

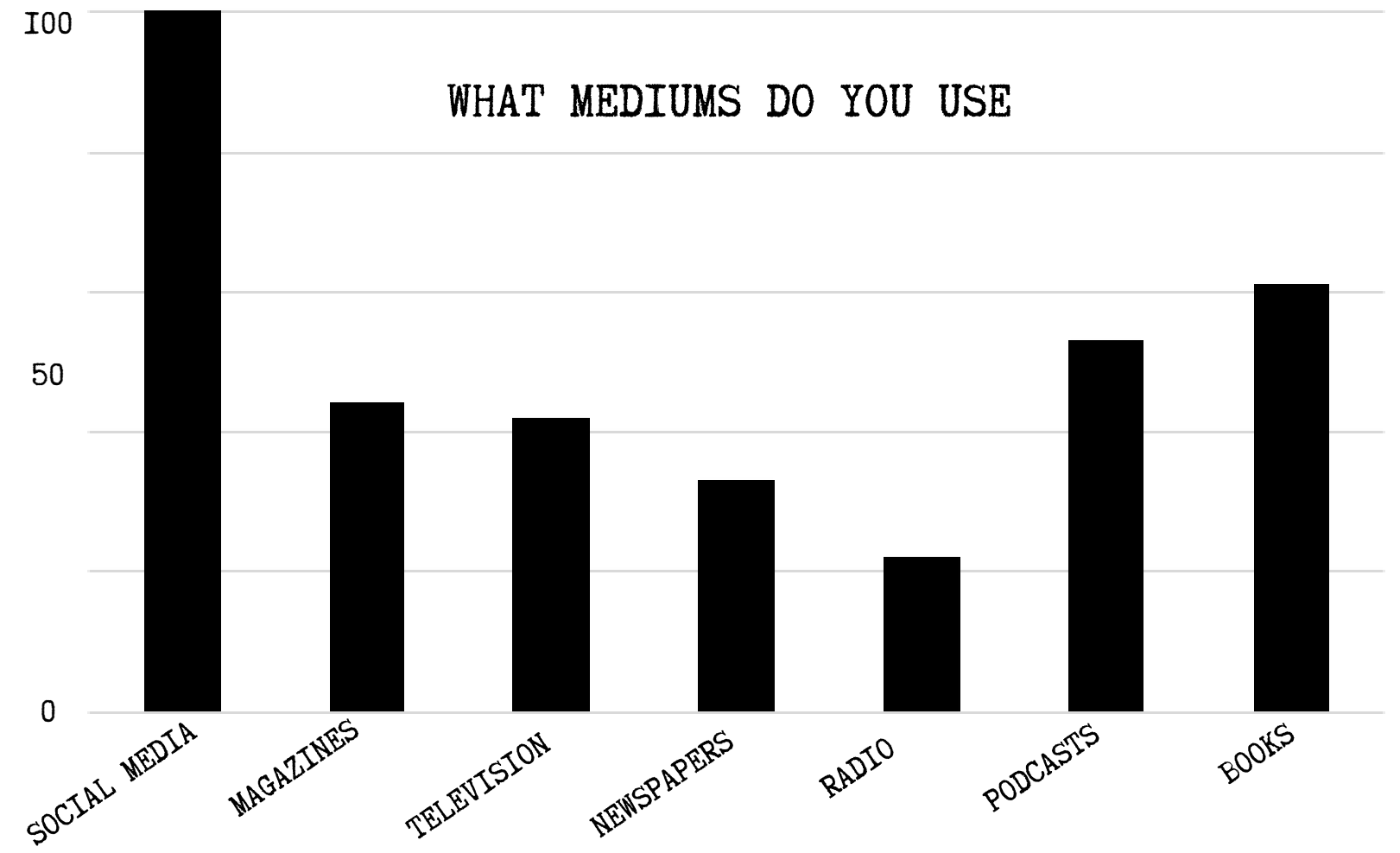
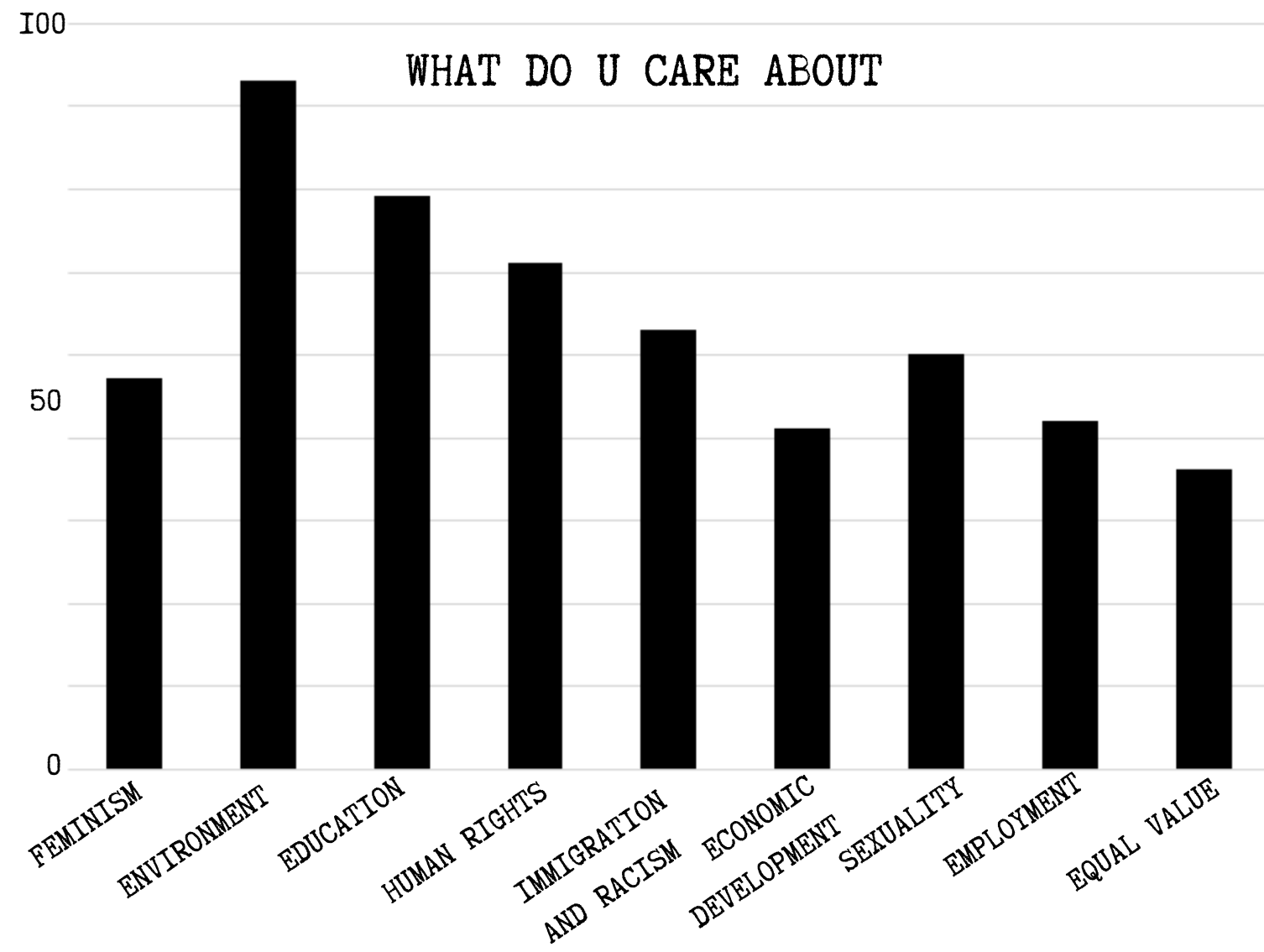
MASTERS IN FASHION
MARKETING AND
COMMUNICATIONS
POLIMODA

New Times

By the people, For the people

Beatrice Amerighi
Oliver Dahle
Shirin Rajput

GENERATION - Z



GEN GAP



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What we think of it



Beatrice Amerighi
26 Years
Italian



Oliver Dahle
25 Years
Swedish



Shirin Rajput
21 Years
Indian

New Times

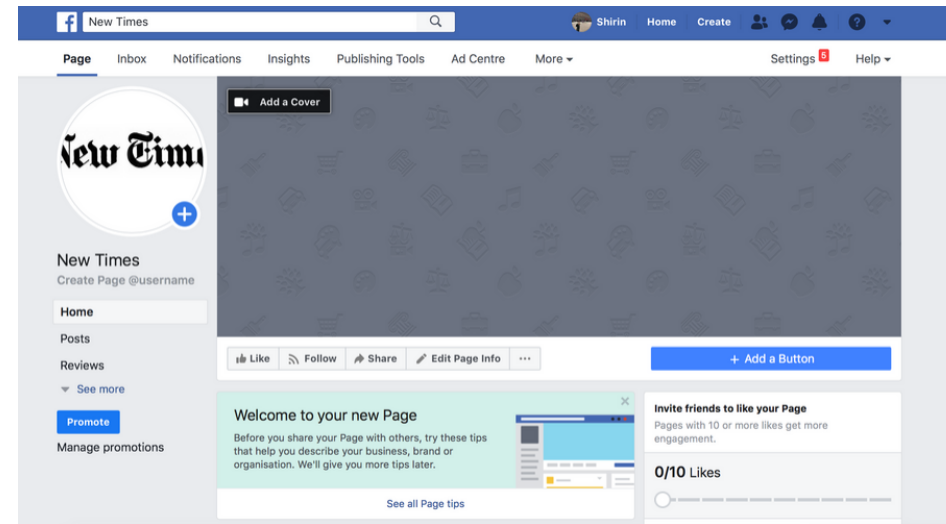
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By The People, For The People

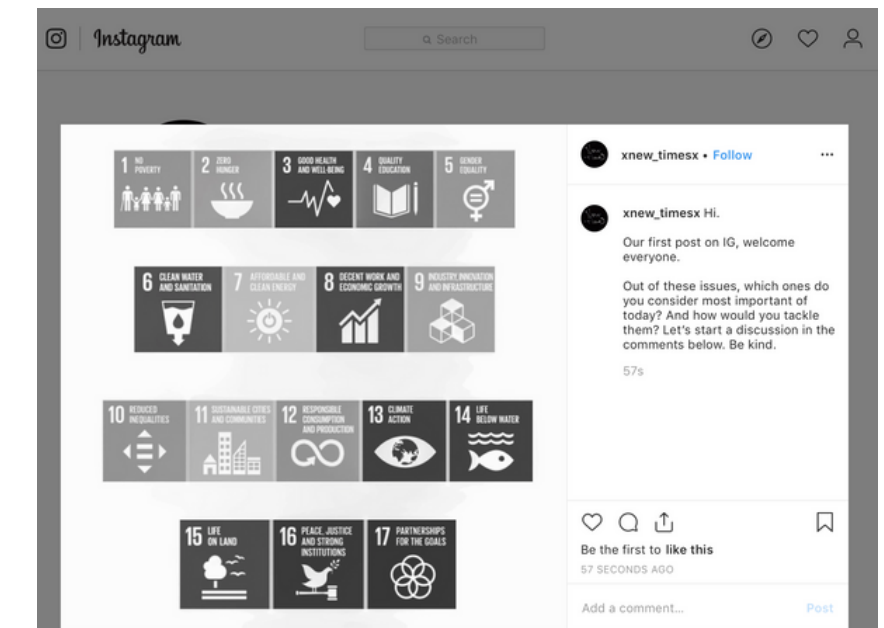
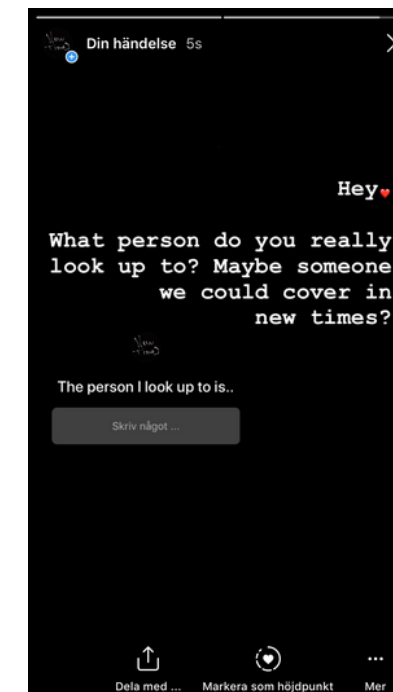
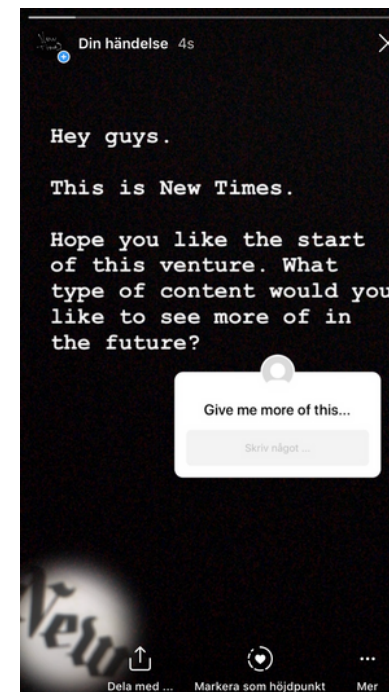
PHASE ONE

Create social media accounts and platforms to be able to start discussions and ways to contribute.



PHASE TWO

Gather important as well as interesting followers. Starting a discussion. Ask questions. What are the burning topics. What are people interested about. Ask about our content.



PHASE THREE

Collecting insights and informations. Sort out the feedback and planning what to use.

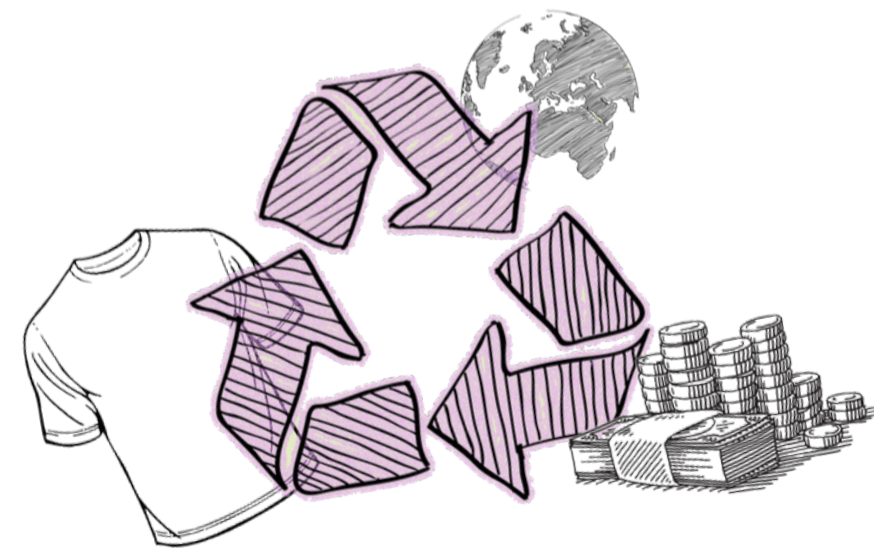
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ONLINE
New Times
PRINT



NEWLIFE
New Times



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what we offer

ANSWER WITH ACTION

For almost 40 years, Patagonia has supported grassroots activists working to find solutions to the environmental crisis. Before the global strike in September, Patagonia called out for action. In 2019 New Times is covering the youth who makes a change. Together we went to the climate strike in Florence, Italy.

FLORENCE, ITALY. 27-09-2019



patagonia
x
New Times

GmbH

GmbH is a German abbreviation that stands for "Gesellschaft mit beschränkter Haftung". It means basically "a company with limited liability". But it is also the Berlin-based design collective, launched 2016, that has become a crucial part of the Berlin fashion scene.

Behind the collective is a duo - Benjamin Alexander Husby and Serhat Luk. Husby grew up in Norway and Luk is a native Berliner. This is also reflected in the brand, since they always strive to embrace diversity with whom they are working with.

The brand's aesthetics is rooted in the hometown of the brand and its. The German brand is closely linked to both sustainability and diversity. And by using deadstock and recycled fabrics a lot of fashion insiders might call the German brand "a sustainable fashion brand". But this is nothing the founders want to be associated with. They have said before that sustainable fashion is just a marketing tool and that fashion itself can't be sustainable.



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