CUYANA







A MARKETING EXPANSION PLAN

A PHILOSOPHY OF FEWER, BETTER



Minimalistic lifestyle - Own less products with better quality - High quality materials by skilled craftsmen throughout Europe, South America, China and the United States

Partnerships



1. Partnered with Marie Kondo (organizational mini-capsule) KonMari Method™



2. Partnered with makeup artist Daniel Martin to co-design leather vanity cases.



3. Partnered with Meredith Koop, advisor, and stylist to Michelle Obama, and The Wing, female-only co-working space.

Latest Product Developments



1.

New mini version of the Circle Bag



2.

Adaptable bag with a handle, strap for hands-free carrying and expandable sides that allows transition from work essentials to larger weekend needs.



3.

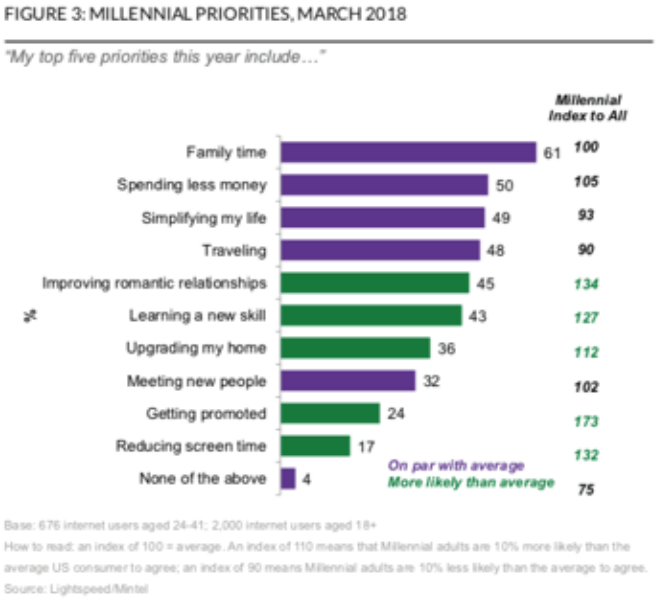
Compartmentalizer has a clip for keys, laptop sleeve, phone pocket and even a water bottle holder.



4.

Ponte Legging Pants (piece for work, play, dressing up or dressing down).

Target Research



1. Socially responsible = the greatest influence on purchasing (conservation and local ties).

2. Energy efficiency is the top attribute with 37%.

3. Produced locally = second most popular for purchase attribute (35%).

4. Environmentally friendly = third most influential attribute, cited by 32% of respondents.



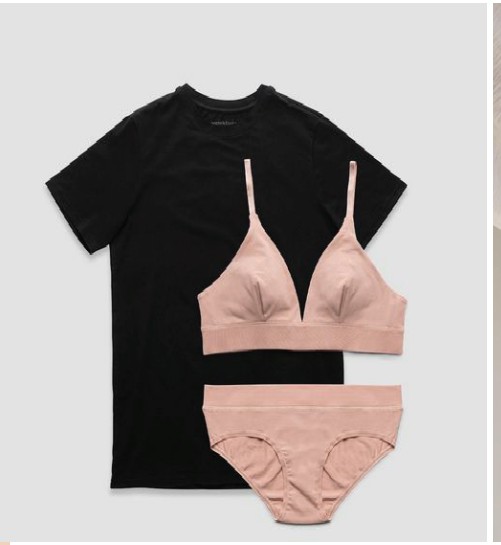
Underwear



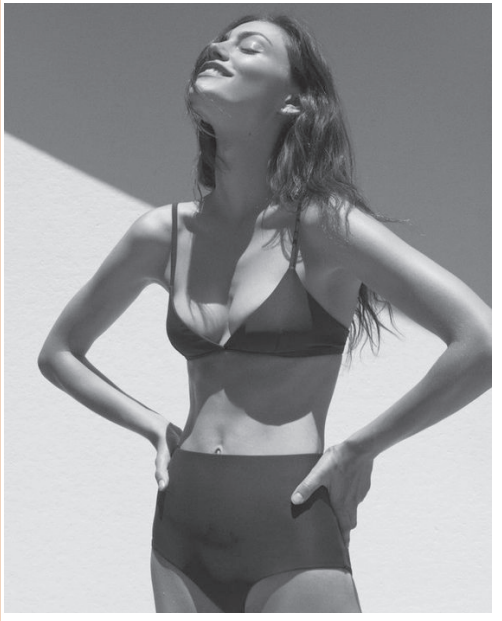
Objectives

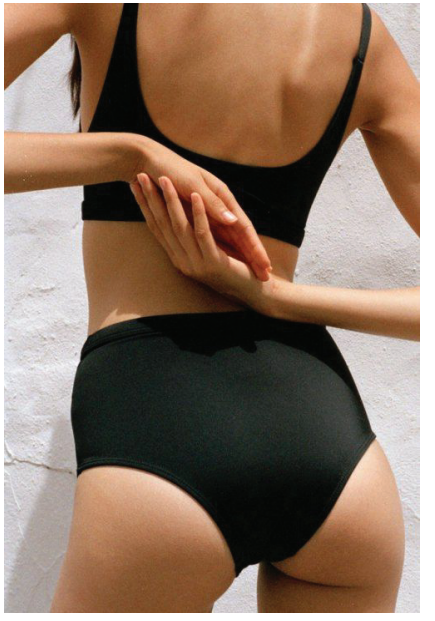
- To dress from the inside out Cuyana's women
- Provide better quality clothes for every ocassion
- Provide comfort for the everyday multitask modern women















Target Customer



Elsa is 35 years old, she works for an online local magazine in San Francisco in the lifestyle section, therefore she is always invited to new restaurants, bars and events. Some of these places, later on, might be pleased to find her review of the event and the place on the "Enjoy the City" column or her personal instagram account that is followed by a fair amount of women.

She is very methodic and even thought she has a good salary, she likes to practice what she calls "smart purchases" strategy as her last big closet clean up (when she was reaching 30) took her almost two weeks. She believes that less is more, and she focuses on hunting pieces she can mix and match and that hopefully have no season (one more reason to love SF and not wanting to move).

She keeps herself busy with work, events where she meets a lot of friends, her freepasses for gyms all over the city, her boyfriend and her hobbies (reading, paintng and photography).

She likes to support local business in everyway (hence why she loves her job), and in terms of fashion she is always looking for brands that do not overwhealm her with gigantics assortment, but mostly gives her the basic to survive a busy daily schedule.

Recently and because she already knows Cuyana's size chart, she ordered an alpaca poncho and she got a free sample of their new, etchically sourced product, Underwear, and she loved the comfort so much along with the quality. this made her even more determined to do one underwear clean up and purchase more from the brand.

The Product

According to the marketing research from Mintel's: "Men's and Women's Underwear and Sleepwear"– US, February 2018. © Mintel Group Ltd.

From 69% of women purchased underwear bottoms in the past year:



23% Bikini
17% Thong



15% Boy shorts



23% Full coverage Brief



26% Hipster Brief

12%

Women purchased undergarments at a specialty clothing store (women 18 - 34)

Undergarments

are more often sought out at mass merchandisers, department stores, lingerie stores or Amazon

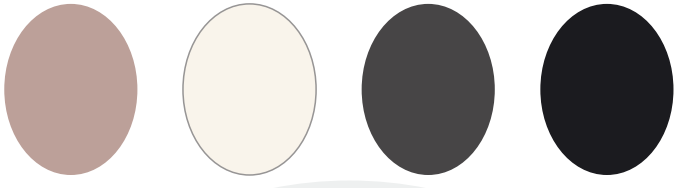
Comfort

is the top attribute women 18 - 34 seek when shopping for underwear, with 76% in agreement.

Fit & Price

are also key drivers for purchase, with two thirds of female purchasers citing each of these attributes.










CUYANA





Price



$ 75.00



$ 75.00



$ 85.00



$ 75.00



$ 75.00



$ 85.00



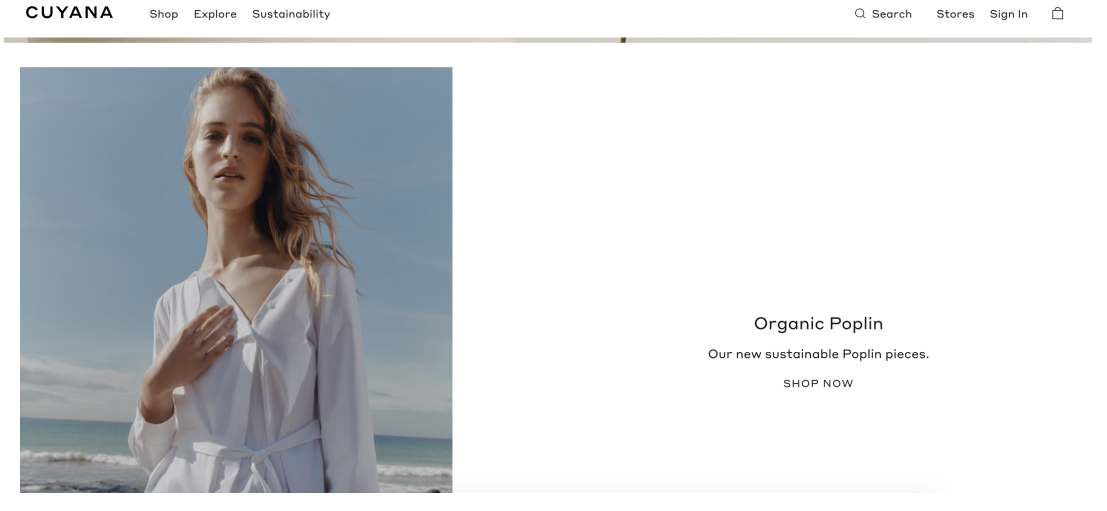
$ 55.00 - $ 85.00



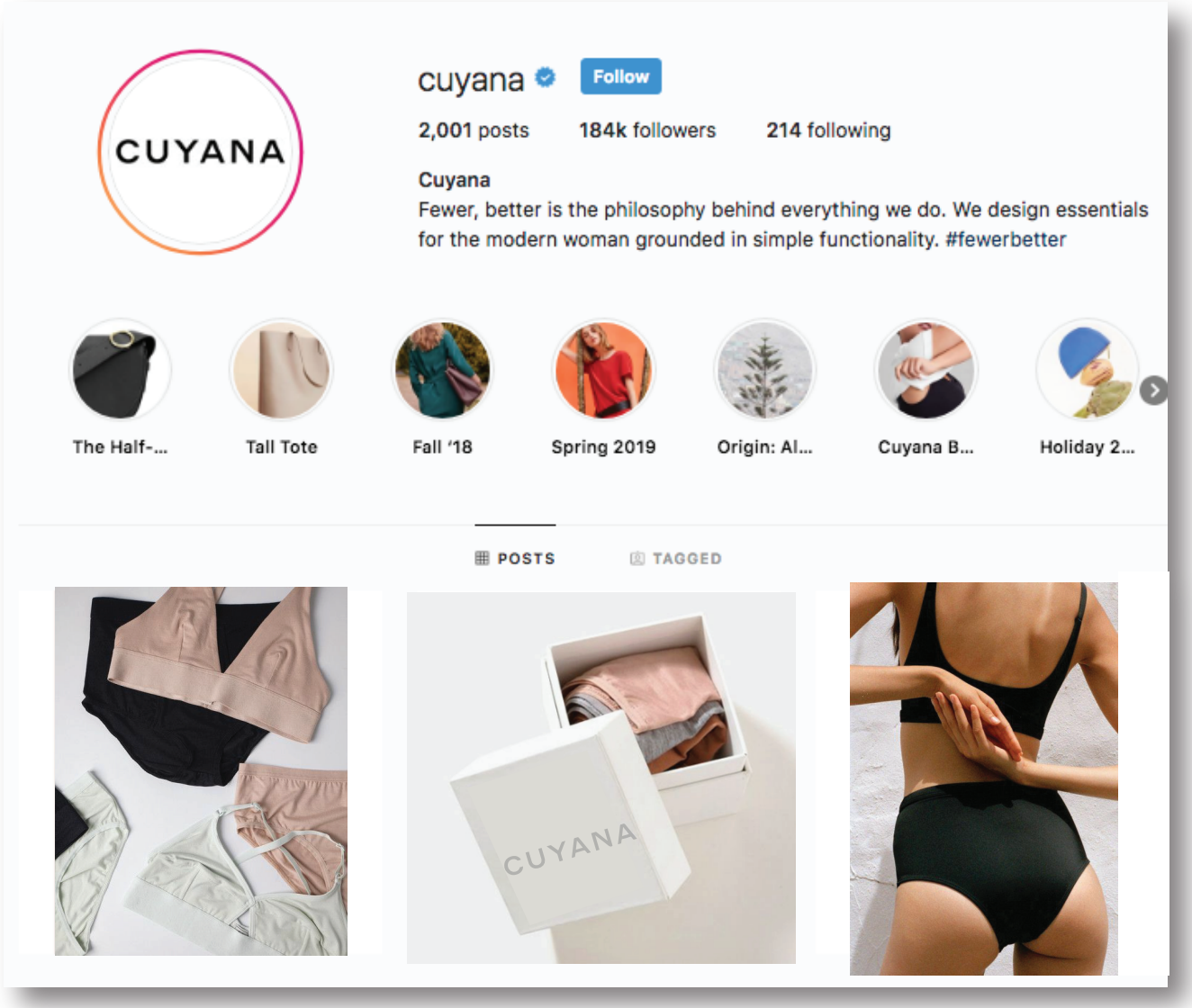
$ 28.00 - $ 50.00

Place and Distribution



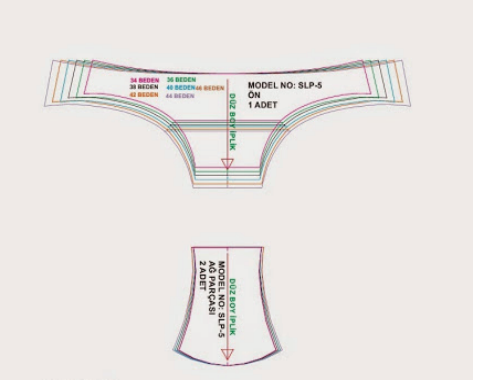


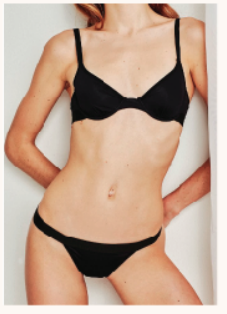
Promotion


CUYANA
cuyana
Follow
2,001 posts
184k followers
214 following
Cuyana
Fewer, better is the philosophy behind everything we do. We design essentials for the modern woman grounded in simple functionality. #fewerbetter
The Half-...
Tall Tote
Fall '18
Spring 2019
Origin: Al...
Cuyana B...
Holiday 2...
POSTS
TAGGED
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Smart Goals





23% Bikini
17% Thong



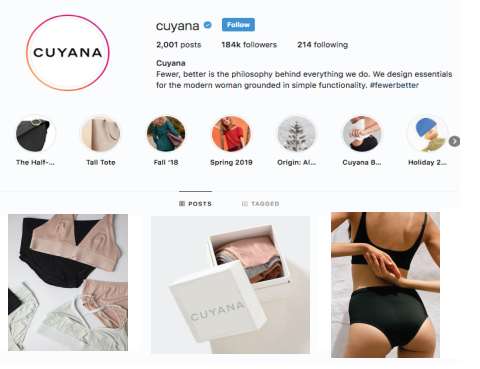
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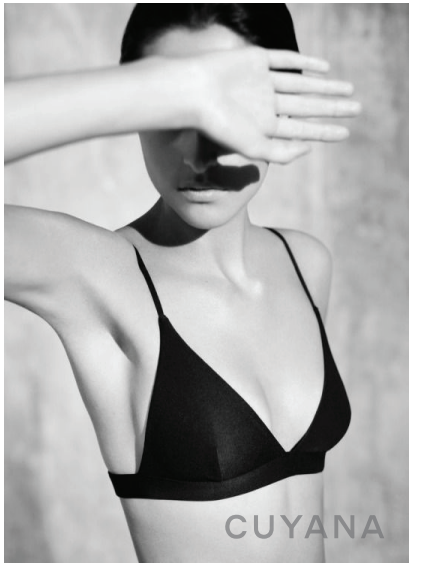


Small capsulle collection by summer + free samples to VIP clients (july 2019)









Launch full collection before holidays (late august 2019) + gift package for Christmas gift.

Words cited

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