

By Renee Birchwood, Ashley Rodriguez, Kelly
Dominguez, and Valerie Waldron

BUF 3310

Enchant

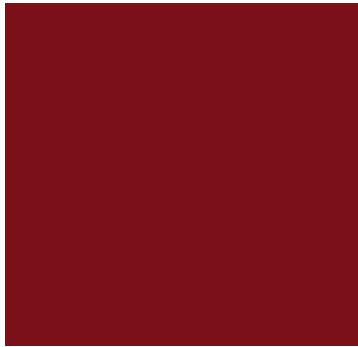
NYC

“Walking in the
Heavens”

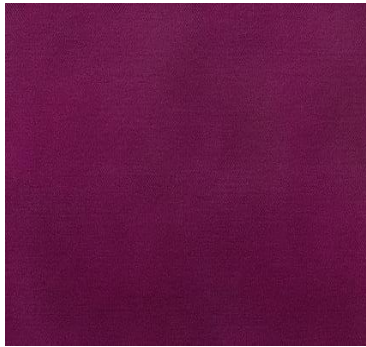


Enchant's Color Palette

- Our color palette needs to convey that our high-heeled stilettos are indeed luxurious; we decided on three color palettes; carmine, dark violet and wine red.



Carmine



Dark Violet



Wine Red

Brand Statement:

- In order for us to maintain our luxury brand, we've collectively understood that our brand needs to speak and show luxury.
- Our heels and loafers are ment to accommodate everyone's foot size with the use of gel cushioning so everyday feels like your walking on a cloud.

Communication Strategy:

— — —

We are planning to get “Enchant” into a major magazine catalogue for product launch. It would benefit us to present the up-and-coming heels to magazine readers/subscribers for a first look at our unique design and get exclusive in-tell on when collection drops will be happening.



We will hire PR managers and they will reach out to established magazines companies like Vogue or Cosmopolitan to create the story of our brand. “Fake news and cybercrime have made many people hesitant about online engagement. In contrast, readers trust their local magazine as a source of local information, so they are more likely to trust you too. There’s very little risk for them in making a call or sending an email” (Pulse Magazine 2019).

Since Enchant will occasionally have pop up locations for customers to try on the product, we will also hold private events for our internal customers. They will be able to get a first look and try on any new upcoming collections, they can purchase items that will be made exclusively for them only. With this it will make sure our stakeholders and investors retain trust in our brand.

Looking at our competitor: Christian Louboutin
We’ve noticed that in 10-18 months:

- They used mediums such as Social Media like LinkedIn to spread awareness for upcoming collections
- Instead of using traditional advertising it was all mainly digital (E-marketing and Mobile)

Our Ideal Target Market Buyers

Male:

- Age Range between 38 to mid 40s
- Went to an Ivy League University
- One Child (Girl)
- Single (unmarried)
- Entrepreneur
- Located: Las Vegas, Nevada
- Salary: \$320,000+



Female:

- Age Range between 35 to 40 years old
- Went to a State College
- Single (Not Married)
- No Children
- VP/ CEO of Fashion Company
- Located: Los Angeles, California
- Salary: \$130,000



The USP

- Our pumps and loafers are all handcrafted and use sustainable leather. Our leather is biodegradable which leads to little to no waste and doesn't not negatively impact the earth.
- Our brand prides itself on having heels and loafers that are very comfortable for the foot but also will have variety in foot to accommodate everyone, something that our competitor lacks.



"I have been misquoted," he told [Vogue UK](#). "People say I am the king of painful shoes. I don't want to create painful shoes, but it is not my job to create something comfortable. I try to make high heels as comfortable as they can be, but my priority is design, beauty and sexiness. I'm not against them, but comfort is not my focus."

- Christian Louboutin



Future:

Lastly, as in revenue, safe goal of 4.9 million projected per year for the next 5 years. We will expand internationally to Milan, Dubai, Paris. In 5 years, Enchant will be able to achieve in being sold to LVMH and have collaborations with other luxury brands. including having little pop-ups in Bergdorf Goodman and Saks Off Fifth. Our brand becomes one of the top hottest threats towards Louis Vuitton due to our heels being accessible and eligible for any foot size.



Summary:

- In conclusion we have discussed the Brand Statement, Color Palatte, Communication Strategy, the USP, Target Market/Buyers, and the future of our brand.
- Hopefully you can experience the heel/loafer for yourself
- To recap our heels are: Breathable, Environmentally Friendly, Comfortable,

References

Pulse Magazine (July 23 2019) Top 10 Benefits of Magazine Advertising. Retrieved from

<https://www.pulsemagazine.co.uk/blogs-articles/top-10-benefits-of-magazine-advertising/>

Dahani Mau (April 9 2014) Christian Louboutin: 'It Is Not My Job to Create Something Comfortable'. Retrieved from

<https://fashionista.com/2012/05/christian-louboutin-it-is-not-my-job-to-create-something-comfortable>