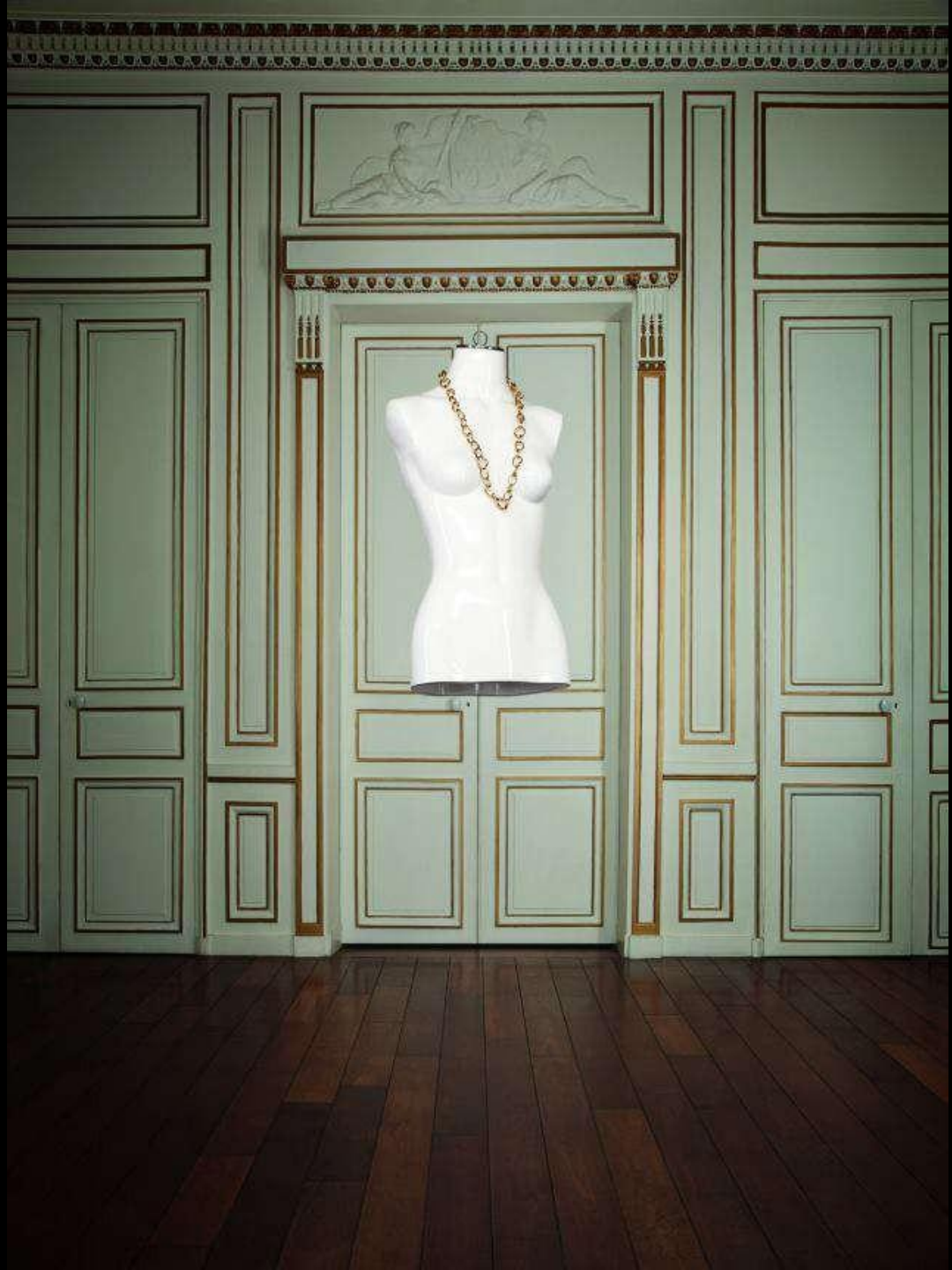


Close Your Eyes

# Outline

- History
- Concept
- Brand strategy
- Marketing Mix
- Target consumer
- Trend #1
- Trend #2
- Trend #3



# History

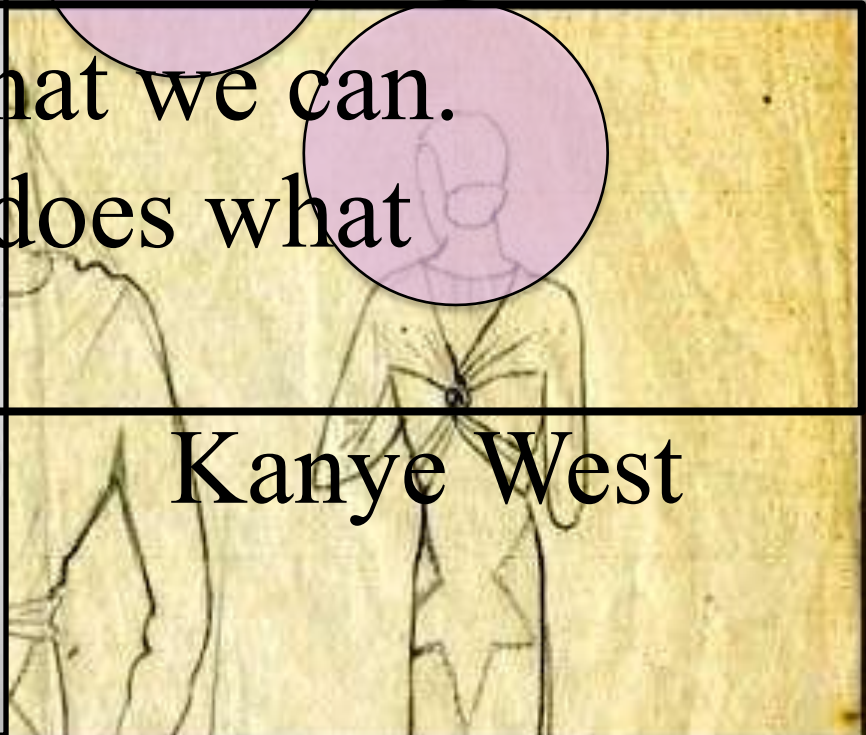
1918  
46

191987

12903071

“With fabrics, we do what we can.  
With fashion Humzah does what  
he wants.”

Kanye West





# Concept

- Avant-garde clothing, handbags and accessories
- “It is not easy to wear Bumfy. It is above all a choice to wear Bumfy.” *Humzah Butt*

# Brand strategy

- Reinforcing awareness thanks to a strong network of stores
- Modernizing the brand's heritage through innovation
- Re-branding through a new designer while keeping ties with the past



# Marketing Mix

## PRODUCT

- Innovative designs
- Founder's heritage
- Product range:
  - Womens and menswear:  
Ready-to-wear, shoes,  
leathergoods and accessories,  
perfume, cosmetics, eyewear



# Marketing Mix

## PRICE

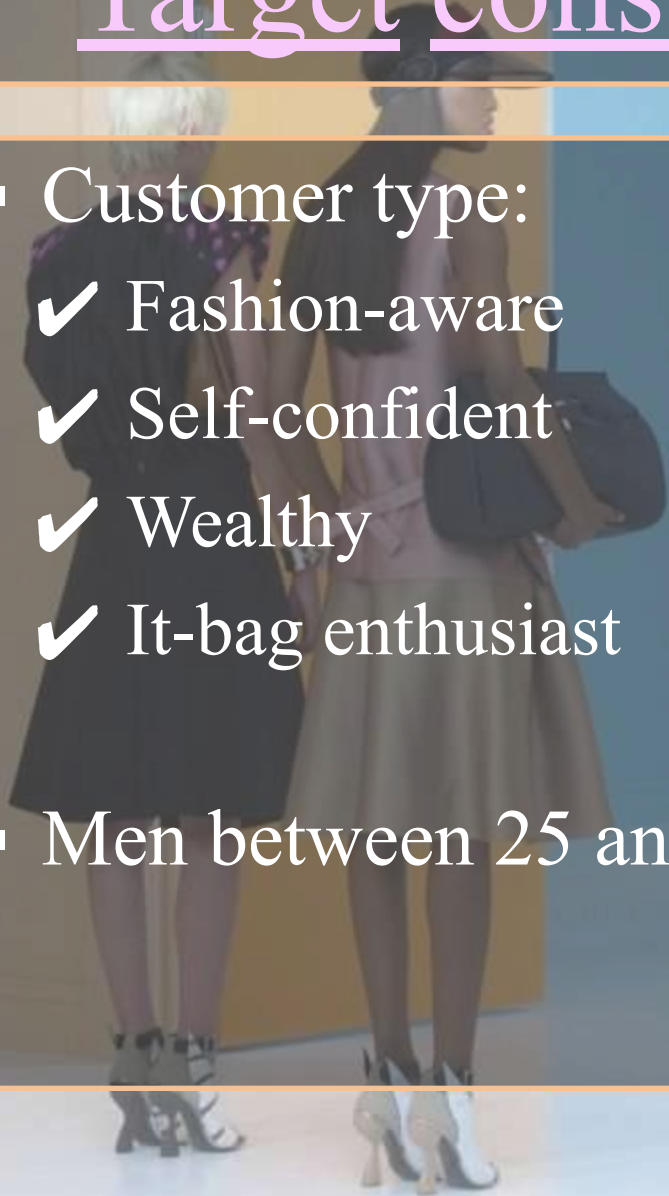
- Luxury prices
- Price range:  
From \$100 to \$900 for men





# Target consumer

- Customer type:
  - ✓ Fashion-aware
  - ✓ Self-confident
  - ✓ Wealthy
  - ✓ It-bag enthusiast
- Men between 25 and 55





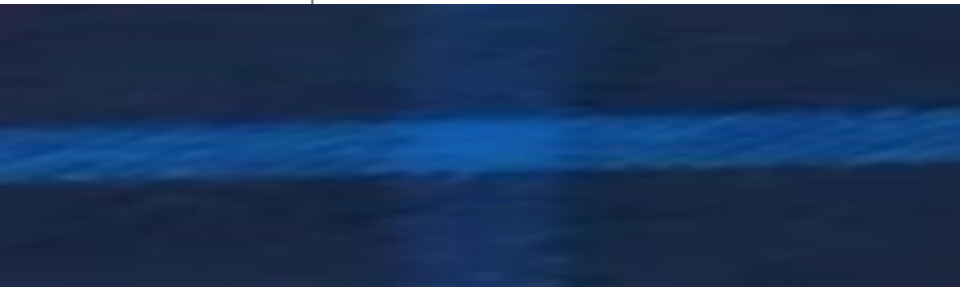
# Trend #1: Plaid Pattern



Balenciaga



Toronto Red/Black Cotton Flannel

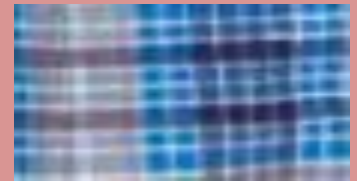
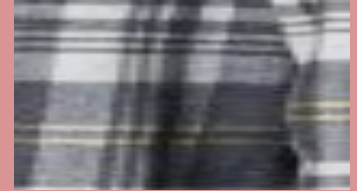


Tonal Blue Flannel

# Trend#2: Deconstruct and Reconstruct



Greg Lauren





# Trend #3: SuperSize Me



Iro



Checkered  
Wool/Cotton  
Flannel





A blue-tinted photograph of a staircase with a decorative railing and a circular light fixture on the ceiling. The text is overlaid on the left side of the image.

Thank You for  
experiencing the  
Bumfy Experience!!

Hope to see you soon