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BUF 3310 Launching a Luxury brand — HYZ Studio

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- Industry Identification

In the year of 2023, there is a new luxury brand will be launched. In the industry, this new luxury brand will be known for its exquisite craftsmanship, which means that it will be handmade instead of the machine in the production of handbags. This is because if you use a machine to make a handbag, the machine is not as good as handmade in some details.

- Brand Name

The name of this new luxury brand would be HYZ Studio. The brand will launch women's/men's T-shirts and slippers. Women's handbags, and pleated skirts.

- Target market profile

- Demographics:

- ❖ Age: 25 to 60 years old (Generation Z & Millennials).
- ❖ Gender: male and female.
- ❖ Martial Status: single, married, divorced, widowed, separated.
- ❖ Income: upper income.

- Psychographics:

- ❖ Interests: fashion, art, music, photography.

- Behavioral:

- ❖ Purchase occasion: personal, gift.
- ❖ Purchasing habits: shop in the physical store.

- Geographics:

- ❖ People who live in China, emphasis people in the urban areas.

● Country of Launch

I decided to launch this new luxury brand in China because not only China is the most populous country in the world, but they also love luxury brands. In the article, *China to be the biggest luxury market by 2025, say consultants, after Chinese spending in sector doubled from 2019 to 2021*, the author states “Around 21 percent of global consumer spending on luxury goods in 2021 came from China. in the Chinese mainland notched up a 36 percent year-on-year increase to nearly 471 billion yuan (US\$74.4 billion) in 2021. The sales figure had almost doubled when compared to that of 2019.” Before I came to America, when I was shopping in China’s urban cities (Guangzhou City), 3 out of 10 people wore luxury goods. The luxury brands I saw most people wearing at that time were Coach and Louis Vuitton.

● Communication Strategy

I plan to launch it in Spring 2023. I decide to promote/advertise HYZ Studio through Internet, I think the Internet is a good place for us to promote because HYZ Studio’s target customers are Generation Z and Millennials, most people in these age groups like to do some online research about the goods they want to buy or know. So I will build a website that combines the product categories, product prices, product details, and product comments, on the website, customers are able to find every item that we offer in our brand. And I will create an Instagram, Facebook account for our brand, I will post new items’ information on Instagram and Facebook. And sometimes interact with the consumers by replying to their comments.

- Pricing

One of HYZ Studio's biggest competitors is Louis Vuitton, and that's because the handbags of both brands are handmade. The price of HYZ Studio handbags is around \$1,000 to \$5,000; the price of T-shirts is around \$500 to \$1,000; the price of pleated skirts is around \$1,000 to \$3,000; and the price of slippers is around \$900 to \$1,500. The price of Louis Vuitton handbags is about \$1,100 to about \$6,000; the price of T-shirts is about \$500 to about \$1,300; the price of pleated skirts is about \$3,000; the price of slippers is about \$900 to \$ 2,000 (Louis Vuitton official website). According to the comparison, Louis Vuitton has a higher price than HYZ Studio because HYZ Studio is a new brand in the fashion industry.

- Target Market Profile Examples

- ❖ Consumer profile #1:

Customer Name:	Jenny
Demographics	Age: 40 Gender: Female Location: Foshan, China Income: Upper middle income
Professional status	Occupation: Actor Industry: Film
Psychographics	Goal: Hope to get any awards from the film festivals.

Customer Name:	Jenny
Challenges	- Always act the same type of characters. - Contracts with management company is binding her to act different type of characters.
Interests	Movie, photography, reading, music

❖ Consumer profile #2:

Customer Name:	John
Demographics	Age: 35 Gender: Male Location: Shandong province, China Income: middle income
Professional status	Occupation: Mortgage Loan Processor Industry: Bank
Psychographics	Goal: want to be a mortgage loan Processor manager after 3 to 5 years.

Customer Name:	John
Challenges	Multiple people compete for a promoted position.
Interests	Movie, music, sleeping

- Future of the brand

In the physical store of HYZ Studio, some comfortable music will be played every day, such as parlour music. HYZ Studio is coming in Spring 2023. I want HYZ Studio

to be as famous as Gucci, Dior, and Chanel. But as a founder, I know very well that in the short term, HYZ Studio will not be as famous as some luxury brands because few people know HYZ Studio right now and is a new brand in the fashion industry. In order to let more consumers know about HYZ Studio, I plan to do and upgrade something. I decided that in the next three to five years, the brand will launch more product categories, such as male/female couple pajamas and couple flip-flops, backpacks, earrings, bracelets, sunglasses, watches, and many more. In the next twenty years, I will decide to launch my luxury brand in many countries around the world, such as the United States, Japan, Italy, France, Germany, South Korea, and so on. This is because most of the global consumer spending on luxury goods right now came from these countries. At the same time, I will also upgrade the marketing strategy of HYZ Studio in two years, cooperate with celebrities like G.E.M, Adele, and Selena Gome, launch some limited-time products for example launch only for one month or one quarter, and give some special gifts to consumers on some days like Lunar New Year and Valentine's Day. In the next 5 years, I hope HYZ Studio will hold its own fashion show.

Reference

- Reporter, S. (2022, January 26). *China to be the biggest luxury market by 2025, say consultants, after Chinese spending in sector doubled from 2019 to 2021.* . . South China Morning Post. Retrieved September 6, 2022.
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