

Bella Loughlin

Portfolio

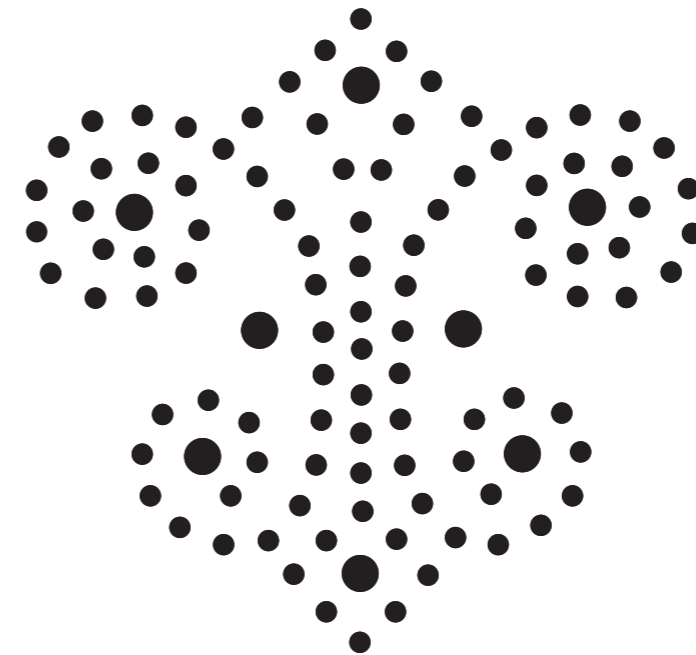


Creative thinking

Create an envelope for the
Spiritualist Assosiation of
Great Britain.

Solution - Communicating to the "Other Side".





Frank & Alb
Whiskey Distillery
Rossendale

Industry Brief
Blue Marlin

Create an alcoholic brand inspired by your home town, Rawtenstall.

Solution - Packaged and laced like a pair of shoes.

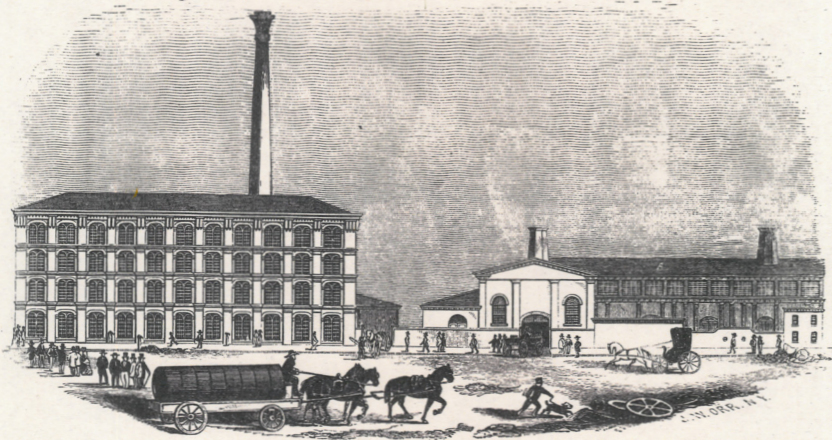




FOR
ROSSENDALE LOCAL ANNOUNCEMENTS
BY CHRIS LOUGHLIN, AGENT,
RAWTENSTALL CITY COUNCIL,
ST. COURTLAND STREET

WEDNESDAY JUNE THE 23RD, 1892

SOLE OF THE TOWN CLOSES DOWN



Local Lancashire Mill Illustration C. LOUGHLIN agent.

RAWTENSTALL FALLS

Local Lancashire mills close due to cheaper labour elsewhere, including Bacup, Stacksteads, Rawtenstall and more.

On Wednesday June the 23rd Local Lancashire Mills has shut down, making hundreds of men redundant and hundreds of children left to feed. Many men have been dismissed from work meaning they'll have to find another way to feed their wives and children. This has been the biggest fall Rawtenstall has ever had to ever cease and is not just Rawtenstall taking the fall, other local towns in Lancashire fall, such as Bacup, Stacksteads, Stacksteads entrepreneur Tim Smith, who failed to secure a £300,000 investment from the Dragons in 2011, has launched Goodwin Smith, named after two of the Valley's most successful shoemakers. Mr Smith said he hoped to create 'a heritage brand that harks back to the truly British tradition of quality shoemaking'. Goodwin Smith will be tied to The Bacup Shoe Company, based at Atherton House Mill, in Railway Street, Stacksteads. The firm promised that each pair of its formal and smart. On Wednesday June the 23rd Local Lancashire Mills has shut down, making hundreds of men redundant and hundreds of children left to feed. Many men have been dismissed from work meaning they'll have to find another way to feed their wives and children. This has been the biggest fall Rawtenstall has ever had to ever cease and is not just Rawtenstall taking the fall, other local towns in Lancashire fall, such as Bacup, Stacksteads, Stacksteads entrepreneur Tim Smith, who failed to secure a £300,000 investment from the Dragons in 2011, has launched Goodwin Smith, named after two of the Valley's most successful shoemakers. Mr Smith said he hoped to create 'a heritage brand that harks back to the truly British tradition of quality shoemaking'. Goodwin Smith will be tied to The Bacup Shoe Company, based at Atherton House Mill, in Railway Street, Stacksteads. The firm promised that each pair of its formal and smart.

ECONOMIC RECESSION LEADS TO HIGH UNEMPLOYMENT

2,000 WORKERS - ILLEX MILL, AND MANY OTHER SHOE MILLS TO MAKE ALL MEN REDUNDANT, WITHOUT FINAL PAY.

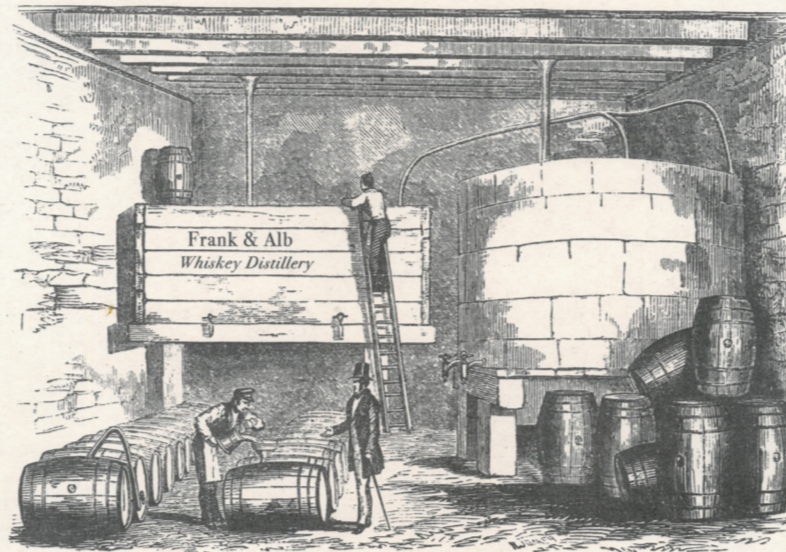
HUNDRES OF MEN GO WITHOUT PAY

BARKER AND GODWIN CO. PRINTERS, Printing house in Rawtenstall, ST. Courtlard Street.

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BY CHRIS LOUGHLIN, AGENT,
RAWTENSTALL CITY COUNCIL,
ST. COURTLAND STREET

FRIDAY JULY THE 2ND, 1892

NOTICE! NOTICE! NOTICE!



GET YOUR FOOT IN THE DOOR

BIG STEPS FOR RAWTENSTALL

BIG IDEAS FROM LOCAL BUINESS MEN MR. FRANK JONES, AND HIS FRIEND A.L.B.
Two friends claim to re-use old mill materials such as shoe laces and boxes to package new home brewed whiskey.

Two local business men made redundant are yet to have victory as they make a new up and coming local whiskey distillery, according to sources LA W H T N E Y. They're going to produce the sweetest whiskey to this town has ever tasted. Frank & Alb are currently hiring men for their whiskey distillery with the savings they made together from the old mill, they bought out the factory and have decided to come together as business partners and achieve their dream of creating their very own company, they claim. "We always knew we wanted to work together, we just never knew what we'd do, until today." Frank and Alb are very proud of themselves and are willing to work very hard to do well with what they've just spent all their savings on. It won't be cheap to maintain a mill so large and it won't be cheap to produce a stock if it doesn't sell, however their tactic of using left over materials as their packaging with a home touch will be a huge money maker for their team. They're just searching for men willing to put all their faith into their small brand and make it bigger, something to make you proud of, Alb is a family man and says all Sons are welcome to the Distillery factory.

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ST. COURTLAND STREET

FRIDAY JULY THE 22ND, 1892

UP & RUNNING



Illustration by MRS I. C. LOUGHLIN

MAYOR CLAIMS THEY MAKE A GREAT PAIR

AND
"The whiskey tastes like no other, Frank & Alb's blend is sweet and strong, just how us men like our whiskey"

Frank & Alb Save the town as most men now have a job at the very successful distillery which won't be closing any time soon, meaning bidders will be full and wives will be at peace knowing their partner is at a very successful job feeding the family. The MAYOR believes that this whiskey is the finest tasting whiskey in the whole of the UNITED KINGDOM. They're going to produce the sweetest whiskey to this town has ever tasted. Frank & Alb are currently hiring men for their whiskey distillery with the savings they made together from the old mill, they bought out the factory and have decided to come together as business partners and achieve their dream of creating their very own company, they claim. "We always knew we wanted to work together, we just never knew what we'd do, until today." Frank and Alb are very proud of themselves and are willing to work very hard to do well with what they've just spent all their savings on.

THE PEOPLE OF RAWTENSTALL PRANCE WITH JOY!

MORE THEN 2,000 LOCAL MEN FROM LANCASHIRE HAVE APPLIED TO BE A PART OF THE FRANK AND ALB FAMILY

A GREAT WAY TO RE-USE OLD MATERIALS

BARKER AND GODWIN CO. PRINTERS, Printing house in Rawtenstall, ST. Courtlard Street.

Art Direction

Art Direction for the front page of The Guardian titled, "IKEA founder passes away".

Solution - Make your own IKEA KÖFFIN. Ingvar Kamprad meets his maker.



Ingvar meets his maker
A look back at the IKEA founders life.

Creative Thinking

Choose a one pound item and increase its value

Solution - Save the bees! A candle to raise awareness of the lifespan of a bee. The bee that burns down is the most endangered in the UK.



Thanks for your time

GIVE US A BELL

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