

Jacquemus Marketing Plan S/S 2020

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Business Summary

Jacquemus

Jacquemus is a French brand created by self-taught designer, Simon Porte Jacquemus. At the age of 19, in 2009, he started his own brand after his mother's death and named it JACQUEMUS after her surname. It was a tribute to his deceased mother, with her style and spirit being the inspiration behind each collection. After working at a Comme des Garçons boutique, the brand quickly gained support of Rei Kawakubo, pushing Jacquemus into the spotlight (Simon Porte Jacquemus is part of the BoF 500, 2019). The clothing explores playful deconstruction and experimental cutouts. Jacquemus has a playful approach to push the boundaries of French fashion.

Headquarters/Offices

47 rue des Tournelles. 75003. Paris, France

69 Rue de Monceau 75008. Paris, France

- The company's mission is to bring freedom, emotion, fun, and coolness for fashion designs while delivering quality and sophistication.

SWOT Analysis

As Jacquemus' marketing team, I want to help lead the brand towards what it does best, improve, capitalize on what it can do, and defend against what can challenge it. Keeping that in mind, here is a SWOT analysis for 2019.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ○ Strong brand persona. ○ Jacquemus is affordable to the target market, and a lower price point than some competitors like Celine. ○ Housed in many luxury fashion websites like Net-a-porter and Farfetch which gives room to attract potential consumers browsing similar brands and products. ○ Young, fresh branding and advertising that relates to the internet generation. ○ The brand also produces fashion films that create buzz and anticipation around the collection. ○ Strong social media presence and consistent fashion films that generate buzz and anticipation. 	<ul style="list-style-type: none"> ○ Jacquemus doesn't have a dedicated bricks and mortar store. ○ The brand isn't established as other competitors. One who doesn't follow fashion may not know of them yet. ○ Lack of ethical standpoint and doesn't have a humanitarian goal that would reach out to people of today. ○ Jacquemus' quintessential French theme might become tired and repetitive. 	<ul style="list-style-type: none"> ○ The lack of a physical store could be used to their advantage, curating pop up shops which would create similar buzz as a collaboration would. ○ Jacquemus could look at promoting a more sustainable approach to its manufacturing techniques. ○ Collaborate with other designers to increase customer base. ○ Collaborate more with influencers. ○ Utilize their strong social media presence to attract more customers such as use of snapchat and facebook live or youtube streams. 	<ul style="list-style-type: none"> ○ Some of the clothing can be seen as "unwearable" or "unrealistic", making room for more competitors to thrive. ○ Competitors can have more accessible priced collections. ○ Doesn't have a strong eco sustainability approach. ○ Although prices are reasonable, they could be just too high for the younger demographic that will resort to competitors like Zara.

Business Initiatives

- Jacquemus has the ambitious goal of becoming more established as its competitors and evolve its interaction with it's current and potential audience. To help the business do that, I will pursue the following initiatives in 2019: creating a flagship/concept store, promoting a more sustainable lifestyle, and collaborating with more influencers or other designers to increase customer base.

Initiative 1:

Creating Jacquemus' first physical store in Paris. It will consist of art and design, it will have multiple sensory elements such as art, scent, and sound to connect the customer with not only the products but the experience. Also creating a striking storefront to attract and catch the eyes of potential audiences to stumble upon the store and build more interaction.

Goal: to attract consumers and transport them into the world of Jacquemus. Connect with new audiences by providing a strong in-store experience and reinforce Jacquemus' image for consumers who already know the brand and also give the loyal consumers a more evolved outlook and extended opinion of the brand.

Metrics to measure success: high foot traffic, lots of attention. Catching attention on social media like the location being tagged Instagram from multiple visitors. [5,000-10,000 tags and visitors to start, the day of opening]

Initiative 2: Launching an app for the brand. The app will include all of the shows from Jacquemus, save records of the consumers' purchases and views to curate the perfect suggestions for their next purchase.

Goal: The app will bring more traffic because of how big technology is. Omni-channel.

Metrics to measure success: [40,000 clicks per day]

Initiative 3: Pop up shops leading up to permanent physical store opening.

Goal: to show youthful side of the brand and get buzz because pop up shops are popular among young crowds.

Target Market

Niche: brand of Parisian minimalism; offers clothing, bags, hats, and jewelry.

Within my target market, I've identified the following buyer personas to represent my ideal customers:

[Buyer Persona 1]

- Male or Female, 24-35 years old.
- Young but disposable income
- Lives alone in a loft.
- Fashion industry/retail
- Summer/travel is a big part of their lifestyle.
- Doesn't own much clothing but has staple items

- enjoys a pop of color.
- selective with materials and cuts, and not afraid to express themselves.
- Loves social media.

[Buyer Persona 2]

- Male or Female, 24-35 years old.
- Art industry
- Family oriented
- Creative
- Art and nature is very much appreciated
- loves to go horseback riding or simply just stay home and paint.
- youthful with a fresh minimalistic approach to fashion, very chic and Parisian.
- admires playful garments and is not afraid to express themselves.
- Loves social media.

Competitive Analysis

Within my target market, I expect to compete with the following companies:

[Celine]

Celine is a French fashion house that has multiple store locations and is also offered through other retailers like Farfetch, so it offers both physical, which Jacquemus needs, and through other retailers.

[Isabel Marant]

Isabel Marant is not active on social media but collaborates with many brands to expand customer base. One example is the Discover Shanghai video Isabel Marant did with the brand,

Nowness. Jacquemus should collaborate with more brands to get out their more and reach audiences with not only retailers but brands that can help put them on a pedestal.

[Vetements]

follows streetwear trends so they are able to use “drop culture” to produce micro collections. It would help Jacquemus if they did the same to get more reach.

Market Strategy

Product

Both womenswear and menswear are offered. Products are handbags, clothing, footwear, and accessories including hats, earrings, and scarfs. Jacquemus’ mini bag, Le Chiquiti. It offers an extra addition to the range of miniatures.

Price

The price of the various Le Chiquiti bags will range from \$250 to \$580. Seasonal promotions/discounts would definitely be associated with the product because who doesn’t love a good sale.

Promotion

Besides the use of social media channels, the bag can be promoted by being set out as invitations to the S/S 2020 show. This will drive value to the product because the people who got invites will post about it all across their social media accounts. Sending them out as invitations brings anticipation for the show to come and who doesn’t love a free product. Jacquemus doesn’t

usually hard sell, it instead gives a soft approach by attracting the target audience through creativity such as fashion films.

Process

The product will be offered through various retailers such as Farfetch, Ssense, and more. It will also be available at the new flagship that will be opening. Success would be for the bag to be featured on different sites like Vogue, HypeBae, WWD, and from celebrities and influencers to post about it. Lastly, for the product to be sold out of course.

Positioning and Image

Products will be displayed through fashion films. This will communicate Jacquemus' brand image because the brand is playful and artistic. Having it featured in a fashion film is great because many people like to visually see something rather than just read up on it.

Marketing Channels

Over the course of 2019, Jacquemus will launch/ramp up the use of the following channels for educating the consumers, generating leads, and developing brand awareness

- Native Content
Fashionista.com
Purpose: Brand awareness
Metrics to measure success: 60,000 unique page views per month
In the last 6 months, Hypebae.com racked up a total of 1.20m visits. Instagram is number two for its top destination sites after Rstyle.me (fashionista.com Traffic Statistics)
- Influencer marketing/Social Network
If Jacquemus sponsors Rihanna to wear a product from the Spring/Summer2020 collection in one of her upcoming products or even one of her next music videos, it would bring so much traffic. Rihanna is a fashion icon to most and she fits the aesthetic of the brand because she is so versatile. 77.5m followers on instagram, 94.7m on twitter.

- influencer, @camilacoelho is very much in the fashion scene with 8.5 followers on instagram, 276k followers on twitter, and also has 3.44 subscribers on her youtube and she has a separate youtube for her subs that don't understand portugese. The english channel has 1.44m subscribers. Camila is also very much active on her website/blog.

fashionista.com Traffic Statistics. (n.d.). Retrieved from

<https://www.similarweb.com/website/fashionista.com#referrals>.

Simon Porte Jacquemus is part of the BoF 500. (2019, August 8). Retrieved from

<https://www.businessoffashion.com/community/people/simon-porte-jacquemus>.