

head of design

I am a third year Fashion Marketing student with a keen eye for all things visual and a passion for editorial writing. I am currently completing a placement year as a Merchandising and Buying intern for TK Maxx and have worked on several F/W and S/S Campaign strategies involving lots of my own graphic design work. Within my degree I have produced trend forecasting packages, marketing campaigns and social media adverts, all using Adobe InDesign, Illustrator and Photoshop extensively. Outside of Fashion Marketing I have explored my interest in styling, being the head stylist for Leeds RAG Fashion Show 2022 and also styling some looks for Lippy's Bloom issue.

Alongside fashion and graphic design, I am super passionate about art, music, cinema and journalism and have written several fashion and film based articles for Lippy's website.

MY AIM FOR LIPPY

1. Pushing Lippy to the forefront of editorial journalism within the University of Leeds and therefore expanding our audience.
2. Increasing collaboration within Lippy's design, creating a space for photographers, stylists and artists alike to get involved.
3. Complementing the wide variety of Lippy content with punchy, bold design to draw in both new and existing audiences.
4. Emphasising that all creatives of every ability should feel able to contribute with all work being valued and appreciated.

**VOTE
SCARLETT**

