

**Title**

Final Major Project – “Brit Bees” by Karine Haggag

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**Research Question**

“How Can Branding and Communications be Used to Change the Perception of Sustainable Fashion Brands and Products Through the Appeal of Accessible Luxury.”

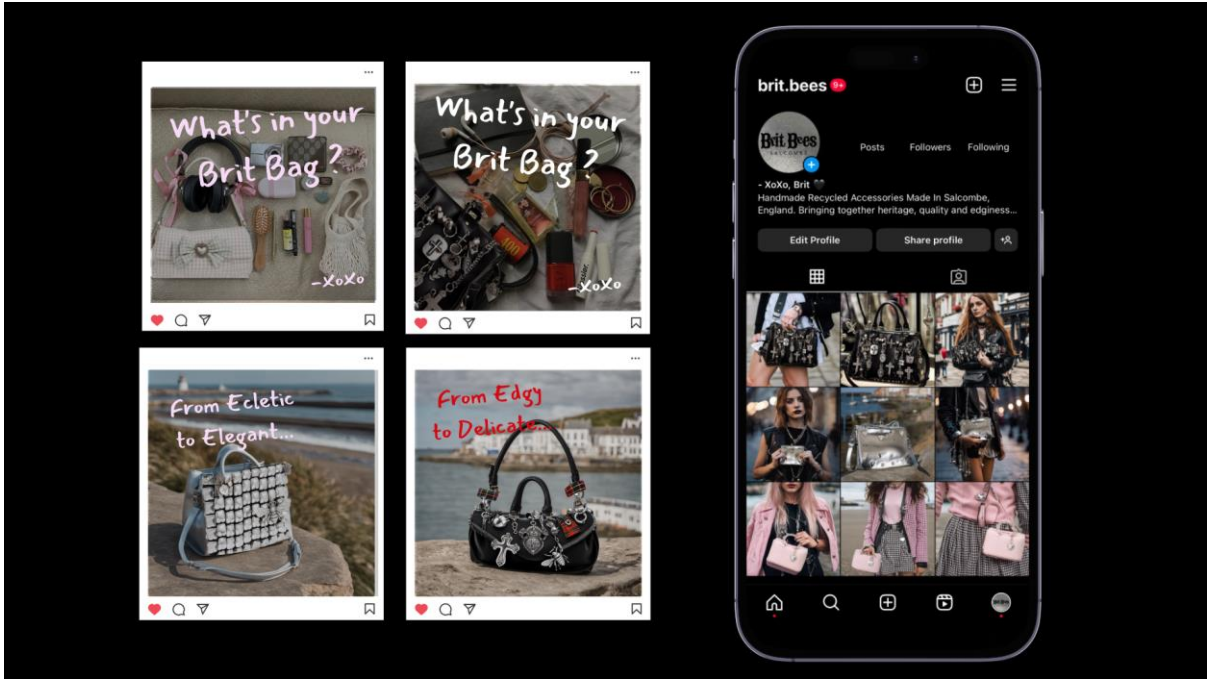
**The Challenge**

To establish a sustainable luxury brand appealing to young consumers, leveraging the allure of luxury to instil sustainability as a luxury standard, thus driving industry-wide demand.

**The Response**

Collaborating with Will Bees Bespoke, a British accessories design and manufacturing company, I created a sub-brand called Brit Bees. It embodies edginess and creativity, upholding quality and craftsmanship, resonating with British heritage with a modern, feminine edge. Brit Bees, personified as a character mirroring the audience, offers unique handbags from recycled materials. Its success is acknowledged by the original brand, with potential for commercial launch.





**Brit  
Bags**  
SALCOMBE

BRIT BAGS  
Brit Bags Sold Here...

The image shows a window display for 'Brit Bags' in Salcombe. A central poster features a woman with long brown hair wearing a black leather jacket and a choker, holding a black bag with silver studs. The poster is framed with a decorative border and hangs from a thin wire. The background of the window is filled with various bags and accessories on shelves. The text 'Brit Bags' is in a large, stylized font, with 'SALCOMBE' in smaller letters below it. At the bottom of the poster, the text 'BRIT BAGS' is written in a small font, and 'Brit Bags Sold Here...' is written in a larger, handwritten-style font.

