



Catherine
ELEGANCE

“FRAGRANCE AT
ITS FINEST”



Branding Final Project
Catherine -Elegance
Grace Nunekpeku
May 22, 2023

Brand characteristic and Structure

Elegance is a luxury fragrance house that makes and sell perfumes that are:

- Timeless
- Contemporary
- Romantic
- Elegant
- Sophisticated
- Exclusive



Unique Selling Point

Above all, Elegance is a Luxury perfume house that seeks to build loyalty among its consumers by aiming to captivate them and foreseeing their ever-changing, dynamic desires while guaranteeing that our team members, who are essential contributors of our brand to meeting this purpose are also satisfied. We aim for the highest quality by seeking out superior materials, ingredients, such as essential oils, craftsmanship, propriety manufacturing methods to provide one of a kind fragrances for the everlasting woman.



Brand Culture

Elegance is inspired by femininity, nature, innovation, passion and integrity. Its focus has consistently emphasized its heritage, quality, and craftsmanship in all its marketing efforts, making it a trusted and desirable brand.





Core Values

Our fragrances are a vision with truly timeless notes with long lasting power designed to uplift the spirit of women.

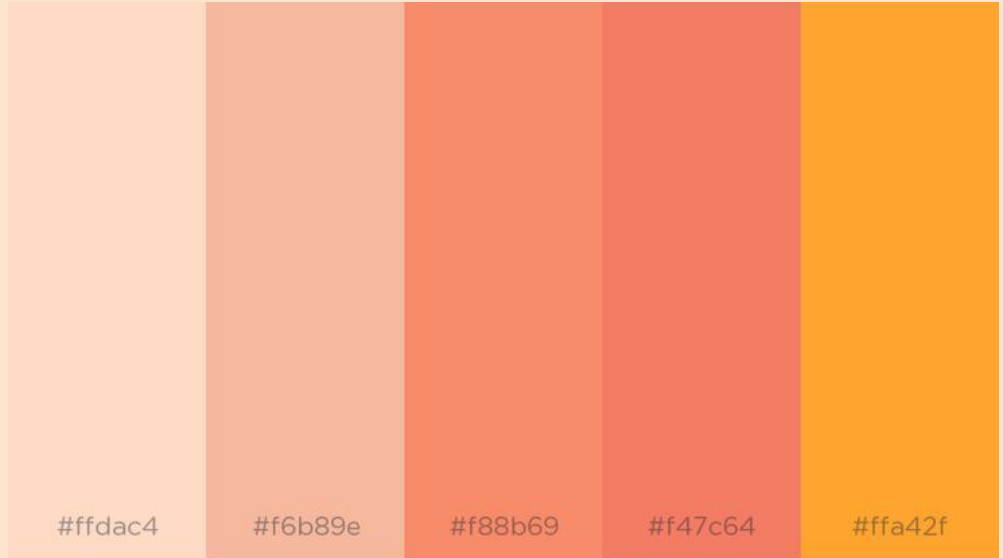
Slogan "Fragrance at its Finest."

Mission Statement and Objectivity

"At Elegance, our mission is to provide elegant and alluring line of perfumes that embodies the exclusive and luxurious lifestyle."

Color Palette of Catherine by ELEGANCE

Shades of, champagnes, pale pinks, peaches, corals with hints of marigold and amber.



Catherine Fragrance Notes



Pear



Patchouli



Ylang-Ylang



Neroli



Vanilla



Peach

Catherine Perfume Logo and Packaging

Catherine
ELEGANCE



CORE TARGET MARKET AND EXAMPLES

Female

Ages 24-30 | Single or married | Annual income of \$40,000 - \$49,000 | Lives in metropolitan areas
Cult Gaia core target market has interest in fashion, music and nature. She lives in an urban city but balance her life style by traveling to relaxing destinations. She likes handmade goods from local businesses and is a professional woman that works hard but also values her freedom of expression. She also enjoys life in good company and values her friendships.

BROAD TARGET MARKET AND EXAMPLES

Female

Ages 21-30 | Single or married | (Ages 21- 24 most likely dependent on their parents) (Ages 25 to 30 make \$40,000 - \$49,000 annually) | Lives in metropolitan areas
They are interested in social media and keeping up with trends. They value individualism and being socially accepted and value their friendships.



Communication Strategy: Magazines

BAZAAR



VOGUE



ELLE



Communication Strategy: Public Relations



FINN Partners is one of the fastest-growing global, independent marketing and communications agencies in the world, serving clients through a powerful combination of bold creativity, informed strategy, hands-on partnership and highly specialized expertise. Their values-driven culture champions integrity, collaboration, and innovation. More than an agency, they are a diverse collective of passionate individuals with a heart and conscience who help brands craft and share their stories in ways that drive business value and make a positive impact in the world.

Edelman is a global communications firm that partners with businesses and organizations to evolve, promote and protect their brands and reputations.

Communication Strategy: Social Media



Instagram

LinkedIn



LinkedIn



Pinterest



Competitors



CHANEL

MUGLER



DIOR



GUCCI



MUGLER



YSL



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