

LOVELACE
digital



fferal clothing

MARKETING CASE STUDY



Fferal's story...

Fferal founder Helen is a sustainable fashion designer. Starting out as a machinist in a factory in Leicester at the age of 16, she went on to study Textile Design at university before spending 35 years designing clothes for well-known high street brands. Becoming more aware of the damage the fashion industry was doing to our planet she was driven to seek a sustainable alternative. Becoming a mother to a child with autism and Down syndrome gave her the push to do something about it...

Fferal Clothing was born as an antidote to fast fashion. They've created a series of permanent collections, and don't do seasonal newness for the sake of it. Launched in 2017, Fferal's timeless pieces are well-designed, long-lasting and intentionally gender-neutral. So you can hand-me-down, recycle and up-cycle to your heart's content - and to Mother Nature's delight!

All of Fferal's cotton is vegan and sustainably sourced in India. They have a 7 year relationship with Fernando who owns and runs their Portugese factory. He treats his machinists like family, pays them a living wage, recycles, and runs his processes with minimum waste.

our objectives...

- > **BOOST BRAND AWARENESS**
- > **GROW SOCIAL MEDIA COMMUNITY**
- > **ACQUISITION OF NEW CUSTOMERS**
- > **INCREASE SALES**



**"Content is king, but distribution
is queen and she wears the
pants."**

Jonathan Perelman

what did we do?

SOCIAL MEDIA

Voiced Fferal's sustainability story, grew audience & built trust with beautiful content & authentic interactions

SEARCH

Optimised blog & product pages to help customers find Fferal on Google. Backlinks on relevant 3rd party sites

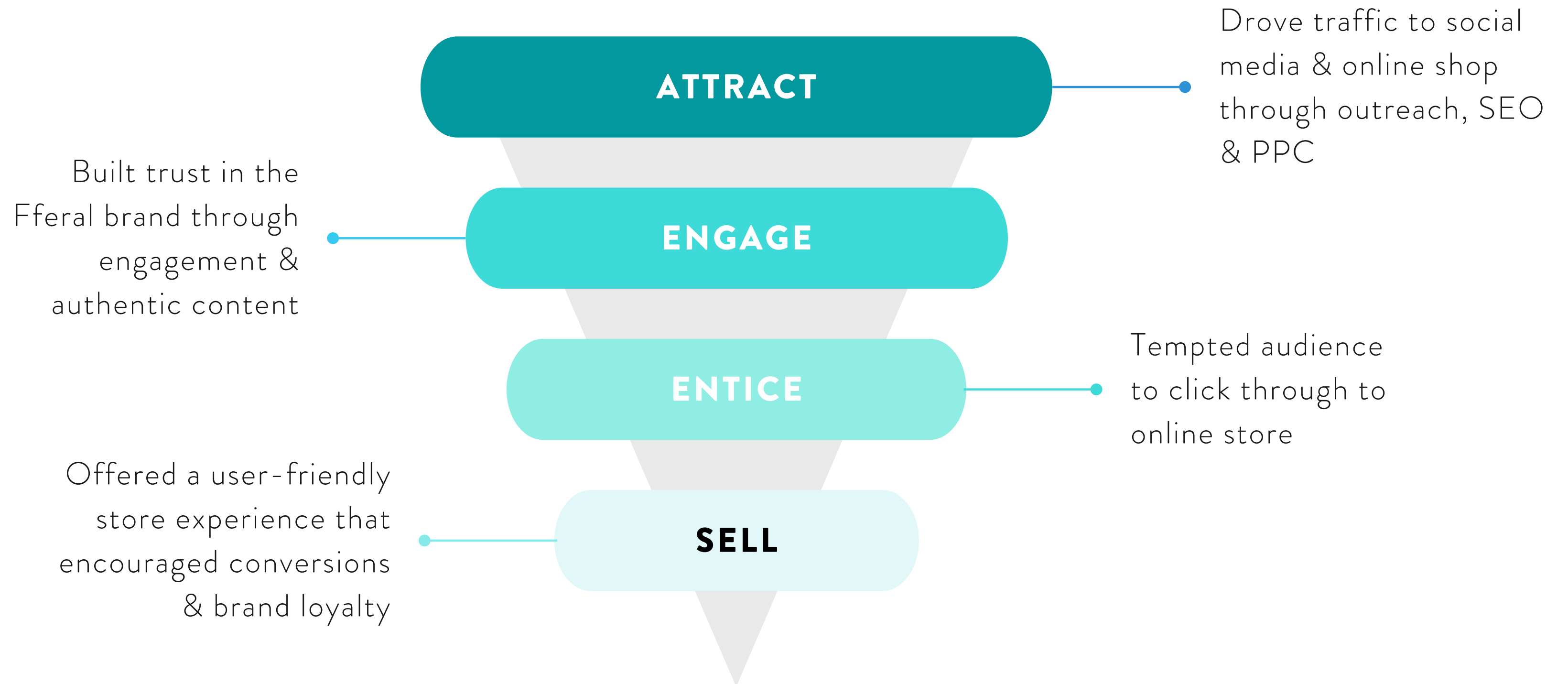
PPC

Launched creative Google, Facebook and Instagram advertising to bring in new customers

UX

Improved site navigation & checkout. Added fresh imagery, reviews & teaser banners

sales funnel...



fferal's key messages...

- **Sustainably sourced**
- **Ethically made**
- **100% cotton**
- **Kind to nature**
- **Inclusive**
- **The most comfortable loungewear**
- **Durable enough for outdoorsy people**

Inclusivity was important when selecting models from her personal network, and the models included people with Down Syndrome, ADHD and autism



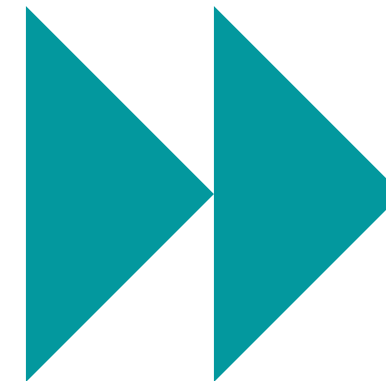
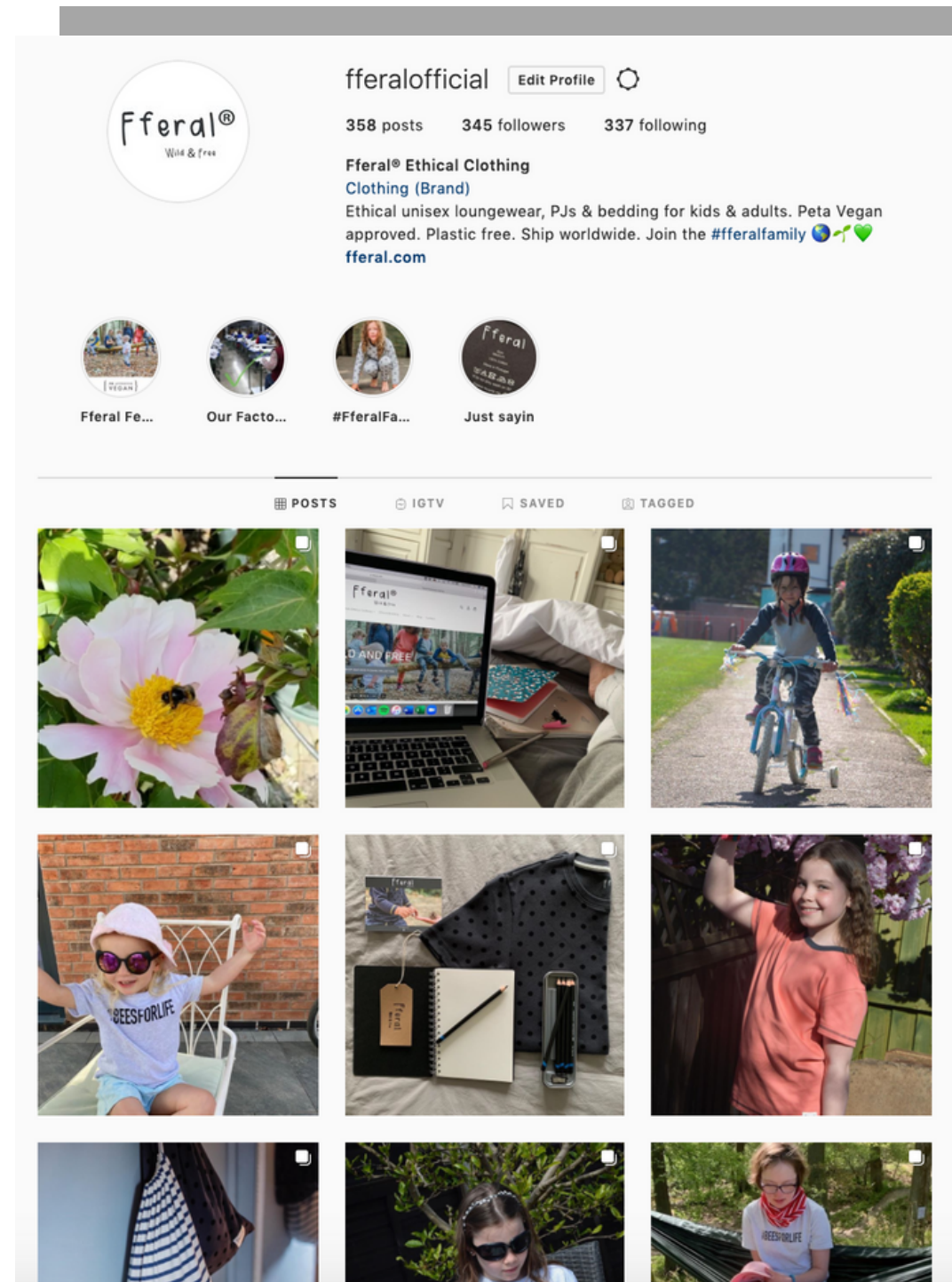
social media content...

BEFORE

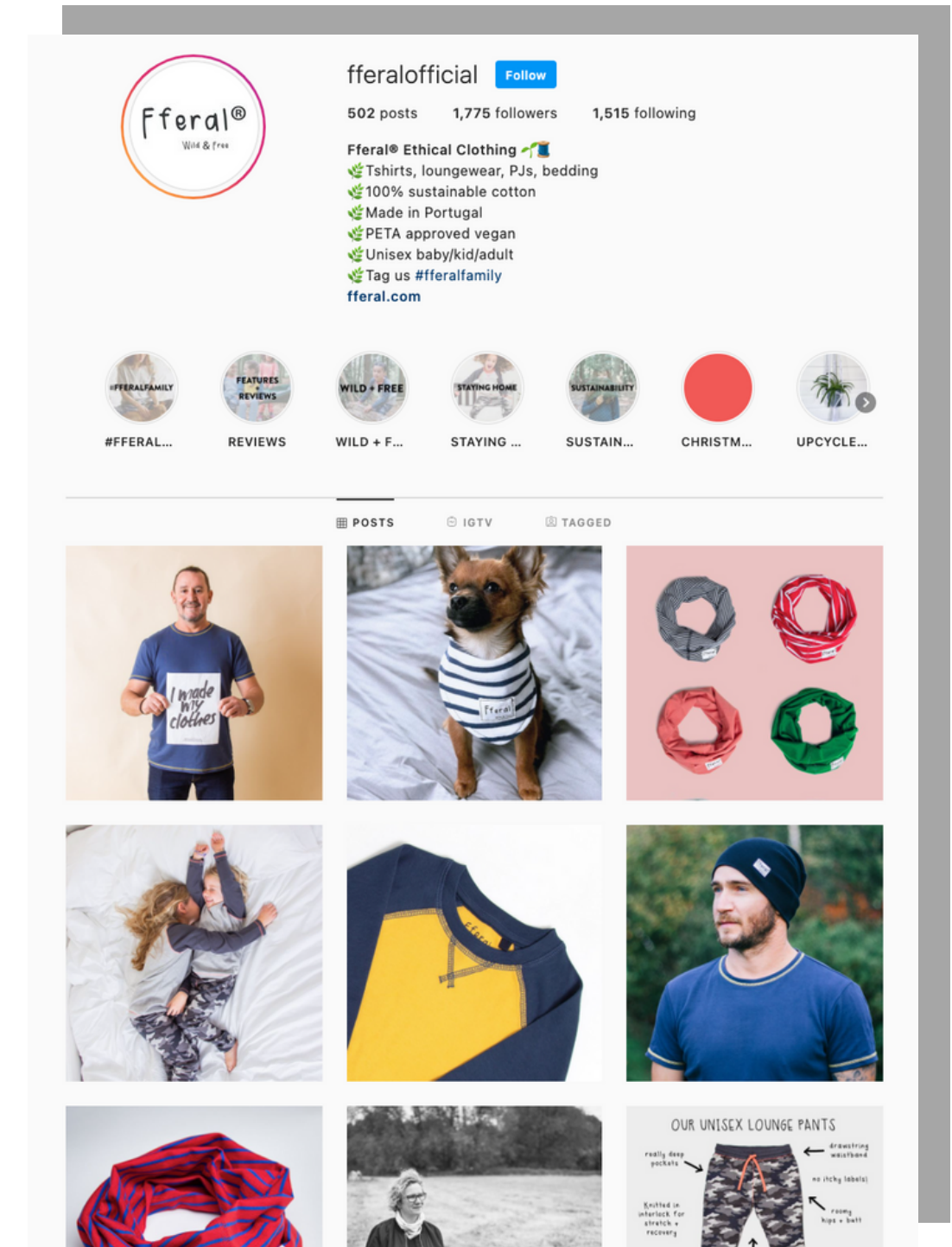
Moved to brighter, clearer imagery that told more of the brand's ethical story

Tactical following and engagement on Instagram

Social media giveaways



AFTER

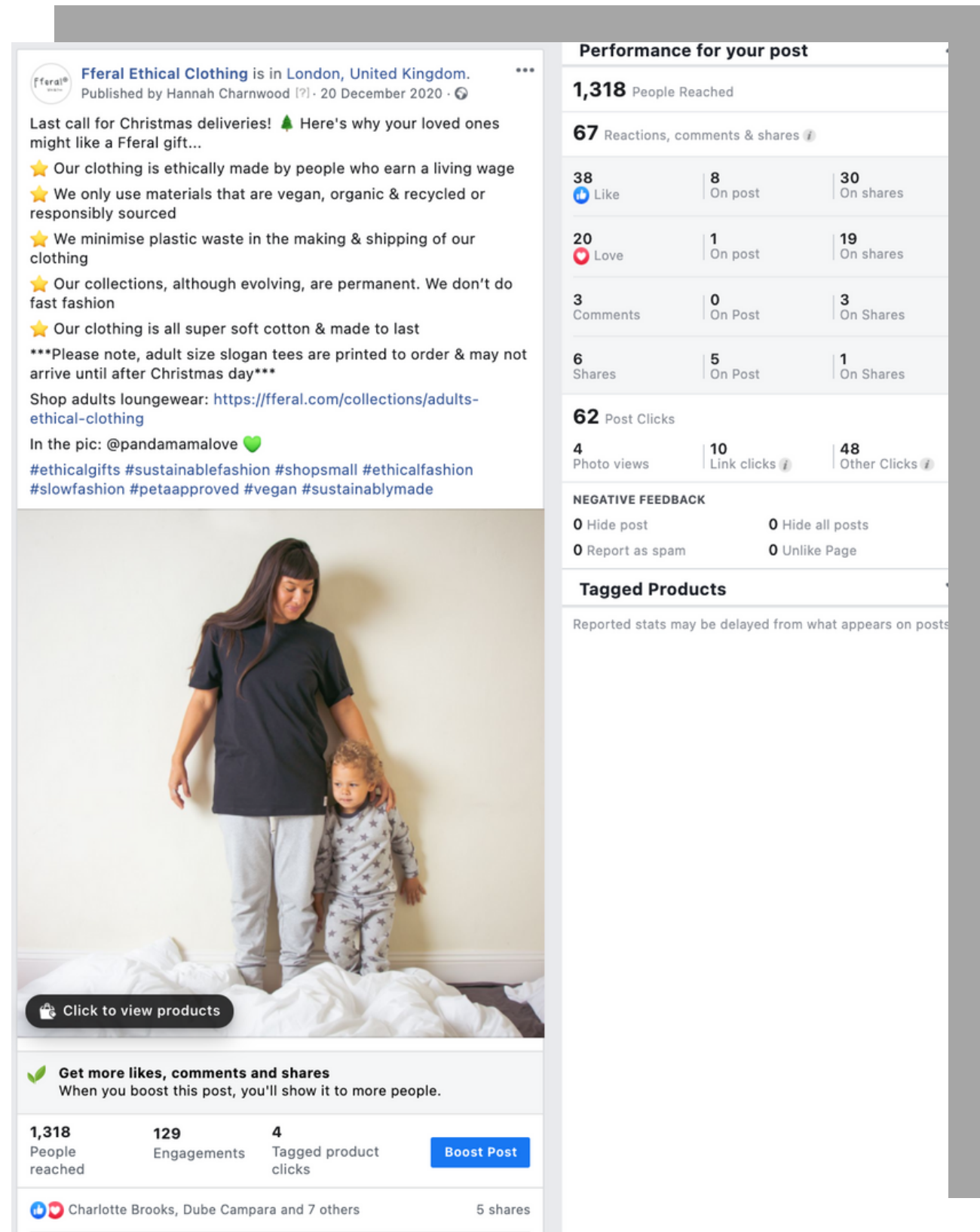


brand ambassadors...

We did community outreach and formed relationships with 8 relevant Instagram influencers; from mummy bloggers to an international yoga teacher...



analytics...



Weekly analysis of social media content performance

KPI's:

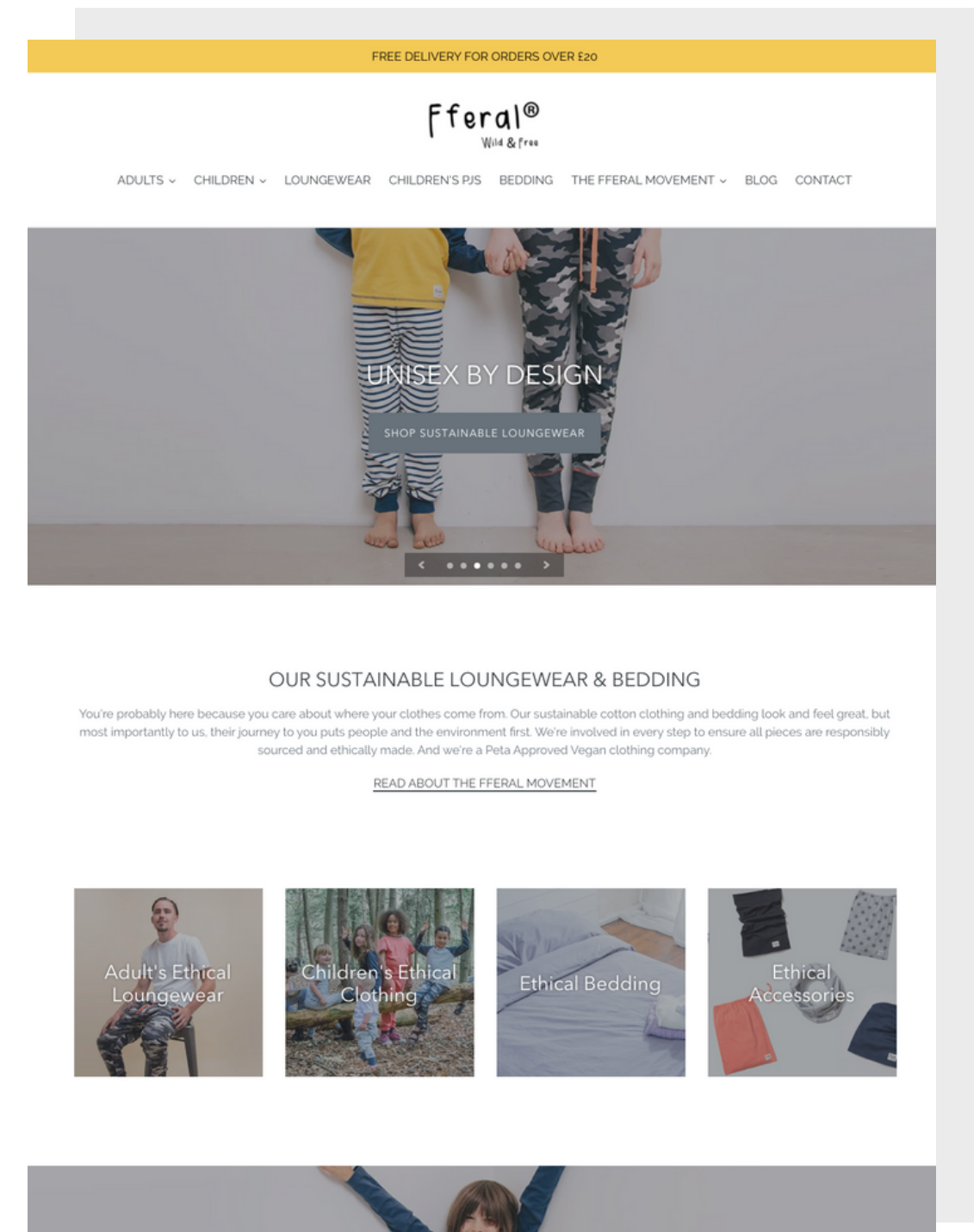
- Engagement
- Positive sentiment
- Follower growth
- Click throughs to online store

online store...

Improved user experience (UX):

- Shortened checkout process
- Free delivery over £20
- Made shipping details easier to find on all product pages
- Created adults PJ sets (previously only separate pieces)
- Improved navigation of the site - consistent product pages, clothing categories in menu bar
- Fresh photography on homepage and added teaser banners to encourage people to browse the site
- Added customer review app and invited previous customers to leave reviews
- Consistent product pages with added model photographs to show the clothing on people
- Added PayPal as a payment option

HOME PAGE



blog...

Shareable informative blog content using the hub, hygiene, hero content model.

All posts were optimised for Google search with relevant keywords and internal links.

FREE DELIVERY FOR ORDERS OVER £20


fferal®
Wild & Free

ADULTS ▾ CHILDREN ▾ LOUNGEWEAR CHILDREN'S PJS BEDDING THE FFERAL MOVEMENT ▾ BLOG CONTACT

Easy Upcycled T-Shirt Macrame Plant Hanger

by Helen Burgess June 2, 2020

Where do worn-out t-shirts go when they're just too well-loved to reuse? Unfortunately in the UK around 336,000 tonnes of our unwanted clothing gets thrown away every year. If it's too past it to fix, old clothing can be taken to a textiles recycling bank. It may be made into new items such as padding for chairs and car seats. Or, we can upcycle the fabric ourselves. Cue our macrame t-shirt plant hanger tutorial...



I used a Fferal t-shirt that had been VERY well utilized by my sweaty, outdoorsy, mountain-biking husband for the last 3 years. The t-shirt was made from 100% cotton so it will fully biodegrade BUT there was still enough life in the fabric for a

FREE DELIVERY FOR ORDERS OVER £20

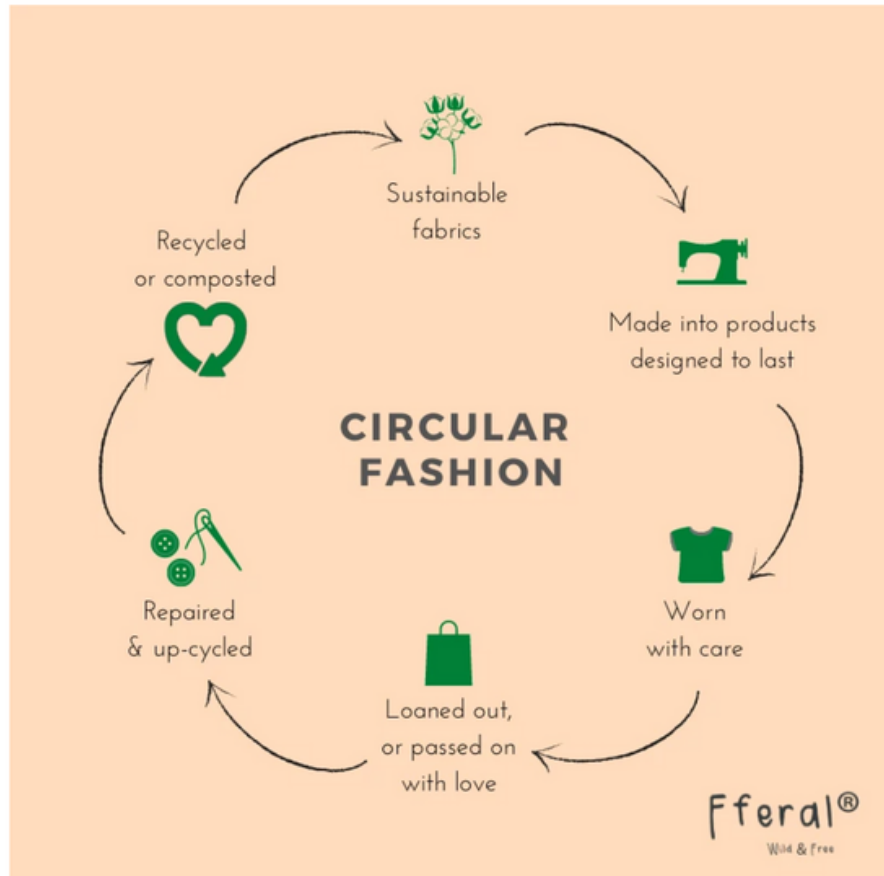
fferal®
Wild & Free

ADULTS ▾ CHILDREN ▾ LOUNGEWEAR CHILDREN'S PJS BEDDING THE FFERAL MOVEMENT ▾ BLOG CONTACT

Circular fashion: the new normal?

by Helen Burgess September 11, 2020

In March 2020, fast fashion became practically stationary. We've been discussing whether the pandemic could be giving the fashion industry the complete reset it needs - time to pause, reflect - and build back better. Read on for our vision of a future where shopping sustainably is as easy as popping to Primark.



CIRCULAR FASHION

Recycled or composted

Sustainable fabrics

Made into products designed to last

Worn with care

Loaned out, or passed on with love

Repaired & up-cycled

fferal®
Wild & Free

Right now, people are buying less stuff. Maybe they've learned to live with less, or maybe they're reassessing what's important. (That's loungewear by the way - with online searches for the elasticated waistband good stuff rising 411% year-on-year for the period!) Overall though, clothing sales in the UK have nosedived. In fact at the time of writing, as a nation, we're buying 25 percent less clothes than before the UK went into lockdown.

brand identity...

We created print products consistent with the look & feel of the website

33 Newspaper Section title

Soft & sustainable loungewear

Kind clothing at kind prices

Fferal Clothing started with a desire for positive change. After working for high street fashion brands for 35 years, clothing designer Helen became increasingly disheartened by the lack of progress in the way clothes are manufactured and sold.

In 2017, she pulled together the ethical resources within her network and Fferal Clothing was born. Its vegan and PETA-approved loungewear and bedding designs are made from 100% sustainable cotton, in a family-run, ethical factory in Portugal. Fferal clothing is timeless and gender-neutral, in line with the brand's circular 'pass-it-on-proof' principles.

Why should you join the 'Fferal Movement'? As well as the peace of mind that comes with buying planet- and people-friendly clothing, Fferal customers say its cotton is 'the softest' and is so durable that it washes well year after year.

Read a bit more about the 'Fferal Movement' at fferal.com



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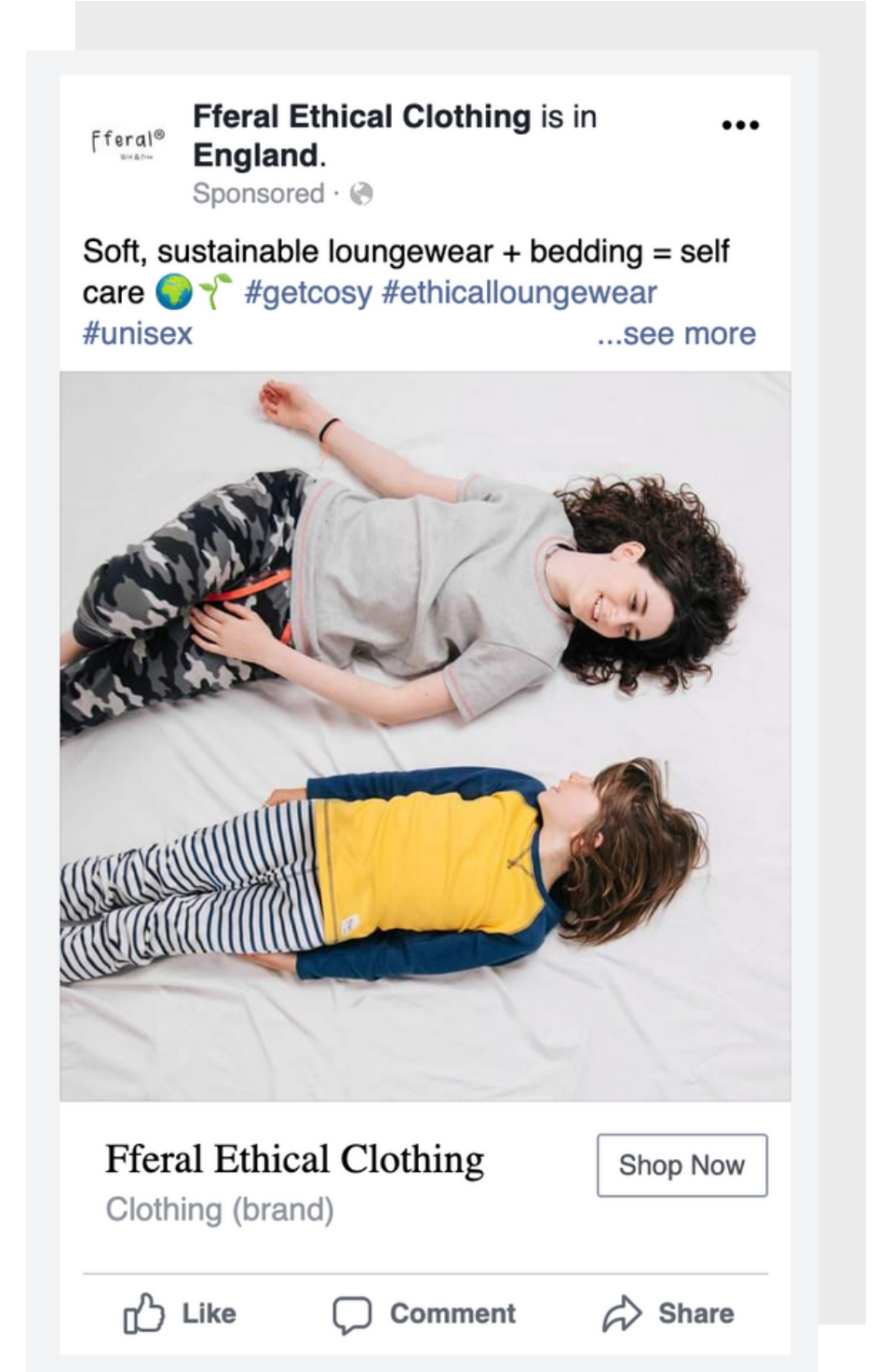
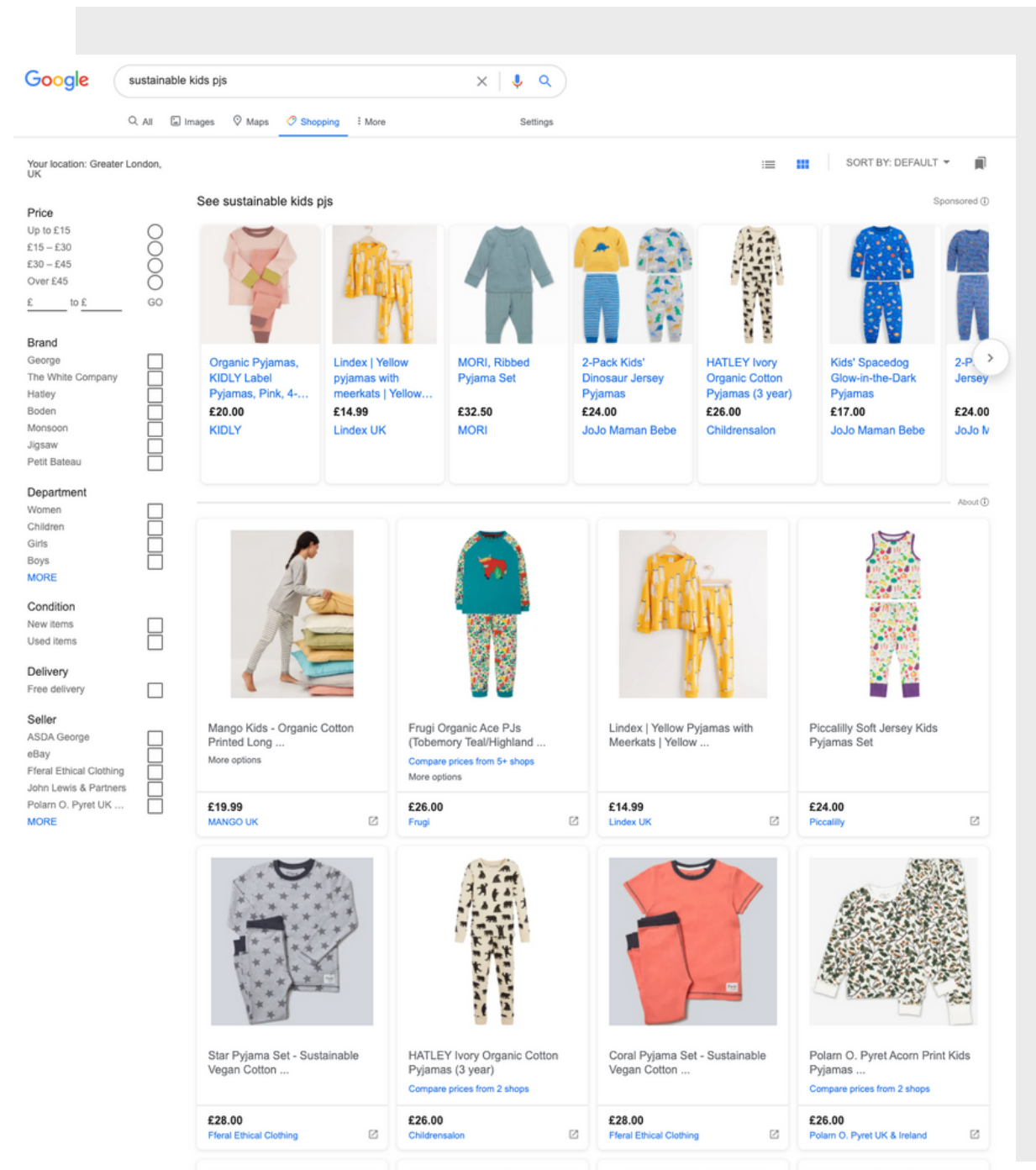
For more information: T: 07775 700978
fferal.com



ppc advertising...

We spent just £402 over 6 months on highly targeted digital ads & saw great uplift

- Google shopping ads
- Facebook ads
- Instagram ads



the results...

675%



Increase in
sales

500%

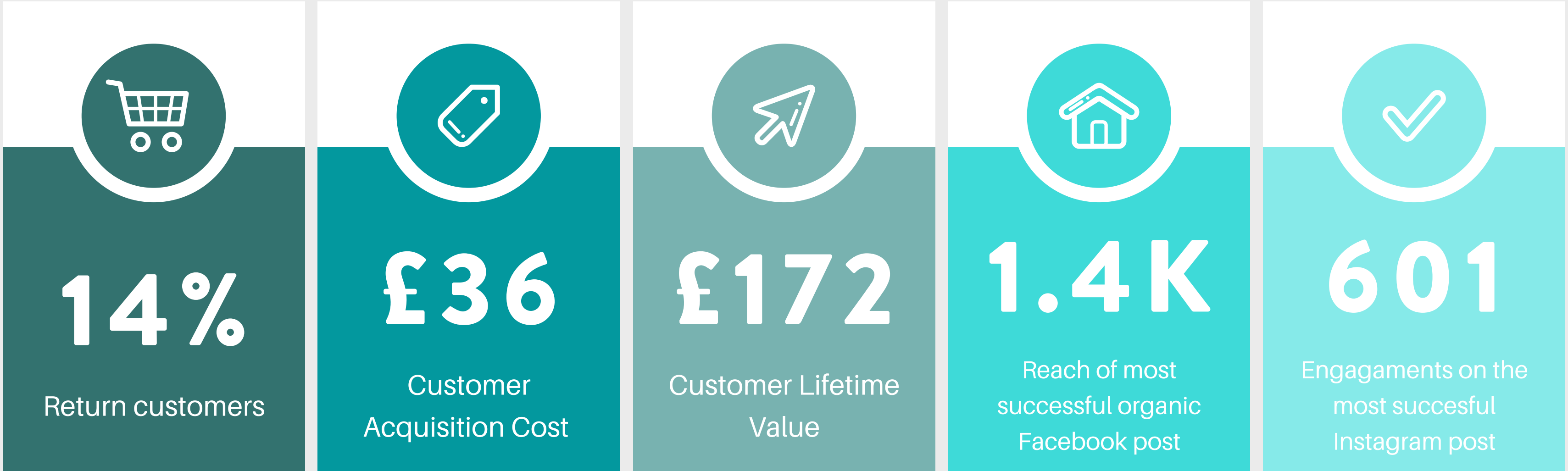


follower
growth

May 2020 - January 2021

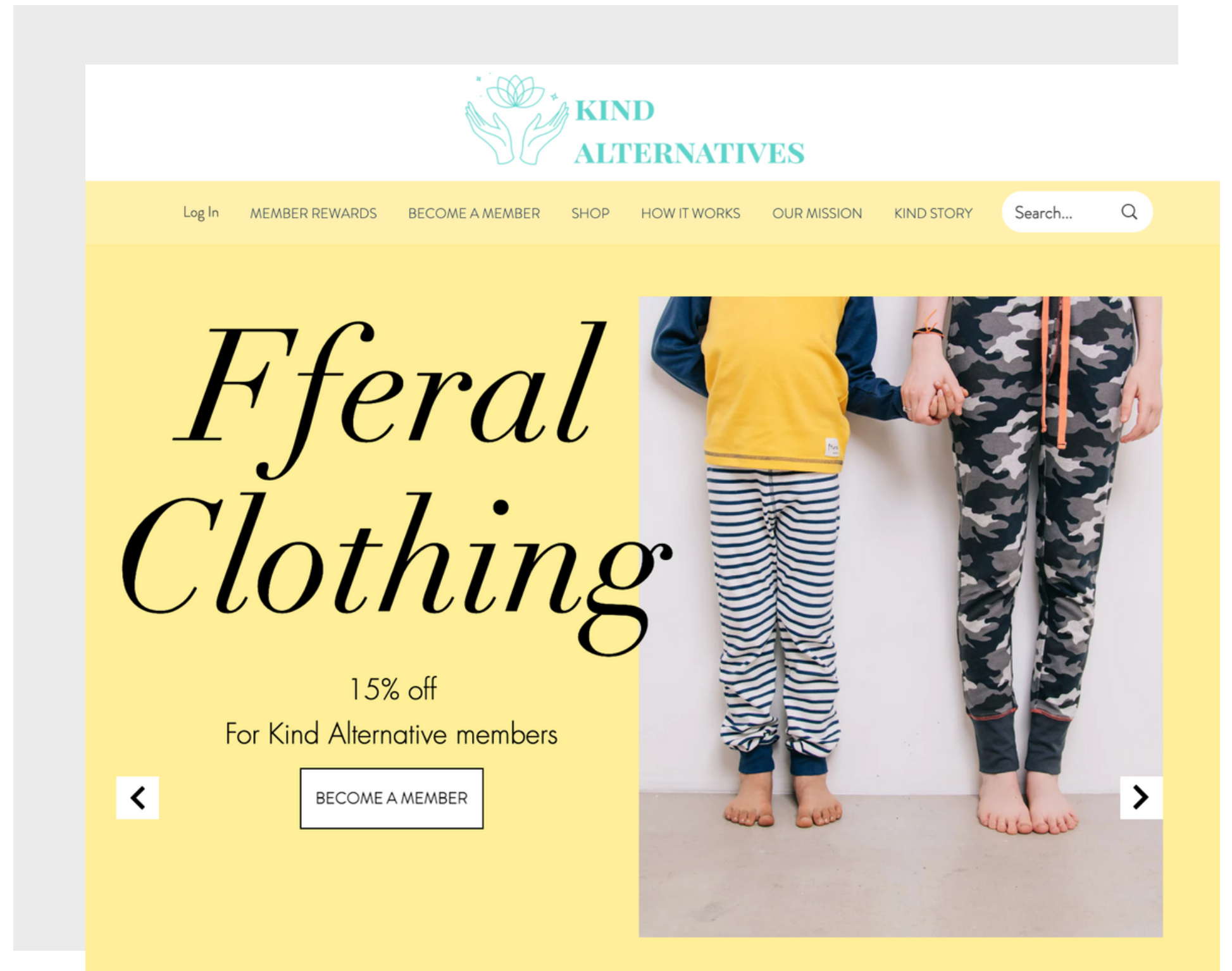
MARKETING PROGRESS IN NUMBERS...

May 2020 - January 2021



what's next..?

Now that the Fferal brand is strong and has gained trust in the sustainable clothing community, we want to get more features in high profile media. We'll be giving online PR some focus in the coming months. Build relationships with publishers, gain some great coverage and get some high value backlinks. Watch this space...



The screenshot shows the top portion of the Kind Alternatives website. At the top center is the logo, which consists of two hands holding a lotus flower, with the text "KIND ALTERNATIVES" to its right. Below the logo is a navigation bar with links for "Log In", "MEMBER REWARDS", "BECOME A MEMBER", "SHOP", "HOW IT WORKS", "OUR MISSION", and "KIND STORY". A search bar is located on the right side of the navigation bar. The main content area has a yellow background. On the left, the text "Fferal Clothing" is written in a large, elegant, black serif font. To the right of this text is a photograph of two children standing side-by-side, holding hands. The child on the left is wearing a yellow long-sleeved shirt and blue and white striped pants. The child on the right is wearing a grey and black camouflage patterned long-sleeved shirt and pants. Below the photograph, the text "15% off For Kind Alternative members" is displayed. At the bottom of the promotion, there is a white button with the text "BECOME A MEMBER" and a white box with a left-pointing arrow on the left and a right-pointing arrow on the right.

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connect with us...

W: fferal.com

S: [@fferalofficial](https://www.instagram.com/fferalofficial)

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