

# FASHION Diversity INITIATIVE

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ESTHER NJORGE

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# 01

# INTRODUCTION & OBJECTIVE

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Campaign Pitch: Promoting Diversity in Fashion  
Industry Representation

# ABOUT US

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Fashion Diversity Initiative (FDI) is a non-profit organization focused on increasing diversity and representation in the fashion industry. Doing so by collaborating with:

- Fashion brands.
- Fashion designers.
- Fashion agencies.

To ensure more inclusive practices by advocating for racial, ethnic, and body diversity in fashion:

- Campaigns
- Runways.
- Media representation.



# OBJECTIVE

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The objective of the Fashion Diversity Initiative campaign is to raise awareness about the lack of diversity in the fashion industry and encourage fashion brands to use more diverse models in their advertisements, runway shows, and campaigns.

This campaign seeks to inspire the industry to move towards greater inclusivity and to reflect the diverse world we live in.

# MISSION

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Across all areas of fashion—models, designers, and media. FDI will work restlessly to ensure that fashion becomes a platform for everyone, no matter their race, ethnicity, gender, or body size, and to drive lasting change within the industry.

02

# TARGET AUDIENCE

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Generation-Z & Millennials  
Fashion Industry Professionals

# TARGET AUDIENCE & GOALS

## TARGET AUDIENCE 1

Generation-Z & Millennials  
(ages 16-35)

## NEEDS/INTERESTS

A desire for authenticity in brand representation.  
Passionate about inclusivity and social justice.  
Following ethical brands.

## TARGET AUDIENCE 2

Fashion industry professionals  
(Designers, Agencies, & Brands)

## NEEDS/INTERESTS

A need to align with current cultural movements  
Reaching broader, more diverse audiences.  
Desire to maintain a positive brand image





# 03 KEY MESSAGES

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What is Generation-Z saying?

What exactly are the fashion industry promoters supporting?



“

Diversity in fashion  
isn't a trend. It's a  
movement.

”

—Millennials & Generation-Z



“

Inclusivity is not just the right thing to do; it's good business. Diverse representation connects with today's global consumer

”

—Fashion Industry Professionals

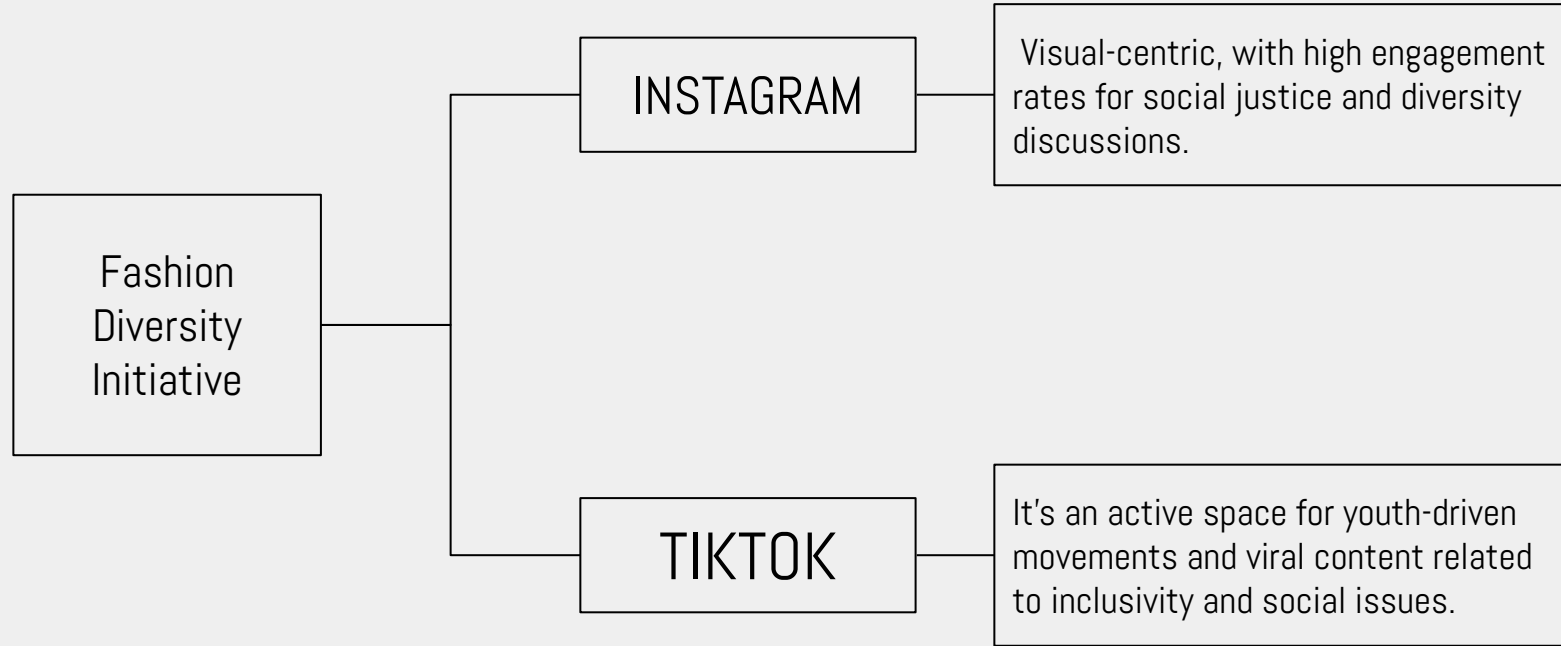
# 04

# CHANNELS CHOSEN

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Rolling-out the campaign on specific social media platforms; which ones & why

# BEST SOCIAL CHANNELS



# 05 TACTICS

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Ways to ensure FDI reaches the largest amount of people.



# TACTICS

01

## **INFLUENCER PARTNERSHIPS**

Branding with diverse set of household name influencers.

02

## **INSTAGRAM SERIES**

Weekly series on Instagram with diverse models.

03

## **PRESS RELEASE & MEDIA OUTREACH**

Send press releases to top media outlets detailing FDI initiative.

# 06

# EVALUATION METRICS

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Let's talk all things numbers, stats, & engagement.



# EVALUATION METRICS



## Engagement Rates

Track likes, shares, and comments on Instagram and TikTok posts.

## Hashtag Performance

Monitor the performance of the hashtag #FashionForAll.

## Media Coverage

Measure the number of press mentions and articles published about the campaign.

## Brand Partnerships

Measure the number of press mentions and articles published about the campaign.

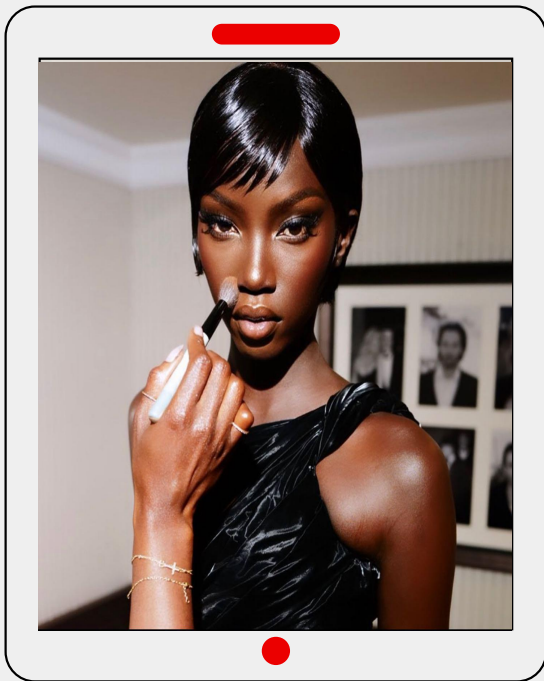


07

# VISUAL EXAMPLE

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Mockup Example of Instagram Social Media Post



# Visual Example: MOCKUP

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Instagram 'Diversity Spotlight' Instagram series.  
Featuring diverse model Anok Yai.

Instagram Caption: ✨ **Diversity Spotlight** ✨  
Anok Yai is breaking barriers in fashion, proving that beauty comes in all shades. From the runway to the cover of magazines, she's redefining what it means to be represented.

Let's keep pushing for more inclusivity in fashion. 🌍  
#InclusiveFashion #DiversityInFashion #AnokYai #FDI

# 08

# CONCLUSION & CALL TO ACTION

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Summary & Call to Action!



# CALL TO ACTION!

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Join us, the Fashion Industry Initiative, in supporting #FashionForAll. Demand more representation. Let's make fashion a true reflection of the world we live in—beautiful, diverse, and inclusive.





Now that Concludes the  
**Fashion Diversity Initiative**  
Campaign



THANK YOU  
FOR YOUR  
TIME

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