



S t e l l a h
New York

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Brand Beginnings

1. Non-Commercial Brand

Hice Kwon launched Stellah NYC in the Spring of 2018. Stellah caters to today's urban woman, through modern and dreamer like vintage styles. Blending lifestyle cuts with couture details, with an infusion of whimsical prints derived from bohemian folk spirit. Stellah's goal is to bring more soul to the world of tomorrow through sophisticated details and singular colors.



Identification

2. Limited Target Segment

Stellah NYC has a niche group of consumers who appreciate a modern take on vintage styles with whimsical prints.

Stellah's price point suggests that it is targeting consumers with a medium to high disposable income who desire a playful twist on sophisticated styles.

3. Unique Selling Point

Stellah NYC's designs often include frills, pleats, floral and/or whimsical patterns, and intricate styling of layers. Stellah is making its mark and becoming known for its modern take on bohemian/vintage ideals through displays on three different style types: tops (long/short sleeve), dresses (long/short), skirts (long/short).

4. Brand Differentiator

Stellah NYC is still growing and making its mark. Their unique take on vintage styles brings more soul to the world of tomorrow, as the brand is setting off to do.



Strategy

5. Communication Strategy

Stellah NYC launched its first collection in 2018 with Neiman Marcus. They've expanded their relationships to Nordstrom, Monkee's of Johnson City and many more. They have recently attended Coterie NY where they debuted their upcoming collections. By attending Coterie, they have networked with other power players in the fashion industry; thus aiding in their expansion.



A. Social Media

Stellah NYC uses Instagram (@stellahnyc), has their own website (<https://stellahnyc.com/>), uses Etsy, and works alongside with other merchants to sell its products such as Neiman Marcus and Nordstrom.

stellahnyc

Following ▾

Message



242 posts

6,827 followers

533 following

Stellah

Clothing (Brand)

| Clothing devoted to the lifestyle of today's urban women.

| Tag us in Stellah!! #StellahGirls

| Get 10% OFF when you sign up 📌

www.stellahnyc.com



BOUTIQUES



SP23



#StellahGirls



POLLS



STYLES



SALE

NEW ARRIVALS

Current: SP23

To update New Arrivals, you have to edit the product and remove collection "NEW ARRIVALS"



Designer Luxury Brand

I believe Stelah is a luxury brand because of:

1. Unique style
2. Brand differentiation
3. Reduction of marketing expense by networking with retailers/merchants
4. Staying true to their brand personality

The brands intricate styling of layers caught my eye. When people think of vintage they tend to visualize patterns and Stelah takes these patterns to the next level.



Citations

Stellah (@stellahnyc) • instagram photos and videos. (n.d.). Retrieved March 7, 2023, from <https://www.instagram.com/stellahnyc/>

Stellah. (n.d.). Spring 2023 LookBook. photograph. Retrieved March 7, 2023, from <https://stellahnyc.com/pages/spring-23>.

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Thank you