

Sirene L'eau

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BUF 2400



Brand name: Sirene L'eau (online clothing brand)

Mission Statement: Sirene L'eau mission statement is to provide people with clothing that is trendy, unique, and exclusive and feel complete satisfaction in owning clothing that you can't find in a H&M or Forever 21.

Season launch: Spring 2022

Category: Handmade clothing

Core Values: To put passion into all of our handmade clothing and make sure customers know they can depend on Sirene L'eau for high quality made clothes.

Demographics and Psychographics

A scenic view of a blue ocean seen through a natural rock archway, with a small boat in the distance. The water is a vibrant blue, and the sky is clear. The rock formations are dark and rugged, framing the view of the sea.

Demographics: Generation Z and Millennials

Gender: Male and Female

Middle to high income

Psychographics: It is targeted at a person who likes to go out after work and visit places like art galleries or like to go on walks in Soho. Or a person who has a fashion internship they need to rush to after classes.

Strategic Planning

Competitors: H&M

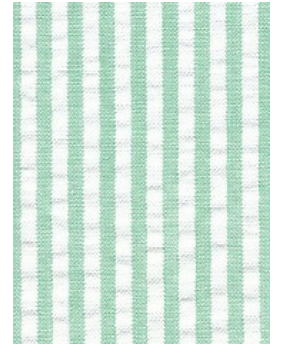
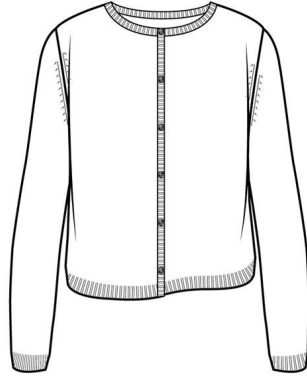
Forever 21

Zara

Reason: Consumers tend to lean towards fast fashion because it's cheaper in cost /receive product faster since it is not handmade.

Price point: \$100.00-\$700.00

Advantages: The revenue that would go into having a physical store I would use to purchase high quality materials instead like fabric or use it for my packaging in order to improve my product.



**Pleather
for Jacket**

**Cross Dyed
plaid for
Blouse**

**Tweed Suiting for
Button Down Cardigan**

**Matelasse
for Skirt**

**Seersucker
for Dress**



Velour Knit for pants with Hoodie



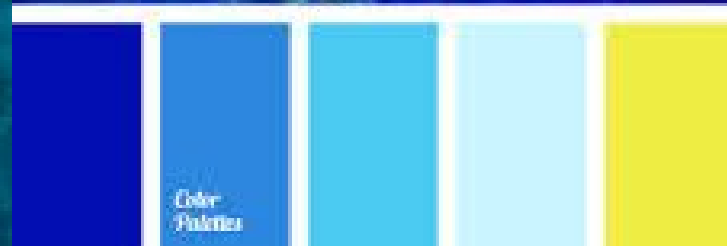
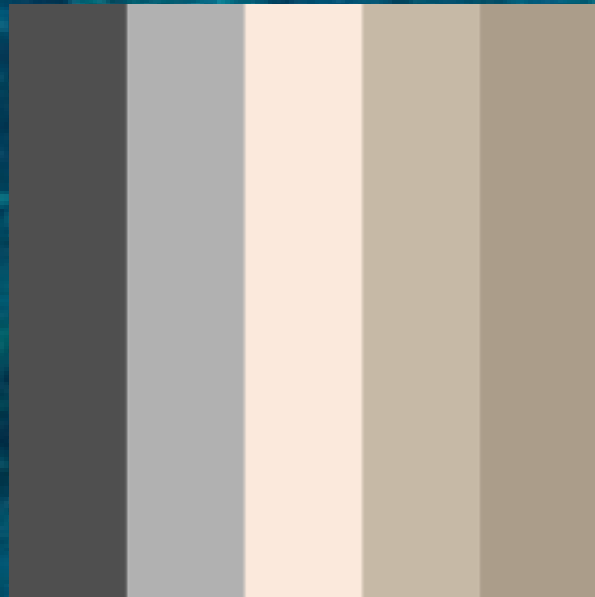
Wild Silk for Jacket



Batik for Peasant Shirt



Black Denim for Skinny Jeans



Color Palette

Marketing

Product will reach the consumer by advertisement throughout various social media platforms such as Instagram, Twitter, TikTok etc.

Digital medium size billboards throughout locations in NYC will be used.

The logo for Sirene Léau features a stylized mermaid tail in shades of blue and green on the left, followed by the word "Sirene" in a blue, rounded font, and "Léau" in a light blue, cursive font.

Sirene Léau

Citations

Flats:

<https://fashionsnoops.com/SearchGraphics.aspx>

Swatches:

https://thetextilekit.com/online_kit_eco/fabric_samples.php?sn=166&en=168