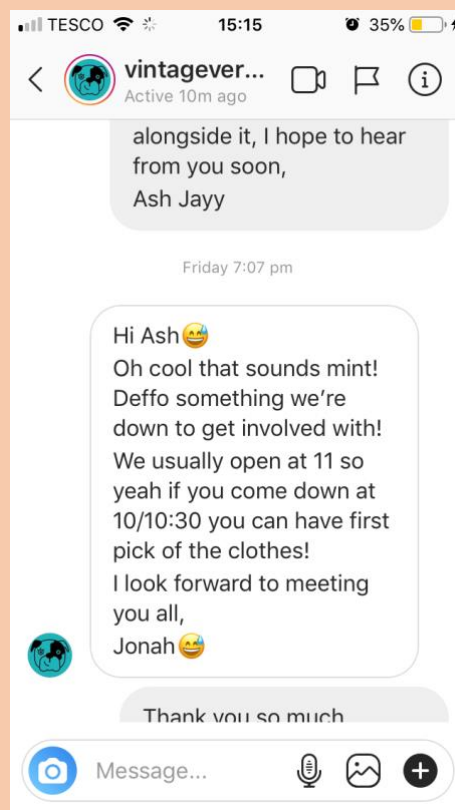
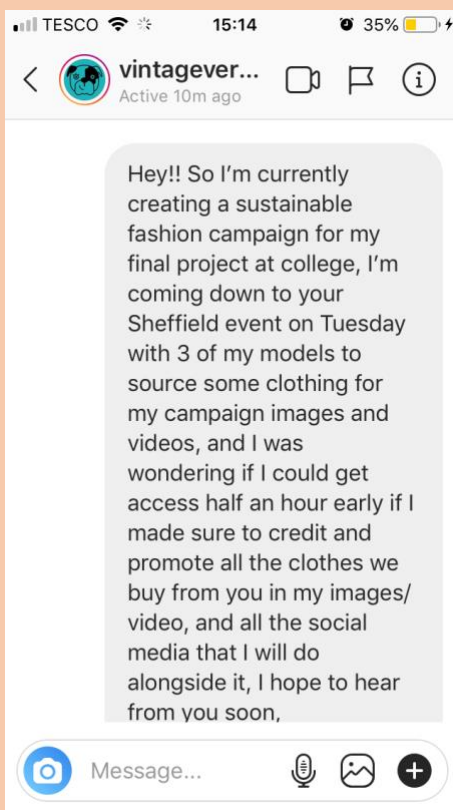


Problem Solving: Brand Rejection

The first problem I faced during my FMP was that my original idea of sourcing clothing free from sustainable brands wasn't possible as the brands either didn't get back to me, or replied saying that they were unable to collaborate.

I was slightly stuck for ideas on how I was going to source my clothing, until I found out that there was a £15/kilo vintage sale at Sheffield Students Union on Tuesday 12th March.

I messaged the brand that was organising the sale, and gained early access to the sale so we could have our first pick of the clothing, and came up with an agreement that in return for access I would credit Vintage Vera (the vintage sale brand) in my video and social media posts.



< these are the messages between me and Jonah, the owner of Vintage Vera.