

KOZABURO

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Goals

Kozaburo is a New York based brand that is owned by Kozaburo Akasaka. The brand mainly focuses on men's athleisure wear.

The brand's goals are:

- Focus on developing aesthetic styles in apparel
- Create timeless designs of classic menswear
- Launch women's collection

Product Focus

The products that we sell are:

- Tracksuits
- Long sleeve shirts
- Satin jackets
- T-shirts
- Nylon shorts
- Accessories



Cash Cow

Satin Jackets



Timeline

- December 20, 2019: Pop Up Shop Event 1
- February 9, 2020: Pop Up Shop Event 2
- February 23, 2020: Discount Giveaway
- March 28, 2020: Women's Collection Launch
- April 1, 2020: Initiative 1
- August 3, 2020: Initiative 2
- November 17, 2020: Discount Giveaway
- December 5, 2020: Initiative 3

Initiative 1: April 1, 2020

Description: Native content with hypebae.com

Goal of Initiative:

Product launch on hypebae.com, press story, lookbook imagery

Have WNBA superstar Skylar Diggins promote the brand through hypebae.com

Metric To Measure:

Tally up hypebae's monthly visitors

Tally up Instagram followers

HYPEBAE

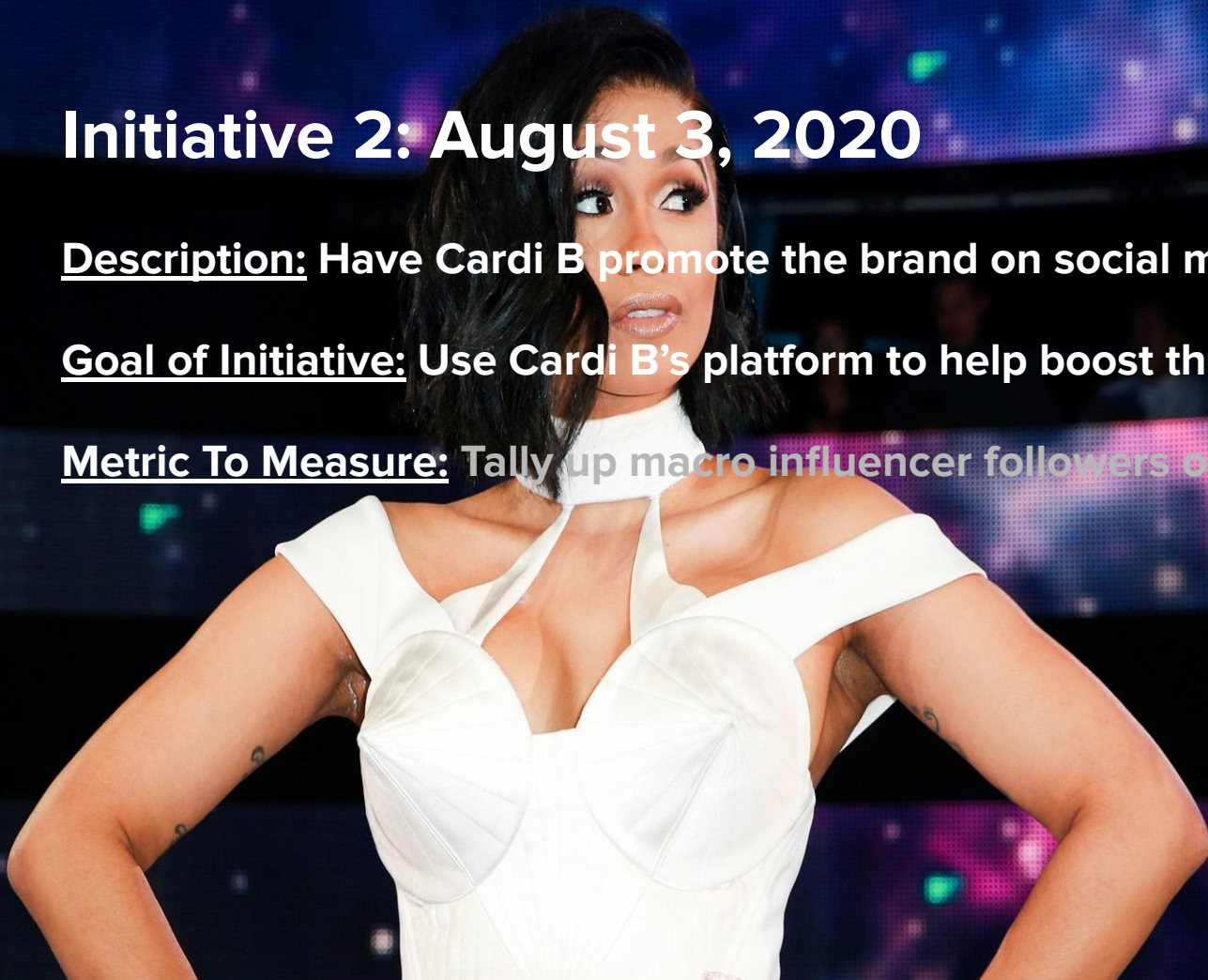


Initiative 2: August 3, 2020

Description: Have Cardi B promote the brand on social media

Goal of Initiative: Use Cardi B's platform to help boost the brand's platform

Metric To Measure: Tally up macro influencer followers on Instagram



Initiative 3: December 5, 2020

Description: Co-brand with Nordstrom

Goal of Initiative: Establish female line through Nordstrom

Metric To Measure:

Tally up Nordstrom's monthly visitors



Efforts To Date

September 12, 2018 - Kozaburo launched its first solo show on East Second Street (Schneier, 2018).

October 28, 2019 - Kozaburo displays new collection in Tokyo Fashion Week (Suen, 2019).

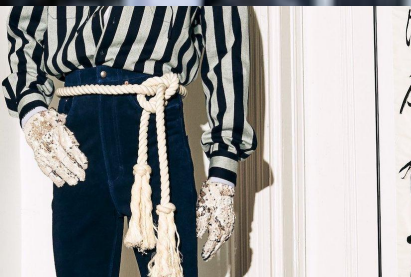


Seeding Strategy

- Co-brand with a major retailer that sells men's and women's wear.
- Use retailer's platform to expand the brand's business.

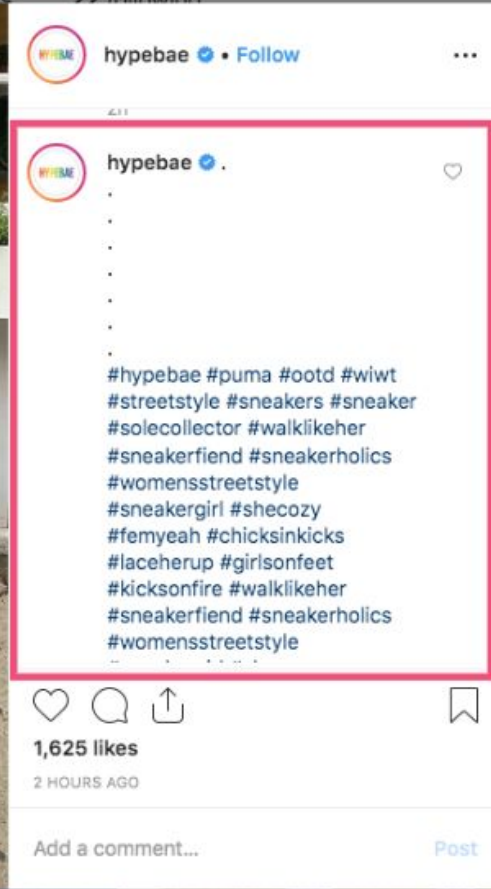


Mood Board



Digital Content Opportunities

- Blog coverage by hypebae.com
- Blog coverage by Nordstorm
- Blog coverage by Cardi B





References

Schneier, M. (2018, September 12). Under the Radar, but Cranked to 11. Retrieved December 10, 2019, from <https://www.nytimes.com/2018/09/12/fashion/kozaburo-akasaka-japan.html>.

Suen, Z. (2019, October 28). The Future of Tokyo Fashion Week. Retrieved December 10, 2019, from <https://www.businessoffashion.com/articles/global-currents/the-future-of-tokyo-fashion-week>.