 02 THE BRIEF

**TO DEVELOP OFF PROJECT 1
A BRAND MOCK UP (Hi-DRATE)**

**CUSTOMISABLE TRAVEL SIZE BOTTLES
FOR RAVERS**





THE EXTERIORS

/USING MIDJOURNEY AI TO CREATE A CHAIN OF REFILL STATIONS, INSPIRED BY ABANDONED/ DYSTOPIAN SPACES

PROJECT 01 THE BRIEF (PT 2)

REFILL STATIONS TO PREVENT SINGLE USE PLASTICS AND PROVIDE USER IMMERSIVE EXPERIENCES

THE INTERIORS



PROJECT 03

WIGFLEX X CASTLE ROCK BREWERY



THE DIGITAL MOCK- UP



**CONSUMER PROFILE
CONCEPT BOARD**

**/ENCOURAGING
WOMEN IN MUSIC
TO DRINK BEER,
THROUGH TWISTING
THE PERCEPTIONS OF
GENDER STEREOTYPES.**



THE CONSUMER

**A STRONG AND EMPOWERED WOMAN
AGED 18-30**

INVOLVED WITH MUSIC

(BOTH DJING & ATTENDING EVENTS)

**FESTIVALS AND HOLIDAYS
OBSESSED WITH THE 2024 IBIZA
OUTFIT TREND**

**CONSTANTLY LISTENING TO GENRES:
'OLD SKL HOUSE', DNB, JUNGLE'**

**RELIANT ON WINE, COCKTAILS
& MIXERS TO FEEL FEMININE AT
EVENTS**

**DABBLES WITH BEER OCCASSIONALLY
(MOSTLY OUT OF DESPERATION)**



THE CONCEPT

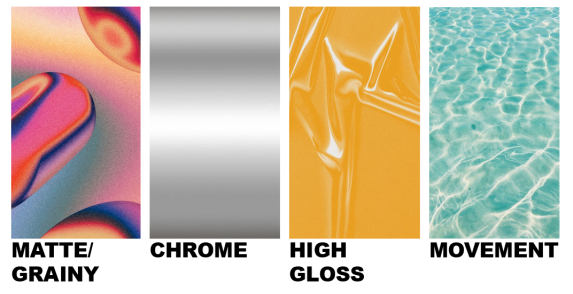
CORE COLOURS



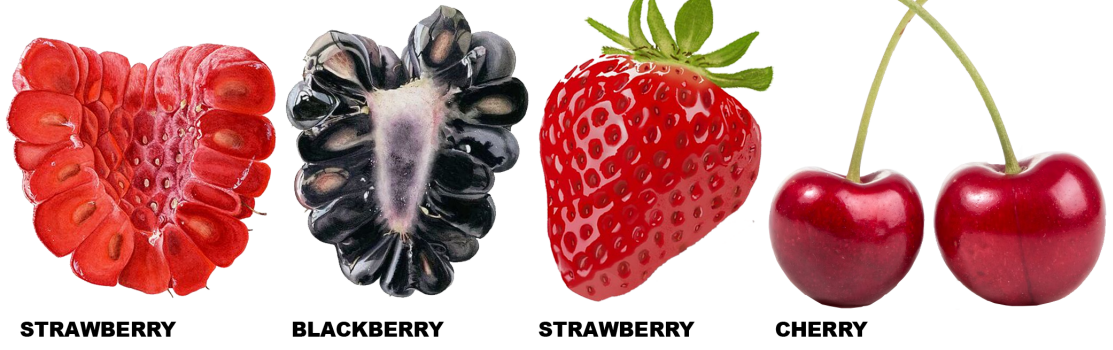
AMBIENT COLOURS



TEXTURES



FLAVOUR PALETTE



ART DIRECTION// INSPIRATION



KEYWORDS

HYPER - FEMININE
IBIZA 'CORE'
GLITTER
FRUITY
GIRLHOOD
FEMME FATALE
FRIVOLITY
EMPOWERMENT
PARTIES
COCKTAIL/ WINE AESTHETIC

EXISTING INSPIRATION (MARKETING)



TO ESCHEW THE PORTRAYAL OF HYPER- FEMININITY THROUGH THE USE OF PINK CANS AND INSTEAD EMBODY THE VISUAL ESSENCE OF AN IDYLIC SUMER EXPERIENCE FOR THIS CONSUMER, CHARACTERIZED BY THE ALLURE OF IBIZA AND AN OPPORTUNITY FOR GLAMOROUS SELF- EXPRESSION.