

## **Group project review – Circular DNA**

Circular DNA is a perfect example of what fashion industry needs. It dives deep through to the centre of current mega trends and therefore I believe to the idea and I see there a potential market opportunity. The presentation is clear, looks like the brand would possibly be and all the actions are well argued. What needs to do and why? It is very easy to understand. However, I would go a little bit deeper to the digital marketing actions as it is the core of the course and would love to hear more how this group would actually do these marketing actions. Still, 10 minutes presentation is so short that not everything can be included in a deeper level. To summarize, great job!