

# Tactical Outcome

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# Content

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## Tactical

## Outcome

This document presents my chosen images from my tactic: an abstract politically charged shoot for a social media campaign.

Each image forms my brand's purpose and communicates NetZero swimwear's story in aiming to connect the consumer to the original form of their clothing.

To amplify this shoot, the campaign's BTS content and outcome are amplified through our social media channels on Instagram and TikTok. One objective is to raise awareness of ghost fishing nets by achieving over 10,000 impressions on the campaign's abstract shoot visuals within the first month. . We also aim to grow the ocean conservation community by tapping into a wide range of emotional and stylised content to share oceanic knowledge and experience.

Furthermore, we took our outcome and further amplified it to create our landing website page and logo. Finally, in collaboration with a journalism student, a column featuring an image from the outcome was produced on NetZero Swimwear's purpose and identity as a start-up, which supported my objective on securing media recognition.













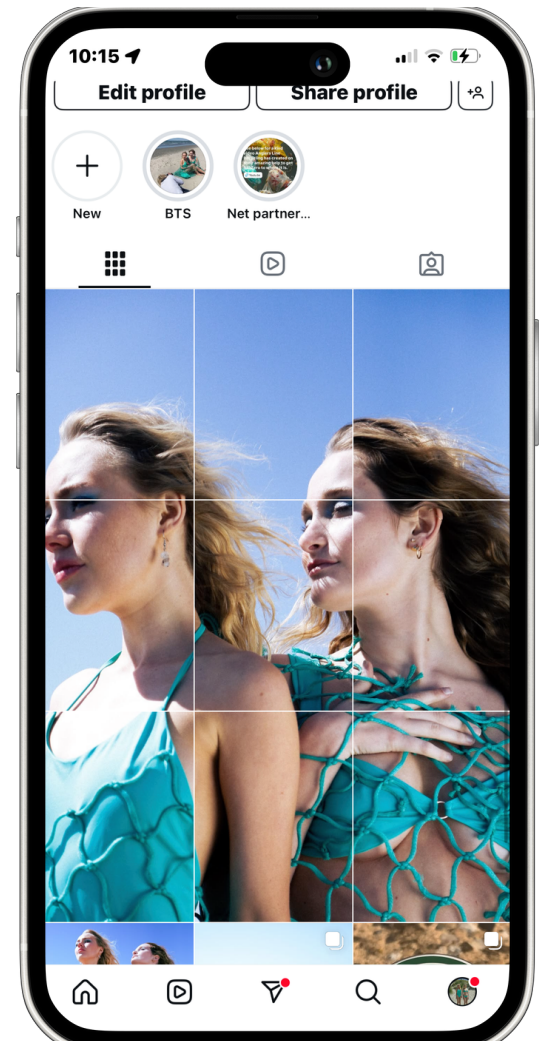
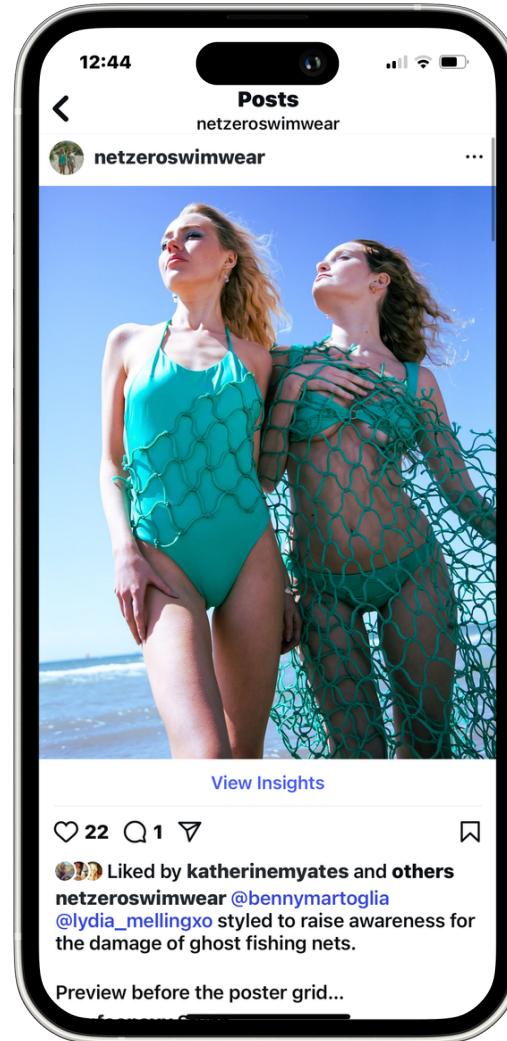
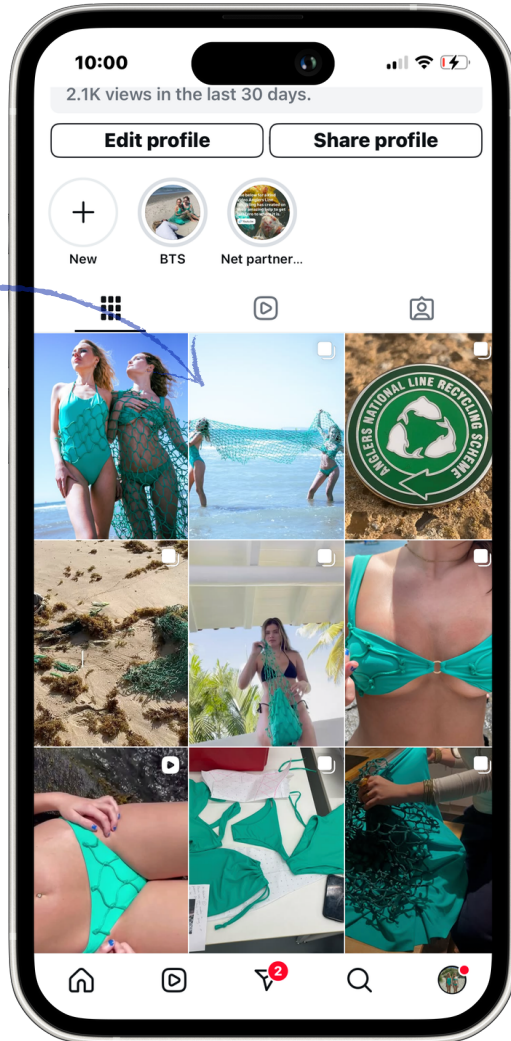
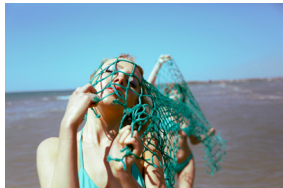


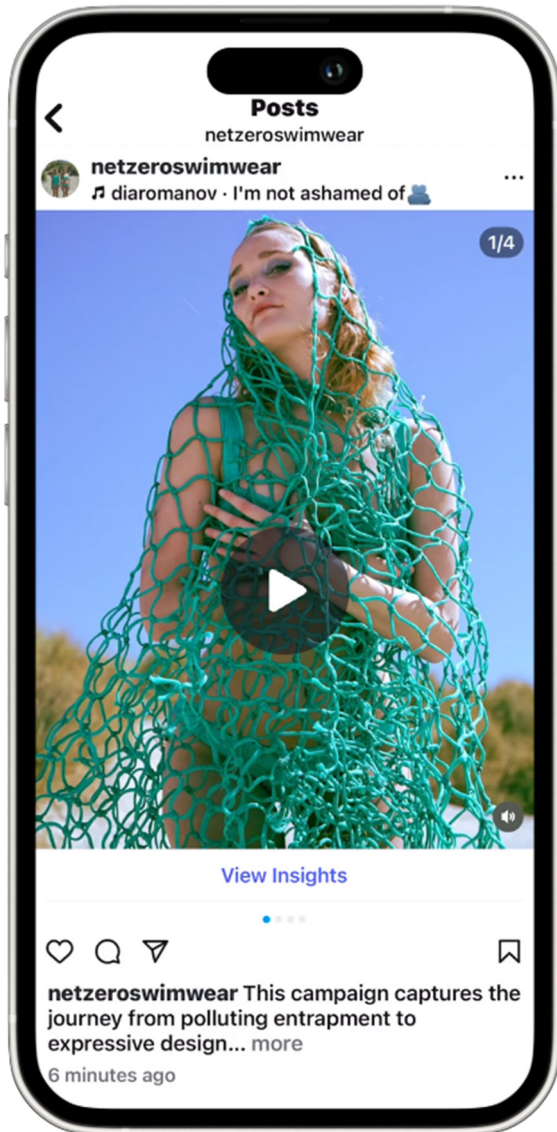
# Amplification

netzeroswimwear Introducing our first set of images from our campaign -

A representation of the entanglement and destruction caused by ghost fishing gear. Transforming the silent killers of marine life into wearable art.

Photographer: Finley Gilzene @binley.finley  
 Models: Lydia Melling @lydia\_mellingx  
 Benedetta Martoglia @bennymartoglia  
 BTS: Max Feeney @maxfeeney





'A single abandoned fishing net can kill millions of marine animals over time'

EVERY year, the amount of these nets collected can fill the London underground up to 3x and more.

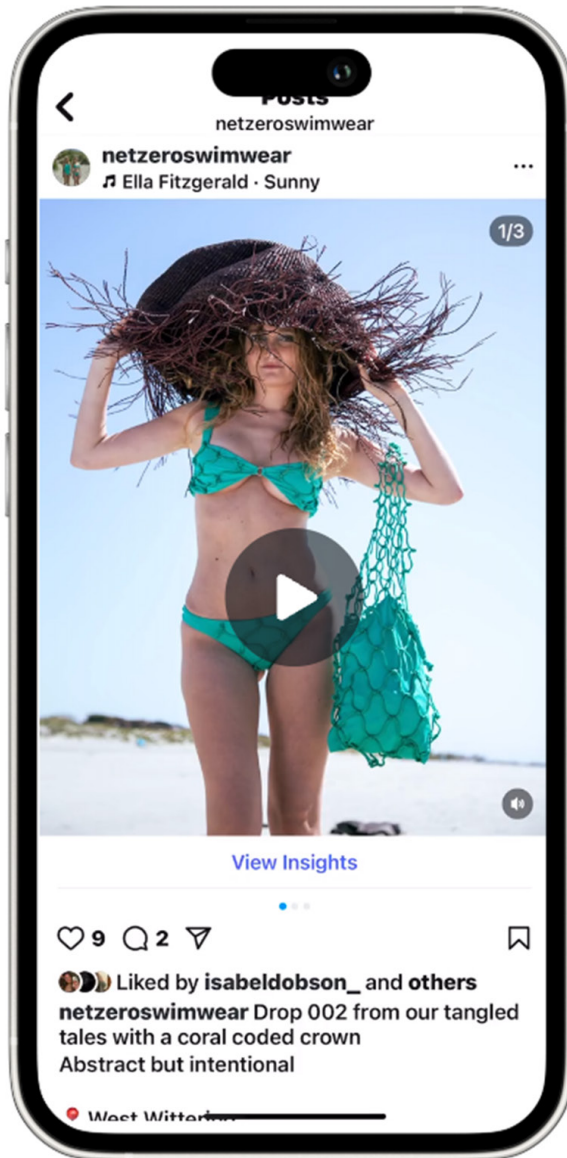
## I'm not ashamed of audio

The instrumental audio has emotional chords expressing an oceanic aligned theme; perfect to allow the consumer to remain focussed on the images and the emotional quote at the end. The sound is there to encourage a stronger deeper emotional response to the post.

**netzeroswimwear** Introducing our first set of images from our campaign -

A representation of the entanglement and destruction caused by ghost fishing gear. Transforming the silent killers of marine life into wearable art.

Photographer: Finley Gilzene [@binley.finley](#)  
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 BTS: Max Feeney [@maxfeeneyy](#)



## Sunny by Ella Fitzgerald

The instrumental section sets the tone: bright, playful, and slightly timeless.

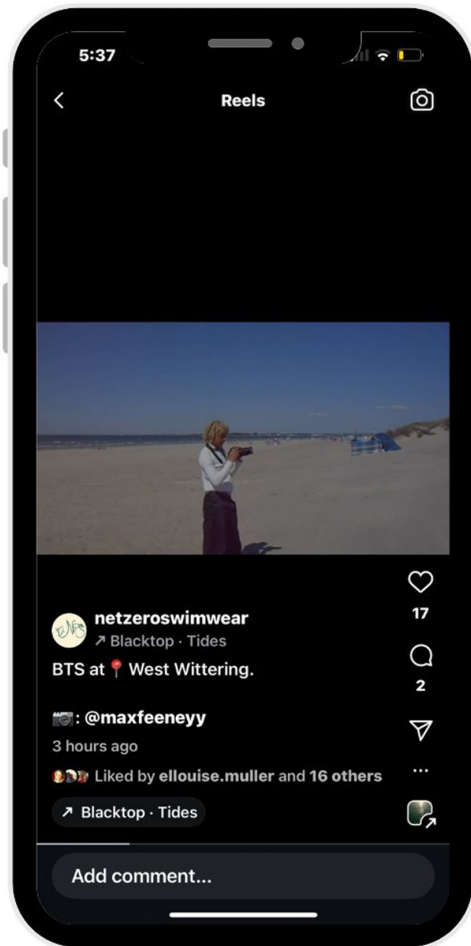
👤👤 Liked by **isabeldobson\_** and others  
**netzeroswimwear** Drop 002 from our tangled tales with a coral coded crown  
 Abstract but intentional

📍 West Wittering

[#oceanmade](#) [#seaplasticdifferently](#)  
[#ghostfishinggear](#) [#netzeroswimwear](#)

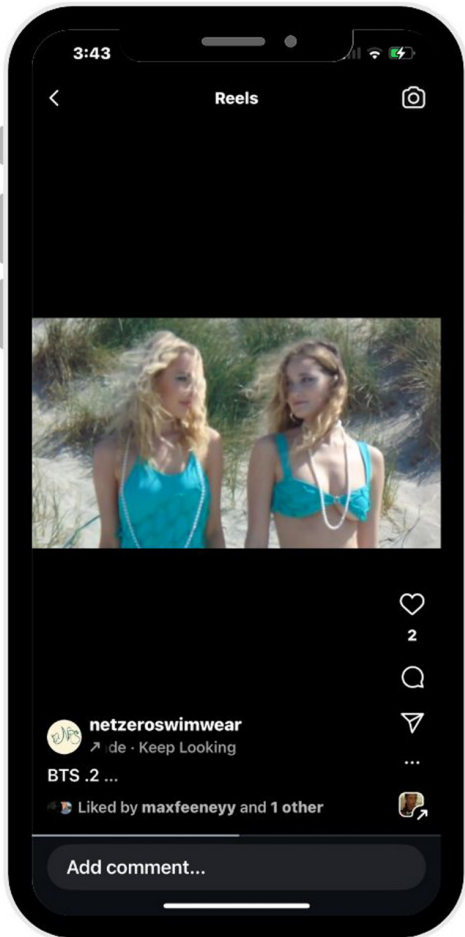
35 minutes ago

# BTS Instagram



## Blacktop Tides

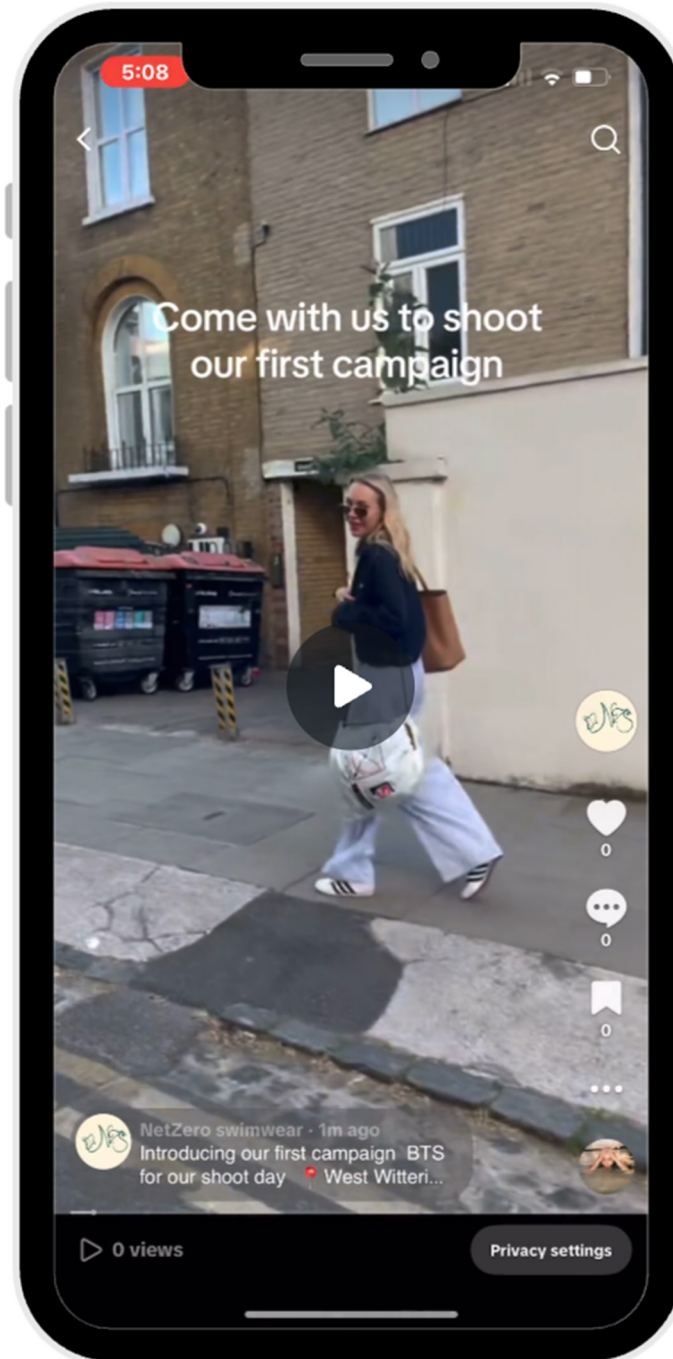
The viral sound creates a calm beach aesthetic scene, with tranquil happy undertones.



## Keep Looking by Sade

The viral sound has an upbeat rhythm while also combining a playful and relaxing melody, adding character to the BTS.

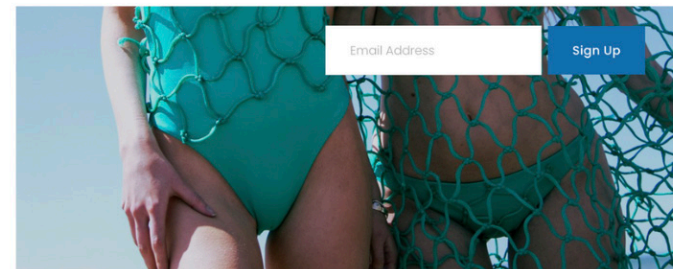
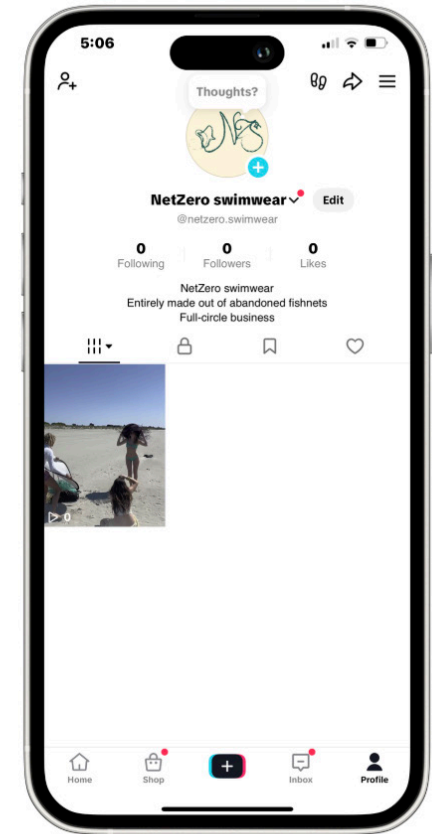
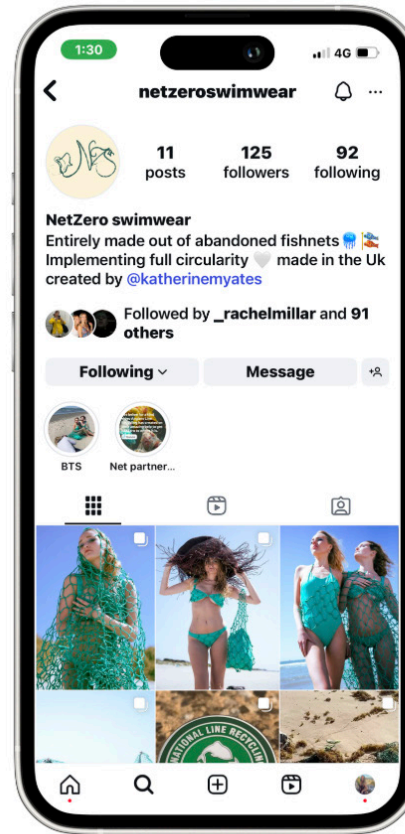
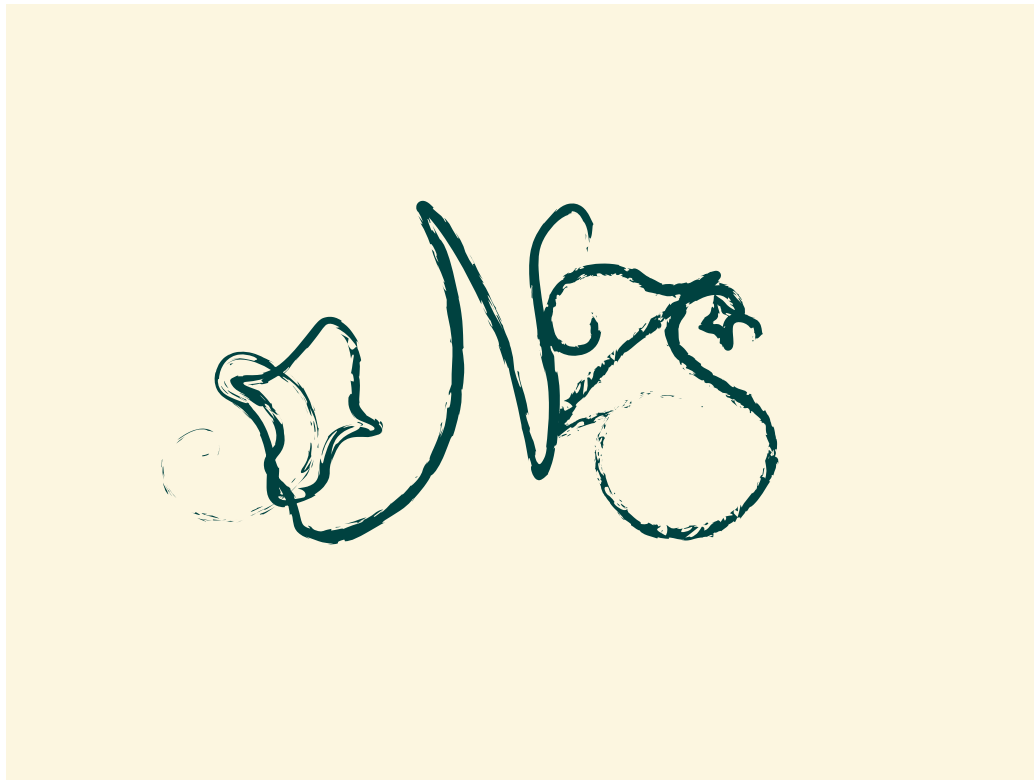
## BTS TikTok



## Life Will Be By Cleo Sol

Using Gen Z buzz language on TikTok helps me connect directly with my core audience in a tone they recognise and relate to.

# Logo



NetZero Swimwear

Follow

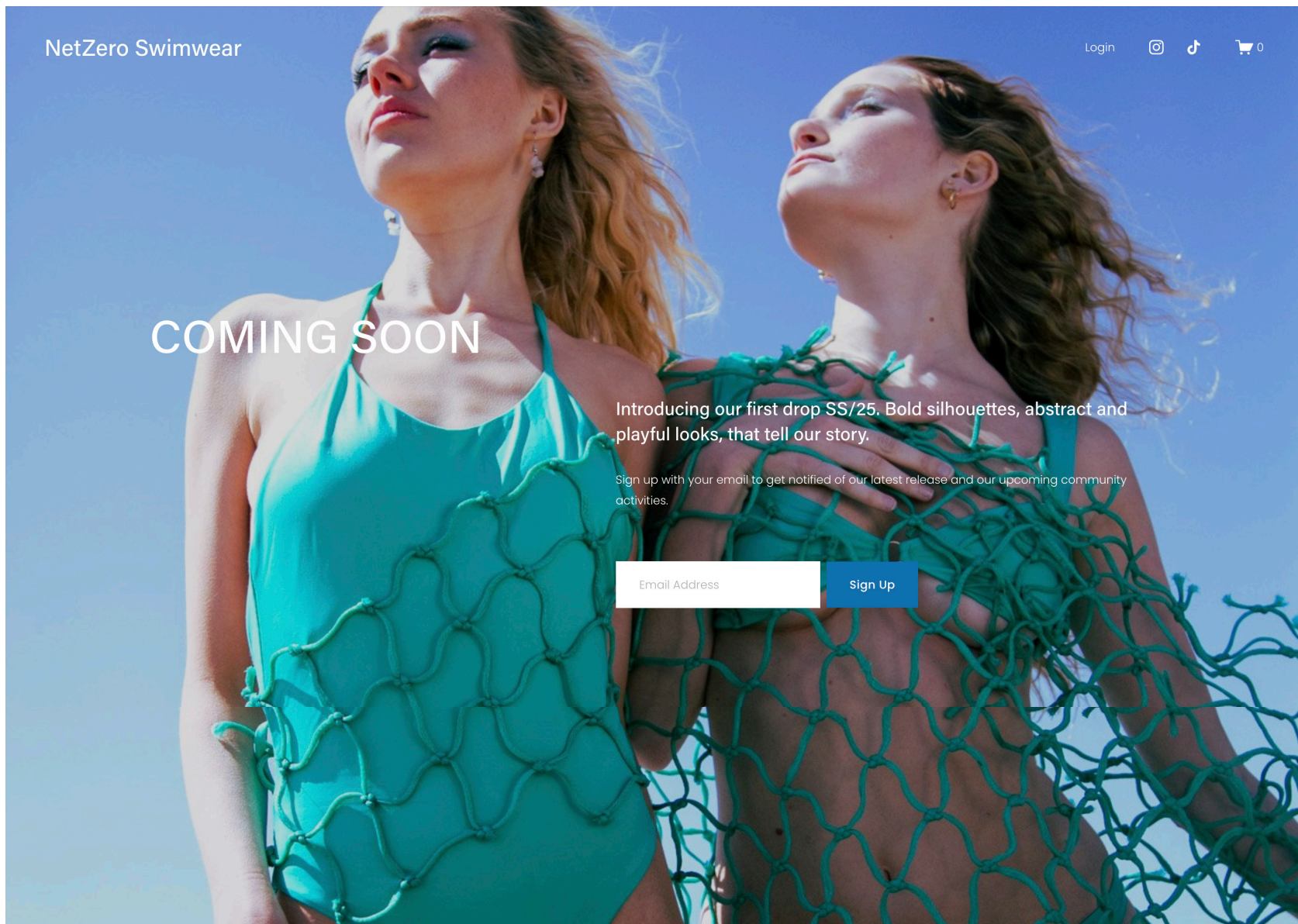
B Fashion Studio  
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London  
SE10 9NE

[netzeroswimwear@gmail.com](mailto:netzeroswimwear@gmail.com)

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NetZero Swimwear

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COMING SOON

Introducing our first drop SS/25. Bold silhouettes, abstract and playful looks, that tell our story.

Sign up with your email to get notified of our latest release and our upcoming community activities.

Email Address

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## NetZero Swimwear

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SE10 9NE

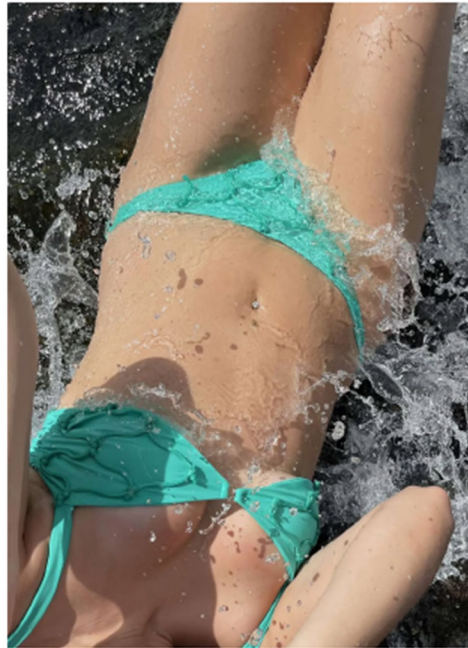
[netzeroswimwear@gmail.com](mailto:netzeroswimwear@gmail.com)

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## Sustainable side hustles: Where purpose meets profit

**“We are mission led not profit led”**

In a world increasingly aware of environmental challenges, the rise of sustainable side hustles offers a compelling fusion of purpose and profit. These ventures not only provide additional income streams but also contribute positively to the planet. A couple of examples include NetZero Swimwear, a UK-based brand transforming discarded fishing nets into stylish, eco-friendly swimwear and Onezero8 Reclaim, a company devoted to transforming textile waste through circularity.

### The genesis of NetZero Swimwear: Recycled ocean waste

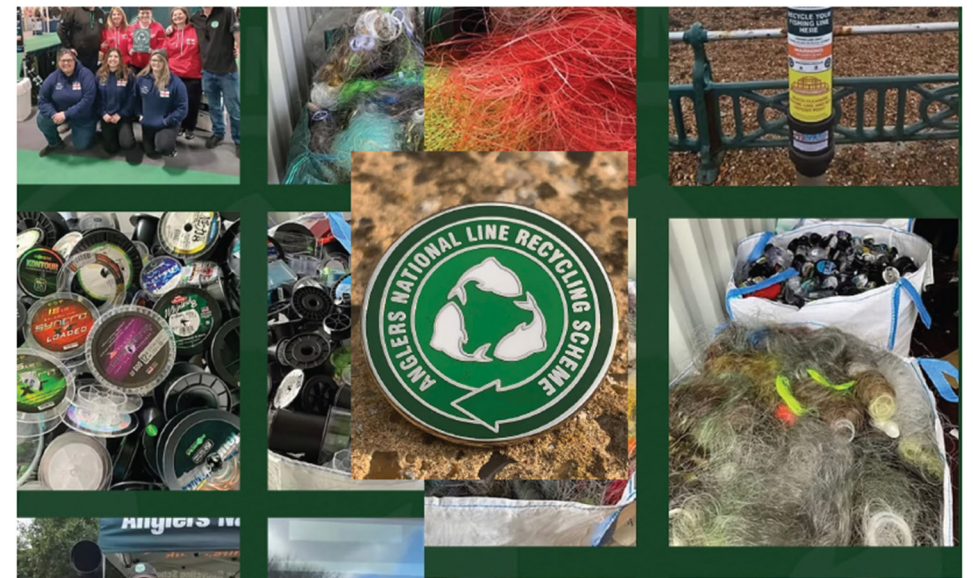
Katherine Mackenzie-Yates is the founder of NetZero Swimwear, she is also a student at London College of Fashion studying Public Relations in fashion. Initially, she was inspired by a deep-rooted frustration with the environmental damage caused by abandoned fishing nets, known as ‘ghost nets’, and a passion for design that she uses as a vehicle for change.

The brand name was initially ‘Seaspire’ however through development it changed to NetZero Swimwear. It’s a play on both environmental impact and the nets themselves. One of her key brand goals is to build a loyal community rooted in ocean activism and fashion integrity. Her designs are not just any old bikini; they are products that are both a statement and a solution.

For Mackenzie-Yates, sustainability is the core of everything, not just an afterthought. She shares with *Side Hustle Magazine*: “From the Econyl regenerated nylon we use, made from ocean fishing nets, to using local production to reduce carbon emissions, sustainability makes every decision. Even our packaging is minimal, compostable or recyclable. It’s about reducing harm and designing for circularity all the time. We are mission led not profit led.”

Mackenzie-Yates’ goal for her brand is to inspire and educate consumers. She tells *Side Hustle Magazine*: “I just hope to change consumers’ mindsets and spark conversations on the damage of fishing nets. Beyond the product, I want it to be a platform that educates and funds ocean clean-ups, supports creatives with ethical ideas, and maintain the ability for ethical design.”

Images courtesy of Katherine Mackenzie-Yates, founder of NetZero Swimwear



Photographed by Finley Gilzene



## Just how common are sustainable side hustles?

NetZero Swimwear is part of a broader movement where individuals are turning their passions into profitable, planet-friendly businesses. In the UK, 47% of the population now engage with side hustles, with a significant portion focusing on sustainability (Sage, 2024). The appeal for sustainable side hustles lies in their dual impact: they generate income whilst promoting necessary environmental actions. From upcycling materials to creating eco-conscious products, these ventures resonate with consumers increasingly prioritising sustainability.

## The rise of Onezero8 Reclaim: Innovating textile waste management

Onezero8 Reclaim is a London-based, female-led company dedicated to addressing the global challenges of sustainable fashion production. Their mission focuses on optimising post-consumer textile waste management through innovative solutions.

Kuben Edwards is the Founder and CEO of Onezero8 Reclaim. With over 20 years of experience in the fashion industry, Edwards has a background as a model, label owner, and sustainable incubator founder. Born and raised in South Africa, she has witnessed firsthand the impact of poor post-consumer waste management. This experience inspired her to create Onezero8 Reclaim as a solution to tackle the global textile waste crisis.

The brand began through a side hustle mission. For Edwards, creating a start-up was far from easy: sourcing clothing wastage from shops, dry cleaners, textile waste bins and more, and bringing a team together to initiate change. This business is the prime example of a side hustle turned sustainable initiative.

The company has developed RECLAIM AI, a Software-as-a-Service (SaaS) platform that utilizes Artificial Intelligence (AI) and Large Language Models (LLMs) to enhance the sorting of post-consumer textile waste. This platform analyses customer-uploaded images to extract metadata such as brand, size, defects, and condition, recommending appropriate actions for either defect resolution or upcycling. The goal is to significantly reduce waste and create substantial savings and profits across the fashion industry and beyond.

Harriett Baker, an intern at Onezero8 Reclaim told *Side Hustle Magazine*: "My role being AI focused has really opened my eyes to the potential protagonist of artificial intelligence within the fashion industry." She continued: "Our Reclaim AI model allows us to sort and therefore evaluate the standards of our recycled clothing. This then allows us to re-work them or recycle them. Our main goal is to reduce the amount of clothing that is ending up in landfills and give clothing a new lease of life."

Onezero8 Reclaim continues to innovate and lead in the field of sustainable fashion, striving to create a positive environmental impact while promoting circular economy practices within the industry.

## Challenges and rewards

While the rewards are notable, sustainable side hustles come with their challenges. Sourcing materials like recycled fishing nets can be complex and costly. However, partnerships with environmental organisations can ease this process. For instance, NetZero Swimwear collaborates with charities to source ghost nets, ensuring both environmental and social benefits.

Financially, side hustlers in the UK earn an average of £206 per week, equating to over £10,700 annually (Finder UK, 2023). Many use this income to supplement their primary earnings or fund further sustainable initiatives and lifestyles.

## The future of sustainable side hustles

Looking ahead, the potential for sustainable side hustles is vast. As consumer demand for eco-friendly products grows, so does the opportunity for entrepreneurs to innovate and take more initiative in this space. Brands like NetZero Swimwear and Onezero8 Reclaim exemplify how passion, purpose, and profit can align to create meaningful change.

Sustainable side hustles are more than just a trend; they represent a shift towards a more conscious and responsible way of doing business. By merging environmental values with entrepreneurial spirit, individuals can build ventures that not only thrive financially but also contribute positively to the world.

**"The average person buys 60% more clothing than they did 15 years ago, but keeps each item for half as long - and 85% of all textiles end up in landfills or is incinerated."**

- Ellen MacArthur Foundation

## Reference

Figure 1. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].

Figure 2. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].

Figure 3. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].

Figure 4. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].

Figure 5. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].

Figure 6. Whearty, A. (2025) Side Hustle Magazine [Screenshot sent via email, 24 May 2025].