

Contemporary Designers in Luxury Markets
BUF 3310
The New York City College of Technology
Professor Jackson
Assignment #3 Musarat Merchant

Chapter 4: Understanding Brand Partnerships

Directions: Review the FIVE types of brand partnerships discussed in *Chapter 4*. Provide ONE example for EACH partnership.

Co-Branding:

Definition: When two or more companies are working together to create a new product or alter an existing product to provide additional value to the customer, it is known as “Co – Branding”.

Example: **Alexander Wang X H&M**

Alexander Wang is a high-end brand and H&M is a fast fashion brand and their prices differ significantly! One can buy Alexander Wang shoes for about \$350 but compared to it, H&M offers shoes for around \$35 only. This price difference is the main reason both the brands wanted to tap into each other’s markets. As a co-branding with a high-end label like Alexander Wang makes H&M look more like a high-end fashion brand, but also it benefits Alexander Wang as it gets exposed to H&M’s growing young customer base who can be potential customers of Alexander Wang.



Collection launch date: November 6th, 2014.
Products: Boxing gloves, socks, beanies, breathable tank tops, sweatshirts, leather backpacks, leather slides, leather shorts, leather sneakers, hoodies, etc.
Price Range: \$12.95 - \$349.00

Sponsorships:

Definition: A direct marketing strategy that primarily focus on advertising placement of a product or a line of a brand.

Example: **Famous tennis star Roger Federer representing Uniqlo after a \$300 million sponsorship deal.**

Throughout his tennis career, he was seen “wearing the iconic Nike swoosh” (Bloomberg, 2018). But starting from Wimbledon 2018, he has been seen wearing clothes and accessories by Uniqlo a Japanese apparel brand. “Roger Federer is going to be working with Uniqlo for a long time as he signed a 10-year deal worth \$300 million dollars back in 2018. This means that as long as the Swiss Maestro continues playing tennis, we are going to see him wear Uniqlo” (Karthikeyan, 2020). This has been a remarkably successful sponsorship for both the brand and the player as he says thanks to Uniqlo saying “You make me look good” in his [Instagram story video recording](#), in response to a [tribute video that Uniqlo posted](#) for celebrating 2 years of their sponsorship. Moreover, it is great for Uniqlo as well as a great player like Roger Federer is their Global Brand Ambassador.



Collection launch date: July 2018, **Sponsorship ending date:** June 2028.

Products: Gamewear Polo Shirts, Gamewear Shorts, Wristbands, Socks, GO ROGER Graphic T-shirts, GO ROGER Caps, etc.

Price Range: \$7.90 - \$39.90

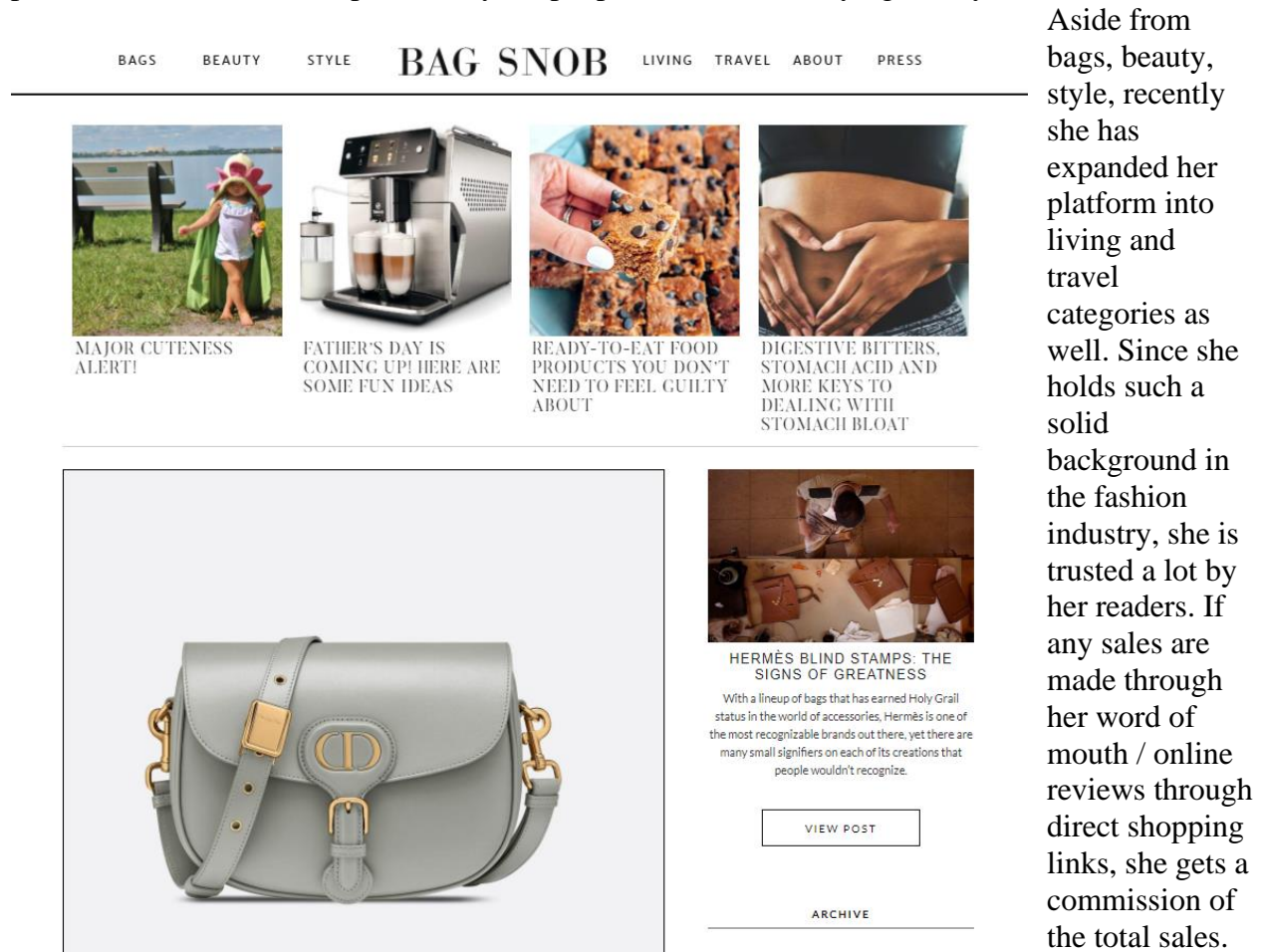
Native Content:

Definition: A piece of content that has been commissioned or paid to be placed on an external website with the view that the content fits and the form and function where it exists.

Example: **Tina Craig posts style blogs and product recommendations on her BagSnob.com**

Tina has a long history in the fashion industry as “she has worked as a brand ambassador, consultant, designer, and stylist, collaborating with the most venerable brands including Prada, Cartier, Valentino, Dior, Estée Lauder, La Prairie, Victoria Beckham, Neiman Marcus, Saks, Bergdorf Goodman, Net-a-porter.com and many others” (BagSnob, 2020). She posts reviews and product recommendations particularly for people interested in buying luxury fashion items.

Aside from bags, beauty, style, recently she has expanded her platform into living and travel categories as well. Since she holds such a solid background in the fashion industry, she is trusted a lot by her readers. If any sales are made through her word of mouth / online reviews through direct shopping links, she gets a commission of the total sales.



The screenshot shows the BagSnob.com website with a navigation menu at the top: BAGS, BEAUTY, STYLE, BAG SNOB, LIVING, TRAVEL, ABOUT, PRESS. Below the menu are four article thumbnails:

- MAJOR CUTENESS ALERT!**: A photo of a young girl in a green dress and a large flower hat.
- FATHER'S DAY IS COMING UP! HERE ARE SOME FUN IDEAS**: A photo of a coffee machine dispensing coffee into two cups.
- READY-TO-EAT FOOD PRODUCTS YOU DON'T NEED TO FEEL GUILTY ABOUT**: A photo of a hand holding a chocolate chip cookie.
- DIGESTIVE BITTERS, STOMACH ACID AND MORE KEYS TO DEALING WITH STOMACH BLOAT**: A photo of a person's hands resting on their stomach.

Below the thumbnails is a large image of a light blue Hermès bag with gold hardware. To the right of the bag is a smaller article preview titled "HERMÈS BLIND STAMPS: THE SIGNS OF GREATNESS" with a "VIEW POST" button and an "ARCHIVE" link at the bottom.

Posting Native Content since: 2005.

Products: Luxury items, designer bags, beauty products, high-end apparel, etc.

Licensing:

Definition: The legal owner of a brand or a trademark gives another party the legal rights to use the brand's name and identity in return for a royalty fee.

Example: Christian Siriano for Payless

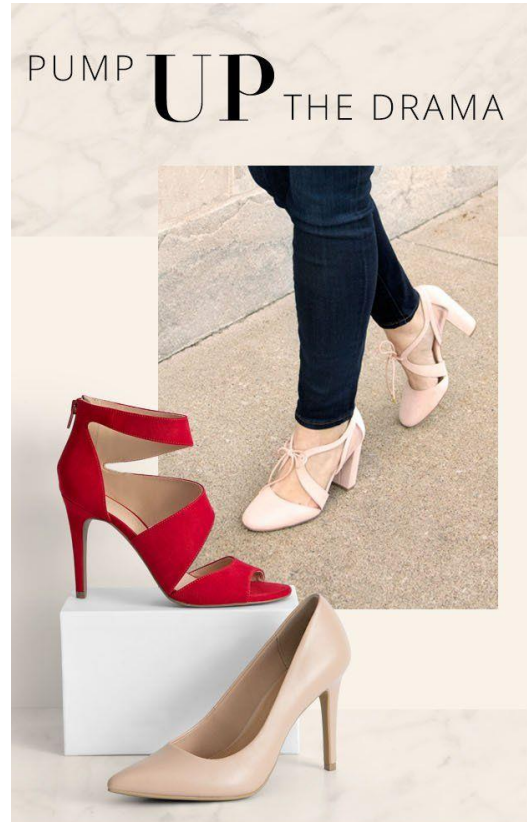
This licensing agreement between both the brands began in the year 2009 for making affordable handbags and shoes for fashion forward women. Siriano said that, "This expanded Payless collection, for me, is an opportunity to branch out even more and reach more women with my designs". Moreover, the Christian Siriano for Payless shoes and handbags were "packaged in upscale black boxes", as well as the designer would include "roughly twenty styles every season for the duration of the contract" (Ryan, 2010).

LuAnn Via, CEO of Payless on the other hand said that she was "thrilled with the great success" of their "collaboration with Christian". She added, "with his immense creative talent each season and the popularity of his label, it just made sense to provide him with a broader platform" (Ryan, 2010).

Licensing since: 2009

Products: Handbags and Shoes

Prices range: \$25 - \$60.



CHRISTIAN SIRIANO
FOR PAYLESS™



Payless
SHOESOURCE®

Influencer Marketing:

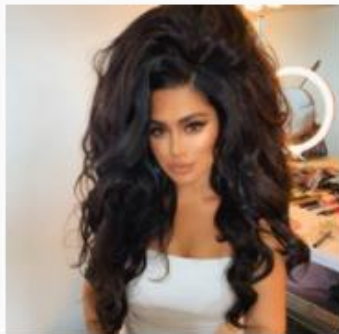
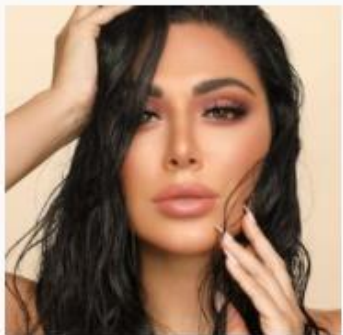
Definition: A type of social media marketing that uses endorsements and product mentions from individuals (influencers) who have a dedicated social following and are viewed as experts within their niche. Influencers can be broken down into two categories, such as “micro – influencers” and macro – influencers”. The difference between these two categories is simply based on their followers and reach. The higher the follower count of an influencer, the higher their reach of content. A micro influencer is simply a person with a public social media account that has followers around 2K to 50K followers whereas, a macro influencer is someone over a follower count of 50k to Millions.

Example: Instagram as a platform for Influencer Marketing

Micro Instagram Influencer: Chandra a Greek woman who married a Pakistani man shows her cross-culture fashion sense through her family outfit of the day posts on Instagram account @cee_jae_gee. She has over 28K followers and gets likes ranging from 2,000 to 10,000. She dresses up her kids, mainly her daughter with high fashion accessories like LV, and Chanel bags. She also contributes to her husbands’ culture by modeling for Pakistani couture industry.



Macro Instagram Influencer: Huda Kattan is a macro influencer as she is also the founder of her own makeup brand Huda Beauty. Racism in the cosmetic industry motivated her into making her own multi million dollar business. She models for Vogue and other famous publications. She is very well known and has over 2 Million followers on her Instagram @huda. She gets an average of 40K to 200K + likes on her posts.



References

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