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Fashion Digital Retailing

3/10/21

Case Study 3 and 4

1. Case Study 3: How This Jewelry Brand is Making An Impact, One Accessory at a Time
 - a. The company, Bird + Stone, was created to help shape the world into a better place. Reinholtz started this business after a volunteer trip to Kenya to teach women about accounting and business so that these women can start their own business. She started making beads as a jump start to starting her business and after coming back from her trip to Kenya, which was funded from her selling jewelry, she started Bird + Stone. Reinholtz wants to empower women and bring awareness to different social problems including gender inequality with her brand and so far have been doing just that. She focuses on using her business to instill change and the need to want to help the world by using her business as a foundation for that change.
 - b. Three different strategies that Reinholtz uses to grow and monitor her business is multi channel retail, content management, and campaign marketing. She uses multi channel retail by having her shop online on a website called Shopify which is a platform for small business and doing pop up shops to also sell and connect with different customers and brands. This is helping her expand her business and build a network. Reinholtz uses content management to keep her posts relevant and noticeable. She uses different platforms to promote her business and switches up how she promotes based on her audience on these platforms. This is helping her draw people to her business on any platform and is helping increase traffic and conversions. Lastly, Reinholtz uses campaigning to also increase traffic and conversions. She creates campaigns based on the causes she's implemented in her business, for example, she created a campaign based on International Women's Day which is creating awareness to inequality and celebrating the girl/woman

with her business. This is helping her be apart of the conversation around this holiday and making people, especially women, want to buy from her.

2. Case Study 4: With a line of glasses available for less than \$7, the eyewear retailer is nearing \$200 Million in annual revenue.
 - a. Zenni Optical is a eyewear company that sells prescribed glasses online for less than \$10. They made their business based on the conflict of prescribed eye glasses being extremely expensive. The company creates everything from the frame to the lens in their own factories so they can keep cost low since they are the ones producing everything. Zenni sells a wide variety of frames for men, women, and even children which the top leading eyewear company only has a select few for just men and women. Their price being so low helps them gain revenue since people are more likely to buy more than one pair of glasses.
 - b. Three different strategies Zenni Optical uses are television ads, content management, and systems to increase more conversions. They use television ads to connect with people in different areas and demographics to appeal to everyone and get people to buy from them. They also use content management to promote their brand and post different reviews for people who are reluctant on buying from their site. Lastly, they used a system called virtual reality to help people choose different frames without the stress of wondering how they would fit since this system is designed to use real pictures of people with the glasses on to see how they fit. This is helping them gain more traffic and is eliminating the problem of online shopping.