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BUF 3310

A TASTE OF ENVY



ESTD 2023

ENVIE

Color Palette



About Envie

- Envie is a high end luxury jewelry brand.
 - We value quality, craftsmanship, and exclusivity.
 - Our goal is to give our clients the best quality jewelry that is personalized to them and their style.
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Location



- Two retail locations
- Madison Avenue, New York City
- Rodeo Drive, Beverly Hills



Competitors

- Almasika
- Fernando Jorge
- Tabayer
- Messika



Unique Selling Proposition



- **Customization:** clients have the opportunity to sit down one on one with a jewelry designer to create their own unique one of a kind pieces.
 - **Limited Edition Collections:** Select collections will only be available for short periods of time in extremely limited quantities and reserved for our premium clients.
 - **Rarity:** Our use of rare gemstones make our products stand out from the rest.
 - **Craftsmanship:** Our products are made with the finest craftsmanship, and we only hire the most experienced and qualified fine jewelry designers and craftsmen.
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Target Consumer 1



- Female
- 36 years old
- Lives on the Upper West Side in New York City
- CEO of company passed down by her father
- \$750,000 yearly income
- Ivy league graduate
- Generational wealth
- Owns a townhouse
- Newly married
- Drives a Rolls Royce
- Recently had her first child

Target Consumer 2

- Male
- 40 years old
- Lives in Beverly Hills
- Owns property in California and New York City
- \$700,000 yearly income
- Ivy league graduate
- Has two young children
- Owns multiple luxury cars
- Divorced and remarried
- Works in luxury real estate
- Purchasing jewelry for his wife and daughters



Public Relations



- Our PR strategy is a **three to six months** long process prior to the launch of our brand.
- We will do interviews in select **magazines**.
 - Jewellery World
 - Professional Jeweler
- Create **online videos** displaying the craftsmanship of our products.
- The goal of our PR is to **establish our brand, credibility**, and to **align ourselves** with buyers.
- We aim to have **experts** and **connoisseurs** to review our products.

Communication Strategy

- Via this communication strategy we will use word of mouth as a strategy.
- This is effective due to the fact that our services exceed the expectations of our customers through our Envie products
- A satisfied customer would then lead them to talk to friends and family about Envie.
- After each Envie purchase, you will receive a unique invitation code for friends and family only.
- Each Invite code gives you exclusive access to our website. Our website allows you to view, buy and purchase products and schedule an in-person visits.



Advertising Strategy *Magazines*

We aim to get articles published on our company from select luxury magazines that have an exclusive subscription.

- **Vogue Business**
- **The CEO Magazine**
- **Prestige Magazine**
- **Manhattan Magazine**
- **Robb Report**



Teresina Tomaino

Advertising: Billboards

One medium of communication would be to advertise via billboards and allow our target consumer to get a glimpse of our brand while they are driving on the highway or even walking through the city. This would plant a seed in the eyes of our potential customers to check out the brand.

Key Zones:

- . New York
- . Los Angeles
- . Miami



Red Carpet Endorsements

- Red carpet endorsements are important because they can greatly influence consumer behavior and increase brand visibility and credibility.
- To enhance brand visibility and credibility, our company "Envie" places great value on securing red carpet endorsements from A-list celebrities at live events.
- Envie is renowned for its exquisitely crafted, high-quality jewelry that has graced the red carpet, making it the ideal option for those looking to make a bold fashion statement at any occasion.



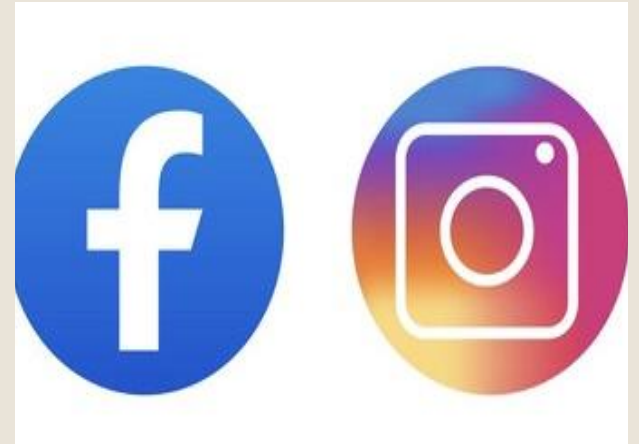
Bai Ngai



Social Media

Customers can expect to find Envie on social media platforms and communicate with us via Envie's website, Instagram and Facebook.

- Envie's website will provide a specific tab for customer support and contact information.
- With our Instagram and Facebook pages connected, daily posts that are keep up with the trends while being uploaded in high quality can be awaited by potential and existing customers.
- Certain posts will be promoted with the intent to reach our specific target market through the help of Instagram's "boost post" option which allows one to choose a fixed age range and particular interests that are relevant to our brand.



Brand Future: Envie's Next 5 Years

- Expand internationally into Europe and Asia
- Expand our brand architecture: create watches and a men's line
- Collaborate with luxury apparel and accessory brands
- Use technology to improve our sustainability
- Expand our technology for producing our products
- Revenue plan: \$1 million by the end of our first year



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