



# The Launch of *Villanouveau*

Final Term Project- Branding

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Brand Image Marketing

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## Brand characteristic strategy

- High quality craftsmanship
- Sustainable and ethical practices
- Empowerment and self-expression
- Uniqueness



## Creating a brand: Vision and Mission

- Vision: Our vision is to create wearable art that inspires elegance and sophistication.
- Mission: To create high-quality pieces of clothing that reflect art and timeless beauty.

# The customer & Culture

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- Women in between the ages of 20-60 that are looking for event dresses and would like to look ethereal. Women with above the average salary due to our high prices that reflect our quality.
- Culture: every culture is welcomed, specially if they are trying to achieve a sophisticated look.





## Product mix

- Product: ready-to-wear, luxury products
- Price: High prices
- Distribution: limited distribution sold in store and website



Brand communication: Advertising

We will appear in magazines like Vogue, Elle and Vanity Fair



## Publicity

We will offer to dress relevant celebrities on red carpets for free to gain some attention from the media.



## Public relations

Our brand will always try to associate with people and other brand that shares the same values as us as a reflectance of our image.



Public relation



# Promotional activities

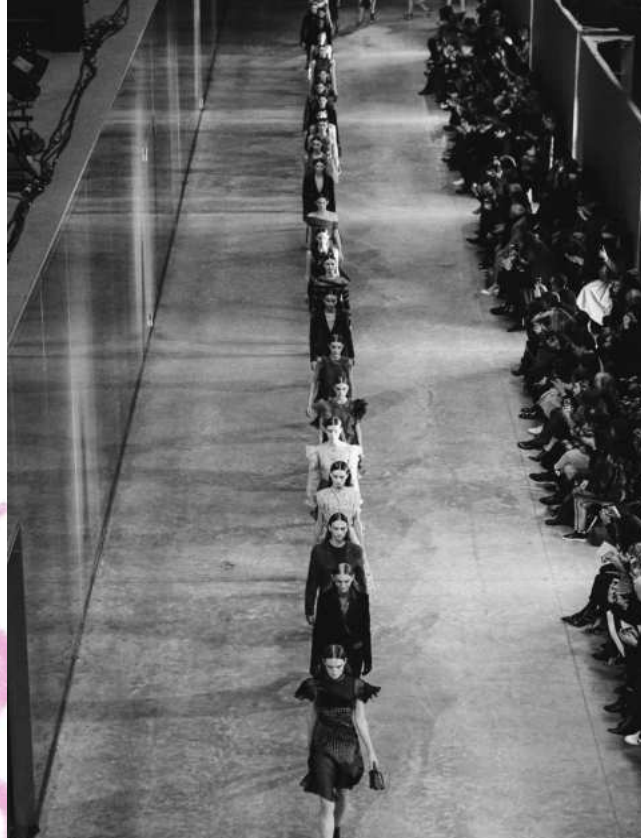
As the high end fashion image we are trying to build, we won't be able to offer sales on our stores but will create a loyal customer system of points for future purchases opportunities



# Brand Launch on Social Media

- Social Media platforms we will use: Instagram, Pinterest and TikTok
- We will focus on establish a clear brand identity in which people can recognize us
- We'll build partnership with influencers whose styles represent us
- We will use Instagram Marketplace feature to promote sales





## Positioning & Brand strategy

- Value proposition: elegant pieces, mostly dresses but we count with everyday pieces of clothing that have a fresh look in simplicity and timelessness
- One of our main strategies to achieve a good positioning of our brand is to continuously evolve and innovate our designs by also having on mind what our customers want
- We will focus on exceptional customer experience to achieve great customers' expectations

# Works Cited.

2022. The How and Why of Developing a Brand Positioning Strategy, Kraus, Nicholas. October 6. Forbes. Retrieved from: <https://www.forbes.com/sites/forbesagencycouncil/2022/10/06/the-how-and-why-of-developing-a-brand-positioning-strategy/?sh=1b44ef941af3>

Thank you