

# Eminence

*“Timeless Moments”*



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# Color Palette and Price Range



Royal Blue #4169E1

Royal Purple #4B006E

Rose Gold #B76E79

# USP

Eminence watches are the new and improved way of showing your kingship. Eminence watches are strong, vibrant, and personalized to fit your prestige. Watches can be personalized with crystals, diamonds, and innovative technology.

# Brand Positioning

Eminence watches entered the market with the aim of changing the perception of an everyday watch. Online and in-store customization is available for our watches. We offer a wide range of personalized options, including crystals, diamonds, choosing colors, and engraving. We offered our customers the opportunity to create their customized watches in our store in one day by following the process step-by-step. A consumer who wishes to experience the in-store experience must make an appointment. The purpose of our watches is to brighten up consumers' days and make them feel as if they belong. There is no such watch as a replica, each one is unique. There is no limit to what you can accomplish with this prestige watch. Make your ideas stand out by thinking outside the box.

# Target Buyer

## Men and Women

- Men and women between the ages of 35-65.
- Salary ranges \$100k+
- Men and Women that work in the fashion industry

## Men and Women that work in the professional field.

- CEO
- Doctors
- Lawyers

## Men and Women that work in the entertainment business.

- Professional Athletes
- Actors and Actresses
- Rappers

## Men and Women that live in affluent locations in NYC.

- TriBeCa
- Upper East Side
- Upper West Side
- SoHo
- Battery Park City

# Customer Profiling

Because our brand is luxury watches, we want men and women who have a very affluent lifestyle, but are also busy with work. With that in mind, our luxury watches also have an old flair to them, so the demographic age we want to consider are between 35-65 years old. These consumers are the type to consider watches not for show or for aesthetic, but because they want a good quality luxury watch used for its intended purpose. Such examples are consumers who are doctors, lawyers, businessmen, professional athletes, etc. who wear luxury watches. Additionally, these individuals have a very busy lifestyle, so they are more inclined to gravitate towards purchasing a watch as they need it to track time. And because they need a watch for work, they will try seeking a good high-quality watch which means they may spend a good amount for our luxury watches.

# Public Relations

Eminence plans on supporting the MET Gala as a way to showcase the brand and our watches as well as award shows including the Oscars, Emmys, and Grammys. We would also support New York Fashion Week as our brand is based in New York and we want to promote our brand while also supporting other brands. Magazines that would feature Eminence would be Vogue, GQ, Harper's Bazaar, and Essence.



The word "VOGUE" in a large, bold, black, serif font.

The word "ESSENCE" in a large, white, bold, sans-serif font on a black background.

# Mediums of Communications

- **Print:** To have an aesthetic appeal.
  - Magazines: Vogue, GQ, Harper's Bazaar, Essence
  - Billboards: scattered throughout New York City in areas with high value consumers.
- **Internet:** To have a two way communication with consumers.
  - Social media applications
    - Instagram: post high quality content (photos and videos) of our products.
    - LinkedIn: build a community, interact with clients, build brand awareness, and seek out potential recruiters.
  - Email: have customers enroll in being notified with updates on new products and product information.



# Core of Communications



- **Word of mouth**

Employ people who have a positive attitude toward the business, can effectively communicate the brand's value, and can enhance the customer's experience.

- **Open communication strategy**

To have the greatest possible impact on the brand, ideas and opinions are accepted from internal customers/ customers.

Open communications positively influences the working relationship.



# Advertising

- **Online Luxury Magazines/ luxury magazines**

Luxe digital, justluxe & Robb Report magazines.

Brand initiatives to interact with high net worth individuals, professionals and upscale millennials.

- **Billboards**

Locations of Tribeca, Upper East side, Upper West side, Soho, Battery park City to create brand visibility to high profile consumers.



- **Instagram**

Interact with high profile celebrities

Display luxurious lifestyle

High Quality Content posting



- **Event Marketing**

A small event featuring significant celebrities and select influencers to establish a connection and foster trust with the brand. Directly promote the brand in detail.

# 5 Year Plan

- **New Industry**
  1. Hand Bags- collaborations with other luxury handbag brands to create a limited edition collection
  2. Accessories- collaborations with contemporary artists to provide a unique set of accessories to wear with the watches
  3. Dress Shoes- Adding embellishments to shoes to give it unique detailing
- **Store Expansion**
  - 15 Stores within the U.S
  - 5 Stores overseas
- **Revenue Goals**
  - 1st Year: \$10M
  - 5th Year: \$500M

# Competition

In comparison to our competitor Cartier, Eminence holds their value. Eminence is a more prestigious brand with higher resale value and greater collectibility.

Eminence is a brand that will cater to the customers' needs and wants when it comes to showcasing their prestige. From personalization to intricate details, Eminence's mission is to ensure that every customer walks away feeling like the royal highness they are truly meant to be.