

# Company logo & slogan



Haus of Couture is a New York based, high end, luxury fashion brand which specializes in Couture, Ready-to-Wear and Haute Couture.

## Brick & Mortar



Haus of Couture's store; Located in Soho, Manhattan.

# Online / Billboard Advertising

## Poster

# Haus of Couture



Haus of Couture's ad poster. This advertisement is shown on walls and billboards, as well as social media platforms like instagram, google, twitter.

## Market Strategies

Haus of Couture, is an American based brand whose company revolves around the U.S market. This brand advertises, markets, sells, and ships within the United States, currently. In the

future the brand will expand overseas and worldwide. But for now, our popularity, distribution, sales, profit and revenue, are very dependent on the U.S.

#### About the brand

- American based brand.
- Popularity, distribution, sales, profit and revenue, are very dependent on the U.S.
- Markets, sells, and ships within the United States (currently).
- Brand will expand overseas and worldwide (future).

#### Target Market

- Zeitgeists and Carpe Diems
- High Status, high income earning women
- Living in upper class areas
- Luxury lover
- Innovators, believers, achievers, and experiencers
- Women aged: 20-45
- LGBTQ+

Haus of Couture's is inspired by the zeitgeists and carpe diems. We target high Status, high income earning women, living in upper class areas, seeking well made and long lasting luxury fashion. We target women who are innovators, believers, achievers, and experiencers, who aren't afraid of being themselves. We want women, 20-45 to feel expensive and luxurious in our clothes. Our store is located in Soho, Manhattan in NYC. Soho is located in a popular fashionable district, so it will attract many luxury seeking women, from other upper class areas. Our main target are women, but we are pro LGBTQ+, and want anyone who wants to purchase our clothes are more than welcomed to.

## The Marketing Mix PPPP/D

<p><b><u>Product</u></b></p> <ul style="list-style-type: none"> <li>- Dresses</li> <li>- Shirts</li> <li>- Coats</li> <li>- Jackets</li> <li>- Sweaters</li> <li>- Sweatshirts</li> <li>- Pants</li> <li>- Skirts</li> <li>- Shorts</li> <li>- Hats</li> <li>- Purses</li> </ul>	<p><b><u>Promotion</u></b></p> <ul style="list-style-type: none"> <li>- Facebook</li> <li>- Instagram</li> <li>- Google</li> <li>- Tik Tok</li> <li>- Snapchat</li> <li>- YouTube</li> <li>- LinkedIn</li> <li>- Wall / Billboard Posters</li> </ul>
<p><b><u>Price</u></b></p> <ul style="list-style-type: none"> <li>- <b>Dresses:</b> \$500 - \$7,000</li> <li>- <b>Shirts:</b> \$50 - \$200</li> <li>- <b>Coats:</b> \$700 - \$2,000</li> <li>- <b>Jackets:</b> \$500 - \$1,000</li> <li>- <b>Sweaters:</b> \$100 - \$500</li> <li>- <b>Sweatshirts:</b> \$100 - \$400</li> <li>- <b>Pants:</b> \$300 - \$1000</li> <li>- <b>Skirts:</b> \$100 - \$800</li> <li>- <b>Shorts:</b> \$80 - \$500</li> <li>- <b>Hats:</b> \$90 - \$500</li> <li>- <b>Purses:</b> \$1,000 - \$4,000</li> </ul>	<p><b><u>Place/Distribution</u></b></p> <ul style="list-style-type: none"> <li>- Online</li> <li>- Haus of Couture Store (Soho, Manhattan)</li> <li>- Bloomingdale's</li> <li>- Saks Fifth Ave / Saks OFF 5th</li> <li>- Neiman Marcus Last Call</li> <li>- UPS</li> <li>- FedEx</li> </ul>

## Online advertisement and promotion platforms



## Competitors



**FENDI**



**BURBERRY**



**Dior**



**JACQUEMUS**

**ARMANI**

**PUCCI**



**BALENCIAGA**



**SAINT LAURENT  
PARIS**

