

Discussion Board #3 - Brand Partnerships

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Do you believe companies should share the same vision when dealing with a brand partnership? Brand partnerships should align with the same goals to attract new customers, rebuild the brand, and increase brand exposure. One example of a brand partnership is H&M and Balmain. The high-end brand Balmain meets modern-day market brand H&M. The idea behind this brand partnership is to target inexpensive clothing toward lower and middle-class individuals. This can go towards women and men with the age range between 20 years old to 30 years old who are typically single. An elegant yet sophisticated look for those on a tight budget. College students would be attracted to this partnership based on their low-income level, yet they would like to look expensive and well put together. Those who are not in college would typically be drawn to this partnership for budgeting purposes. They may have the money, but due to responsibilities and bills, they would much rather spend money on this partnership rather than purchase over \$1,000 items from Balmain. Silk shirts, braided tops, wool blazers, and beaded dresses range for about \$155. The embellished items are over \$400, but the most expensive price point is \$650.

References

Yotka, S. (2015). *See the Full Balmain x H&M Collaboration Lookbook!*. Retrieved from

<https://www.vogue.com/article/balmain-hm-collaboration-collection-looks>