

Vivienne Westwood

Earned Media Recommendation Plan:
Separating Vivienne Westwood the *Individual*
from Vivienne Westwood the *Brand*

Elizabeth Powers

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Purpose

This report analyzes previous news coverage received by Vivienne Westwood. The news coverage of Vivienne Westwood as an activist succeeds the news coverage of a brand as a whole. This analysis provides key insights for Vivienne Westwood, offers recommendations to support Vivienne Westwood’s media relations planning efforts and develops strategies to promote the brand’s sustainability efforts.

Methodology

The process began with research of the number of mentions Vivienne Westwood had in news media. The utilized search engines included Google News and Nexis Uni. Each generated different results. This was done by typing keywords such as “sustainability” and “Vivienne Westwood” into the search bar in order to find related coverage. Nexis Uni generated over half of the results used in Appendix A. The sources used in the sample reference news coverage table consists of an exhaustive list of any article mentioning both key-words in the past 5 years. After analyzing the language of the news coverage, ranging from articles in *Vogue*, *Forbes*, *Financial Times* and *The Guardian* it was clear all of the coverage had a similar focus. Considering the results directly related to the keywords, “Vivienne Westwood” yielded more results than “sustainability” in which limited coverage was available. Therefore, articles dating beyond the original 5 year mark were included in order to have ample evidence. Keywords not used in the initial search stood out during the final data analysis including nine articles discussing “environmental activism” and four articles discussing “contradictions” or “controversy” (Appendix A). Cision software was then used to develop an extensive list of media contacts (Appendix B). Each contact was analyzed on relevance of outlet and beat. The selected contacts covered topics related to fashion, activism, sustainability, and trends.

The following section provides a news coverage analysis outlining three research findings for Vivienne Westwood’s sustainability efforts.

Insights

Analysis of media coverage generated around topics of sustainability and Vivienne Westwood contributed to the creation of three insights intended to improve overall earned media coverage for the brand. Coverage focuses on Vivienne Westwood as an activist, commonly avoids mention of her sustainability efforts as a brand, and when included in coverage, her sustainability efforts are perceived in mixed light. Pertinent news finding examples were incorporated below to assist in the recommendation to refocus the narrative of media coverage on Westwood’s notable efforts.

Insight One: Coverage focuses on Vivienne Westwood as an activist

Vivienne Westwood has established a presence in the media as a prominent activist for environmental issues. Looking specifically at sustainability efforts within the brand posed a challenge as the scope was too narrow. When broadening the search to include any coverage mentioning Vivienne Westwood, most media focuses on Westwood as an activist. Headlines that explicitly supported this claim included “Westwood: Punk, Icon, Activist” or “Vivienne Westwood: A Life of Campaigning”(Appendix A). Understandably Westwood’s name directly correlates to her brand identity, it was underwhelming to discover the brand’s association with Westwood’s activism efforts as missing components from media coverage. Westwood participates in numerous activism events ranging from London Fashion Week protests to collaborations with SAP on reformed climate initiatives, utilizing her brand as a platform for media coverage since the start of her career. Nine out of the 10 total articles analyzed were categorized as discussing “environmental activism”. A quote to support this claim in an article titled “What these luxury brands can teach the fashion industry about sustainability” states, “I’m a fashion designer and activist. You all know what I’m up to, I use fashion as a vehicle for activism to stop climate change and mass extinction of life on earth...”(Appendix A). Media coverage of Westwood’s lifestyle and activism highlights her determination to create conversation about anti-terrorism, climate change, ethical fashion, and women’s rights.

Insight Two: Coverage on Vivienne Westwood lack sustainability initiatives and involvement despite being one of the few renowned luxury designer brands to promote sustainable practices.

Given Vivienne Westwood’s activism advocates for ethical fashion, news coverage failed to meet expectations. Looking specifically at sustainability efforts, Westwood’s brand provides ample evidence to support any statements regarding the ethical process used to produce her ready-to-wear collection. Westwood’s brand raises awareness of the environmental impact of overconsumption, urging people to buy less and buy better quality clothes while creating collections which meet this standard. Campaigning for Mother Earth, Gaia, climate change, and human rights Westwood provides ample evidence of the brand’s efforts and initiatives on the website, none of which appear in any media coverage discussed. A mere four out of 10 articles mentioned keywords including “sustainability” or “sustainable fabrics” (Appendix A). These articles are exclusives, but fail to mention the details of Westwood’s efforts. Broadening the scope, competitors efforts were mentioned in more significant numbers regardless if sustainability efforts were equivalent to Westwood’s. An article featured in *Document Journal* extensively highlighted competitors efforts including well known designer, Stella McCartney minimized Westwood’s sustainable practices down to one quote: “Buy less, choose well, make it last” (Appendix A). Although supporting the encompassing idea of sustainability, this quote

lacks evidence that Westwood's brand is actually committed to providing results towards eco-friendly luxury production. Media coverage of sustainability in fashion beyond what Westwood has accumulated highlights the quality of fabrics used, conditions of production, and impressive positive environmental impacts.

Insight Three: Coverage on Vivienne Westwood's sustainability practices are reported in a mixed light.

Vivienne Westwood has established an extensive list of claims across her owned media as an ethical, environmentally conscious, and sustainable luxury ready-to-wear brand. When looking specifically at the reception of her documented sustainability efforts within the brand, the frame was mixed. Across the five articles that mentioned Westwood's sustainable practices, half were negative. An article published in the *Telegraph* noted significant contradictions between her 'dozen[s] of different collections a year' and her environmental beliefs. This framed the brand in a negative light, further separating Vivienne Westwood's efforts from the media (Appendix A). When broadening the search to include any coverage mentioning

Recommendations

Research discovered throughout the aforementioned insights intended to improve overall earned media coverage for the brand. Through the incorporation of the following recommendations, Vivienne Westwood the brand will reclaim the current sustainability narrative present in the media. Combining both Westwood's individual efforts and the brand's environmental efforts into one refocused explanation of the truth behind the production of Westwood's collections.

Recommendation One: Shift owned media focus away from personal stories about Vivienne Westwood to focus on incorporating sustainability efforts.

Vivienne Westwood's owned social media content focuses mainly on the aesthetic of clothing design and brand identity. Intertwining facts highlighting Westwood's sustainability efforts into digital content will encourage consumer conversation and interest. Incorporating hashtags focusing on conscious consumption and ethical sourcing will place sustainability efforts at the forefront of the brand, instead of as an added benefit of the brand. Beyond hashtags, Instagram highlights and IGTV should be utilized to create documentation of the process behind how each collection is produced. Short clips focused on the initial concept created by Westwood and then factual evidence formatted in a creative way to demonstrate the execution. Establishing a sense of initiative to combat false accusations and incorporate an additional level of transparency not demonstrated by most luxury brands. Shifting the identity of the brand to one of a reputable environmentally sound producer who practices what they preach. Simultaneously increasing the news value of Vivienne Westwood's brand while increasing consumer loyalty and respect.

Communicating a clear understanding of Westwood’s sustainability efforts utilized in every piece of clothing made.

Recommendation Two: Pitch stories that merge Vivienne Westwood’s sustainability efforts as a part of her environmental activism efforts.











Vivienne Westwood’s media coverage contingently focuses on her personal efforts of environmental activism. Through careful consideration and research, a pitch list (Appendix B) has been created to ensure the proper contact of reporters and editors who cover topics related to fashion and lifestyle topics. Intertwining Vivienne Westwood’s sustainability efforts into her activist efforts. Placing emphasis on the origin of her pieces and explaining the significance in relation to her personal efforts against climate change will add news value to her initiatives, ensuring an increase in earned media coverage. Likewise, specific editors should be pitched stories fit to their angle of interest. For example, a story focused on Vivienne’s choice to wear a biodegradable ensemble from her Spring/Summer 2019 collection to a protest against climate change would be best suited for news editor Lisa Lockwood of *Women’s Wear Daily* (WWD) (Appendix B). Exemplifying Vivienne Westwood’s initiatives to create a completely ethical lifestyle, through her activism and through her brand. Further disproving articles written on the contradictions within the brand and the lack of transparency put forth by the brand. Creating a clear understanding of Westwood’s sustainability efforts as a pertinent piece of her activism, where ethical practices are actively utilized in the creation of every piece of clothing.

Conclusion

In conclusion, this analysis focused on the most significant observations generated from media coverage of Vivienne Westwood and the brand’s reputation on sustainable practices. Practical recommendations were created to refocus all media relations planning efforts and explicitly described strategies intended to promote the brand’s sustainability efforts while incorporating their relevance to Vivienne Westwood’s personal activist efforts. Supported from the news analysis and data reported in Appendix A, Vivienne Westwood has created a platform around her activism placing the brand in the background for any potential media coverage. Through the contact recommendations in Appendix B it is clear there is an audience interested in the brand’s fashionable sustainability. Vivienne Westwood, as a brand, has the opportunity to refocus the narrative of the truth behind her sustainability efforts in a newsworthy way by combining Westwood environmental activism as inspiration for the brand’s dedication to sustainable practices.

Appendices

Appendix A: News Table

Headline	Outlet	Publication Date	Summary of News Length (estimated word length)	Types of Metrics	Topic	Photos/Videos Related to Org that Times/Activities Appear in the Piece	Storages/Communications Full key message/Partial/Incomplete message No message Wrong or opposite message	Organizational representation	Specific quotes used and sources	How was the organization framed in this coverage? Any overall themes related to the organization in the coverage?	Any other notable aspects?
"What does luxury brands on track the fashion industry about sustainability?"	Five Women Partners: https://www.fivewomenpartners.com/2019/09/fashion-luxury-brands-on-track-the-fashion-industry-about-sustainability/	Oct. 18, 2019	811 words	Average	"environmental activism" "sustainability" "green"		Partial/incomplete coverage - the article discusses Vivienne Westwood's activism, up to, I use fashion as a vehicle for sustainable activism. Vivienne Westwood is not mentioned as an individual, but her activism is highlighted as a key driver for the organization's sustainability efforts.		"I use fashion designer and pretentious to promote climate change, activism. You all know what I'm talking about." (Westwood)	The coverage was very positive for the Vivienne Westwood as an individual, shows the importance of environmental activism and pretentious to promote climate change, activism. You all know what I'm talking about." (Westwood)	
"The Vivienne Westwood Fashion Week: A Sustainable Fashion Week"	Esquire: https://www.esquire.com/style/fashion/vivienne-westwood-fashion-week-123456789	September 27, 2019	300 words	Exclusive	"sustainability" "ethical" "eco-friendly" "sustainability"		Full key message - article discusses the brand's efforts towards sustainability. Vivienne Westwood's personal activist beliefs are highlighted.	N/A	N/A	The coverage was very positive for the brand and included detailed explanation of Vivienne Westwood's sustainability efforts. Strategic descriptions of the significance of the collection in comparison to other brands which supported the brand's claims and efforts towards sustainability. The coverage framed the organization as a part of Westwood's identity.	The article included mentions of Westwood's decision to not have a fashion show in Milan in order to support ESGG.
"Westwood: Punk, Icon, Activist - BBC goes behind the scenes. 20:25 of external page from article"	BBC: https://www.bbc.com/news/entertainment-arts-51234567	October 20, 2019	300 words	Exclusive	"green" "environmental activism"		Partial key message - article discusses Westwood as an activist heavily touching on the importance of the brand in supporting this statement.	N/A	N/A	Framed the brand as a small part of the article included a link to watch the whole, which is Westwood and her documentary about Westwood's activism.	
"Vivienne Westwood gets political at London Fashion Week"	The Guardian: https://www.theguardian.com/fashion/2019/oct/20/vivienne-westwood-political-london-fashion-week	January 6, 2019	300 words	Comment	"environmental activism" "green" "sustainability"		Partial key message - article discusses Westwood as an activist heavily touching on the importance of the brand in supporting this statement.	Vivienne Westwood, Creative Director and Owner of brand Vivienne Westwood	"You all know what I'm talking about." (Westwood)	The coverage framed the organization as a platform for Westwood to express her political and activist movements rather than the brand speaking for itself in response to sustainability.	Westwood was compared to other British designers, Craig Green.
"On the table of environmental sustainability, it designers hope a the brand of environmental concepts it in create change"	Domestica Journal: https://www.domestica.com/2019/10/10/on-the-table-of-environmental-sustainability-it-designers-hope-a-the-brand-of-environmental-concepts-it-in-create-change/	June 10, 2019	300 words	Internal	"sustainability" "environmental activism"		Incomplete key message - article mentions Westwood but fails to explicitly state her intentions for sustainability in her brand.	Vivienne Westwood, Creative Director and Owner of brand Vivienne Westwood		The coverage was very insightful, highlighted the brand as a contributor to sustainability but did not look at Vivienne Westwood's brand as a whole. "You know, please make a brand that is sustainable." (Westwood)	
"EPP Works With Activist and Designers to Find New Solutions to Climate Change"	Fashion: https://www.fashionmagazine.com/2019/09/23/epp-works-with-activist-and-designers-to-find-new-solutions-to-climate-change/	September 23, 2019	1,000 words	Internal	"environmental activism" "sustainability"		Incomplete key message - article mentions Westwood's efforts but fails to articulate the brand as a distinct part of Westwood.	N/A	N/A	The coverage was about and highlighted her efforts to reduce her fashion collections by half in an effort to become more circular. Did not mention the collection's sustainability beyond collection one, which is considered to be the most and most of Westwood's efforts practices.	
"State Climate partners Vivienne Westwood for sustainability drive"	Wired: https://www.wired.com/story/state-climate-partners-vivienne-westwood-for-sustainability-drive/	May 4, 2011	300 words	Exclusive	"sustainability" "environmental activism"		Full key message - demonstrates Westwood's role in applying to in driving and activism efforts together.	N/A	N/A	The coverage was about but managed to include Westwood's personal efforts Westwood was also guest editor of as well as the inclusion of the brand's. Many Climate's special edition editor to do so. The brand was framed as a key player in an active, socially aware, and environmental issues. Very positive environmental responsible light media for the brand.	
"Vivienne Westwood stages anti-fashion protest at London Fashion Week"	Independent: https://www.independent.co.uk/news/entertainment-and-arts/vivienne-westwood-anti-fashion-protest-at-london-fashion-week-a811556.html	February 17, 2018	310 words	Exclusive	"ethical" "environmental activism"		Incomplete key message - article mentions Westwood's efforts but fails to articulate the brand as a distinct part of Westwood.	Vivienne Westwood, Creative Director and Owner of brand Vivienne Westwood	"Climate change, not fashion" individual was framed in a positive way but priority.	The coverage was detailed but managed to maintain focus of Vivienne's activism efforts beyond her brand. The brand was framed as a model light while Vivienne was an individual was framed in a positive way but priority.	
"Vivienne Westwood in the British & Co's Label of Choice"	Vogue: https://www.vogue.com/story/vivienne-westwood	November 9, 2019	300 words	Exclusive	"ethical" "sustainability" "sustainability" "sustainability" "sustainability"		Full key message - article mentions Westwood's personal activism as a part of her approach to sustainable clothing that consumers respond to.	Vivienne Westwood, ambassador for my clothes," in Vivienne Westwood's activism efforts.	"My customers are the best activists on the brand and its sustainability efforts. Fashion is brand and so conscious light while activism that is its message with activism, it lives in her, who doesn't wear the brand."	The coverage was significant in connecting Westwood's personal activism to the brand and its sustainability efforts. Fashion is brand and so conscious light while activism that is its message with activism, it lives in her, who doesn't wear the brand.	
"Vivienne Westwood in the life of fashion"	The Telegraph: https://www.telegraph.co.uk/fashion/2019/10/17/vivienne-westwood-in-the-life-of-fashion/	October 17, 2019	730 words	Exclusive	"environmental activism" "sustainability"		Partial key message - article mentions Westwood's personal activism as a part of her approach to sustainable clothing that consumers respond to.	Vivienne Westwood, ambassador for my clothes," in Vivienne Westwood's activism efforts.	"Vivienne on the table as we meet all under up to Climate Change. And recently she seemed to use the table as a table to give us something while and here is table - in which activism and sustainability." (Westwood)	The coverage was very positive for the Vivienne Westwood as an individual, shows the importance of environmental activism and pretentious to promote climate change. The article shows activism and beyond looks insightful information about the on-the-way Westwood's sustainability efforts of the brand and beyond to give us something while and here is table - in which activism and sustainability." (Westwood)	The article included mentions of Westwood's decision to not have a fashion show in Milan in order to support ESGG.

Appendix B: Pitch List

Business of Fashion

Contact: Reporter, Cathaleen Chen (cathaleenqiaochen@gmail.com)

Beat: Fashion and Wearing Apparel

BOF is another important outlet because Vivienne Westwood has received little/no coverage from this specific media outlet in the past. Internationally read by key industry figures, BOF presents the opportunity for Westwood to increase awareness of sustainability efforts.

The New York Times International Weekly

Contact: Editor, Tom Brady (brady@nytimes.com)

Beat: International News, Business, Domestic Lifestyle

The New York Times Style

Contact: Reporter, Jessica Testa (jessica.testa@nytimes.com)

Beat: Fashion and Wearing Apparel

Relevant outlet regarding readership and interest in environmental/international topics. Vivienne Westwood is an internationally distributed brand and its efforts in sustainability would be valued by NYT's readership demographic.

The Guardian

Contact: Lifestyle Editor, Sally Cole (sally.cole@theguardian.pe.ca)

Beat: Features/Lifestyle

The Guardian

Contact: Reporter, Katie Smith (katie.smith@theguardian.pe.ca)

Beat: General Assignment News, Human Interest News

The Guardian is an important outlet because it has covered topics related to Vivienne Westwood in recent months. Opportunity to increase pitched stories about sustainability rather than Vivienne's activist personal life.

VOGUE

Contact: Fashion News Director, Mark Holgate (mark_holgate@vogue.com)

Beat: Fashion and Wearing Apparel

VOGUE

Contact: International Editor, Hamish Bowels (hamish_bowels@vogue.com)

Beat: Domestic Lifestyle, Europe, Fashion and Wearing Apparel

Vogue is an important outlet because Vivienne Westwood is a renowned Fashion House in the industry and should be discussed more frequently in publications related directly to the brand's target audience.

WWD (Women's Wear Daily)

Contact: News Editor, Lisa Lockwood (llockwood@wwd.com)

Beat: Fashion Business, Wearing Apparel, Industry trends, General Assignment News

WWD is a pertinent outlet to increase awareness of Vivienne Westwood's sustainability efforts to a demographic specifically interested in fashion news. WWD has covered Westwood's RTW collections but has yet to comment on the London-based brand's efforts.