



"THIS OR THAT"

Fashion as an experience, not an investment



Our customer



A woman in her 20's or 30's, working professional who loves style. Finds herself spending too much money on clothes she'll only wear a few times.

Where we come in



Show her that style doesn't have to break the bank. She can stay on trend without buying new outfits every week or worrying about repeats.

WHAT OUR CUSTOMER IS THINKING

- **She looks around**

She draws style inspiration from those around her.

- **She compares herself**

She feels like others have more choices/options than her.

- **She budgets**

She's looking for ways to save money and balance her expenses.

- **She wants more for less**

This one is pretty obvious.

What we can offer her

EASE TENSION OF COGNITIVE BURDENS

- Confidence in style choices
- Not worried about choosing outfits
- Not worried about repeating outfits
- Trying new styles w/o permanence of purchase

EASE TENSION OF FINANCIAL BURDENS

- Fixed cost per month aids budgeting
- Cost per month is less than one nice piece



Aspects to Consider

What we need to know

- How much the average working woman spends on clothes per month
- How many outfits that \$\$ buys

How we access our customer

- Short video on social media
- Show how current habits compare with how she could be living
- Portray her tensions in the physical space, break them





WE INVEST IN THE EXPERIENCE OF FASHION

ROUGH CUT



KPIS

- Views on Facebook and Youtube
- Clicks from Facebook
- Increased mentions on SM
- Increase site visits by 10%
- Increase subscriptions by 5%

"THIS OR THAT" CAMPAIGN VIDEO

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Thank you



WHAT QUESTIONS DO YOU HAVE?