

# SO *MAN* NUZ

A magazine that invites the readers to reflect, feel, and wander through stories, visuals,  
and ideas that uncover the mystery surrounding sleep.

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## **SUMMARY**

<b>1. INTRODUCTION</b> .....	3
<b>2. RATIONALE</b> .....	4
<b>2.1 Cultural view</b> .....	4
<b>2.2 Market relevance</b> .....	5
<b>2.3 Scientific and academic motivation</b> .....	6
<b>3. METHODOLOGY</b> .....	7
<b>3.1 Digital Methods</b> .....	8
<b>3.2 Ethnography</b> .....	8
<b>3.3 Interviews</b> .....	9
<b>3.4 Other approaches</b> .....	9
<b>4. THEORETICAL FRAMEWORKS</b> .....	9
<b>4.1 Analytical psychology</b> .....	10
<b>4.2 Phenomenological approach</b> .....	10
<b>4.3 Uses and Gratifications Theory (UGT)</b> .....	11
<b>5. STUDY PROPOSAL</b> .....	11
<b>5.1 The publication</b> .....	12
<b>5.2 The Reader</b> .....	13
5.2.1 Reader Profile.....	15
<b>5.3 The Market</b> .....	17
5.3.1 SWOT .....	18
5.3.2 Other Potential Revenue .....	19
5.3.3 Limitations .....	20
5.3.4 Inspiring good practices.....	21
<b>5.4 Content and Editorial Choices</b> .....	23
5.4.1 Design choices .....	23

5.4.2 Supporting Visual Research .....	24
<b>5.5 Social Media and on-line</b> .....	<b>25</b>
<b>5.6 Media Pack</b> .....	<b>26</b>
<b>5.7 Flat plan</b> .....	<b>27</b>
<b>5.8 Ethics and diversity</b> .....	<b>27</b>
<b>6. LIMITATIONS</b> .....	<b>28</b>
<b>7. CONCLUSION</b> .....	<b>29</b>
<b>8. CRITICAL EVALUATION</b> .....	<b>31</b>
<b>8.1 The Experience</b> .....	<b>31</b>
<b>8.2 Reflection on Action</b> .....	<b>33</b>
<b>8.3 Theory</b> .....	<b>34</b>
<b>8.4 Preparation</b> .....	<b>35</b>
<b>FIGURE LIST</b> .....	<b>36</b>
<b>APPENDICES</b> .....	<b>37</b>
<b>BIBLIOGRAPHY</b> .....	<b>46</b>

## **1. INTRODUCTION**

Sleep is an activity inherent to human beings, and a person spends about one-third of their life sleeping (Aminoff, Boller and Swaab, 2010). As with any habitual behaviour, this relationship can face difficulties, and with the growing number of distractions, falling asleep has become increasingly challenging.

The human relationship with sleep has grown more complicated, yet throughout history there have always been accounts of insomnia, different sleep cycles and even social arrangements for sleeping. It is a universal habit, but one that each culture views and approaches in its own way.

With this relationship in mind, the student decided to create a magazine for her final project in the MA Fashion Journalism and Content Creation program, addressing the theme of sleep in different ways and targeting an audience that would find it easier to relate to, in this case, the student's own generation: Gen Z. By drawing on journalistic writing and storytelling, she was able to produce content that engaged the audience in an interesting and non-repetitive way.

The aim was to create a product that discussed sleep not only within the scope of health and good sleeping habits, but also everything surrounding it, such as mythology, culture, different practices around the world, related concepts like cryogenics and also everything connected to sleep, such as the bedroom, the bed and so on.

To better explain the student's choices, theories such as Jung's analytical psychology, the uses and gratifications theory and the phenomenological approach were applied. This essay goes into detail about the methodologies used, editorial and design decisions, as well as an in-depth analysis of the industry and target audience. Finally, it includes an evaluation of possible future directions, as well as a reflection on actions that could have been taken differently throughout the process.

## **2. RATIONALE**

This project holds great importance for the student, both academically and personally, since beyond being a habit she greatly appreciates, it also brings to light the difficulties her generation has been facing regarding this subject.

Sleep is a vital part of human life, as we spend one-third of our lives sleeping, and it affects various bodily functions, ranging from physical to mental health. However, while some people view sleeping as a waste of time others tirelessly long for the moment they can enter deep sleep. It is, at once, both desired and feared.

Through this project, the student was able not only to share her own reflections on sleep but also to shed new light on such a relevant subject, approaching it not merely as a physiological necessity, but with reverence, curiosity and journalistic inquiry.

### **2.1 Cultural view**

During the research carried out to develop the magazine and its content, different perspectives from tribes and cultures regarding sleep were encountered. This refers not

only to the act of sleeping itself, but also to everything surrounding the ritual of lying down to rest.

Chenhall and Glaskin (2013, p.4) state: “Anthropologists agree that while sleep is something that all humans do, it is something that we learn within a specific sociocultural context.” However, the theme of sleep is still overlooked by some anthropologists, since many consider it to be something “intimate” and treat it merely as a natural biological phenomenon, and therefore not a topic worthy of deeper academic exploration.

Nonetheless, throughout history sleep has been and continues to be important in representing the habits of different cultures, as it helps human beings understand how societies are organized and how their perspectives shape issues relevant to the individuals within them. Through sleep, we can also trace the history of rest, night, habits and much more.

Therefore, the anthropological and cultural perspective was of decisive value in the choice of the theme, especially when taking into account the highly globalized world in which we are currently embedded.

## **2.2 Market relevance**

In market terms, sleep is one of the most profitable industries in the world, particularly when it comes to devices and assets designed to help people sleep better. As Candea and da Col (2012, S2) put it, cited by Chenhall, R. and Glaskin, K. (2013): “[...] sleep embeds

social transactions in materiality and raises complex questions relating to economy and time.”

According to Statista data, in 2025 alone the sleeping aids market is expected to generate a total of US\$5.53bn, with the United States leading, followed by China and Germany.

There has also been noticeable growth in the demand for natural and healthier options, as well as for smart alternatives for sleep monitoring. In fact, melatonin sales in the U.S. reached 14 million dollars in 2021, according to Statista’s Sleep in Modern Society report.

### **2.3 Scientific and academic motivation**

Sleep has also become increasingly present in academic and scientific discussions. Especially during and after the pandemic, it is clear that lifestyle changes have led people to seek more relaxation and comfort in their routines, including better sleep quality.

According to Statista (2022), one-third of Americans report not having enough sleep, and a 2022 survey found that 1 in 5 individuals in the U.S. suffers from insomnia. Furthermore, 8% of U.S. adults reported using prescription medication to help them sleep in 2022, while 11% relied on non-medicinal sleeping aids.

A 2021 Better Sleep Council survey also revealed that 22% of Americans nap during work, with this being more common among younger generations. It is equally important to consider the pervasive presence of screens in people’s daily lives - the artificial light they emit disrupts circadian rhythms, the natural sleep cycle.

Research increasingly shows how younger generations are losing sleep due to easy access to these technologies right before bedtime. While market options for better sleep are expanding, actual sleep duration continues to decrease, as does its quality.

Finally, there is also the discussion of sleep across social media platforms: on Instagram, there are 4,189,548 posts with the hashtag Insomnia, and according to Answer The Public, the term Insomnia has a 386k search volume on TikTok, while the term Sleep has reached 42 billion views.

In conclusion, the theme of sleep carries not only cultural and market value but also scientific relevance, as societal habits are being reshaped by technology and, consequently, the physical and mental health of individuals is increasingly at stake.

### **3. METHODOLOGY**

For the creation of this essay, the chosen methodology was, in short, the literature review, which “[...] can broadly be described as a more or less systematic way of collecting and synthesizing previous research (Baumeister & Leary, 1997; Tranfield, Denyer, & Smart, 2003)” cited by Snyder, 2019.

As for the magazine developed as the final project for this master’s degree, different practices were employed to ensure that the outcome was both satisfactory and coherent with the proposal. A mixed approach was adopted, based on both quantitative (data and research) and qualitative (interviews) methods.

### **3.1 Digital Methods**

According to the UAL Toolkit: “Digital methods is an umbrella term referring to research methodologies and approaches that use digital and online technologies, techniques, or platforms to study social phenomena (for example, text messages or online surveys).”

The analyzed information serves to define trends, actions, and how audiences behave in relation to a given topic.

For the magazine, digital methods were applied in the form of a questionnaire (Appendix 1) to help define the audience and their perception of sleep. This made it possible to categorize the topics most sought after by readers.

### **3.2 Ethnography**

“Ethnography is a research method derived from anthropology. It involves the researcher spending time immersed in a particular culture or practice over a period of time.” (UAL Ethnography Toolkit, 2024/2025 p.2). To make the magazine more culturally diverse, ethnography played a central role in its construction. The student delved into different cultures to gather accurate information about the themes explored.

Also, according to the toolkit: “Ethnography is a way to directly observe how people interact with, and make meaning from, fashion and clothing.”

In this case, for SomnuZ magazine, ethnography was applied in several articles and research sections. In addition to analysing sleep habits across cultures, the magazine also covered the history of pyjamas, allegorical manifestations of gods, and much more.

### **3.3 Interviews**

Finally, interviews were used as a qualitative research method, in which the researcher gathers information about an individual through discussion and exchange.

To create a magazine grounded in facts, several interviews were conducted with experts, allowing them to share opinions based on research. Furthermore, to establish a connection with readers, interviews were also conducted with “ordinary” people who agreed to share their experiences.

### **3.4 Other approaches**

Other forms of research were also conducted during the development of the magazine. These included reading different newspapers and medical journals, data research, literature review, image-based research, historical and mythological studies, and cultural analysis of habits. Additionally, the student engaged with various exhibitions containing artifacts relevant to the history of representations of sleep, death, and/or dreams.

A media analysis was also carried out, both on social media to identify relevant themes, and in broader representations of sleep and cryogenics across different media, such as films, video games, TV series, books, and more.

## **4. THEORETICAL FRAMEWORKS**

To better guide this project, several theoretical frameworks were defined in order to explain the phenomenon of sleep and its different representations across cultures. These frameworks serve as the foundation of SomnuZ magazine and its editorial approach.

#### **4.1 Analytical psychology**

Perhaps the most important framework for addressing sleep and everything it encompasses within the publication of SomnuZ is analytical psychology, created by Carl Jung. In short, analytical psychology seeks to create a balance between the conscious and unconscious parts of the mind.

George Hogenson of the International Association for Analytical Psychology defines analytical psychology as: “It is distinguished by a focus on the role of symbolic and spiritual experiences in human life, and rests on Jung’s theory of archetypes and the existence of a deep psychic space or collective unconscious.”

Unlike Freud, Jung believed that dreams do not disguise their true meaning, but rather express themselves through symbols that may be difficult for the individual to decipher.

Therefore, Jung’s approach is the one that best aligns with the proposal of SomnuZ, since it works with the unconscious and its symbols, as well as the collective dimension of sleep across different cultures.

#### **4.2 Phenomenological approach**

A definition basing itself on Cissé & Rasmussen, 2021:

The phenomenological approach is defined as a qualitative method that aims to describe human experience as it is lived and understood by participants, focusing on their conscious and direct lived experiences without applying preexisting theories or assumptions. It involves in-depth exploration and

analysis of participants' psychological processes and meaning-making related to specific phenomena.

In this case, the phenomenological approach was focused on sleep and the act of sleeping, allowing for the analysis of this activity across different cultures and habits, ultimately resulting in the sharing of truly human experiences.

### **4.3 Uses and Gratifications Theory (UGT)**

Finally, the use of a media studies theory makes complete sense when working with media, in this case, a magazine. For the creation of SomnuZ, the uses and gratifications theory was taken into account as a foundation for its development.

Created by Blumler and Katz in the 1970s, the theory explores how individuals choose to consume specific types of content and expect a reward in return (Vinney, 2024). In this case, the reader's motivation for engaging with the magazine may stem from cognitive/educational needs, entertainment, or integration/personal identity.

In the examples above, gratification would manifest as knowledge, pleasure, and self-recognition in certain aspects.

## **5. STUDY PROPOSAL**

By applying the knowledge acquired throughout the master's program, it was possible to build a well-structured case study for the magazine, supported by in-depth research on both the audience and the publication itself.

## **5.1 The publication**

SomnuZ is a biannual print magazine that also branches out into social media and has its own website, in order to meet its audience's reading preferences and desires. Its first launch takes place in October, when the days begin to grow longer and daylight saving time comes to an end. This timing creates a natural connection between the night and sleep. Over the course of the year, its issues are published in April and October.

The circulation begins with an initial print run of 10,000 physical copies, distributed to local retailers in different capital cities. The goal is for it to be available not only in specialized magazine stores, such as MagCulture, but also in more accessible outlets such as WHSmith, FNAC (France), Mondadori (Italy), and Crossword (India).

The initial price is £10 for the print edition, while the digital edition can be purchased for £5. Online, the magazine will also be available for browsing with small snippets of articles and photo shoots shared on social media, alongside relevant industry news published on the website.

The choice of a physical publication stems from the noticeable rise in interest among individuals in owning physical media of something they value. Articles published in Rolling Stone (2025) and The Week (2024) highlight this sudden boom, largely explained by the volatility of today's streaming services.

With the overwhelming number of subscription options, advertisements and even security concerns, consumers are returning to the simplicity of owning something tangible,

something they pay for once and keep for life. As Rafi Schwartz (2024) notes: “Once purchased, these items belong to them and them alone.”

According to a WGSN report on Gen Z’s shopping priorities (2025), this generation is redefining value beyond the price tag, seeking trust, flexibility and meaning in their purchases. They want something that is worth keeping.

For this project, the main focus was on the creation of the physical magazine accompanied by the brand’s Instagram page to support promotion. In the future, the aim is to expand further into online platforms, such as Reddit, Bluesky, and Rednote, as well as strengthening the magazine’s website.

An online presence is of utmost importance for promoting and retaining readers, since the target audience of SomnuZ is highly engaged in digital spaces.

The name of the magazine comes from the combination of the Roman god of sleep, Somnus, with the onomatopoeia used to represent sleep in comic books: ZZZ. The fusion of the two creates a name that connects past and present, while also drawing on cultural references that signal to the audience that the magazine goes far beyond what one might expect.

## **5.2 The Reader**

To better understand the direction of SomnuZ, it is necessary to understand its reader.

The target audience is Generation Z, specifically individuals between the ages of 20 and 35. Beyond personal reasons, as the author belongs to this generation, there is also a scientific explanation for this choice.

According to a NielsenIQ report (2024), Generation Z represents 25% of the world's population, making it the largest generation in history, and by 2030 it will account for 30% of the global workforce. The report also highlights that Gen Z has significant purchasing power. Data shows that the average 25-year-old American Gen Zer has an annual household income of over \$40,000. By 2030 Generation Z is expected to have a total spending power of \$12.6 trillion USD.

In other words, it is an emerging generation willing to invest in goods that make sense to them, as previously noted by WGSN.

Another important factor is that WGSN (2025) defines Gen Z as part of the caring economy, focused on well-being solutions and seeking connections that have meaning. They advocate for collective responsibility and look for solutions to structurally rooted societal problems, ranging from loneliness and mental health to fair and respectful work environments.

They seek meaning in life and, therefore, have shown an interest in spirituality, with 77% of this generation considering themselves somewhat spiritual (WGSN, 2024).

Generation Z is also highly active on social media, with smartphones being their preferred access tool. According to the 2025 We Are Social report, 97.4% of people aged 25–34 favor this device. Their main motivation? 61.3% seek information, which decreases slightly to 58% among the 25–34 age group.

To gain further insight into the target audience, the student created a questionnaire shared on her social media channels, alongside on Reddit. Out of 41 responses, 44% of respondents were aged 18–24, and 37% were 25–34, totalling 81% of respondents within the target age range, which were used as examples for the magazine’s creation.

Among the total respondents, only 42% (17 individuals) consume magazines, whether in print, digital, or both formats. Of these 17, only 13 fit the Generation Z profile, meaning that 76.4% of analysed respondents would be willing to purchase the magazine. Overall, 73% of respondents expressed interest or some level of interest in reading a magazine that addresses sleep in a non-obvious way.

### 5.2.1 Reader Profile

Analysing all the information regarding the magazine’s target audience, three reader profiles were created to guide content development and other editorial decisions. They are:

Xīnyí Chun, 29, lives in Shanghai, China. She comes from an upper-middle-class background and attended private schools throughout her life. She studied economics at university and now works in accounting at a bank, living alone. Her routine is chaotic and

fast-paced, and she feels she has little time for herself. She does not get good sleep and seeks natural alternatives to achieve restful nights. Pragmatic, with few friends, she generally describes herself as serious. She reads SomnuZ for sleep tips, recipes, product recommendations and because she sees herself reflected in some interviews. She enjoys reading the digital edition on her smartphone during her commute home.

Amelie Matthews, 21, lives in London, England. She lives with her parents and has not attended university, feeling she still needs to discover herself in the world. Coming from a working-class background, she attended public schools throughout her life. She is highly spiritual, practices yoga every morning, energizes her crystals, and works at a local café. She reads SomnuZ particularly for articles exploring different cultures and their relationships with sleep, as well as for pieces explaining the meaning of certain dreams. Extroverted and with many friends, she believes everything happens for a reason. She reads the print edition at night during her screen-free time to support good sleep.

Fabrizio Silva, 32, lives in Rio de Janeiro, Brazil. He is a fashion designer working for a well-known national brand. His family is prominent in the country and owns cotton plantations. Fabrizio attended public schools during childhood, then private high school, and completed his fashion design degree in France. Despite his busy life, it is something he has always dreamed of. Passionate about fashion and history, he constantly seeks inspiration for his collections. He lives with his boyfriend and two cats and is an avid SomnuZ reader, appreciating historical content that expands his knowledge. His boyfriend has narcolepsy, and became a fan of the magazine after reading an interview with designer Clara, who shares the condition. Fabrizio reads SomnuZ on his phone but

always purchases the print edition for its aesthetics and the tangible ownership of content he values.

### **5.3 The Market**

The publishing market is highly variable and has evolved to accommodate the demands of a generation that prefers digital media. However, the print market remains strong. According to the Association of American Publishers (2025), it generates approximately \$30 billion in revenue annually. In 2021, the UK Publishers Association reported that total publishing income reached £6.7 billion, with £3.5 billion from print and £3.2 billion from digital.

In terms of trends, audiobooks and eBooks continue to grow, with searches for the platform Audible rising by 47% over the past ten years, according to Google Trends. A 2024 article in The Guardian reports that audiobook downloads increased by 17% in 2023. Self-publishing is also experiencing growth in the publishing market, offering greater freedom to authors but also presenting certain risks and instabilities.

Given this information, it is evident that SomnuZ is following a promising path with both digital and print adaptations, while exploring new technologies including podcast and audiobook formats to be developed in the future. With its focus on sleep, the magazine can also explore ASMR content.

As a new magazine, self-publishing is currently the most viable route. Although it is more informal and lacks certain guarantees, it allows freedom of content and distribution, generating good revenue when negotiated correctly with representatives.

In the digital realm, many magazines use this approach as a cost-effective option that helps disseminate content in ways traditional digital media cannot.

### 5.3.1 SWOT

Since SomnuZ is a sleep-focused magazine, there are few publications with the same niche. The SWOT analysis is therefore conducted in comparison with Healthier Sleep and Women's Health.

#### Strengths:

- SomnuZ is a distinctive publication that does not focus entirely on medical or scientific content. It functions as an interest magazine, with health as a secondary theme;
- Sources and interviewees offer diverse cultural perspectives, bringing credibility and variety;
- It is written by the same generation as its target audience, fostering closer communication and easier understanding of audience needs.

#### Weaknesses:

- As a new magazine, it still lacks recognition and capital;
- Competitors are well-established brands with loyal readerships;

- Not a large company, meaning processes take longer to complete.

#### Opportunities:

- No other publication currently offers the same approach, filling a pioneering niche;
- There is a growing demand among the generation for reading alternatives that are not entirely scientific or academic;
- With a cross-cultural approach, there is potential for global dissemination.

#### Threats:

- Content may not precisely match reader expectations;
- Limited resources;
- Highly competitive publishing market;
- Risk of AI or plagiarism by larger publications that may copy content from smaller creators.

### 5.3.2 Other Potential Revenue

To sustain the business and create a lasting legacy, additional revenue streams can be explored between the biannual magazine releases:

ASMR content to help people sleep: audiobooks, readings of SomnuZ articles, etc. A platform offering free and paid content can serve both as entertainment and as white noise for those seeking a restful night.

Partnerships with sleep-related brands and products, such as mattresses, pillows, and pyjamas. These partnerships, whether through advertising or collaborative photoshoots, reduce project costs while increasing magazine visibility.

In-person and online events: launch parties (sleepover-themed), lectures and workshops are just a few examples of initiatives that can be organized virtually or physically. Maintaining audience engagement is crucial, as is building a readership that consumes content meaningfully.

### 5.3.3 Limitations

Like any business, SomnuZ magazine may face certain limitations that could impact its launch or growth plan. In order to address these challenges, they first need to be recognized.

As a student project, it may be difficult to find brands and/or sponsors willing to invest in the magazine, particularly given its experimental and niche nature. Financial limitations could reduce the number of printed copies, and consequently, distribution reach.

There is also the possibility that the print edition may not be as well-received by the audience. This can be mitigated by prioritizing digital formats without compromising the essence of SomnuZ.

### 5.3.4 Inspiring good practices

During the creation of SomnuZ, various media were analyzed, many of which served as inspiration for the project. Below are a few examples that helped shape the magazine's identity:

- An editorial that does not take language literally and gives words new meanings: *MacGuffin Magazine*.

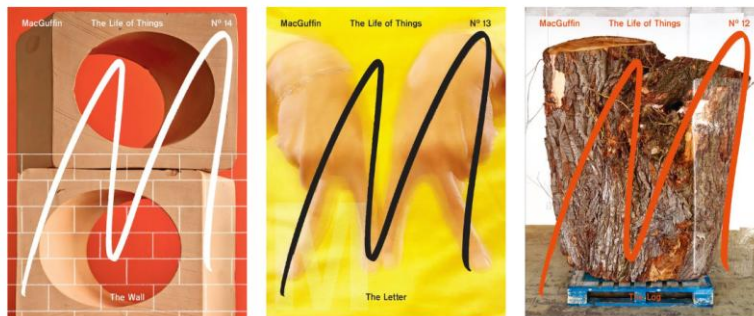


Figure 1 - MacGuffin Magazine *The Wall* (2025)

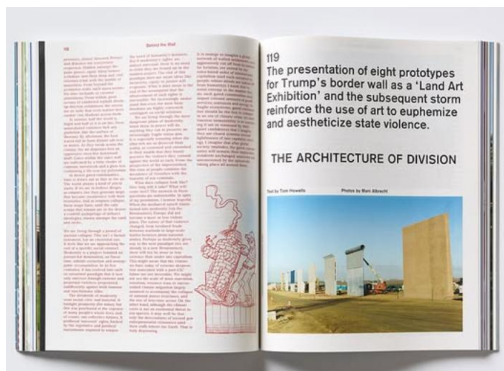


Figure 2 - MacGuffin Magazine *The Wall* (2025)

- An approach to topics that may be difficult to address, with engaging and thought-provoking writing: *Mother Tongue*.

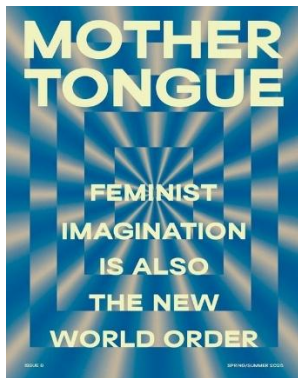


Figure 3 - Mother Tongue Magazine, Issue 8

- Social media funny but witty approach, DATA, BUT MAKE IT FASHION:

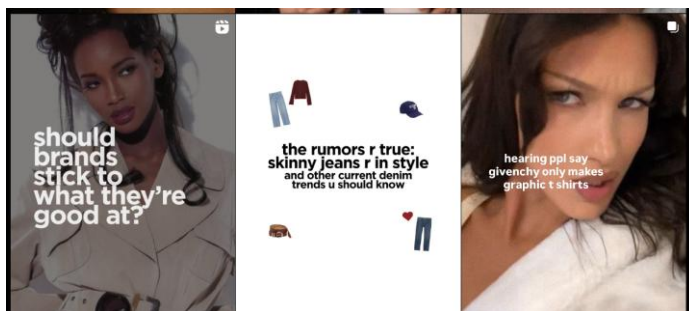


Figure 4 - DATA, BUT MAKE IT FASHION Instagram Profile

- Young approach to fashion and it's news, Outlander Magazine

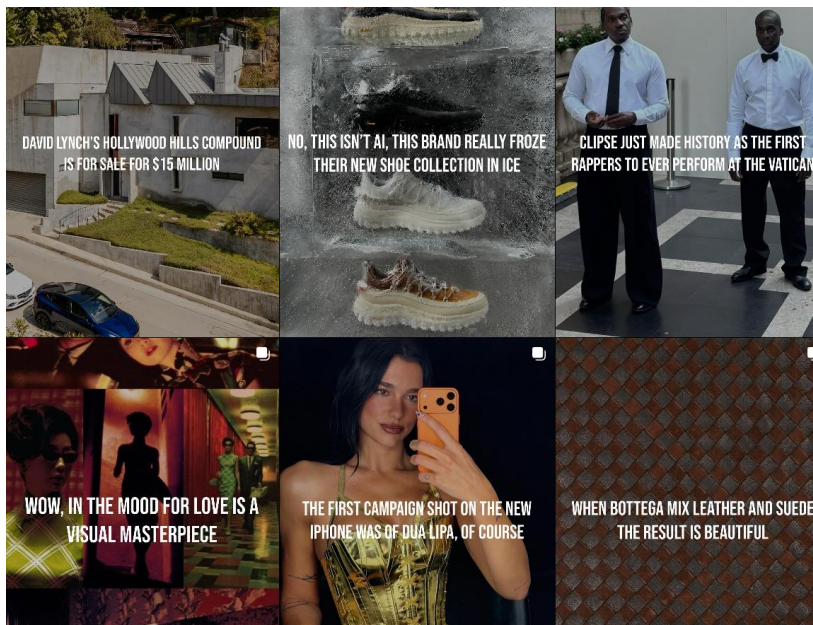


Figure 5 - Outlander Magazine Instagram Profile

## **5.4 Content and Editorial Choices**

The editorial content of SomnuZ was designed to be informative while avoiding a reading experience that feels too heavy. Most articles are therefore concise, except for the main features, which delve more deeply into the magazine's central themes.

Between denser articles, readers can enjoy visual breaks with infographics, images, photo shoots, and short poetry inserts. Of course, the content also varies between sleep habits, media representations and other related topics such as dreams, cryogenics, bedrooms, and death.

This approach was chosen primarily to prevent overwhelming the reader with excessive information on a single topic. Through this variety, the audience can enjoy engaging and educational content in a light and accessible manner.

When considering the two main competitors, their articles tend to be dense and heavily focused on health and scientific content, which is not the approach SomnuZ seeks. Additionally, Generation Z, accustomed to rapid content consumption online, wants material that immediately captures their attention.

### **5.4.1 Design choices**

The design choices were primarily inspired by Art Nouveau, interpreted through a contemporary lens. The artwork of Alphonse Mucha played a significant role in the creation of the moodboards.

Combined with the Frasurbane movement, it was possible to establish the visual identity of SomnuZ. The modern and imaginative aspects of Frasurbane, together with the delicate and dreamy qualities of Art Nouveau, create an aesthetic that represents the ephemeral nature of dreams and the imagination.

The colour palette plays with shades associated with the night, without resorting to the obvious choice of black.

These choices are particularly explained by Generation Z's interest in the nostalgia evoked by Art Nouveau, while still reflecting contemporary identity through the Frasurbane influence.

#### 5.4.2 Supporting Visual Research

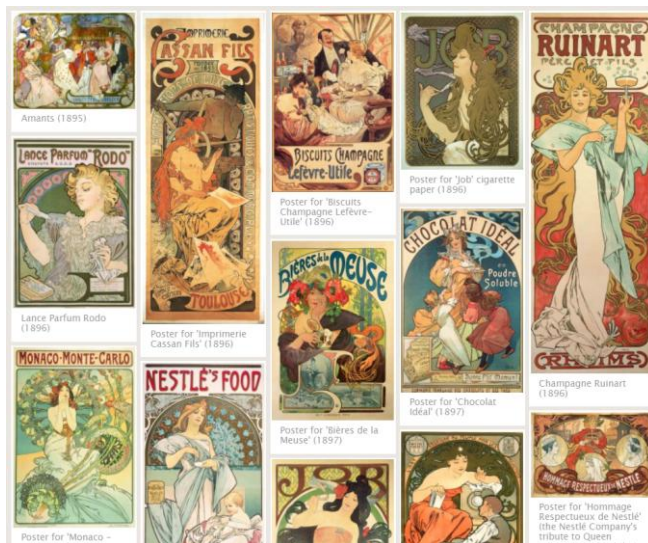


Figure 6 - Alphonse Mucha advertising posters



Figure 7 - Frasurbane inspirations design

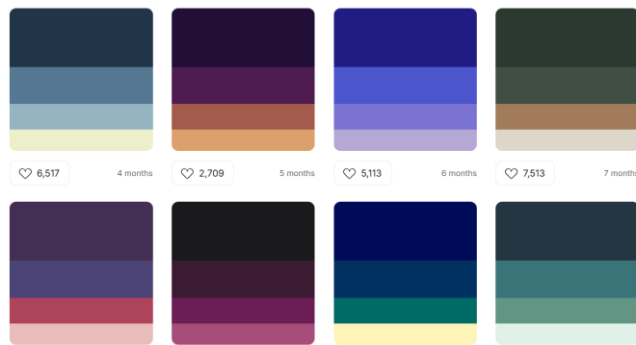


Figure 8 Night colour palettes

## 5.5 Social Media and on-line

The incorporation of social media is of utmost importance for building the magazine's reputation and promoting SomnuZ in the environments where its readers are active.

With Instagram as the primary platform and its visual focus, the content strategy is organized as follows:

- Sharing selected images from photo shoots;

- Small excerpts from written articles, such as thought-provoking quotes;
- Snippets showing the creative process;
- Updates and news related to the field, even if not included in the upcoming issue, which may be published on the magazine's website.

To optimize these processes, an advertising plan will be implemented to boost posts, alongside carefully chosen hashtags such as #sleepygirlmocktail, #bedrotting, and #sleep. Carousels, stories, and reels will be employed to keep the feed dynamic.

Collaborations with content creators, designers inspired by sleep and dreams, and even sleep-related brands are welcomed and planned to increase audience reach.

In addition to maintaining engagement through polls and interactive activities, readers will be encouraged to create their own content related to or inspired by the magazine, with opportunities to be featured on the feed and even contribute to future issues, keeping this channel open.

Regarding other technologies, such as VR, the possibility is not dismissed but will be explored in the future once the magazine is well-established with its readers and ready to experiment with new approaches.

## **5.6 Media Pack**

The Media Pack was created at the launch of the magazine and was used to contact collaborators throughout the project, and can be seen on the Appendix 2.

## **5.7 Flat plan**

The final flat plan of the magazine overview can be seen on the Appendix 3.

## **5.8 Ethics and diversity**

In a magazine addressing cultural diversity, it was important for the student not only to conduct in-depth research to write confidently but also to fact-check with individuals belonging to the cultures mentioned.

Therefore, in addition to assisting with verification, these individuals were also represented in the magazine through models with whom readers could identify, as well as respectful illustrations of their gods and deities. In this regard, it can be concluded that cultural diversity was genuinely celebrated and thoughtfully addressed in the magazine.

In sustainability terms, the magazine offers a digital option for those who prefer not to purchase the print edition. The collection used in the main photoshoot was kindly loaned by the designer herself, and the pyjamas used in the sleep position photoshoot belonged to the models themselves, avoiding waste of resources for items that would only be used once.

Finally, ethical considerations during this project focused on two main points:

- Depicting cultural habits from different regions respectfully;
- Addressing the use of sleeping aids, particularly substances that may be addictive or harmful.

For the first point, various sources from the represented cultures were consulted to provide feedback and advice regarding the content and writing. For the second, a lighter yet firm language was adopted, incorporating the expertise of specialists. Some articles also include helpline numbers at the end of the page.

## **6. LIMITATIONS**

During the creation of this magazine, challenges arose not only in technical aspects but also in representing sleep and other topics in a way that was neither offensive nor harmful. As the project was conducted during the summer, there were several obstacles in scheduling studios and finding willing collaborators, as many were on holidays or had graduated a few months earlier. Through research and personal budgeting, the student was able to overcome these challenges.

For future projects, it is believed that a different timeline and more assertive communication with university staff would be beneficial, ensuring that upcoming students have support and access to facilities even during the summer.

Challenges in representing sleep involved deep research and discussions with members of the cultures being depicted, resulting in a sincere exchange of information. The sensitivity and care learned serve as a guide for the future, particularly when working with vulnerable interviewees, such as individuals with illnesses or those who have experienced traumatic life events.

Focusing on only a few cultures carries the risk of excluding others, but these can be explored in future editions of the magazine with the same respect and reverence.

Due to time constraints, it was also not possible to complete all the article ideas the student considered interesting for this edition, nor fully pursue all sources. With more time or a different period, it would have been possible to obtain faster responses from credible sources or uncover additional stories to tell.

## **7. CONCLUSION**

The creation of SomnuZ has successfully explored the complex and multifaceted relationship humans have with sleep, addressing it not only as a biological necessity but also as a cultural, social and psychological phenomenon. Through a combination of thorough research, ethnographic study, interviews and a phenomenological approach, the magazine has presented sleep in a way that is both informative and engaging, while remaining accessible to its target audience, Generation Z.

The project achieved its aims by:

- Producing a publication that balances depth and readability, incorporating features on sleep habits, cultural representations and related themes such as dreams and cryogenics;

- Applying theoretical frameworks, including analytical psychology, the phenomenological approach and uses and gratifications theory, to guide editorial choices and ensure meaningful engagement with readers;
- Establishing a strong visual identity and design language inspired by Art Nouveau and Fraktur aesthetics, reflecting both nostalgia and contemporary trends;
- Integrating social media strategies and digital platforms to extend reach and foster audience interaction, while maintaining ethical and culturally sensitive reporting.

This project has also highlighted practical challenges in publishing, including resource limitations, scheduling constraints and the careful representation of diverse cultural practices. These obstacles were addressed through research, collaboration and creative problem-solving, providing valuable insights for future projects.

Looking forward, there is significant potential for the development of SomnuZ. Expansion into digital formats such as podcasts, audiobooks and ASMR content could enhance accessibility and engagement. Broader coverage of additional cultures, alongside continued ethical and sustainable practices will strengthen the magazine's commitment to inclusivity and social responsibility. Collaborative partnerships with creators and sleep-related brands could also create new revenue streams and increase visibility.

Ultimately, SomnuZ demonstrates how an interdisciplinary, culturally aware, and aesthetically driven approach can transform a seemingly ordinary subject – the sleep - into a rich platform for storytelling, education and community building. The magazine

lays a strong foundation for future iterations that continue to innovate and inspire its readers while remaining true to its core mission.

## **8. CRITICAL EVALUATION**

To provide a more scientific and sincere analysis of the final master's project experience, this critical evaluation will be based on The Integrated Reflective Cycle created by Bassot in 2013. Inspired by Gibbs and the reflective cycle, Bassot condensed the steps and sought a more direct approach through four main points: experience, reflection on action, theory, and preparation.

### **8.1 The Experience**

According to Bassot (2013), these are the questions that guide this step:

What happened?

Describe the experience

What were the contributory factors?

The process of creating my magazine for this master's project began even before I arrived in London for the course. Upon receiving the news that I had secured a place, I started preparing to explore themes I wanted to turn into a magazine for the final project, already having a sense of the direction I wanted to take.

After months of reflection and exploration in other subjects, I decided to let go of a topic I knew a lot about but had already worked on, which was cosplay, and venture into a subject I liked but had never explored in depth: sleep. From there, through tutorials, research and readings, I began to find the path I wanted to take with the SomnuZ magazine.

The goal was always to create a magazine that was not obvious and did not focus solely on topics such as tips for sleeping better, the most used products for good sleep, etc. I wanted something that sparked curiosity and went beyond the basics. For this, I drew a lot of inspiration from MacGuffin Magazine and its approaches to different themes.

This led me to explore other meanings of the word “sleep,” addressing cryogenics and death in the project. After compiling articles ideas I found interesting, I shared them with my tutors and we narrowed the selection to those that were feasible and likely to capture the audience’s interest.

After that, it was all about writing and planning. For the design, I contacted a close Brazilian friend with whom I had worked several times, and together we created the visual identity. I followed the timeline proposed at the beginning, during the class presentations, keeping my work on track and avoiding last-minute chaos and stress, leaving time to find solutions in case of problems.

A major challenge for me was the photoshoots. My experience has always been more in writing, so directing a photoshoot was new. For simpler images, I used my own

knowledge of studio setup and camera work and asked some classmates to model for me. However, for a fashion shoot, I sought external collaborators.

Few students were available, as it was holiday time and many had already graduated, which was a significant challenge. I also had to pay my photographer and makeup artist for the shoot.

In the end, it was a highly collaborative project where I had the opportunity to work with different people, interview individuals with very interesting stories and delve into various themes related to sleep.

## **8.2 Reflection on Action**

Still following Bassot's framework, the questions are:

What I was trying to achieve?

Why did I do what I did?

What assumptions did I make?

What were the consequences (for myself and the client)?

How did I feel?

How did the client feel and how could I tell?

The journey was somewhat more complicated than I had anticipated, as I expected quicker responses from sources and assumed there would be a range of students willing to collaborate for free. I probably thought this due to my lack of experience in

collaborating with other students and did not consider that undergraduates had already graduated and the university was on break.

I felt frustrated, anxious and fearful at times, considering various alternatives to solve these problems. In the end, I was able to follow a logical path and, unfortunately, spent my own money to achieve the results I wanted.

During the photoshoots, I tried to create a calm and friendly environment, which I believe I succeeded in doing. The photographer and designer noticed my lack of experience directing models and were a great help with poses and other ideas that aligned with the magazine's concept.

Regarding the writing and design process, it was easier, as this is my academic field. I felt more confident conducting interviews, handling sources and communicating my ideas to the designer.

### **8.3 Theory**

Bassot (2013) summarizes the Theory section in two questions.

How has this contributed to my professional knowledge?

What have I learned that I can apply to similar situations?

The experience was highly significant for both my personal and professional growth, as it pushed me to take on a role I had never experienced before and it allowed me to build connections that may be important in the future. Being able to create a magazine from

scratch in three months demonstrates not only strong organizational skills but also the ability to handle problems calmly.

I learned that you can rely on the right people and that planning is key. It's always good to have some buffer time because problems will inevitably arise. I also discovered that this is a role I don't particularly enjoy, but now I have the experience needed if the situation demands it. I stepped out of my comfort zone and acquired new skills through this process.

#### **8.4 Preparation**

Finally, the Preparation section is composed of four questions.

What will I do next time in a similar situation?

How could I do better next time?

What will I now consider for the next time?

What other strategies I could adopt to move forward?

For the next adventure, I believe I will need more than three months to plan a project of this magnitude and to be fully engaged in it. It is possible to create a magazine without any budget, but it requires the right connections, which are not always available.

I also hope that next time I will have the support of another person to write articles, assist with photoshoots and provide input on the magazine as a whole.

Finally, if I want to continue this project and make it profitable, a business plan will need to be developed, and some articles will need to be revised or rewritten to avoid copyright issues if monetized. Once this is resolved, the next step will be to seek advertisers.

Future editions of SomnuZ could expand their scope to include other cultures, habits, and topics, such as hibernation, the Ice Age, and much more.

## **FIGURE LIST**

Figure 1. MacGuffin Magazine. The Wall. (2025) [Screenshot] Available at: <https://www.macguffinmagazine.com/issues/macguffin-the-wall>. Accessed: 10 Sep. 2025.

Figure 2. MacGuffin Magazine. The Wall. (2025) [Screenshot] Available at: [https://www.instagram.com/p/DDebmClicfq/?img\\_index=3](https://www.instagram.com/p/DDebmClicfq/?img_index=3). Accessed: 10 Sep. 2025.

Figure 3. Mother Tongue Magazine, Issue 8. (2025). [Screenshot] Available at: [https://magculture.com/products/mother-tongue-8?\\_pos=2&\\_sid=1ba96ea9d&\\_ss=r](https://magculture.com/products/mother-tongue-8?_pos=2&_sid=1ba96ea9d&_ss=r). Accessed: 10 Sep. 2025.

Figure 4. DATA, BUT MAKE IT FASHION. Instagram Profile. (2025) [Screenshot] Available at: <https://www.instagram.com/databutmakeitfashion/>. Accessed: 10 Sep. 2025.

Figure 5. Outlander Magazine. Instagram Profile. (2025) [Screenshot] Available at: <https://www.instagram.com/outlandermagazine>. Accessed: 10 Sep. 2025.

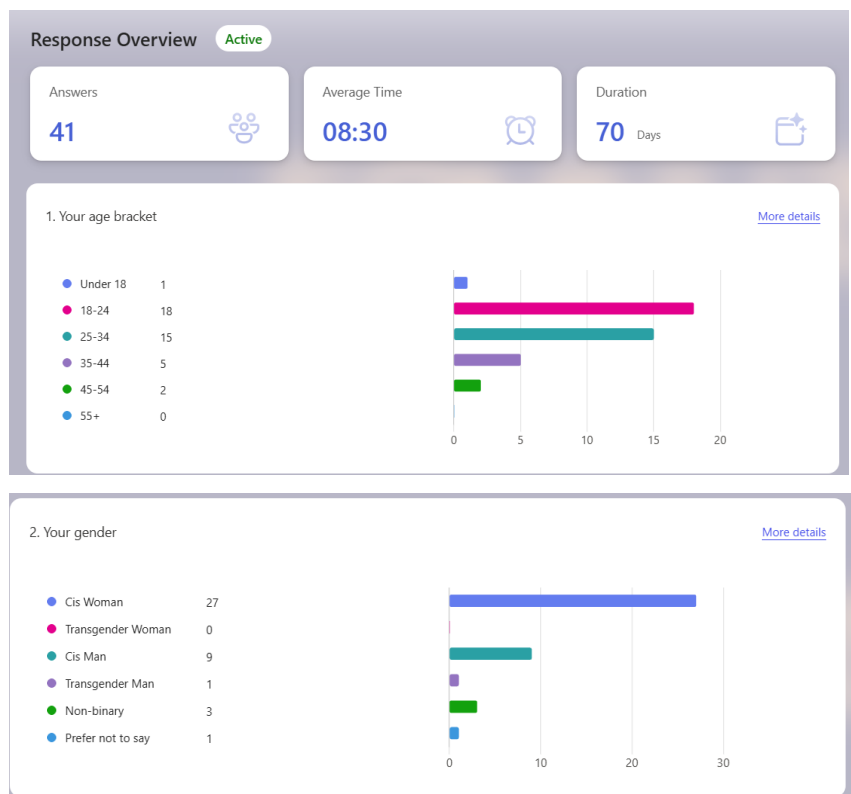
Figure 6. Alphonse Mucha advertising posters. (2025) [Screenshot] Available at: <https://www.muchafoundation.org/en/gallery/themes/theme/advertising-posters>. Accessed: 10 Sep. 2025.

Figure 7. Frasurbane inspirations design. Pinterest. (2025) [Screenshot] Available at: <https://br.pinterest.com/pin/2040762328458555/>. Accessed: 10 Sep. 2025.

Figure 8. Night colour palettes. ColorHunt. (2025) [Screenshot] Available at: <https://colorhunt.co/palettes/night>. Accessed: 08 Sep. 2025.

## APPENDICES

### Appendix 1 – Questionnaire



3. What is your nationality?

[More details](#)

41

Answers

Most Recent Answers

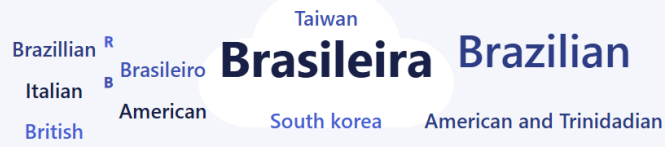
"Brazilian BR"

"Brazilian"

"Brazilian"

...

13 respondents ( 32 %) answered Brazilian to this question.



4. What do you do for a living?

[More details](#)

41

Answers

Most Recent Answers

"Graphic Designer"

"Legal Advice"

"Accountant"

...

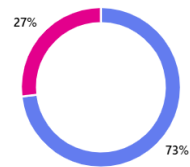
6 respondents ( 15 %) answered Student to this question.



5. Do you consume any physical media?

[More details](#)

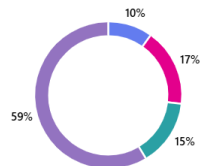
- Yes 30
- No 11



6. Do you consume magazines? If yes, in what format?

[More details](#)

- Yes, digital 4
- Yes, physical 7
- Yes, both 6
- I don't consume magazines 24



7. How do you feel about sleep, or the subject of sleep?

[More details](#)

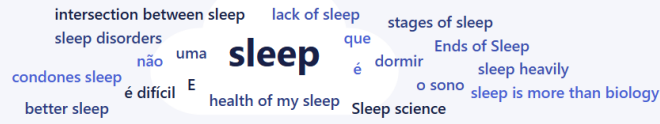
41  
Answers

Most Recent Answers

"I love sleep and I'm usually pretty good at it but only if I do my little bedtim..."  
 "Sleep, for me, is something relaxing and invigorating."  
 "For me, it's a constant attempt to improve the quality and quantity of my sle..."

...

19 respondents ( 46 %) answered sleep to this question.



8. What do you associate sleep with?

[More details](#)

41  
Answers

Most Recent Answers

"Pajamas, Recovery, time to Gratitude"  
 "Relaxation"  
 "Rest and relaxation."

...

11 respondents ( 27 %) answered rest to this question.



9. What other words would you link to sleep?

[More details](#)

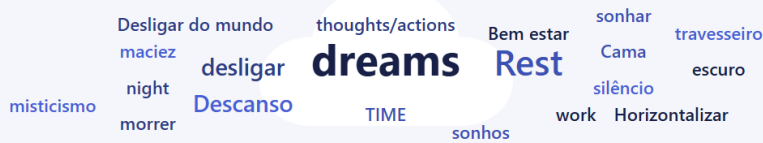
41  
Answers

Most Recent Answers

"Cats"  
 "Rest"  
 "To switch off (?)"

...

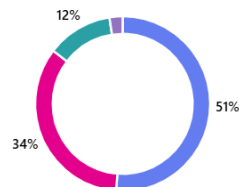
7 respondents ( 17 %) answered dreams to this question.



10. Do you consider yourself...

[More details](#)

- A heavy sleeper 21
- Light sleeper 14
- Isomniac 5
- None of the above 1





(ONE)	ABOUT	ABOUT
(TWO)	OUR READER	WHO THEY ARE
(THREE)	WHY THEM	WHY WE CHOSE THEM
(FOUR)	WHY US	WHAT WE DO

# CONTENTS

# ABOUT



WHEN WE SLEEP, OUR SUBCONSCIOUS TAKES US ON THE WILDEST ADVENTURES, EXPLORING WORLDS WE NEVER IMAGINED. WE BECOME HEROES, VILLAINS, OURSELVES, OR SOMEONE ENTIRELY DIFFERENT. WE FLY, TURN INVISIBLE, RUN, GET NAKED, LAUGH, AND LIVE A THOUSAND DIFFERENT LIVES.

WE DREAM.

BUT WE ALSO HAVE NIGHTMARES. WE RELIVE IT ALL EVERY NIGHT. IN FACT, WE SPEND ABOUT 26 YEARS OF OUR LIVES JUST SLEEPING.

IN THE SANCTUARY THAT IS OUR BEDROOM, ANOTHER LIFE UNFOLDS AND THE FRUITS OF OUR IMAGINATION NO LONGER SEEM SO IMPOSSIBLE.

FROZEN, HIBERNATING, LYING DOWN, DREAMING, IN THE KINGDOM OF HYPNOS AND MORPHEUS, WE ARE EVERYTHING AND NOTHING.

WELCOME TO THE REALM OF SOMNUZZ: HERE, SLEEP IS JUST THE BEGINNING OF OUR JOURNEY.

# STATEMENT

AT SOMNUZZ, WE BELIEVE THAT SLEEP IS AN ACT THAT GOES FAR BEYOND REST. IT BEGINS THE MOMENT WE ENTER OUR ROOM, AND IN THAT PRIVATE WORLD, OUR RITUALS ARE MEANT TO TRANSPORT US TO A REALM WHERE BOUNDARIES BEGIN TO BLUR.

OUR MISSION IS TO CARVE A PATH THROUGH THE (SUB)CONSCIOUS OF SLEEP, HELPING OUR READERS UNDERSTAND THAT BEYOND SIMPLY CLOSING THEIR EYES, SLEEP IS ITS OWN UNIVERSE FILLED WITH GALAXIES THAT CAPTIVATE OUR IMAGINATION.

WE WANT EVERY PERSON WHO HOLDS A COPY OF SOMNUZZ TO KNOW THAT THE CHAOS AND COMPLEXITY OF DREAMS REFLECT AND PORTRAY DIFFERENT REALITIES, INCLUDING OUR OWN.

WE ARE A PUBLICATION FOR THE CURIOUS, THE THOUGHTFUL, AND THE RESTLESS MINDS THAT DON'T SEE SLEEP AS JUST SOMETHING WE HAVE TO DO, BUT SOMETHING MORE. FOR THE ONES WHO SEEK A DEEPER MEANING FOR THE JOURNEY SURROUNDING THE UNCONSCIOUSNESS.

WITH ROOTS IN DIVERSE CULTURES AND VOICES, WE AIM TO CAPTURE THE IN-BETWEEN: THE SPACE WHERE FEAR MEETS DESIRE, WHERE MEMORY BECOMES MYTH, AND WHERE SLEEP IS NOT AN ESCAPE, BUT A PORTAL TO UNDERSTANDING.

SOMNUZZ INVITES THE READERS TO REFLECT, FEEL, AND WANDER THROUGH STORIES, VISUALS, AND IDEAS THAT UNCOVER THE MYSTERY SURROUNDING SLEEP. FROM LATE-NIGHT THOUGHTS TO EXISTENTIAL QUESTIONS, WE ARE HERE TO GIVE FORM TO THE FORMLESS AND AT LEAST TRY TO MAKE SENSE ON THOSE QUESTIONS YOU THINK RIGHT BEFORE FALLING ASLEEP.

GET COMFORTABLE AND DON'T FORGET TO LEAVE THE LIGHT ON. OUR SLEEPOVER IT'S JUST BEGGINING.



## OUR READER

OUR TARGET AUDIENCE IS FOCUSED ON YOUNG PEOPLE FROM GENERATION Z, SPECIFICALLY THOSE BETWEEN THE AGES OF 20 AND 35. WE AIM TO CONNECT WITH THEM AS THEY ENTER THE JOB MARKET AND BEGIN THEIR ADULT LIVES, STARTING TO PURSUE THEIR GOALS. THEY ARE CHANGING THE RULES AND TAKING THEIR TIME TO MOVE TOWARDS OLD LIFE ACHIEVEMENTS, SUCH AS MARRIAGE, BUYING A HOUSE. THIS GENERATION SEEKS WELLBEING AND IT'S CURIOUS ABOUT THE WORLD.

THE AUDIENCE COMES FROM A WORKING-CLASS BACKGROUND, BUT STILL HAS THE FINANCIAL MEANS TO PURCHASE NON-ESSENTIAL ITEMS, SUCH AS A MAGAZINE THAT ALIGNS WITH THEIR THOUGHTS AND CURIOSITIES. THEIR BACKGROUND IS DIVERSE, AND WITH THE MAGAZINE'S VARIED APPROACHES, IT ENCOMPASSES A WIDE RANGE OF CULTURES.



## WHY THEM



- GEN Z SEES WELLNESS AS AN INVESTMENT
- ACCORDING TO ALODDI (2023), 93% OF GEN Z ADMITTING TO STAYING UP PAST THEIR BEDTIME DUE TO SOCIAL MEDIA
- AT LEAST 1% OF GEN Z HAVE TRIED THE BED ROTTING TREND (DELTON, 2021)
- 85% OF THE GEN Z AND MILLENNIALS ON U.S. GET 6 OR MORE HOURS OF SLEEP (SAATVA)
- HUMANS SPEND 1/3 OF THEIR LIVES SLEEPING
- Gen Z is known as the care economy (WGSN)
- 54% of the Gen Z women feel anxious about getting enough sleep on U.K. (Glystat)
- According to McKinsey, Millennials and Gen Z are the most spenders on health and wellness than any other generation;
- Statista says that in 2025, the Sleep Aids market worldwide will generate a total revenue of US\$5.52bn;
- The Fcozy on TikTok has 1.6m posts and the term Sleep has 42B views;
- They look for connection and meanings,




## WHY TALK ABOUT THIS NOW



- According to Google Trends, the term sleep disorder was in high search for the last 12 months worldwide;
- According to Statista, In 2025, the Sleep Aids market worldwide generated a total revenue of US\$5.52bn;
- 8% of U.S. adults reported using prescription medication to help them sleep in 2022, while 11% used non-medicinal sleeping aids;
- The term "Insomnia" on TikTok has 396k search volume, and the term Sleep has 42B views;
- On Instagram, you find 4,189,548 posts with the hashtag Insomnia;
- Mental health and wellness are the top spending priority for Gen Z;
- 22% of the adults in the U.S. admitted to take a nap during work hours;
- 60% of adults in U.S. fall asleep with the TV on.



**WHY US**



**BEYOND SLEEP (01)**

- SomnuZ seeks to explore a theme that revolves around sleep, but is not limited to it. We play with related concepts, such as being frozen or hibernating. Our focus isn't on sleeping well, but on understanding sleep and its curiosities.

---

**BEDROOM TALK (02)**

- Our bedroom is our sanctuary, and with all the time we spend in it, it's only fitting that we expand our editorial focus to the room itself. How do people sleep around the world? What about bunk bed Hierarchies? And why do we always return to the comfort of a blanket?

---

**OTHER CONTENTS (03)**

- And of course, the history of pajamas, the folklore surrounding sleep, tips, representations of sleep in pop culture, and much more, you'll find it all in SomnuZ.

**CONTACT** \*



IF YOU HAVE ANY QUESTIONS ABOUT OUR EDITORIAL OR NEXT STEPS, PLEASE DON'T HESITATE TO CONTACT US.

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 @SOMNUZMAG  
 M.NERYMENEGOTTO620241@ARTS.AC.UK

**Appendix 3 – Flat Plan**





# BUNKERS

## BLANKETS AS BUNKERS

...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...

### SLEEPING POSITIONS ACROSS CULTURES AND WHAT THEY MEAN

...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...

### THE HISTORY OF PJAMAS

...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...

# The In-Between

...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...

*"Sleep, those little slices of death, how I loathe them"*

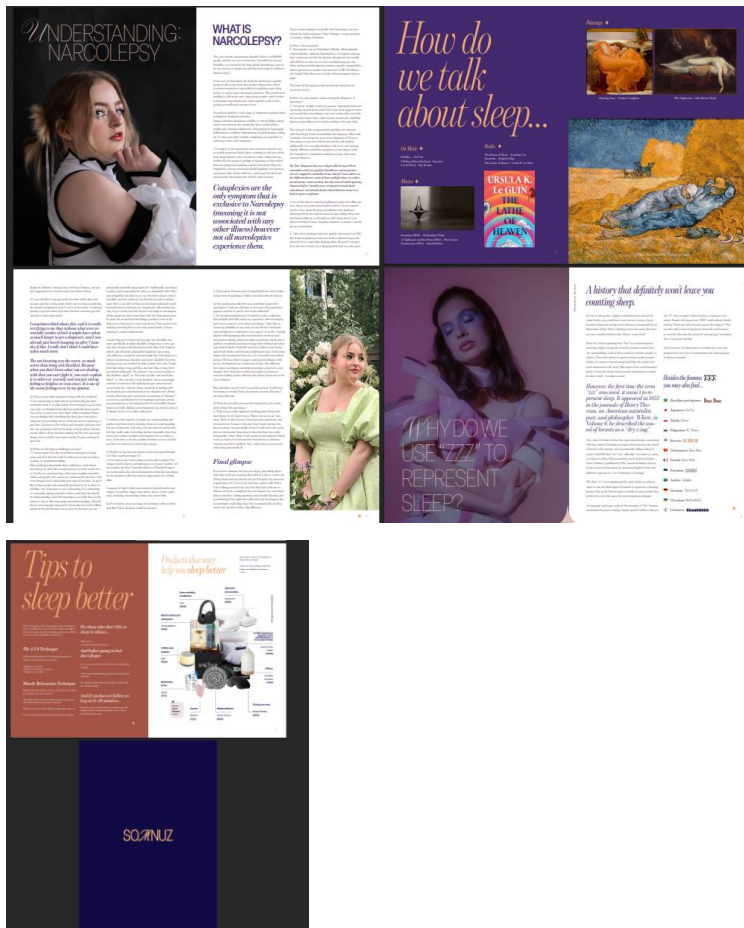
...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...

*The connection to reality becomes even more tenuous.*

*That is, until the moment of waking.*

## WHAT DO MY DREAMS MEAN?

...the world's most common sleeping position is on their back, with 40 percent of people choosing this method. ...



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