

COMME des Garçons

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# HQ: Tokyo, Japan

Comme Des Garçon is a company renowned for its Avant grade aesthetic and unconventional silhouettes, Kawakubo transformed the brand into a successful fashion label. CDG is headquartered in Tokyo's Aoyama district, with a strong worldwide presence. COMME des GARÇONS also includes many diffusion lines, such as PLAY, Noir, Homme Plus, Homme Plus Sport, SHIRT, Tricot and more.

<b>Strength</b>	<b>Weakness</b>	<b>Opportunities</b>	<b>Threat</b>
<ul style="list-style-type: none"> <li>-Avant-garde clothing designs.</li> <li>-Designed for mobility and comfort</li> <li>-Huge on women empowerment challenged.</li> <li>-conceptions of feminine beauty.</li> </ul>	<p>Although we're good at connecting to a lot of target markets with our 28 Brands, it's become highly blurry for the overall brand due to our diffusion lines</p>	<ul style="list-style-type: none"> <li>-Great at making a gender Neutral line. "Comme les gens" Very easy and efficient to start since we thrive on reforming what's considered beautiful and sexy</li> <li>-Liberating sleepwear to see the concept of what we feel is beautiful</li> </ul>	<p>Since Street Fashion is more accepted in fashion, it's going to be harder to stay above the competitors with innovative ideas while still staying true to street fashion.</p>

**Description:** Over the next 12 months, we'll work on building a strong pop culture communities that'll become a see now must have /buy now for consumers. In doing so allows consumers to know we have more options to choose from.

**Goal of initiative:** Doing so will increase our website and social media traffic. Allowing the marketing team to conduct intensive research to increase sales, communicating data to the merchandising and design team to predict what will and can sell over time.

**Metrics to measure**

**success:** 50,000 organic page views per month, 35,000 Daily Hashtags on Instagram and Twitter per month.

**Description:** We're also working to increase the foot traffic in supported stores other than the concept stores, that's just displayed our art.

**Goal of initiative:** Increase store revenue

**Metrics to measure success:** 4.3 K Per month

**Description:** Intensive PR, with editorial commercials, Increase in native content just to redirect consumers on our core uniqueness as a brand. Redirect the concept of anti-fashion. As well as inform those on our other strong brands like our home line.

**Goal of initiative:** As a company we believe it can refresh the world idea on Comme Des Garcon

**Metrics to measure success:** 30 Second Commercials on target market national cities 5 slots per month. Native content advertisements stay up for about 3 months (same length as a season).

## MEET THE Customers

Age range: 16-30 years old.

S/he works in Digital or art technology. For a living

Spends his/her free time, hanging out at social events, very active either skate or do graffiti or art in the skate area.. They Do live with a roommate or family members they often feel they're unable to breath or be free while at home so they escape to music, art. As for income, they make all their money off of creating or receive money from close members of their family or friends Ultimately, buyer Persona 1 wants to express their creativity in clothes other instead hunting for anti-fashion, in vintage stores that still doesn't compliment themselves in the new era, that That's why Buyer persona choice Comme des Garcon because our business is able to solve.



Age range is 23-35 years old.

S/he works in Art dealer or music industry for a living.

Spends his/her free time lives alone, very social, but have a close knit friends which all share the same views on life. into minimalist lifestyle less meaningful this good enough for them. They make good enough money to be able to afford more than one garment from Comme Des Garcons. Ultimately, buyer two wants a brand that simple, understands and follows their values which is why they shop at Comme Des garcon.

# PRODUCT



**USD: 698**

## Promotion

Promote heavy into the music and blogging industry since we're aware their huge on conspicuous consumption.

## People

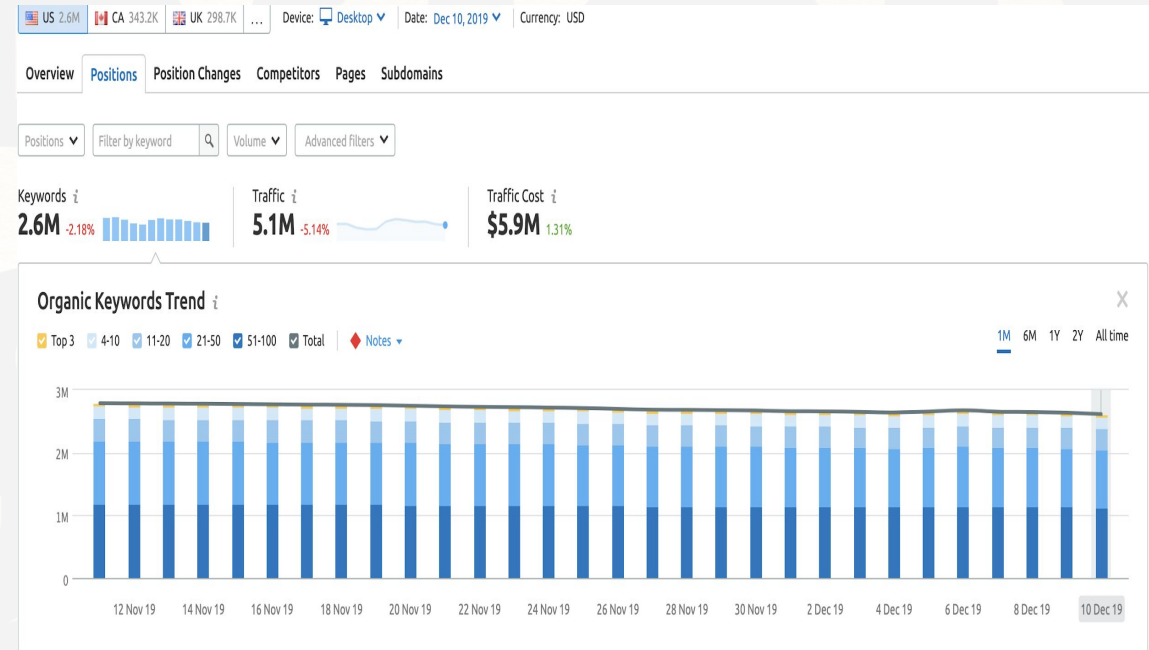
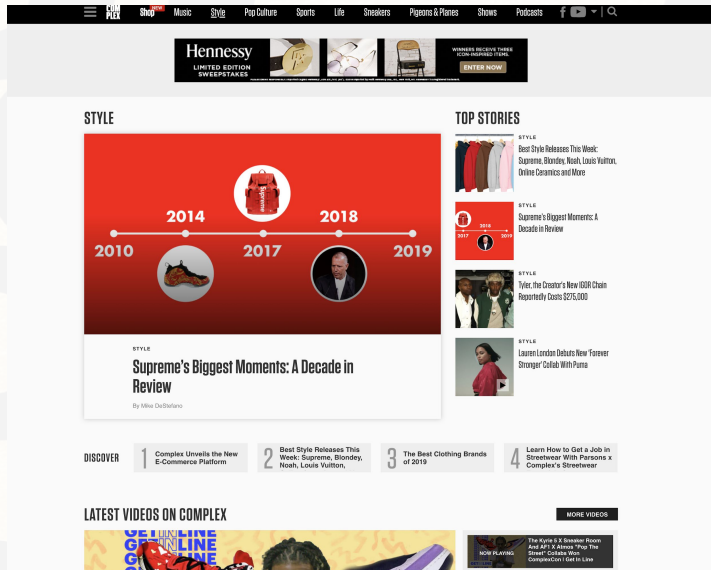
Music Entertainment  
Blogger Influencer  
Native Contents

## Process

This will be displayed for a limited edition item. Short amount of time this bag will be presented in the S/S 2020 ONLY. This will make it possible for any future S/S limited edition items consumers wouldn't think twice whether or not if they'll purchase.

# Marketing Channels

WEBSITE: WWW.COMPLEX.COM/STYLE



Organic Search Positions 1 - 100 (2,614,013) Manage columns 10/15 Export

	<input type="checkbox"/>	Keyword	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕	KD% ↕	CPC (USD) ↕	URL	SERP	Last Update ↕
>	<input type="checkbox"/>	worldstarhiphop	5 → 5	0	4.94	5,000,000	90.56	2.23	<a href="https://www.complex.com/tag/worldstarhiphop">https://www.complex.com/tag/worldstarhiphop</a>		Dec 10, 2019
>	<input type="checkbox"/>	complex	1 → 1	0	1.73	110,000	89.73	1.61	<a href="https://www.complex.com/">https://www.complex.com/</a>		Dec 10, 2019
>	<input type="checkbox"/>	xxxtentacion	5 → 5	0	1.20	1,220,000	92.51	0.00	<a href="https://www.complex.com/music/2019/12/xxte...d-in">https://www.complex.com/music/2019/12/xxte...d-in</a>		Dec 09, 2019
>	<input type="checkbox"/>	chris brown	12 → 11	↑1	0.76	823,000	92.16	0.29	<a href="https://www.complex.com/tag/chris-brown">https://www.complex.com/tag/chris-brown</a>		Dec 10, 2019
>	<input type="checkbox"/>	best movies on netflix	4 → 4	0	0.76	550,000	90.31	5.05	<a href="https://www.complex.com/pop-culture/best-mo...lix/">https://www.complex.com/pop-culture/best-mo...lix/</a>		Dec 10, 2019
>	<input type="checkbox"/>	six9ine	6 → 9	↓3	0.72	1,220,000	92.90	0.42	<a href="https://www.complex.com/music/2019/12/tekas...med">https://www.complex.com/music/2019/12/tekas...med</a>		Dec 10, 2019
>	<input type="checkbox"/>	cardi b	46 → 12	↑34	0.70	2,740,000	94.43	1.23	<a href="https://www.complex.com/tag/cardi-b">https://www.complex.com/tag/cardi-b</a>		Dec 10, 2019
>	<input type="checkbox"/>	best movies on hulu	1 → 1	0	0.68	74,000	91.21	0.85	<a href="https://www.complex.com/pop-culture/best-mo...ulu/">https://www.complex.com/pop-culture/best-mo...ulu/</a>		Dec 10, 2019
>	<input type="checkbox"/>	best shows on hulu	1 → 1	0	0.68	74,000	91.49	1.97	<a href="https://www.complex.com/pop-culture/best-sho...ulu/">https://www.complex.com/pop-culture/best-sho...ulu/</a>		Dec 10, 2019
>	<input type="checkbox"/>	lil wayne	10 → 11	↓1	0.62	673,000	92.02	0.30	<a href="https://www.complex.com/tag/lil-wayne">https://www.complex.com/tag/lil-wayne</a>		Dec 10, 2019

Native Content

Purpose of channel: Brand Awareness  
 Metrics to measure success: They already have 5.1 M Foot traffic As of Dec 2019; 90,000 unique page views per month



chrisbrownofficial 

Follow

6,843 posts

58.8m followers

2 following

**CHRIS BROWN**

#INDIGO

@blackpyramidofficial

Anthony.at.CBE@gmail.com

INDIGOAT TOUR FALL OF 2019 #1 album.

[smarturl.it/INDIGOEXTENDED](http://smarturl.it/INDIGOEXTENDED)

### Chris brown

Purpose of channel: Brand Awareness

Number of Followers: 58.8 M

Metrics to measure success: to be included in his massive amount of hashtags showing the bag. On instagram e has 4.7 M Tag/hashtag post.