ESTIVAL **ABIGAIL LEFEVRE**

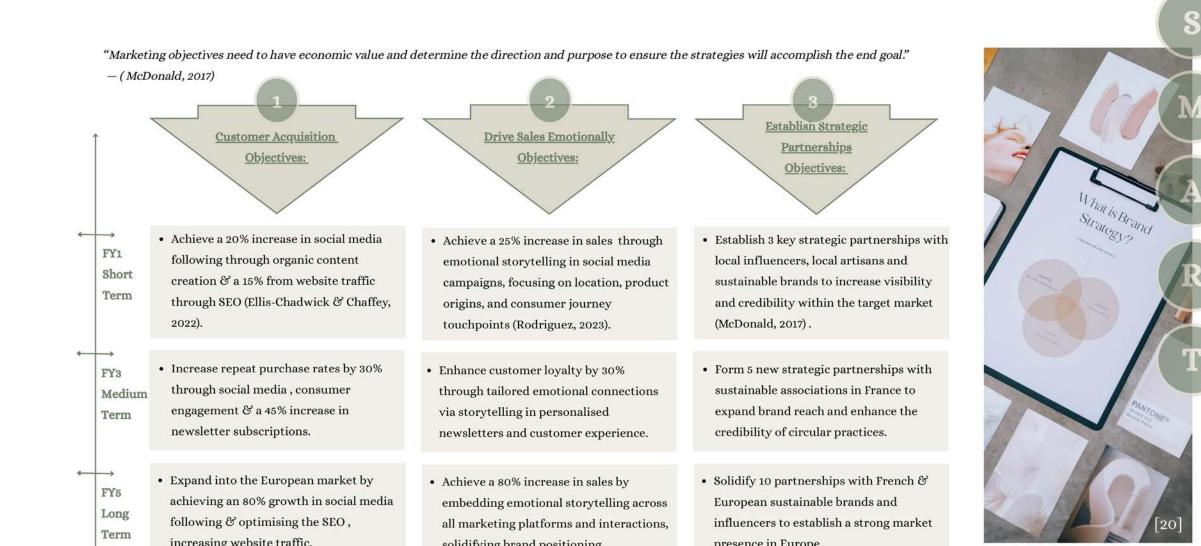
Fashion Enterprise Project BSc (Hons) Fashion Buying and Merchandising





BUSINESS NAME & LOGO





FY3 Medium Term	• Increase repeat purchase rates by 30% through social media , consumer engagement & a 45% increase in newsletter subscriptions.	• Enhance customer loyalty by 30% through tailored emotional connections via storytelling in personalised newsletters and customer experience.	• Form 5 new strategic partnerships with sustainable associations in France to expand brand reach and enhance the credibility of circular practices.
FY5 Long Term	• Expand into the European market by achieving an 80% growth in social media following & optimising the SEO, increasing website traffic.	• Achieve a 80% increase in sales by embedding emotional storytelling across all marketing platforms and interactions, solidifying brand positioning.	• Solidify 10 partnerships with French & European sustainable brands and influencers to establish a strong market presence in Europe.

L'Estival is a circular fashion brand from the south of France, creating quality pieces with repair and restoration services. **BUSINESS STATEMENT**

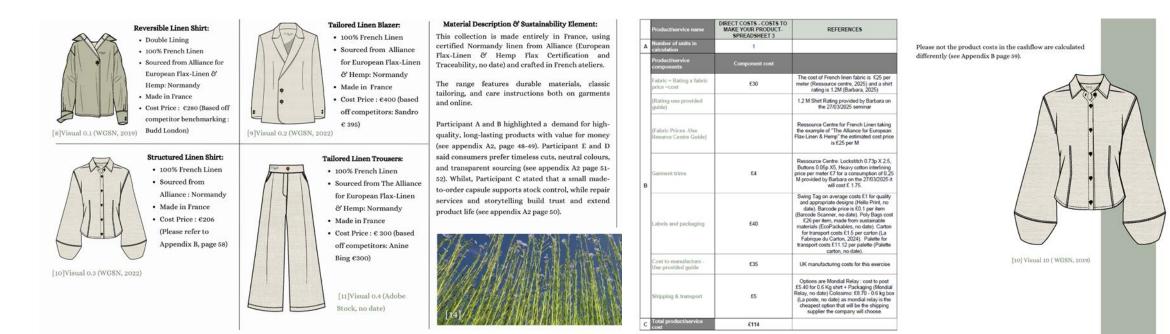
VISION & MISSION Vision

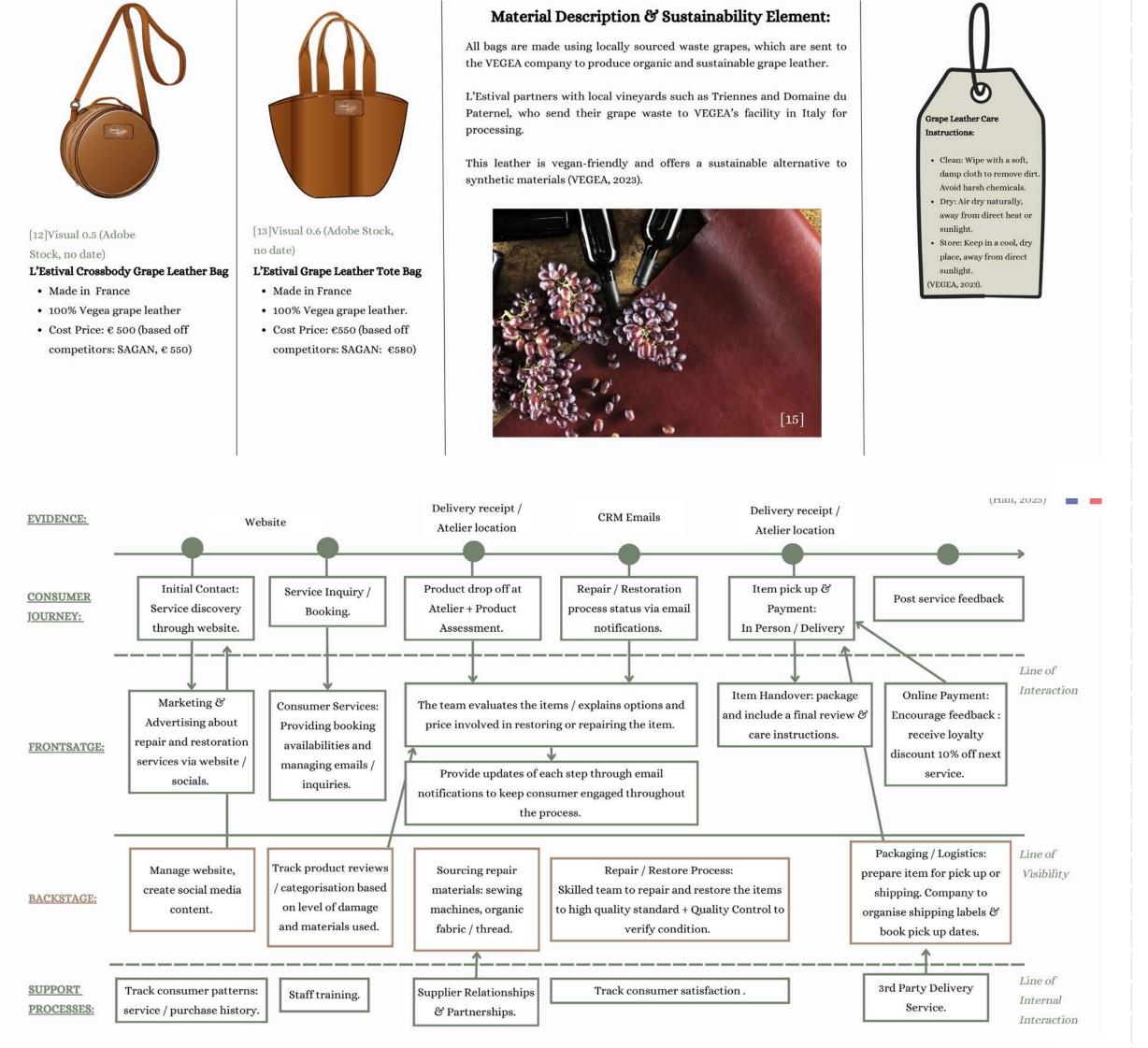
To create superior products with a smaller carbon footprint, crafted inFrance, inspired by Provençal culture, and designed for growth across Europe.

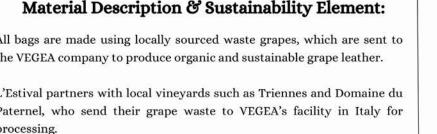
Mission

Create timeless, story-driven designs rooted in local craftsmanship. Promote responsibility, and sustainability in fashion.

OUTLINE OF PRODUCT/SERVICE







STRUCTURE

MARKETING

PROTOTYPES

MARKETING

OBJECTIVES

COMPETITOR

ANALYSIS

	Réuni	Atelier Unes	Sézane	Pangaia
Country of Origin				
Business Strategy	DTC Business ModelE-CommerceCapsule collections	 DTC Business Model E-Commerce Co-designed with customers Fully transparent 	 DTC Business Model E-commerce French Stores & few stores internationally 	 DTC Business Model E-commerce Uk & international stores Limited drops
Competitive Advantage	 Solid customer relationships Increasing brand loyalty Slow production Use of natural materials. 	 Pricing/material transparency Sustainable certifications Made in Europe 	 Parisian aesthetic Powerful branding Transparent production. Exclusive capsule collections 	 Innovative material Mission driven Storytelling
Market Position	Affordable luxury	• Ethical Mid Market	Affordable Luxury	• Sustainable Luxur
Price Architecture	 Entry: £ 145 Exit: £ 500 	 Entry: £ 30 Exit: £ 100 	 Entry: £ 50 Exit: £ 400 	 Entry: £ 50 Exit: £ 350
USP	 Community co-creation French craftsmanship Made to order Timeless designs 	 Transparent production Co-design with the consumer Circular initiatives with take back schemes 	Timeless RTWE-commerce successLoyal consumer base	 Product innovation Scientific textile innovation Storytelling marketing
	(À propos de Réuni, no date)	(Atelier Unes, 2021)	(About Us Sézane, no date)	(Pangaia, no date)



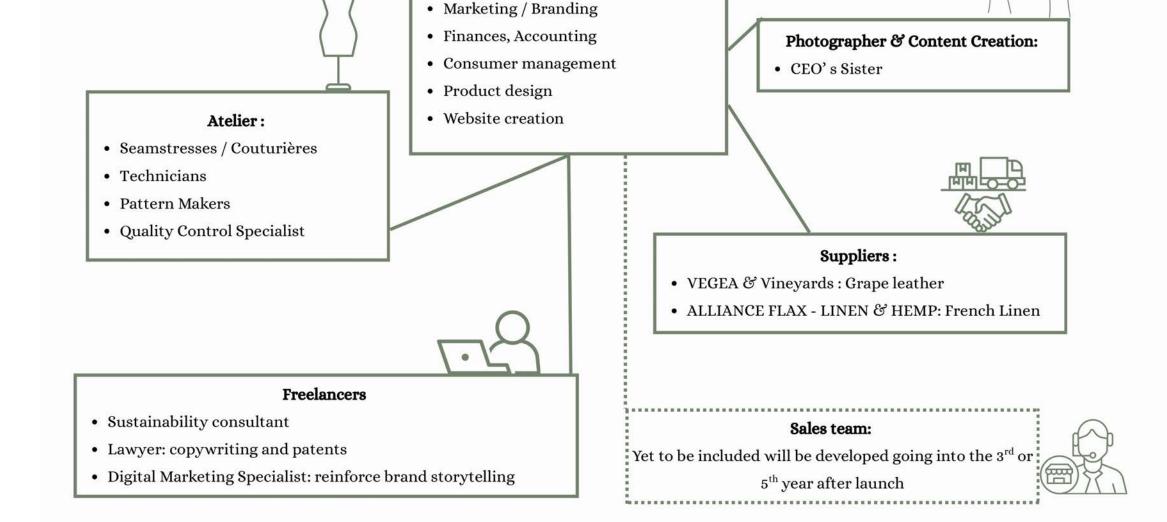
L'Estival is a unique and purpose-driven brand. This section provides a detailed overview of the brand's organisation, target market strategy, and competitive advantage.

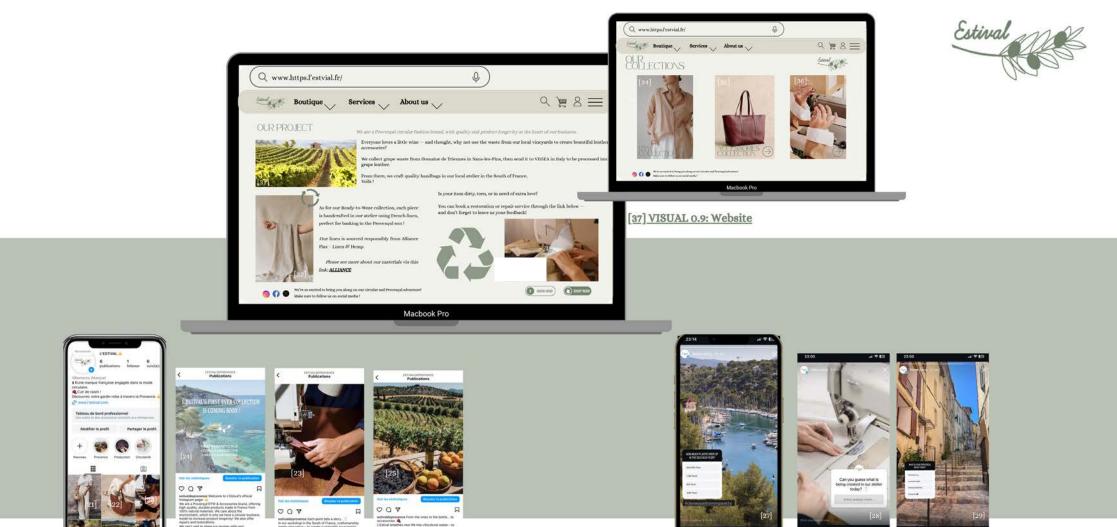
TEAM STRUCTURE



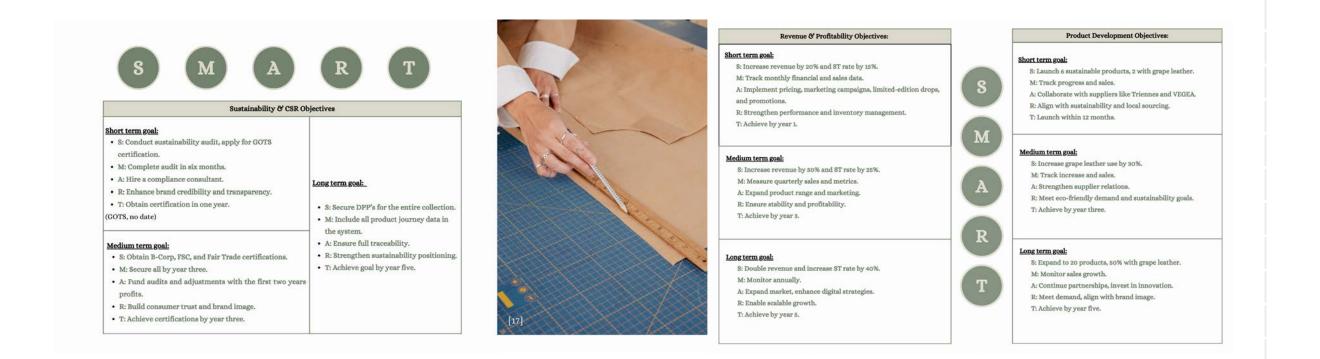
Brand Owner (Author)

RAD

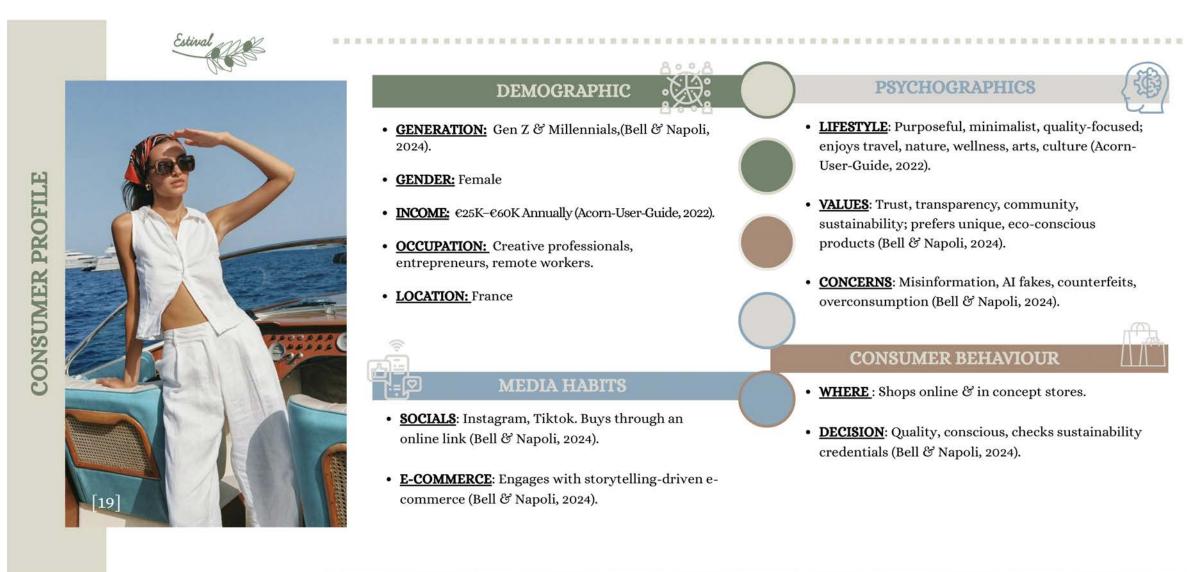




BUSINESS OBJECTIVES



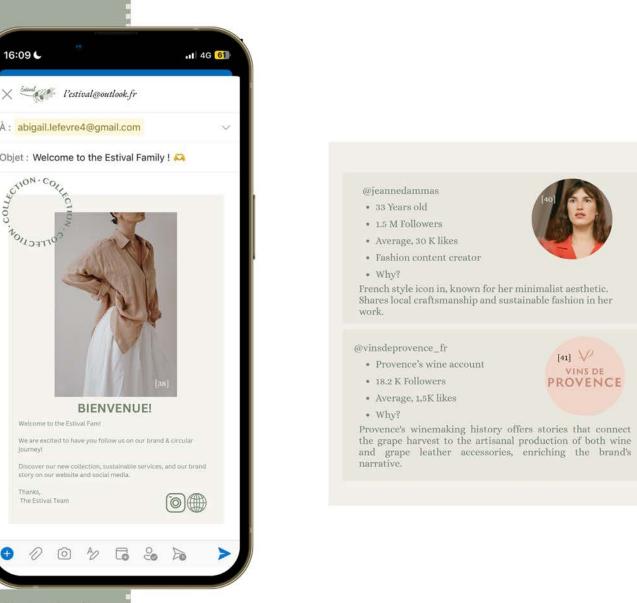
TARGET MARKET



Mi un la la davia preside al davia pre



[26] VISUAL 0.7: Instagram Feed





[43] Visual 11: Influencers