

Desiree Jeanmichel

Comme Des Garçons

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## Business Summary

### Our Company

Comme Des Garçon is a company renowned for its avant garde 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.

Our headquarter is in Tokyo, Japan with international offices, one office that's listed is in Paris located 54, Rue du Faubourg St-Honoré 75008 Paris, France. Our company's mission is to provide clothes that make everyone feel beautiful in their skin.

### SWOT Analysis

As Comme Des Garçon's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for S/S 2020

Strength	Weakness	Opportunities	Threat
<ul style="list-style-type: none"><li>-Avant-garde <u>clothing</u> designs ( )</li><li>-Designed for mobility and comfort</li><li>-Huge on women empowerment challenged.</li><li>-conceptions of feminine beauty.</li></ul>	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	<ul style="list-style-type: none"><li>-Great at making a gender Neutral line. "Comme les gens"</li><li>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>	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.

## Business Initiatives

Comme Des garçon has the ambitious goal of [overarching company goal]. To help the business do that, our marketing team will pursue the following initiatives in 2019: How will you communicate the brand story through marketing?

### Initiative 1

**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.

### Initiative 2

**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

### Initiative 3

**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 Garçon

**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).

## Target Market

### Industries

In 2020, we're targeting the following industries where we'll sell our product and reach out to customers:

- Our Niche: Very huge on Anti-Fashion, Innovative approaches that balance the bases of creativity and streetwear.
- Consumer profile: Innovative, capable of thinking on their own. Our consumers aren't someone who goes out and starts a problem but rather wear whatever it is to reflect their feelings or views on problems in society without causing havoc.

One of the industries in which consumers purchase our products are usually sold to skate industry (those include people who likes to wear our play converses, Our Play Tee's

Streetwear industry: This industry is predominantly making up a huge chunk of our revenue, since our clothes deliver a message of equality and acceptance we see designs as class and gender neutral. allowing many streetwear participants to purchase Comme des Garcons.

**Buyer Personas** Within our target market(s), we've identified the following buyer personas to represent our ideal customers:

#### **Buyer Persona 1**

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 doesnt compliment themselves in the new era, that That's why Buyer persona choice Comme des Garcon because our business is able to solve.

## Buyer Persona 2

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.

## Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

### Ann Demeulemeester

Products we compete with: Dark, Grunge clothings that mimik Comme Des Garcon RTW collections. However, their collections reveals the body and Comme Des Garcon is opposed to showing skin and wearing heels, stating its not needed to express sexy.

Other ways we compete: Website Concept, Simplicity, very minimal to navigate through.

### Yohji Yamamoto

Products we compete with: Dark grunge look, Price points for something as simple as the Y-3 shirt

Other ways we compete: Marketing strategies, collaborations

## Market Strategy

### Product



### Price

USD 690

### Promotion

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

## People

Music Entertainment

Blogger Influencers

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.

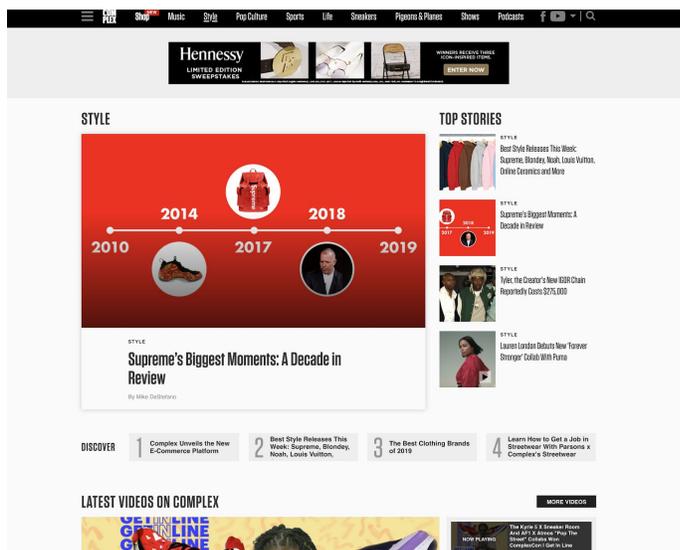
## Positioning and Image

This process by showing the bag on blogging post, effortless approach not noticeable shop button on the post as we, In addition have musicians wear the bag on their way out to the studio or random pictures showing their day, Instastories will also pay a huge role in the process of showcasing the bag.

## Marketing Channels

Over the course of 2019, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

### Native Content:



### Website: Complex.com/Style

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)

## Celebrity Influencer:

### 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.