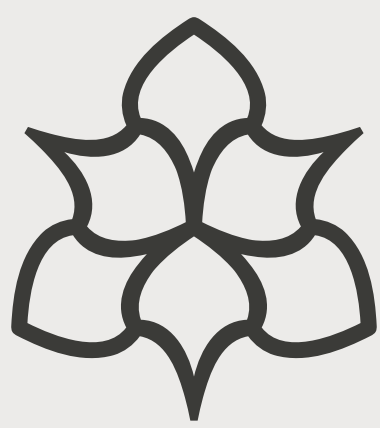


# ESTIVAL

## ABIGAIL LEFEVRE

Fashion Enterprise Project  
BSc (Hons) Fashion Buying and Merchandising



Manchester  
Metropolitan  
University

MANCHESTER  
FASHION  
INSTITUTE

### BUSINESS NAME & LOGO



### BUSINESS STATEMENT

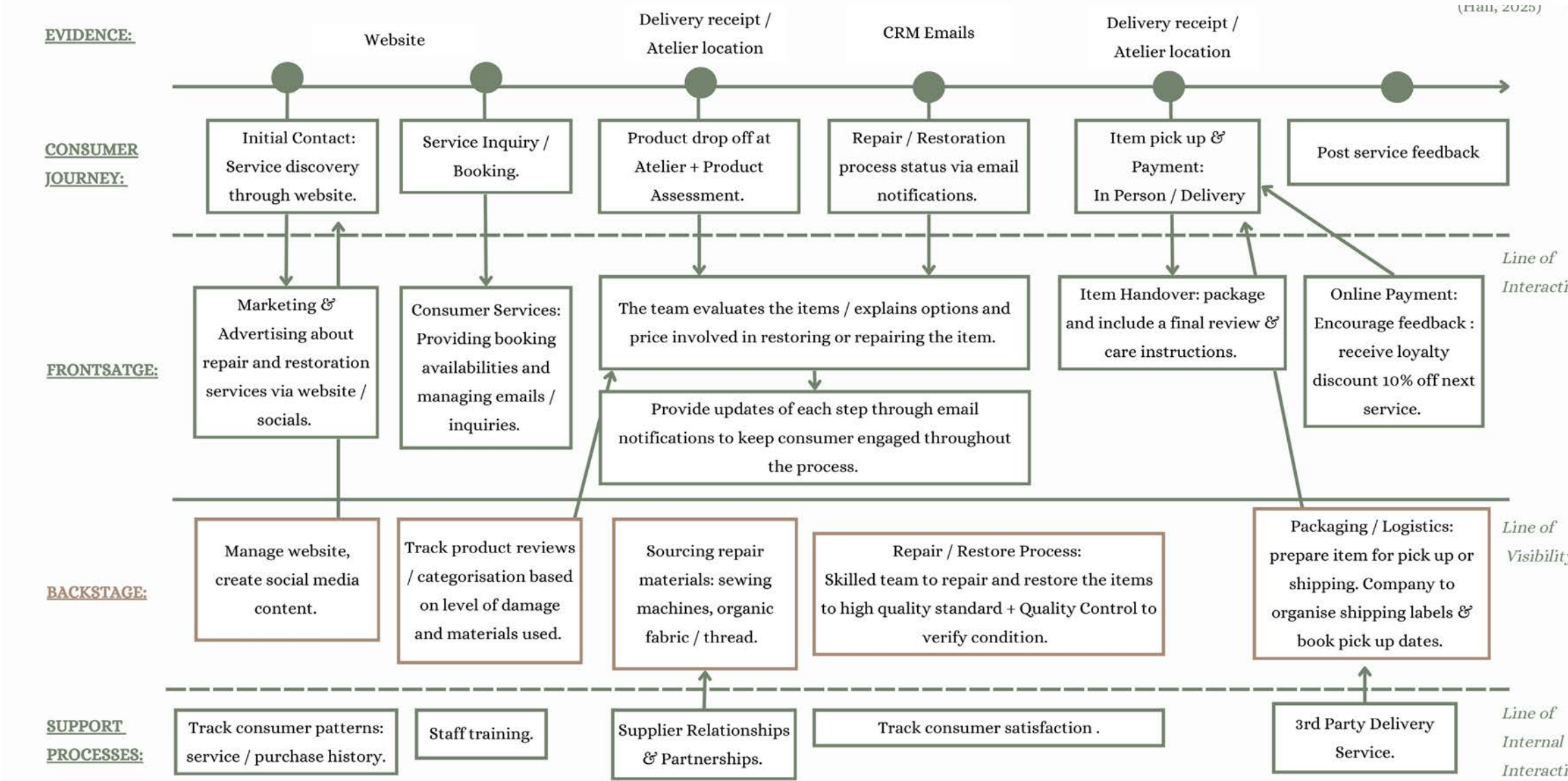
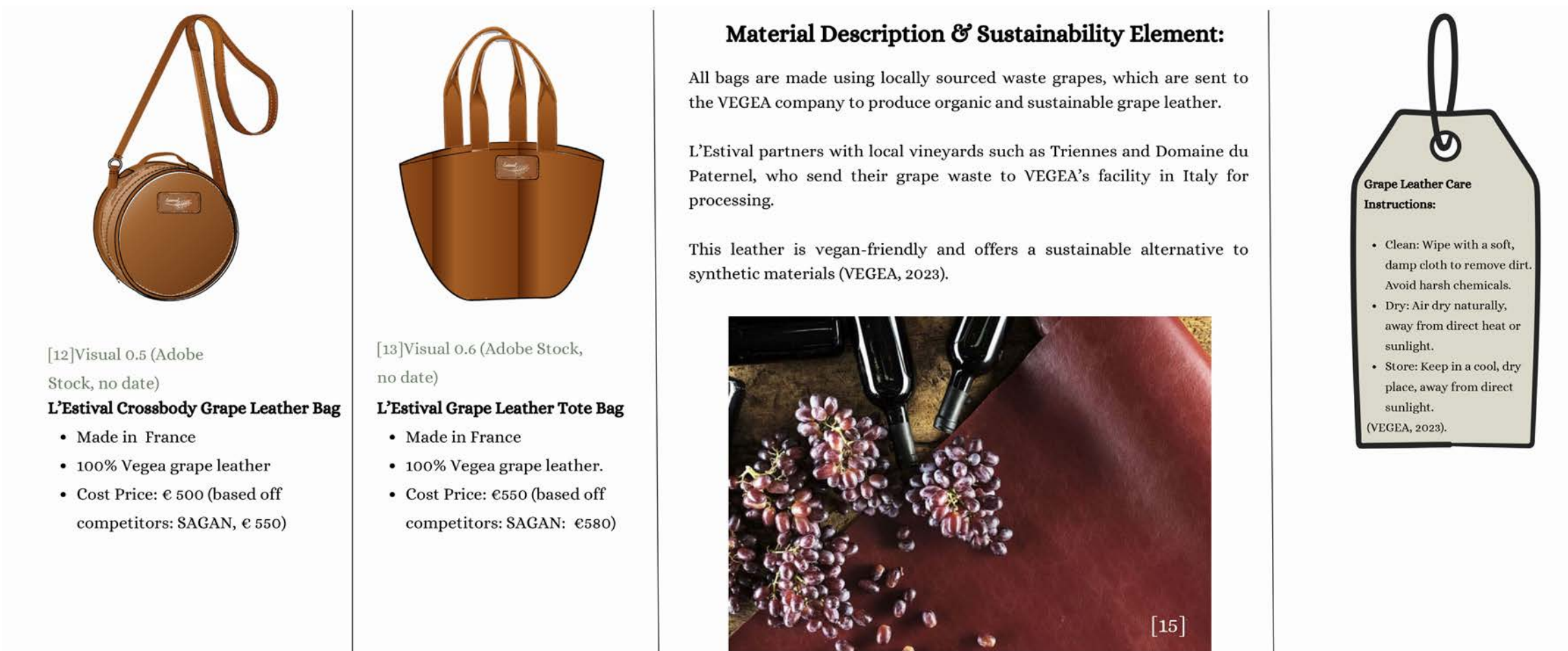
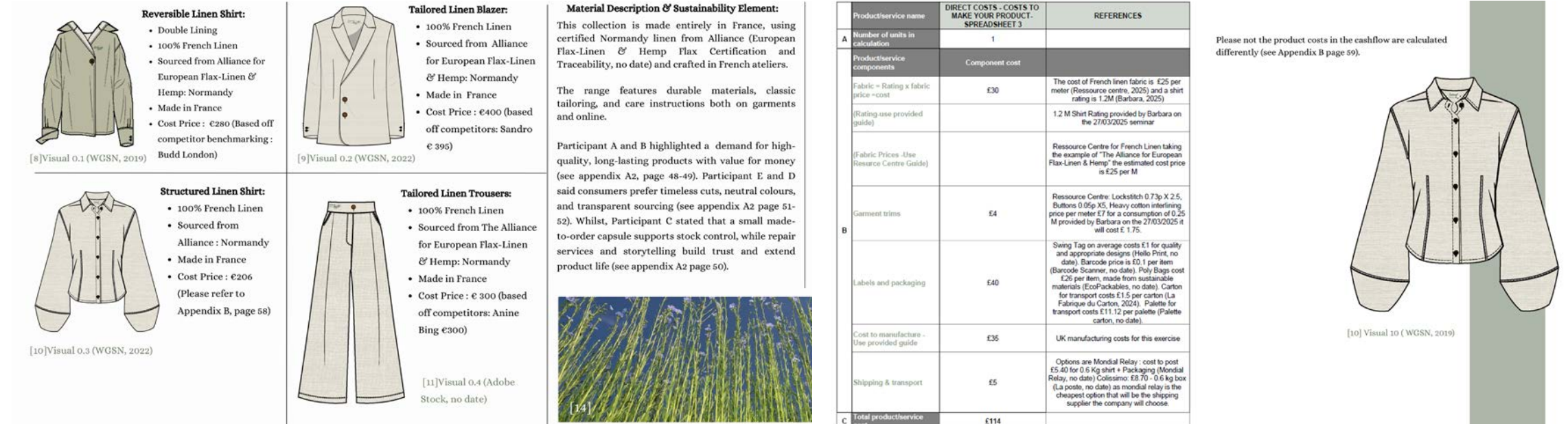
L'Estival is a circular fashion brand from the south of France, creating quality pieces with repair and restoration services.

### VISION & MISSION

**Vision**  
To create superior products with a smaller carbon footprint, crafted in France, 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



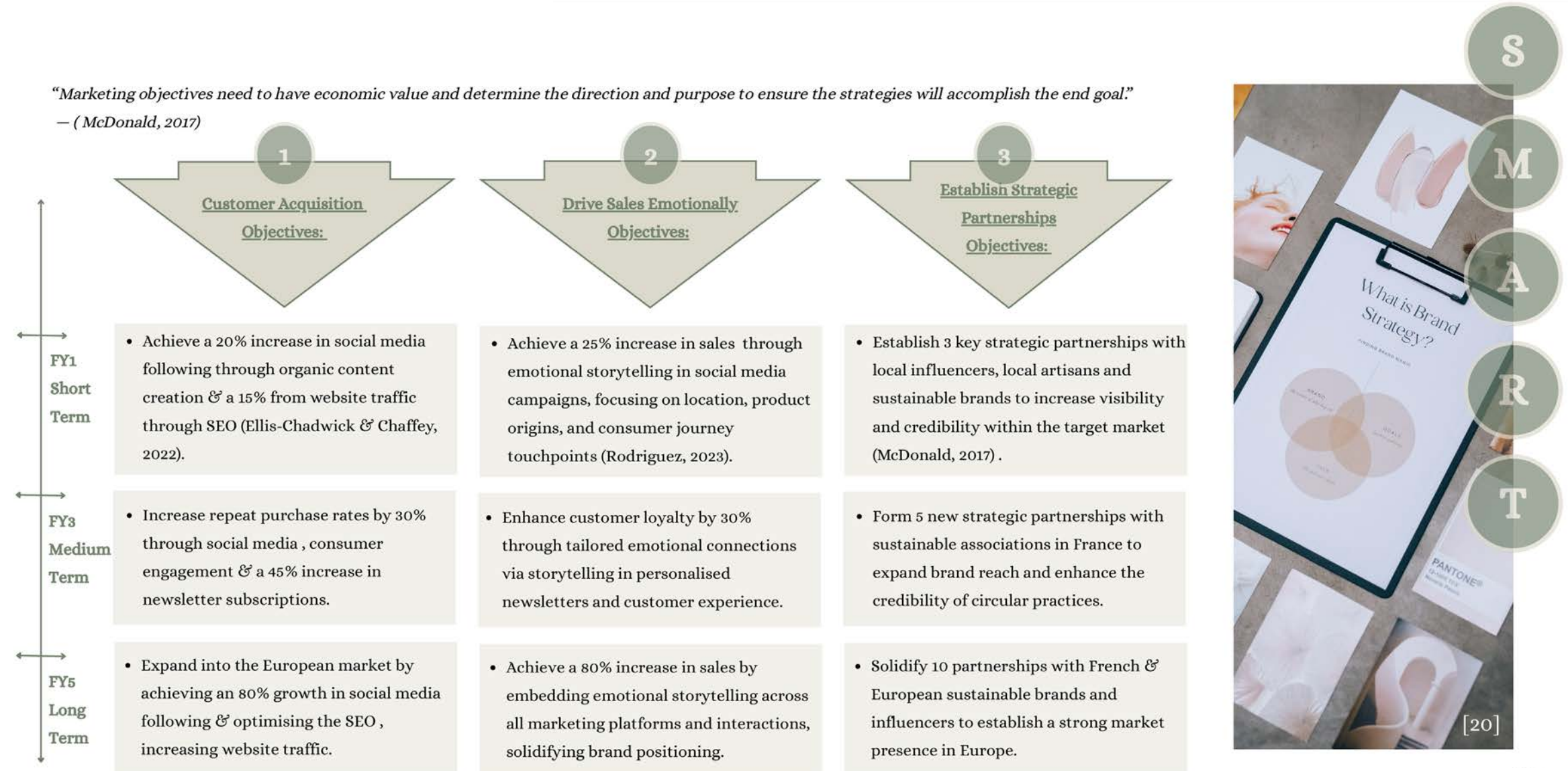
### BUSINESS OBJECTIVES



### TARGET MARKET



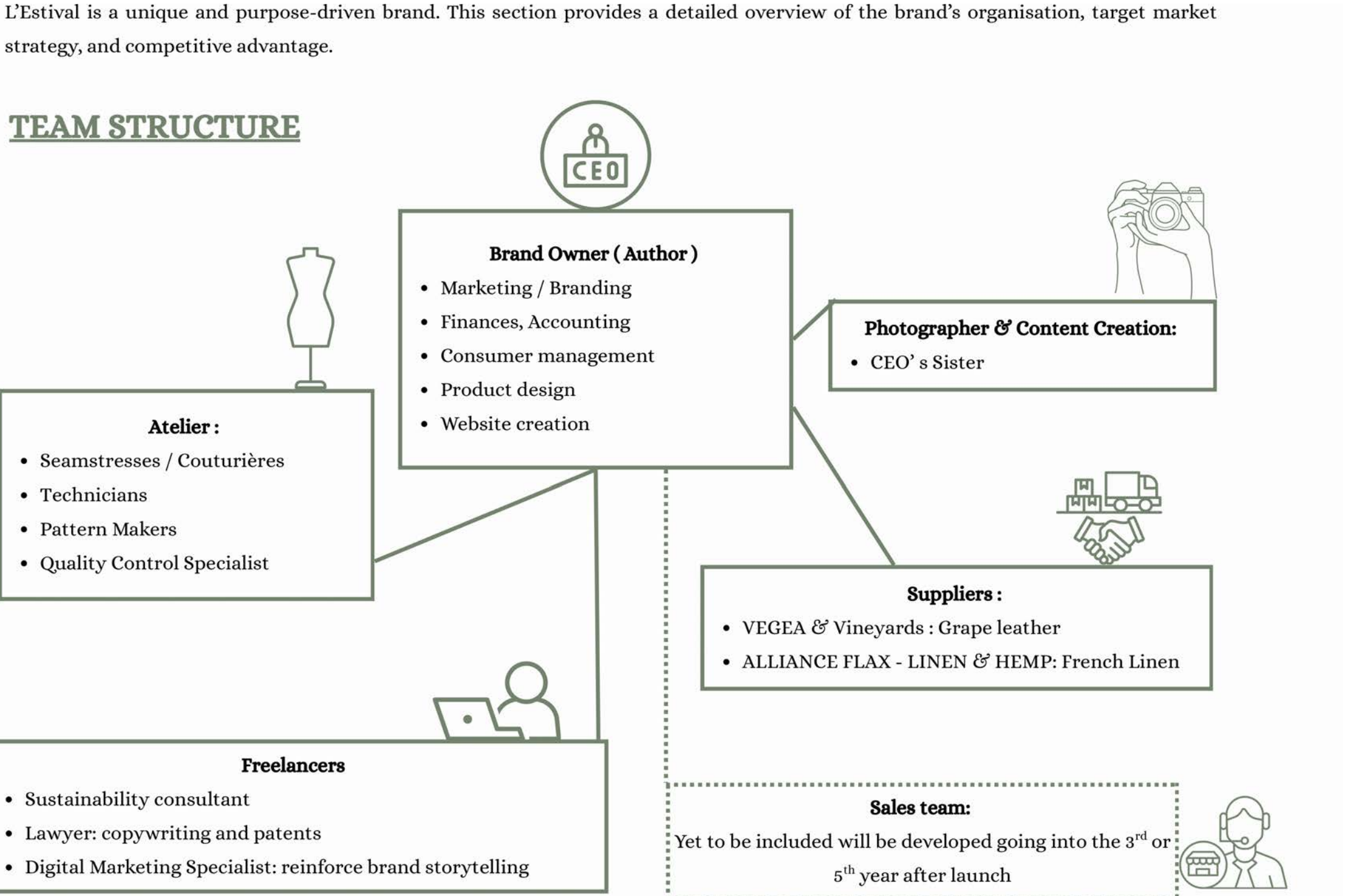
### MARKETING OBJECTIVES



### COMPETITOR ANALYSIS

	Réuni	Atelier Unes	Sézane	Pangaia
Country of Origin				
Business Strategy	<ul style="list-style-type: none"><li>DTC Business Model</li><li>E-Commerce</li><li>Capsule collections</li></ul>	<ul style="list-style-type: none"><li>DTC Business Model</li><li>E-Commerce</li><li>Co-designed with customers</li><li>Fully transparent</li></ul>	<ul style="list-style-type: none"><li>DTC Business Model</li><li>E-commerce</li><li>French Stores &amp; few stores internationally</li></ul>	<ul style="list-style-type: none"><li>DTC Business Model</li><li>E-commerce</li><li>UK &amp; international stores</li><li>Limited drops</li></ul>
Competitive Advantage	<ul style="list-style-type: none"><li>Solid customer relationships</li><li>Increasing brand loyalty</li><li>Slow production</li><li>Use of natural materials.</li></ul>	<ul style="list-style-type: none"><li>Pricing/material transparency</li><li>Sustainable certifications</li><li>Made in Europe</li></ul>	<ul style="list-style-type: none"><li>Parisian aesthetic</li><li>Powerful branding</li><li>Transparent production</li><li>Exclusive capsule collections</li></ul>	<ul style="list-style-type: none"><li>Innovative materials</li><li>Mission driven</li><li>Storytelling</li></ul>
Market Position	Affordable luxury	Ethical Mid Market	Affordable Luxury	Sustainable Luxury
Price Architecture	<ul style="list-style-type: none"><li>Entry: £ 145</li><li>Exit: £ 500</li></ul>	<ul style="list-style-type: none"><li>Entry: £ 30</li><li>Exit: £ 100</li></ul>	<ul style="list-style-type: none"><li>Entry: £ 50</li><li>Exit: £ 400</li></ul>	<ul style="list-style-type: none"><li>Entry: £ 60</li><li>Exit: £ 350</li></ul>
USP	<ul style="list-style-type: none"><li>Community co-creation</li><li>French craftsmanship</li><li>Made to order</li><li>Timeless designs</li></ul>	<ul style="list-style-type: none"><li>Transparent production</li><li>Co-design with the consumer</li><li>Circular initiatives with take back schemes</li></ul>	<ul style="list-style-type: none"><li>Timeless RTW</li><li>E-commerce success</li><li>Loyal consumer base</li></ul>	<ul style="list-style-type: none"><li>Product innovation</li><li>Scientific textile innovation</li><li>Storytelling marketing</li></ul>

### TEAM & MANAGEMENT STRUCTURE



### MARKETING PROTOTYPES

