



Marketing Plan:Spring/Summer '21

Danielle Hueston

BUF 3310-Contemporary Designers & Lux Markets

Professor Devon Jackson

What is Von Dutch?

- Von Dutch is a global clothing brand that was founded in 1999 in Los Angeles, California by Michael Cassel and Robert Vaughn.
- It was named after Kenneth Howard, a sign painter who also went by Von Dutch, Dutch, and J.L. Bachs.
- Howard's pinstriping was the first to become popularized and he is known as the "godfather of Kustom Kulture".

Mission + Designers

- Although founded by Cassel and Vaughn, French designer Christian Audigier is a primary reason the brand was popularized the brand until 2004.

Von Dutch prides itself as being “the iconic Hollywood brand has been a staple
• • •
on the pop culture and music scene” for over two decades. Its main mission is to
be the innovator of a place where luxury fashion + street style meet.

- Earl Pickens is currently the executive designer.

Kenneth Howard is responsible for the famous “Flying Eyeball” design that has been used countless by the brand..

- His inspirations for his artwork and drawings are said to have come from his personal life experiences and Macedonian and Egyptian cultures.
- The meaning behind the “Flying Eyeball” is that “the eye of heaven knows everything and sees everything”.



SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Popular amongst celebrities and influencers.	Expensive.	Participating in partnerships with influencers.	Signature designs might continuously go in and out of "style".
Known for its iconic designs; noticeability.	Does not utilize social media and advertising as much as they should to build brand awareness and attract more customers.	Collaborations with other brands.	Its competitors are more active on social media.
	Limited stock.	Open more store fronts.	Its competitors participate in more partnerships.
	Not very active on social media.		



- VON DUTCH PARIS
- WORLD FAMOUS TRUCKERS
- HOODIES
- JOGGERS
- BOWLING BAGS
- MENS
- WOMENS
- JEWELRY



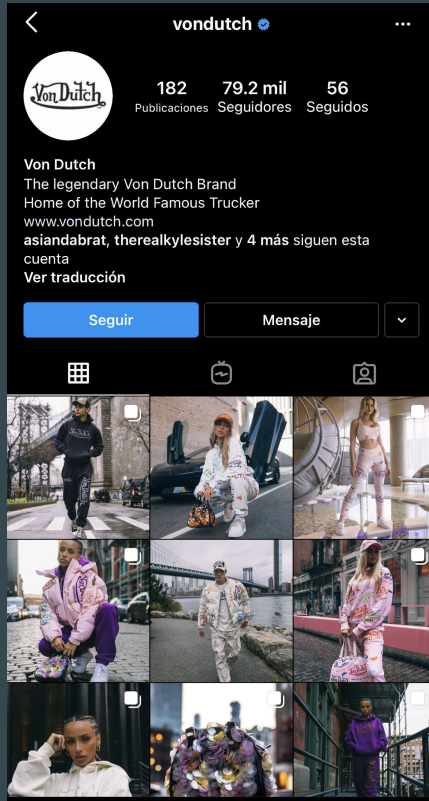
A TOUCH OF EUROPEAN LUXURY

Social Media Metrics

Instagram: 79.2 followers

Facebook: 207k likes

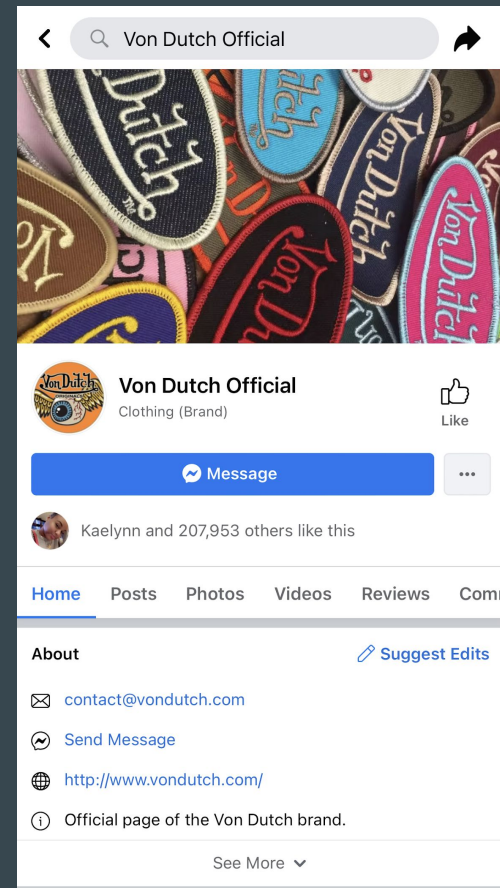
Twitter: 1,731 followers



Instagram profile for **vondutch**. The profile shows 182 publications, 79.2 mil followers, and 56 accounts followed. The bio identifies the brand as the legendary Von Dutch Brand, home of the world famous trucker, with the website www.vondutch.com. It also lists several users who follow the account and provides a translation link. The navigation bar includes a grid icon, a camera icon, and a profile icon.



Twitter profile for **Von Dutch Official** (@VonDutchLLC). The bio describes the brand as inspired by the legendary pinstriper and father of Kustom Kulture, Kenneth Howard aka Von Dutch. The location is Los Angeles, the website is vondutch.com, and the account was joined in June 2010. It shows 315 following and 1,731 followers. A tweet from 7/10/19 asks "Black or Navy, or both? You decide." and includes a link to vondutch.com and the hashtag #vondutch #vondutchoriginals. The tweet features an image of a Von Dutch trucker hat and has 3 replies, 1 retweet, and 8 likes.



Facebook profile for **Von Dutch Official**. The profile picture shows a collection of colorful Von Dutch trucker hats. The bio identifies the brand as clothing. It shows a message button and a notification that Kaelynn and 207,953 others like this. The navigation bar includes Home, Posts, Photos, Videos, Reviews, and Comments. The About section includes contact information: contact@vondutch.com, a send message button, the website <http://www.vondutch.com/>, and a note that it is the official page of the Von Dutch brand. A "See More" link is also present.

Von Dutch Competitors...

- **Ed Hardy**

- Less expensive.

- Less of a reach/following.

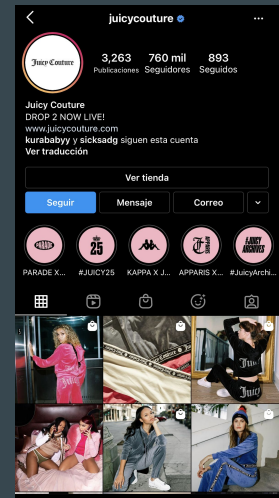
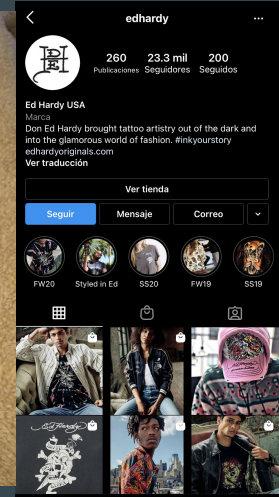
- Just as active on social media as Von Dutch.

- **Juicy Couture**

- About the same price range.

- Has a bigger reach/following.

- Utilizes social media more.



Von Dutch Spring/ Summer 2021 Collection

Drops 02.06.21

Business Initiatives + Brand Partnerships

Business Initiative #1:

Description of business initiative: Improve and modernize our Instagram account over the next seven weeks so it can become a top source for customer information (collaborations, sales, etc.) regarding the Von Dutch brand. This includes increasing our follower count and posting more frequently.

Goal of initiative: To increase our engagement rank on Instagram which is currently 6,211,003rd, follower rank and build connections with potential customers through our social media platform in order to boost sales. Increase daily sales.

Partnership Chosen: **Influencer Marketing** w/ Dess Dior

Brand Partnership: Influencer Marketing

Macro Influencer:

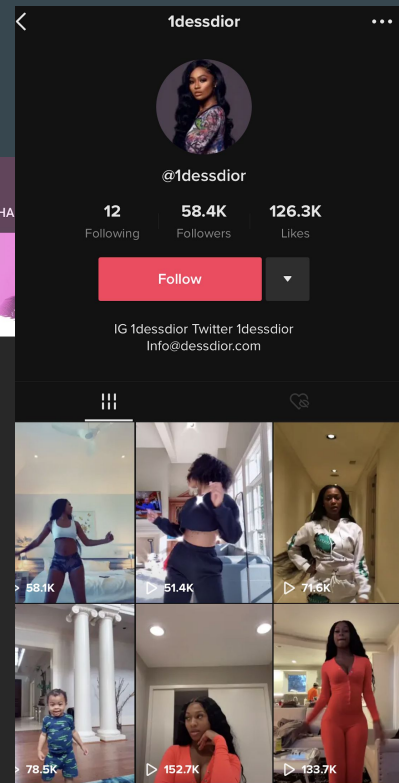
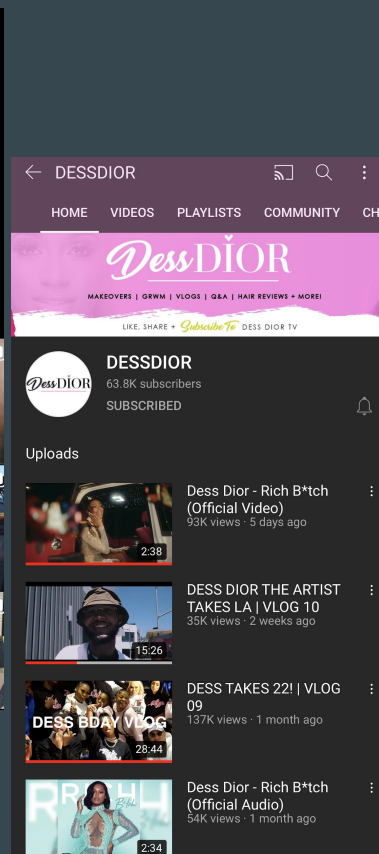
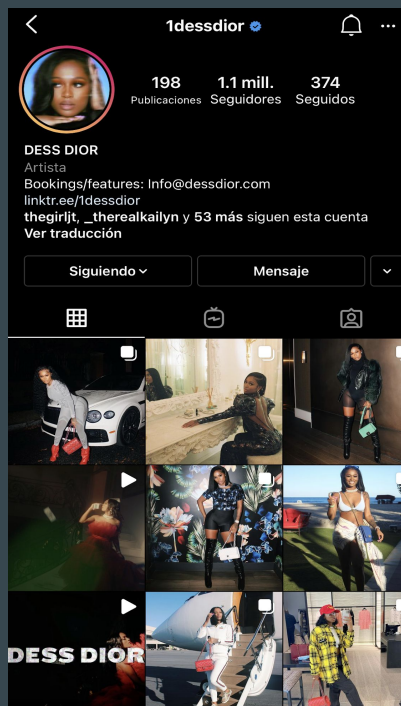
Dess Dior

Niche: Fashion + Music

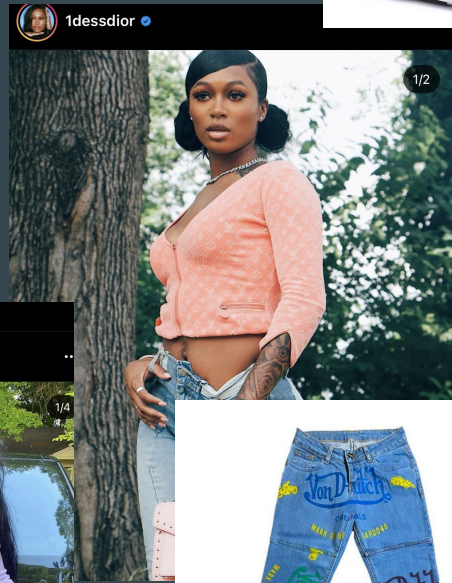
Instagram: 1.1 million
followers

YouTube :63.8k followers

TikTok: 58.4k followers



Von Dutch x Dess Dior



Business Initiatives + Brand Partnerships

Business Initiative #2:

Description of business initiative: Over the next seven weeks we will work on building new customer relationships (while still keeping the interests of old, loyal ones).

Goal of initiative: The major goal of this would be to expand Von Dutch's markets and customers. Off-White is an Italian luxury fashion label this initiative allows Von Dutch to enter another part of the European Market and to potentially increase consumers and sales. Off-White is another streetwear meets luxury brand, so Von Dutch's current consumers should be interested in the new product and Off-White's market should be likely to be interested as well.

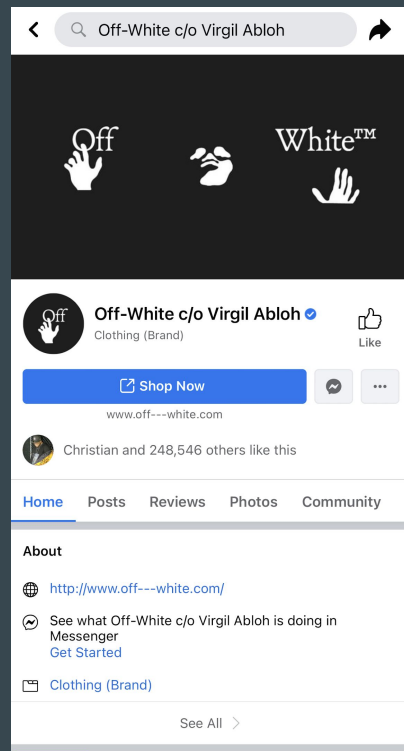
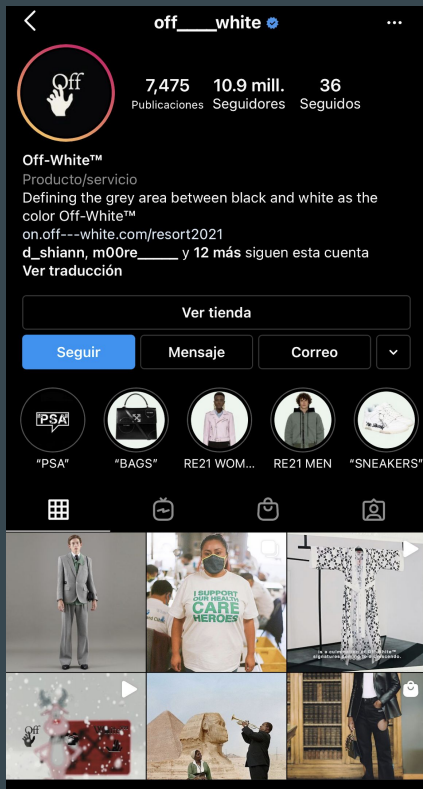
Brand Partnership Chosen: **Co-Branding** w/ Off-White

Brand Partnership: Co-Branding

Instagram: 10.9 million

Facebook: 248.546 likes

Twitter: 205.8k followers



Von Dutch x Off-White

New Product: **Trucker Hat Collaboration**



Time & Action Calendar

Stage	Task	Date	Reduction of Time
1	Send out first package of merch to Dess Dio for promo.	12/14/2020	54 days
2	Contact Virgil Abloh about colors, designs and fabric.	12/18/2020	50 days
3	Send out 2nd package to Dess Dior for promo.	12/21/2020	47 days
4	Visit fabric and trim vendor.	12/23/2020	45 days
5	Finalize styles, colors and fabrics with Abloh. Send 3rd PR package to Dess Dior.	12/28/2020	40 days
6	Start production of merchandise.	1/4/2021	33 days
7	Meeting about promo video and who it will feature.	1/6/2021	31 days
8	Announce Off-White x Von Dutch collaboration on all social media sites.	1/8/2021	29 days
9	Finishing. Film product launch video. Send 4th PR package to Dess Dior.	1/11/2021	26 days
10	Packing. Send 5th PR package to Dess Dior.	1/18/2021	19 days
11	Testing.	1/19/2021	18 days
12	Pre-shipment inspection of new product launch. Send 6th PR package to Dess Dior.	1/25/2021	12 days
13	Deliver to stores, add to website as Pre-Order. Send final PR package to Dess Dior w/ new Von Dutch x Off-White product.	2/1/2021	5 days
14	Promote product launch on Instagram for next day.	2/ 5/ 2021	1 day