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 [pinterest.com/lauluxe](https://www.pinterest.com/lauluxe)

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laura fairhurst

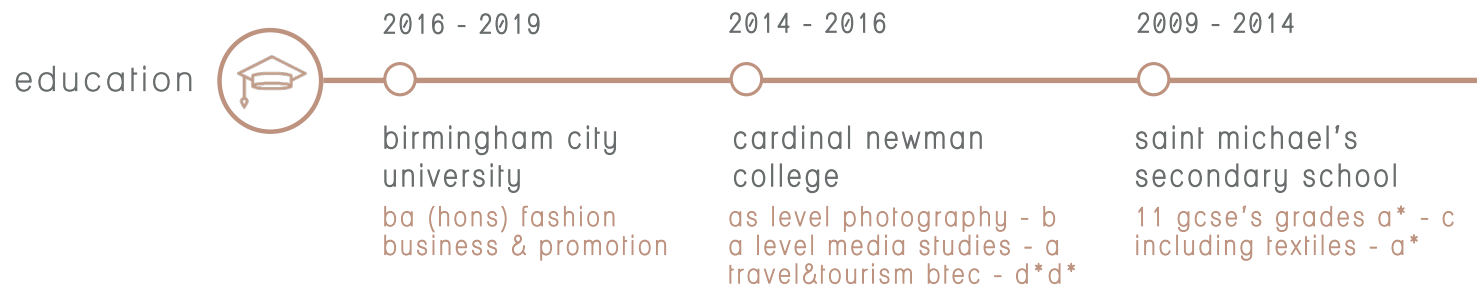
fashion business & promotion ba(hons) graduate



A Fashion Business & Promotion BA(hons) graduate with over five years of employment in the fashion retail industry. Seeking an internship or entry level employment opportunity within the fashion styling sector.

profile

A highly creative, yet commercially thinking, enthusiastic individual, motivated to achieve optimum results with every task administered. An eye for existing and emerging fashion trends with the assistance of inspirational imagery social media handles. Ability to adapt to any assigned role, applying vital skills to fulfil individual and team focused sale targets.



trend forecasting: uprise in technological developments • key drivers • pestle analysis • cross sector analysis • trend synopsis • womenswear

marketing, branding & pr: mango x acne collaboration • market mix & segmentation • 12 month marketing strategy • social media mock ups

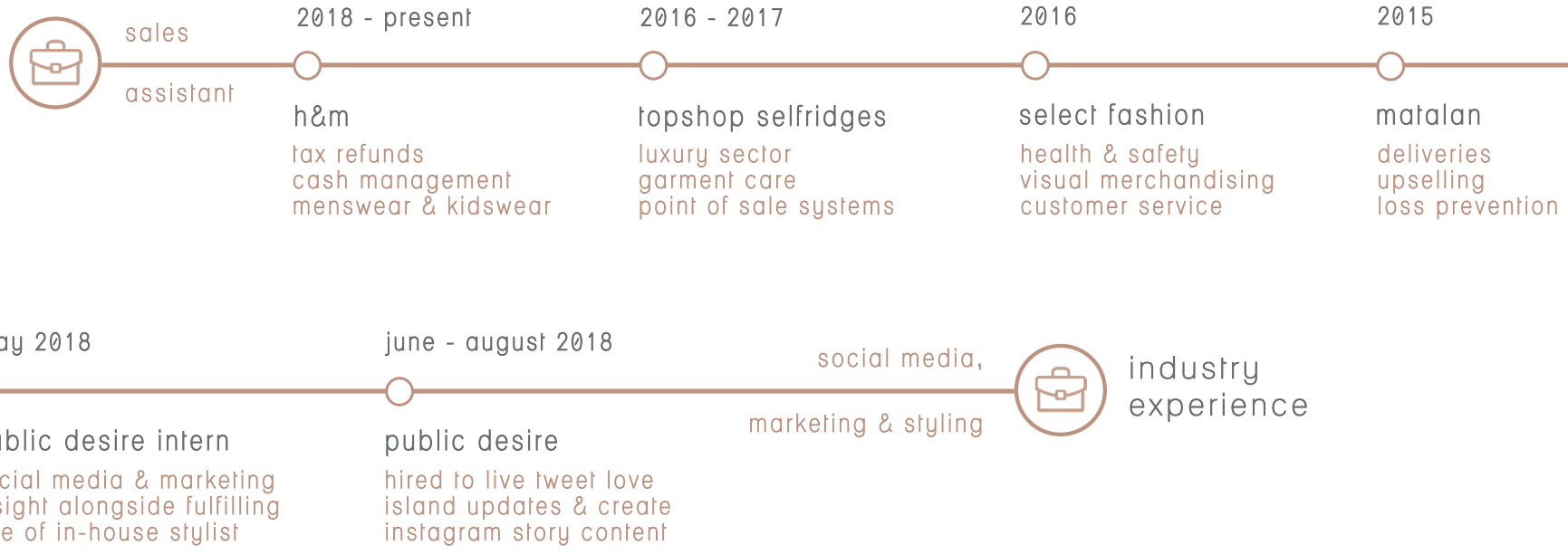
visual merchandising: selfridges collaboration • innovative vegan beauty concept • group module • concept sketchup • concept presentation

events management: group module • graded a 1st • raised £800 for st basils charity • beauty convention • head of fundraising • networking

dissertation: investigating how technology & the experience economy are impacting luxury fashion • graded a 1st • case studies • generation z

final major project: mistress rocks social media competition to collate authentic campaign content • business plan • use of all adobe programmes

employment



achievements

100% in media studies final exam • 1st class dissertation • hired after internship and given responsibility of tweeting to 36k followers and the creation of instagram stories to 1.3 million followers •



references

sophie hunter
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skills

