

STELLA /  GREECE

Stella McCartney & Greece Needs Love Collaboration

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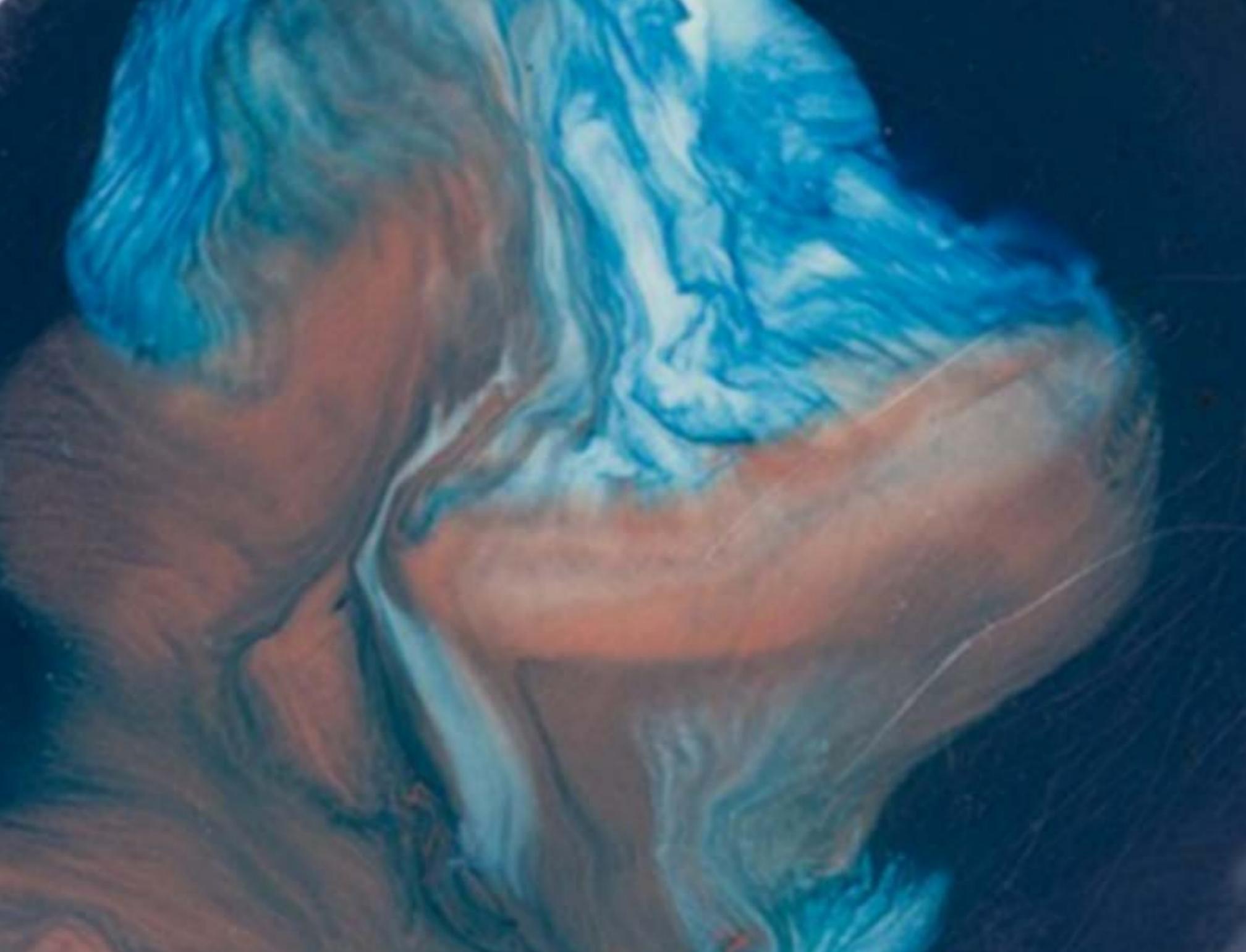


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EXECUTIVE SUMMARY

Overview

Stella loves Greece is a collaboration between the brand Stella McCartney and the charity Greece Needs Love. Stella McCartney and Greece Needs Love will be partnering together to create a line of Spring/Summer 2018 bags consisting of backpacks, tote bags, and cross-bodies. Stella McCartney's design team will collaborate with the artist, Alexis Avlami, sponsored by Greece Needs Love to create the designs for some of the bags. The bags price will range from \$550-\$900 and 25% of each item sold will go towards the charity.

Benefits

The collaboration will bring many benefits to both parties. It is beneficial for Greece Needs Love because they will gain recognition by partnering with Stella McCartney. Also Alexis Avlami, being a co-designer, will also gain recognition, great exposure, and acquire a bigger clientele. McCartney will be branching into a new group of consumers which could bring in more customer attention to the business and will obtain good press from partnering with the charity. Our goals for this collaboration is to gain recognition for the artist and charity, Stella McCartney to expand into a new market, and for customer loyalty and brand awareness.

EXECUTIVE SUMMARY CONT'D

Solution

These goals will be achieved by accomplishing our objectives. We will make sure we understand the buying trend of our customers and will pay attention to what our customer's wants and needs are. Also, including the artwork on the bags explores a new trend therefore capturing the attention of a different group of consumers. Staying true to the original core values of both businesses is important. Stella McCartney's customers expect trendy products that are also sustainable. Greece Needs Loves goal is to support and bring attention to the artists of Greece, and they also care about preserving Greece itself.

We want these products to produce a profit and maintain a cash flow therefore more money can go into the Stella McCartney brand and Greece Needs Love. Expanding the product range will gain more customers and brand awareness.

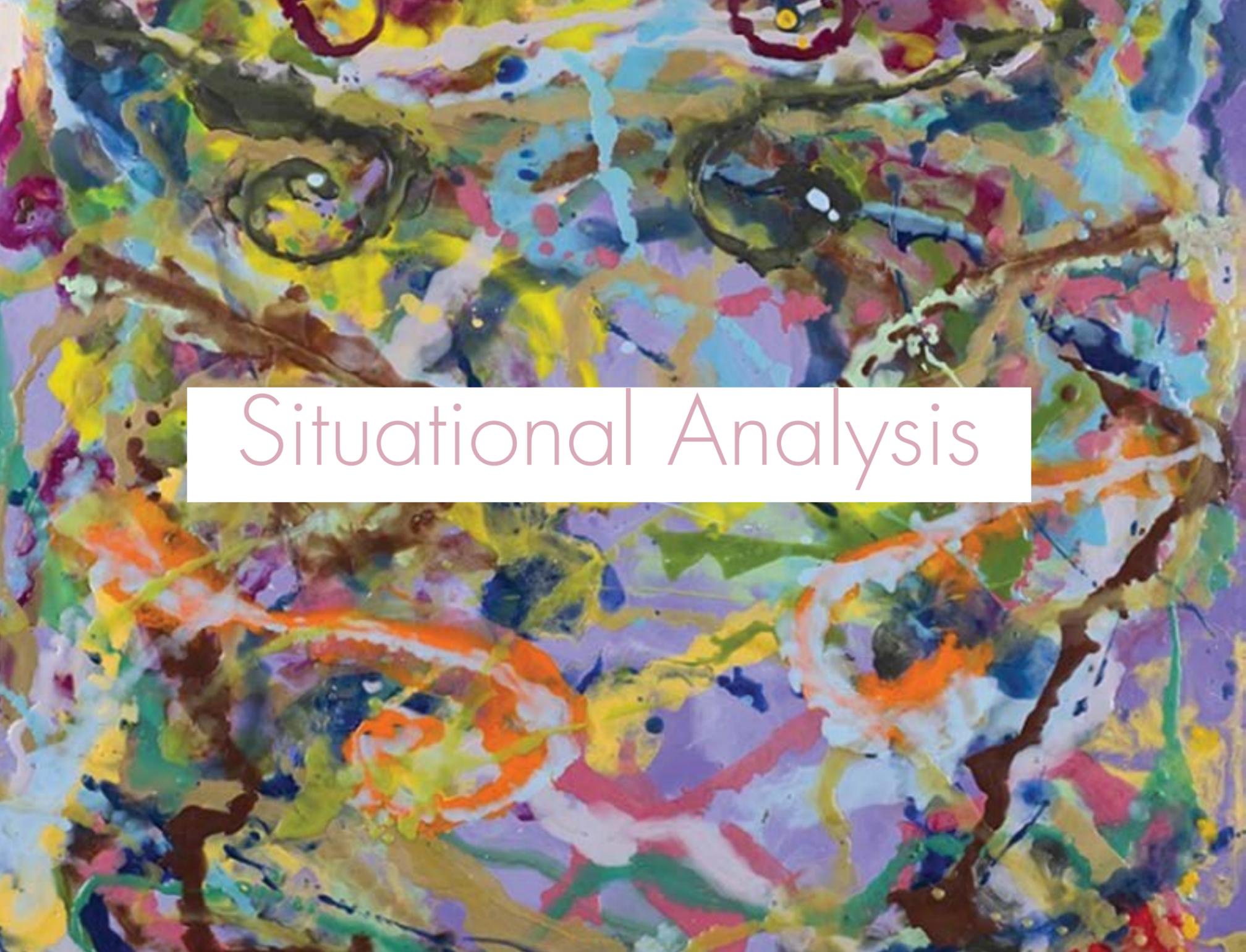
THE PLAN

- Stella McCartney and Greece Needs Love will be partnering together to create a line of Spring/Summer 2018 bags consisting of backpacks, tote bags, and cross-bodies.
- Stella McCartney will collaborate with the artist apart of Greece Needs Love to create the designs or, use their previous artwork, for some of the designs bags.
- The bags price will range from \$550-\$900 and 25% of each item sold will go towards the charity.
- The artist will also be paid for their work.



THE BENEFITS

- Greece Needs Love will gain recognition by partnering with Stella McCartney, a well known designer.
- The artist creating the designs will also gain recognition, great exposure, and acquire a bigger clientele.
- Stella McCartney will be following a hot trend right now, (products with artwork) which could bring more customer attention to the business.
- McCartney will also gain gain good press from partnering with the charity.

An abstract painting with a dense, multi-colored palette including yellow, blue, green, purple, orange, and brown. The brushstrokes are thick and expressive, creating a complex, layered texture. A white rectangular box is overlaid on the center of the painting, containing the text 'Situational Analysis' in a pink serif font.

Situational Analysis



COMPETITORS

CÉLINE

AMUR

Direct

Indirect

honest by.
the world's first 100% transparent company



HERMÈS
PARIS

S

Stella McCartney

- Unique, sustainable brand makes it chic
- Well known fashion designer
- Positive publicity because of the many successful collaborations
- Global
- Wide range of products that reach many markets

Greece Needs Love

- CEO has a lot of life/work experience and well-traveled
- Unique because it's catering to art and artist in Greece

W

Stella McCartney

- Brand isn't 100% sustainable
- Relationship with non-sustainable brands devalues her morals

Greece Needs Love

- Not very well known
- Needs more artist contributions

O

Stella McCartney

- Partnering with more brands and charities that share her same eco-friendly vision
- Branching out in creating their own cruelty-free, recyclable, organic fabric

Greece Needs Love

- Partnering with more artist, charities, companies, etc.
- More events/fundraisers to raise money and promote charity

T

Stella McCartney

- It's contradicting for the brand to partner with brands that use sweat shops for their production
- Sustainability is becoming very popular and the niche that makes the brand different can be diminished because of that
- Counterfeits have been ruining the exclusivity

Greece Needs Love

- Having a small team can be a disadvantage because organizing big events and hosting them could be challenging

MARKET SEGMENTATION

Demographic

Stella McCartney's demographic is one that is sophisticated, trendy and likes luxury products but at the same time cares about the topic of sustainability. Their age ranges from 21 to 35 and they care about quality over price.

Geographic

Stella McCartney operates a total of 48 free standing stores in major cities around the world including West Hollywood, Manhattan, Paris, Milan and many others.

MARKET SEGMENTATION

Psychographic

Stella McCartney main selling point is that it is a sustainable brand, which is what many of their target market is drawn towards. Sustainability has become a very big part of many people's buying decisions, so being a sustainable brand has really made consumers develop and good perception of the brand. This collaboration would definitely strengthen the consumer's view of Stella McCartney, especially knowing that they are working with a charity for a good cause. Stella McCartney offers great quality over quantity which their customer appreciates.

Behavioral

Since majority of Stella McCartney's customers values are aligned with their values, there is already a sense of loyalty towards the brand which affects customers behavior in a positive that make them continue to stick with the brand.

TARGET MARKET



- Men and women aged 21–35
- Has an appreciation for art
- Cares about the environment and sustainability

- Uses cruelty-free and/or recyclable products.
- Our customer is considered trendy and fashion forward.
- Someone who wants to make a statement through their clothes and accessories.

CUSTOMER PROFILE BOARD



Name: Renee Mckenzie
Age: 24

Resides in New York
Owns a Townhouse
Writer at Refinery 29 for the style section
Shops at sustainable yet stylish brands such as Stella McCartney, Alternative Apparel, AMUR
Considers her style to be feminine and simple
Confident, effortless woman who cares deeply about the environment.
Loves everything to do with the arts including painting, photography and writing.
Believes in showing love to everyone she meets.

Loves to travel and learn new cultures
Passionate about charity work, is apart of organizations such as Americans for the Arts and New Yorkers for Parks.
Loves to cook and try new organic recipes
Loves riding her bike everywhere instead of having a car
Dreams of creating her own magazine, informing society about sustainable living.
Hates any form of discrimination and ignorant people.



Stella Loves Greece Collaboration



GOALS

1. To gain recognition for the artist and charity
2. Acquiring a profit
3. Stella McCartney to expand customer reach
4. Maintain customer loyalty and brand awareness

OBJECTIVES

1. Objectives for gaining recognition for the artist & charity

- This collaboration features bag designs of different styles that incorporate different pieces from the artist. The artwork being featured on the bags will definitely put the artist on the map wanting to know more about him.
- On the inside of each one of the bags there will be info card giving information about the artist and who he is as well as information about the charity. This will give customers a starting point to find out more information about the artist and ways to find even more information and ways to help on their own.

2. Objectives for acquiring a profit

- Playing into our customers wants and needs, the hope is for these products to attract numerous customers resulting in an increase in sales, therefore making a profit.

OBJECTIVES

3. Objectives for expanding Stella McCartney's consumer reach

- This new collaboration between Stella McCartney and Greece needs love will be something brand new for both companies. It will be highlighting an appreciation of art, following a trend that was also explored by Louis Vuitton. Zoning in on art that needs support will definitely draw attention from art enthusiasts, therefore drawing in a new audience
- We will make sure we understand the buying trend of our customers and will pay attention to what our customer's wants and needs are.

OBJECTIVES

4. Objectives for maintaining customer loyalty and brand awareness

- With this new collaboration, all materials used will need to abide by Stella McCartney values, which promotes sustainability and vegetarianism. The materials being used for the products will include organic cotton, eco alter nappa. Standing by these values is important for the Stella McCartney brand and their customers.
- Staying true to the original core values of both businesses is important. Stella McCartney's customers expect trendy products that are also sustainable. Greece Needs Love's goal is to support and bring attention to the artist of Greece, and they also care about preserving Greece itself.



MOOD BOARD



PRODUCTS

Spring/Summer 2018





Marketing

MARKETING STRATEGY

Host a launch party

- Collaboration will be introduced and the artist will be introduced
- The artist will have his own table where people would be able to ask him questions and buy some of his work or speak about any business inquiries.
- The artist's work will be showcased around the room showing the inspiration of the products etc.
- Then there will be a set area for the bags to be showcased and can be bought there.

MARKETING CALENDAR

2017-2018 Marketing Calendar												
Category	2017					2018						
	August	September	October	November	December	January	February	March	April	May	June	July
Major Product Launch						STELLA / ❤️ GREECE						
Events						Launch Party Jan. 22nd						
Marketing Release		Launch Party AD released				Product Launch AD						
	Intro of Collaboration and new product											

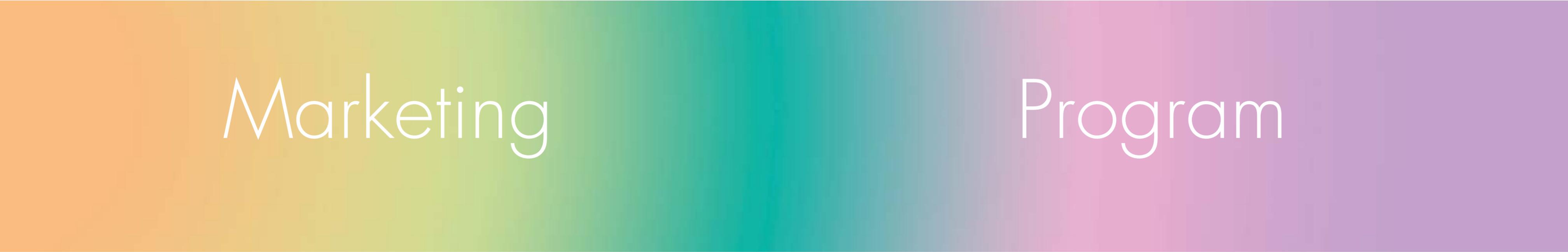
LAUNCH PARTY AD

Come learn about the collaboration, meet the artist and get a sneak peek of our new products!

Mosaic Art Studio
January 22, 2018
3:00pm-6:00pm

STELLA / ❤️ GREECE
Launch Party

Brought to you by Stella McCartney & Greece Needs Love



Marketing

Program

PRODUCT

- The products being produced during this collaboration will be a series of bags featuring different styles such as crossbodies, tote bags and back packs. The materials used would be eco alter nappa to stick with the brand values of promoting vegetarianism.
- Organic cotton will be used for the tote bags. The design of the bags will feature artwork by the Greece needs love artist Alexis Avlamis. Inside each of the bags there will be a card with information about Greece Needs Love as well as the artist featured. The packaging for these products will be different from the usual Stella McCartney packaging being more colorful than most.

PRICE

- Stella McCartney's price point on bags are high end ranging from high \$300's all the way up to \$2,000. The product being proposed will fall in the price range of \$550 to \$900.
 - The crossbodies will be priced at \$550
 - The backpacks will be priced at \$900
 - Tote bags will be priced at \$650

PROMOTION

- This new collaboration will be heavily promoted on both of the brands social media including Instagram, Facebook, Twitter and through ads on Snapchat. This will include photoshoots, behind the scenes, information about the collaboration, quick look at artist.
- Ads on Snapchat will pop up between snaps and the option to swipe up will be shown to get a closer look at this collaboration.
- Existing customers that have joined the mailing list will already be getting updates and info about this new collaboration.
- The new collaboration will be featured on both parties website as well as the artist's website.
- Launch party

PLACE

- This collaboration will be available to order online as well as in Stella McCartney stores in the US, UK and Europe.



PACKAGING



INFO CARD

STELLA ♥ GREECE

"Greece Needs Love is a non-profit organization born in London in 2013 and since January 2016 based in Atlanta, Georgia (USA). GNL is pro the reunification of the Parthenon Marbles and our mission is to help artists, artisans and researchers from Greece or with Greece as the main subject of their postgraduate education. We support the production of contemporary Greek Art while preserving the Greek Art History as common roots to the world.

Generosity towards Greece is our first duty!"

-Luca Lo Siccio

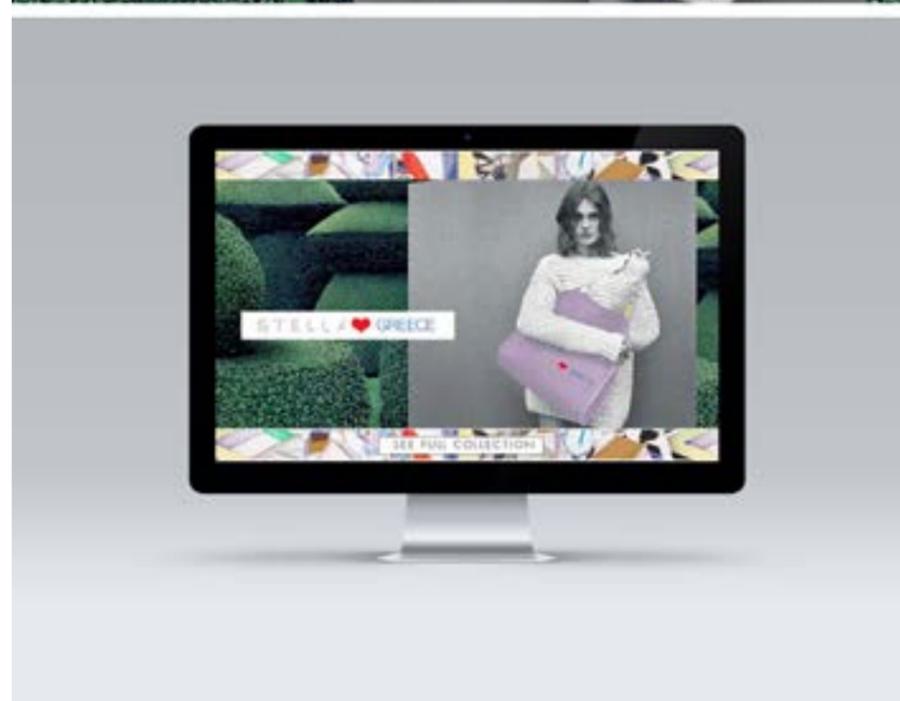
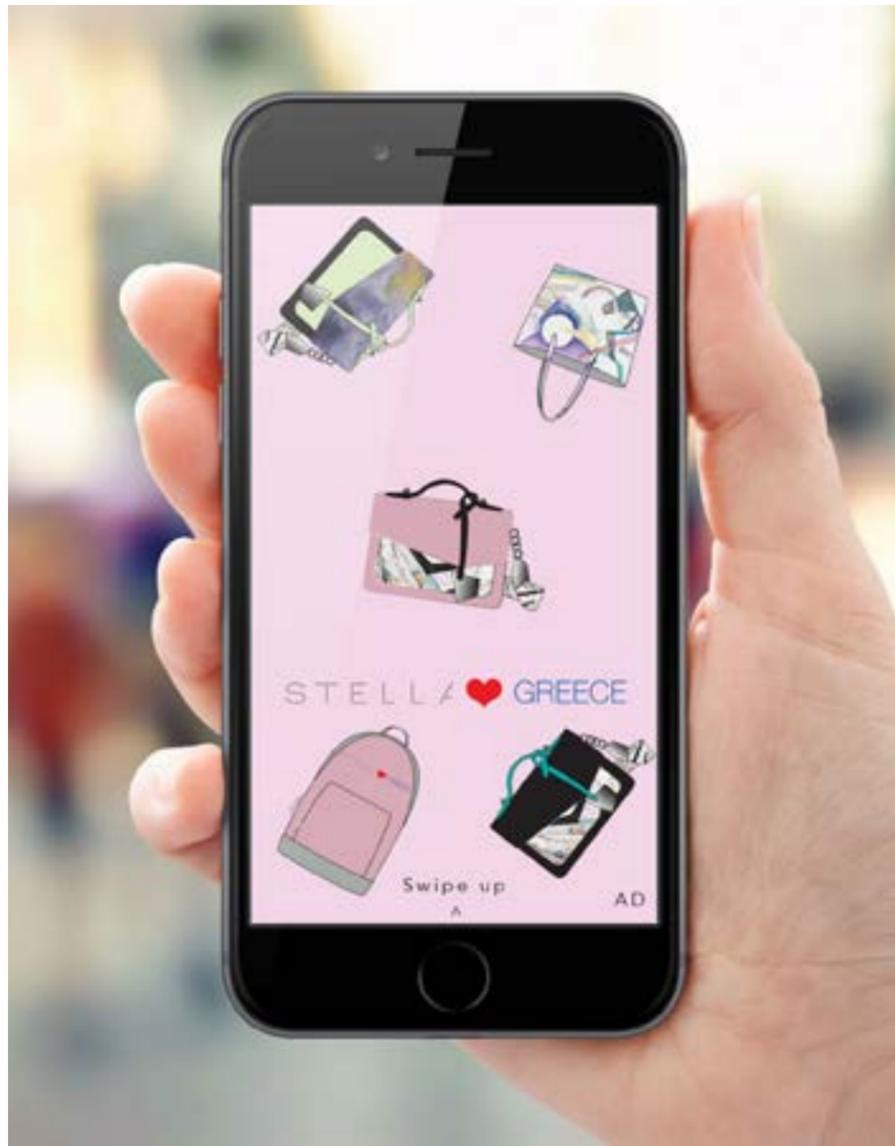
About the Artist

Alexis Avlamiis was born in Athens, Greece in 1979. He attended the Athens School of Fine Arts receiving a BFA in painting and Mosaic. Avlamiis inspired by cosmic unity, where reality and imaginary mix. He creates art that is "landscapes of the mind" through improvisation, intuition and by tapping into a stream of consciousness.

To view more of his work or to get in contact with him visit or email:

Alexisavlamiis.com
aavlamiis@gmail.com

ADS

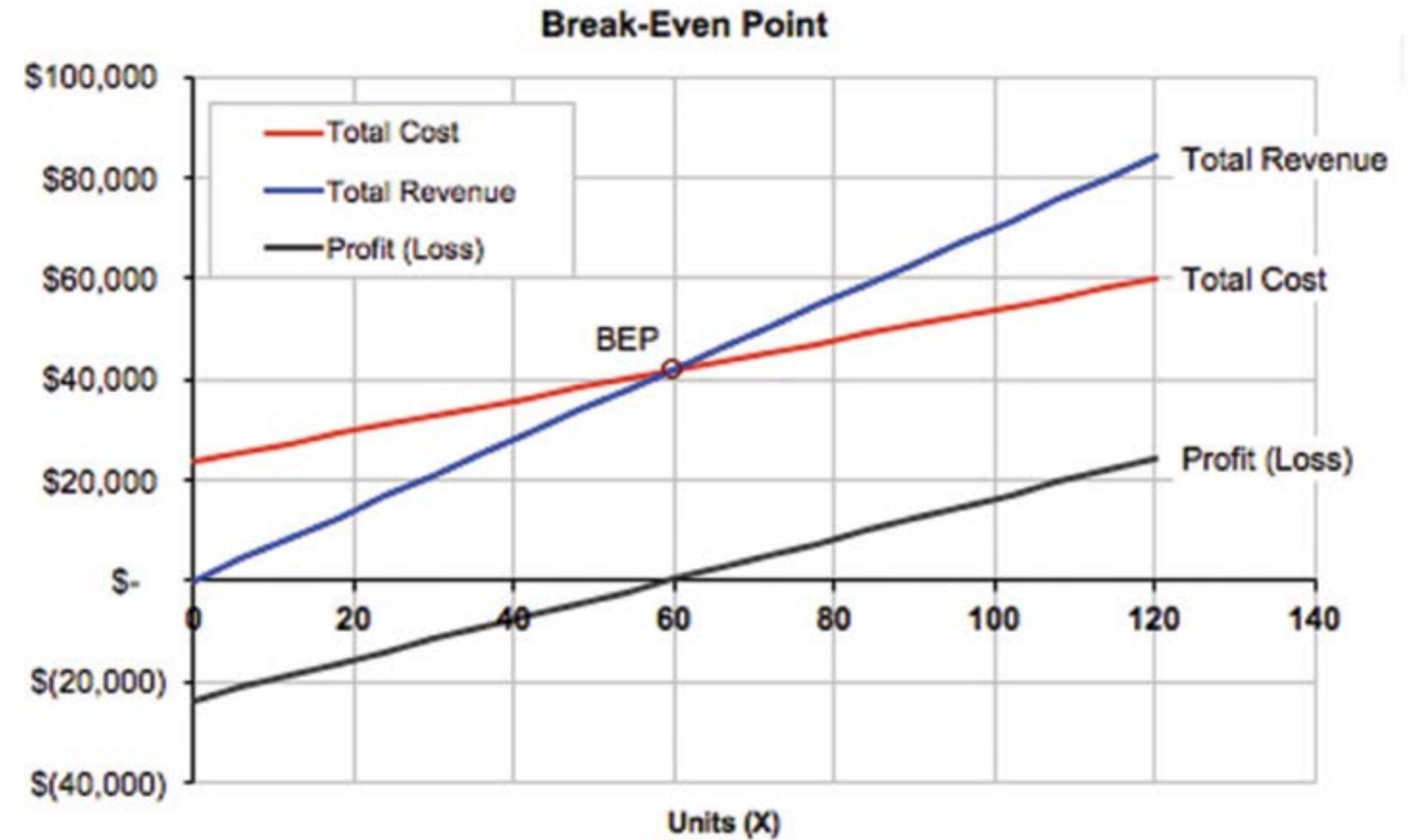


Financials

FINANCIALS

Sales goal: \$500,000 by the end of July
 Break even analysis:

Break-Even Analysis		Stella Loves Greece	
[Proposed Product]		12-Aug-17	
For the Period: February 1st- July 31st			
Selling Price (P):	\$	700.00	
Break-Even Units (X):		60 units	
Break-Even Sales (\$):	\$	41,491.23	
Fixed Costs			
Advertising	\$	1,000.00	
Accounting, Legal	\$	500.00	
Depreciation	\$	-	
Interest Expense	\$	1,000.00	
Insurance	\$	250.00	
Manufacturing	\$	20,000.00	
Payroll	\$	-	
Rent			
Supplies	\$	500.00	
Taxes (real estate, etc.)	\$	200.00	
Utilities	\$	200.00	
Other (specify)	\$	-	
Total Fixed Costs (TFC)	\$	23,650.00	
Variable Costs			
Variables Costs based on Dollar Amount per Unit			
Cost of Goods Sold	\$	300.00	per unit
Direct Labor			per unit
Overhead	\$	-	per unit
Other (specify)	\$	1.00	per unit
Sum:	\$	301.00	
Variables Costs based on Percentage			
Commissions		0.00%	per unit
Other (specify)			per unit
Sum:		0.00%	
Total Variable Cost per Unit (V)	\$	301.00	
Contribution Margin per unit (CM) = P - V	\$	399.00	
Contribution Margin Ratio (CMR) = 1 - V / P = CM / P		57.0%	



BIBLIOGRAPHY

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- [Greeceneedslove.com](https://www.greeceneedslove.com)
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- [Alexisavlamis.com](https://www.alexisavlamis.com)