STREETWEAR

URBAN CULTURE
MODERN LIFESTYLES

Wear Your Story

CONTEMPORARY DAILY FASHION INSPIRED BY URBAN CULTURE AND MODERN LIFESTYLES.



MKT 679

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Agenda

1. → Background
2. → Data & Approach
3. → Analysis & Key Findings
4. → Recomendations
5. → Social Media Content

BACKGROUND



LA-based streetwear and loungewear rooted in skate and surf culture. Vintage-inspired, "lived-in" essentials over limited drops.

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131.1K FOLLOWERS

scuffers

UK/US streetwear brand with a smaller creator following, leans on haul, unboxing, and try-on style content.

694.1K FOLLOWERS

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Spanish streetwear label built on curated creator partnerships and experiential trips, fast-growing, globally followed.

1M FOLLOWERS

WHAT OUR AUDIT IS TRYING TO ANSWER

HOW EFFECTIVELY DOES THE POST SHOWCASE THE PRODUCT THROUGH CREATIVE STORYTELLING, LIFESTYLE, AND BRAND AESTHETICS?



Why it matters: To see whether these influencer partnerships are actually delivering results and targeting the right audience.

Influencers posts

60 TikTok posts, scored on four questions.

1 Selection

- Creators who fit each brand's vibe over follower count
- Organic customer posts turned into sponsorships

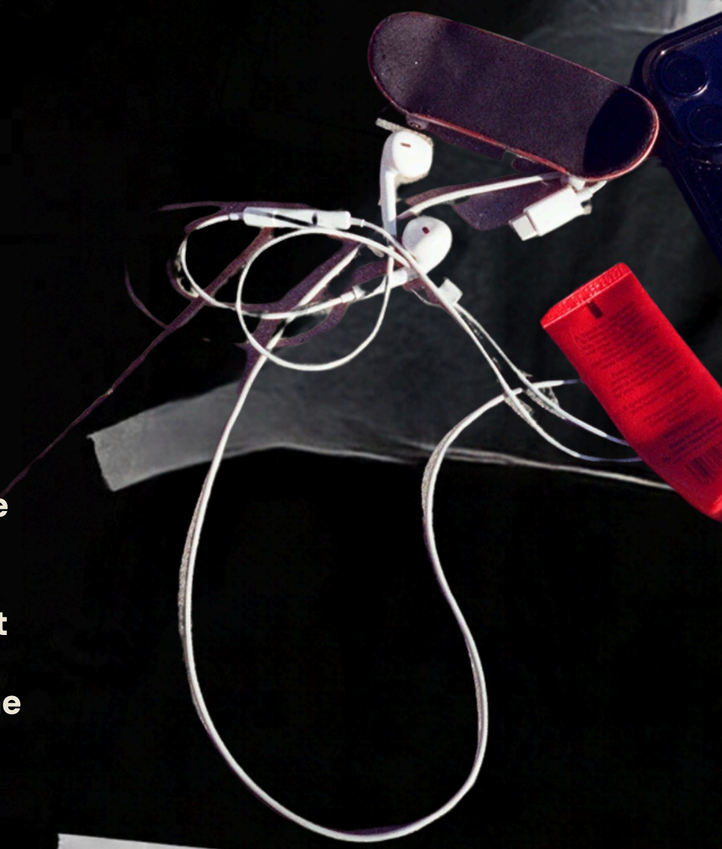
2 Success Measure

- Engagement quality over volume
- Saves and shares were weighted more heavily than likes and comments,
- Signals someone valued the content enough to keep it or pass it on.

3 Coding

Every post scored 1-7 on four questions:

1. How much it focuses on the product?
2. How visually creative it is?
3. How much lifestyle/world it builds?
4. How strongly it captures the brand's personality?



Difference in Brand Strategies

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- Creators show how the clothes actually fit into everyday life.
- Wearability, styling, fit, and elevated basics while still maintaining a cool lifestyle aesthetic.

"I want to dress like that."

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- Influencers become part of the brand's world.
- Aspirational, creative, social, and not overly focused on selling the clothing.
- Fashion creators, artists, musicians, and celebrities to reinforce their creative/community identity.

"I want to be part of their world".

scuffers

- Creators are a major discovery and growth channel.
- Lots of creator videos, testing what performs, and scaling successful formats.
- TikTok has become a particularly important part of this approach

"I keep seeing everyone wearing this."

Influencer content

Strong

- Creative concept that fits the brand
- Product naturally integrated into the lifestyle
- Shows how the product is worn
- Clear brand visibility without feeling forced
- Tags or mentions the brand
- Strong visuals and editing
- Matches the brand's aesthetic
- Tells a story or creates a mood
- Feels authentic
- Gives viewers a reason to engage or want the product

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1.9M views
297K likes
26k saves
54.3k shares

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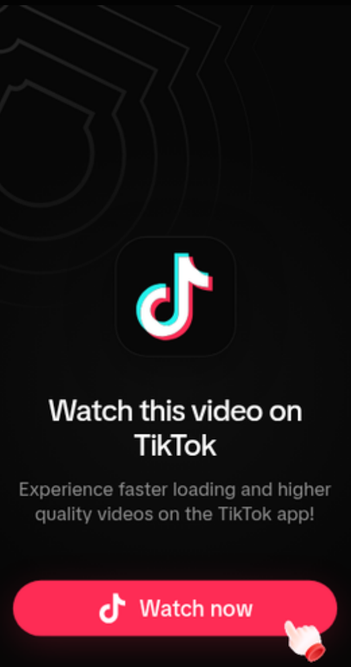

6.9M views
55.4k likes
3595 saves
2676 shares

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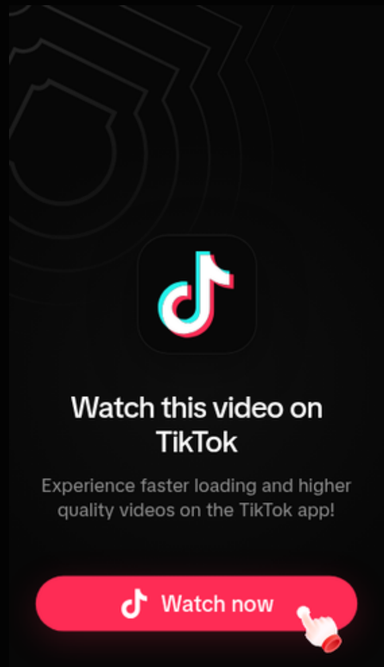

366.8k views
42.9k likes
6248 saves
1967 shares

Influencer content

Weak

- Influencer simply singing/dancing with no connection to the brand
- Little product focus
- No brand tags or callouts
- Product feels randomly added
- Content could work for any brand
- No clear concept or storytelling
- Doesn’t match the brand aesthetic
- Poor lighting, framing, or editing

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24.4K views
1961 likes
109 saves
67 shares

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25.4K views
1546 likes
68 saves
34 shares

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14.1K views
1256 likes
94 saves
38 shares

Findings from the Data

- Follower count ≠ performance — smaller creators can drive major reach.
- Examples include

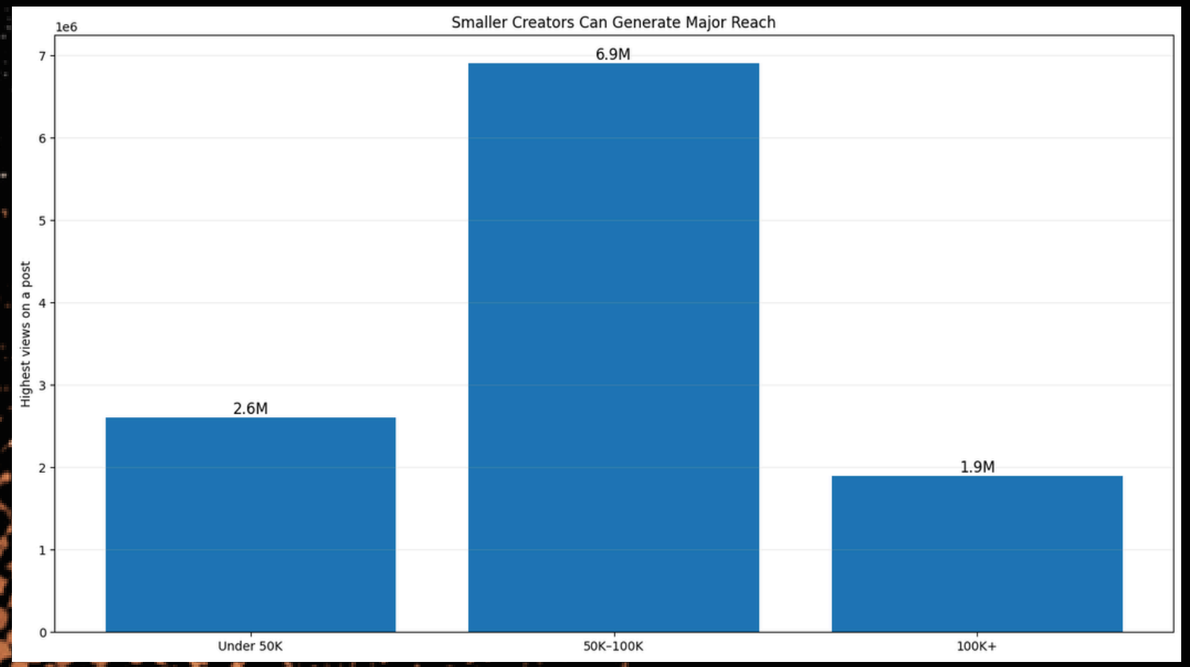
Nude Project: 15K followers → 2.2M views

Scuffers: 36.5K → 2.6M views.

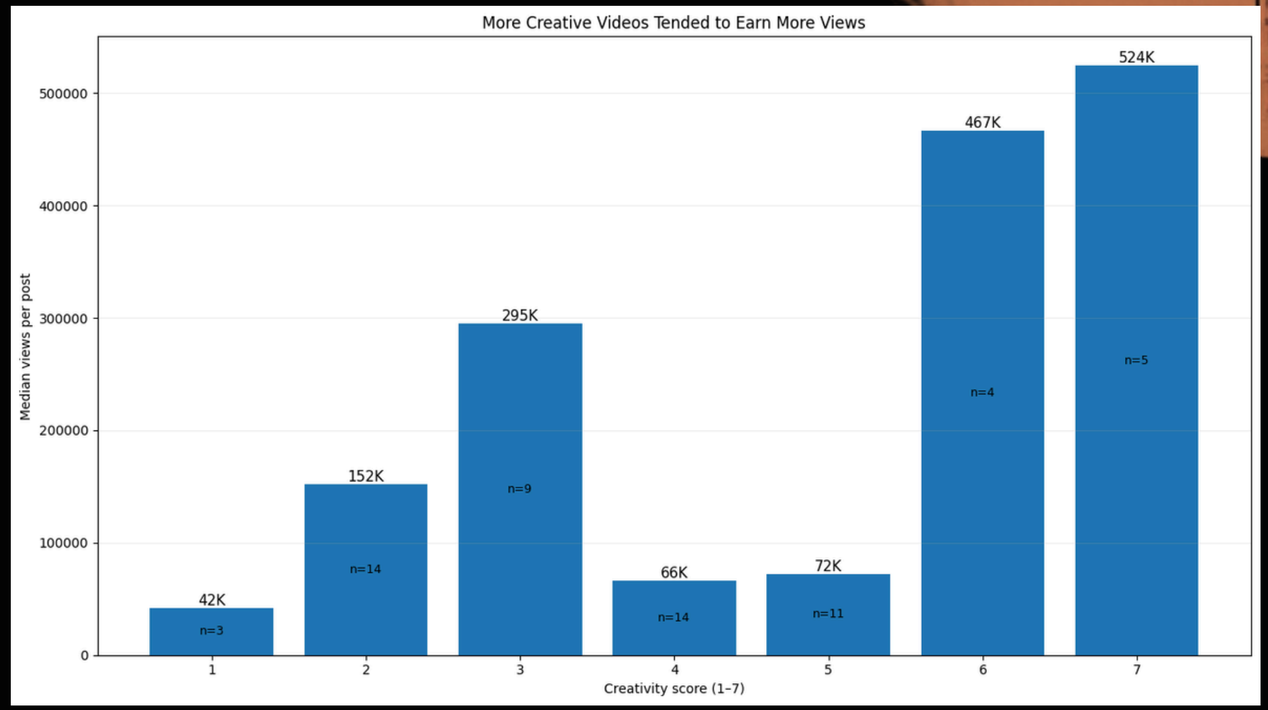
- Product + creativity performs best
- Lifestyle content drives engagement — Authentic and natural.
- Saves + shares matter — top posts drive engagement beyond likes.
- Brand fit is key — content performs better when it matches the brand aesthetic.
- Using their consumer as their creators

DATA from audit

Small Creators, Big Reach



Creativity Drives Views











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RECOMENDATIONS

Start

- Creating eye-catching, product-focused content that highlights the clothing.
- Showing how pieces fit into a lifestyle through styling and outfit content.
- Using clear brand tags and callouts to encourage engagement.

Stop

- Random influencer clips that don't showcase the product.
- Content without creativity, clear brand callouts, or product focus.
- Prioritizing follower count over quality engagement.

Continue

- Working with creators across different follower sizes, from under 4K to 4.4M.
- Partnering with both micro-influencers and larger creators.
- Creating content that generates saves and shares.
- Building a lifestyle and community around the brand.





RECCOMENDATIONS

scuffers

Start

Scuffers should create more varied, creative videos that show the brand's lifestyle, test useful styling content like "three ways to style one hoodie," and boost strong creator posts through paid promotion or whitelisting.

Stop

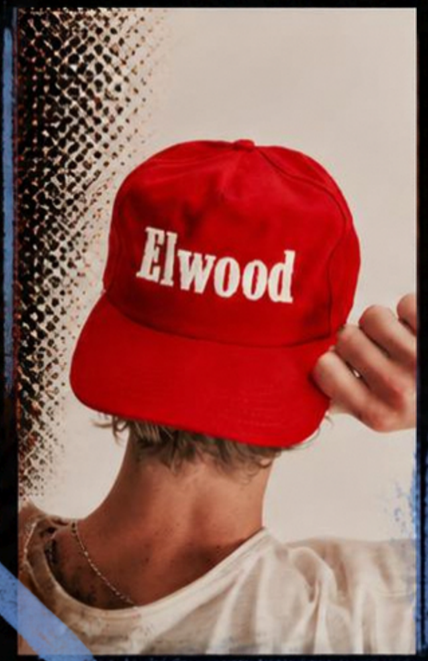
Relying on repetitive try-ons, hauls, and outfit checks, and choosing creators based only on follower count or views.

Continue

Partnering with creators who already show genuine interest in the brand and tracking overall engagement and sales.









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RECOMENDATIONS

Start

Push more lifestyle and world-building content. It's the lowest scoring dimension in the sample (3.37) for a brand whose whole identity is a lived-in, beachy aesthetic.

Stop

Defaulting to plain product-only captions. 11 of 20 posts (55%) max out product focus with almost nothing else going on — and it's not what's driving the standout results.

Continue

Backing creative, distinctive concepts — like the "field testing" cargo shorts video. Creativity is the one coded dimension that tracks with a bigger share of saves and shares.

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ELWOOD AUDIT

[SOCIAL MEDIA]

SOCIAL MEDIA CONTENT 1

The audit showed a pattern of plain, no text, product-only content without much creative storytelling. That's why I created a video built around a creative, lifestyle-driven concept that naturally incorporates the clothing and includes clear brand callouts.

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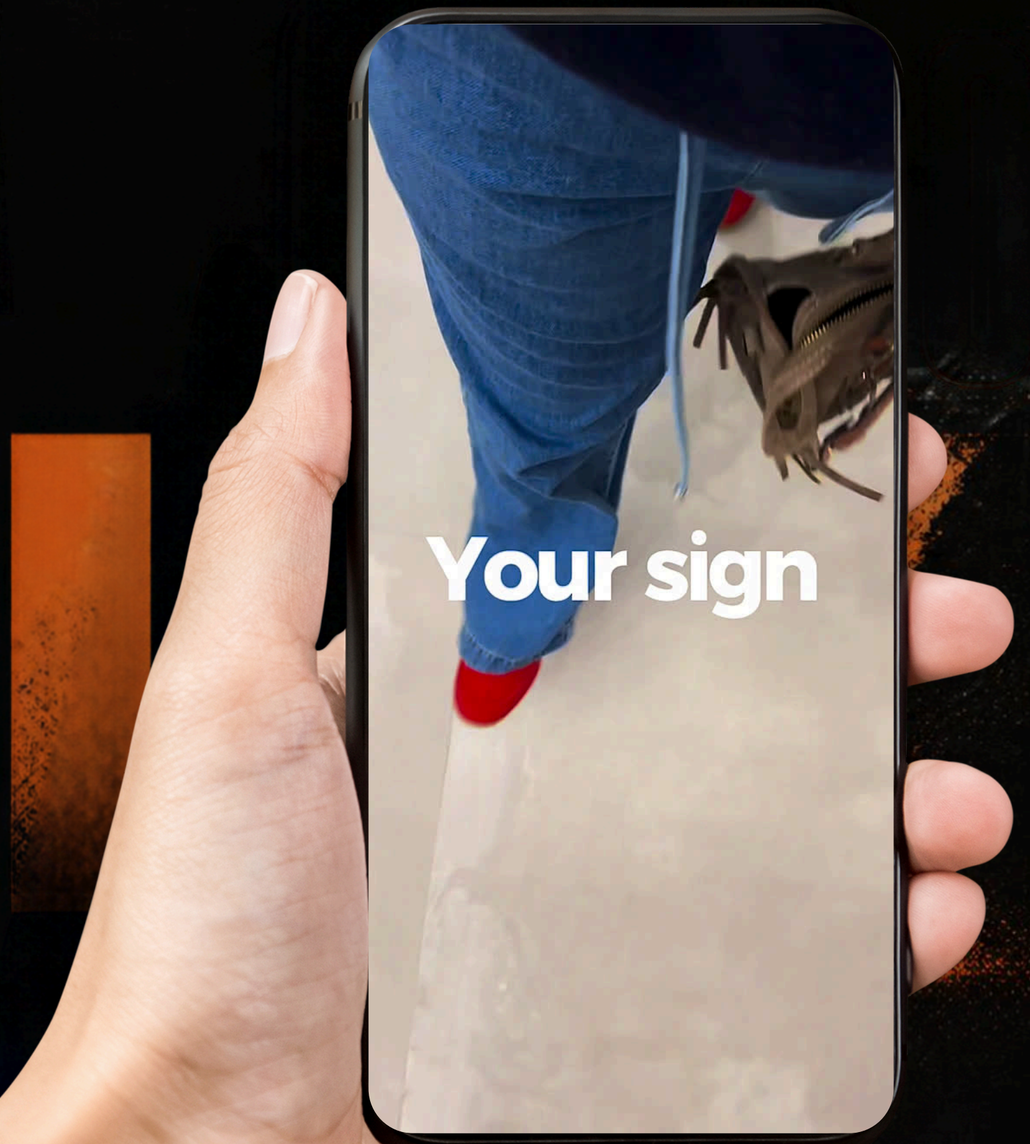
SOCIAL MEDIA CONTENT 2

The audit showed that many influencers simply show the clothes through basic videos of the influencer singing without adding much creativity or clearly connecting the content to the brand. Based on the recommendation, I created a video that showcases the clothing through a creative and eyecatching, while naturally calling out the brand throughout the video.



SCUFFERS AUDIT

[SOCIAL MEDIA]

SOCIAL MEDIA CONTENT 3

The audit showed that many Scuffers posts use repetitive try-on, haul, and outfit-check formats. Based on the recommendation, I made a styling video showing three ways to wear a Scuffers hoodie. The different looks add surprise and novelty, helping the video stand out and engage viewers.

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THANK YOU