

TYRO

William Le

# Competitive Brands

**VETEMENTS**

**PRADA**

MILANO

DAL 1913

## Brand

## Opportunity

## Weakness

### Vetements

Vetements was honored to already have their target audience ready for their brand. When Vetements had started, they did not need to build up their brand because wholesale accounts had already had an audience ready for them without marketing. Given this advantage, Vetements has a head start and can target a bigger audience. Since, Vetements did not need much focus on advertisement than they normally would have, they can focus more on product and design which they have. Their designs and quality of their garments is what customers enjoy from Vetements. Now, Vetements stock list has increased within the years, and they can continue with their wholesale account.

Vetements is not currently global with their brick-and-mortar stores. However, their online stores have been a huge success and are always fully stocked. Although, Vetements does have brick and mortar stores, it is more of an online store, meaning through the pandemic, Vetements has still been successful and is ready for any other obstacles to get in the way of their ability to be in person, because of their E-commerce.

### Prada

Prada is a well-known luxurious brand all around the world. Their manufacture is based in China making it cheap to make compared to other countries. Since the production is cheap it is to put more time and money into other aspects of the company. Prada is a growing company and keeps up with the latest trends, so a fast-paced manufacture is very beneficial for them.

However, Prada's weakness is that they have been receiving some press about how they "are made in Italy". Their products that are hand woven in Italy are priced the same as the ones manufactured in China.

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# What Is Tyro?

Tyro is a fashion house based in Los Angeles, USA. Tyro mainly focuses on high quality luxury streetwear products that can never be out of style. The house mission is to deliver the most high-end service with classy, trendy fashion items which are made from high-grade materials and refine craftsmanship.

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# Tyro

**URL:**

[www.tyroworldwide.com](http://www.tyroworldwide.com)

**Sign/Symbol:**

The word "TYRO" is all written in capitalized, in the logo, Y and O are 0.5 level under T and R. Tyro is a short name which has only two sounds which is easy for consumers to memorize. No trademark of Tyro was found in the fashion industry. There are a few companies that have the similar name but they are in the technology industry and have different trademark logos.



TYRO

# Tyro

## Design:

Tyro's designs are all about minimalism with classy looks. All items are having an edgy vibe with delicate cuts with some signs of unfinished craftsman and a small logo.

## Packaging:

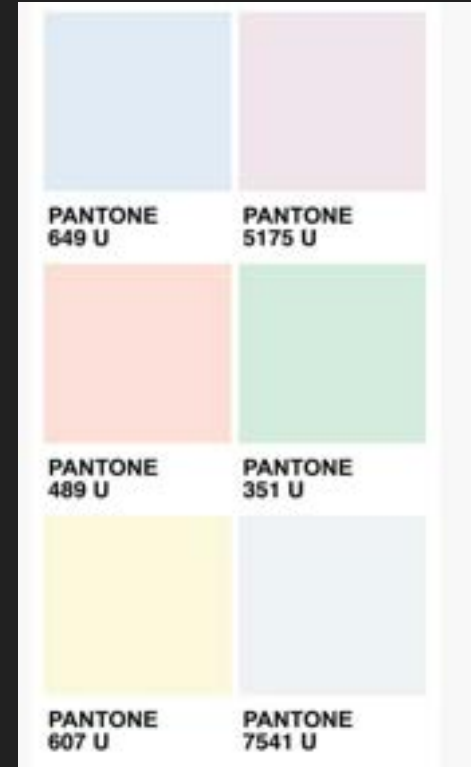
Tyro committed to the sustainability eco-environment which is why the brand only uses biodegradable bags for packaging. The packaging bag is in black with matte black baroque design and the logo in silver.



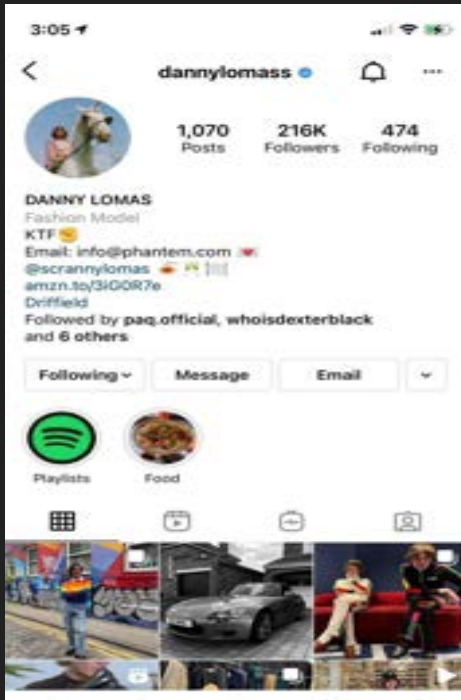
# Tyro

## Color:

The brand's DNA is modern and minimal but classy and trendy at the same time. So that the color palette is all neutral with black, white, cream, olive green, earthy brown or pastel colors like baby blue, or white pink.



# Tyro



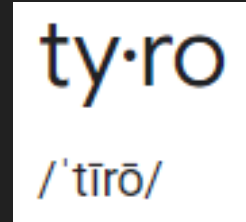
## Spokesperson:

Danny Lomas - an influencer from the UK which has 216 thousand people following on Instagram. He used to be the core member of PAQ Channel which is a famous channel about streetwear challenges. His styles and the way he influenced definitely a match with the brand's DNA. With the help of Danny, the brand can create a great hit among the fashion community.



# Brand Identity Elements

- Memorability
  - Tyro is a short word with only two sound
  - Edgy, classy and trendy vibe
  - Luxury streetwear brand
  - Young, new brand with sophisticated designs



- Meaningfulness
  - The first meaning of Tyro is the new beginning or novice
  - Tyro is also the name of a princess in Greek Mythology who had a romantic love story with Poseidon



# Brand Identity Continued

- Likeability
  - Men's and Women's apparels are the two categories that draw the most attention for consumers. Especially, the fusion T-shirt with special cut and heavy wool Jacket
- Transferability
  - Have potential to transfer to new product categories like accessories and fragrance.
- Adaptability
  - Since Tyro is a new brand, it has high adaptability. New technology can be applied easily
- Protectability
  - Tyro is on the journey to build up a community of people who have the same lifestyle. Tyro filed the trademark owned right in 2021.



# Brand Objectives

## Tyro's Personality

- Authentic
- Comfort
- Quality
- Sophisticated
- Sleek
- Classy
- Modern

Tyro's purpose is that customers can dress up the garments or dress down. The brand is accessible and can be worn anywhere. The brand is very authentic and true to themselves. Tyro is hoping customers see the authenticity and apply it to their wardrobe, so customers will feel comfortable anywhere they go. Since the start of the pandemic, comfort has been a huge priority when it comes to fashion. Tyro, the customer is able to wear down the street or in the comfort of their home. Tyro is also about quality and long lasting garments.



# Brand Positioning

## Brand Mantra

Brand	Emotional Modifier	Descriptive Modifier	Brand Function
Tyro	Luxury	Trendy/Sustainability	Apparels

## Brand Promise

Tyro promises to deliver the best quality and trendy products to consumers by professional high-end service without creating any risk the sustainable ecosystem.

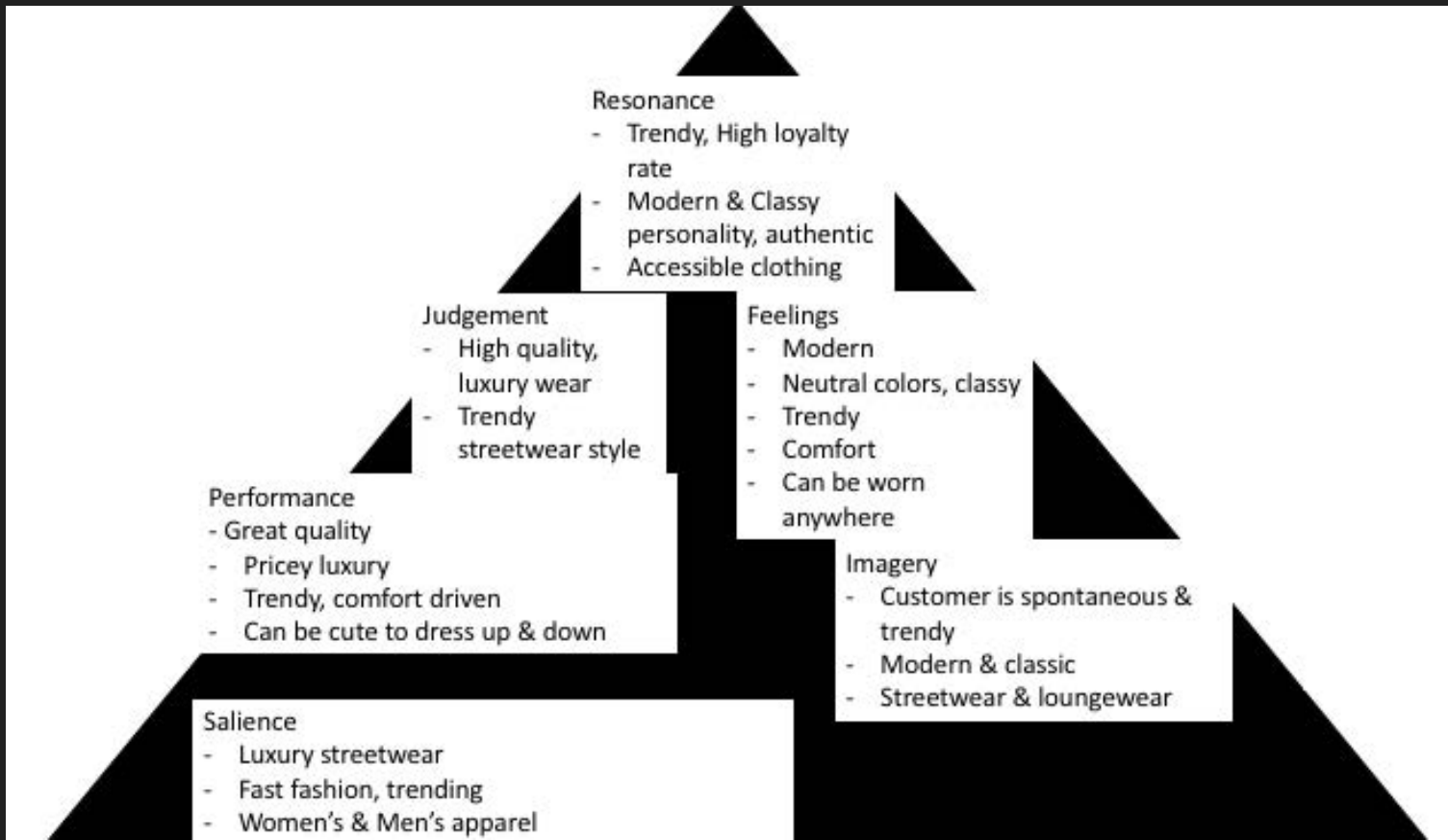
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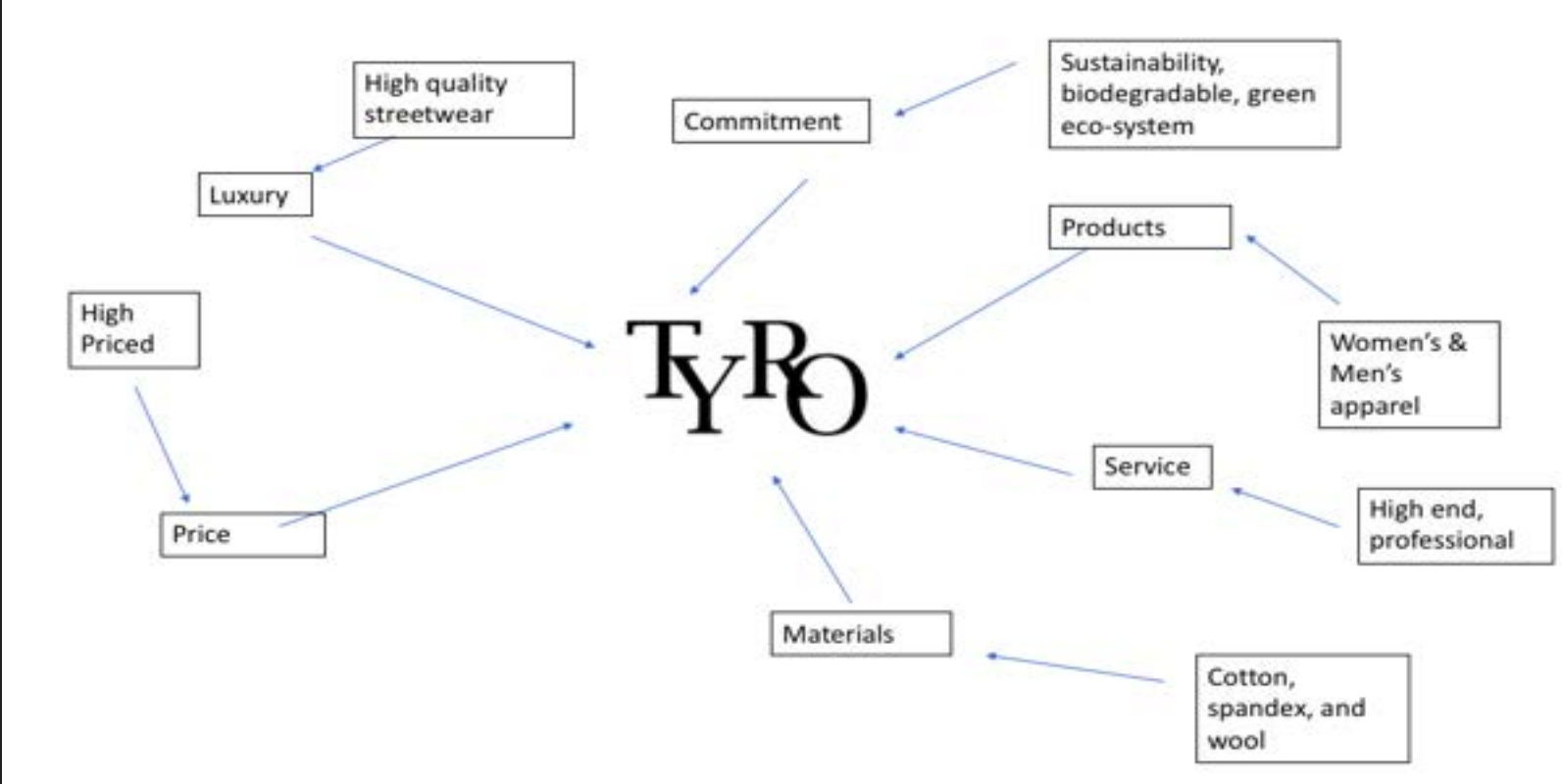
## Positioning Statement

Tyro is a luxury American fashion house that always wants to bring the most refined products with high-grade level of craftsmanship and materials to customers. Tyro also represents the value of luxury American apparels with high sustainability in every product sold out.

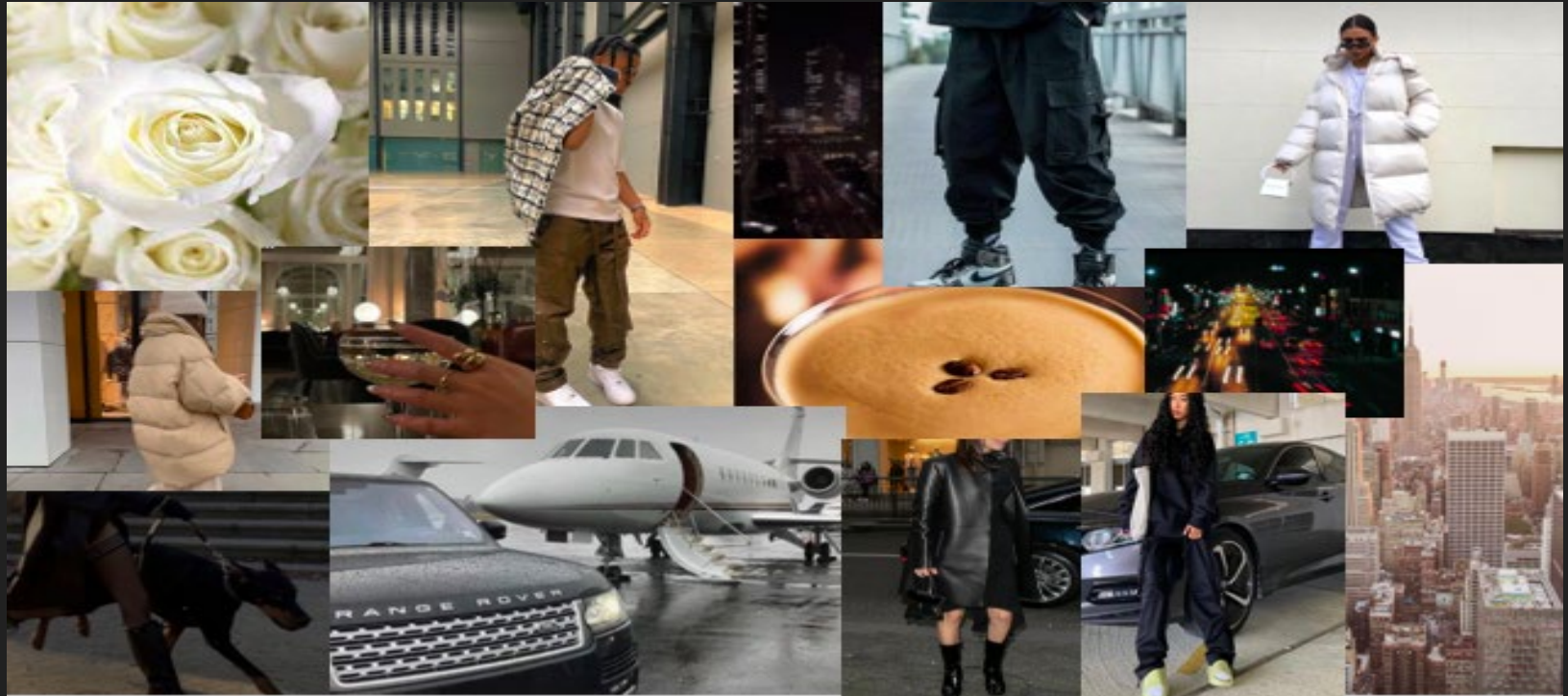
# Brand Resonance Pyramid



# Mental Map



# Customer Analysis



# Customer Analysis

- Young active adult 20-40
- Income starts at \$150,000
- College graduates with bachelor's degree
- live in a big city and are always on the go
- live a healthy lifestyle and enjoy taking care of themselves
- Very into politics
- Pro-vaccinators
- Enjoy traveling, shopping and going to clubs
- Mindset is to live life to its fullest
- Family and friend oriented
- Active on social platforms and know the latest trends
- Listen to pop, hiphop and rap music
- Favorite artists are Travis Scott, Ariana Grande, Drake, and Billie Elish
- Enjoy watching popular tv shows, such as Real Housewives, Ozark and Shameless.





# COMPETITIVE ANALYSIS

	<u>POD'S</u>	<u>POP'S</u>
<b>TYRO</b>	<ul style="list-style-type: none"><li>• Most of the designs are cold, dark tones. Not too much flashy colors</li><li>• Target customers are mainly millennials</li><li>• Mature and simple designs</li><li>• Sustainable</li></ul>	<ul style="list-style-type: none"><li>• Only available online</li><li>• Social networks are important</li><li>• Modern</li><li>• Values sustainability and quality</li></ul>
<b>VETEMENTS</b>	<ul style="list-style-type: none"><li>• Underground fashion</li><li>• Social media advertising</li><li>• No physical store</li><li>• Bold, controversy messages on their products</li></ul>	<ul style="list-style-type: none"><li>• Hype branding</li><li>• Limited supply</li><li>• Strong brand reputation</li><li>• Mainly focus on male customers</li></ul>
<b>PRADA</b>	<ul style="list-style-type: none"><li>• Elegance</li><li>• Considered luxury</li><li>• Targets high class customers who range in age between 20-65</li><li>• Higher social status symbol</li><li>• Quality leather and material in general</li></ul>	<ul style="list-style-type: none"><li>• Good advertising</li><li>• Strong brand culture and reputation</li><li>• Values of brand culture</li> <li>• Strong brand ambassadors</li></ul>

# Communication to Customers

The two main social media platforms that will be used for Tyro will be Instagram and TikTok. Instagram is used most by our target audience and is recently where a lot of shopping and suggested items have been occurring. When a customer shops on Instagram they are directed to Facebook's platform, even if the customer does not have an account. TikTok is another platform that will be used since it is currently trending & looked on to help with fashion tips.

Tyro will promote their items on the app while also having different influencers wear their items to promote. We will send PR packages to influencers like Bella Hadid. Bella Hadid is known for her street style and is a fashion icon, since her fans already look up to her and her fashion sense, sending her a PR package will attract her fan base. Our brand image will be very sleek and an authentic tone.

Our main goal is to approach and address that Tyro can be "dressed up or down".



# PRICING STRATEGY:

Our pricing strategy will be based on our target customers profile like incomes and how much they would likely to spend on clothes. We will use the premium pricing strategy for our products. The reason why is because a premium pricing strategy can help brands build the perceived value of the product or service, straight from the initial launch. The brand prices may drop slightly over time, but they should still give your buyers a feeling of exclusivity and, in many cases, luxury.



<b>Vetements</b>	<b>\$290 - \$2600</b>
<b>Prada</b>	<b>\$500 - \$6000</b>
<b>Tyro</b>	<b>\$175 - \$1200</b>

THANK YOU