

**FASM 410**

**Tyra Forbes**



*Schiaparelli*

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**CUSTOMER LOYALTY ASSIGNMENT**

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# BRAND HISTORY

## 1927

Maison Schiaparelli was created by its founder Elsa Schiaparelli in Paris, France.

## 1930S-40S

Through artists' collaborations, perfume releases, capsule collections, and the fashion house expansion the Schiaparelli brand continually gained popularity.

## 1954

Elsa Schiaparelli closes the door of Maison Schiaparelli.

## 2012-PRESNT

Maison Schiaparelli is re-opened by Diego Della Valle under the creative direction of Marco Zanini.



# MARKETING STRATEGY

Schiaparelli, within recent years, has begun regaining its popularity. The re-opened Italian Maison has successfully done so through its immense use of social media marketing, runway spectacles, exhibitions, intricate designs, ad campaigns, and celebrity endorsements. The Schiaparelli brand has become known for its extravagant avant-garde fashions and jewels that often incorporate anatomy and astrology. The brand's uniqueness and originality have created a wave of conversation and loyal consumers within the upper and upper-middle class.

**S**

- Nationally known brand
- Original designs
- Strong social media following
- Many celebrity endorsers

**W**

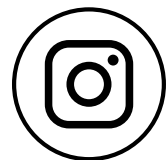
- Utilization of only three social media platforms
- Minimal storefronts
- Lack of consumer engagement and experiences

**O**

- Utilization of more social media platforms
- Creation of in-person and virtual brand experiences

**T**

- Luxury brands with the incorporation of brand engagement through customer experiences
- Losing a generation due to a lack of social media presence



1.6M Followers



33K Followers




76K Followers

# WHO IS OUR TARGET MARKET?

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Schiaparelli's new marketing strategy will target Gen Z's aged 15-25, as the Maison aims to influence fashion's next generation of style enthusiasts. Our audience will comprise curious, educated, artistic individuals in urban cities willing to push fashion limitations and norms. These individuals will obtain an appreciation for quality, luxury, and statement goods.





# Customer Breakdown

Schiaparelli's new marketing strategy will target educated individualists aged 15-25 (Gen Z's) who live in metropolitan cities and prioritize quality fashions.

<b>GEOGRAPHIC</b>	<b>DEMOGRAPHIC</b>	<b>BEHAVIORAL</b>	<b>PSYCHOLOGICAL</b>
<ul style="list-style-type: none"><li>• Urban cities (N.Y., Philly, D.C., Chi)</li><li>• Suburban towns</li></ul>	<ul style="list-style-type: none"><li>• Gen Z's (15-25)</li><li>• Educated</li><li>• Middle to upper class</li><li>• High disposable income</li><li>• Interest in avant-garde fashions</li></ul>	<ul style="list-style-type: none"><li>• Individualists</li><li>• Self-aware</li><li>• Artistic in nature</li><li>• Connoisseurs of unique fashions</li><li>• Strong sense of personal style</li></ul>	<ul style="list-style-type: none"><li>• Prioritize quality over quantity</li><li>• Value ethical garment practices</li><li>• Showcase a great knowledge of luxury brands</li></ul>

**REVAMPED**



# MARKETING PLAN

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Schiaparelli will become active on TikTok, Twitter, and BeReal social media platforms, utilizing them to give behind-the-scenes content and better engage with their target audience

Schiaparelli will release a capsule collection of branded t-shirts during their SS'24 collection to appeal to the financials of their target market

Schiaparelli will host a series of pop-up galleries in an effort to educate and showcase the brand's past works

## Overarching Goal:

To engage, influence, and create customer loyalty within fashion's next generation of fashion leaders.

## Brand Purpose

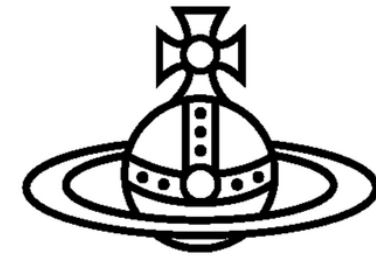
To instill a creative spirit in 20th-century fashion through inventive imagination, revolutionary vision, art, and ordinary elements turned into elaborate creations.

01

02

03

# Competitor Practices



**Vivienne  
Westwood**





# MARKETING STRATEGY

Vivienne Westwood has risen in popularity amongst Gen Z shoppers in recent years. The U.K.-originated brand has successfully maintained relevancy through social media marketing, runway theatrics, pop-up shops, affordable designs, ad campaigns, activism, and celebrity endorsements. The Vivienne Westwood brand has become known for its rebellious, punk-infused fashion designs that inspired a generation.

**S**

- Internationally know brand
- Strong social media presence
- Educating consumers on the products in which they are shopping

**W**

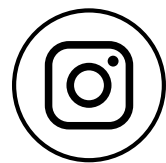
- Lack of U.S. storefronts
- No U.S. held in-person interactive experiences
- Stronger customer loyalty outside of U.S.

**O**

- Creation of in-person and virtual brand experiences
- Enhancement of customer loyalty

**T**

- Brands with a more loyal U.S. consumer base



3.4M Followers



33K Followers



1.1M Followers



56.1K Followers



# Vivienne Westwood x Selfridge's

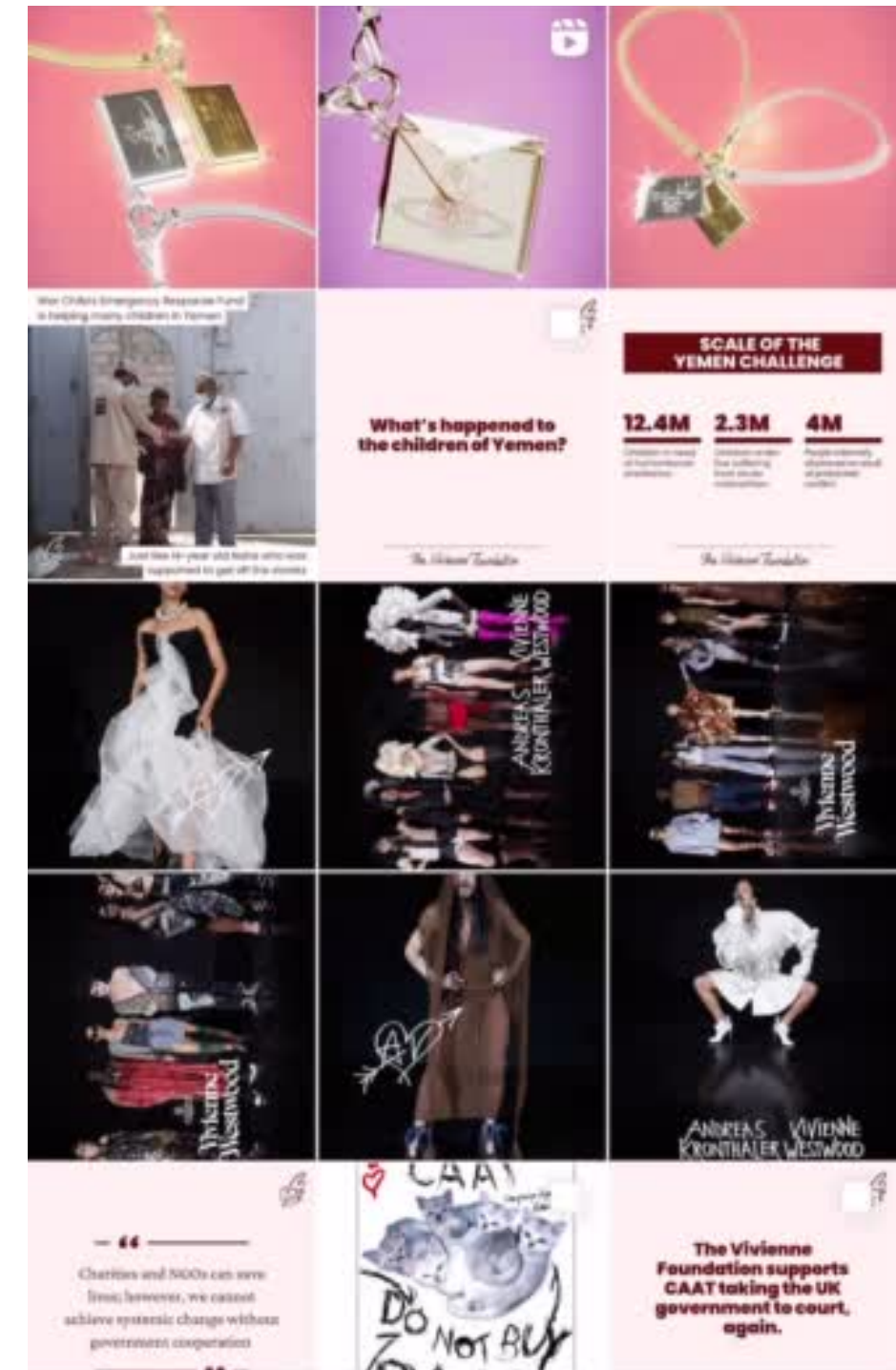
- 2018 pop-up shop aimed toward promoting Westwood's AW'18/19 collections
- Allowed customers a way to customize their desired garments with exclusive hand-drawn Vivienne Westwood patches
- Reached a new audience in an unconventional manner
- Brought awareness to climate change and capitalism and fashion contributions to the causes

# Vivienne Westwood Social Media



[View this post on Instagram](#)

- Utilization of social media platforms to educate customers about fashion and political issues
- Incorporation of intentional ad campaigns aimed at engaging its target customers
- Use of stories to show the latest collections and behind-the-scenes content
- Showcasing not only models but everyday individuals wearing their brand



Post shared by Vivienne Westwood (@viviennwestwood)

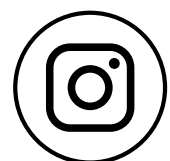
## SHORT-TERM



# MARKETING PLAN

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Schiaparelli will increase its social media presence and engagement by 25% within the designated year.



1.6M Followers



33K Followers



76K Followers

01  
Schiaparelli will become active on TikTok, Twitter, and BeReal social media platforms, utilizing them to give behind-the-scenes content and better engage with their target audience

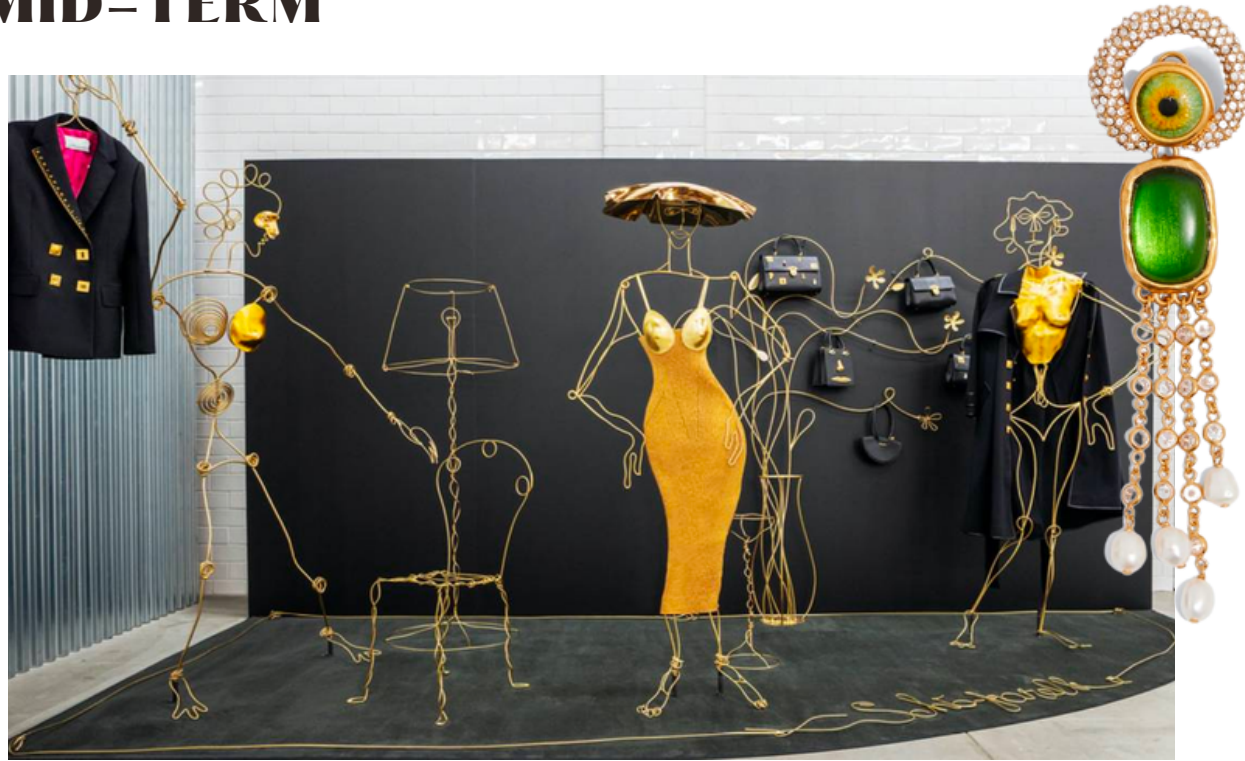
02  
Schiaparelli will partner with top fashion influencers Leonie Hanne and Lena Mahfouf to reach its younger demographic and show them how to implement the brand into their wardrobe.

03  
Schiaparelli will focus on creating engaging and interactive content that showcases the brand's ability to be worn in everyday scenarios instead of just on luxurious occasions.

## Core Strategy

Within a year, Schiaparelli will optimize its social media usage to engage better and educate its targeted Gen Z consumer, solidifying them as future consumers and brand advocates.

## MID-TERM



# MARKETING PLAN

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Schiaparelli will increase its brand's immersive experiences and in-store presence by 20% within a two-year time span.

Schiaparelli will release a capsule collection of branded t-shirts during their SS'24 collection exclusively at Dover Street Market to appeal to the financials of their target market

During the SS'25 fashion shows, Schiaparelli will partner with Dover Street Market to instill installations that showcase the brand's latest pieces in a more casual manner

Schiaparelli will host a series of pop-up galleries to educate and showcase the brand's archival works and educate its new target consumer on the brands heritage

## Core Strategy

As the pandemic eases consumers desire in-person experiences. Schiaparelli will enhance brand physical engagement through specified capsule collections, store collaborations, and pop-up events.

01

02

03

## LONG-TERM



# MARKETING PLAN

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Schiaparelli will increase its online and virtual shopping experiences by 15% within three to five years.

Schiaparelli will create and launch an app that allows consumers to shop via their smart devices. This app will incorporate FitMatch technologies to size its virtual shopping consumers adequately.

Schiaparelli will invest in its e-commerce website pushing to make the user experience more seamless. There will be added features that allow shoppers to input their measurements and properly see how garments may fit before purchasing.

## Overarching Goal:

To engage, influence, and create customer loyalty within fashion's next generation of fashion leaders.

## Core Strategy

Schiaparelli will incorporate an app and virtual fitting room technologies into its online shopping experience to enhance consumers' overall shopping.

01

02

# Sources

- <https://www.schiaparelli.com/en/21-place-vendome/the-story-of-the-house/>
- <https://www.vogue.co.uk/article/schiaparelli-relaunched-by-diego-della-valle>
- <https://o-www-statista-com.library.scad.edu/statistics/1345425/most-well-known-luxury-fashion-brands-in-the-united-states/>
- <https://www.windowswear.com/vivienne-westwood-launches-pop-up-at-selfridges/>



**"For me, dress designing is not a profession but an art."**

**~ Elsa Schiaparelli**