

BA (H) FASHION COMMUNICATION & PROMOTION

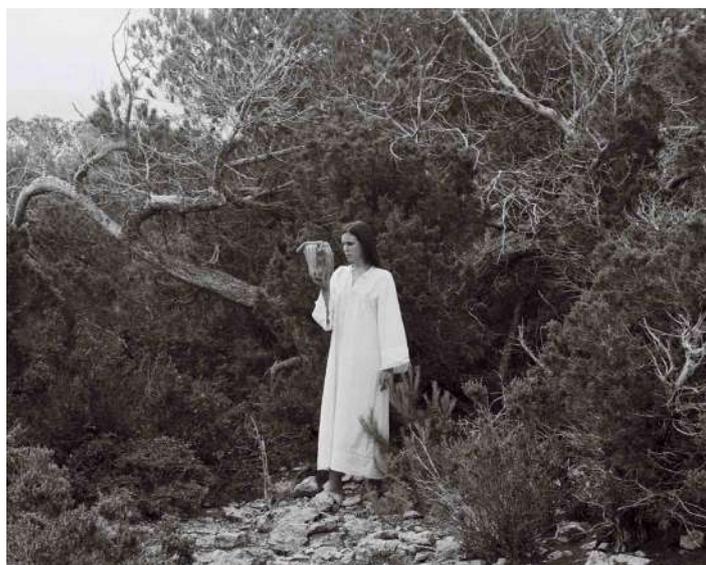
This creative course mixes design and theory, focusing on the visual communication of brands, products and services across the fashion and lifestyle industries. Students develop skills across a range of creative media, securing graduate roles in art direction, styling, PR, event management, visual merchandising, forecasting and trend prediction.



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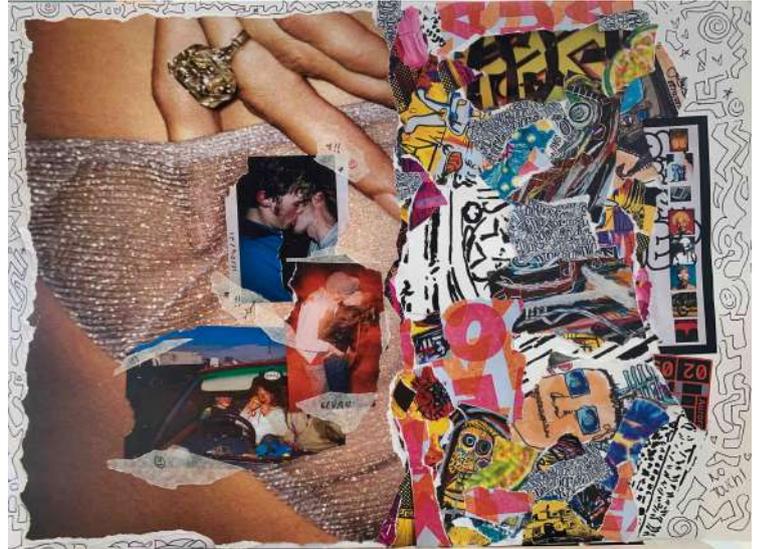
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Bob Smith, Course Leader

AMBER THAYNE

BA (H) FASHION COMMUNICATION & PROMOTION

Since beginning my degree, I have enjoyed working on lens-based projects the most. They were a great opportunity to work through the process of styling and curating an artistic concept, as well as using a fun design for the shoots. The best aspect of this for me was developing the visuals, and I am particularly drawn to bright, bold colour palettes and graphics. The creative possibilities of the course were shown by my work on the fragrance project in the first year. My team developed an innovative concept for guilty pleasure fragrances; these included bleach and sweets, and bacon and lavender. We were able to play with ideas and experiment throughout the project and from this, I learned to take more risks and be playful! I am hoping to study for an MA in International Fashion Management as this will support me in seeking fashion experience abroad after University.

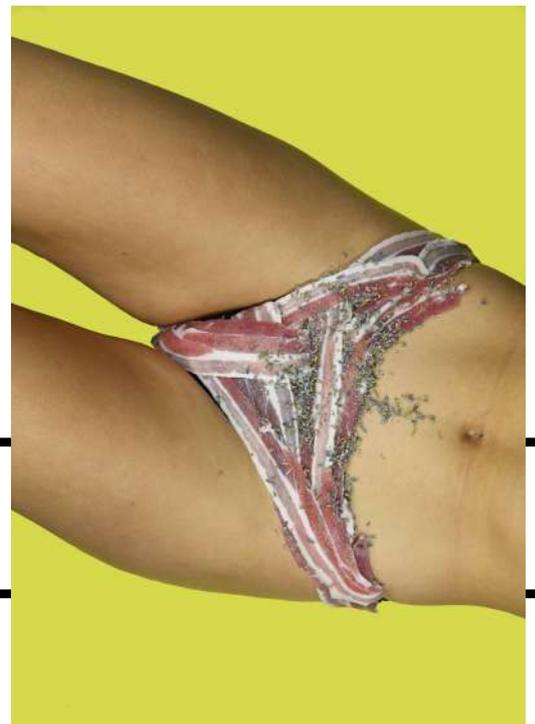


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AMY BEACH

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Since studying at NTU, my creativity and passion has only excelled for being a part of the creative industry. From outstanding team working to accomplished adobe suite skills, I am graduating as an innovative, well rounded young creative, specialised in creative direction and brand communication. With fashion and feminist history being a passion of mine, these themes have been integrated within my work making each piece significant and meaningful to myself. In my future career, based in styling and creative direction, these motifs will always remain key to myself and my values.



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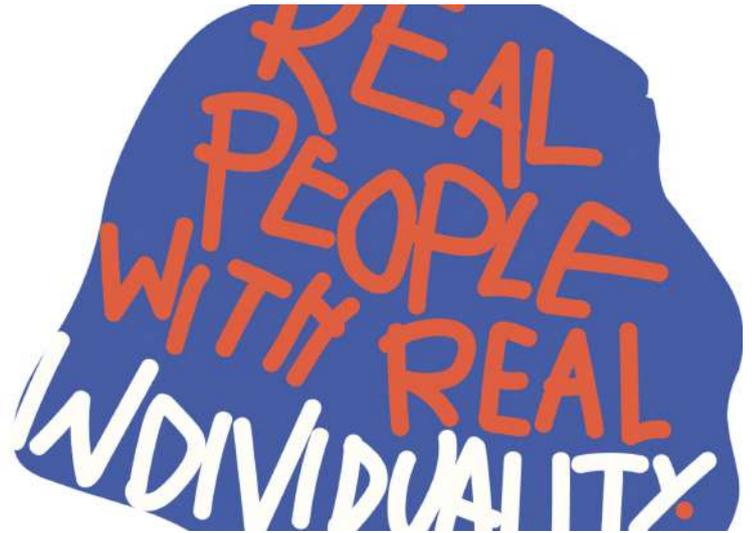
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BETHAN SANDALL

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From challenging the issue of male domination within streetwear by creating an inclusive and daring zine including my audience's authentic stories to encouraging young females to connect with the topic of social media and its distortive impact on our mental health. My everchanging creative perspective always pushes me to exceed my expectations resulting in work that is impactful, meaningful and has value to my intended audiences. Being praised for my unique eye for visual communication by multiple tutors allowed me to follow my deep-rooted interest in print, enabling me to design two printed zines that address crucial and contemporary problems in our landscape. Promoting print that makes a difference is ultimately my career goal; driven by my compassion and creative flare. In my final year, I have gained experience in brand design, zine design, visual communication, trend research and co-creation with audiences, building projects that demonstrate resilience and risk.

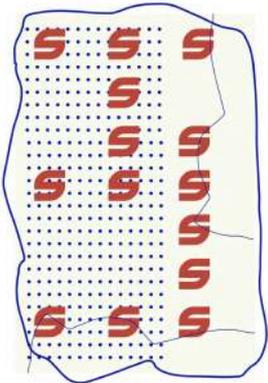


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// DISTORTION

let's talk about what this zine is all about. // distortion is a published zine aimed at young women, talking about the issues of social media on modern day society and the distortion it has on reality. We are inspired by the clothing brand 'S19K', this zine will be a guide to helping you realise it isn't all real, and to get yourself first. 2020 is the year of self-love and positivity.



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BETHANY LEA



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Hiya, I'm Beth. Day-to-day I'm a seamstress for an independent vintage store, re-working vintage garments to help bring a modernised new life to pre-loved items, helping encourage the move away from fast fashion. I'm also a digital artist, developing brand logos for different businesses but also work for my own business 'LifeOnPaws'. I create personalised hyper-realistic portraits of people's adorable fury friends, to help enhance their love/appreciation for them. A current passion project of mine is to battle the damaging and unhealthy expectations set on love from media and within society, as it can result in very dangerous and at times fatal situations. For this I'm developing LoveSight; a community and bournal, (half book, half journal), designed for my final project at NTU. It will educate Gen Z on how to be a hopeful, not hopeless, romantics with a fun/reflective layout of a 3 step framework I developed. It's time to open your eyes to LoveSight, open your eyes to healthy love.



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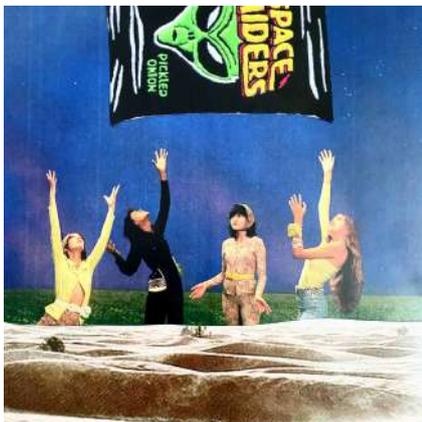
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BOBBIE WANLESS

BA (H) FASHION COMMUNICATION & PROMOTION



I'm a digital storyteller, collage creator, film photographer, and nostalgic narrator from North Yorkshire, based in Nottingham. My work includes forward-thinking digital and physical concepts, driven by strong cultural and trend-based insights. Personal interests in nostalgia, music, and cultural exploration inspire a lot of my work ensuring a piece of me is in every project. I am an emotionally intelligent individual who loves collaboration. My proactive mindset ensures I am a continuous learner and keep up to date with social and digital trends. Completing my degree during a pandemic has proved my adaptability and resilience.



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CHLOE KIMBERLEY

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I'm Chloe, a recent Fashion Communication and Promotion graduate specialising in digital communication, innovative storytelling and wider landscape knowledge with a particular interest in market research, styling and digital marketing. Personal passions of mine include music, travelling and sustainability, all of which represent my personality as well as my values. A professional achievement of mine is being the winner of the Graduate Fashion Week X W1 Curates competition for my self-devised project. The project was surrounding the wider accessibility of music and the over saturation of the market, in turn creating personalised sonic intimacy through engaging visuals and immersive technology.



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CHLOE MYERS



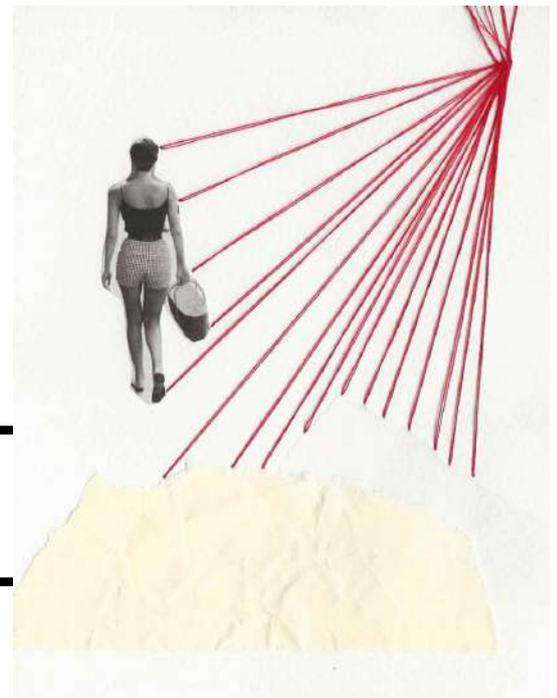
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Hi, I'm Chloe, a Fashion promotion and communication graduate from London. I have an excitement for trend forecasting, styling, social media marketing and PR. I was chosen as NTU's submission for the marketing award for Graduate Fashion Week which was a big achievement for me. My favourite projects include The live brief project at the end of 3rd year in which we worked alongside The Future Laboratory and the trend forecasting project in second year predicting A/W fashion and lifestyle upcoming trends. I want to make a difference in whichever field I end up in and hope to inspire younger women who wish to work in a creative role that it is possible. If you would like to see more of my work take a look at my creative instagram - @chloescreative.



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DARCEY THOMPSON

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My chosen subject area within Fashion Communication and Promotion is Photography. I have always admired photography and developing my skill on this course I have found my creative identity and feel ready to start my new journey on MA Commercial Photography. During FCP I generated many pieces of work that I am proud of and projects that I have thoroughly enjoyed. One of the projects in particular that stands out to me was the ASOS brief in second year. My group and I's outcome was recognised and celebrated as a success and we were very proud of the outcome. Another project I enjoyed was my most recent project, the self-devised. My photography outcome for this project was influenced heavily by psychedelic art and illustrators and architecture png photography style. Progressing with my past and present experiences I am very excited to start the next chapter of my creative career.



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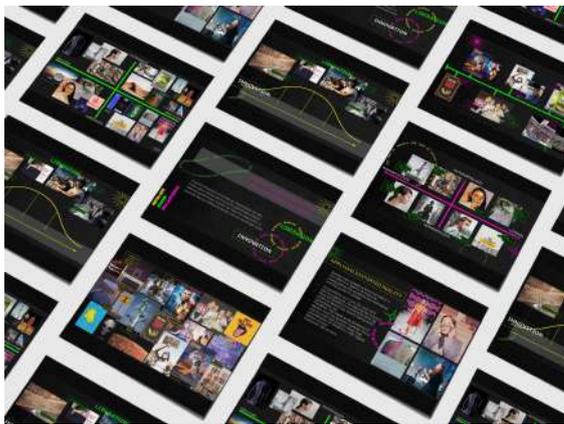


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ELEANOR ELIZABETH

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I've spent the past few years learning a lot about myself, just as much as I have in education. I went to college wanting to be a fashion designer (but very quickly realised that drawing humans was extremely difficult!) however, I fell in love with mixed media graphic design. This year taught me I'm resilient, strong and intelligent while also allowing me to challenge my values and morals. My third-year live project team have been named 'the trend forecasting queens' by our tutor and I'm known for my detailed sketchbook work. Now looking for my next adventure in events where I can bring my unique perspective and knowledge into producing work with incredible detail. I'm looking to work with fascinating creatives who share the same values as me and appreciate strong teamwork. I learnt that I enjoy the hectic process, and everything involved from start to finish. I love learning new things and always want to push myself a little bit further.



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ELLIE ORMESHER



BA (H) FASHION COMMUNICATION & PROMOTION

Hi I'm Ellie! I am a visual communicator from Lincolnshire. I help turn idea's into beautiful visuals through specialising in branding, content creation and marketing. I am a creative individual who can take on a wide range of divergent tasks with the curiosity and interest to learn new skills. I have a keen interest in visuals and creating the perfect outcome, having previous experience managing the social media of an award winning business, as well as my own business. I have a passion for anything beautiful and would like to focus my career within the lifestyle and interior sector!

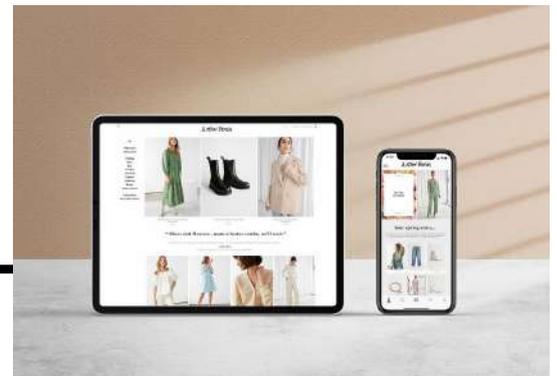


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ELLIE TOLAN

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I am a visual creative communicator that specialises in Digital Marketing & Promotion and Graphic Design who is immersed into the latest pop culture. This culture helped springboard into my Fashion Futures project in September 2020 where I dived into toxic behaviour within fan communities, thus I built a platform called 'The Fangirl Confessions'—a podcast which celebrates all kinds of fan culture with no judgement whilst creating a supportive community from one fangirl to another. In the future I would like to work as a Marketing Assistant, where I look after a brand's social media channels and produce content for them.

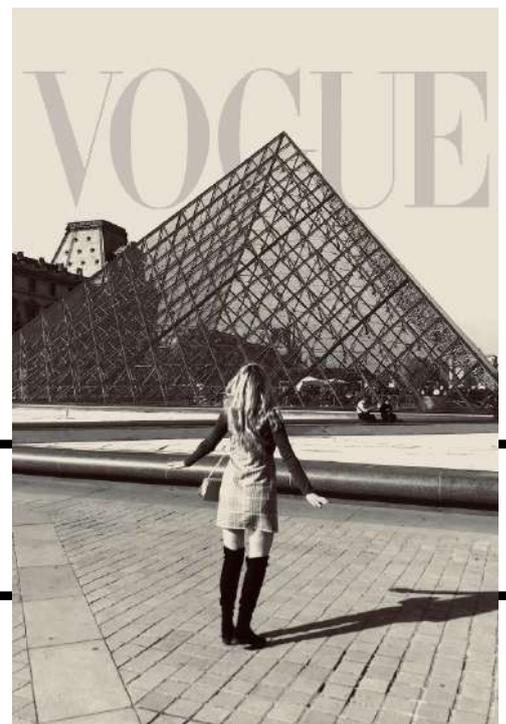


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EMILY HAIG

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I am Emily Haig. Academic research abilities pinned with creative flair is where I thrive. Meaningful storytelling is my approach. Creative strategies that fulfil meaningful challenges is how I execute this. Fashion Communication and Promotion has taught me the immense opportunities present within the creative world, and as I embark on my Advertising and Marketing Communications Masters, I am enthusiastic to combine my curated academic and creative skills. My time as a creative researcher, concept enthusiast and visual communicator has faced me with my undeniable passions, interests, achievements and ambitions. The past three years has not only highlighted to me the possibilities, but also the importance of combining my academic passions, intellectual depth and industry expertise with creative digital design and innovative exploration, and it is this synergy that has allowed me to produce some of my best work, such as Foreboding Futures, Survival Station and The Room for Dessert.



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EMILY MCKENNA

BA (H) FASHION COMMUNICATION & PROMOTION

Dear diary,

My cats finally love me, I'm getting down my reading list, and I discovered shortcuts on photoshop- 2021 is starting to look up!

For my final project I utilised my cultural awareness to redesign the music memorabilia landscape. My DTC app 'Myriad' empathetically responds to consumer insights, offering fans merchandise that embodies the same creativity as their subcultural lifestyle. My critical analysis skills permeate throughout the project, helping to challenge and identify opportunities for purposeful innovation in alignment with trend prediction.

Since exploring trend on the course, forecasting has become an integrated aspect to my working process. I expanded my passion for both trend and memorabilia in the live client briefs, working alongside my talented team to innovate Hot Chip's merchandise.

My aspiration is to continue growing creatively, share my ambitious approach to work with the world, and maintain the love of my cats without the intervention of dreamies...



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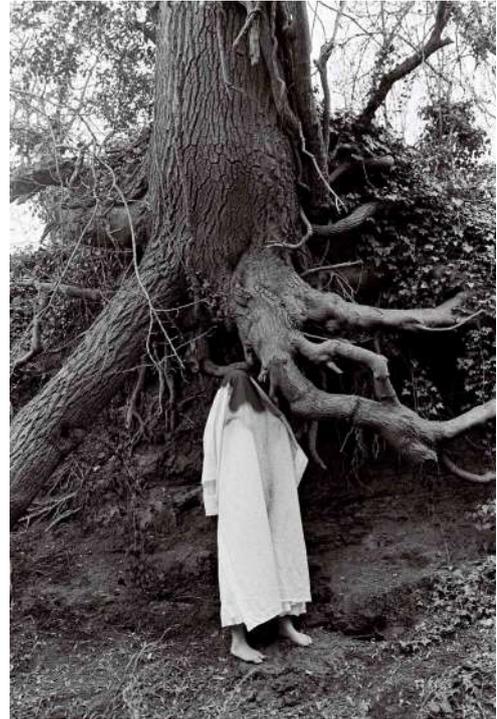
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EMILY ORTA

BA (H) FASHION COMMUNICATION & PROMOTION



Surrounded by a family of artists, I have always been attracted to the visual world. While studying, I undertook several internships and as an assistant stylist, I discovered a passion for styling. I have applied this experience to my own visual identity. As well as a Fashion Communication and Promotion student, I am a self-taught photographer, mainly using black and white analogue photography, which I employ as a mean to invoke temporality. During my second year at NTU, I undertook a study abroad exchange in New York (FIT) where I took a particular interest in photographic development in the dark room, which I applied to my final year project at NTU. The images presented here showcase my interest in art direction, styling and analogue photography.



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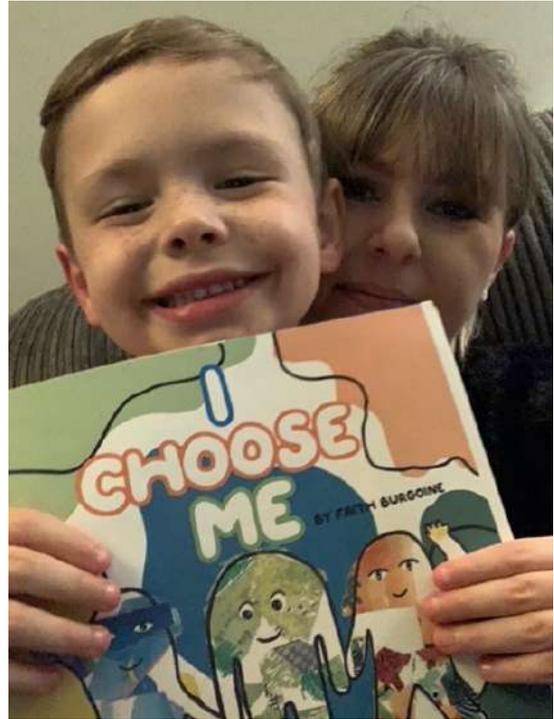
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FAITH BURGOINE

BA (H) FASHION COMMUNICATION & PROMOTION



My personal passions are fuelled by social, cultural and political matters that formulate into innovative interpretations. Each of my pieces tells a story and evokes a diverse perspective; whether it be through photography, illustration, graphics or collage. I am driven by the need for equality and inclusivity within society and believe the Fashion and Lifestyle industry play a huge role in leading this change. My final year was dedicated mostly to writing and illustrating my very own children's book which was fuelled by my passion for gender neutralism and the positive effects it can have within children's educational media. This would ultimately assist in solving social issues within gender inequality, gender stereotyping and discrimination.



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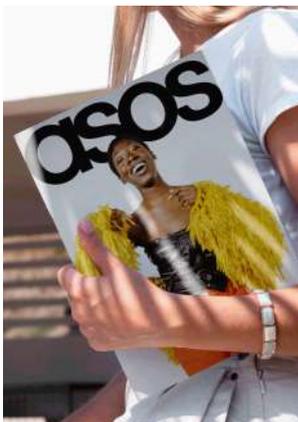
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FRANCESCA MURRAY

BA (H) FASHION COMMUNICATION & PROMOTION



Aware, Inquisitive and Playful. I am an unapologetic creative striving to innovate wherever possible. My FCP undergraduate study at Nottingham Trent has been an exciting creative journey during which I've developed broad ranging creative design and communication skills, always grounded in how they might be applied to real world brands and campaigns. I am personally passionate about branding and digital arts where I can create a narrative for the consumer to get immersed in. For my self-devised dissertation, I created an innovative visual brand 'Wednesdays', which used positive affirmation and personal wellbeing to connect to mid-size consumers who are largely invisible in mainstream fashion. I wanted to demonstrate the power of visual communication and push boundaries within the body positivity market. Going forward I want to work in the industry for a creative agency or within an inhouse communications team, creating that perfect brand connection and narrative.



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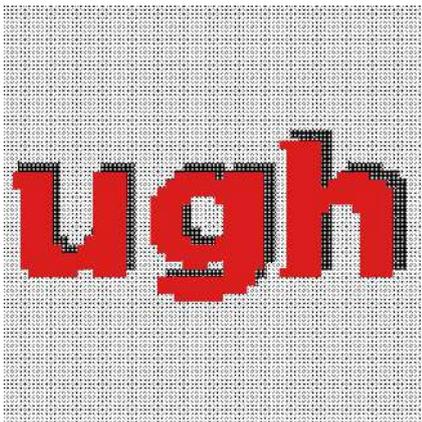
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GABRIELLA TARANTONIO

BA (H) FASHION COMMUNICATION & PROMOTION



You have stumbled onto a treasure, and may view my work at your leisure. There are zines, illustration, Haikus and games. From research to outcomes, "What can't she do?" I hear you exclaim! Mastering adobe and smashing design, all whilst climbing from time to time. Though FCP has taught me so much, I feel as though I want the graphic design touch. I appreciate your time and hope you are inspired, I look forward to hearing the words, "you're hired". Hi, I am Gabriella Tarantonio and I am an aspiring graphic and content designer. I love to create zines on any subject you can think of and illustrate the stories of my poems. Please explore my channels and contact me with any questions. Thank you!

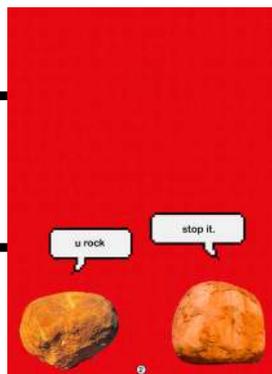
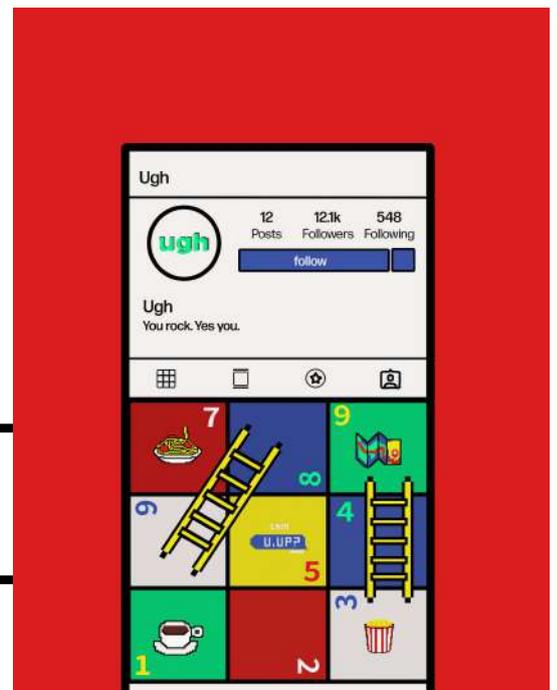


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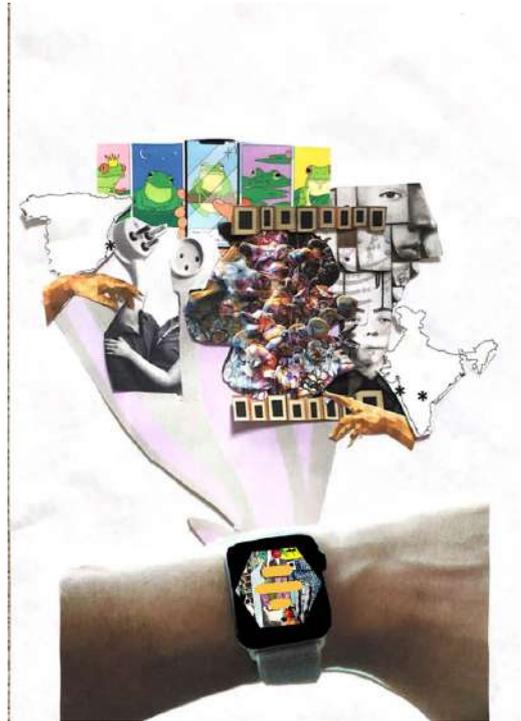
GEORGIE MCMULLEN

BA (H) FASHION COMMUNICATION & PROMOTION



Hi, I'm Georgie McMullen, I've recently graduated from Nottingham Trent University with a Bachelor of Arts in Fashion Communication and Promotion, with a minor in Italian language. My interests include content creation, trend forecasting, digital marketing and branding - for this reason my preferred projects, during my time at Nottingham Trent, cover the Trend Forecasting project, the TSPTTR project and my dissertation on Modest Fashion (all work featured within my selected Images).

After living in Italy for a year, obtaining work experience within content creation for a Milanese boutique, my post-grad aims are to continue working in Milan, gaining further experience to potentially become a creative director. Failing this, I would love to see myself prosper in a career located in London or Manchester.



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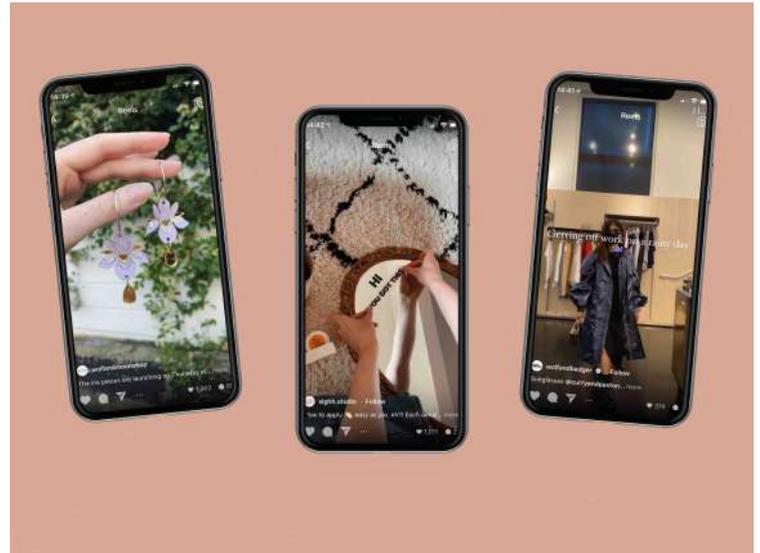
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HOLLY LITTLEJOHN

BA (H) FASHION COMMUNICATION & PROMOTION



As an enthusiastic and team-orientated creative communicator, I understand that the process is equally as important as the end result. An internship at Mintel developed my research skills and critical thinking as I dissected articles, evaluating the key findings to form a reflection on the brand's performance. Fashion Communication and Promotion has furthered my visual storytelling abilities, using imagery to portray meaning and create an overarching narrative for projects. Combining these skills, I enjoy creating integrated marketing campaigns, developing ideas and organising the details. This was illustrated in my final year project, where I developed a product to help the mental health of young adult's during the pandemic. The campaign and product encouraged consumers to immerse themselves in creative activities, providing an escape from their current struggles.



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ISABEL SEDEN- FOWLER



BA (H) FASHION COMMUNICATION & PROMOTION

Let me introduce myself, my name is Izzy and I am a final year student studying BA (Hons) Fashion Communication & Promotion. As a connoisseur of visual communication, I aim to build value through design. My love for marketing and sustainability is ever increasing, along with my awareness of the evolving industry. Being a self-initiator allows me to push myself and motivate others. I am a GO GET SHIT DONE girl, rather than a hand holder. Step into my world of ACTIVE IMAGINATION mixed with EMOTIONAL CONNECTION.



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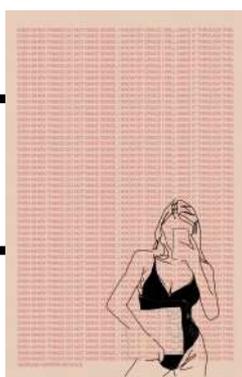
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WE COME AS WE ARE,



TOGETHER.



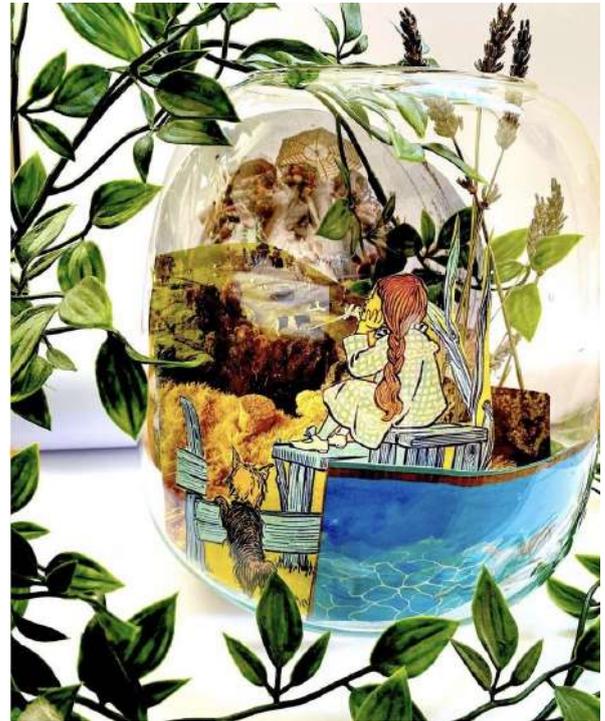
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ISSY THOMAS

BA (H) FASHION COMMUNICATION & PROMOTION



An intuitive and determined creative communicator with a 'can do attitude', story telling through a multi-channel approach. I use my attention to detail to create persuasive, creditable and engaging written and visual communication. I am a conscientious, exuberant and involved individual who approaches every problem with eagerness, using my positive outlook and my creative eye to create considered solutions. Currently a freelance digital marketer for a Holistic Wellness Coach, alongside a Digital Marketing Intern at Sassi Holford, an award winning luxury designer, specialising in British bridal couture. TOTM and internships including Kayflawless and FaceFlorals, have strengthened my ability to visualise consumer expectations and actively respond to feedback. Developing my ability to adapt to different brand needs and aesthetic choices. Throughout the past four years I have also been fulfilling my sweet tooth and addiction to chocolate by working for Hotel Chocolat part time.



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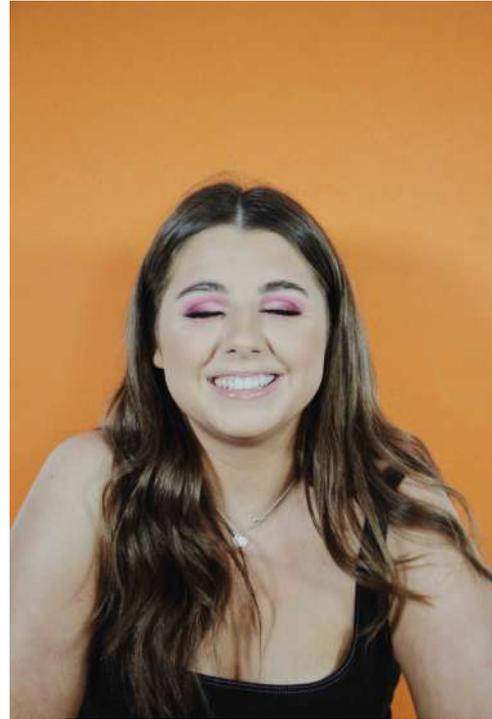
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JESSAMY CLAY

BA (H) FASHION COMMUNICATION & PROMOTION



I'm an aspiring and multi-disciplined creative with an interest in digital marketing & social media. I am extremely driven and outgoing. My passions include photography, travel and keeping active. A project I am proud of is my Remix project in which we got to choose a brief to re-work ourselves. I chose the & Other Stories visual merchandising project, as it was out of my comfort zone and I wanted to push myself and my creative vision. My favourite project was our ASOS Diversity photography project, in which we did a photoshoot showcasing different forms of self-expression. They are still some of my favourite portraiture photographs to date. The dream one day is to set up my own sustainable business within the swimwear industry as I am passionate about saving our oceans and helping to make the world a more sustainable place.



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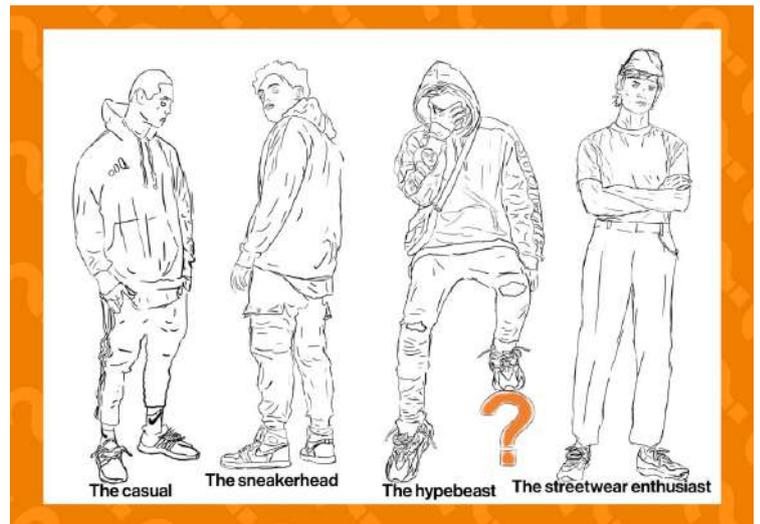
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JOE COKE

BA (H) FASHION COMMUNICATION & PROMOTION



Hey, I'm Joe and I'm a fashion communication graduate and I am a voice which needs to be heard more in the fashion industry, not from the bottom but from the top. I feel that I have a unique voice and perspective which I can offer to any creative project regardless of the brief, media, or clients I work with. I pride myself with my conceptual and creative thinking, analytical approach to research and curiosity to topics I do not at first understand. I am also a team player, and I am praised by peers for being critical but very constructive. I am a vital member to any team and I always try to improve my work and try and make every project the best yet, not necessarily for the client but for myself.



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Innovators	Drivers	Impact	Consequence	Future
<p>Michael Jordan signs with Nike where the rookie player signs to wear \$500,000 per year with the small print Nike added they could walk away from the deal if the shoe didn't meet their goal of \$1 million by the end of the third year of the deal. Without Jordan's on-court talent and charisma translated to sales on the street and his name on the shoe was the main reason. Moving forward for casual wear would become the norm thanks to his street and mainstream influence.</p>	<p>Spurs join forces in the mainstream.</p>	<p>Kanye leads the sneaker world with Yeezy 1 and 2.5K collection.</p>	<p>Fear of God and Deppe collaboration Fall 2020.</p>	<p>Streetwear will evolve with technology.</p>
<p>Kanye x Louis Vuitton 2005</p> <p>Kanye observes how sneakers and streetwear, hip-hop, fashion and streetwear together dropping three systems with the luxury brand Louis Vuitton. He had the idea and The Jordan 4 with colors of grey, black and brown and of course luxury materials supplied from Louis Vuitton. Kanye stated, "I thought it would be a business, but it's for the hood."</p>	<p>A momentous moment, Virgil Abloh collaborates with Nike, creating the Air Max 270 sneaker with his OFF-WHITE design aesthetic, starting with the release of the sneaker in 2019.</p>	<p>Louis Vuitton and Supreme collaborate for an anniversary limited one-of-a-kind / Virgil Abloh x Supreme collection.</p>	<p>at 1982 luxury was being represented by a moment in time. Exclusivity, status, and knowledge.</p>	<p>at 1982 luxury was being represented by a moment in time. Exclusivity, status, and knowledge.</p>
<p>at The barrier between what was "street" and what was "luxury" wasn't broken, it was shattered.</p>	<p>at The barrier between what was "street" and what was "luxury" wasn't broken, it was shattered.</p>	<p>at The barrier between what was "street" and what was "luxury" wasn't broken, it was shattered.</p>	<p>at The barrier between what was "street" and what was "luxury" wasn't broken, it was shattered.</p>	<p>at The barrier between what was "street" and what was "luxury" wasn't broken, it was shattered.</p>

Kanye Timeline



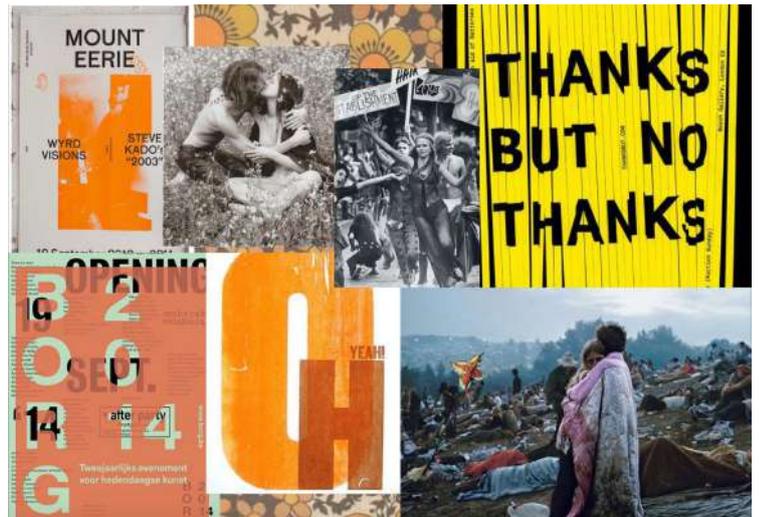
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JOSEPHINE

ALEXANDRA BRENNAN

BA (H) FASHION COMMUNICATION & PROMOTION

I am a meticulous, enthusiastic graduate with a positive attitude. Drawing creative inspiration from music, fashion, art and wider cultures has given me the ability to effectively communicate ideas and solutions using an array of comms platforms. I have focused my final year project on celebrating the history and heritage of music via visual storytelling. This is something I am eager to take forward in a music or fashion-based industry in the future.



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KAROLINA ŽALAITĚ

BA (H) FASHION COMMUNICATION & PROMOTION



Based in Eastern Europe is a young woman with vision and ambition for innovative aesthetic. After I graduated from secondary education, I decided to search for newness outside my city and country. That's when I began my Fashion Communication and Promotion degree at Nottingham Trent University. Don't be fooled by the word "fashion". I am not only about trendy outfits and catwalks, although it fills my vision bank. Solving societal and environmental problems is what I am about. It's what my degree taught me to be. For my final year self-devised project, I chose to research behavioural psychology and the climate emergency. This led me to create MARKÉ with a mission to introduce sustainable household behaviour and bridge niche green businesses with potential consumers. And that is hard-layered proof that fashion courses are not dull and for "pretty people only".



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KATE SOLLOWAY

BA (H) FASHION COMMUNICATION & PROMOTION



I'm Kate, an action orientated, enthusiastic creative communicator and change maker. My positive 'can do' attitude, dependable attention to detail and emotional intelligence creates meaningful and authentic written and visual responses to culture, storytelling through a multi-channel approach. Purpose-driven creative thinking is at the heart of everything I do. A creativity activist, using my skills for positive social and environmental impact. Founder of Little Journeys, the brand on a mission to increase the understanding and awareness of both parents and policy makers to prioritise young people's mental health.



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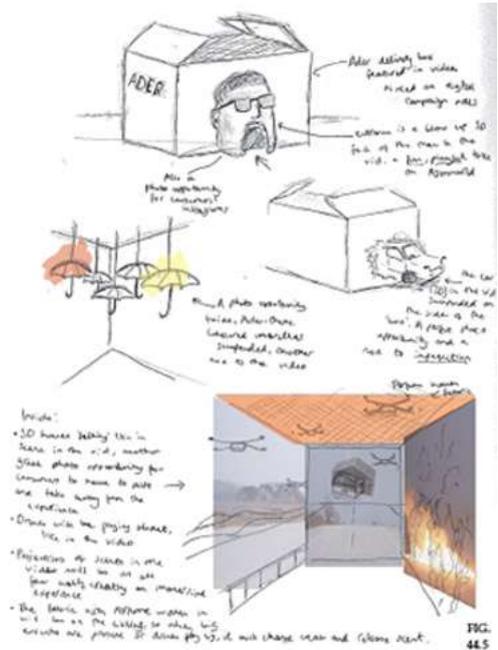
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KATIE JOYCE

BA (H) FASHION COMMUNICATION & PROMOTION



Drawing, problem solving and planning, these are three things which I, Katie Joyce, have a passion for. At NTU, I will soon be a graduate from the course Fashion Communication and Promotion. Constantly searching for my next project, passion or skill, problem solving is my go-to, whether that be connecting to a new consumer, coming up with a new creative way to grab attention or going through that list of things you never get round to doing! Working with Klarna on a live project has been exciting coming up with creative routes that will connect with the millennial consumer. My recent report/self-created brief around UK rap and hip hop has also been enjoyable, taking the subject on a journey from start to finish. Having just entered the Student Design Awards in the Integrated Creative Campaign category, I am looking for practical experience this summer. Open to exploring several roles in the creative industry, I aspire to be my own boss working in Creative PR.



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KATIE KNIGHTON



BA (H) FASHION COMMUNICATION & PROMOTION

I am a creative communicator with a passion for digital marketing, social media marketing and content creation. My curious mind and enthusiasm for learning have moulded me into a versatile and open-minded individual. As well as being organised and analytical, which has inspired my healthy obsession with list writing. Throughout university, I have created numerous pieces of work that I am proud of, but my third-year live project in collaboration with Revolution has been my favourite. Creating an integrated marketing campaign for a new, sustainable beauty brand was an invaluable experience. Our team produced a fresh and innovative campaign with bold and playful visuals. In the future, I hope to produce forward-thinking and meaningful work that has an impact. If you are interested in my work, please feel free to contact me using the links below. I'm looking forward to hearing from you.

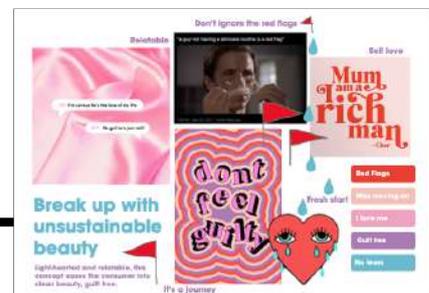


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KATIE WITCOMB

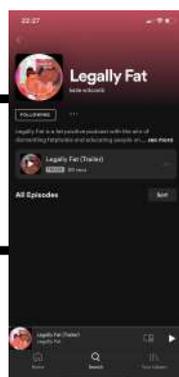
BA (H) FASHION COMMUNICATION & PROMOTION

I am a cross-cutting creative that has deep knowledge and curiosity on a vast range of artistic solutions. I am enthusiastic in both my degree and in day to day life, I take pride in always being the person to brighten the mood and create an open, honest environment where people can speak freely about what they believe in. I love to enter into discussions where people have differing opinions to me and gage understandings from all perspectives. I wear my heart on my sleeve, a sleeve that has usually been bought from eBay and I will always be the tipsy girl in the toilets making friends with an unfiltered but kind voice. I own a happy go lucky attitude which means I am hard working and take things in my stride. I will tackle each obstacle thrown at me but keep a positive head for the future. This has meant I am often complimented when working in groups and teams but equally have a strong sense of self and can develop my own ideas and opinions to create successful outcomes.



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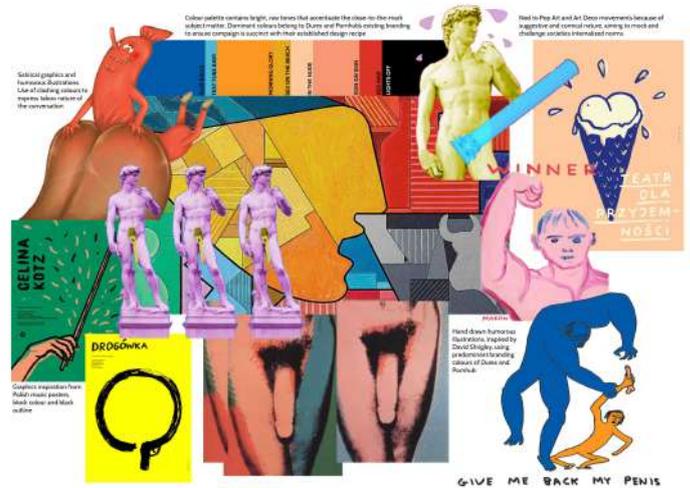
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KIRSTY BROWN

BA (H) FASHION COMMUNICATION & PROMOTION



I am a copy-based creative, as well as a highly dedicated and assertive visual communicator, with a keen passion for creative direction. My deep interest for fresh and innovative solutions to briefs using problem solving, combined with a rational approach to every aspect of the creative process, ensures timely and forward-facing outcomes are always created; fuelled by strong societal, cultural and trend-based insights. Having interned at Luxury London Media as a junior creative copywriter, I have had a taste for industry and I am excited to kick-start my career as a creative.



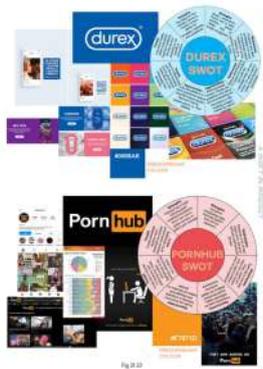
"Brands should take steps to create products and services to respond to new iterations of masculinity - it's no longer enough to have a great marketing campaign." - Senior Foresight writer at The Future Laboratory, Holly Friend

WHO NEEDS TO BE INVOLVED

The central creative movement, is a call to action for brands to respond to the changing needs of men. It's a call to action for brands to respond to the changing needs of men. It's a call to action for brands to respond to the changing needs of men.

The above brand and product are not to be confused with the industry professional, male brand, response for men's needs. It's a call to action for brands to respond to the changing needs of men. It's a call to action for brands to respond to the changing needs of men.

When creating the visual solution for the brand of Durex and Pornhub, it's important to consider the needs of men. It's a call to action for brands to respond to the changing needs of men. It's a call to action for brands to respond to the changing needs of men.



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LAUREN TOMLIN

BA (H) FASHION COMMUNICATION & PROMOTION

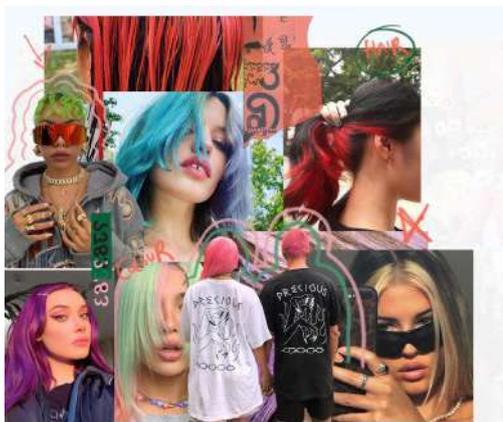


Hi I'm Lauren Tomlin, a Creative communicator specialising in social media & Digital marketing/ content. I love to create innovative ideas and concepts which I can translate through story-telling & visual communication.

My degree has developed my skill set, flair for creativity and broader commercial awareness as I have successfully created 360 campaigns from end to end.

One of my favourite projects has to be the live brief with Planet Revolution, I love beauty and found it so exciting working with a live industry client, working collaboratively to create a successful social media campaign for their launch.

I plan to start my career and get into industry, where I can use what I've learnt throughout the course to develop and push myself even further, to create some impacting work and to have fun whilst doing so!



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LOIS BRIDGES

BA (H) FASHION COMMUNICATION & PROMOTION



Hi I'm Lois and I'm a multi-faceted creative based in Suffolk, with a keen interest in all things visual and graphic. I am a passionate, adaptable and confident individual and I take pride in throwing myself into any project I am involved in, aiming to deliver a consistently high standard and quality throughout my work while still applying my own curious twist. From podcast hosting to graphic design, as a hands-on learner I am always eager to push myself to learn new skills as well as refine existing ones. My final year project was focused on cannabis culture and how we could shape it for the better for those previously affected by the war on drugs. Pushing boundaries and changing opinions is a consistent theme among my projects, and I intend to continue using my voice and platform to create a better world.



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LUISA PISATURO



BA (H) FASHION COMMUNICATION & PROMOTION

From connecting young males to the topic of death using the classic corner shop's camaraderie. To liberating female sexual taboos with a kitsch and comical fragrance brand. My unapologetic willingness to be bold, experiment and collaborate with my intended audience results in authentic, layered, and unexpected brand storytelling. My mission? To produce real-world change with ingenuity. Proven successful, my featured work Lady Juice was awarded within an internal NTU industry judged competition and Perishable Goods is currently being exhibited in the YAIS Flux 2021 show.



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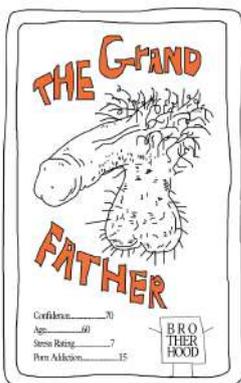
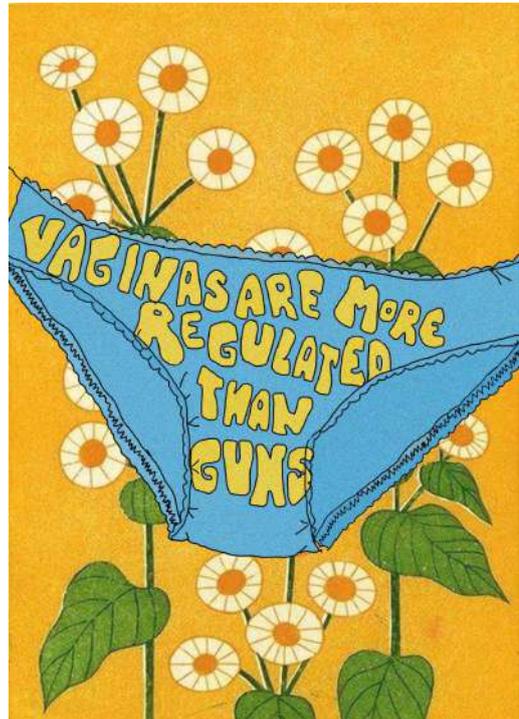
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MAYA MEAKES

BA (H) FASHION COMMUNICATION & PROMOTION



A blonde haired, blue-eyed visual obsessive who loves carbs, prada loafers and houses out of my budget. My skills lie within the concepts and outcomes stage with my interest being in styling and visual merchandising. Throughout the past three years, I have undertaken multiple projects which have sparked my passion for furthering my career; in particular the Dot to Dot and TSPTR brief. Both these projects allowed me to explore different sectors of the creative industry as well as pushing my visual identity out of depth. My work often portrays a minimal and illustrative style which I will continue to work with and progress for future projects, this is evident within my portfolio. My portfolio is a visual showcase of my passions and interests alongside the work I have undertaken whilst at university. After university, I want to experience working in industry and expand my freedom into the city life of London and from then on, I hope to obtain a masters degree in order to specialise.

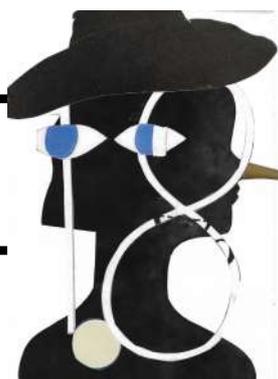


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MEGAN RODGER

BA (H) FASHION COMMUNICATION & PROMOTION



Since I was young I have always appreciated design work, in particular the edits and graphics I had seen in the fashion magazines I was reading whilst growing up. Seeing how the changes in trends and aesthetics had evolved over time fascinated me and only encouraged me to look in depth into graphic design trends and have a go at creating work of my own, fuelled by the creative and artistic personality I had always had. This has since grown into my passion for digital design and publishing that now surrounds much of the work I create. Projects that combine my interest in fashion & beauty with design, such as a photo story publication for ASOS and an integrated marketing campaign for Makeup Revolution, excite me as I feel as though I can immerse myself in the process and never get bored. This is the reason why I would love to continue working on projects like these after graduating uni and when entering the professional industry!



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MIA SWAIN

BA (H) FASHION COMMUNICATION & PROMOTION

Hiya, I'm Mia Swain (Mimi.) Growing up in Manchester, I was often told by family, friends and teachers that I'd "have to move down South" in order to make a living as a creative. But I don't quite believe that. I want to continue my creativity and 'go get it' approach, showing that you don't have to be from London to be creative. I like to think of myself as a visual storyteller. I'm interested in how image can be used to convey specific messages, specialising in graphic design and art direction. I like to see what other people don't, thinking laterally, I curate solutions tailored to specific brands and briefs. Nowadays, there's an expectation to be a well-rounded creative, a jack of all trades. I believe my background in Fashion Communication and Promotion prepared me for this, as I essentially learnt to do it all: from graphic design to trend prediction, my BA allowed me to explore breadth within the creative landscape, meaning I'm fully prepared for what the industry throws at me.

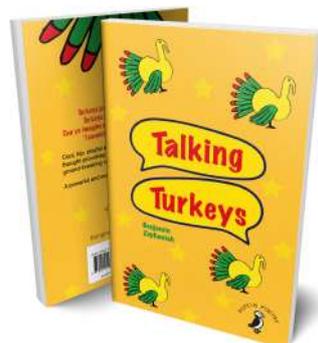
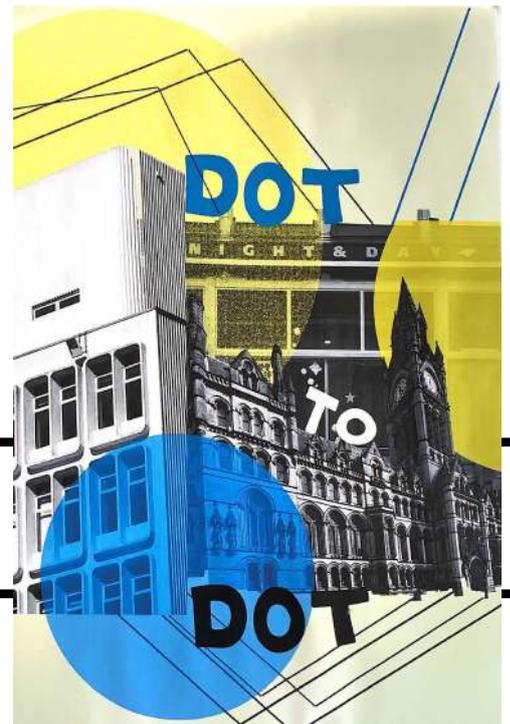


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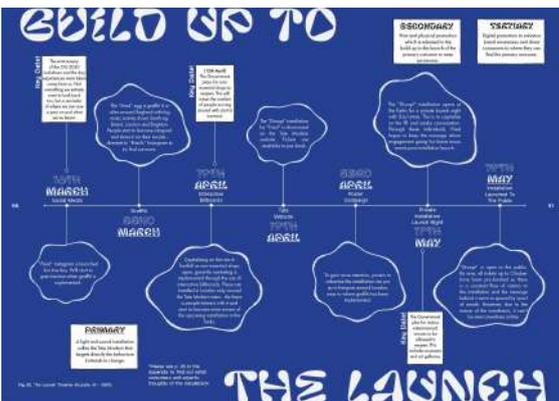
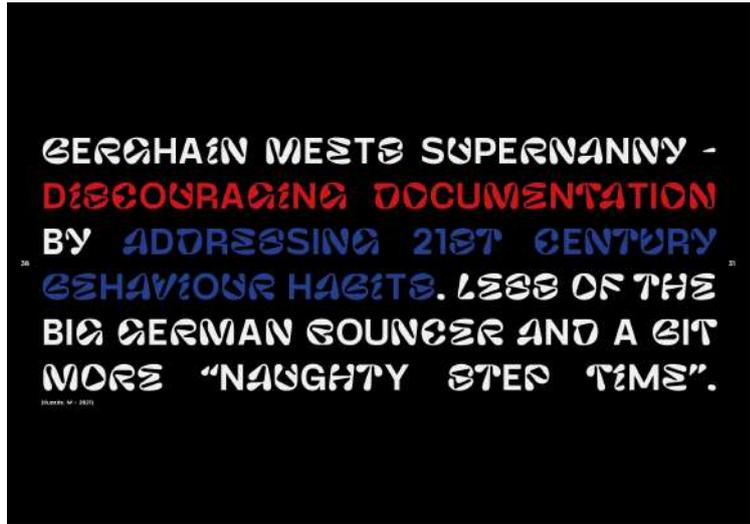
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MIGLE KUZAITE

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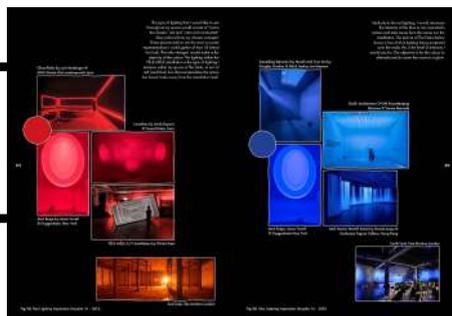
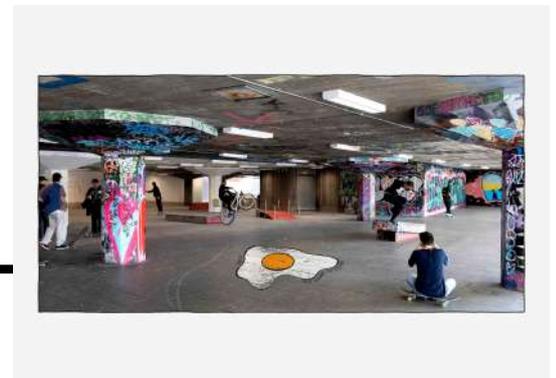


A curious, creative and open-minded visual communicator with a great eye for detail. FCP has encouraged me to always be thinking outside of the box in order to create innovative solutions and has shaped me into a resilient and inquisitive individual. For my final self-devised project, I chose to focus on confronting the issue of disengagement within live music events by creating a light and sound installation that encourages a change in mindset and behaviour. Now equipped with an extensive set of skills including graphic design, art direction and trend prediction, I am looking for opportunities within the music and creative industries where I can put my knowledge to use!



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NATALIE VITORIA

BA (H) FASHION COMMUNICATION & PROMOTION



A nostalgic storyteller and playful communicator keen to create innovative visuals. Using my curious nature to explore different sectors and regions to gain inspiration. Focusing in on graphic design and art direction to create strategic campaigns for the waiting consumer.

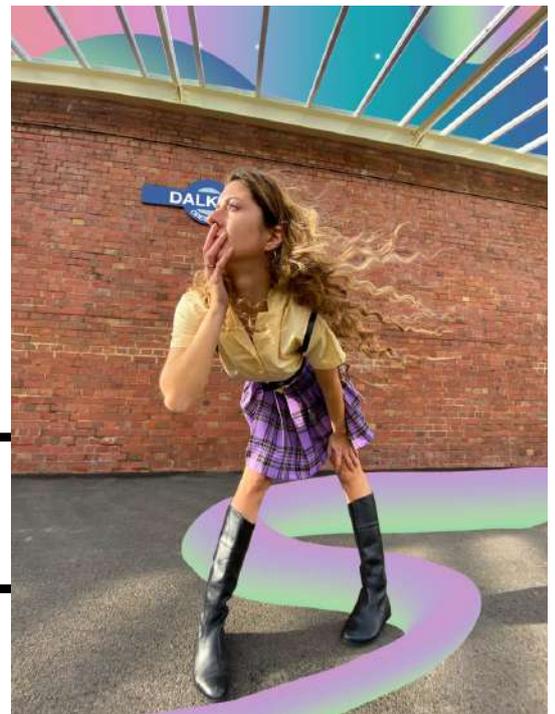


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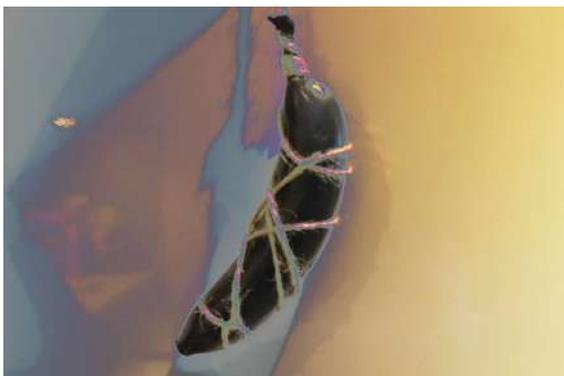
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NEHA CHANDAK



BA (H) FASHION COMMUNICATION & PROMOTION

A communication and promotion graduate with a skilled approach to investigate, develop and create meaningful and forward-thinking forms of production. Hailing from culturally diverse India with an experience of life in Singapore and the United Kingdom, led to an enhanced ability to set apart unique story-telling. A smart worker who tends to work towards projects with a critical and cryptic approach. The working mantra is to be exceptionally innovative while acknowledging the needs of society.



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NIAMH MARRINER



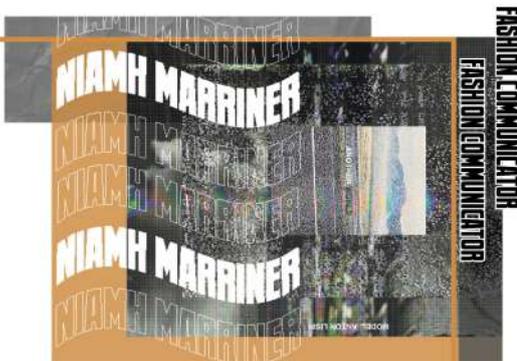
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A ambitious, determined and confident fashion communicator, with a broad skillset allowing me to succeed in a range of different fields. I am passionate about bringing concepts together through experimental visuals, collaging together imagery that takes a specific consumer in to close consideration. In my final year at Nottingham Trent University I used my negotiated project to explore a topical issue which matters to me, looking at how females are conditioned to value external opinions of them and use them as their primary source of validation. This project resulted in the creation of a brand, Skindeep, which targeted female university students through the formation of a safe, digital community, where likeminded individuals were encouraged to discuss what really matters to them.



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NIKITA WIRK

BA (H) FASHION COMMUNICATION & PROMOTION

Fashion Communications Creative, working with a variety of brands such as &OtherStories, ASOS, Bompas & Parr from the past 3 years and Nottingham Trent University. A hard-working individual with a positive mindset who enjoys listening to other peoples perspectives, networking, creating ideas and concepts as well as drinking 10 cups of tea a day. I specialise in creating advertisement (especially events and spaces) for brands within a range of industries as well as having a soft spot for creating sustainable solutions. I have an experienced background of the fashion industry, being brought up with knowledge of the retail and wholesale industry. I have interned with a variety of fashion companies such as London Rebel, worked alongside Benjamin Canares and Cathy Kasterine for L'Uomo Vogue 2016, worked on editorial shoots for Grazia Magazine as well as understand the PR industry with POP PR.



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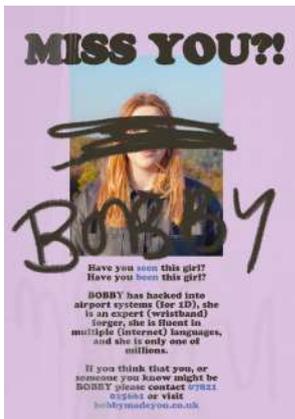
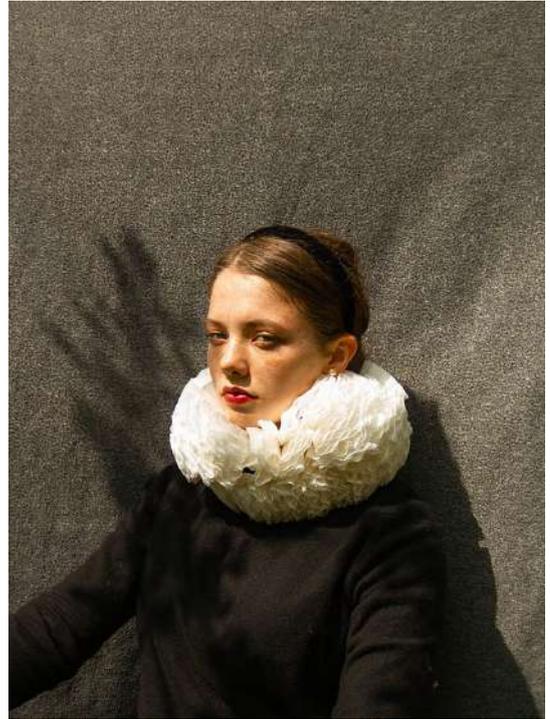
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RACHAEL SKINGLE



BA (H) FASHION COMMUNICATION & PROMOTION

Hullo! I'm Rachael. A naturally curious creative thinker with a knack for clever copy, intriguing strategy, and fantastical design. I am particularly passionate about the representation of women's media and interests, and considering how to elevate and uplift this. This interest led me to create 'Bobby' for my final self-devised project; 'Bobby' is a social bookmarking platform that allows young women and girls to collect, curate, and share all their interests without shame. It uses a mixture of pseudo-cultic design, zines, guerrilla spray painting, world record attempts and engaging copy to achieve these goals. I have interned in a variety of industries including: wedding, high street fashion, creative agencies and food marketing agencies (I know more about the international tortilla chip industry than you ever thought possible!) I have also been fortunate enough to do freelance design and illustration work for both personal and professional clients.

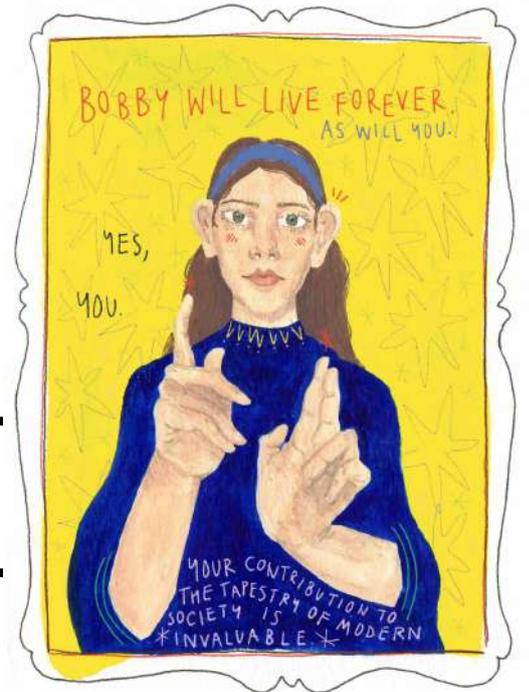


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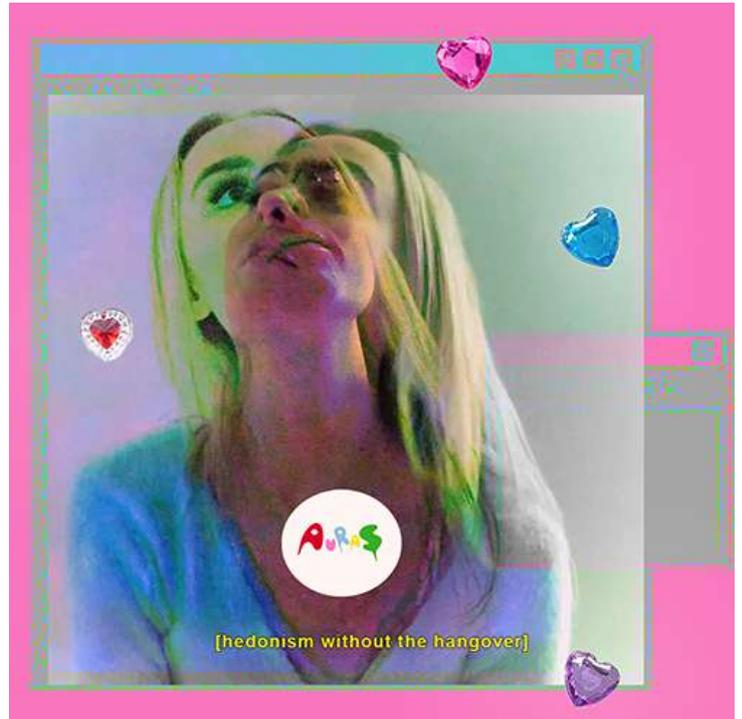
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REBECCA SOPHIE WEIR

BA (H) FASHION COMMUNICATION & PROMOTION

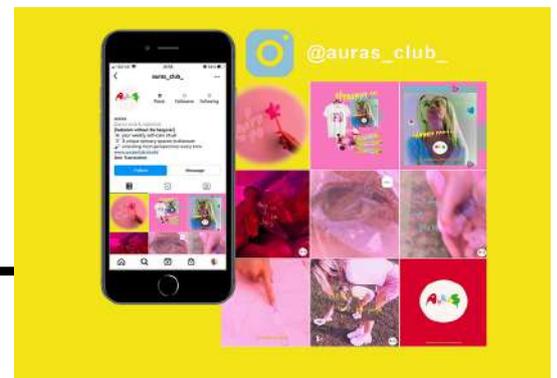


I am a curious, open-minded and thoughtful creative. I have a wide variety of interests including rave culture, Scandinavian lifestyle, cinematography, 60s style and all things relating to spirituality. I am a people person with a warm nature who loves constantly immersing myself in new experiences and ideas. I am fascinated by consumer behaviour and culture and using this to draw insights. Coming up with innovative ideas and collating visual concepts to tell a story are my strongest areas of the process. Whether it be for ad campaigns, photoshoots, films or events.



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SALLY VINE

BA (H) FASHION COMMUNICATION & PROMOTION



I have really enjoyed the creative element of Fashion Communication and Promotion; this helped me develop my ability to think creatively and helped me to create various visuals and creative content throughout the three years studying this course. My favourite project I worked on and one I feel showcased my creative ability the best was the final project for the last year. I created a brand that was aimed to make streetwear more inclusive for women, called Revive. I was able to play around with different visuals and experiment with various colours to create something that felt suitable, unique and creative to a specific audience. Designing various advertisements and producing this report helped me develop stronger skills using photoshop, Illustrator, and Design. In the future, I hope to study a masters at Nottingham Trent in Advertisement and Communications, which further aid my career path in the direction of creative marketing.



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SAMANTHA

BA (H) FASHION COMMUNICATION & PROMOTION

I'm a visual story teller who is passionate about fashion styling, social media marketing and supporting brands and organisations that align themselves with my personal values. Some of these values include diversity and positive representation of misrepresented people as well as supporting localism and brands that are challenging the cultural narrative. The big idea for my self devised project was, to empower black women by promoting sisterhood in the black community inspired by African goddesses to show joyful representation of black women. The idea came from the problem which the project aims to solve, which is, misinterpretation and misrepresentation of black women, which comes from negative stereotypes of black women. These stereotypes come from black matriarchal myths which emerged during the colonialism era and were solidified during the 60s liberation movement. My final outcomes were a fashion film and a zine, Alluring glow. My future plans include publishing my own zine.



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SARAH HUTEROVA

BA (H) FASHION COMMUNICATION & PROMOTION



I am a confident creative that is versatile, fiercely motivated and passionate. Eager to transfer my skills and excitement for collaboration within the field of freelance. I'm experienced in working with brands on live projects such as Levi's, Dot-to-Dot Festival, ASOS and Makeup Revolution. I have developed a strong understanding of the fashion landscape and awareness of media. Using my ability of adaptability, I can mould into any job role I set my mind to.



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SOPHIE WALKDEN

BA (H) FASHION COMMUNICATION & PROMOTION



Charismatic, versatile and forward looking creative, striving for growth and development both personally and throughout my work as well as being eager for up-and-coming creative opportunities. A recent graduate in Fashion, Communication and Promotion with a passion for design and photography. I have had a wide variety of experience over the past three years working on multiple briefs, ranging from visual merchandising to trend forecasting. My favourite in particular being the TSPTR zine project and my self-devised project looking into the covert issues of the virtual world, both allowing me to produce captivating physical outcomes which is where my strengths and excitement lies. My future plans and ambitions aim to see me working on a number of outcome related work such as design, content creation and photography where I can continue to learn and grow in different environments along with a variety of new people.



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TIA JEFFRIES

BA (H) FASHION COMMUNICATION & PROMOTION



I am a professional creative, dedicated to bringing my clients the best, most efficient services in the industry. I have a passion for storytelling and helping fiction come to life. Due to having worked with clients such as Planet Revolution, Levi's, Size? and TSPTTR I have plenty of experience and the skills required to successfully execute advertising campaigns to the highest standard. My colleagues have described me as being an excellent collaborator with brilliant leadership qualities that enable me to communicate my creative ideas to both clients and other professionals. I offer additional skills such as; mock-up creation, photography and illustration that allow me to create a fully integrated marketing plan.



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TIA RZYSKO

BA (H) FASHION COMMUNICATION & PROMOTION



Hi, I'm Tia and I'm a creative storyteller boasting a multitude of skills including branding, art direction, social media marketing and graphic design. I'm attracted to compelling design and witty copy. After 3 amazing years studying Fashion Communication & Promotion at NTU, I'm excited to kickstart my journey into industry and further develop the skills I have learnt on my course. You'll find on my page images of some of my favourite pieces of work that I've been a part of or solely created, my website and links to the appropriate socials!



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VIC MCKEAND

BA (H) FASHION COMMUNICATION & PROMOTION

Hi! I'm Vic and I am a lover for culture, music and contemporary fashion with a passion for travelling and visual contemporary communication. Whilst studying at NTU I've acquired and mastered multiple skills from graphic design to collaborating on major projects with other creatives. As well as being ambitious and driven individual I enjoy being involved with positive and innovative social change through visual communication. My main interests lie within generation Z, exploring different cultures through street-style and music. I hope to work for a youthful and ambitious brand, potentially an innovator within the contemporary music landscape with strong equality values at the heart of the company.



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ZOE LING

BA (H) FASHION COMMUNICATION & PROMOTION



Hi, I'm Zoe, a brand strategist and creative storyteller from Newcastle Upon Tyne approaching the end of my degree in Fashion Communication & Promotion. Over the last three years, I've worked on projects for brands such as Levi's, Size? and Bompas and Parr, always seeking to disrupt convention and stay true to my core values of authenticity, fantasy, sustainability and legacy. For my final year project, I created an exhibition space and immersive campaign for The Laing Art Gallery, aiming to show young people how museums can be a valuable resource for improving their mental wellbeing. Simultaneously, the campaign served to draw new audiences into The Laing, to recuperate for the losses they faced during a year of closure. I have a particular interest in physical outcomes; my campaign spans space, installation, print and product, challenging the wellness market's reliance on digital content. If you like what you see, don't hesitate to connect with me on socials or drop me a message.

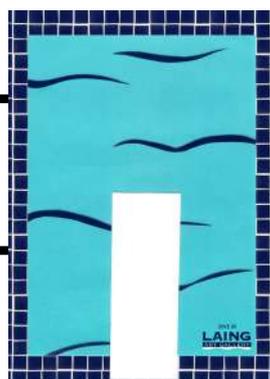
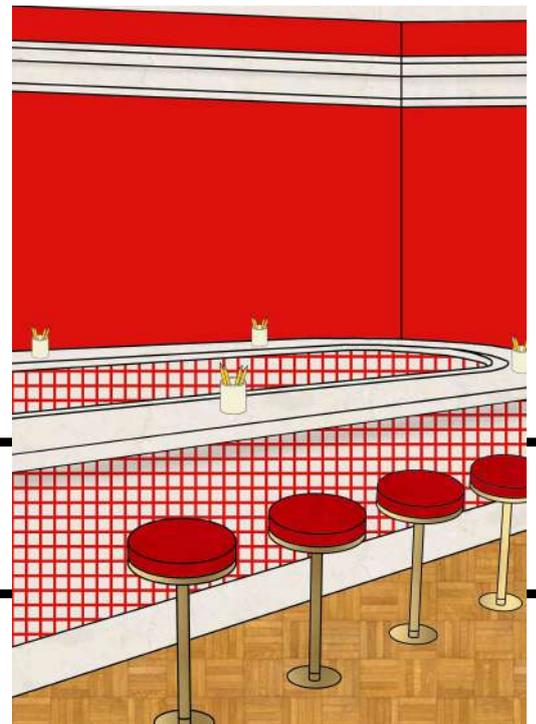


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