

Fortnight Festival Promotion

Advertising Copy

New York's Fortnight Festival is kicking off a collaboration to honor two luxury designers with an extravaganza, open to the public, in the SoHo District. Our promotional goal is to highlight the latest trends of well-known brands, in the next two weeks. This event will take place Thursday, January 2022, at 11 am. This exclusive event will be epic for our Fortnight gamers, all while featuring new limited content from Gucci and Chanel. The Fortnight Festival will be held throughout the store all while offering our gaming customers lower prices, for signature designer styles. These styles are inspired by Fortnight's attention to detail.

For the last two years, Fortnight has been working with luxury brands such as Gucci and Chanel, to steadily build a positive market for itself. The customers will experience music from a host of various popular gaming sights and with the bright glowing lights of the Fortnight website. This familiar environment will connect our loyal customers and draw them into a positive designer campaign atmosphere. There are large color décor elements as you enter the front of the store, and they are sure to stimulate your buying visions. This is one of the anticipated events with exposure to all social media platforms and broadcasted on weekly television commercials. For the first time, these media outlets are sure to catch consumers' eye, all while showcasing some of the top trends for the elite men and women. Anywhere from shoes to pants, dresses and accessories can be purchased at this SoHo store, in New York City. Gamers can update their gaming wardrobe and gear up with some top designer brands.

It is such a fantastic opportunity to be part of the elegance and represent the talented gamers. This is a highly anticipated event, so lines may form outside the store before its opening time; therefore, we recommend visiting our website for further details. No entry tickets are needed. Safety procedures will be properly followed following the City and State of New York regulations for every customer entering the store. We will also ensure the health and safety practices align with the CDC guidelines, as well as the protocols for staff and participants.

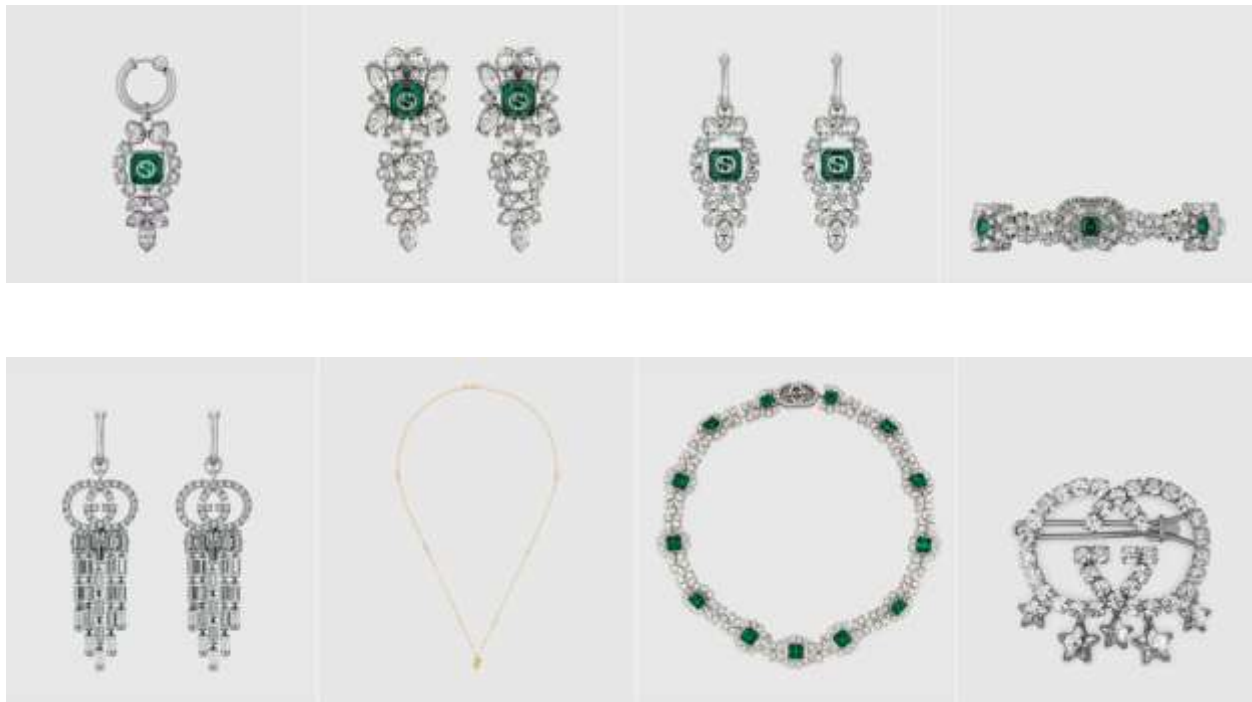
The fascination with Gucci started with a small product and grew his brand into such a large well-known brand. It's very sure that when Guccio Gucci began, he never imagined that his little baggage organization would develop to one conveying such social importance. However, since Guccio was established in Florence in 1921, the organization has fabricated a list of really notable brand names. The interlocking GG logo, the bar-and-spot belt clasp; the bamboo-handle tote, the loafer, every one of them have assisted the brand with infiltrating culture, like no other Italian name ever.

Guccio's oldest son, Aldo was a flamboyant businessman who transformed the business into the accessory's destination of choice for Europe. In keeping with the father-son tradition, Aldo's child Paolo introduced Guccio's next extraordinary time, in the last part of the 1960s, with the presentation of clothing. By the mid-'70s, the lean silhouettes, fur-lined coats, and glossy silk lapels we consider today are Guccio trademarks started to show up (Nast, n.d.).

This New Fortnight Festival store layout and a display featuring contemporary garments and accessories are inspired by Guccio. Accessories will favor this elegant luxury brand all around the world, as well. In preparing the store layout and displaying the thought of different ideas, such as large print, color schemes, or symbols of the brand was considered to attract consumers of various

demographics. The demographics refer to age, generation, birth, class, gender, income, etc. These are some of the characteristics that can affect the company. The demographics are significant in the function of the business. Front Department Display

Jewelry/Watches/Shoe Department First floor



Gucci's front entrance display consists of spotlights for the Fortnight Festival reflecting on the walls above the glimmering jewelry collection made in Italy, near the right entrance of the store. The large print of the brand and color schemes blend in with the green palladium metal, stunning Aria jewelry Collection pieces. (From top left to right) The first image is a \$420.00 two-inch nose ring with the interlocking G. The second image showcases a clip-on earring surrounded by an intricate crystal design that sells for \$980. Online. The third image of the traditional interlocking G and botanical motif, hoop earring. These earrings beauties sell for eight hundred

and twenty dollars. The fourth image is a crystal palladium finish choker, with a center square emerald green color delicate flower detail and sells for \$2,200.

In the second-row displays (from bottom left to right) a contemporary vintage interlocking G crystal hoop earring, with hits of past Gucci designs. The next image is the Storybook-inspired Double G Ice Cream necklace, which is from the most recent collections and sales for \$79-. This aged gold finish ice cream cone pendant can be adjusted from 18.9” to 27.6”. This is what is meant by giving the buyer more for their money. The third image is the interlocking G clasp crystal closure 17” necklace that is sold for \$ 2,300. The last image is a 2” crystal metal hair barrette which sells for \$530. It’s embellished with G-star crystal charms. The logos are also recognizable. Gucci advertises that they guarantee their international chain of supply and environmental responsibility in its line of sustainable products.

Accessories

Sunglasses/Watches -Left first floor entrance of the store



The left side of the front entrance of the store was not overlooked, in large bold prints and design colors and spotlight which runs along with the countertops. The modern color scheme consists

of Gucci's rich green, beige, and bright shiny metallic hanging ball from the ceiling. In Gucci's first-row display case (from top left to right) a square crafted optical frame with subtle logon enhances the style. This shiny black acetate frame sells for \$390. This frame can be fitted for prescription lenses and is available exclusively on Gucci's website. These lightweights, frames come in a soft case for safekeeping. Gucci's rectangular frame sunglasses are trimmed in gold metal and sell for \$505.

The G-Timeless watch with the pink dial face and yellow gold is available for \$1,350. This fabulous sapphire glass has an anti-reflective coating also.



(From top left to right)

The primary Gucci color scheme over-head display draws the viewer's eyes to the different sections of the eyeglasses and illuminates a red strong passion for this international brand. The Mask futuristic sunglasses are characterized by a shiny gold metal rim. Both of these black frames are 100% UVA/UVB protection and are priced at \$625. The metal Gucci logo is injected into the temples of the frame. For those who enjoy the square frames of the '70s this shiny tone beige and black acetate frame is just \$535. Or if you want that feel-good look, try the oversize rectangular sunglasses for \$495 (*Square-Frame Sunglasses*, n.d.).



(From top left to right)

The Gucci Aria's collection continues in the women's shoe department, and it doesn't disappoint because their new slingback pumps are just priced right. The first black mesh slingback dazzle with GG crystals and was priced at \$1,100. This suede shoe has a back buckle closure and rubber sole. The celebration continues with the Gucci Loafer/ tassel, with brown leather trim, that can be purchased for \$850. The heel height is 1.2" and uses women's sizing. The second slingback pump takes us back to the archives of the '90s and early 2000'a. These three-inch canvas heels sell for \$750.00. The high-top riding boots are also detailed with the strong GG logo feel. The canvas materials can be cleaned with a soft, dry cloth or brush. However, they must be protected from direct light, heat, and rain.



This celebration is a different chapter in Gucci's history of collaboration with Fortnite center table. The overhead table display of these shoes advertises when fighting with your Fortnite be sure to gear up with these knee-high brown leather trim black leather boots. (from top left to right) Stepping out in these Gucci knee-high boots with harness will set you back \$1,980. Hear, this pair of ankle boots are enriched by ah Horse bit harness detail and the interlocking G.

Men's Shoes.

Far left side of the store



Below are Gucci's new ingenious men's designs of emblematic leather detailed with their classic monogram on these shoes, on the display on the far-left side of the store. The original GG interlocking emblem stands out on these three products but is subtle on the black leather ankle boots. All these designs have leather soles and are made in Italy.



(THIS WEEK: MEN Shoes, n.d.)

(From top left to right)

Stepping out in these Gucci knee-high boots with harness will set you back \$1,980. . The black leather and brown knee high, leather trim give it a contemporary nature recognizing a different era. The black retro men's lace up with interlocking G, is a mix of heritage and is priced at about \$950. It's design has supreme material with low environmental impact that stems from a different time period. The customer favorite is this brown pointed silhouette is enhanced with a vintage note. The \$850. Bordeaux leather interlocking G. (*THIS WEEK: MEN Shoes*, n.d.)

Chanel

Chanel is another well-known luxury brand specializing accessories like jewelry, sneakers and handbags that are popular by younger women. Chanel's haute couture clothes is what is popular to the older women customers. Chanel represents, feminine, elegance, simplicity, modern, class and sophistication which is clearly display throughout the store. The first object, which is notice upon entering the rear of the store, is the hue signature Chanel #5 perfume bottle. The walls are all covered with bright off-white color. ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 49).

It was really visual because of the overhead lighting. The element of color beams of green was incorporated in this background display creates an interesting Harmony design principle ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p. 47). The Analogous scheme works in the background arrangement of various strategies which gives the viewer a pop of color also a merchandise stands out when the background is darker green color.



JACKET

Cotton Tweed
Light Gray
Ref. P71823 V63661 NG164

\$7,150*



(*Cruise 2021/22 Ready-To-Wear Collection* "Look 2, n.d.)

This cotton tweed jacket is a female inspired look from the iconic Chanel brand collection, which can be found in the rear of the store. It may seem a little pricey for \$7,150, but it will not disappoint. This light gray jacket is hung high above to attract customer's eye. Although the light color floors doesn't absorb the light, the customers are sometimes not able to see the merchandise because it's hung on a rack ("Silent Selling: Best Practices and Effective Strategies in Visual Merchandising," 2017, p.243).

Further into the lay out space is another table showcasing selective handbags and accessories. Although Chanel is a high fashion elite label that caters to the fashion-conscious women, Chanel's long-haul esteem is to embrace other traditional customers. With that in mind, Fortnight women can purchase eye wear and feel their power and beauty with classic designer sunglasses. It's simple to in vision where you want to go with these eight-hundred-dollar black pair of sunglasses.



SHIELD SUNGLASSES

Acetate & Strass
Black & Pink; Lenses: Pink, Mirror.
[More details](#)
Ref. 1125 C5017E, A71432 X02569 S0175

\$865



VARIANTS (2)



FITS (2)

Alternative

The Fortnite primary colors of red, green, yellow, and green are all bouncing off the walls in this section of the store. This gold shoulder strap mini evening bag is reflexing, under the lighting in the middle section of the store. The lights allow the realistic mannequins to portray the brand name garment.



MINI EVENING BAG

Gold-Tone Hammered Metal & Gold-Tone Metal
Gold

Ref. A53012 B07375 NG472

Price upon request



DIMENSIONS

2.7 x 4.7 x 1.6 in (cm)

DISCOVER MORE IN BOUTIQUES

Chanel is committed to its recognizable logo on the front flap of their signature handbags. Below are some of its trendy smaller handbag.



MINI FLAP BAG

Tweed, Braided Calfskin & Gold-Tone Metal
Gray & Black

Ref. AS2495 B07256 MB100

\$4,300*



DIMENSIONS

5.9 x 7.4 x 2.3 in (cm)

VARIANTS (2)



DISCOVER MORE IN BOUTIQUES



MINI EVENING BAG

Plexi & Gold-Tone Metal
Black

Ref. AS3014 B07342 04005

Price upon request



DIMENSIONS

3.1 x 5.1 x 1.6 in (cm)

DISCOVER MORE IN BOUTIQUES

The Chanel organization has projected to accomplish its eco-accommodating drive before 2030. The halogen lighting floodlights is not directly spot focused on the floor but it shows the merchandise itself (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p. 242). In my opinion, the products would be more visible, if it was spotlighted and displayed with color coordination correctly. In addition, the older consumers need more lighting than the younger shoppers (“Silent Selling: Best Practices and Effective

Strategies in Visual Merchandising,” 2017, p.244). The blank walls serve no purpose and makes a difference in the store’s image or sales (“Silent Selling: Best Practices and Effective Strategies in Visual Merchandising,” 2017, p.241). It appears the color wheel was not utilized in this design display.



CAT EYE SUNGLASSES

Acetate & Metal
Dark Tortoise. Lenses: Brown, Gradient.
[More details](#)
Ref. 5459-C714/55, A71435 X06081 S1415

\$430



VARIANTS (5)



FITS (2) ⓘ

Standard

For full effect check out these Cat Eye Sunglasses, in the amount of \$430.00. These table display items are accessible and at eye level. Consumer can unlock their animal style with these animal print frames. The look of accomplishment will be in style when wearing these Cat Eye Sunglasses.



ROUND SUNGLASSES

Metal & Straps
Gold. Lenses: Gray, Gradient.
[More details](#)
Ref. 1117 C395/S6, A71430 X02570 L9516

\$1,260



VARIANTS (2)



FIT (1)

Universal

These round retro looking sunglasses are priced at \$1,200 and Chanel logo on the side of the glasses can personalize your look.

In conclusion, this Fortnite Festival will surely capitalize on making their business more efficient by utilizing this new marketing strategy and targeting a different segment population. The traditional values of millennials, who are more likely to ignore social media advertising or gaming product, are now integrated into this campaign and this has changed their shopping experiences with these brands. This promotion will spread the word and provide in person experience for customers and connect Fortnite with other competitors. If it wasn't for this collaboration, individuals who might never venture out of their luxury shopping or gaming lifestyle would not have a unique opportunity to interact with each other. All this can translate into an influenceable social experience. Future festival events would more likely be needed to draw other generations and blend different shopping experiences.

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