INTRODUCTION

ERIBÉ is a forward-thinking knitwear design house based in Scotland. World-renowned for putting an innovative spin on traditional Scottish knitwear; they champion eco-conscious practice, craftsmanship and Made in Scotland. ERIBÉ is one of the largest hand-knitting companies in Europe.

The ERIBÉ design team are knitwear specialists, especially in the intricate heritage knitting technique of Fairisle (Fair Isle). Their collection consists of a delightful mixture of machine-knit, hand-frame and hand-knit knitwear; many of which are limited edition and sourced from Scotland. They produce a sustainable product that not only looks and feels great but will also last a lifetime. ERIBÉ release a new collection each Autumn/Winter season.

ERIBÉ offer private label services to select fashion brands and designers. ERIBÉ have a number of long-term collaborations with some of the world’s renowned brands; Paul Smith, Margaret Howell and Pringle etc.
DETAILS

Date/Time: 25th & 26th July 2015, 10am – 5pm
Event: Makers Mart, Edinburgh International Fashion Festival, Edinburgh
Address: Hill Street Design House, Edinburgh

PROJECT PURPOSE

ERIBÉ wish to take a space at Makers Mart at Edinburgh International Fashion Festival to present our collection including Ecology pieces in a modern, fun setting.

This event is an opportunity to sell direct to the public, conduct informal market research and raise brand awareness. Additionally, it is an opportunity to promote our hand-knitting event in National Museum of Scotland on Sunday 27th July.

This project provides students with the opportunity to work directly with ERIBÉ in planning, organising and delivering a successful luxury fashion pop-up shop in Edinburgh. Additionally, there is scope for the students to audit ERIBÉ existing fashion communications, develop a fashion communications plan for the event and how to promote ERIBÉ Ecology collection, and conduct informal research to support plans.

PROJECT GOALS

- Secure minimum 8 quality fashion/lifestyle bloggers to attend event and gather social proof by 26th July 2015
- Secure 2 pieces of quality press for the event/brand
- Presentation of ERIBÉ at Makers Mart is on brand and in keeping with the event by 26th July 2015
- Informally interview 20 people to gather research and present findings by 26th July 2015
- Deliver a fashion communications review and Ecology business plan to ERIBÉ

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Topic</th>
<th>ERIBÉ Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues 7th: 4-4.30pm</td>
<td>Client Meeting: tour of factory</td>
<td>Veronique AA Lapeyre, Marketing &amp; PR Manager</td>
</tr>
<tr>
<td>Wed 8th: 9.30-10.30am</td>
<td>Client Meeting: Go over brief</td>
<td>Veronique AA Lapeyre, Marketing &amp; PR Manager</td>
</tr>
<tr>
<td>Friday 17th: 5pm – 6pm</td>
<td>Client Meeting: Sales Training &amp; Catch-up</td>
<td>Veronique AA Lapeyre, Marketing &amp; PR Manager</td>
</tr>
<tr>
<td>Mon 20th: 2-2.30pm</td>
<td>Client Meeting: Final Approval</td>
<td>tbc</td>
</tr>
<tr>
<td>Tues 21st: Before 5pm</td>
<td>Pick up ERIBÉ product</td>
<td>Xanthe Campbell, Logistics Manager</td>
</tr>
<tr>
<td>25th &amp; 26th July 2015</td>
<td>Makers Mart</td>
<td>Xanthe Campbell, Logistics Manager</td>
</tr>
</tbody>
</table>
PROJECT OUTCOMES

Planning

- Identify several press angles and write press releases for them. ERIBÉ can provide quotes and a press release example.
- Identify quality press contacts (fashion/lifestyle/business articles) local and national
- Identify and secure minimum 10 quality fashion/lifestyle bloggers to attend. Gather social proof on bloggers at the event including selfies, use appropriate hashtags, encourage bloggers to write blog posts. ERIBÉ can provide small gifts for the bloggers.
- Develop and deliver a short business plan on Ecology collection (see additional document)
- Develop and deliver a Fashion Communications Strategy including audit for the event
- Prepare research questions that focus on Ecology
- Prepare stand merchandising ideas – refer to mood board for direction (see additional document)

Organisation

- Develop a brochure/flyer/ 3 min video to promote event
- Send press releases and follow up press releases securing coverage in key titles
- Create stand plan including rota for stand attendance, flyering and blogger liaison/social media coverage

Event

- Sell direct to the public
- Ask research questions in a casual manner
- Stand organisation - rotas, security, money handling, ledger book
- Promote hand-knitting event on Sunday

Post-Event

- Create excel sheet of sales with totals
- Hand-over money to ERIBÉ and deliver back product to ERIBÉ
- Create research report