

MAYWARD MARTINDALE

Storyteller | Journalist | Copywriter | Researcher

*"Making your thoughts and visions a written
reality"*

Fashion Assistant and Copywriting Internship

Developed a variety of copy from product descriptions, email marketing and brand website content for the luxury womenswear and fashion professional development platform.

Below are a few examples of the work I did whilst there.

MADE IN LONDON

High quality and attention to detail are the foundations on which Rebecca Tembo is built on with true craftsmanship being the core of every piece. From conception to creation, care is taken to curate our collection of limited-edition jumpsuits. In a time where mass production is everywhere, Rebecca Tembo prides itself on working closely with a small team of skilled artisans who handcraft masterpieces of luxury right in the heart of London.

Supporting locally skilled artisans, Rebecca herself, feels a deep responsibility to keep manufacturing close to home. Born and bred in London, Rebecca believes if it wasn't for the endless opportunities in London she wouldn't be where she is today



Draped in yellow crepe, the colour alone will transport you to your favourite luxury holiday destination. The daring plunge balanced with a wide leg pant creates the perfect jumpsuit for those nights when you want to feel comfortable but glamorous



Dianne is a triple-threat: maximum impact, effortless and comfortable. made in a midweight stretch jersey with a wrap belt that accentuates your waist and flared leg.

Diane makes staying at home stylish but enough fo a rooftop afternoon brunch.



A floor grazing flared pant featuring a fitted but plunging neckline and a matching belt to accentuate your waistline. The design elongates your frame creating a sleek finished look.

Cut in a bold but soft orange crepe, you're sure to capture everyone's eye. Pair this with a contrasting pastel clutch and you've stolen the show.

Editorial Internship

Developed a variety of content for the fashion education platform with my main focus being blog posts and articles.

Below are a few examples of the work I did whilst there.

#LagosFashionWeek Live Sessions: Why you should be watching

With the global pandemic unsettling the fashion industry, Lagos Fashion Weeks 'Stay Home - In Conversation with' live sessions have been a driving force in having necessary conversations about the fashion industry on the continent. Africa has the most potential to gain post-pandemic, if it leverages what it has to offer in creativity, human resource and ingenuity.

The conversations have been open and honest bringing to light the players, both big and small to discuss their experiences, solutions and actions they are taking in preparation for the new normal.

Lagos Fashion Week itself was a platform launched in 2011 powered by Style House Files both of which were founded by Omoyemi Akerele. Aside from showcasing the design talent of the continent by bringing together consumers, buyers and media, they have gone beyond the catwalk as leaders supporting initiatives that strengthen and develop the fashion industry in Africa most especially.

For the last few weeks, the leading establishments have come together to reveal closed-door conversations on the industry in the West and we have listened – these live sessions give the perspective on an emerging market that has a lot to offer. We at The Fashion Scholar have been listening in with our notebook and pens at hand taking in information that will help educate and inform.

The series is currently 2 episodes in and so far, 'The Future of Fashion in Africa' - a discussion with other fashion week founders from the continent spoke on collaboration and why it is very important right now. 'Beyond the story' brought together success stories that have emerged from the continent to discuss life and what they have gone on to do and

achieve outside the continent

Brand Identity and Storytelling

Working on individual projects to help small designers and business owners to tell their brand story.

Below are a few examples of the work I did whilst there.

Sine Labore

A timeless label offering you co-ords that can also be stand alone pieces. A collection curated for the effortless woman. The woman who embraces her individuality, whilst staying true to her personal style.

Sine Labore...where elegance and simplicity become one.

Worked with the founder to craft her brand vision before drafting and writing out the final version with ther go-ahead



Developed brand identity, came up with the name, designed and created the logo for upcoming podcast to launch in 2022.

The Glow Pot - Product Restock Email Copy

Psssssssst, GUESS WHOSE BACK!

The sun is shining and the fits are fitting! We
outsideeeeeee!

Your favourites and our bestsellers are BACK and
ready to keep you serving looks.

GET YOUR GLOW ON by heading over to our
website, grab them before theyre gone...again!

3 month project writing blog posts, product launch
restock, notices and newsletters.

The above example was announcing a full product
restock which led to the highest grossing month in
sales that month.



CONTACT

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