LOVESHACKFANCY

VINTAGE & BESPOKE CAMPAIGNS

MEET THE TEAM

LANA

SERENA

IRWIN

SAAKSHI

RUBIKHA

LYDIA

LOIS

DIANEN

COMMUNICATION OBJECTIVES

- **Raise Awareness** about the new vintage and bespoke `collection to existing and potential customers through various channels.
- **Educate** the audience about Love Shack Fancy's **eco-friendly practices** through the new collection.
- **Generate Buzz** and Excitement among the target audience.
- Highlight the charm and character of the collection by showcasing unique design elements and **stories** behind each piece.
- Strengthen the **emotional connection** between Love Shack Fancy and its customers by fostering a sense of community among vintage fashion enthusiasts.



BUSINESS ISSUE DESCRIPTION

- Love Shack Fancy's Vintage collection has a **limited stock and it has limited sizing.**
- **Limited accessibility** and **lack of awareness** hinder the collection's potential as a brand enhancement tool.
- Confusion among customers regarding '**Bespoke**' pieces featured on social media complicates the collection's identity and purchasing process.
- Sporadic social media postings and insufficient information about Bespoke pieces contribute to customer frustration and lost sales opportunities.



OPPORTUNITIES & CHALLENGES

Opportunities:

1. **Limited Edition Releases:** Introducing limited edition releases within the Vintage and ‘Bespoke’ lines can create a sense of **exclusivity** and **urgency** among customers.
2. **Storytelling Events:** Hosting storytelling events or workshops can further engage customers by sharing the unique history behind each piece and fostering a **deeper connection** to the brand.
3. **Brand equity** can be increased by capitalizing on the unique history and exclusivity of the Vintage line to strengthen **brand loyalty** and attract vintage enthusiasts and collectors.
4. Storytelling can enhance the **perceived value and uniqueness** of each piece, particularly among LSF advocates.
5. Implementing **a consistent and informative social media strategy**, along with dedicated in-store and online marketing efforts, can significantly **enhance visibility and desirability.**



OPPORTUNITIES & CHALLENGES

Challenges:

1. **Price Perception**: Overcoming perceptions of high prices associated with vintage and bespoke items to ensure they are perceived as valuable investments rather than prohibitively expensive.
2. **Educating Customers**: Educating customers about the craftsmanship and value proposition of vintage and bespoke pieces may require extensive marketing efforts to shift perceptions.
3. **Maintaining Authenticity**: Balancing the need for brand expansion with maintaining the authenticity and exclusivity of the Vintage and ‘Bespoke’ lines to preserve customer trust and loyalty.



LOVESHACKERA



LOVESHACKERA - VINTAGE STORYLINE

SCENE 1

FRAME 1



Granddaughter steps into attic. We hear her grandmother call warning her friends are on the way and she needs to leave soon. The granddaughter passes by boxes titled past years (1950-60s), and eventually reaches for her grandmother's treasure chest.

FRAME 2



After riling through, the granddaughter pulls out a dress from from the treasure chest. She looks at the treasures she finds inside- photos, jewelry, etc. She pulls out a LoveShackGem dress.

FRAME 3



The granddaughter holds up the dress to herself in the mirror, and inspects the details, once she fluffs the dress, we transition to the past.

SCENE 2

FRAME 1



Her grandmother, a younger version of herself, sews and handcrafts the dress the daughter once held, visual effects will indicate old film footage. The era is the early 60s .

FRAME 2



She answers an old telephone to indicate her friends are on the way to pick her up. The younger version of her grandmother smoothes out the dress she wears in the mirror, She exits.

SCENE 3

FRAME 1



Highlight Reel - We see the younger version of the grandmother with her friends: scene one involves them in the park together.


Cupid's Blessing
instax
brother
STELLA and
SCARLETT'S
FLOWER
MOKE

LOVESHACKERA - VINTAGE STORYLINE

SCENE 3

FRAME 2



Highlight Reel - All of the friends wear these dresses, they walk around Savannah at dusk.

FRAME 3



End of HIghlight reel - friends are showing affection, saying how they want to remember these moments for the rest of their lives. Visual Film effect rolls to a stop.

SCENE 4

FRAME 1



We transition to the granddaughter present day, wearing the same dress her grandmother did, admiring the details.

FRAME 2



Her grandmother comes up behind her, and compliments her, they share a moment.

FRAME 3



The grandmother and daughter hug, and hear a doorbell, the mother ushers her downstairs.

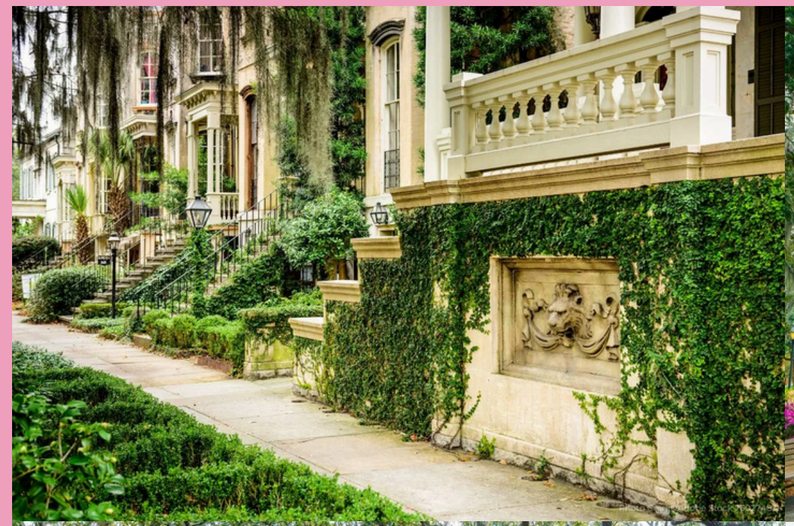
FRAME 4



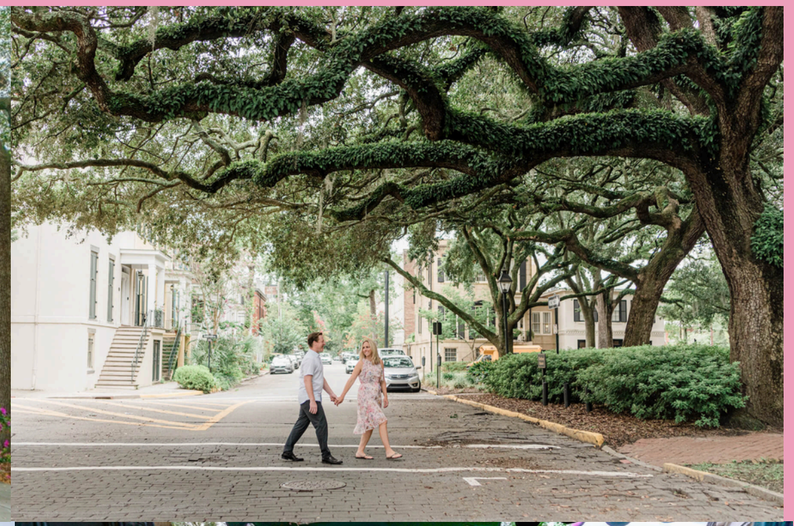
The daughter walks off with her own friends.


LOVESHACKFANCY
LOVESHACKFANCY
LOVESHACKFANCY

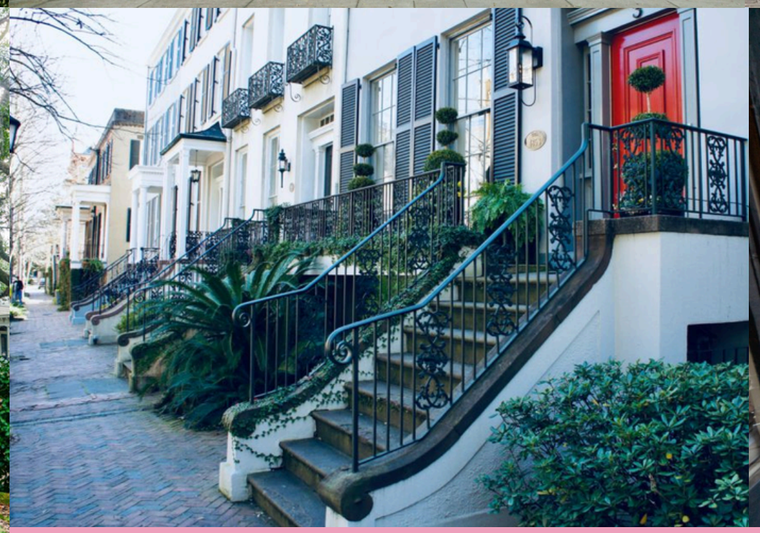
LOCATIONS













IDEAL MIX OF CHANNELS AND INITIATIVES

FASHION SHOW

- Charitable Fashion Show
- Featuring vintage collection for LoveShackEra








LOVESHACKGEMS

"LoveShackGems" beautifully combines "LoveShack" with "Gems," encapsulating a sense of preciousness and uniqueness.

- Each piece in the collection is crafted with care, designed to communicate love, much like precious gems that are treasured for their warmth.
- This imagery is integrated into the design through vintage
- "Gems" suggests not just the literal gemstones but also the hidden stories and value behind each bespoke.

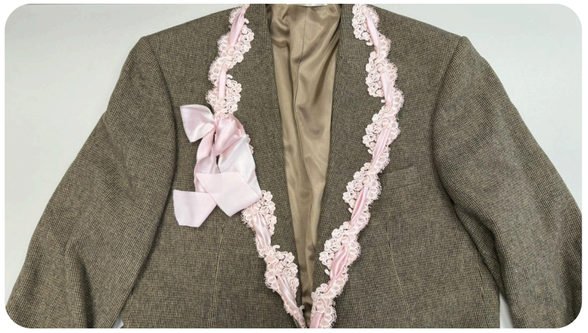
After gaining valuable insights from consumers, we have decided not to use the term ‘Bespoke’ in our naming of this collection due to a common misunderstanding of what the word means.



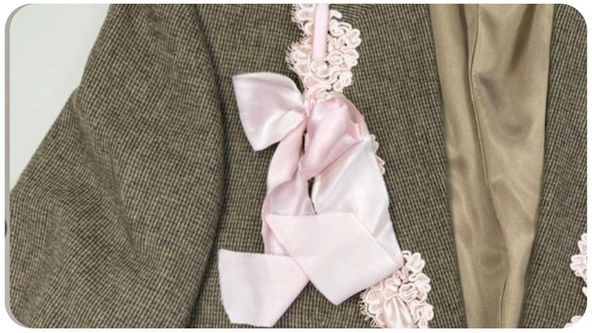
SHORT FORM VIDEOS

LOVESHACKGEMS - BESPOKE SHORT FILMS

STYLING SHOT 1



STYLING SHOT 2



STYLING SHOT 3



STYLING SHOT 1



STYLING SHOT 2



STYLING SHOT 3



STYLING SHOT 1



STYLING SHOT 2



STYLING SHOT 3




LOVE
LOVESHACKFANCY



AVANT GARDEN

- Charitable Fashion Show
- Featuring vintage collection for LoveShackEra















- Having a unique experience at the flagship store LoveShackGems
- **MAKE IT YOUR OWN** - Bespoke customizable having someone who can embroider and add lace or bow detailing to items
- Using unsold LoveShackFancy pieces and making them customizable

CRAFTED IN-STORE EXPERIENCE





RECOMMENDED SALES TACTICS

IN-STORE SALES TACTICS:

- Personalized Styling Sessions: Offer one-on-one appointments to understand customer preferences and guide them to perfect bespoke pieces.
- Limited-Time Events: Host exclusive showcases like trunk shows to create excitement and exclusivity around the collection.
- Customization Options: Provide alterations and embroidery services to enhance the bespoke experience.
- Live Demonstrations: Feature artisans in-store showcasing bespoke craftsmanship for a captivating shopping experience.
- Gift with Purchase: Offer a small token with vintage or bespoke purchases to encourage repeat visits.
- Exchange Platform: Launch "LoveShackEra Exchange," an online platform for buying, selling, and exchanging pre-loved Vintage pieces, promoting community and sustainability.





LOVESHACKERA EXCHANGE

Our proposed resale marketplace for Love Shack Fancy's Vintage collection aims to create a vibrant community hub where customers can connect, exchange, buy, and sell pre-loved Vintage pieces. This platform not only facilitates customer interactions but also enhances the overall shopping experience by offering a space for customers to find unique pieces that may not be available through traditional retail channels.

By promoting sustainability through the reuse and extension of garment lifespans, fostering brand loyalty, and providing a unique selling proposition, our resale marketplace adds value for both Love Shack Fancy and its customers.



ONLINE SALES TACTICS:

Virtual Lookbooks:
Develop virtual lookbooks or style guides showcasing different ways to wear and combine vintage and bespoke pieces, inspiring customers.

Influencer Collaborations:
Partner with influencers who resonate with the brand's aesthetic to reach a broader audience and generate buzz around the collection.

Virtual Events:
Host virtual events such as webinars or Instagram Live sessions focused on topics related to vintage fashion or bespoke customization.

Storytelling:
Share the inspiration behind the collection and the journey of sourcing vintage pieces.

Limited Edition Releases:
Create a sense of urgency and exclusivity by releasing limited quantities of bespoke pieces online.

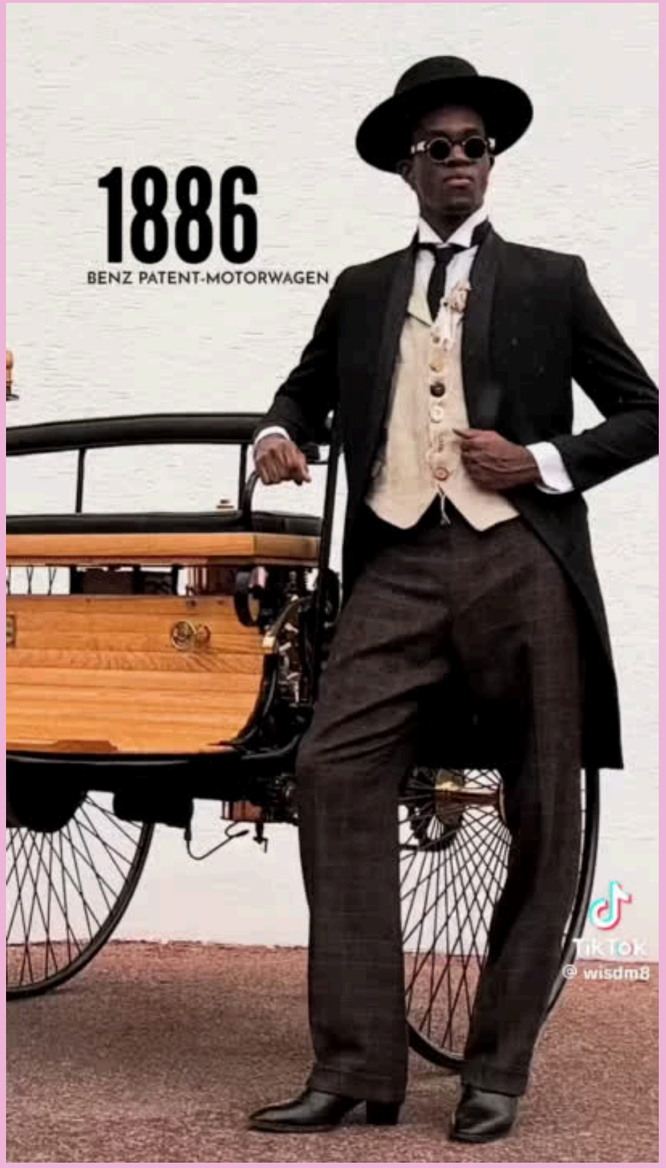
Share DIY Ideas and How-To Guides(pinterest): Develop content that includes DIY ideas or styling guides incorporating Love Shack Fancy products, providing value and encouraging users to explore and shop.

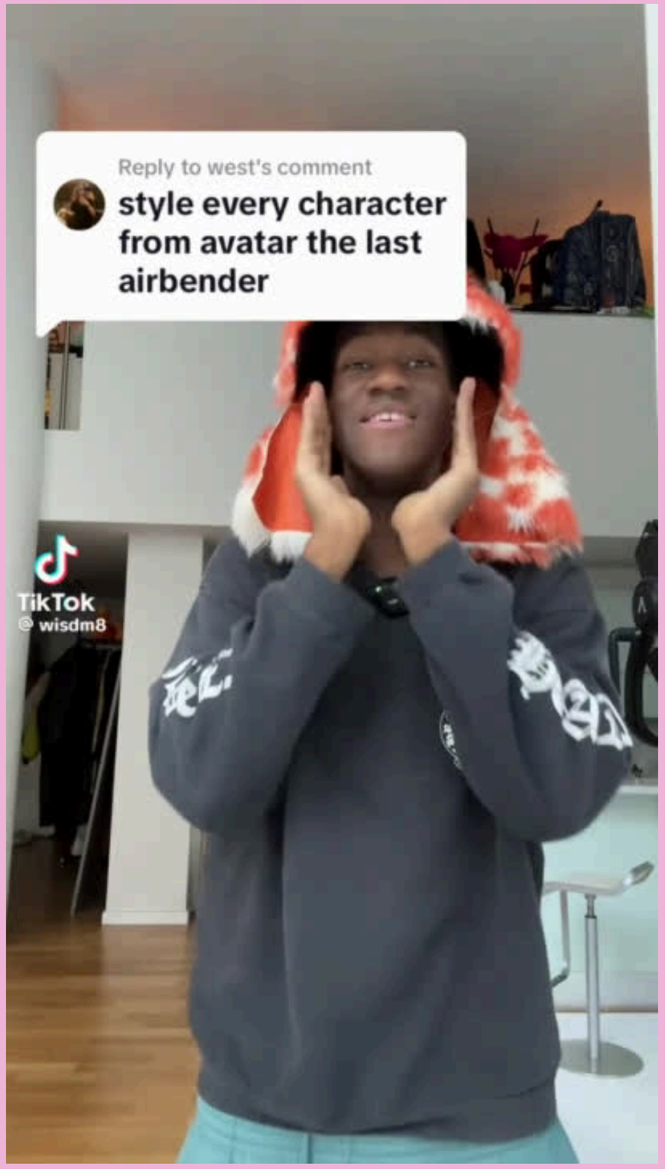




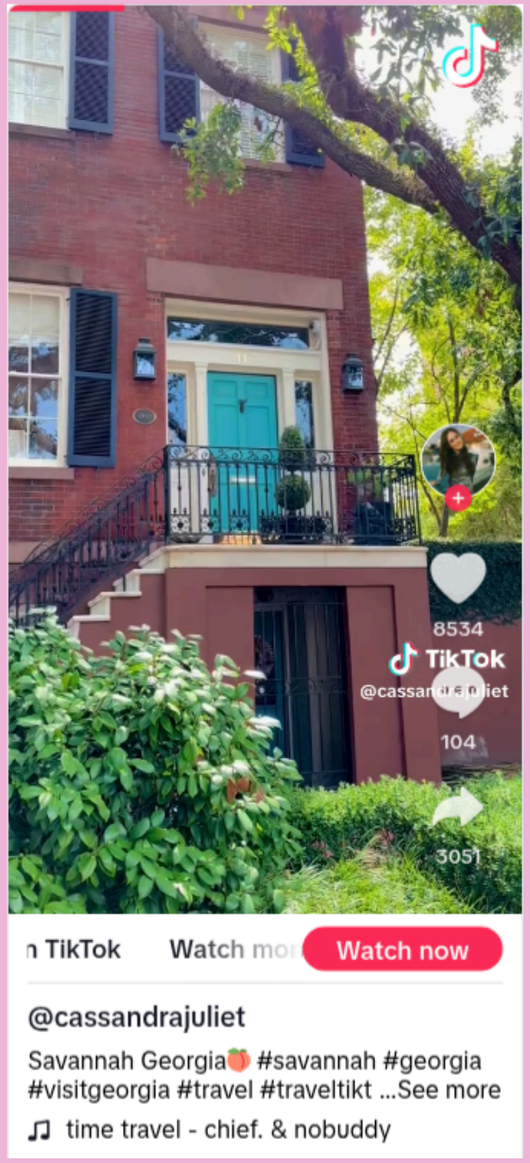


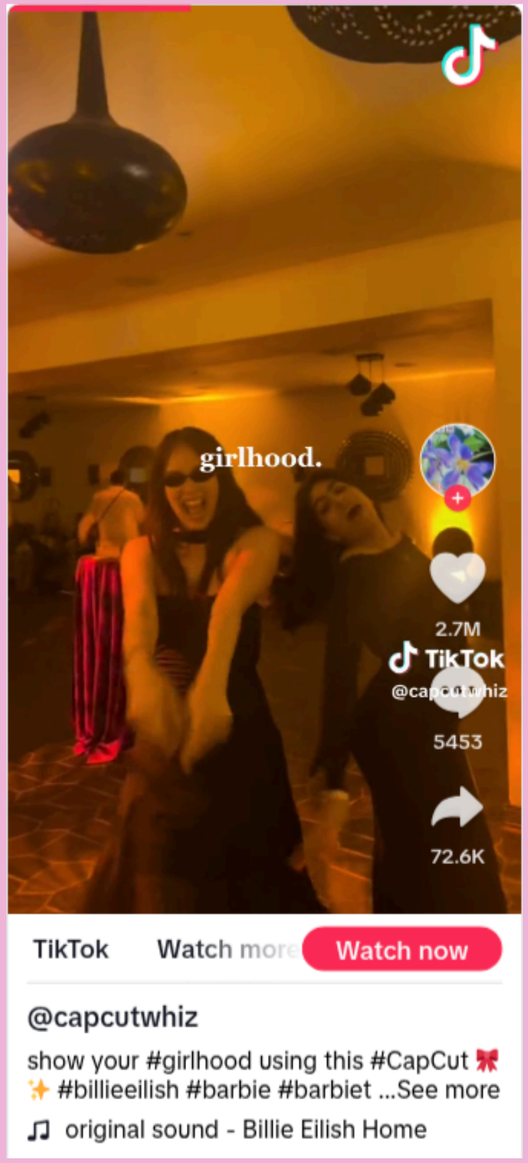
LOVESHACKGEM - BESPOKE



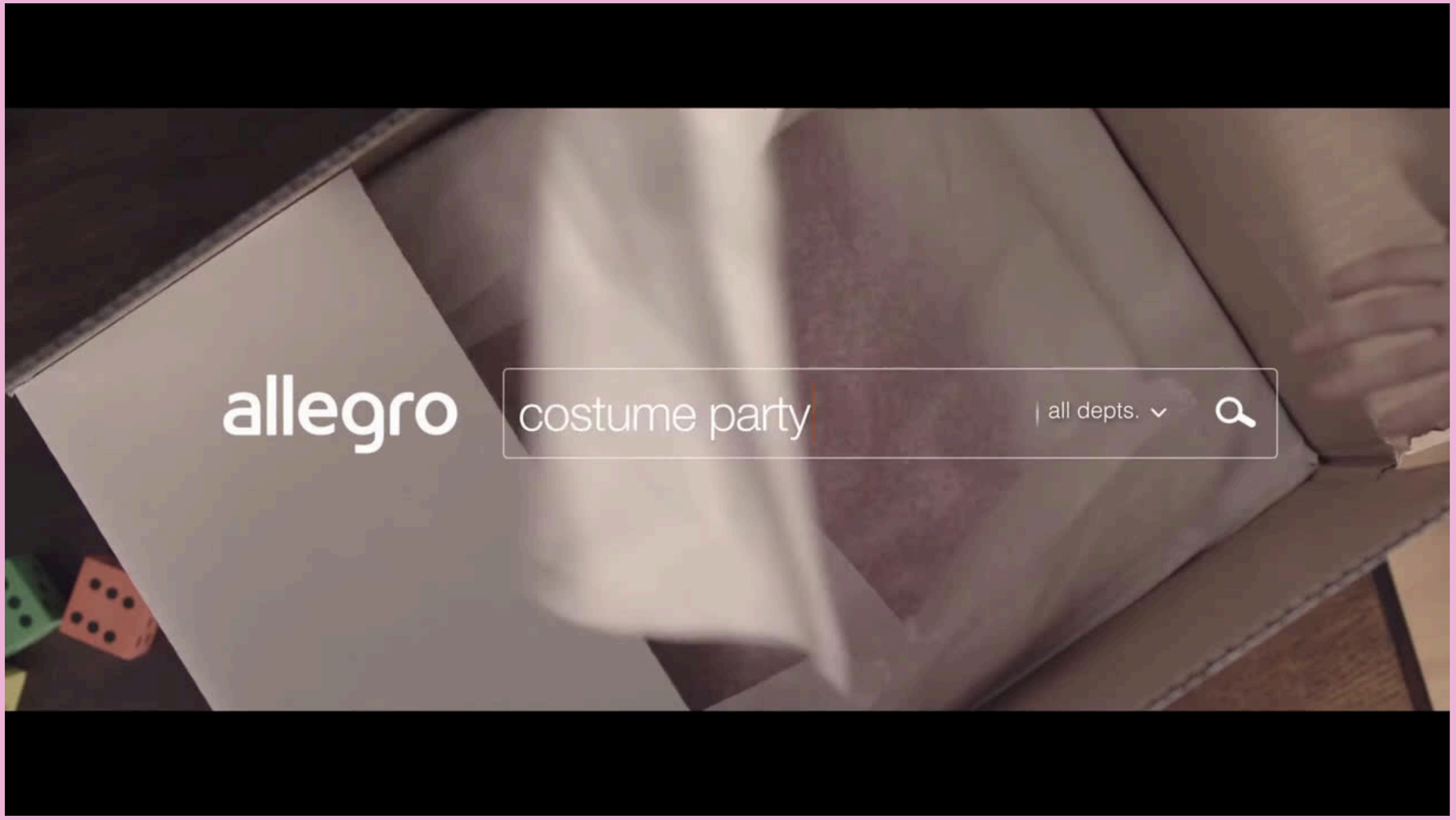


Reference Videos for Long Form Advertisement





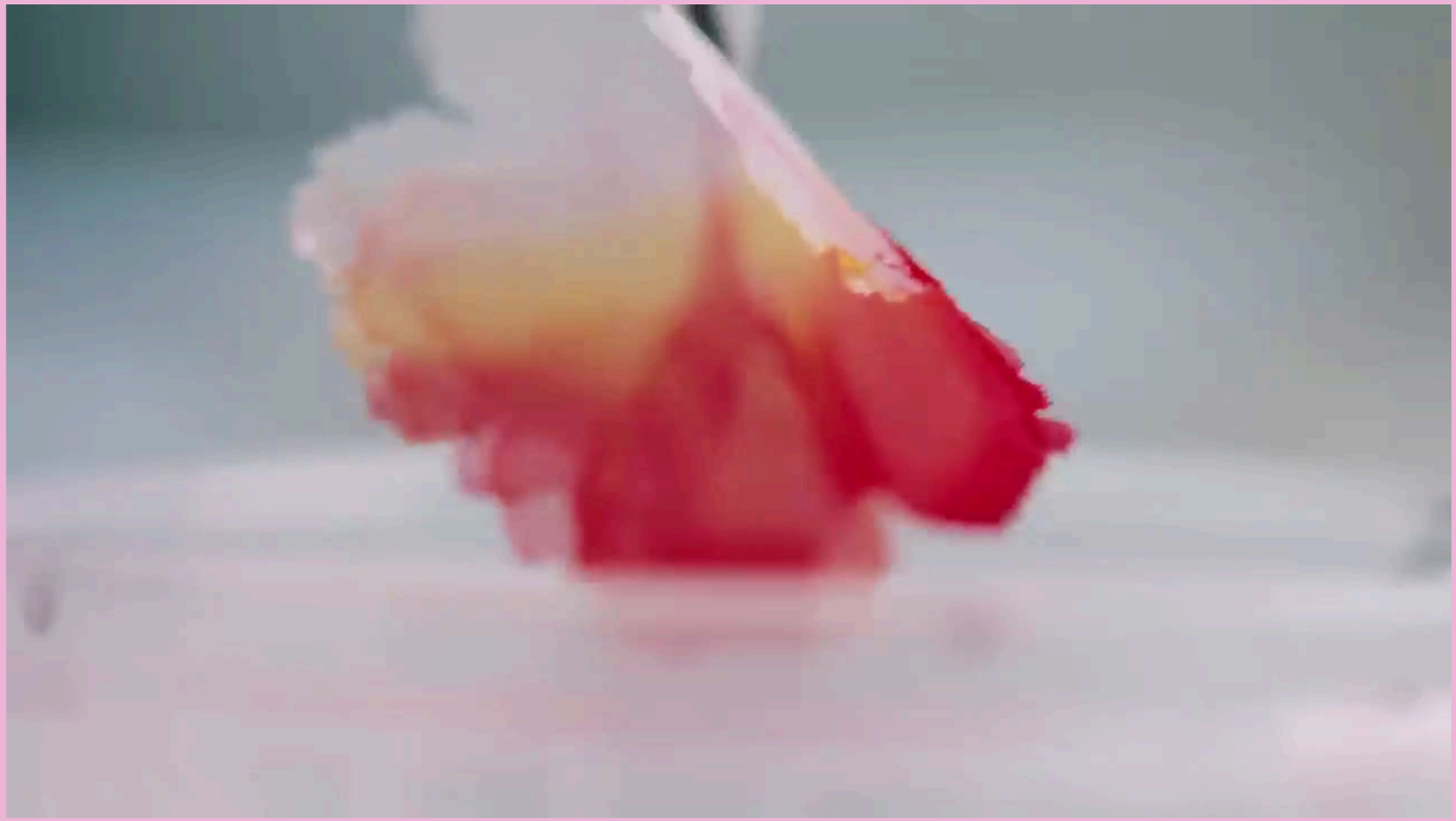
Reference Videos for Advertisement



Reference Video for shots



Reference Video for handcrafts scene



Backlot







Backlot







COMMUNICATION OBJECTIVES

- **Brand Awareness**: Increase awareness and engagement with the Vintage Collection and Bespoke re-imagined pieces among the target market segment.
- **Brand Positioning**: Position LoveShackFancy as a socially and environmentally conscious brand by highlighting sustainability efforts.
- **Brand Density**: Showcase the unique craftsmanship and creativity behind the Vintage Collection and Bespoke pieces.
- Emphasize the brand's unabashed femininity and storytelling aspect, particularly about vintage inspiration.
- **Brand Recognition**: Establish the pillars of the program and create brand recognition for LoveShackFancy's unique offerings.

COMMUNICATION OBJECTIVES

Brand-Oriented: Awareness and New Brand Recall:

- Objective: Increase awareness and recall of LoveShackFancy's Vintage Collection and Bespoke pieces.
- Measurement: Track click-through rates on campaign content, and conduct surveys and interviews pre and post-campaign to reveal the increase in awareness.
- Target: Aim for a 60% increase in awareness of LoveShackFancy's sustainable offerings.
- Outcome: Measure new associations and attitudes towards the brand, with a focus on positive associations like sustainability, craftsmanship, and brand values.

Social-Oriented: Social Media Engagement:

- Objective: Foster online conversations, and user-generated content, and increase followers on LoveShackFancy's social media platforms.
- Measurement: Monitor engagement metrics such as likes, comments, shares, and follower growth.
- Outcome: Aim for a surge in online conversations about LoveShackFancy, with an increase in user-generated content and a significant rise in the number of followers across platforms.

COMMUNICATION OBJECTIVES

Social-Oriented Objective: Foster Online Engagement

- Target Audience: Fashion enthusiasts and brand followers.
- Strategy:
  - Encourage online conversations, user-generated content, and increase followers on LoveShackFancy's social media platforms using campaign-specific hashtags like #RebeccaArchives and #Rebloom.
  - Monitor engagement metrics such as likes, comments, shares, and follower growth to measure success.
  - Aim for a surge in online conversations about LoveShackFancy, with an increase in user-generated content and a significant rise in the number of followers across platforms.

COMMUNICATION OBJECTIVES

Pre-Purchase Oriented: Inquiries/Visits/Search:

- Objective: Increase inquiries, retail touchpoint visits, and web searches related to LoveShackFancy's Vintage Collection and Bespoke pieces.
- Measurement: Track the increase in inquiries through customer service channels, monitor foot traffic at retail locations, and analyze web search data.
- Outcome: Aim for a noticeable increase in customer interest, reflected in higher levels of inquiries, store visits, and online searches for LoveShackFancy's offerings.

Trial: Sales Improvements and Demographic Changes:

- **Objective**: Drive sales of LoveShackFancy's Vintage Collection and Bespoke pieces, reflecting demographic and psychographic shifts in consumer behavior.
- **Measurement**: Monitor sales performance of the Vintage Collection and Bespoke pieces.
- **Outcome**: Aim for a noticeable increase in sales of these offerings, reflecting heightened interest and engagement with LoveShackFancy's sustainable fashion and unique craftsmanship. Additionally, track any demographic or psychographic changes in the consumer base, indicating a stronger resonance with the brand's values and offerings.

BRAND ASSOCIATIONS
OBJECTIVE: INCREASE POSITIVE PERCEPTIONS OF LOVESHACKFANCY'S SUSTAINABILITY, CRAFTSMANSHIP, AND BRAND VALUES AMONG ENVIRONMENTALLY CONSCIOUS CONSUMERS AGED 25-40 IN THE UNITED STATES WITHIN SIX MONTHS.
TARGET: AIM FOR A 20% INCREASE IN CONSUMER AWARENESS AND FAVORABLE ATTITUDES TOWARDS LOVESHACKFANCY'S SUSTAINABILITY INITIATIVES.
MEASUREMENT: CONDUCT PRE AND POST-CAMPAIGN SURVEYS AND INTERVIEWS WITH THE TARGET MARKET SEGMENT. TRACK CLICK-THROUGH RATES ON CAMPAIGN CONTENT FOCUSED ON SUSTAINABILITY AND CRAFTSMANSHIP.
GEOGRAPHICAL AREA: FOCUS ON MAJOR METROPOLITAN AREAS WITH HIGH CONCENTRATIONS OF ENVIRONMENTALLY CONSCIOUS CONSUMERS, SUCH AS NEW YORK CITY, LOS ANGELES, AND SAN FRANCISCO.

BRAND RECOGNITION
OBJECTIVE: ESTABLISH LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES AS CORE OFFERINGS, ALONGSIDE THEIR TRADITIONAL COLLECTIONS, AMONG FASHION-FORWARD MILLENNIALS AND GEN Z CONSUMERS IN KEY URBAN CENTERS WITHIN THREE MONTHS.
TARGET: INCREASE BRAND RECOGNITION FOR LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES BY 15% AMONG THE TARGET DEMOGRAPHIC.
MEASUREMENT: MONITOR SOCIAL MEDIA ENGAGEMENT METRICS, INCLUDING LIKES, COMMENTS, AND SHARES, SPECIFICALLY RELATED TO CONTENT FEATURING VINTAGE COLLECTION AND BESPOKE PIECES. TRACK WEBSITE TRAFFIC TO PAGES SHOWCASING THESE OFFERINGS.
GEOGRAPHICAL AREA: CONCENTRATE EFFORTS IN URBAN CENTERS WITH HIGH CONCENTRATIONS OF FASHION-FORWARD MILLENNIALS AND GEN Z CONSUMERS, SUCH AS NEW YORK CITY, LONDON, AND TOKYO.

POST PRIMARY RESEARCH
OBJECTIVE: INTRODUCE LOVESHACKFANCY'S SUSTAINABILITY INITIATIVES AND REINFORCE THE IMPORTANCE OF VINTAGE AND BESPOKE PIECES AMONG SOCIALLY CONSCIOUS CONSUMERS AGED 20-35 IN KEY MARKETS WITHIN FOUR MONTHS.
TARGET: GENERATE A 25% INCREASE IN SOCIAL MEDIA ENGAGEMENT RELATED TO SUSTAINABILITY AND CRAFTSMANSHIP TOPICS.
MEASUREMENT: ANALYZE USER-GENERATED CONTENT AND ENGAGEMENT METRICS ON SOCIAL MEDIA PLATFORMS, FOCUSING ON POSTS RELATED TO SUSTAINABILITY AND CRAFTSMANSHIP. EVALUATE THE RESPONSE TO SUSTAINABILITY-FOCUSED CAMPAIGNS.
GEOGRAPHICAL AREA: TARGET CITIES WITH A STRONG PRESENCE OF SOCIALLY CONSCIOUS CONSUMERS, SUCH AS PORTLAND, SEATTLE, AND AMSTERDAM.

PRE-PURCHASE ORIENTATED
OBJECTIVE: DRIVE INQUIRIES ABOUT LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES AND INCREASE RETAIL TOUCHPOINT VISITS AMONG AFFLUENT CONSUMERS AGED 30-50 IN LUXURY RETAIL DISTRICTS WITHIN TWO MONTHS.
TARGET: ACHIEVE A 10% INCREASE IN INQUIRIES AND A 15% INCREASE IN RETAIL TOUCHPOINT VISITS RELATED TO VINTAGE COLLECTION AND BESPOKE PIECES.
MEASUREMENT: TRACK CUSTOMER INQUIRIES THROUGH CUSTOMER SERVICE CHANNELS AND ANALYZE FOOT TRAFFIC DATA AT RETAIL LOCATIONS. MONITOR WEB SEARCH DATA RELATED TO LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES.
GEOGRAPHICAL AREA: FOCUS ON LUXURY RETAIL DISTRICTS IN MAJOR CITIES KNOWN FOR THEIR AFFLUENT CONSUMER BASE, SUCH AS BEVERLY HILLS, MANHATTAN, AND LONDON'S MAYFAIR DISTRICT.

POST-PURCHASE ORIENTATED
OBJECTIVE: ESTABLISH A REFERRAL SYSTEM FOR LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES TO DRIVE REPEAT PURCHASES AND INCREASE CUSTOMER LOYALTY AMONG EXISTING CUSTOMERS AGED 25-45 WITHIN THREE MONTHS.
TARGET: GENERATE A 20% INCREASE IN REPEAT PURCHASES OF VINTAGE COLLECTION AND BESPOKE PIECES AMONG EXISTING CUSTOMERS.
MEASUREMENT: IMPLEMENT A TRACKING SYSTEM TO MONITOR REFERRALS AND INCENTIVIZE CUSTOMERS WHO REFER A FRIEND UPON PURCHASING A VINTAGE COLLECTION OR BESPOKE PIECE. ENCOURAGE ONLINE REVIEWS AND ANALYZE CUSTOMER FEEDBACK.
GEOGRAPHICAL AREA: IMPLEMENT THE REFERRAL SYSTEM ACROSS ALL MARKETS WHERE LOVESHACKFANCY OPERATES, WITH A FOCUS ON AREAS WITH A HIGH CONCENTRATION OF EXISTING CUSTOMERS, SUCH AS MAJOR URBAN CENTERS AND AFFLUENT SUBURBAN AREAS.

OBJECTIVE 1: BRAND-ORIENTED - INCREASE AWARENESS AND RECALL OF LOVESHACKFANCY'S VINTAGE AND BESPOKE COLLECTIONS

- TARGET AUDIENCE: PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
- STRATEGY:
  - ENHANCE AWARENESS AND RECALL OF LOVESHACKFANCY'S NEWLY LAUNCHED VINTAGE COLLECTION AND BESPOKE PIECES AMONG THE TARGET AUDIENCE THROUGH TARGETED MARKETING EFFORTS.
  - UTILIZE DIGITAL MARKETING CHANNELS, SOCIAL MEDIA PLATFORMS, AND IN-STORE EXPERIENCES TO SHOWCASE THE UNIQUE FEATURES AND CRAFTSMANSHIP OF LOVESHACKFANCY'S LATEST OFFERINGS.

OBJECTIVE 2: SOCIAL-ORIENTED - FOSTER ONLINE ENGAGEMENT

- TARGET AUDIENCE: FASHION ENTHUSIASTS AND BRAND FOLLOWERS AGED 18-35.
- STRATEGY:
  - ENCOURAGE ONLINE CONVERSATIONS, USER-GENERATED CONTENT, AND INCREASE FOLLOWERS ON LOVESHACKFANCY'S SOCIAL MEDIA PLATFORMS USING CAMPAIGN-SPECIFIC HASHTAGS LIKE #REBECCAARCHIVES AND #REBLOOM.
  - MONITOR ENGAGEMENT METRICS SUCH AS LIKES, COMMENTS, SHARES, AND FOLLOWER GROWTH TO MEASURE SUCCESS AMONG THE TARGET DEMOGRAPHIC.

OBJECTIVE 3: BUILD COMMUNITY AND CONNECT WITH NEW CUSTOMERS

- TARGET AUDIENCE: PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35 SEEKING PERSONALIZED SHOPPING EXPERIENCES.
- STRATEGY:
  - LEVERAGE DIGITAL PLATFORMS AND SOCIAL MEDIA TO EDUCATE AND ENGAGE THE TARGET AUDIENCE ABOUT LOVESHACKFANCY'S LATEST OFFERINGS, EMPHASIZING THE BRAND'S STORY, VALUES, AND UNIQUE COLLECTIONS TAILORED TO THEIR TASTES AND PREFERENCES.
  - HOST AN INTIMATE SHOWCASE EVENT BEFORE THE LAUNCH, INVITING SELECT GUESTS FROM THE TARGET DEMOGRAPHIC TO EXPERIENCE THE TIMELESS ELEGANCE OF LOVESHACKFANCY'S VINTAGE COLLECTION AND PARTICIPATE IN CHARITABLE GIVING.

OBJECTIVE 4: FACILITATE TRIAL THROUGH IN-STORE EXPERIENCES

- TARGET AUDIENCE: FASHION-CONSCIOUS PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
- STRATEGY:
  - OFFER BESPOKE CUSTOMIZATION SERVICES AT THE FLAGSHIP STORE, LOVESHACKGEMS, WHERE CUSTOMERS CAN HAVE ITEMS PERSONALIZED WITH EMBROIDERY, LACE, OR BOW DETAILING, ENHANCING THE EXCLUSIVITY AND PERSONALIZATION OF LOVESHACKFANCY PIECES.
  - CREATE AN EXCLUSIVE VINTAGE-INSPIRED OUTDOOR PARTY HOSTED BY REBECCA AT THE FLAGSHIP STORE, TURNING THE GARDEN-INSPIRED SHOW INTO A MEMORABLE EXPERIENCE TAILORED TO THE TASTES AND PREFERENCES OF THE TARGET AUDIENCE.

MEASUREMENT AND OUTCOME

- MEASUREMENT: TRACK CLICK-THROUGH RATES ON CAMPAIGN CONTENT AND CONDUCT SURVEYS AND INTERVIEWS PRE AND POST-CAMPAIGN TO GAUGE THE INCREASE IN AWARENESS AND RECALL OF LOVESHACKFANCY'S NEWLY LAUNCHED COLLECTIONS AMONG THE TARGET DEMOGRAPHIC.
- OUTCOME: ASSESS THE EFFECTIVENESS OF MARKETING EFFORTS IN ENHANCING AWARENESS AND RECALL, FOCUSING ON THE TARGETED AUDIENCE'S PERCEPTION AND UNDERSTANDING OF LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES TAILORED TO PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.

BRAND ASSOCIATIONS
OBJECTIVE: INCREASE POSITIVE PERCEPTIONS OF LOVESHACKFANCY'S SUSTAINABILITY, CRAFTSMANSHIP, AND BRAND VALUES AMONG ENVIRONMENTALLY CONSCIOUS CONSUMERS AGED 25-40 IN THE UNITED STATES WITHIN SIX MONTHS, WHILE TARGETING PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
TARGET: AIM FOR A 20% INCREASE IN CONSUMER AWARENESS AND FAVORABLE ATTITUDES TOWARDS LOVESHACKFANCY'S SUSTAINABILITY INITIATIVES AMONG THE SPECIFIED DEMOGRAPHIC.
MEASUREMENT: CONDUCT PRE AND POST-CAMPAIGN SURVEYS AND INTERVIEWS WITH ENVIRONMENTALLY CONSCIOUS CONSUMERS AGED 25-40, AS WELL AS PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35. TRACK CLICK-THROUGH RATES ON CAMPAIGN CONTENT FOCUSED ON SUSTAINABILITY AND CRAFTSMANSHIP.
GEOGRAPHICAL AREA: FOCUS ON MAJOR METROPOLITAN AREAS WITH HIGH CONCENTRATIONS OF ENVIRONMENTALLY CONSCIOUS CONSUMERS, SUCH AS NEW YORK CITY, LOS ANGELES, AND SAN FRANCISCO, AS WELL AS LUXURY RETAIL DISTRICTS WHERE PROFESSIONALS AND OLD-MONEY CONSUMERS FREQUENT.

BRAND RECOGNITION
OBJECTIVE: ESTABLISH LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES AS CORE OFFERINGS, ALONGSIDE THEIR TRADITIONAL COLLECTIONS, AMONG FASHION-FORWARD MILLENNIALS AND GEN Z CONSUMERS IN KEY URBAN CENTERS WITHIN THREE MONTHS, WHILE TARGETING PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
TARGET: INCREASE BRAND RECOGNITION FOR LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES BY 15% AMONG FASHION-FORWARD MILLENNIALS, GEN Z CONSUMERS, PROFESSIONALS, AND OLD-MONEY CONSUMERS AGED 18-35.
MEASUREMENT: MONITOR SOCIAL MEDIA ENGAGEMENT METRICS, INCLUDING LIKES, COMMENTS, AND SHARES, SPECIFICALLY RELATED TO CONTENT FEATURING VINTAGE COLLECTION AND BESPOKE PIECES TARGETED AT THE SPECIFIED DEMOGRAPHIC. TRACK WEBSITE TRAFFIC TO PAGES SHOWCASING THESE OFFERINGS.
GEOGRAPHICAL AREA: CONCENTRATE EFFORTS IN URBAN CENTERS WITH HIGH CONCENTRATIONS OF FASHION-FORWARD MILLENNIALS AND GEN Z CONSUMERS, SUCH AS NEW YORK CITY, LONDON, AND TOKYO, AS WELL AS LUXURY RETAIL DISTRICTS FREQUENTED BY PROFESSIONALS AND OLD-MONEY CONSUMERS.

POST PRIMARY RESEARCH
OBJECTIVE: INTRODUCE LOVESHACKFANCY'S SUSTAINABILITY INITIATIVES AND REINFORCE THE IMPORTANCE OF VINTAGE AND BESPOKE PIECES AMONG SOCIALLY CONSCIOUS CONSUMERS AGED 20-35 IN KEY MARKETS WITHIN FOUR MONTHS, WHILE TARGETING PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
TARGET: GENERATE A 25% INCREASE IN SOCIAL MEDIA ENGAGEMENT RELATED TO SUSTAINABILITY AND CRAFTSMANSHIP TOPICS AMONG SOCIALLY CONSCIOUS CONSUMERS, PROFESSIONALS, AND OLD-MONEY CONSUMERS AGED 18-35.
MEASUREMENT: ANALYZE USER-GENERATED CONTENT AND ENGAGEMENT METRICS ON SOCIAL MEDIA PLATFORMS, FOCUSING ON POSTS RELATED TO SUSTAINABILITY AND CRAFTSMANSHIP TARGETED AT THE SPECIFIED DEMOGRAPHIC. EVALUATE THE RESPONSE TO SUSTAINABILITY-FOCUSED CAMPAIGNS.
GEOGRAPHICAL AREA: TARGET CITIES WITH A STRONG PRESENCE OF SOCIALLY CONSCIOUS CONSUMERS, SUCH AS PORTLAND, SEATTLE, AND AMSTERDAM, AS WELL AS LUXURY RETAIL DISTRICTS WHERE PROFESSIONALS AND OLD-MONEY CONSUMERS FREQUENT.

PRE-PURCHASE ORIENTATED
OBJECTIVE: DRIVE INQUIRIES ABOUT LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES AND INCREASE RETAIL TOUCHPOINT VISITS AMONG AFFLUENT CONSUMERS AGED 30-50 IN LUXURY RETAIL DISTRICTS WITHIN TWO MONTHS, WHILE TARGETING PROFESSIONALS AND OLD-MONEY CONSUMERS AGED 18-35.
TARGET: ACHIEVE A 10% INCREASE IN INQUIRIES AND A 15% INCREASE IN RETAIL TOUCHPOINT VISITS RELATED TO VINTAGE COLLECTION AND BESPOKE PIECES AMONG AFFLUENT CONSUMERS, PROFESSIONALS, AND OLD-MONEY CONSUMERS AGED 18-35.
MEASUREMENT: TRACK CUSTOMER INQUIRIES THROUGH CUSTOMER SERVICE CHANNELS AND ANALYZE FOOT TRAFFIC DATA AT RETAIL LOCATIONS, WITH A FOCUS ON INQUIRIES AND VISITS FROM THE SPECIFIED DEMOGRAPHIC. MONITOR WEB SEARCH DATA RELATED TO LOVESHACKFANCY'S VINTAGE COLLECTION AND BESPOKE PIECES.
GEOGRAPHICAL AREA: FOCUS ON LUXURY RETAIL DISTRICTS IN MAJOR CITIES KNOWN FOR THEIR AFFLUENT CONSUMER BASE, SUCH AS BEVERLY HILLS, MANHATTAN, AND LONDON'S MAYFAIR DISTRICT, AS WELL AS AREAS FREQUENTED BY PROFESSIONALS AND OLD-MONEY CONSUMERS.