

Retail 101

Matilda Kalaveshi, MBA

The background of the slide features a series of thin, curved lines in light gray and white, creating a sense of motion and depth. These lines are concentrated on the left and right sides, framing the central content.

US RETAIL MARKET

- The U.S. retail market is one of the largest and most dynamic in the world, characterized by a wide array of sectors, from traditional brick-and-mortar stores to rapidly growing e-commerce platforms.



U.S. RETAIL BY THE NUMBERS

\$5.3T

total impact on GDP

\$1.3T

direct labor income

4.6M

retail establishments

32.2M

direct retail employment

55M

total jobs supported

\$2.2T

direct impact on GDP

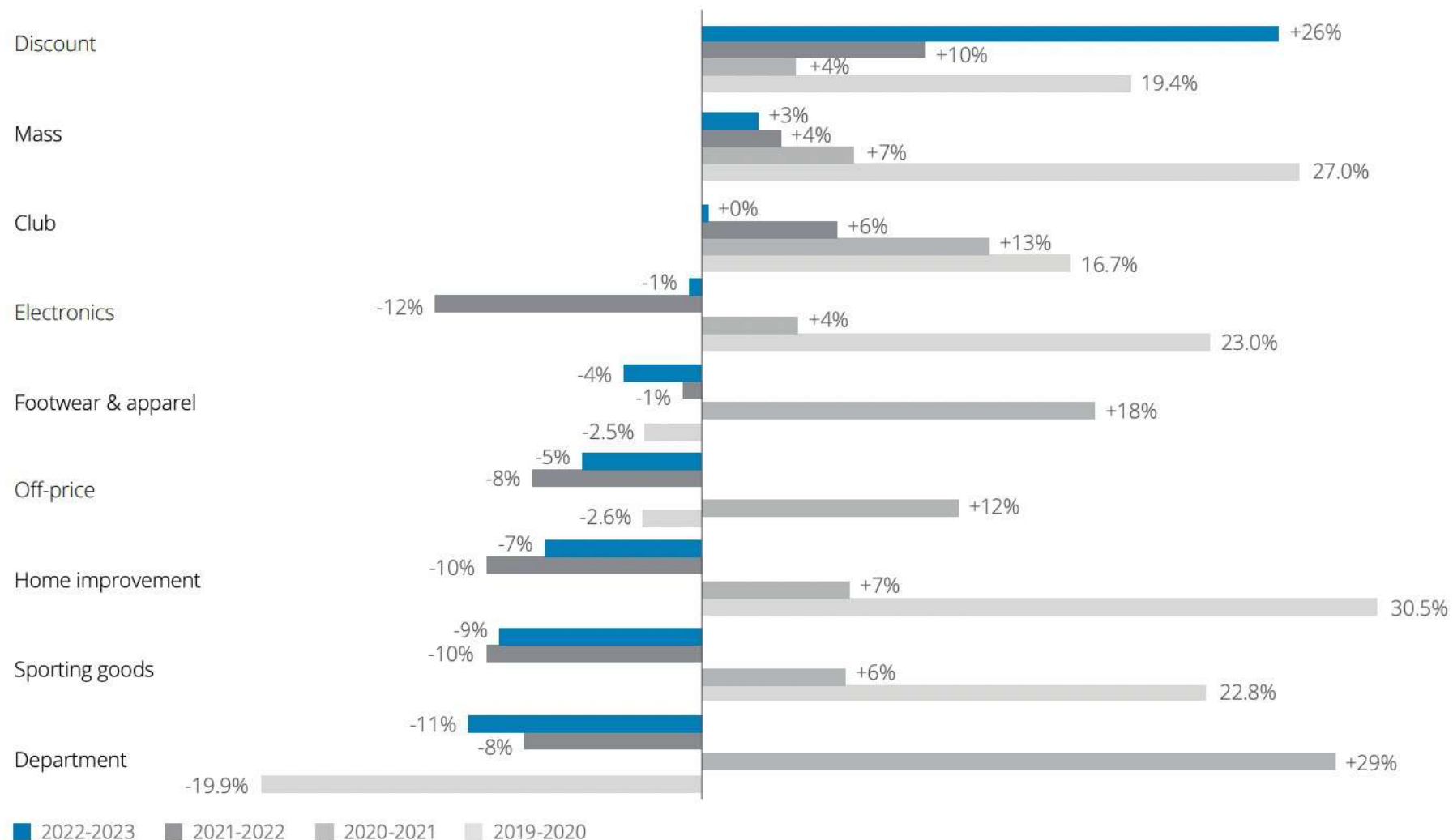


US RETAIL MARKET

Source: NRF

| Ranking ▲ | Retailer | International Revenues (billions) | Notes | Expand all |
|-----------|--------------------------|-----------------------------------|-------|------------|
| 1 | Walmart | \$96.27 | | + |
| 2 | Amazon.com | \$105.10 | | + |
| 3 | Schwarz Group | \$119.90 | | + |
| 4 | Aldi | \$107.97 | | + |
| 5 | Costco | \$58.61 | | + |
| 6 | Ahold Delhaize | \$75.91 | | + |
| 7 | Carrefour | \$58.98 | | + |
| 8 | Seven & I | \$32.20 | | + |
| 9 | The Home Depot | \$9.61 | | + |
| 10 | IKEA | \$44.00 | | + |
| 11 | Walgreens Boots Alliance | \$12.66 | | + |
| 12 | Rewe | \$18.01 | | + |
| 13 | Apple | \$10.68 | | + |
| 14 | Inditex | \$24.15 | | + |
| 15 | Casino | \$21.73 | | + |

Figure 1. Consumers spending at discount retailers increased significantly year-over-year



YoY % growth by Retail Subsector, October–November 2019–2023

Source: Affinity Solutions, Inc. – Deloitte InSightIQ Analysis, October–November 2021–2023; inclusive of inflationary impacts.

A large red speech bubble graphic with the text 'US RETAIL MARKET' inside. The bubble has a tail pointing towards the bottom left. The background of the slide features faint, curved, concentric lines in the top left and bottom right corners.

US RETAIL MARKET

RETAIL SECTORS:

- **Grocery and Food:** The largest retail category, accounting for over 20% of total sales. Major players include Walmart, Kroger, and Costco.
- **Apparel:** This sector has seen shifts toward casual and athleisure wear, with a strong focus on sustainability and ethical production.
- **Electronics and Appliances:** Driven by tech advancements and consumer demand for smart devices.
- **Home Improvement:** An area of consistent growth, driven by DIY trends and increased home renovations.

A red speech bubble graphic with the text "US RETAIL MARKET" inside. The bubble has a tail pointing towards the bottom left. The background of the slide features faint, curved, concentric lines in the top left and bottom right corners.

US RETAIL MARKET

E-COMMERCE GROWTH:

- E-commerce now represents about 20-22% of total retail sales, with platforms like Amazon dominating the space.
- Online retail continues to grow due to convenience, wide product variety, and fast shipping options. Mobile commerce (shopping via smartphones) is also a key growth driver.

The infographic features a large red speech bubble on the left side of the slide. Inside the bubble, the text 'US RETAIL MARKET' is written in white, bold, sans-serif capital letters. The background of the slide is white with faint, curved, concentric lines in the top-left and bottom-right corners, suggesting a globe or a stylized map.

US RETAIL MARKET

CHALLENGES:

- **Labor Shortages:** The retail industry has been impacted by labor shortages and rising wage costs, especially for frontline retail workers.
- **Supply Chain Disruptions:** Ongoing global supply chain issues, driven by the pandemic and geopolitical tensions, have affected inventory levels and pricing.
- **Inflation:** High inflation has led to price increases across many retail sectors, affecting consumer spending habits.

Consumer Trends

OMNICHANNEL RETAILING:

Consumers expect seamless experiences between online and offline channels. Many retailers have adopted "buy online, pick up in store" (BOPIS) or curbside pickup models.

SUSTAINABILITY:

There's increasing demand for environmentally friendly products and transparent supply chains, especially in sectors like apparel and food.

PERSONALIZATION & TECH:

Use of data analytics and AI to offer personalized shopping experiences is a growing trend, enhancing customer engagement.



DOING BUSINESS IN THE US

- Why the US?
- Preparing for the US expansion
- Regulatory Overview
- Workforce & Employment law
- Accounting & Financial Reporting (Banking)

HOBBY

Do it for pleasure

Don't care about money

Engage on it when time permits

It's a passion

Might have people willing to pay for it

No tax reporting obligations (?)

**Requires time
and effort**

**Might be a
passion**

BUSINESS

Dedicate time to it and are consistent

Started with the intention to make money

Business is registered

Have licenses and qualifications

Keep up with bookkeeping



The fashion industry is a commercial for-profit business.

WHY THE US?

WHO

WHO will manage the US business?

WHO is your competition?

WHO is the target audience in the US?

WHAT

WHAT is your product?

WHAT is your selling proposition?

WHAT customer pain point does your product solve?

WHERE

WHERE does the brand's target audience primarily shop

WHERE should the brand focus its initial market entry

WHERE can the brand find strategic partnerships in the U.S

WHY

WHY now?

WHY should the customer choose you?

WHY should the customer care?

HOW

HOW will you fund this expansion?

HOW will you enter the US market?

HOW will you compete?

EVOLUTION IDEA->PRODUCTION

Shapes
change

Materials
change

Offerings
change

Processes
change

Names
change

PREPARING THE US EXPANSION

US EXPANSION



```
graph TD; A[US EXPANSION] --> B[U.S. ADVISORY BOARD]; B --> C[U.S. LEADERSHIP]; C --> D[LEGAL]; D --> E[LOCATION];
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U.S. ADVISORY BOARD

U.S. LEADERSHIP

LEGAL

LOCATION

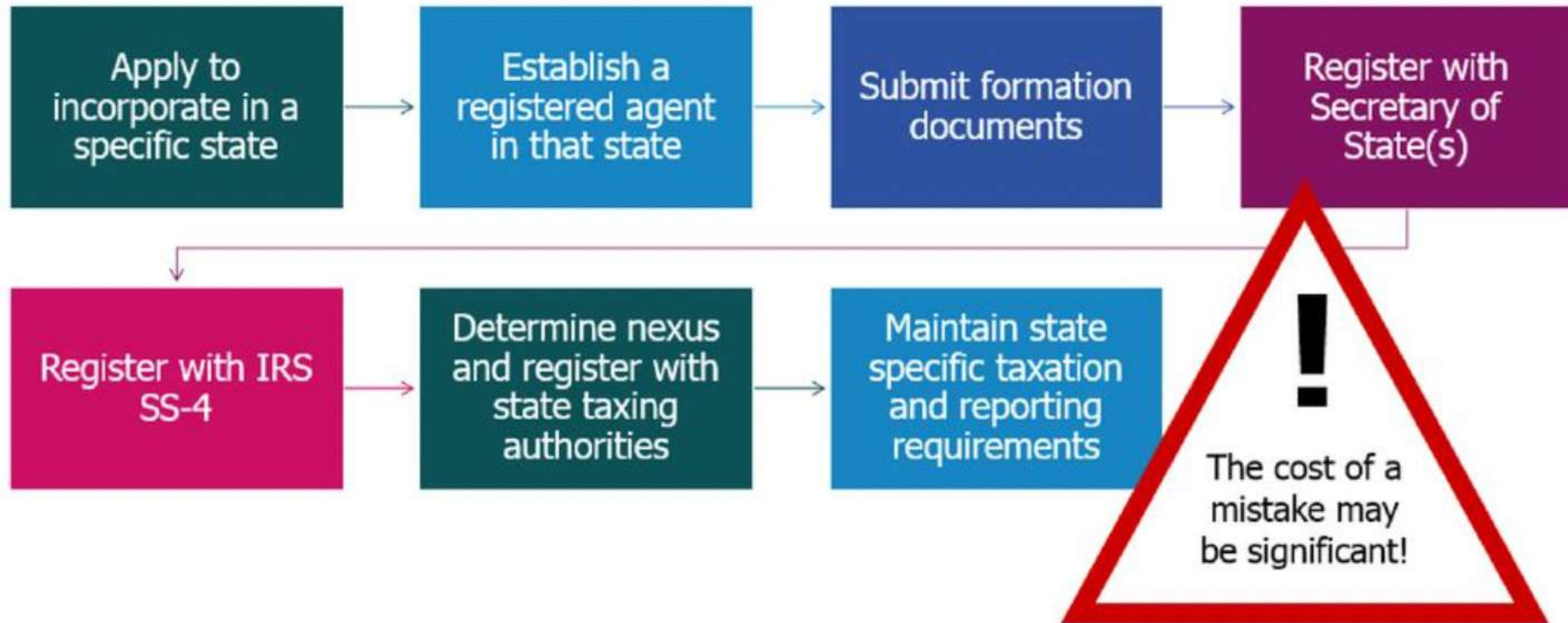
C-CORP

**LIMITED LIABILITY
COMPANY
(LLC)**

**BUSINESS
STRUCTURE**

**PARTNERSHIP
(LP, LLP)**

BRANCH



NON-U.S RESIDENTS

Non-U.S. residents can also open a business in the U.S., but they must:

- ☐ Have a U.S.-based registered agent
- ☐ Obtain an EIN
- ☐ File the necessary formation documents
- ☐ Comply with federal and state tax requirements

PROTIP
-UPS P.O BOX
For an address
(\$10-30 USD per month)

-Get a phone number.
Google call.

GOLDEN RULES

Ongoing Responsibilities

- File annual reports (if required by your state)
- Maintain good standing with the state by paying any necessary fees.
- Keep business licenses and permits up to date.

Obtain Necessary Permits and Licenses

- Some businesses require federal, state, or local licenses or permits. Ex: businesses in industries like healthcare, construction, or food service often need specific licensing.
- Check with your state and local government for industry-specific permits.

Register for State and Local Taxes

- Depending on your business activities, you may need to register for state and local taxes, such as sales tax or employment tax.
- This varies by state, so check your state's tax requirements.

TAXATION

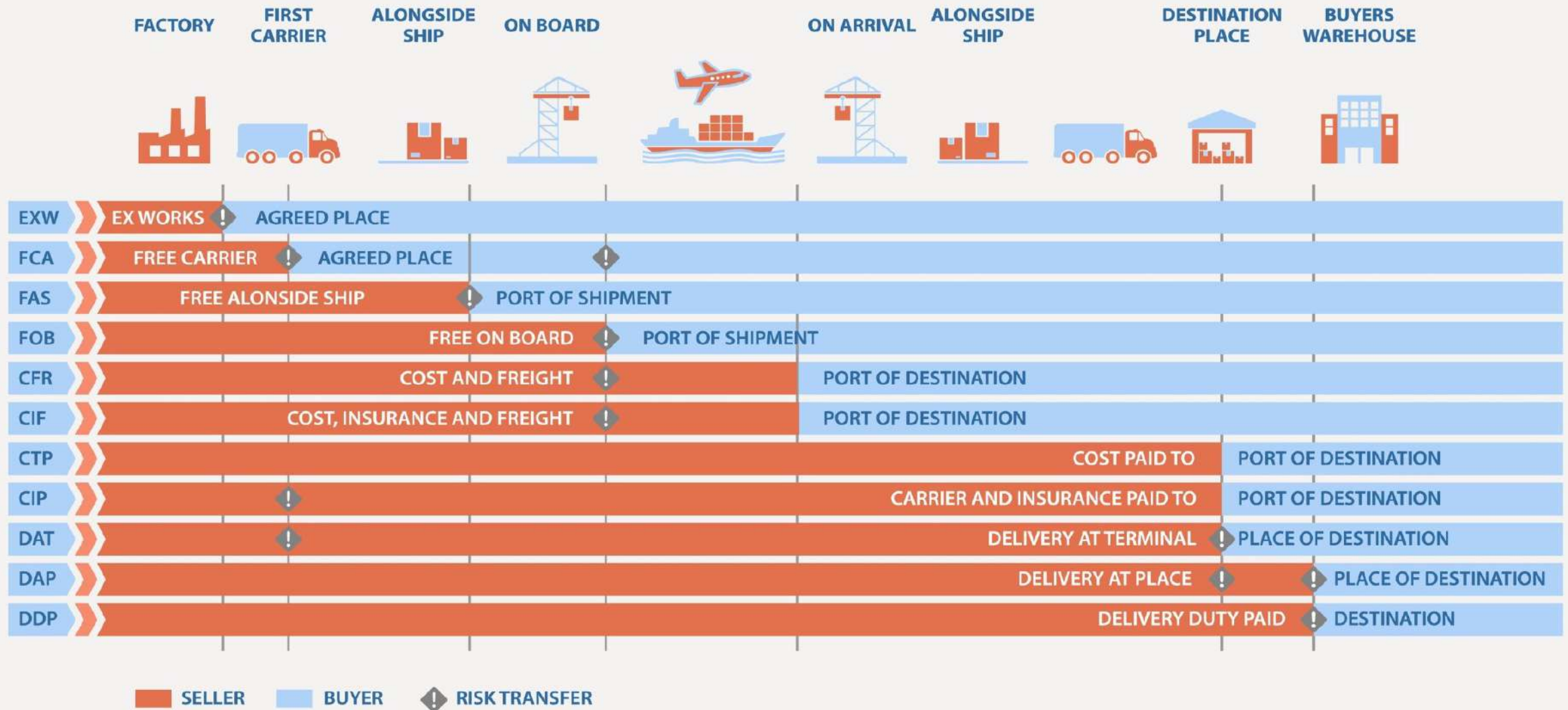
Find the right tax lawyer to walk you through the US taxation system. Mistakes are costly.

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or flow. On the left side, there is a large red speech bubble with a tail pointing towards the bottom left. Inside this bubble, the word "LOGISTICS" is written in white, uppercase letters.

LOGISTICS

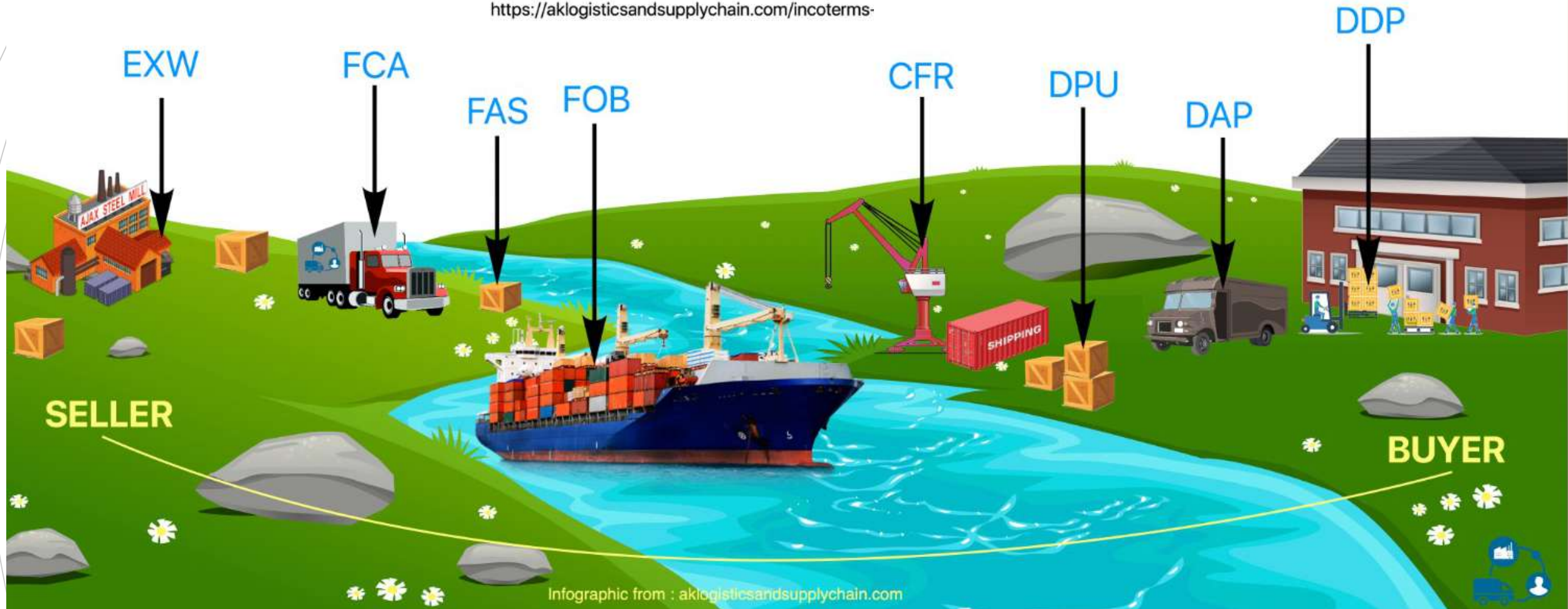
- What does your supply chain look like?
- What's the backup?
- Where is the product shipping from?
- What are the costs associated with importing, duties and taxes?
- Who will be your logistics company?

INCOTERMS



INCOTERMS

<https://aklogisticsandsupplychain.com/incoterms->



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WORKFORCE QUESTIONS

- How will you access talent in your new location?
- What state laws apply to your business?
- How will you determine salary levels?
- What is your paid time off policy?
- What benefits will you offer?

HIRING & COMMUNICATION

**Employment
policies &
procedures**

**Local hires vs
management
hires**

Benefits +

IMMIGRATION

- Visas and immigration are complex subjects in the US
- Ensure you understand the visa options and any government agreements that might benefit your situation

KEYS TO SUCCESS



Research and do your due diligence



Use US advisor or consultant to navigate this new environment



Build a strong advisory board



Ensure you have resources to dedicate to the expansion



Have a plan and be ready to pivot



Focus on customer



THANK YOU

QUESTIONS?

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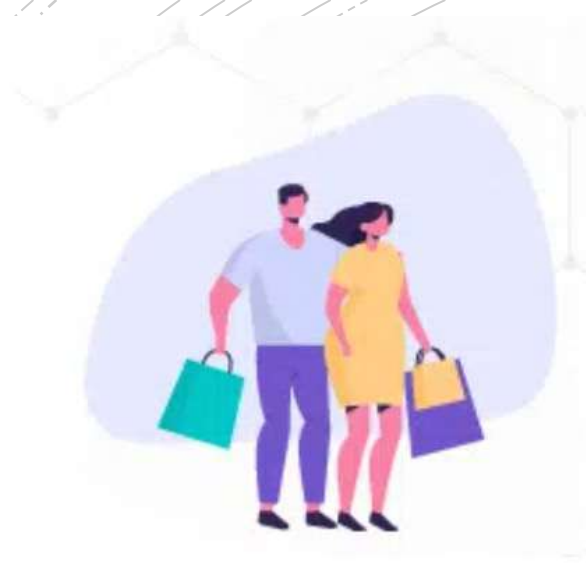
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RETAIL 101

Matilda Kalaveshi, MBA

WHOLESALE

- The U.S. wholesale fashion market is a significant sector in the fashion industry, where brands, designers, and manufacturers sell their products in bulk to retailers, boutiques, and other distributors.



| ASPECT | RETAIL | WHOLESALE |
|-----------------|--|---|
| Definition | Selling goods directly to end consumers in small quantities. | Selling goods in bulk to retailers, distributors, or other businesses for resale. |
| Customer | End consumers who use or wear the products. | Retailers or other businesses who sell to end consumers. |
| Pricing | Higher price per unit (retail markup included). | Lower price per unit (discounted for bulk purchase). |
| Order Quantity | Usually single items or small quantities. | Large quantities, often with minimum order requirements. |
| Profit Margin | Higher per unit margin, as markup is applied for direct sale. | Lower per unit margin, compensated by volume of orders. |
| Marketing Focus | Branding, consumer engagement, and in-store or online customer experience. | Relationship building with retail buyers, bulk discounts, and logistics support. |



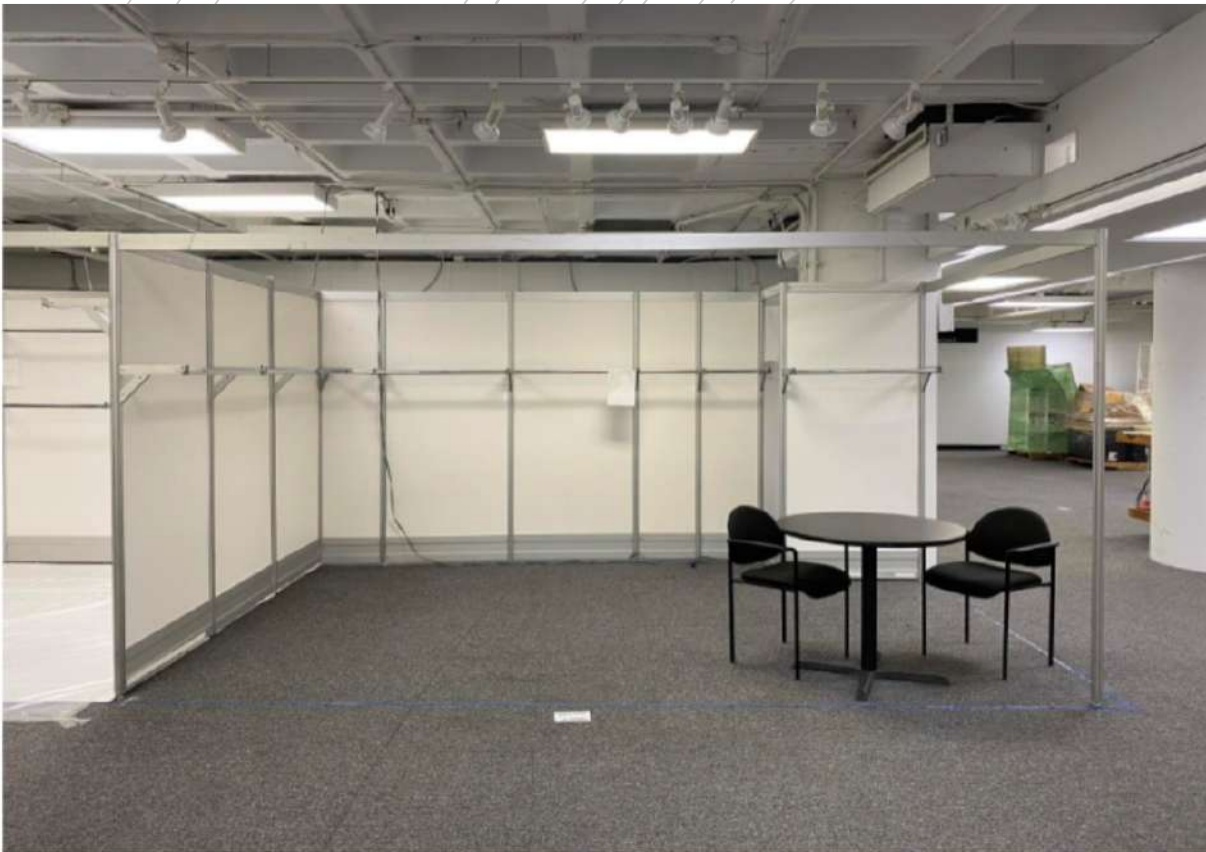
| ASPECT | RETAIL | WHOLESALE |
|------------------|---|--|
| Sales Channel | Direct-to-consumer through physical stores, e-commerce, and pop-ups. | Business-to-business, often via showrooms, trade shows, wholesale platforms, or distributors. |
| Inventory Risk | Higher inventory risk as items may remain unsold if not purchased by consumers. | Lower inventory risk as products are sold in bulk to other businesses before reaching consumers. |
| Customer Service | Focused on consumer satisfaction, returns, and feedback management. | Focused on timely delivery, order accuracy, and long-term business relationships. |
| Marketing Cycle | Shorter cycles, driven by seasonal trends and consumer demand. | Longer cycles, often with pre-orders and planning months in advance. |
| Payment Terms | Immediate payment upon purchase (credit or debit). | Often includes net terms (e.g., 30, 60, or 90 days after delivery). |



THIS OR THAT....

| METHOD | FINANCIAL INVESTMENT |
|---------------------|--|
| Fashion Trade Shows | <p>Booth Space: Fees can vary significantly based on the event and location (often \$2,000 to \$10,000+).</p> <p>Travel Expenses: Costs for flights, accommodation, and meals.</p> <p>Marketing Materials: Costs for brochures, business cards, and promotional items.</p> <p>Setup Costs: Expenses for booth design, display materials, and logistics.</p> <p>Insurance: Potential costs for liability insurance during the event.</p> |
| Wholesale Platforms | <p>Platform Fees: Monthly or annual subscription fees (ranging from \$50 to \$500+).</p> <p>Transaction Fees: A percentage of sales or fixed fees per transaction (usually 3% to 10%).</p> <p>Marketing Expenses: Costs for promoting products on the platform (ads, featured listings).</p> <p>Inventory Management Costs: Potential additional costs for managing stock levels and fulfillment logistics.</p> |

| METHOD | FINANCIAL INVESTMENT |
|-----------------------|--|
| Showrooms | <p>Rent: Monthly leasing costs (can range from \$1,000 to \$10,000+ depending on location and size).</p> <p>Utilities: Ongoing costs for electricity, water, and internet services.</p> <p>Staffing: Salaries or commissions for showroom staff (if applicable).</p> <p>Furnishing and Setup: Initial costs for interior design, furniture, and displays.</p> <p>Marketing: Costs for events, promotions, or advertising to draw in buyers.</p> |
| Sales Representatives | <p>Commission Payments: Typically 10% to 20% of sales made by the rep.</p> <p>Retainer Fees: Some brands may pay a flat monthly retainer to secure the rep's services.</p> <p>Training Costs: Expenses for onboarding reps and providing product training.</p> <p>Marketing Support: Possible investment in collateral or advertising to assist reps in selling the products.</p> <p>Travel Expenses: Costs associated with sending reps to meet with potential buyers (if applicable).</p> |



Before



After

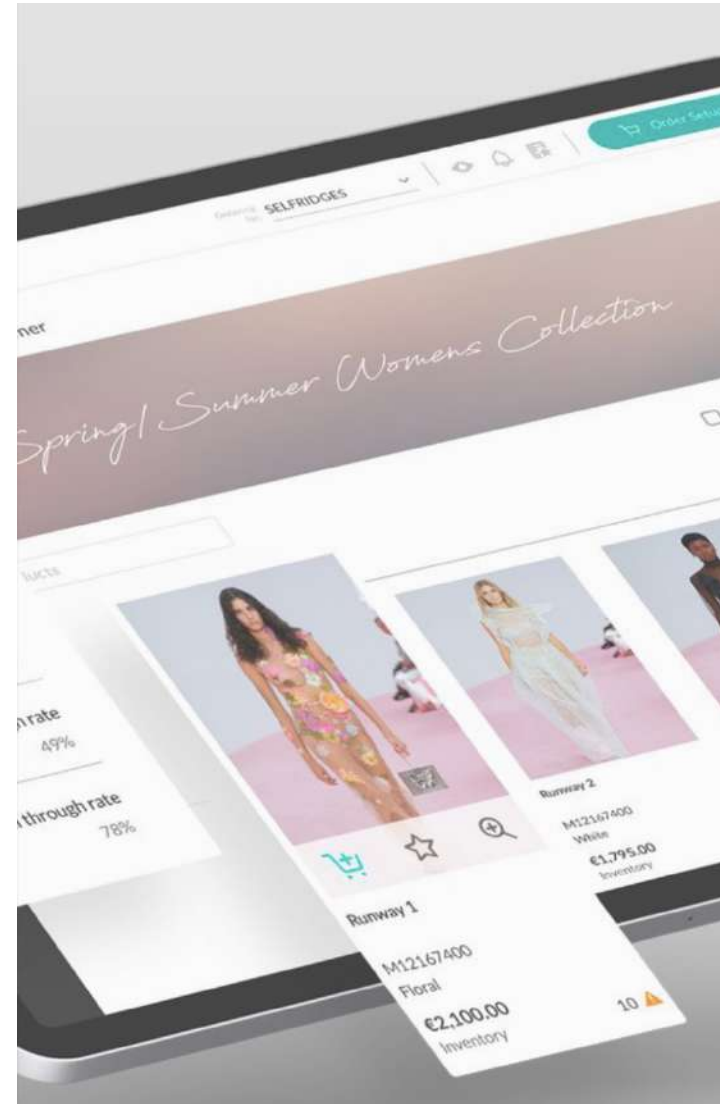
PHYSICAL SHOWROOM

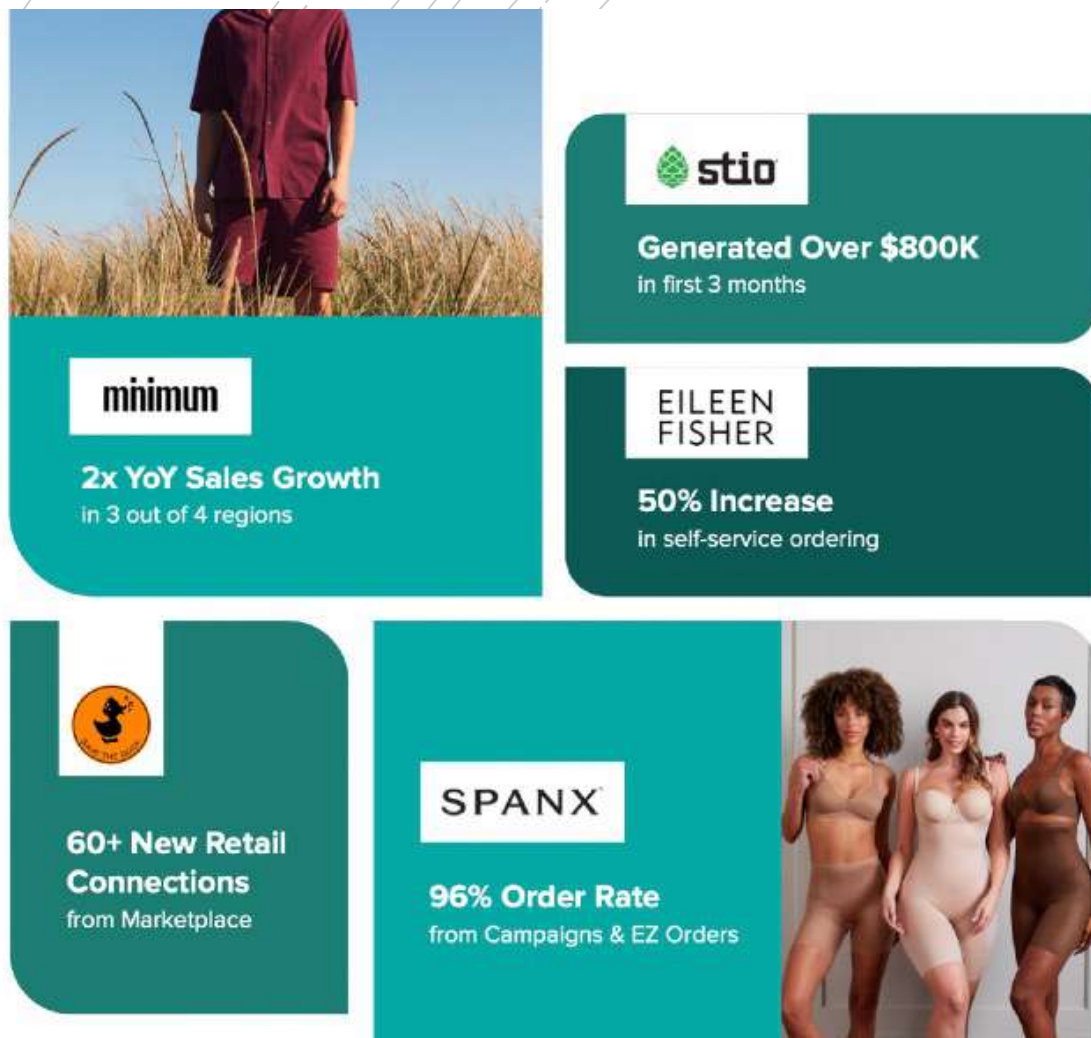


BISCAYNE SHOWROOM

- 2,500 sq ft of newly renovated space-configurable based on needs Open layout with windows throughout
- On-site meeting and conference rooms
- Furnished spaces (hanging bars, hangers, rolling racks, tables etc) Guest reception with on-site support staff
- Tech room available for AR, VR and AI projects
- Digital showroom membership (no order) included in pricing at very competitive rates
- opportunity to host buyer events Photo studio
- Membership available for temporary and permanent space Monthly parking garage membership available at competitive rates Communal kitchen space
- Secure building with 24/7 doorman Launch date November 2024

VIRTUAL SHOWROOM





NU ORDER BY LIGHTSPEED

NuORDER PROVIDES a fully integrated B2B eCommerce solution to:

- Support omnichannel selling
- streamline the wholesale buying and selling process
- save time and money
- deliver exceptional B2B experiences
- maximize wholesale revenues.

USED BY MORE than 3,000 BRANDS and 500,000 retailers PROVIDED BY MANA FASHION AT A FRACTION OF THE PRICE

THIS SERVICE CAN WE INCLUDED IN YOUR SHOWROOM PRICING PACKAGE OR CHOSEN SEPARATELY.

RETAILER PLACEMENT



VENDOR COMPLIANCE REQUIREMENTS

- ☐ Payment Terms
- ☐ Shipping and billing instructions Ticketing standards
- ☐ RTV instructions
- ☐ CO-OP dollars
- ☐ Certificate of liability
- ☐ Terms and conditions of POs Net terms
- ☐ INCO terms

WHOLESALE BUSINESS MANAGEMENT

The background features a large, solid orange shape on the right side, resembling a quarter-circle or a large arc. To its left, there are several concentric circles of varying radii, some solid and some dashed, creating a layered, circular effect.

- ❑ Sales
- ❑ Direct communication with buying team
- ❑ Weekly Business Review
- ❑ Promotional Strategies
- ❑ Negotiations
- ❑ Expansion

IMPORTANT TRADE SHOWS



LAS VEGAS MARKET
ANDMORE

cabana



SOURCING
at **MAGIC**

COTERIE
NEW YORK.

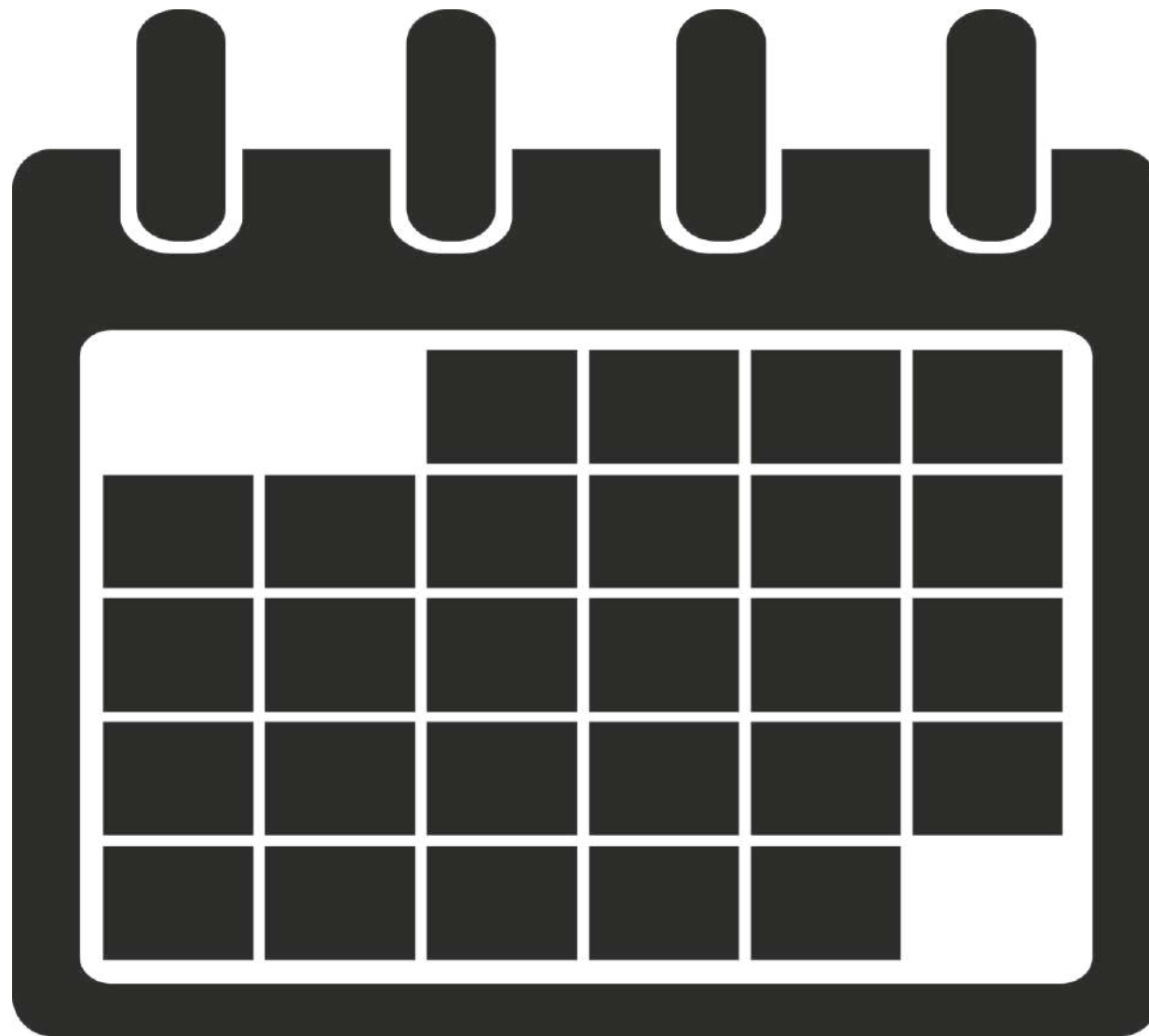
ATLANTA APPAREL
ANDMORE



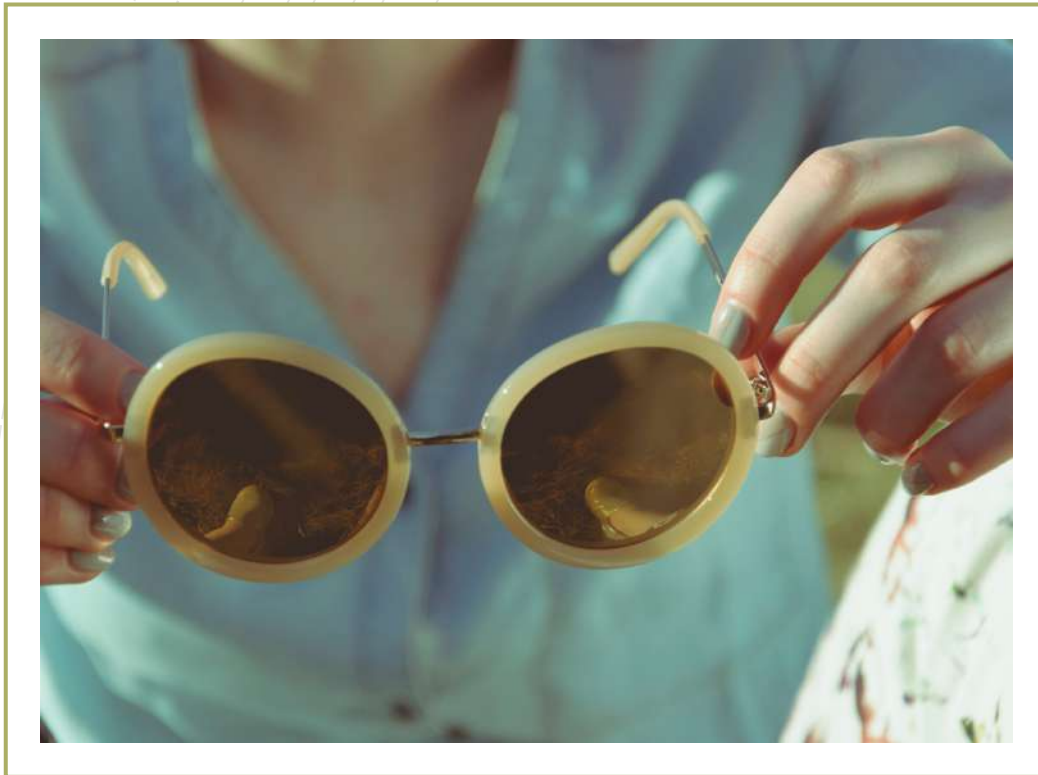
MAGIC

NY NOW

IMPORTANT DATES



IMPORTANT DATES



SPRING I

- **TRADE SHOW:** Show during July-Sept trade shows
- **SELL DATES:** August - October
- **DELIVERY:** Late January – March 1/30 - 2/28 - 3/30
- Fashion Week NYC takes place in September as does New York Market week. West Coast Market follows as do other regional shows in the US, which are still running well into late October.

SPRING II / SUMMER

- **TRADE SHOW:** Show during July-Sept trade shows
- **SELL DATES:** October - January
- **DELIVERY:** Late March – May 3/30 - 4/30 - 5/30



IMPORTANT DATES

FALL I / TRANSITION

- TRADE SHOW: Shown during Jan- Feb trade shows
- SELL DATES: Late January - March
- DELIVERY: Late Middle of July – August
7/15 - 8/30

FALL II

- TRADE SHOW: Shown during Jan- Feb trade shows
- SELL DATES: March - April
- DELIVERY: Late September 9/30

IMPORTANT DATES



HOLIDAY

- TRADE SHOW: Show during June-July trade shows
- SELL DATES: June-July
- DELIVERY: October 10/15 - 10/30

RESORT/CRUISE

- TRADE SHOW: Show during June- August trade shows
- SELL DATES: June - August
- DELIVERY: Late November through mid-January 11/30 - 12/30 - 1/15

SUPPLY CHAIN



LOGISTICS COMPANIES

- Logistics companies play a critical role in helping fashion brands enter the U.S. market. They manage the complex flow of goods from production sites to retail locations or direct-to-consumer distribution.

SOLUTIONS

- Customs and Import Compliance
- Freight Forwarding and Shipping Solutions
- Warehousing and Inventory Management
- Order Fulfillment and Distribution
- Supply Chain Optimization and Technology Integration
- Reverse Logistics and Returns Processing
- Risk Management and Insurance
- Cost Control and Budget Management
- Customer Service Support
- Scalability for Market Growth

An orange speech bubble graphic with a white border, containing the text 'THANK YOU' in white, bold, uppercase letters. The bubble has a small tail pointing downwards and to the left.

THANK YOU

QUESTIONS?

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Pricing Strategies



Matilda Kalaveshi, MBA
Mana Fashion Services

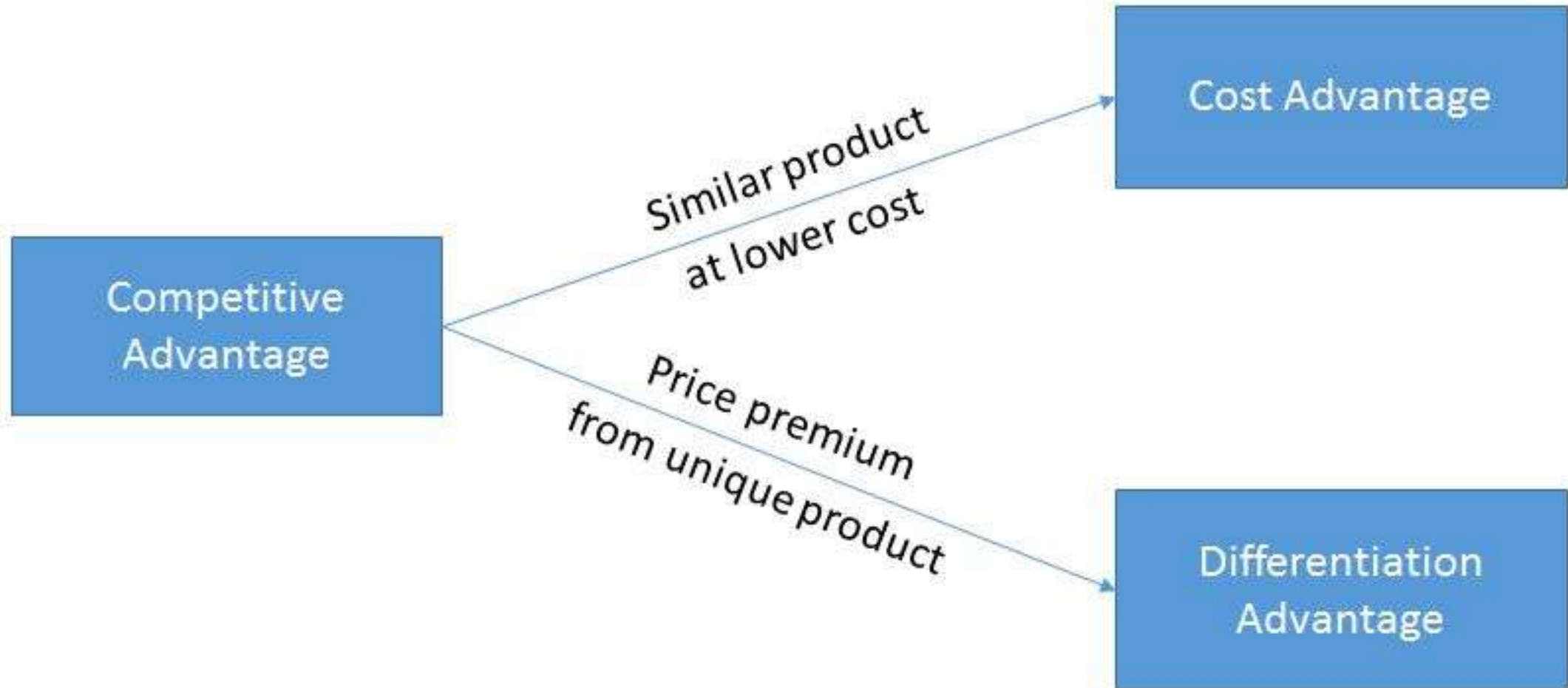
Pricing is actually pretty simple. Customers will not pay literally a penny more than the true value of the product.

— Ron Johnson

Four P's of Marketing



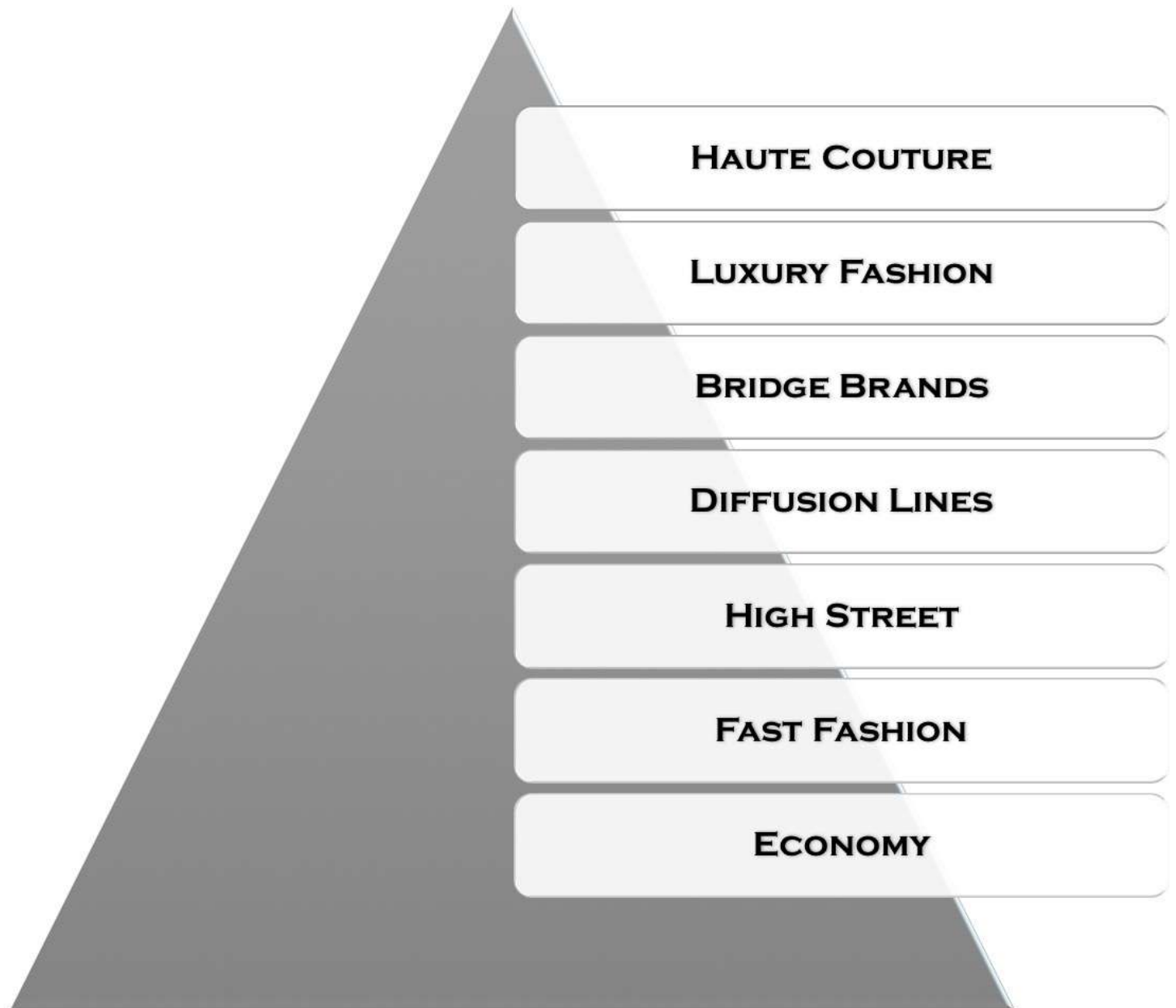
Sources of Competitive Advantage



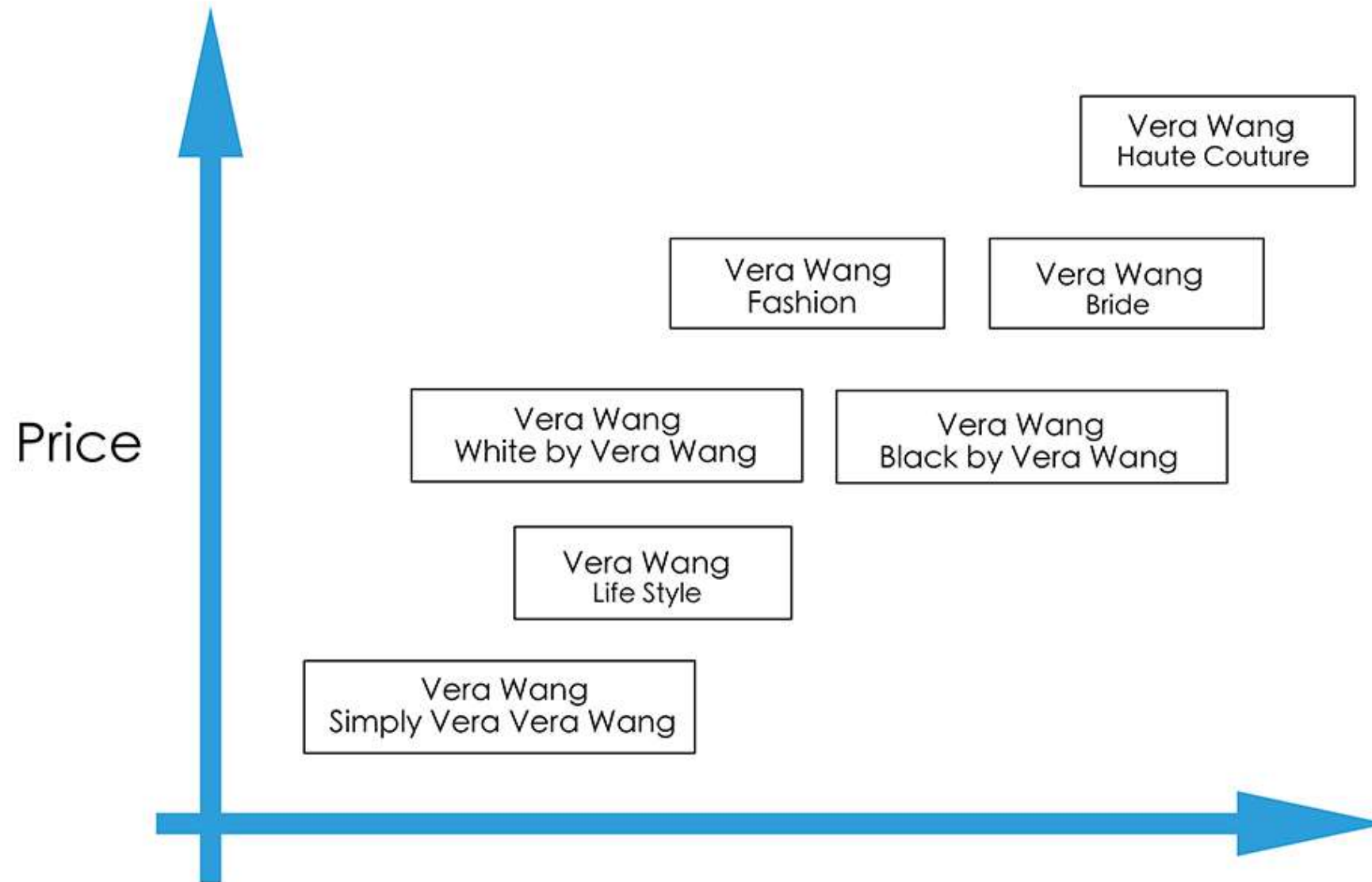
OPTIMIZE PRODUCT PRICING

| PRODUCT OR SERVICE QUALITY | PRICE | | |
|----------------------------|---------------|---------------|--------------|
| | HIGH | MEDIUM | LOW |
| HIGH | Premium | High value | Superb value |
| MEDIUM | Over charging | Average | Good value |
| LOW | Rip-off | False economy | Economy |

FASHION PRICE LEVELS



Brand Architecture



PRICING

Retail Pricing

Wholesale Pricing

Factory Cost
Target Pricing

Gross Margins

PRICING



Competition Based Pricing



Classic Elegance Black Satin
Sleeveless Mock Neck Maxi Dress

Lulus

\$70.40 \$88

with code **SAVE**

★★★★★ 1 (737)

Black



Size sold out? [Join the Waitlist](#)

XS S M L XL

1X 2X 3X

FIT FINDER [Find your size](#)

Add to Bag

+ Wishlist

Share

Pay in 4 installments of \$17.60 with **afterpay** or Klarna.

Shipping & Returns

Adding this item to your bag will qualify you for Free Standard



[Visit the Norma Kamali Store](#)

Norma Kamali Women's Halter
Turtle Side Slit Gown

4.2 ★★★★★ 275 ratings | [Search this page](#)

Amazon's Choice

50+ bought in past month

-20% **\$116⁰⁰**

List Price: \$145.00 @

Or: **\$19.33** /mo (6 mo). Select from 2 plans

prime One-Day

FREE Returns

Size:

Small

Color: Black



Small is your recommended size based on millions of customer orders, returns, and reviews.

[Size Chart](#)

Product details

Fabric type 95% Polyester, 5% Spandex



Norma Kamali

Alice + Olivia

\$292 ~~\$595~~

Or 4 installments of \$73.00 by **afterpay**

Size: [Size Guide](#) [Can't Find Your Size?](#)

0 2 4 6 8 10 12 14

FIT PREDICTOR calculate your size

Color: Black

ADD TO BAG

BUY NOW

+ Add to My Lists

Estimated Delivery: Oct 02 - Oct 03

FREE Shipping & Returns

Description [Size & Fit](#) [About The Brand](#)

- Self: 75% triacetate, 25% polyester
- Contrast Fabric: 100% polyester
- Lining: 94% polyester, 6% elastane
- Made in China
- Dry clean only
- Fully lined
- Exposed back zipper closure
- Back loop button closure
- Satin fabric with mesh paneling and side seam slit
- Revolve Style No. AUJ-WDI054
- Manufacturer Style No. CC307205619

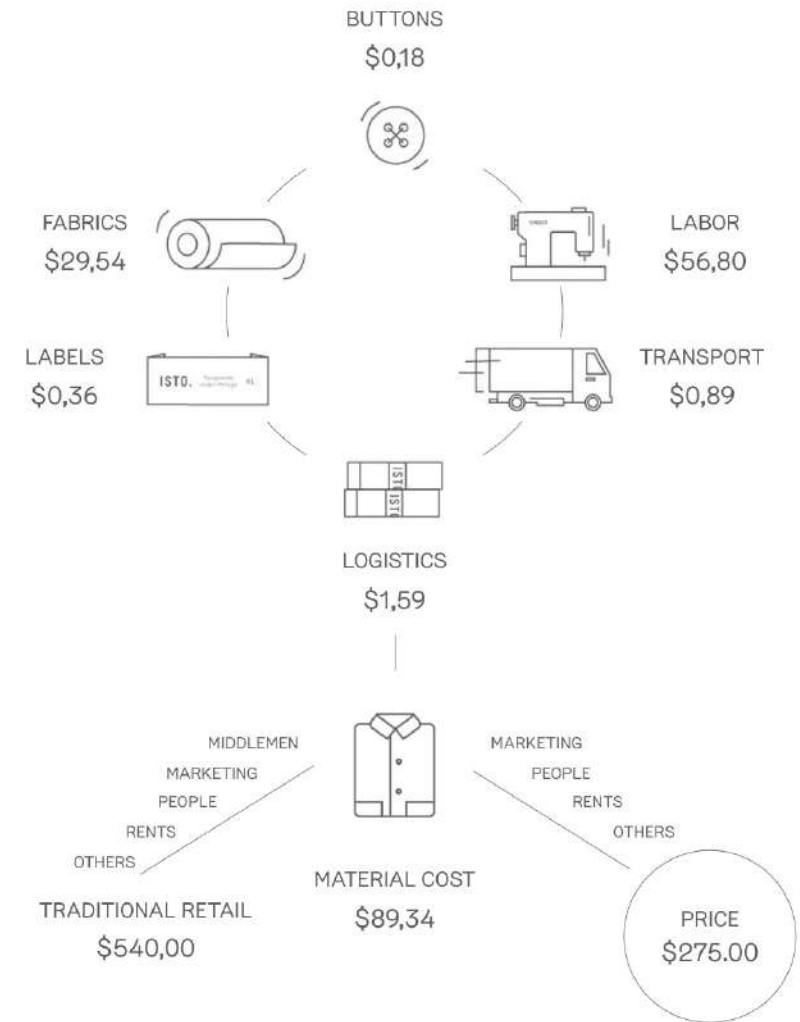
Complete The Look



Bottoms Up Pricing



Matilda Kalaveshi, MBA



Pricing

Know your numbers

Factories will negotiate to their benefit not yours.

Familiarize yourself with pricing as it relates to ALL aspects of manufacturing.

There are a lot of online resources that provide great information.

Always start with your retail price goal and work from there.

Research the market, competitors and analyze pricing before you come up with your price strategy.

FORMULAS

- Retail Mark-Up
- Net Profit & Gross Profit
- Sales to Stock Ratio
- Sales per Sq. Foot
- Turn Over
- O.T.B.
- Sales to Stock Ratio
- Sales per Square Foot
- Margin
- Breakeven

COSTING

Work it backwards:

- Know the retail price
- Know the retail mark-up
- Know the wholesale price
- Know the production cost price

Cost is based on consumer price resistance and not what it cost you to make

COSTING

The 3x & 4x Rule

- price is the cost of the product
- price is the cost of shipping
- price marketing
- price is profit

MARKUP VS MARGIN

- Markup addresses: “How much can I get for this _____?”
- Gross Margin answers the question: “How much did I make on this _____?”
- MU- used to decide on pricing strategy
- GM- used to decide on cost reductions

MARKUP VS MARGIN

MARK UP FORMULA

$$(\text{RETAIL} - \text{COST}) / \text{COST}$$

MARGIN FORMULA

$$(\text{RETAIL} - \text{COST}) / \text{RETAIL}$$

MARKUP VS MARGIN

MARK UP – BASED ON COST

- Markup example: if an item costs \$50 and you sell it for \$75, the markup is \$25, which is a 50% markup on the **cost** price (\$25 is 50% of \$50).

MARGIN – BASED ON SELLING PRICE

- Margin example: if you sell the item for \$75 and the cost is \$50. The profit is \$25, and the margin is 33.3% because \$25 is 33.3% of the **selling** price (\$75).

RETAIL TO COST

RETAIL PRICE \div 2 = 50% margin

RETAIL PRICE \div 3 = 66% margin

RETAIL PRICE \div 4 = 75% margin

RETAIL PRICE \div 5 = 80% margin

RETAIL TO COST

Example: If the Retail price is \$100.00

\$100 divided by 2 = \$50

\$50 cost is a 50% margin

\$100 divided by 3 = \$33

\$33 cost is a 66% margin

\$100 divided by 4 = \$25

\$25 cost is a 75% margin

GROSS MARGIN



Gross margin must cover all your operating expenses.

GROSS MARGIN

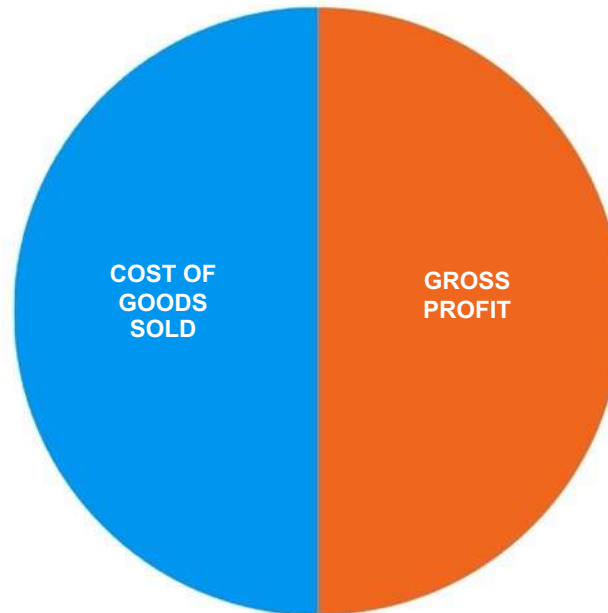
High margin = $> 60\%$ = excellent

Average margin = 50% = good

Low margin = $< 40\%$ = poor

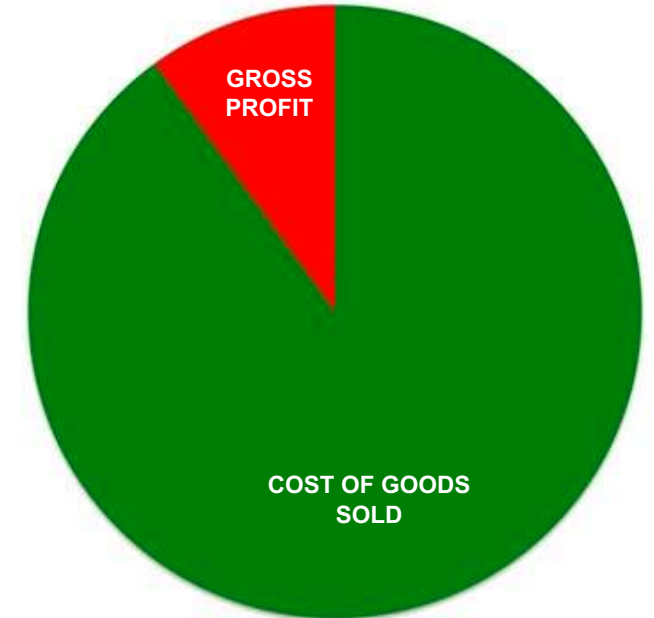


GROSS MARGIN



50% gross profit margin

High gross profit (margins) give you more money to run your operation.



15% gross profit margin

Low gross profit (margins) won't leave you enough money to run your business.

QUIZ QUESTION

A fashion retailer purchases a handbag for \$80 and sells it for \$200.

- What is the markup percentage on the handbag?
- What is the margin percentage on the handbag?

QUIZ QUESTION

A fashion retailer purchases a handbag for \$80 and sells it for \$200.

○ What is the markup percentage on the handbag?

$(\$200 - \$80) / \$80 = 150\%$ MARKUP

○ What is the margin percentage on the handbag?

$(\$200 - \$80) / \$200 = 60\%$ MARGIN

TRUE OR FALSE?

The higher the retail price, the higher the gross margin %?

\$288,200
Hermès Diamond Birkin



Géranium Crocodile Diamond Birkin 35 CHRISTIE'S

TRUE OR FALSE?

FALSE

The higher the retail price, the gross margin isn't automatically higher



Markdowns

Markdowns: A reduction in price or a discount



Markdowns

Markdowns (discounts) increase  traffic & sales



Markdowns

Markdowns (Discounts) decrease  profit



MARKDOWNS / DISCOUNTING

OR PLACING AN ITEM “ON SALE” BECOMES AN EXPENSE

MARKDOWNS

Price is \$60.00

- What is the price at 25% off?
- What is the price at 35% off
- What is the price at 50% off
- What is the price at 75% off

MARKDOWNS

Price is \$60.00

1. What is the price at 25% off?

$$\$60 \times .25 = \$15$$

$$\text{Retail } -\$15 \text{ off} = \mathbf{\$45}$$

2. What is the price at 35% off?

$$\$60 \times .35 = \$21$$

$$\text{Retail } -\$21 \text{ off} = \mathbf{\$39}$$

3. What is the price at 50% off?

$$\$60 \times .50 = \$30$$

$$\text{Retail } -\$30 \text{ off} = \mathbf{\$30}$$

4. What is the price at 75% off?

$$\$60 \times .75 = \$45$$

$$\text{Retail } -\$45 = \mathbf{\$15}$$

TYPES OF SALES

There are four types of sales:

- In season- 20% off
- End of season – 25%- 50% off
- Clearance – 50% - 75% off
- Liquidation sale

**Price is what you pay. Cost
is what you spend. Value is
what you get.**

Alan Weiss

THANK YOU

QUESTIONS?

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BRANDING





EVER WONDER WHY YOU CHOOSE
A PRODUCT OR SERVICE?



BRANDING —————→ COMPANY'S PERSONALITY

HELPS TO FORGE A **CLOSER CONNECTION** WITH YOUR CUSTOMERS

MORE THAN A LOGO

BE CONSISTENT WITH YOUR MESSAGE! —————→ STAND OUT

Use it for your FAVOR!!

BRANDING

- TARGET AUDIENCE
- COMPANY'S PERSONALITY
- POSITION PRODUCT & BUSINESS
- LOGO & SLOGAN

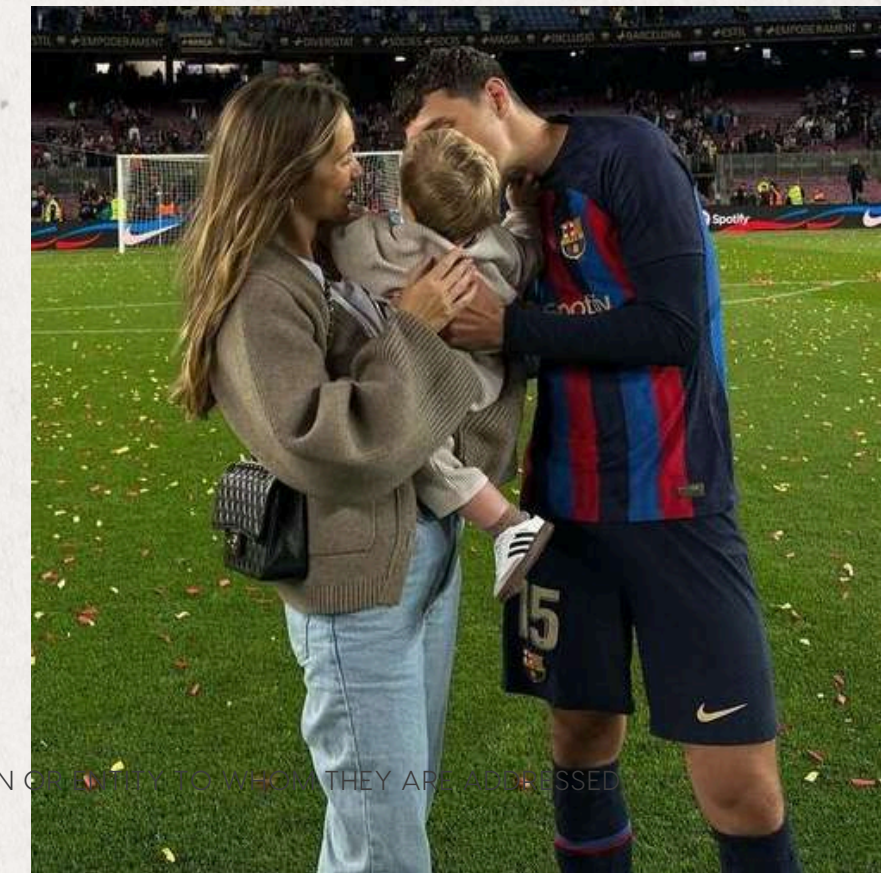
CUSTOMER

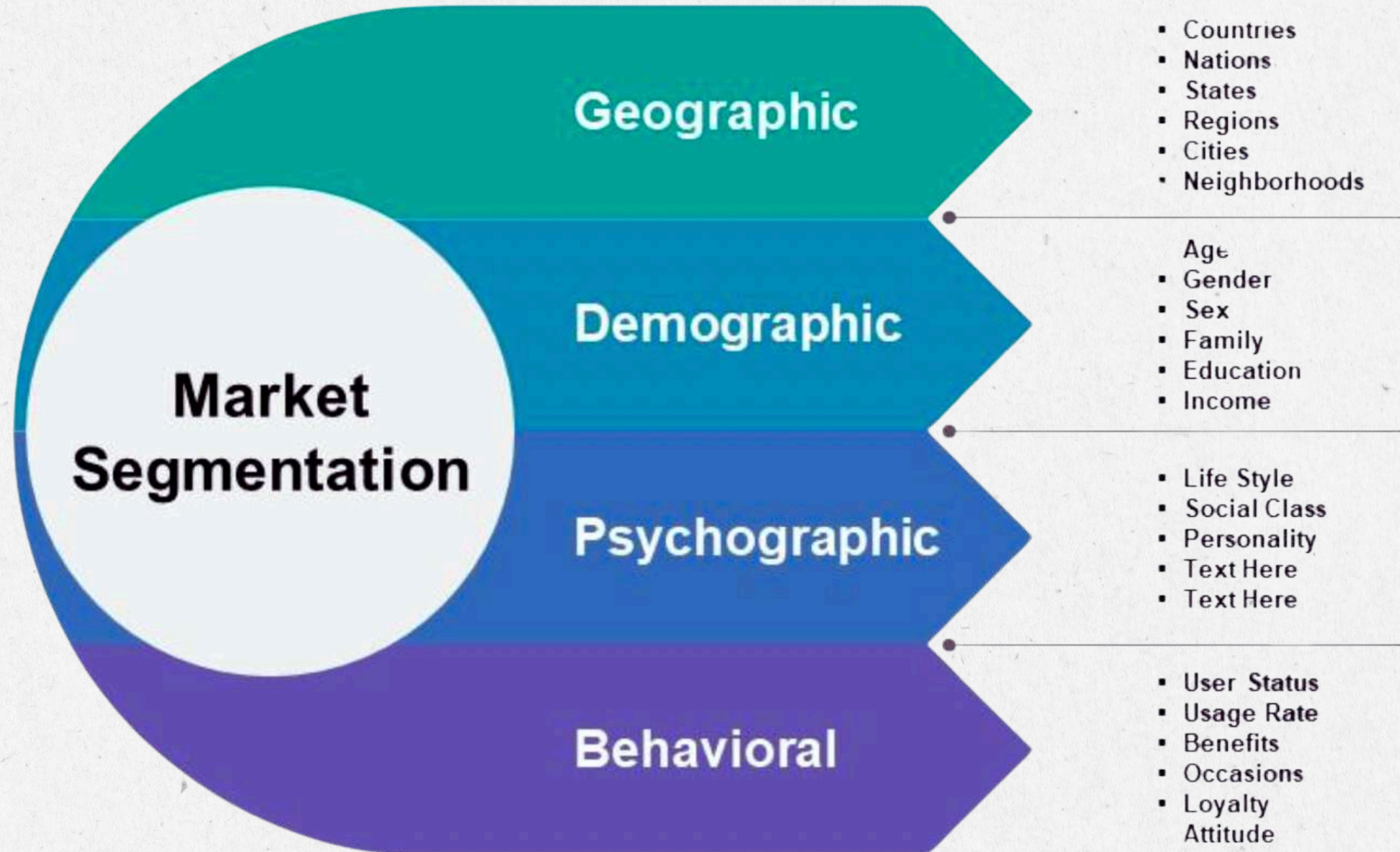
DEFINING YOUR CUSTOMERS.

Defining your target customers helps your brand create effective marketing strategies.

CLEAR AND SPECIFIC TO BE EFFECTIVE.

Always keep it in mind when you take decisions.





TORY BURCH

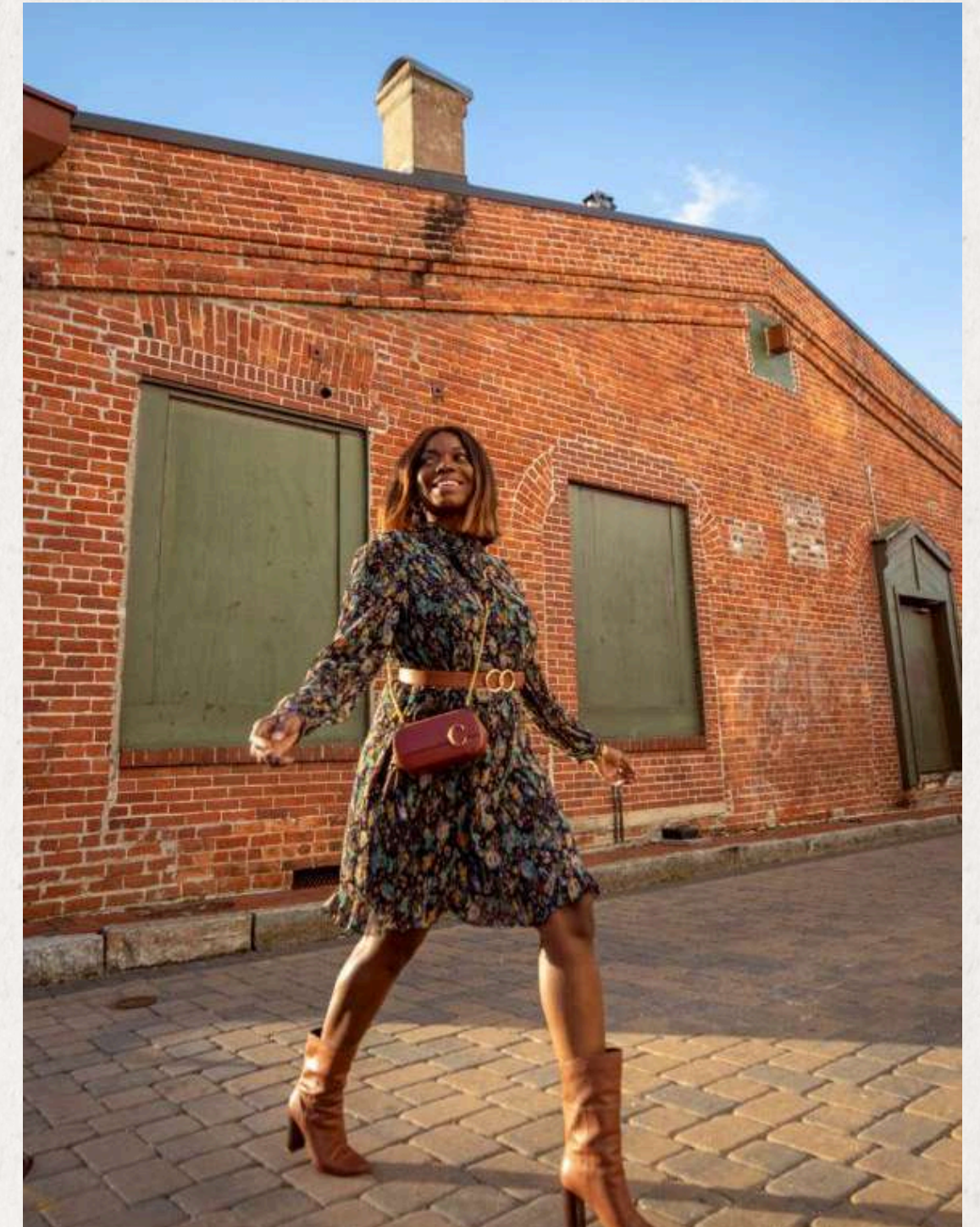
Meet Claire Martin, a 37-year-old marketing executive in San Francisco who effortlessly blends career, family, and style. Her go-to pieces include Tory Burch's iconic flats and structured totes, perfect for her busy life. Weekdays are a whirlwind of client meetings and school pickups, while weekends mean yoga and gallery visits. Claire loves Tory Burch for its classic designs and women-empowerment mission, aligning with her values as a volunteer for local women's initiatives. For Claire, Tory Burch is more than a brand—it's her ideal mix of elegance and ease.

DEMOGRAPHICS

- Age: Primarily 25-55, with a core focus on 30-45.
- Gender: Mostly female.
- Income Level: Middle to high-income, typically \$100,000 to \$300,000+.
- Education: Likely college-educated, often in professional careers.
- Occupation: Mainly in fields like finance, marketing, healthcare, law, tech, and some in creative roles.
- Marital Status: Primarily married or in committed relationships, with some single women in urban areas.

GEOGRAPHICAL

- Location: Primarily urban and affluent suburban areas, with major U.S. markets in cities like New York, Los Angeles, San Francisco, Miami, Chicago, and Washington D.C., as well as international markets in Paris, London, Hong Kong, Shanghai, and Dubai.
- Preferred Shopping Locations: High-end malls, department stores (e.g., Nordstrom, Neiman Marcus), Tory Burch boutiques, and online. They enjoy a blend of luxury in-store shopping and e-commerce convenience.



TORY BURCH

PSYCHOGRAPHICS

- **Lifestyle:** Values a balanced, stylish life, blending career and family. Prefers upscale, versatile fashion for both work and leisure, appreciating brands with sophistication and elegance.
- **Personality:** Social, aspirational, family-oriented, and values timeless, functional fashion. Often ambitious and drawn to brands aligning with their values.
- **Shopping Habits:** Shops both in-store and online, seeking quality and good value. Loyal to Tory Burch but open to other accessible luxury brands.
- **Values:** Prefers brands that emphasize empowerment, craftsmanship, and authenticity. Resonates with Tory Burch's philanthropic focus on women's empowerment.
- **Interests:** Enjoys travel, wellness, art, and fashion, and follows lifestyle trends through magazines and platforms like Vogue and Harper's Bazaar.

BEHAVIORAL TRAITS

Brand Loyalty: The Tory Burch customer is often brand-loyal, valuing the balance between high-end appeal and accessible luxury. They frequently return to Tory Burch for seasonal staples and signature items like handbags, flats, and tunics.

Purchasing Decisions: Often motivated by practicality blended with luxury. They want to invest in pieces that are both stylish and functional, suitable for work-to-weekend wear.

Environmental and Social Concerns: Many are increasingly conscious about sustainability and favor brands that emphasize ethical production and social responsibility.



PERSONALITY

VALUES

| | | | | | |
|------------|-------------|-------------|-------------|------------|-----------|
| AFFORDABLE | CASUAL | DIFFERENT | GLAMOROUS | LOYAL | RETRO |
| AGGRESSIVE | CHARISMATIC | DIVERSE | GRACEFUL | LUXURIOUS | ROMANTIC |
| AMAZING | CLEAN | DURABLE | HAPPY | MASCULINE | SEDUCTIVE |
| ANONYMITY | CLASSIC | DYNAMIC | HISTORIC | MATURE | SIMPLE |
| ATHETIC | CONFIDENT | ECLECTIC | HERITAGE | MINIMAL | STRONG |
| AWESOME | CONTROLLED | ECO- | HONEST | NATURAL | UNIQUE |
| BALANCED | CONTEMPORA | ELEGANT | HUMBLE | PIONEERING | UNISEX |
| BOLD | CREATIVE | EMOTIONAL | INDEPENDENT | POSITIVE | UNIVERSAL |
| BEAUTIFUL | CURIOUS | EXPRESSIVE | INNOVATE | QUIRKY | VERSATILE |
| CALM | DECADENT | EXTRAVAGANT | INSPIRING | RADICAL | YOUNG |

MISSION & VISION

Describes what your brand
aims to achieve and how you
will achieve it

Statement defines where you
want those achievements to
lead in the future.

DEMAND GENERATION

*Endorsement contracts with attest to
spark demand*

INSPIRATION

"Anyone with a body can be an athlete"

INNOVATION

*As a driver of demand with the
ongoing development of new
products*

TONE OF VOICE

| Aspect | Description | Example |
|-----------------------|--|--|
| Personality | Defines the brand's "character" – can range from friendly to formal, playful, etc. | Luxury Brand: Sophisticated, elegant Snack Brand: Fun, lively |
| Language & Vocabulary | Reflects word choice that matches the brand identity and audience expectations | Tech Company: Precise, technical terms Beauty Brand: Sensory, inviting language |
| Emotion & Attitude | Sets the mood to evoke specific emotions in the audience | Fitness Brand: Motivational, empowering Healthcare: Comforting, empathetic |
| Pacing & Rhythm | Controls sentence flow and energy for readability and tone | News Platform: Short, direct sentences Wellness Brand: Soothing, flowing language |
| Consistency | Ensures a uniform tone across platforms for trust and recognition | Bank: Reliable, formal on all channels Adventure Brand: Energetic, playful throughout |

DIOR

Under the visionary leadership of Creative Director Maria Grazia Chiuri, Dior has redefined its mission by integrating feminist themes that promote gender equality and empower women. Chiuri's designs celebrate femininity as a symbol of strength, often drawing inspiration from iconic women who championed social change. Her collections transform Dior's runway into a powerful dialogue, where art and advocacy converge to uphold Dior's legacy of elegance while championing modern values. In Chiuri's hands, Dior becomes not just a fashion house, but a platform for empowerment, advocating for a more inclusive and progressive world.

MISSION

rooted in a legacy of timeless elegance and femininity

"leave only beauty as a legacy"

by harmonizing luxury with environmental stewardship. Through sustainable flower farming and regenerative practices, Dior honors its heritage of refined beauty and femininity while preserving the natural world that has long inspired its creations, ensuring that future generations can experience the beauty Dior holds dear.

TONE OF VOICE

Refined, confident, and timeless, blending elegance with modernity. It communicates with understated authority, celebrating craftsmanship and individuality.

Dior's messaging embodies luxury grounded in authenticity, resonating with those who value artistry and thoughtful expression.

VISION

Is to be the **ultimate symbol of elegance and innovation in fashion, celebrating creativity and craftsmanship while honoring its rich heritage.**

Aspiring to inspire and empower individuals worldwide, Dior creates timeless, luxurious designs that embody beauty, sophistication, and a deep commitment to sustainable excellence.



SOURCE: [HTTPS://WWW.DIOR.COM/EN_US/BEAUTY/STORE-PAGE-FOLDER/OUR-COMMITMENTS.HTML#CHRISTIAN-DIOR-PARFUMS-X-IV](https://www.dior.com/en_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfums-x-iv)

DISCLAIMER | CONFIDENTIALITY NOTE: THE FILES TRANSMITTED WITH IT CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND/OR INTENDED SOLELY FOR THE USE OF THE PERSON OR ENTITY TO WHOM THE INFORMATION IS ADDRESSED

COMPETITORS

COMPETITORS

RESEARCH

To understand where your brand stands within the market and how you can differentiate yourself.

DIRECT

Companies that offer products or services of the same category.

Why?

Distinguishes de selling point & Create differentiation.
Save time when building up a customer profile for you business.

INDIRECT

Companies that offer products or services that satisfy the same needs.

Why?

Untaped opportunities.
Understand the audience better.
New marketing ideas.

SWOT

INTERNAL FORCES

STRENGTHS

- Prime location
- Exceptional customer service
- Strong brand loyalty

WEAKNESSES

- High staff turnover
- Limited menu options
- Poor online presence

EXTERNAL FORCES

OPPORTUNITIES

- Rising demand for vegan options
- Local food festivals
- Favorable regulations

THREATS

- Economic downturns
- Rising food and labor costs
- New competition

ALO YOGA V/S LULULEMON

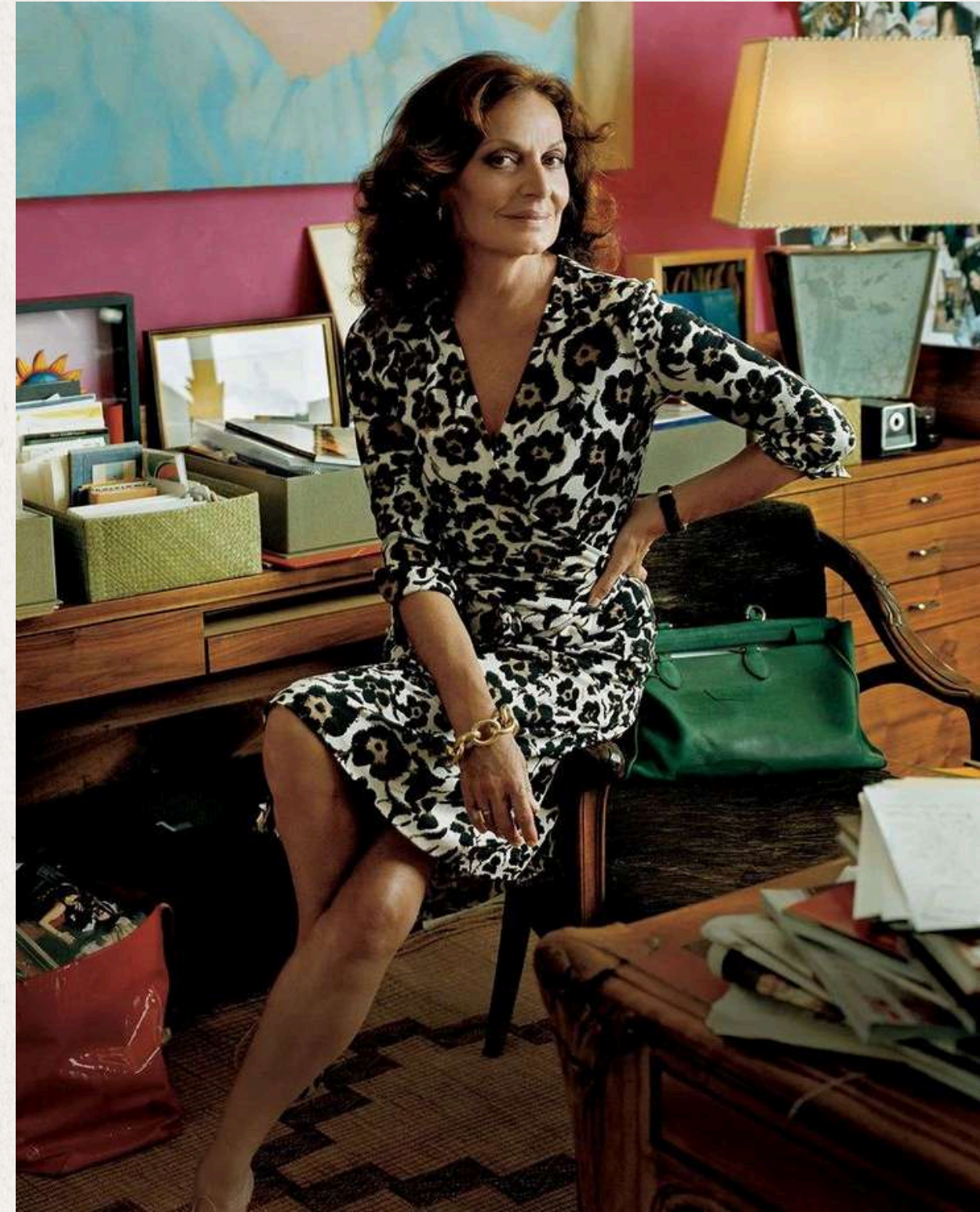
| Category | LULULEMON | ALO YOGA |
|-----------------|---|---|
| Competitor Type | Established leader in activewear; pioneer in athleisure | Emerging, trendy brand focused on yoga lifestyle |
| SWOT Analysis | | |
| Strengths | - Strong brand loyalty- High-quality, durable materials- Broad product range including men’s and accessories- Exceptional in-store experience and community engagement through events | - Strong digital presence- Fashion-forward designs- Partnerships with influencers and celebrities- Expanding into the wellness and lifestyle market |
| Weaknesses | - High price point may limit market reach- Limited fashion-forward styles- Competition from newer, more stylish brands | - Limited physical retail presence- Perceived as more niche- Shorter history may affect brand trust |
| Opportunities | - Expansion into wellness and lifestyle products- Growth in men’s apparel- International market expansion | - Expansion of physical retail presence- Further integration of wellness services- Expansion in men’s activewear |
| Threats | - Competition from premium and emerging brands- Market saturation in athleisure- Economic downturns impacting luxury spending | - Competition with established brands (e.g., Lululemon)- Economic downturns- Reliance on influencers and social media trends |
| Target Client | Health-conscious, active professionals, often in urban areas; values high-performance apparel suitable for workout and daily wear | Younger, trend-focused consumers; often digitally engaged; prioritizes yoga and a holistic lifestyle |
| Price Point | Premium (e.g., leggings range from \$88-\$138) | Premium but slightly lower (e.g., leggings range from \$78-\$128) |

LOGO & VISUALS





WHY DNA IS SO IMPORTANT IN FASHION?



CONSISTENCY AND RECOGNITION

- DNA provides a consistent look and feel across collections, making a brand easily recognizable.
- Consumers come to expect and identify specific elements from a brand, like Chanel's quilted bags and tweed suits.

LONGEVITY AND LEGACY

- A strong DNA supports long-term relevance, helping brands transcend trends.
- Brands like Hermès focus on quality craftsmanship, ensuring they remain timeless and appealing across generations.

GUIDING CREATIVE DIRECTION

- Clear DNA allows brands to maintain continuity even with new designers.
- It provides direction, balancing tradition with innovation so brands can evolve without losing their core identity.

EMOTIONAL CONNECTION WITH CONSUMERS

- Brands with a clear DNA create stronger emotional bonds with consumers.
- This connection builds loyalty, as people feel drawn to the brand's ethos or aesthetic.

DIFFERENTIATION IN A COMPETITIVE MARKET

- DNA helps brands stand out by defining a unique identity, crucial in a crowded fashion industry.
- Brands like Vivienne Westwood's punk-inspired style or Ralph Lauren's classic American look attract specific audiences.

HOW TO HIGHLIGHT IN AN OVERSATURATE D MARKET?

DEFINE A UNIQUE VALUE PROPOSITION (UVP)

Essential for standing out, your UVP should be a clear, **memorable statement** that explains what makes your brand unique and how it specifically addresses your customers' needs.

EMPHASIZE AUTHENTIC STORYTELLING

A powerful tool to **connect with consumers emotionally**. Sharing your brand's journey, values, and purpose builds trust and makes your brand relatable.

LEVERAGE NICHE MARKETING

By targeting a specific, smaller audience, you can build a **loyal community** with messaging and branding that speaks directly to their unique needs, reducing competition.

INVEST IN EXCEPTIONAL BRANDING

Strong branding extends beyond visuals to encompass tone, experience, and personality. Consistency and quality in branding enhance **trust and recognition**.

PRIORITIZE QUALITY OVER QUANTITY IN CONTENT CREATION

High-value, insightful, and solution-oriented content builds a **dedicated audience** and fosters positive word-of-mouth.

USE OMNICHANNEL MARKETING TO INCREASE REACH

Engaging customers across various channels, like social media, email, and online shops, increases visibility and lets customers **interact with you on their preferred platform.**

FOCUS ON SUSTAINABILITY AND ETHICAL PRACTICES

With growing consumer preference for brands that align with ethical and sustainable value.

OFFER PERSONALIZED EXPERIENCES

Tailoring interactions and recommendations fosters a sense of value and connection, enhancing the overall customer experience.

THESE POINTS HIGHLIGHT STRATEGIC WAYS TO BUILD BRAND **TRUST,**
RELEVANCE, AND A STRONG CONNECTION WITH YOUR TARGET
AUDIENCE.



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