

Brand Management Strategies



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Table of Contents

Overview/ Brand history	4
Analysis	7
Brand Identity Elements & Brand Objectives	7
Brand Positioning	8
Core Brand Association and Values- Mental Map	9
Brand Positioning Statement	10
Target Audience	11
Brand Marketing Strategy & Leverage Secondary Associations	12
Business Opportunity	13
Field Research/Surveys	15
Prada	24
Overview	24
Brand Identity Elements	25
Brand Relationship with corporate parent	26
Evaluations	28
Target Audience	30
Brand Marketing Strategy	31
Business Opportunities	32
Field Research/Surveys	33
Written Report	42
Competitive Positioning	45

Tyro	
New Brand	46
—Name, Description, URL, Sign/Symbol	
—Design, Packaging, Color	
—Spokesperson	
—Brand Identity Elements	
—Development of Prototype	
Brand Objectives	48
—Business Opportunities	
—Brand Mantra	
—Brand Promise/ Brand Personality	
—Positioning Statement	
—Brand Resonance Pyramid	
—Mental Map	
Customer Analysis	51
—Target Customer	
—Concept Board	
Competitive Analysis	52
—Pricing Strategy	
—POP's and POD's Chart	
Communication to Customers	53
Works Cited	54

Overview

- VETEMENTS started in 2014 as a luxury fashion brand and "design collective" founded by Georgian fashion designers Demna Gvasalia and Guram Gvasalia in 2014. Paris-based collective VETEMENTS grew out of a desire to escape the continual rebranding and reinvention of the fashion cycle. Focusing on singular, impactful pieces with immediate appeal rather than thematic seasonal collections, the brand presents refined alternatives to overthought design. With previous ties to Maison Margiela and Louis Vuitton, founder Demna Gvasalia, now creative director for Balenciaga, instilled in the brand an eclectic blend of luxury and experimentation—one as diverse as his experience. Nuanced touches of both simplicity and flamboyance play out across pop culture-referencing streetwear, slick embroidered caps, and logo-emblazoned iPhone cases and accessories. With a deconstructive take on couture-level streetwear, VETEMENTS reiterates its dedication to trend-transcending design.

Brand History

- First debuted in Paris in 2014, the label has since again gained a huge following and regular media attention for its edgy, oversized, and highly tongue-in-cheek streetwear. Although Vetements is seen to be a luxury, high-end label, the brand is closely focused on the youth culture, the internet, innovation, and current affairs that giving them almost a satirical nature
- In term of aesthetic, Vetements is centered around re-imaging and reconstructing classic, widely recognized garments into more grungy, surreal and inappropriate pieces
- VETEMENTS first collection was presented to a gallery during the AW14-15 season in Paris, France.

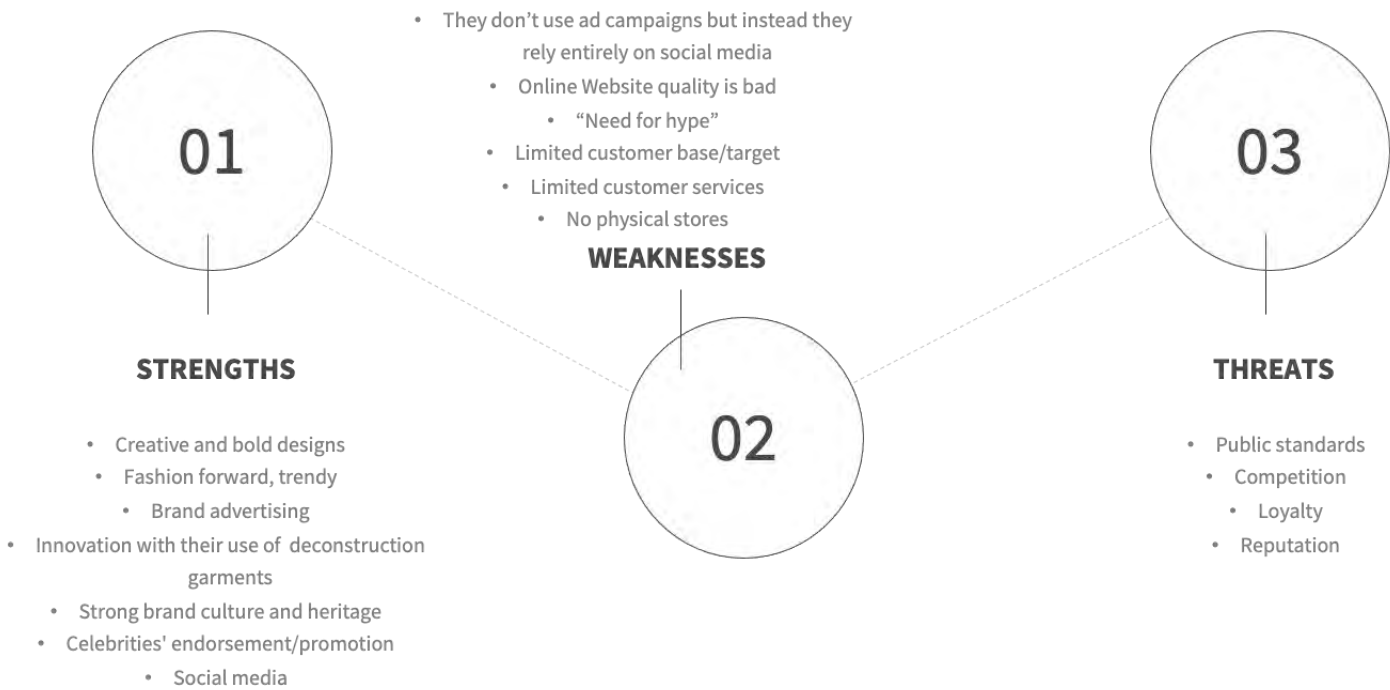
- In 2017 the brand received criticism for selling jewellery that doubles as drug paraphernalia
- From collaborations with Reebok in 2017, they presented a new shoe dubbed the "Reebok Pump Genetically Modified." [16] Vetements and Reebok also collaborated on the VETEMENTS x Reebok high top sock runners. VETEMENTS have also worked with DHL, since 2016, and Levi's. Culminating in a special DHL x VETEMENTS pop up of the collection being sold out of DHL delivery trucks in Causway Bay, Hong Kong, in 2017. VETEMENTS also collaborated with IKEA that ended up not being put into production

Slogan

“Minimal without being flat, edgy without the gimmicks”

RELATIONSHIP WITH CORPORATE PARENT

Founded by Georgian fashion designer Demna Gvasalia alongside his brother Guram, who presides as CEO overseeing the brand's business operations



Analysis

Brand Identity Elements

Brand: Vetements

Logo:

VETEMENTS

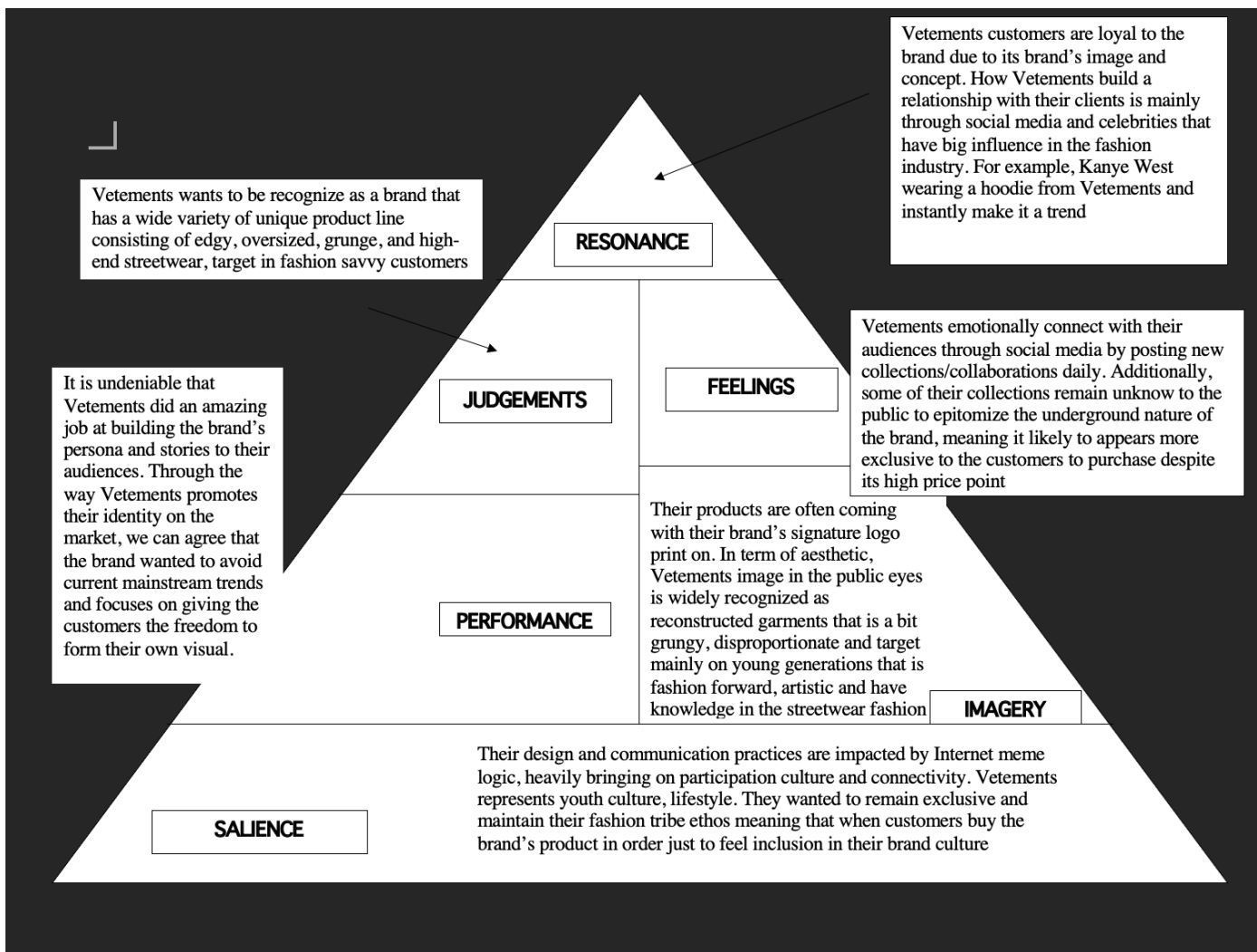
Website: <https://vetementswebsite.com/>

Description: Modern Luxury Streetwear

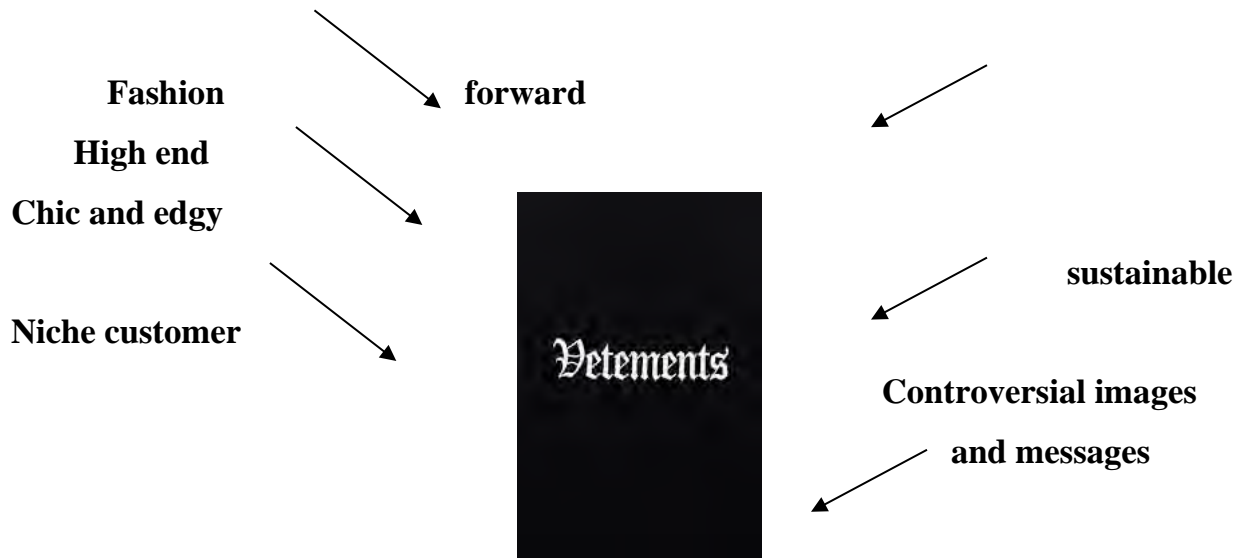
Brand Objectives

- Guram's stance on overproduction could inspire other brands to be more conscious of waste and production, meaning that if they continue a sustainable path, it could massively set them apart from their competitors, more niche consumers in order to gain sales
- Due to Vetements niche customer segment, meaning customers buy into their brand to feel included in their brand's culture

Brand Positioning



Core Brand Association and Values- Mental Map



EVALUATION

MEMORABILITY	<ul style="list-style-type: none"> ● Unique designs ● Strong brand culture ● Controversial images and messages ● High price point ● Exclusivity
MEANINGFULNESS	<ul style="list-style-type: none"> ● Free to express yourself through clothes ● Wild and free ● Youth culture ● rebellious
LIKEABILITY	<ul style="list-style-type: none"> ● Surreal images ● Create product lines with mocking messages
TRANSFERABILITY	<ul style="list-style-type: none"> ● A constant and drastic change to

	appeal gen Z <ul style="list-style-type: none"> ● Instagram promotion
ADAPTABILITY	<ul style="list-style-type: none"> ● Passive approach ● Relies on discovery
PROTECTABILITY	<ul style="list-style-type: none"> ● Vetements has a parody competitor known as vetememes at a much lower price

BRAND POSITIONING STATEMENT

To the young and fashion-forward consumers, Vetements is the luxury streetwear brand that provides a deconstructive take on couture-level streetwear, VETEMENTS reiterates its dedication to trend-transcending design to our consumers

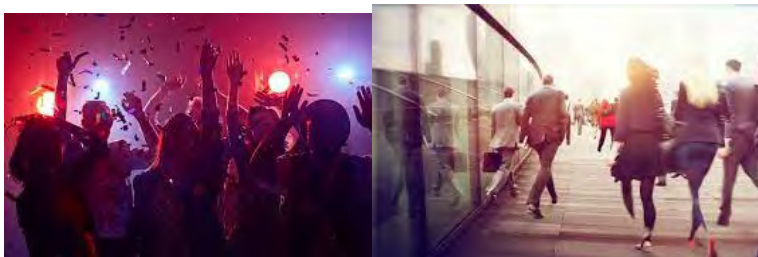
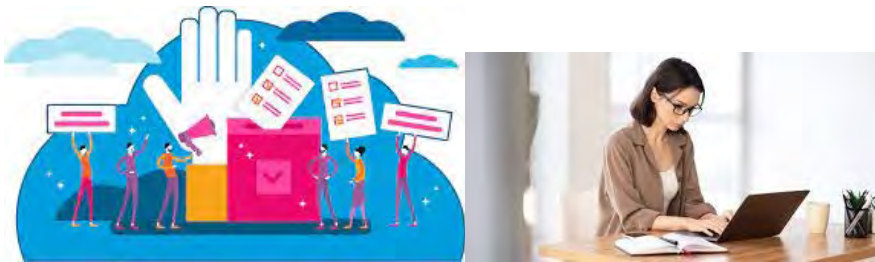
Target Audience:

Demographics:

- Both female & male
- Age Range 20-55
- College graduates
- Income range starts at \$100,00
- Busy lifestyle working in the creative industry or business

Psychographics:

- Stylish & fashionable but still wants to be comfortable
- Up to date with latest trends and media
- Active on social media
- Lives in a busy city
- Enjoys traveling, being social with friends, partying
- Family orientated
- Outgoing and is knowledgeable about politics
- Enjoys working out, but still enjoying life
- Spiritual beings and believe in peace
- Believe in being kind towards others
- BLM & LGBTQ community activists



Brand Marketing Strategy

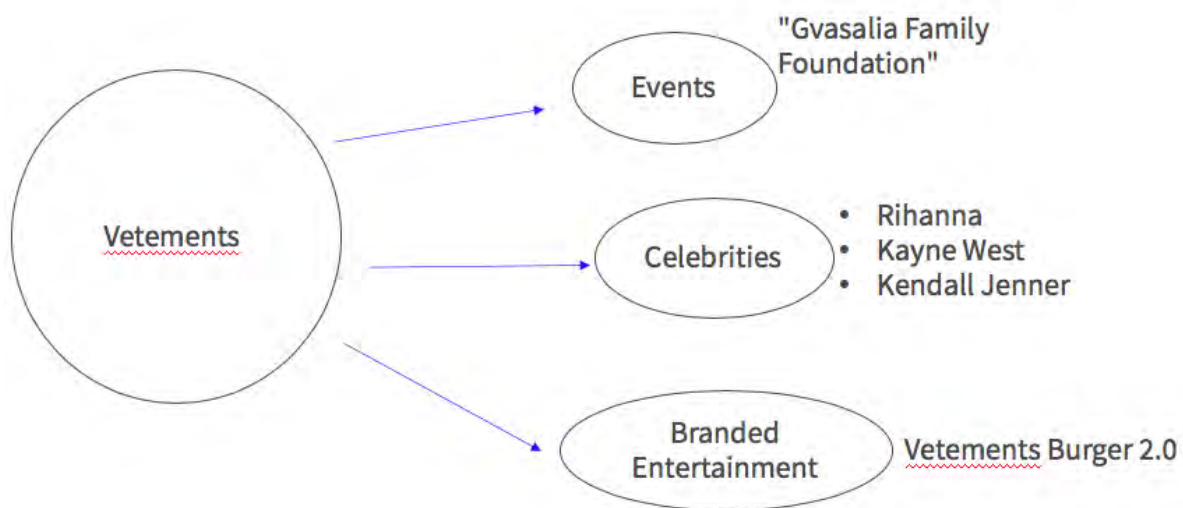
I. Emotional- Stylish

ii. Descriptive: Athletic, luxury

iii. Brand: comfortable, performance

- Streetwear
- Comfortable
- Sheek
- High quality
- Practical
- Seasonable
- Hip hop

Leverage Secondary Associations:



Business Opportunity:

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.

Weakness:

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.

Field Research/Surveys

1.What is the first image that comes to your mind after you heard about Vetements?

hiphop, streetwear clothing
have similar style like Balenciaga
trendy and stylish
stylish
The first image that comes to mind is their sneakers since that is the one I see the most
I always picture their sweatsuits when I hear their name

Black clothing with their brand name
Classy
Very edgy streetwear
Kanye West wear it
Street and Eccentric
Hip hop fashion style
Different, unique
Hailey Baldwin used to wear it everyday
Kanye West
young people wears it a lot because it looks cool
The vetements logo
The logo on the hood of the hoodies.

2. Have you owned any products from Vetements? Tell us about your experience shopping at Vetements!

yes I owned a t-shirt from them and the experience was ok
no
yes, I own a hoodie from them
no, but I wanted to buy a phone case from them
No
I only have a pair of sweats from them and I wear them all the time. I had a great time buying from them. My sweats came in quick.
Yes I own a couple hoodies and wasn't too impressed with their service it was mediocre

Yes a sweatshirt, but i ordered online
Ya I own a couple of their pieces that I love and was happy with how everything turned out
I have already owned a hoodie
Good service and friendly supporters
Yes I own a pair of their shoes
Yes, the purchase was made online through Matchesfashion
no
I do, I own a black hoodie from them
no
Nope
I have owned a number of hoodies, caps and jewelry. Never had a problem with shipping. Lovely to shop.

3.How do you feel about the style/quality of Vetements products?

it is decent
I like the style, it gives me techno style
good
i think its ok
I don't really enjoy the style but the quality is very good
Their quality is great. I wear my sweats all the time and they don't seem that worn.
Their quality also is okay my hoodie definitely looks worn out after wearing it for a year

You can feel they are good quality but the real reason anyone buys these products are for the name and the status that comes with it.

Their quality is amazing all my stuff last me a long time

The quality is medium and the style is clothing—just clothing

Not bad but not too quality

I love their style everything's very fun and great quality

Neutral

i like their style, it looks cool

I love the style and concept

I like the style

I don't really enjoy the style but the quality is very good

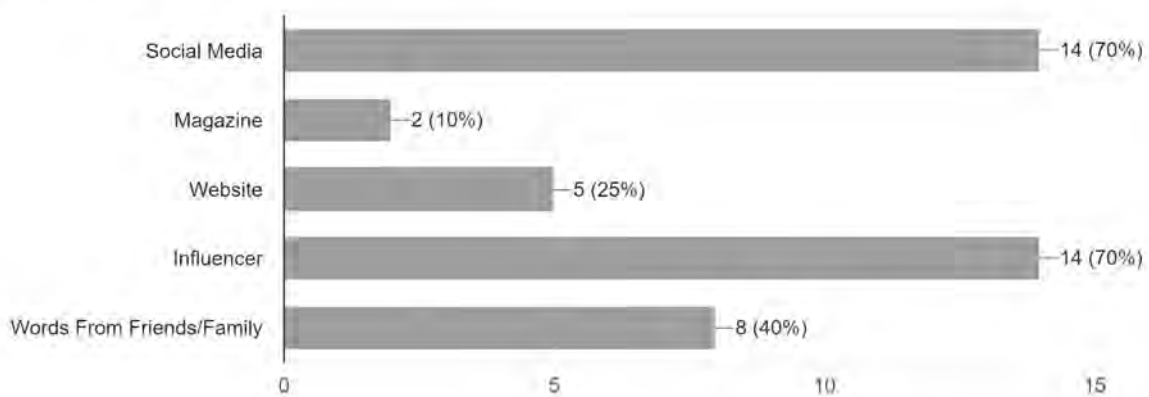
Great

Quality is often amazing and I am very fond of Demna's work.

4.How did you discover about Vetements?

How do you discover about Vetements?

20 responses



5. When shopping at Vetements, what are you looking for? What affects your choice of purchasing?

unique styles
price point and quality
have a cool and unique design
designs and price point
If I will use it a lot affects my choice of purchasing
I usually go for a hoodie or something more casual.
I usually look for a hoodie since I wear those the most. I usually pick a decision on what color I am wearing the most to come to a decision
I personally look for what I like best, but I would say the average consumer is looking for the most flashy apparel since they are spending so much money on not much more than ordinary clothes.
I usually go for more of their causal looks and the designs affect which one I will pick
I'm looking for jeans and an oversize Jacket. I just buy cloths which is baggy and oversize
I usually go for something more edgy and fun
I usually go for something more edgy and fun
Graphics, cuts
the price and sustainability
unique designs and good services
price point and material
If I will use it a lot affects my choice of purchasing
Whatever fits my style
The cut of the piece is a big factor for me.

6. Do you consider yourself a loyal customer at Vetements? Why or why not?

no, but I love their products though

no

yes, their clothes are my style

nope

No I don't but there a lot

No I don't because I only shopped there once and don't look at their website that frequently.

Yes I go back because I like the style of their hoodies

No. I buy what I like no matter the brand. I do tend to go to their shop first but I would not say I am loyal.

Yes I am I shopping from them frequently because of all their cool designs

No I don't.

Yes I'm always up to date with any new items

Yes I'm always up to date with any new items

Yes

no, i don't own any item from them

no

no

No I don't but there a lot

No I don't buy much at all

I would say that I am a loyal customer of Demna. Since I have found myself purchasing a lot of his pieces, be it Vetements or balenciaga.

7. What do you think about Vetements' price range?

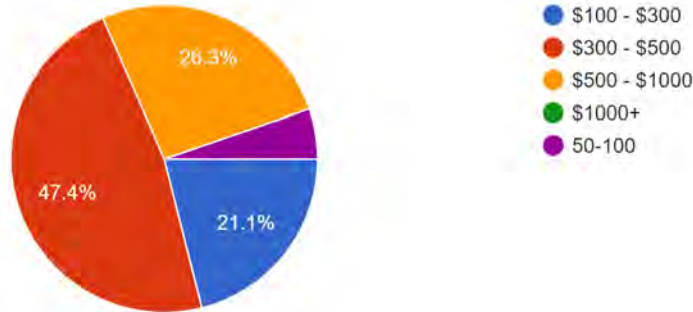
could be a little bit cheaper for the quality

it's fair
reasonable
okay
I think it is very overpriced
I think their price range is pretty reasonable for a luxury brand
I think it's overpriced for their quality
Very expensive
It makes sense for their quality
Too high
I think it's okay for being a different luxury brand. They definitely stand out.
I think it's okay for being a different luxury brand. They definitely stand out.
Higher end
a little too high
I think it's decent
A little bit overpriced in my opinion
Overpriced
It's on the more expensive side.

8.How much are you willing to spend on Vetements' products?

How much you willing to spend for Vetements' products?

19 responses



9. What makes Vetements stand out from the other brands?

unique styles, bold designs
their designs i think
their brand image
their brand's concept
They provide more of a street wear look than any other luxury brands I have seen.
Their prints and logo stands out
The unique streetwear collection that comes with a designer name behind it but does not seem basic such as Gucci, Prada etc.
All of their new products with unique looking designs
comfortable and space body
They are true to their brand and everything they sell coordinates together in some way
They are true to their brand and everything they sell coordinates together in some way
The brand's motto
their designs

target customer is mostly young generations

i think its their unique style

Nothing

Their styling

The cuts of the pieces and the irony.

10. Is there anything you would change about the shopping experience when shopping at Vetements? Or the product's quality?

- 1. No**
- 2. no**
- 3. More brick and mortar stores**
- 4. I have enjoyed my shopping experience with them and enjoyed my sweats**
- 5. I wish they have more variety of styles**
- 6. no**
- 7. needs smaller sizes**
- 8. Not much really maybe the price**
- 9. No I am content with their brand**
- 10. I hope they open more stores**
- 11. There should be a Vetements boutique.**
- 12. Price and materials**
- 13. I would obviously change the price but if that were to happen the appeal of its designer status would go away.**
- 14. more true to size clothes**
- 15. I think they need to have better service and be more welcoming to customers**
- 16. Not really**

Prada Analysis



Overview

Prada is a popular apparel and accessories industry that was established during the year 1913 and is headquartered in Milan, Italy. It is a luxury fashion brand that specializes in many products like travel accessories, handbags, shoes, perfumes, clothing, fashion accessories, watches, and so on. Prada is one of the fashionable and global brands in the luxury and fashion industry. It enjoys all the privileges of the industry, and the Prada group is famous for its independence, innovation, and transformation.

It is not only a big player in the apparel industry but also a repository of great ideas. Having considerable strengths, Prada is famous for its unique designs, exceptional marketing strategies, business diversification, and quality. It is seen as a fashion brand in a most organized way

BRAND IDENTITY ELEMENTS

NAME: Prada

Logo:



Website: <https://www.prada.com/us/en.html>

Description: luxury wear

Packaging: Minimal, elegant

“Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure, and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions focusing on experimentation”

BRAND RELATIONSHIP WITH CORPORATE PARENT

The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe and the historic Pasticceria Marchesi, and works constantly to enhance their value by increasing their visibility and appeal.

The PRADA Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 633 stores as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and approximately thirteen thousand employees

BRAND HISTORY

Prada was created by Mario Prada and his brother Martino in 1913. It started a leather goods shop by the name of Fratelli Prada, which is Italian for Prada Brothers. The products sold by Fratelli Prada included animal goods, handbags, and steamer trunks. Most of these items were imported from England. At that time, Mario Prada did not want any of his female family members to join the business. He believed it was the role of men to earn for the family. As fate would have it, his son showed no interest in the family business, so it was Mario Prada's daughter, Luisa, who joined the business. She worked for twenty years as a successor to her father before handing over the helm to her daughter, Miuccia.

Fratelli Prada's business took a turn when Miuccia Prada met Patrizio Bertelli, who was a 24-year-old Italian leather businessman. He convinced Miuccia that she should change her business model and focus on making luxury luggage pieces.

He also advised her to stop importing from England and make all her items from locally sourced materials. That was a decisive point in the formation of Prada, the fashion as we know it today.

BRAND AWARENESS

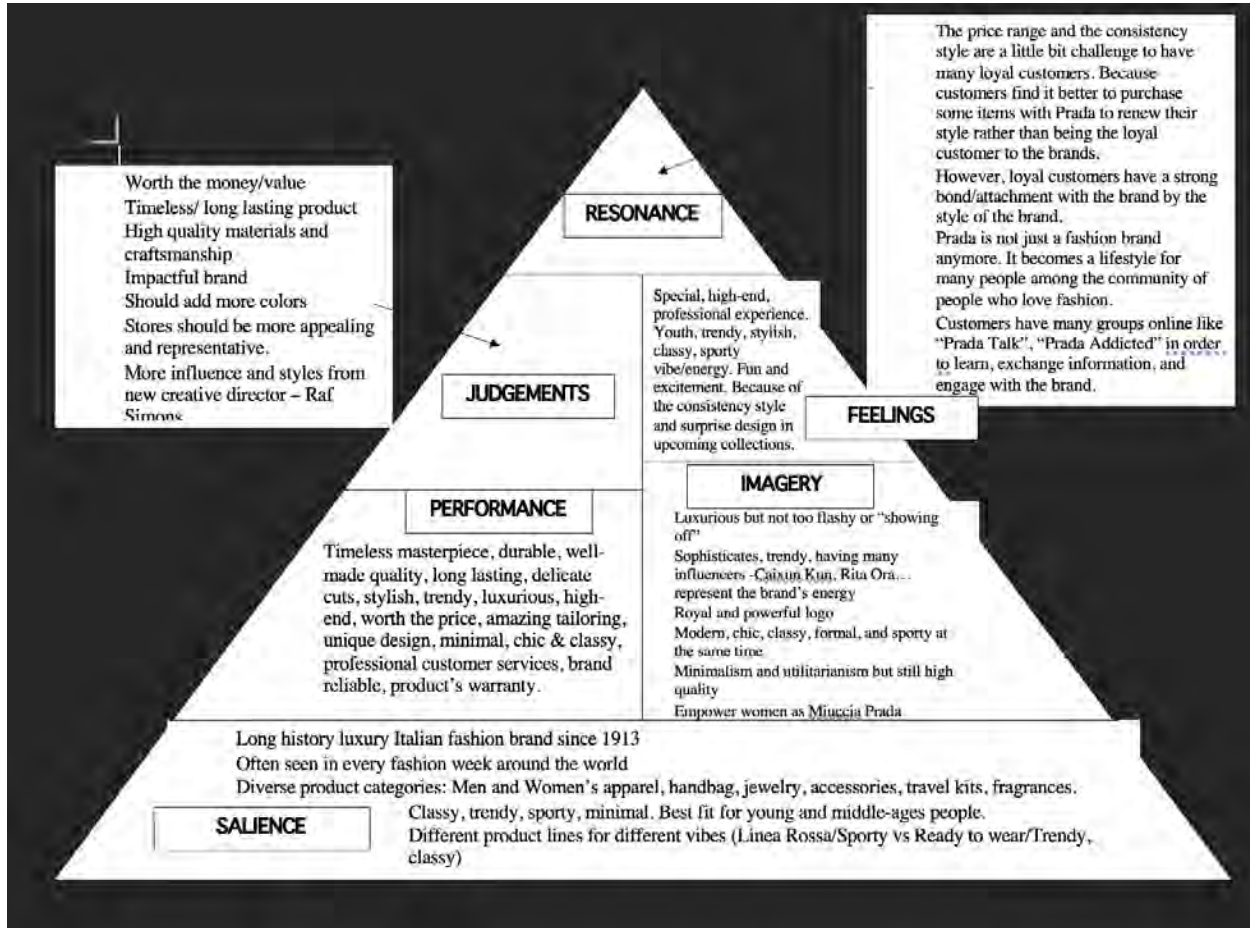
The brand's iconic trademarks, which are widely recognized by the House of Savoy coats of arms surrounded by the knotted insignia, signify the heritage of the unique relation as a supplier to the Royal Family of Italy. Prada has also become a recognized symbol of elegance) the very essence of fashion. That aspect is even more underlined in literature and cinema with for example, the bestselling novel "The Devil wears Prada" which was made into a successful movie as the same name

BRAND OBJECTIVES

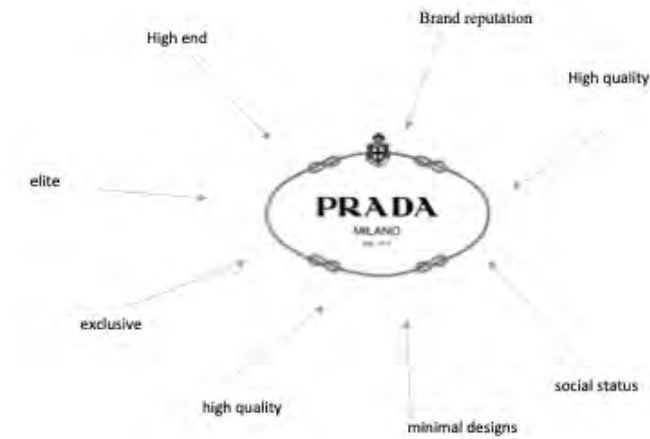
Prada has targeted men, women, and children from upper-class families in urban cities for its premium products. Prada has a high brand value and hence has adopted a premium pricing policy for its customers. Its client list includes royals, dignitaries, models, actors, and famous personalities. The brand charges astronomical sums for its products but they are a hit as people are eager to be associated with such a high-profile brand name.

As its clients belong to the elite class to whom money does not matter much the company has been successful with its premium pricing policy. Sometimes it caters to its clients by creating customized goods that are charged at the highest premium rates.

BRAND POSITIONING



CORE BRAND ASSOCIATIONS AND VALUES- MENTAL MAP



EVALUATIONS

<p>MEMORABILITY</p>	<ul style="list-style-type: none"> ● Fashion with functionality ● High price point ● Exclusivity ● Sophisticated ● The logo of the company shows the proud past as an Italian supplier of leather to the Royalty
<p>MEANINGFULNESS</p>	<ul style="list-style-type: none"> ● In-ward luxury, meaning that they don't use flashy logos on their merchandise, meant to be only recognize by people who are in the "circle"

LIKEABILITY	The classic Prada handbag has been a fashion industry sensation and continues to be a top choice for buyers
TRANSFERABILITY	<ul style="list-style-type: none"> • Prada is known to be a trendsetter for its unique designs. It has also brought several classic designs back to the mainstream
ADAPTABILITY	The company is often able to proactively predict consumer market changes, and devise strategic changes accordingly to meet the market trends.
PROTECTABILITY	An instagram account with over 2.8 millions follower name as “Diet Prada” using the brand name to attracts people

BRAND POSITIONING STATEMENT

To the elite and fashion savvy consumers, Prada is proudly known for their elegance, prestige, chic merchandise and social ranking and being one of best luxury houses providing luxurious experience to our consumers

Target Audience:

Demographics:

- **Age Range: 20-70**
- **Income starts at \$150,000**
- **Educated with bachelor's degree**
- **Works at a business company**

Psychographics:

- **Outgoing and fun person**
- **Believes in peace and kindness**
- **Very classy and family orientated**
- **Adventurous and enjoys travelling**
- **Up to date with social media**
- **Lives in urban or suburban area**



Brand Marketing Strategy

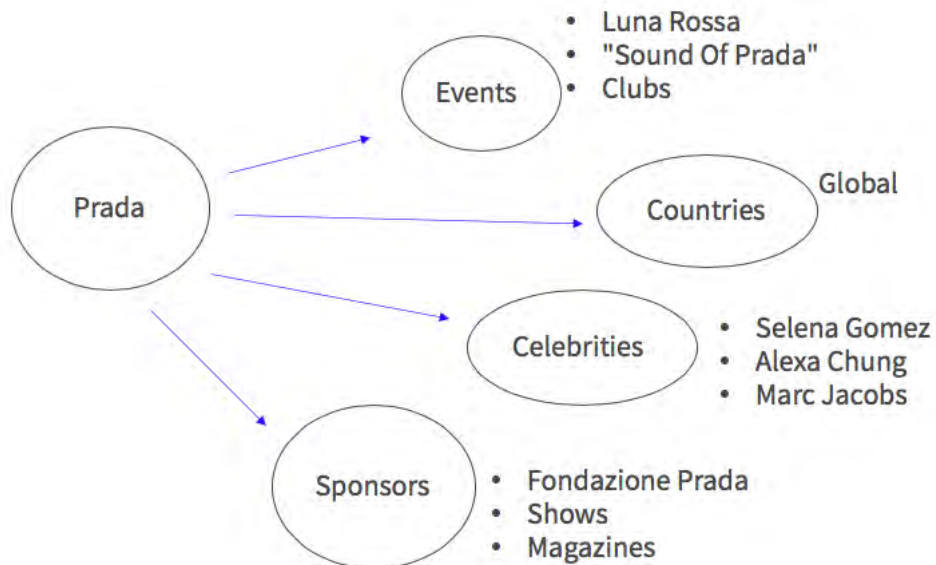
I. Emotional: Fun, Colorful

ii. Descriptive: Sophisticated

iii. Brand: Style, enjoyment

- **Youthful**
- **Bright**
- **Luxurious**
- **Classic**
- **Feminine**
- **Long lasting**
- **Sociable**
- **High class**

Leverage Secondary Associations



Business Opportunities:

Prada is a well-known luxurious brand all around the world. Their manufacture is based in China making it really 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 also keeps up with the latest trends, so a fast pace manufacture is very beneficial for them.

Weakness:

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.

Field Research/Surveys

1.What is the first image that comes to your mind after you hear about Prada?

modern design, prada nylon bag
Bags
Youthful and fun
The purse different shape
A sleek simple black purse.
Fun and sporty
bags
Luxury brand
Luxury brand
are bags with a unique style, with a slightly royal trend.
Animal skin or fur :)
LVMH
Prada logo
high end fashion
Chic, Simple and Elegant
Miuccia Prada
Prada 90s menswear OR just nylon stuff OR the new RAF collab
Brand's logo
The logo

2.Have you owned any product from Prada? Tell us about your experience shopping at Prada!

a bucket hat
I have a purse. I had a great experience shopping online, and my bag was sent to me quickly.
Yes I own a small crossbody and everyone was super helpful at the store. I was pleased with my shopping experience.
Yes I do , I loved the experience! The salesperson was very helpful and I walked out with what I was looking for and I've been using it so much
No.
Yes I love their stuff and their staff are always super helpful
no
Yes, it feels like gold
I already own a jacket
I already own handbags and some Prada suits, I feel the quality is excellent!
Yep, Prada's staffs in Singapore were so friendly, gave me some dedicated advices
I had one scarf from Prada and a Saffiano medium handle bag. I have been to the Prada store only 1 time at Incheon's airport and the service is the same with other luxury brands.
Yes. The sales staff is very enthusiastic
yes, their service is great
I have a pair of Sunglasses bought at Changi Airport, the staff was super supportive and helpful!
good
Several things! They're so helpful etc especially some of the runway stuff
Good service, friendly staff. Always have someone to follow and give you advice 1:1 throughout the process of purchasing.
Yes, I loved it!

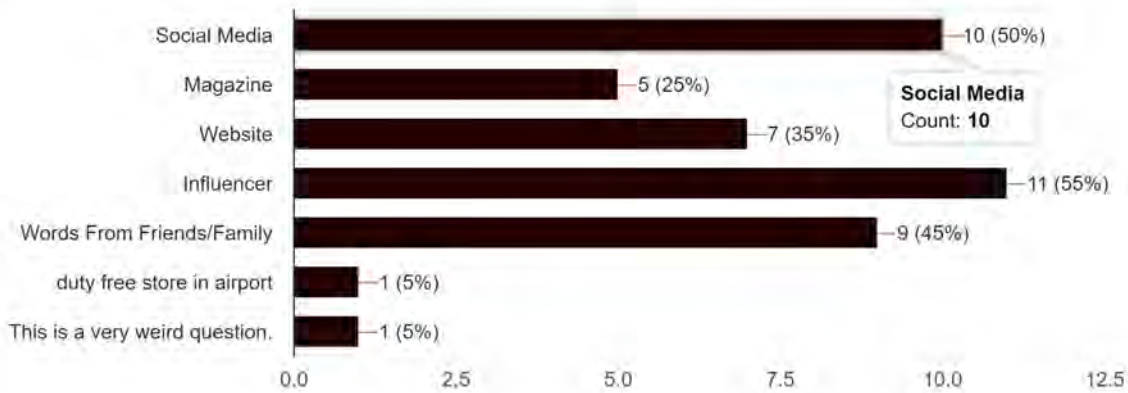
3. How do you feel about the style/quality of Prada products?

it's nice
I think that Prada products are high quality.
I think their products are great! I have had my bag for three years now and it's still in great quality.
I love the style and unique design also the quality is really good
Prada provides good quality items that have a luxurious feel. The style is sleek, modern, and minimalist.
Their quality is super nice and tends to last long
good
Very nice
The brand is well-established and continues to grow in sales and influence.
The design is very unique and feels new, the quality is good, and it fits my pocket.
The quality is quite good, the design is simple but trendy
not too flashy but gothic and classic, recently a little bit youthful
10/10, Worth its money value
they have a consistent style
It fits my value, but I feel like I want more than the mainstream items they produce
YES
Amazing the tailoring is amazing, bags and hardware are amazing
Consistency style fill up with minimal design and delicate cuts
I love Prada , quality is good

4. How did you discover the brand Prada?

How did you discover the brand Prada?

20 responses



5. When shopping at Prada, what are you looking for? What affects your choice of purchasing?

designs and quality
I typically shop with something in mind. Deciding whether or not an item is realistic for my everyday life affects my choice of purchase.
I usually go to Prada for a crossbody. When I see different influencers wearing new products I'm always intrigued and want it right away
Different style
When shopping I look for pieces that will be timeless and can be an accessory with anything I wear. Price and quality are also big factors.
I usually go for what is trending at the moment and am obsessed with their bags
The product I want to have, what affects me was the story of prada
Glasses,sandal,clothes
I want to find something unique and new, all of which satisfy me from quality to design
Price, Trendy design, staffs' advice

I am fond of tote bags because I will use them regularly when going to work. Besides, my effect is from my shopping-mate's view and my first-sight.

Bag, shoes,... attitude of employee

products that fits my style and needs

New collection, items that fits my aesthetic

Contemporary

Personally I love their nylon stuff and finding basics is so key. When they released their SS20 I had to get a lot of stuff

Depending on how the items fit on my body. Sometimes, it can be affected by the salesperson or stylists.

Statement pieces , price affects my choice

6. Do you consider yourself a loyal customer at Prada? Why or why not?

no

No, because I have only purchased about two things from Prada.

I have shopped at Prada a few times before but I don't consider myself a loyal customer due to its price range.

Yes I love shopping more from them

No, I have not shopped at Prada. Though I would not be opposed to it in the future.

Yes they are my go to luxury brand

Not really, I am not shopping that often to be a loyal one

No bc items so expensive

I am a loyal customer of Prada because of the good price and good quality

No because I like to use many different brands to have a change in my style
I am not really keen on Prada's product because its style isn't appropriate for my age - 50.
No. Bc the price is high
no
Yes and not really. I'm opt for anything cool and chic, and recently I've been more into Maison Margiela
not always, cause I like other brands as well
Yes. I love Prada. They're the only consistent brand I feel
Only sometimes customers because the style is not fit with my everyday style
No, it's pricey

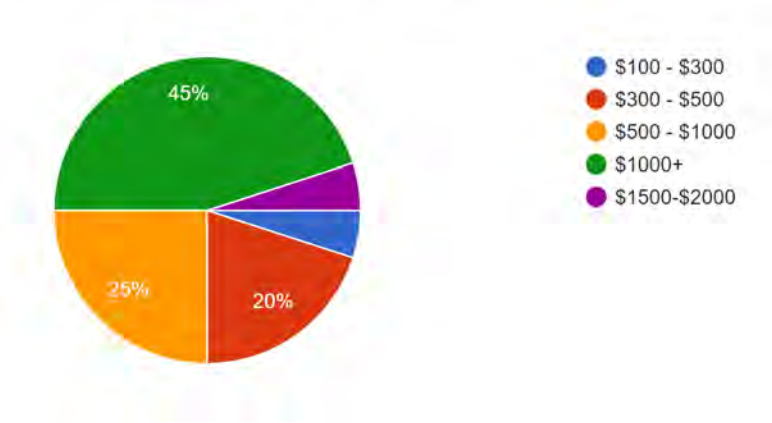
7.What do you think about Prada's price range?

their price is reasonable
I think Prada has reasonably priced items for a luxury brand.
I think it makes sense for the quality and being a luxury brand, however, it is too pricey for me.
I wish the price range was lower
I think Prada's price range is fair when compared to other luxury brands. Prada's price range rests in the middle. It's not the most expensive nor the least expensive.
I think that it is pricey but their stuff does last long
very high
\$100-\$2000
I think it's just and reasonable
Quite high
affordable
Lil high
It's ok

Affordable
expensive
Very fair
Fair
Pricy

8.How much are you willing to spend on Prada's products?

How much you willing to spend for Prada's products?
20 responses



9.What makes Prada stand out from the other brands?

their brand's image
They have an amazing selection of street wear. I love that they are such a sleek brand.
Prada is more youthful and modern and they also play with their colors more than other brands do.
The unique design
Their ability to remain true to the brand's image and create modern, clean pieces that are noticeable on sight.
They always stay true to their brand and have fun designs
Their classic and chic design

I don't know
royal uniqueness
I think products such as shoes and handbags look suitable for active young people, and do not show off lots of logos like other brands.
I think it doesn't have any specification to distinguish with other brands
style
long history brand
The story of Muccia herself, the way the products still deliver that values without being repetitive
nylon
The minimalism and utilitarianism but it doesn't hinder the quality
Good branding and brand's images. Quality designs
Chic and good quality , also the reputation on the brand

10. Is there anything you would change about the shopping experience when shopping at Prada? Or the product's quality?

- 1. So far I've been happy and loved my experience**
- 2. Nope**
- 3. Nothing**
- 4. they should add more colors for their products**
- 5. No, I have had a great experience with them.**
- 6. I have not had any bad experiences, especially with their online shopping. Everything is pretty clear and straightforward.**
- 7. I would change the store design of Prada and focus on making them more appealing and representative of the brand.**
- 8. No I'm happy with everything**
- 9. I am completely satisfied with the current Prada.**
- 10. For the product's quality, I hope that the form of the Saffiano bags would be more stable and so are the edges at the bottom.**
- 11. I hope they gonna come up with more style, colors and variety for their products**

12. I would love to see more from Raf Simon, what he has delivered wasn't as good as I expected

Written Report

Vetements stepped up into the fashion world like a phenomenon. It was founded by Demna Gvasalia and his brother - Guram Gvasalia. The brand became a hot topic among the community while Demna is still the creative director of Balenciaga. Professional critics predicted Vetements was a new name for Balenciaga. The brand's philosophy is to play around the strength of real clothes which also stated by Demna that he wanted to focus on pragmatism because it was an important thing the new generation paid attention to (Bumpus 1). Gen Z and Millennials are two main target customers of Vetements. These customers are extremely active on social media which is why Vetement usually casts their runway models from Instagram (Bumpus 1). The definition of Vetements are stylish, streetwear, luxury, avant-garde, young, energetic, and rebellious. The brand showed exactly the spirit on their runway collection which was casted with highschool models (Flaccavento 1). In a long-term strategy, Demna wanted Vetements to not just make clothes to impress the fashion community. But he also wanted to have Vetements creating a social impact like countering stereotypes, sex/gender equality on today society (Blanks 1). In our survey, Vetements is mostly known for their style which is hip-hop, streetstyle, edgy look. The rest of them know Vetements is because of the influence of Kanye West and their logo. More than 60% of people who did the survey said that they bought their hoodie from Vetements, the rest of them have purchased t-shirts, sweaters and jewelry with Vetements. It proves that the most popular product from Vetements is their hoodie. Two people out of the survey group think that Vetements have an excellent quality, the rest of them think Vetements have a decent/above medium quality but they love the style which brings them a luxury streetwear style. 70% of them knew Vetements through social media and influencers, only 10% people in the group knew them from magazines since Vetements spent all their focus on social media and influencers to attract the young generation. 30% saying that they are loyal customers of Vetements and 70% do not think they are Vetements loyal customers. 63% believe that Vetements is overpriced, expensive in the price range, however, 47% think that it is a fair price with the quality that Vetements has. 47% of people in the group are willing to spend around

\$300-\$500 for Vetements products, while 26% are willing to spend more than \$500. 90% agree that the unique style and design of Vetements make the brand stand out more than other competitors. More than 80% feel satisfied with Vetements service and quality, while the rest hope that they can have more stores, styles and a different price range.

On the other hand, the competitor - Prada - an international long history Italian fashion brand seems to have more advantage. Prada was founded in 1913 by an Italian designer Mario Prada. At first, Prada was a luxury leather goods company that sold for the royal family and the high class. Prada was not an international phenomenon until Mario's granddaughter - Miuccia Prada took over the business (Grosvenor 1). Prada's mission is "committed to promote a business culture oriented towards sustainability, leading economic development and innovation with behaviours that are in harmony with the places in which it operates and by respecting the people, the environment and the society." (Prada 1). The definition of Prada's style is luxurious, formal, classy, ugly-chic, minimal and full of surprise (TFL 1). With the lead of Miuccia Prada, the brand is not only increasing in revenue but also the spiritual value of the brand. All the new innovation and styles was applied to the brand, Miuccia Prada herself is the history of fashion. In our survey, Prada is most commonly known for the logo as a luxury brand and style. People who took the survey owned different products from apparels to jewelry and perfume. It showed that Prada is not only focusing on one product category. 100% agree on Prada's quality of product and service which made Prada's items worth the purchase. More than 50% knew Prada from their social media and influencers, while 35% discovered Prada on other websites. Prada is extending their target customers through their social media platforms, the new customers that they had an eye on are Gen Z and Millennials. 70% people in the survey group looking for a new item that fit their styles or has potential to become their statement piece, the rest of the group follow their favorite influencers or the suggestions from the staff while shopping at Prada. 20% admitted that they are loyal customers of Prada, however, 80% said that they only purchase Prada sometimes due to the price range and consistency style. 15% believed that Prada's price

range is a little too high over time while 85% said that the price range is acceptable as a luxury brand. 45% of the group are willing to spend more than \$1000 for Prada's products, while 25% are willing to spend around \$500 to \$1000. Most answers said that the brand's style, uniqueness, image value and the long history behind are what made Prada stand out from any other brands. Finally, 45% of people in the group are extremely satisfied with what Prada has right now, while 25% hope that Prada can have more styles and colors in their collection, the rest of the group want to see more visualize display and expect to see more from the new creative director -Raf Simons.

Competitive Positioning

Vetements

Prada

POPS	<ul style="list-style-type: none">- Luxury streetwear brand- Mid upper price point- Known for sweatsuits- Selected amount of color options- Only a few brick-and-mortar stores	<ul style="list-style-type: none">- Luxury classy brand- Upper price point- Known for their handbags- Variety of color- Ton of brick-and-mortar stores
PODS	<ul style="list-style-type: none">- Uses relatable everyday models- Fits xs-xxl- DIYed items	<ul style="list-style-type: none">- Cochairs and institution for art- Collaborates with international architects- Has multiple social platforms

Project Part 2

1. Your New Brand

Name: TYRO

Logo:



Description:

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.

URL:

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.

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.

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.

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	<ul style="list-style-type: none">● Tyro is a short word with only two sounds● Edgy, classy, and trendy vibe● Luxury streetwear brand● Young, new brand with sophisticated designs
MEANINGFULNESS	<ul style="list-style-type: none">● 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
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.

Development of prototype:

The products will mainly be made in the USA, Japan and Italy. Luxury fabric like wool, heavy cotton, and linen will be a must for all the apparel products. Unfinished details are the special thing about Tyro’s apparels.

2. Brand Objectives

Brand Opportunity and Justification

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 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 risking the sustainable ecosystem.

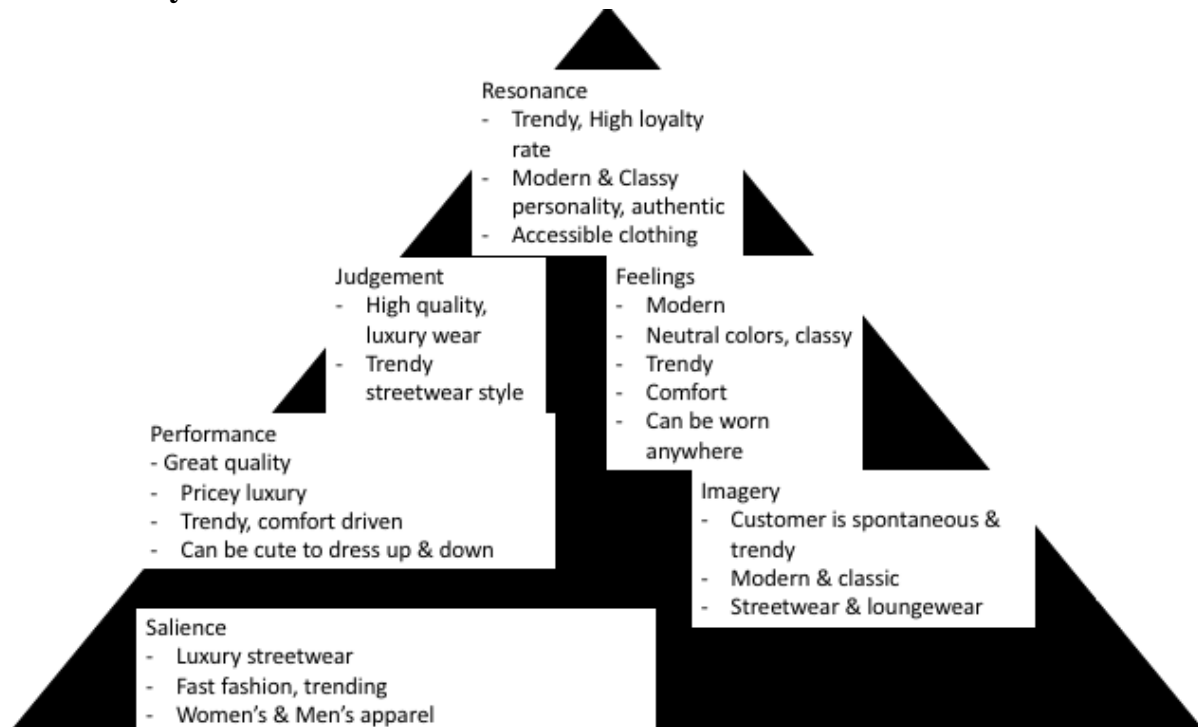
Brand Personality

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

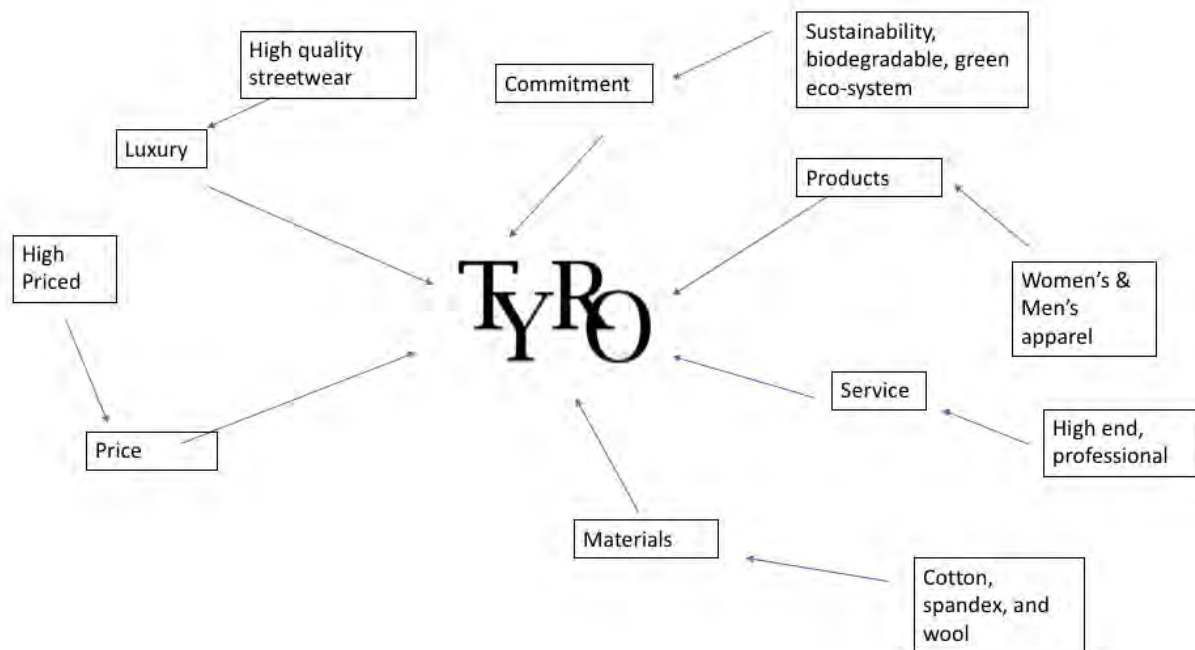
Positioning Statement

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



4. Competitive Analysis

Tyro's main competitors are luxury streetwear brands like Supreme, Balenciaga, etc

	<u>POD'S</u>	<u>POP'S</u>
TYRO	<ul style="list-style-type: none"> ● Most of the designs are cold, dark tones. Not too much flashy colors ● Target customers are mainly millennials ● Mature and simple designs ● sustainable 	<ul style="list-style-type: none"> ● Target customers are mainly millennials ● Only available online ● Social networks are important ● modern
VETEMENTS	<ul style="list-style-type: none"> ● Underground fashion ● Social media advertising ● No physical store 	<ul style="list-style-type: none"> ● Hype branding ● Limited supply ● Strong brand reputation ● Mainly focus on male customers
PRADA	<ul style="list-style-type: none"> ● Elegance ● Considered luxury ● Targets high class customers who range in age between 20-65 	<ul style="list-style-type: none"> ● Good advertising ● Strong brand culture and reputation ● Values of brand culture ● Strong brand ambassadors

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.

COMPETITORS PRICE STRATEGY COMPARISON:

Vetements:

They use psychological pricing strategy to maintain the brand's value by selling their products in low supply and the customers will hype the value up themselves to create high demand.

Prada:

Balenciaga use premium pricing strategy for their products to make the products look more desirable to consumers in addition to the prestigious label they are buying into.

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 the number one platform right now. 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, sending her a PR package will attract her fan base. Our brand image will be very sleek and an authentic tone.

We will be communicating how Tyro can be worn any way and can be "dressed up or down".

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