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BUF 3310 Lux and Market
10/10/22

DESIGNER PROFILING

Stella McCartney



Known for pioneering "vegan style," Stella McCartney's luxury label does not use fur or other animal products in its designs. She's also the daughter of Beatle Paul McCartney, who is a Rock and Roll Hall of Fame inductee. A celebrity-studded clientele and fur-free apparel are the main traits of the British fashion designer.

Stella's famous parents clearly inspire her. It was no secret that her mother's designer wore some of the coolest clothes in the world. As the photographs show, so did Stella when she was a young girl. Steven Madden was one of the brands that copied her.

Steve Madden has been sued by Stella McCartney for copying Falabella's handbag. A copyright infringement lawsuit has been filed against Steve Madden Ltd. once again in the past year.

Stella McCartney



vs. Steve Madden



Stella McCartney is ready to take flight on her own. To safeguard her brand for the future and build an independent business, she has bought back Kering's 50 percent stake in her brand after 17 years.

Marc Jacobs, Chanel, Missoni, and Alexander McQueen are Stella McCartney's primary competitors.

Stella's fashion sense is clearly inspired by the fashion sense of her parents. Besides popular music, McCartney had a wide range of interests. Following a meeting with Willem de Kooning in the late 1970s, he began painting, and by the late 1980s, he was devoting much of his time to it. During a retrospective in Siegen, Germany held in May 1999, his work was first exhibited.

MARKETING ADVISED

1. Diversify your business by looking for opportunities

Currently, most marketing budgets do not allow companies to pursue all distribution channels simultaneously. To maximize the return on your investment, you should carefully choose the channels. By researching your audience, you can find opportunities to diversify your strategy. Use niche sub-channels where you can cut through the marketing noise, such as YouTube, social media groups, etc. In this case, you can diversify your strategy with the confidence that the payoff will be worth the effort.

2. Take advantage of paid social media

The platform's advertising revenue continues to grow, with 86% of social marketers using Facebook ads. Instagram, Pinterest, Twitter, and other social media sites have begun offering paid advertising options. With social media platforms tweaking their algorithms, brands are being made aware that paid promotion is a must if they want to be seen. Embracing paid social is crucial to maintaining or gaining momentum with your social strategy.

3. Focus On Your Existing Content

In order to build a traffic base, most marketers today produce a large amount of content. Their focus is often on creating new content, overlooking the value in their existing assets. If you want to stay competitive in today's markets, use your current content to its fullest extent.

For example, you can:

- Discover the most popular content you've created and use this information to inform future content.
- Publish old content with new data, visuals, or perspectives and republish to reach a wider audience.
- Make infographics, videos, slide decks, etc., from old content. Also, blog posts can be turned into ebook guides or reports.