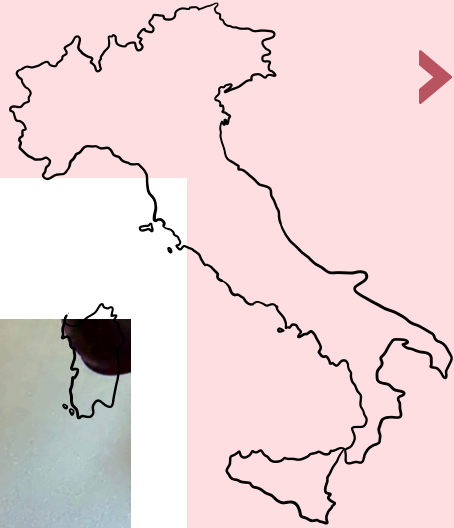


MARKETING & COMMUNICATIONS PORTFOLIO

A PORTFOLIO SHOWCASING MARKETING
PROJECTS, BRAND STRATEGIES,
CONSUMER INSIGHTS, AND CREATIVE
CAMPAIGNS DEVELOPED THROUGH
ACADEMIC, PROFESSIONAL, AND
ENTREPRENEURIAL EXPERIENCE.



ABOUT ME

WHO AM I

I'M A BA FASHION MARKETING STUDENT AT LONDON COLLEGE OF FASHION WITH A PASSION FOR BRANDING, COMMUNICATIONS AND DIGITAL MARKETING. THROUGH UNIVERSITY, CLIENT WORK AND ENTREPRENEURIAL PROJECTS, I'VE DEVELOPED EXPERIENCE IN RESEARCH, STRATEGY, CONTENT CREATION AND CONSUMER INSIGHTS. I'M EAGER TO BEGIN MY CAREER IN A MARKETING OR COMMUNICATIONS AGENCY WHERE I CAN CONTINUE LEARNING AND CREATING MEANINGFUL WORK.

MY APPROACH

I BELIEVE GREAT MARKETING STARTS WITH UNDERSTANDING PEOPLE. EVERY PROJECT BEGINS WITH RESEARCH, CONSUMER INSIGHT AND STRATEGIC THINKING BEFORE MOVING INTO CREATIVE EXECUTION. I ENJOY TRANSFORMING IDEAS INTO CAMPAIGNS THAT CONNECT BRANDS WITH THEIR AUDIENCES.

WHAT I DO

I'M CURRENTLY BUILDING EXPERIENCE THROUGH ACADEMIC, PROFESSIONAL AND ENTREPRENEURIAL PROJECTS, DEVELOPING A STRONG FOUNDATION IN MARKETING STRATEGY, BRAND COMMUNICATIONS AND DIGITAL STORYTELLING. I'M EXCITED TO BEGIN MY CAREER IN A CREATIVE, FAST-PACED AGENCY ENVIRONMENT WHERE I CAN CONTINUE LEARNING, COLLABORATE WITH TALENTED TEAMS AND CONTRIBUTE TO MEANINGFUL CAMPAIGNS. LONG-TERM, I ASPIRE TO BUILD AN INTERNATIONAL CAREER ACROSS THE UK AND AUSTRALIA BEFORE FOUNDING MY OWN MARKETING AGENCY.

LIVED IN

-  VENEZIA, ITALY
-  LONDON, UNITED KINGDOM
-  MELBOURNE, AUSTRALIA

EDUCATION

- **BA (HONS) FASHION MARKETING**, London College of Fashion (UAL)
- **EXCHANGE SEMESTER**, RMIT University, Melbourne
- **IB Diploma**, H-FARM International School, Italy

EXPERIENCE

- **Founder & Marketing Lead**, Social Passport
- **Marketing Apprentice**. The Adaptive Times (Acadium)
- **Social Media Manager**, Pasta Nostra

CORE SKILLS

- Brand Strategy
- Consumer Research
- Content Creation
- Social Media Marketing
- Campaign Planning
- Marketing Communications



SELECTED PROJECTS

▼ FOUNDER AND MARKETING LEAD

Social Passport

- DEVELOPED THE BRAND IDENTITY, POSITIONING AND CONTENT STRATEGY.
- BUILT A TRAVEL-FOCUSED SOCIAL BRAND FROM CONCEPT TO LAUNCH.
- CONDUCTED AUDIENCE AND COMPETITOR RESEARCH.
- CREATED CONTENT ACROSS INSTAGRAM AND TIKTOK.

▼ MARKETING APPRENTICE

*THE ADAPTIVE TIMES
(Acadium)*

- CONDUCTED MARKET AND COMPETITOR RESEARCH.
- DEVELOPED CUSTOMER PERSONAS AND AUDIENCE INSIGHTS.
- CREATED STRATEGIC CONTENT CALENDARS AND RECOMMENDATIONS.
- COLLABORATED WITH AN EXPERIENCED MARKETING MENTOR ON CLIENT STRATEGY.

▼ SOCIAL MEDIA MANAGER

Pasta Nostra

- MANAGED INSTAGRAM AND TIKTOK CONTENT.
- DESIGNED PROMOTIONAL CAMPAIGNS AND MARKETING ASSETS.
- PLANNED CONTENT TO INCREASE BRAND VISIBILITY AND CUSTOMER ENGAGEMENT.
- SUPPORTED DIGITAL COMMUNICATIONS AND STORYTELLING.

▼ BA FASHION MARKETING

London College of Fashion

AREAS OF STUDY

- CONSUMER BEHAVIOUR
- TREND FORECASTING
- BRAND STRATEGY
- MARKETING COMMUNICATIONS
- QUALITATIVE & QUANTITATIVE RESEARCH
- MARKETING CAMPAIGN PLANNING

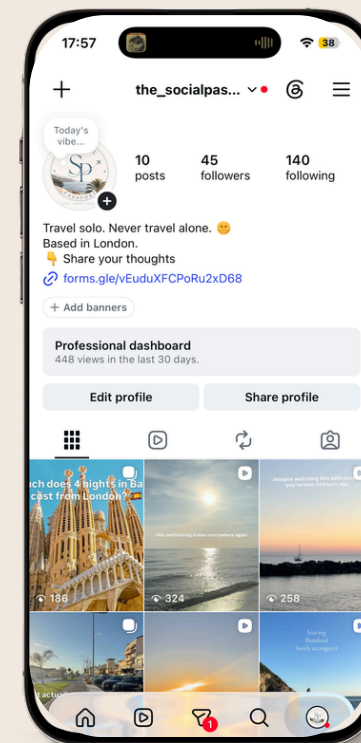


SOCIAL PASSPORT

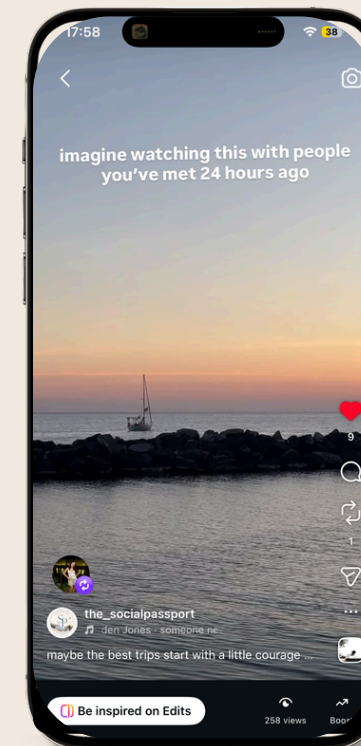
FOUNDER & MARKETING LEAD

MAY 2026 – PRESENT

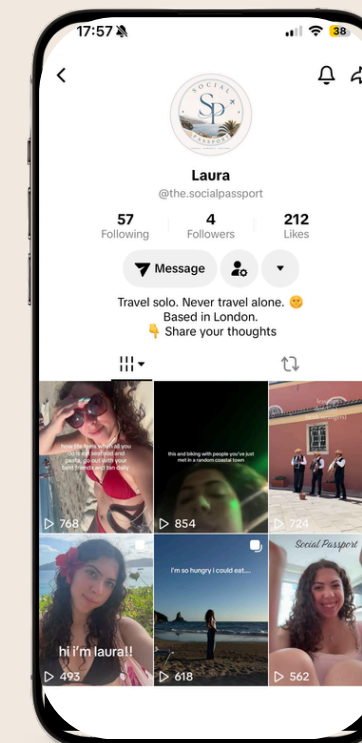
Social Passport is a travel-focused social brand connecting young travellers through curated group experiences. From concept to launch, I developed the brand strategy, visual identity, market research and content strategy, transforming an initial idea into a cohesive brand with a clear audience and digital presence.



Instagram Profile



Instagram Post



TikTok Profile

WHAT I CREATED

- ✓ Brand Identity and Logo
- ✓ Visual Identity Guidelines
- ✓ Competitor Analysis
- ✓ Audience Personas
- ✓ Content Strategy
- ✓ Content Calendar
- ✓ Launch Campaign
- ✓ Landing Page Concept

THE CHALLENGE

Young adults often want to travel but struggle to find friends with the same availabilities or interests



THE SOLUTION

Create a community first travel brand connecting like minded travellers through curated group experiences

KEY SKILLS APPLIED

- Brand Strategy
- Social Media Marketing
- Community Building
- Consumer Research
- Content Planning
- Brand Identity Design

TOOLS I USED



Canva



CapCut



Notion



ChatGPT



Meta Business Suite



Figma

PROJECT SNAPSHOT

INDUSTRY	Travel
TYPE	Brand Development Project
ROLE	Founder and Marketing Lead
DURATION	May 2026 - Present
PLATFORMS	Instagram - TikTok
TARGET AUDIENCE	18 - 30 Young Travellers

SOCIAL PASSPORT

BRAND STRATEGY & IDENTITY

MISSION AND VISION

Mission → Connect young travellers through meaningful group experience

Vision → Makes solo travel more accessible

BRAND VALUES

COMMUNITY • ADVENTURE •
AUTHENTICITY • ACCESSIBILITY



Emma Williams

Age: 22

Location: London, UK

Occupation: University

Student/Marketing Executive

Income: £20-28k

BIO

Emma loves discovering new places but often struggles to find friends who are available to travel

GOALS

- ✓ Explore new countries
- ✓ Meet genuine friends
- ✓ Travel more often
- ✓ Feel safe travelling

PAINS

- ✗ Friends always cancel
- ✗ Solo travel feels intimidating
- ✗ Existing group trips feel so expensive
- ✗ Hard to socialise

DIGITAL BEHAVIOUR



Instagram



TikTok



Pinterest



HostelWorld



SkyScanner

MOODBOARD

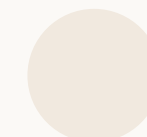


BRAND IDENTITY

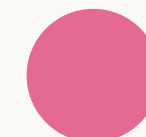


TRAVEL. CONNECT. EXPLORE.

COLOUR PALETTE



#F8F2E8



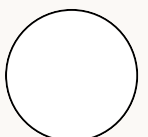
#F4B6C2



#8EDBFF



#9ABBCF



#FFFFFF

TYPOGRAPHY

HEADING FONT

PlayFair Display

BODY FONT

Poppins

tone of voice

- Friendly and welcoming
- Inspirational
- Authentic and Reliable
- Positive and encouraging
- Community focused

THE ADAPTIVE TIMES

PROJECT OVERVIEW

The Adaptive Times is a career and future-of-work media platform helping professionals navigate modern work.

During my marketing apprenticeship, I supported the brand through in-depth research, competitor analysis, audience insights and strategic content planning to grow visibility, engagement and community.

DURATION

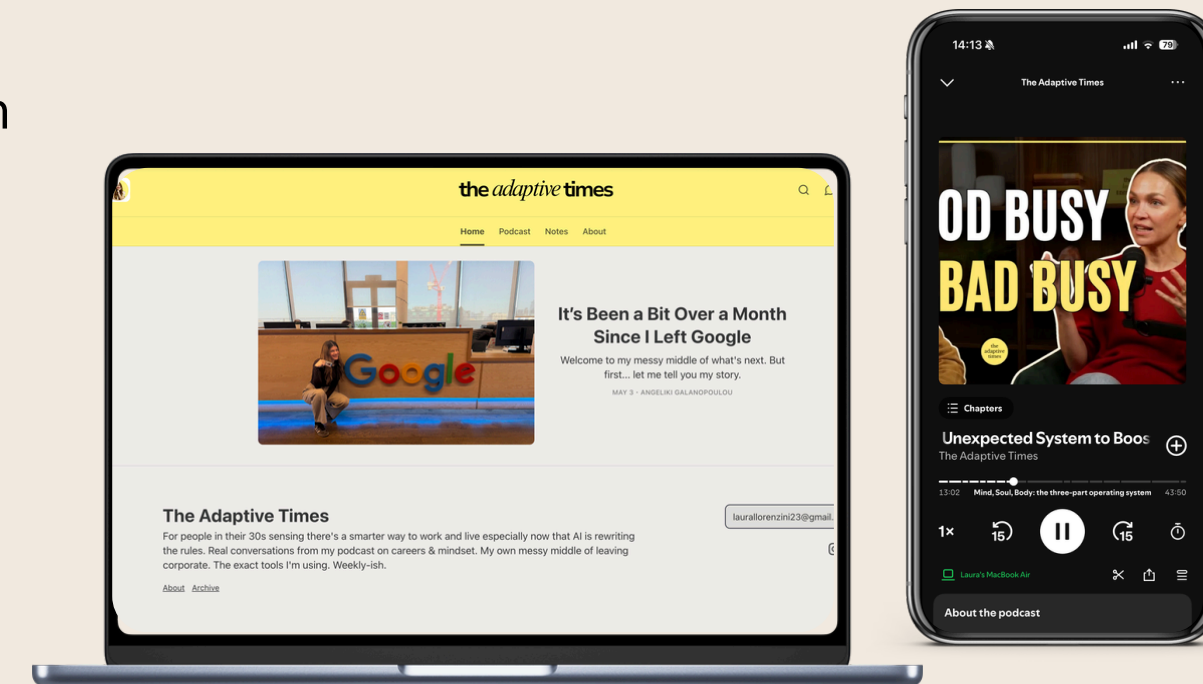
May 2026 - July 2026

ROLE

Marketing Apprentice

INDUSTRY

Media and Podcast



MY RESEARCH PROCESS



MARKET RESEARCH

Analysed industry trends, audience needs and content consumption behaviours.



COMPETITOR ANALYSIS

Evaluated key competitors to identify content gaps, strengths and opportunities.



AUDIENCE INSIGHT

Created detailed personas to understand goals, pain points and preferences.



CONTENT STRATEGY

Defined content pillars, platform strategy and content formats for each channel,



CONTENT CALENDAR

Planned a two-week content calendar with specific ideas, captions and assets,

PROJECT AT GLANCE

- ✓ Strengthen brand visibility across platforms
- ✓ Build a consistent content strategy
- ✓ Increase engagement and community
- ✓ Position the brand as a leading voice in the future of work space

COMPETITOR LANDSCAPE



One of One

Inspirational stories with a focus on entrepreneurs



Lenny's Newsletter

High quality written content and loyal newsletter following



The Diary of a CEO

Strong podcast distribution and brand authority

AUDIENCE PERSONAE SNAPSHOT

The Aspiring Professional



Age: 25-34

Location: London, UK

Occupation: Corporate / Entrepreneur

Goals: Career Growth, Financial freedom, personal development

Pain Points: seeking real guidance

Content Preferences: short form videos and podcast clips

KEY DELIVERABLES

- ✓ Competitor research report
- ✓ Audience Personae
- ✓ Content Pillar and Platform Strategy
- ✓ Two Week Content Calendar

TOOLS I USED



Notion



ChatGPT



CapCut



Canva

THE ADAPTIVE TIMES

COMPETITOR INSIGHT SUMMARY



DIARY OF A CEO



STRENGTHS

- Premium production
- Story-led interviews
- Strong brand authority



OPPORTUNITIES

- More actionable takeaways
- Short form education clips
- Behind the scenes content



LENNY'S NEWSLETTER



STRENGTHS

- Loyal community
- Consistent tone of voice
- High value written insight



OPPORTUNITIES

- Repurpose into videos
- More visual storytelling
- Reach younger professionals



ONE OF ONE



STRENGTHS

- Founder led brand
- Inspirational storytelling
- Highly engaged niche audience



OPPORTUNITIES

- Broader content themes
- Educational carousel series
- Increase posting frequency

PLATFORM STRATEGY

PODCAST HIGHLIGHTS



Key takeaways from every episode

CAREER GROWTH



Practical advices on careers and productivity

FOUNDER STORIES



Angeliki's journey, lessons and insights

GUEST INSIGHT



Expert advices from industry leaders

FUTURE OF WORK AND AI



Emerging trends shaping tomorrow's workplace



INSTAGRAM

- Reels for discovery
- Educational carousels
- Stories for engagement
- Consistent visual identity



TIKTOK

- Podcast moments
- Strong 3 seconds hook
- Relatable editing
- Trend aware storytelling



LINKEDIN

- Thought leadership
- Professional insight
- Newsletter promotion
- Long form value



YOUTUBE SHORTS

- Repurposed podcast clips
- High-retention edits
- Search-friendly titles



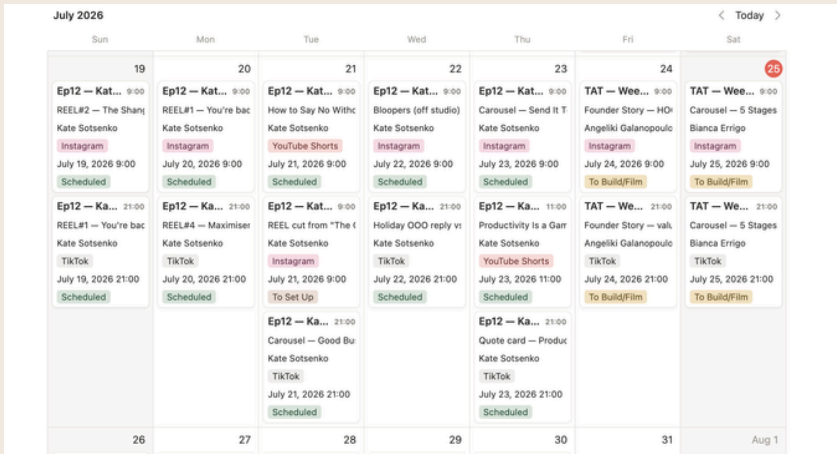
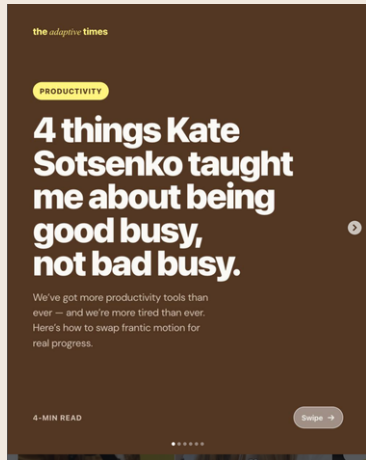
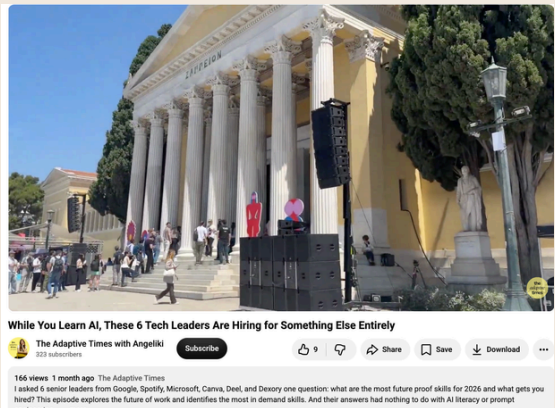
SUBSTACK

- Weekly newsletters
- Deep-dive articles
- Subscriber exclusive content

TWO WEEK CONTENT CALENDAR

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1	Podcast Clip Highlight reel from the latest episode	Founder Story Short video about Angeliki's journey	Carousel Post Key takeaways + actionable tips	Guest Quote Inspirational quote from every episode	Behind the Scenes Studio, recording or prep content	Career tip Quick tip for growth or productivity	Newsletter Promo Tease newsletter + link in bio
WEEK 2	Podcast Clip Another highlight from the past episode	Founder Insight Lesson learned or mindset shift	Carousel Post Myth vs truth or 3 things i wish i knew	Guest Story Short clip from guest interview	Bloopers Funny or real behind the scenes content	Career tip Actionable advice or framework	Newsletter Share newsletter + key topic preview

EXAMPLE DELIVERABLES



PASTA NOSTRA

SOCIAL MEDIA MANAGER

january 2026 - july 2026

PROJECT OVERVIEW

Pasta Nostra is a family-run Italian restaurant in London. As Social Media Manager, I refreshed the restaurant's digital presence through engaging content, branded assets and promotional campaigns that highlight authentic Italian food, promote events and build customer loyalty.

MY RESPONSIBILITIES

- Instagram Management**
Strategy, content and community
- TikTok Content Creation**
Short form videos and trends
- Food Photography**
Capturing high quality content
- Graphic Design**
Posters, menus and brand assets
- Campaign Planning**
Promotions events and offers
- Brand Communication**
Tone of voice and storytelling

OBJECTIVES

- ✓ Increase brand awareness across local audiences
- ✓ Create a strong and recognisable brand identity
- ✓ Showcase authentic italian food and culture
- ✓ Promote offers, events and new menu items
- ✓ Build engagement and loyalty with consumers

PROJECT SNAPSHOT

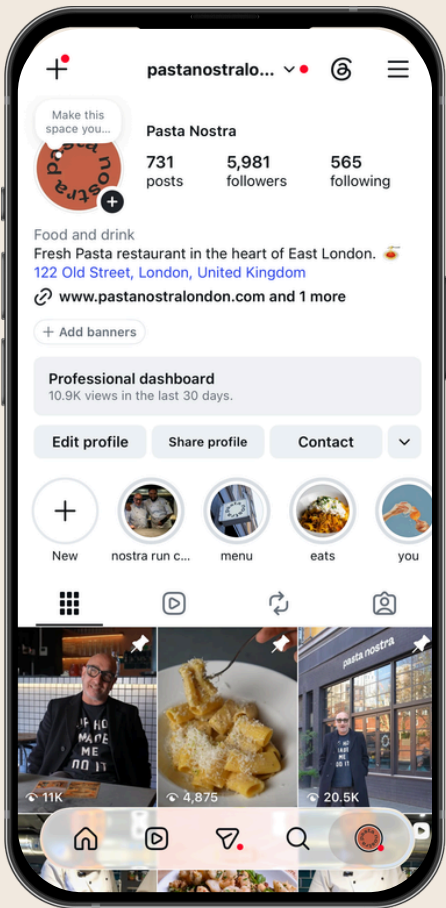
INDUSTRY
Hospitality
restaraunt

ROLE
Social Media
Manager

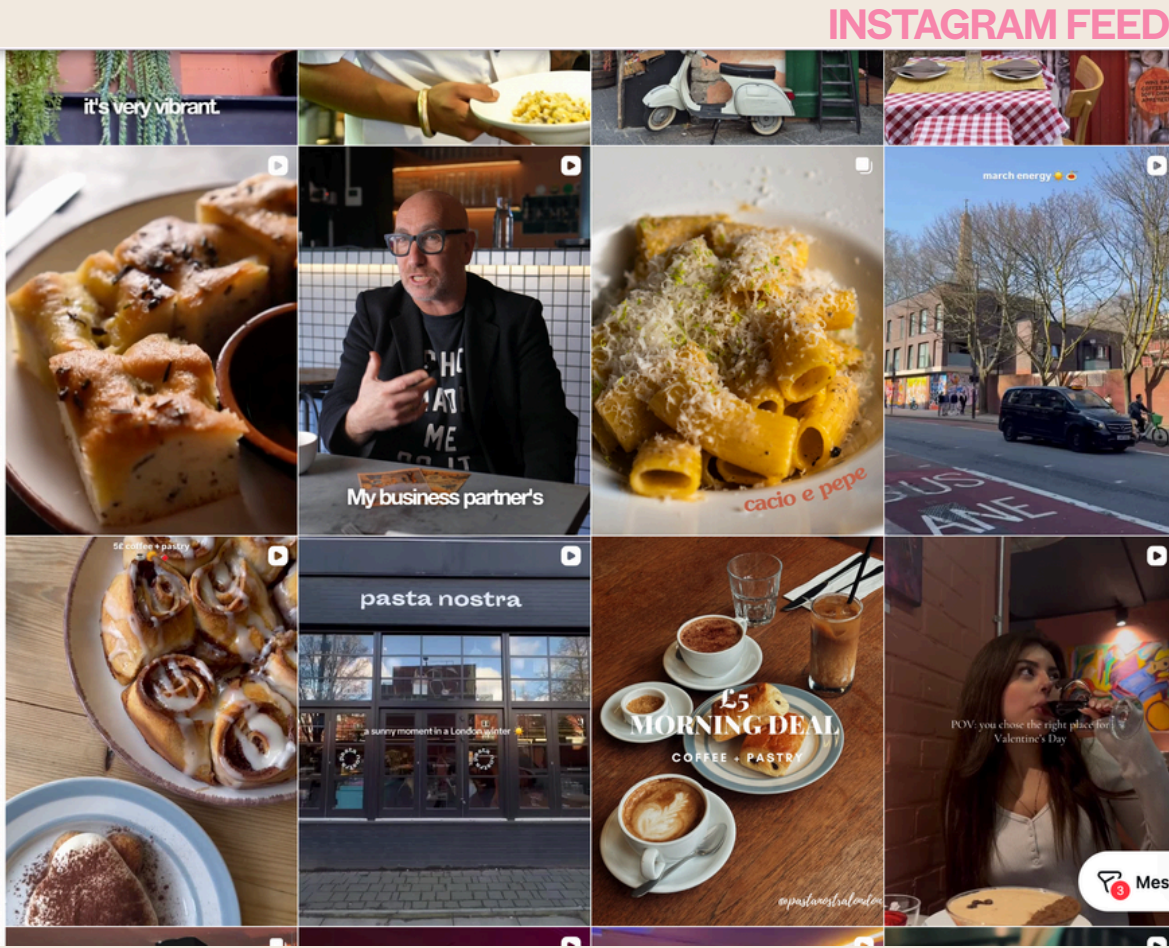
PLATFORMS
Instagram
TikTok

TOOLS
Canva
CapCut
ChatGPT

PROJECT SNAPSHOT



INSTAGRAM STORY



INSTAGRAM FEED



MENU GRAPHIC



PROMOTIONAL POSTER

PASTA NOSTRA

CREATIVE EXECUTION & CAMPAIGN DESIGN

Created branded campaigns, social media content and promotional assets that strengthened Pasta Nostra's visual identity and customer engagement.

"Authentic food. Genuine people. Memorable experiences."

1. SEASONAL CAMPAIGN

Designed promotional campaigns to increase footfall during quieter periods and encourage repeat visits through seasonal offers and themed events.

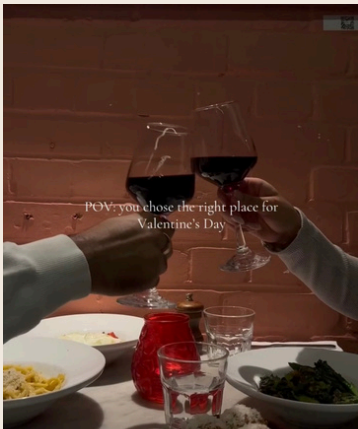


Carbonara Tuesday



Valentine's Campaign

Aperitivo Promotion



Wine promotions

2. BRAND IDENTITY DEVELOPMENT

Extended the Pasta Nostra brand beyond the restaurant by developing the Pasta Nostra. Run Club concept, visual identity and promotional assets.



3. CONTENT PRODUCTION

Produced consistent visual content across Instagram, combining food photography, motion content and branded graphics to strengthen the restaurant's digital presence.

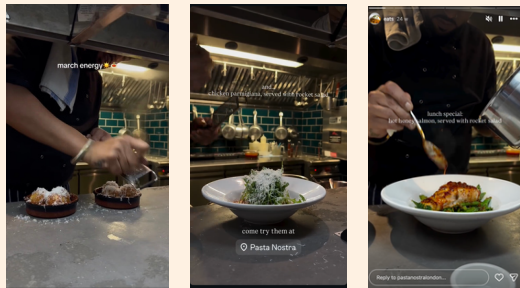


CREATIVE OUTPUTS

PROMOTIONAL POSTERS



INSTAGRAM STORIES



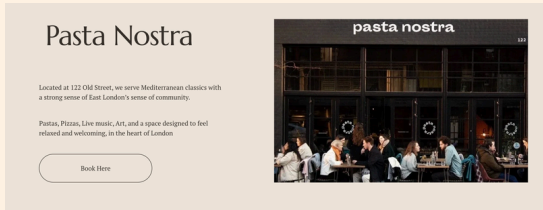
REELS



CAROUSEL POSTS



MENU DESIGN



FOOD PHOTOGRAPHY



CREATIVE APPROACH

AUTHENTIC ITALIAN BRANDING

Reflecting the heart of Italian culture

WARM VISUAL STORYTELLING

Using warm notes and natural photography to evoke appetite and emotion

LIFESTYLE CONTENT

Showcasing real moments, food, people and everyday experiences

COMMUNITY MARKETING

Building connections through collaborations, events and local engagement

PROMOTIONAL DESIGN

Clear eye catching phrasing that communicate offers and drive action

KEY MARKETING SKILLS DEMONSTRATED

- ✓ Brand Communication
- ✓ Campaign Design
- ✓ Content Creation
- ✓ Graphic Design

- ✓ Photography
- ✓ Community Building
- ✓ Social Media Marketing
- ✓ Creative Direction



FROM CLUBS TO CAPPUCCINOS

TREND FORECASTING AND CONSUMER INSIGHT

UNIVERSITY PROJECT | FUTURES AND INNOVATION

PROJECT OVERVIEW

From Clubs to Cappuccinos explores the rise of Morning Social Culture, where Generation Z is redefining socialising through wellness-led experiences such as coffee raves and run clubs. Using trend forecasting, consumer research and strategic analysis, the project identifies key opportunities for brands to engage with this evolving lifestyle.

MY RESEARCH PROCESS



1. TREND IDENTIFICATION

Identified Morning Social Culture as an emerging consumer trend.



2. MARKET RESEARCH

Analysed industry reports and the STEPIC framework to identify key trend drivers.



3. CONSUMER INSIGHT

Explored Gen Z behaviours, motivations and changing social habits.



4. STRATEGIC OPPORTUNITIES

Translated research into actionable marketing opportunities.



5. BRAND APPLICATION

Developed recommendations for brands to engage with the trend.

KEY DELIVERABLES



TREND FORECAST REPORT



STEPIC ANALYSIS



CONSUMER INSIGHT RESEARCH



TREND DRIVERS FRAMEWORK



OPPORTUNITY MAPPING



STRATEGIC RECOMMENDATIONS



COVER PAGE

KEY INSIGHTS

- ✓ Wellness is replacing nightlife as a preferred social experience
- ✓ Consumers increasingly value community, authenticity and meaningful connection.
- ✓ Coffee culture has evolved into a lifestyle and social identity.
- ✓ Brands can build stronger loyalty through experiences, not just products.
- ✓ Experiential marketing drives deeper emotional engagement with Gen Z.

STEPIC FrameWork

Social

- Generation Z increasingly preferring meaningful offline relationships and emotional wellbeing
- Growth of wellness oriented and sober curious lifestyles that are changing social rituals
- Rising digital fatigue and loneliness strengthening intentional social participation

Sources: Forbes (2024), The Guardian (2025), Body+ Soul (2025)

Economic

- Hospitality sites use experiential programming to strengthen revenue and engagement
- Rising nightlife prices push consumers towards more accessible daytime alternatives
- Consumers seek value based and emotionally fulfilling experiences

Sources: Forbes (2024), Urban List (2025)

Technological

- Online communities are converting digital engagement into offline participation
- TikTok and Instagram increase the visibility of aesthetic daytime experiences.
- Social media rewards more wellness and lifestyle content

Sources: Forbes (2024), The Guardian (2025)

Cultural/Political

- Consumers increasingly reconsider nightlife thanks to wellness-oriented participation
- Post-pandemic lifestyles motivate balanced social routines
- Public conversations regarding alcohol and productivity influence leisure behaviour

Sources: Forbes (2024), Coffee on Cue (2024)

Environmental

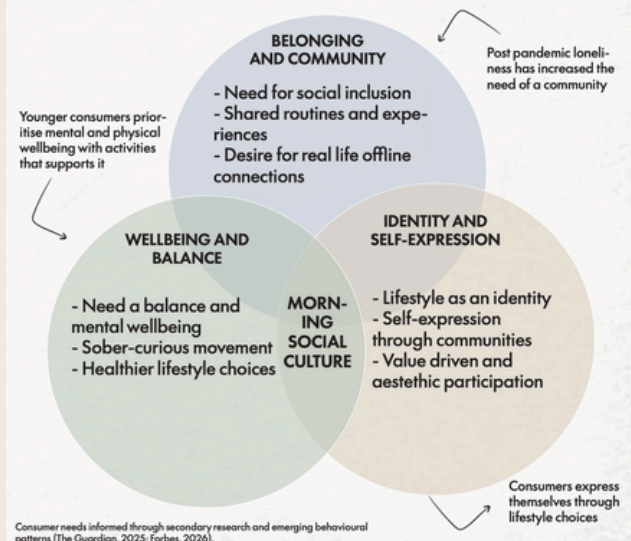
- Consumers progressively value localised and intentional experiences
- Lifestyle participation increasingly aligns with conscious consumption values.
- Community cafes assist neighbourhood-based social culture

Sources: Forbes (2024), The Guardian (2025)

STEPIC FRAMEWORK

Consumer Needs vs Trends

The rise of Morning Social Culture shows broader unmet consumer needs around belonging, wellbeing and identity discovery. Instead of functioning only as free time activities, coffee raves and daytime social events increasingly function as social rituals providing emotional connection, wellness focused participation and chances for lifestyle expression. This shows how trends become commercially feasible when they answer to deeper psychological and behavioural consumer needs.



Consumer needs informed through secondary research and emerging behavioural patterns (The Guardian, 2025; Forbes, 2024).

CONSUMER NEEDS VS TRENDS

RESEARCH DESIGN

METHOD

This analysis shows a qualitative observational netnography approach to analyse Morning Social Culture within online communities. Netnography, initially developed by Kozinets (1996), analyses digital cultures through online observation and investigates how societies communicate, interact and create shared meaning. As Morning Social Culture is mostly visible across social media, netnography offers an appropriate method for analysing the development of this growing behavioural trend.

Observation Framework

- > Community Interaction
- > Visual aesthetic and imagery
- > Lifestyle and Wellness Narratives
- > Event and participation behaviour
- > Language and Emotional Expression



Image 12: Coffee Raves event poster, Instagram, 2024

Data collection consists of investigative data and immersive field notes. Investigative data involves captions, posts, comments and visual imagery, while immersion notes document reflections and personal observations recorded throughout the research process. An observation framework was made to examine present visual and behavioural themes such as emotional language, community participation, wellness narratives, offline engagement patterns and aesthetic participation. Findings will subsequently be analysed through a thematic analysis.

10

RESEARCH DESIGN

PLATFORMS OBSERVED

These social media platforms were chosen due to their fundamental role in promoting daytime events, coffee raves and lifestyle-led participation



Image 13-14: TikTok showing rave events, TikTok, 2024



Image 15-16: Coffee Raves event poster, Instagram, 2024

PLATFORMS OBSERVED

CONCLUSION

The future of Morning Social Culture

Trend Summary

Morning Social Culture reveals a wider behavioural change within contemporary free time and social participation. Younger consumers increasingly prioritise significant, wellness-oriented and emotionally engaging experiences instead of traditional nightlife focused around drinking and late-night consumption. Coffee raves and daytime social events consequently operate not only as entertainment, working as rituals supporting connection, lifestyle expression and wellbeing.

Netnographic Findings

Netnographic analysis confirmed that TikTok and Instagram diligently reinforce and accelerate this trend. Findings showed two dominant themes: a preference for offline community, and an aesthetic participation and lifestyle identity. Visual branding, captions and user interaction steadily framed coffee raves as appealing spaces strengthening social connections, participation and valuable activities.

Future Implications

Morning Social Culture proves how experiential consumption is increasingly community driven. As consumers keep prioritising intentional social interaction and healthier lifestyles, this behavioural change is likely to impact hospitality, future brand communication strategies and experiential marketing. Social media will continue not just to document these experiences but changing their cultural meaning and commercial significance.

-> In conclusion, Morning Social Culture symbolizes a cultural and behavioural shift through community, wellbeing and digitally mediated experiences

Key takeaways

- > Community
- > Belonging
- > Wellness
- > Digital Acceleration

14

CONCLUSION

SKILLS DEMONSTRATED

- ✓ Trend Forecasting
- ✓ Market Research
- ✓ Consumer Research
- ✓ Insight Generation
- ✓ Behavioural Analysis
- ✓ Strategic Marketing
- ✓ Critical Thinking
- ✓ Report Design
- ✓ Problem Solving

BABY BOOMERS IN FLORENCE

CONSUMER BEHAVIOUR AND LUXURY INSIGHT

UNIVERSITY PROJECT | CONSUMER BEHAVIOUR

PROJECT OVERVIEW

This project investigates the purchasing behaviours of affluent Baby Boomers in Florence through consumer psychology and qualitative research. Using wardrobe audits, behavioural theories and luxury market analysis, the report identifies the motivations behind luxury consumption and provides strategic recommendations for premium fashion brands.

MY RESEARCH PROCESS



CONSUMER SELECTION

Identified affluent Baby Boomers in Florence as the target consumer segment.



SECONDARY RESEARCH

Reviewed luxury consumer behaviour theories and fashion market literature.



WARDROBE AUDITS

Conducted qualitative wardrobe audits to explore purchasing habits and lifestyle.



BEHAVIOURAL ANALYSIS

Applied consumer behaviour frameworks to interpret motivations and decision-making.



STRATEGIC RECOMMENDATIONS

Developed marketing recommendations based on key consumer insights.

KEY DELIVERABLES



CONSUMER BEHAVIOUR REPORT



WARDROBE AUDIT



CONSUMER PERSONA



BEHAVIOURAL ANALYSIS



LUXURY MARKET INSIGHT



STRATEGIC RECOMMENDATIONS

SKILLS DEMONSTRATED



Consumer Research



Qualitative research



Behavioural Analysis



Consumer Psychology



Luxury Marketing



Market Research



Insight Generation



Report Design



Strategic Thinking



COVER PAGE

Consumer Pen Portrait

Isabella Ricci
Age: 67
Location: Florence, Italy
Occupation: Retired Luxury Hotel Executive
Household Income: €150,000+ annually
Education: Bachelor in Economics
Marital Status: Married
Housing: Owns an apartment in central Florence and a holiday property in Tuscany



Values and Motivations
- Quality over quantity
- Heritage and authenticity
- Timeless elegance
- Cultural sophistication

Preferred Brands
- Gucci
- Guess
- Rinascimento
- Benetton
- Dolce e Gabbana

Fashion Behaviour
- Shops 3-4 times per year rather than making frequent purchases
- Prefers investment pieces offering longevity and quality
- Values craftsmanship over trend-driven fashion
- Enjoys personalised in-store shopping experiences
- Loyal to trusted Italian luxury brands

Lifestyle

- Enjoys travelling around Europe several times per year
- Frequently attends opera performances, cultural events and art exhibitions
- Values wellness, slow living and premium experiences
- Frequently dines at luxurious Italian restaurants
- Appreciates Italian craftsmanship and heritage

Digital Behaviour

- Uses Magazines for inspiration and rarely Instagram
- Reads luxury travel and lifestyle publications online
- Prefers making final purchases in-store

CONSUMER PEN PORTRAIT

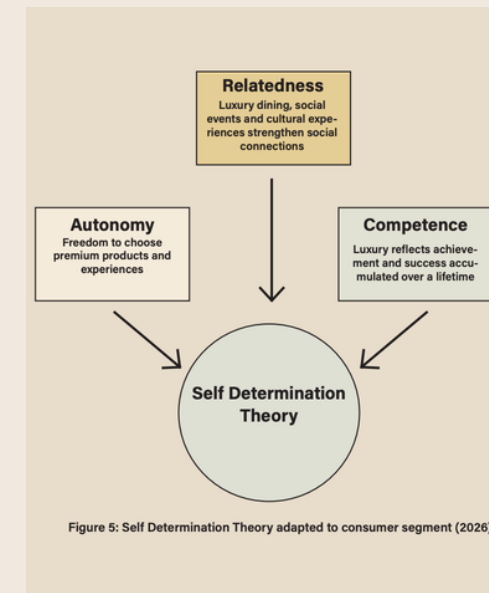


Figure 5: Self Determination Theory adapted to consumer segment (2026)

SELF DETERMINATION THEORY



Primary Research Method

Three wealthy Baby Boomers aged between 60 and 75 contributed to the study. Participants were selected through purposive sampling, as they matched the features of the chosen consumer segment, including engagement with luxury fashion consumption, high disposable income, engagement with luxury fashion consumption and residence within the Tuscany region. The participants were located in Florence, Pisa and Forte dei Marmi. The wardrobe audits involved the observation and documentation of accessories, garments and luxury fashion items held by participants. This method enabled the recognition of recurring patterns connecting to brand preferences, craftsmanship and purchasing motivation and attitudes towards luxury consumption. The collected data was afterwards analysed to identify key themes connected to wealthy Baby Boomer consumer behaviour within the Italian luxury fashion market.

Participant 1



- Female, 62
- Florence, Italy
- Eveningwear consumers
- Luxury handbag owner

- Rinascimento
- Gherardini
- NeroGiardini

Participant 2



- Female, 68
- Pisa, Italy
- Heritage luxury consumer
- Classic style preferences

- Hermes
- MaxMara
- MiuMiu

Participant 3



- Male, 71
- Forte dei Marmi
- Luxury menswear consumer
- Premium watch owner

- Boggi
- Hermes
- Tailored Pants
- Rolex Submarine
- Prada

WARDROBE AUDIT

Insights

Affluent Baby Boomers principally buy luxury products to fulfill self-actualisation needs and esteem rather than functional requirements.

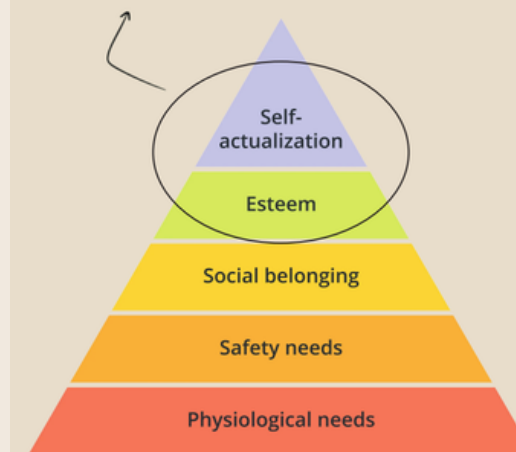


Figure 1: Maslow's Hierarchy of Needs adapted to consumer segment (2026)

MASLOW'S HIERARHCY OF NEEDS

THANK YOU

Thank you for taking the time to explore my marketing portfolio. I'm passionate about creating meaningful brands, developing consumer-focused strategies and producing creative campaigns that connect with audiences. I look forward to contributing my creativity, curiosity and strategic thinking to future marketing opportunities.



LOCATION

London,
United Kingdom



EMAIL

lauralorenzini23
@gmail.com



LINKEDIN

<https://www.linkedin.com/in/laura-lorenzini-7230552a4/>



PORTFOLIO

<https://www.laurasdiaries.co.uk>