



2025 BRAND PRESENTATION



WHO ARE WE?

WHAT DO WE STAND FOR?

WHAT ARE 'OUR' VALUES?



Redefining Luxury Fashion.

We make Luxury fashion accessible to all, creating a community where everyone can look and feel their best, effortlessly & affordably.

We are obsessed about being **Courageous, Curious** and **Resilient** in our pursuit to bring people together through not only our clothes but our culture itself.

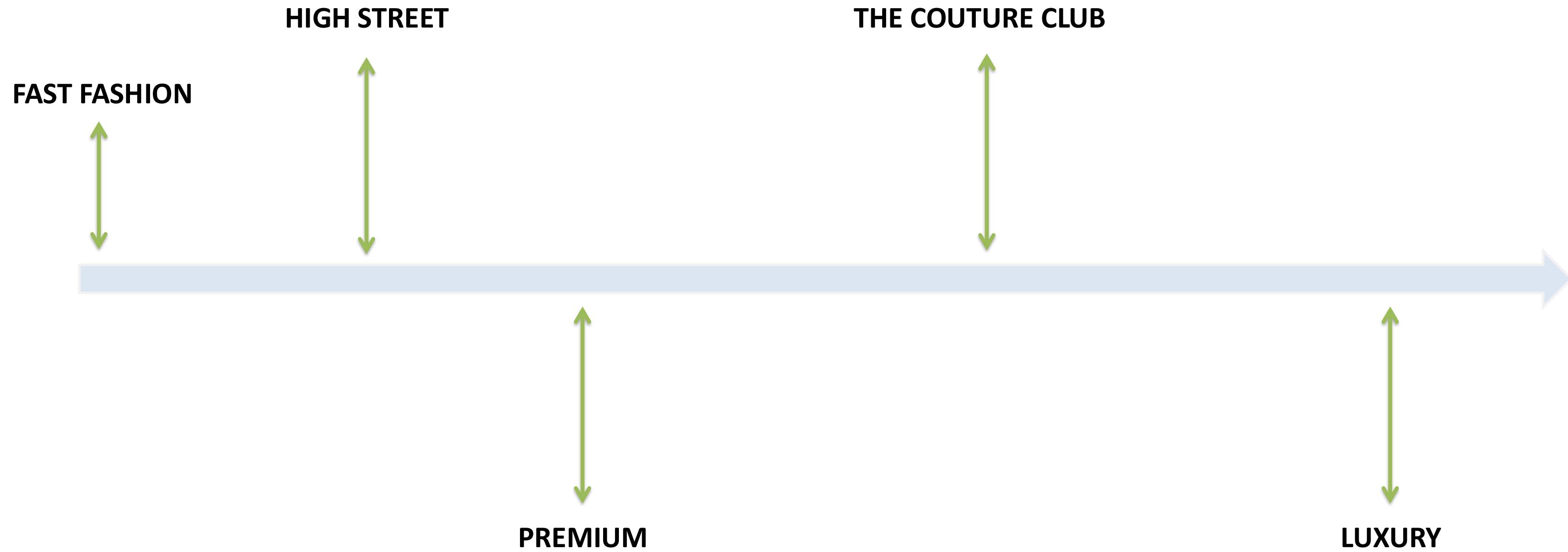
We do this by prioritising exceptional quality and fair pricing because **EVERYONE** deserves to feel Luxury !

We show **Grit** in everything that we do, Support and Champion each other to be the best version of ourselves.

The most important thing is we **enjoy the F*ing process.**



WHERE DO WE WANT TO POSITION OURSELVES?





OUR CUSTOMER.



Womens:

Our Customers Age Demographic:

Main Focus: 25-35

Laser focus – 28.

The cool 25-34 year olds, who influence the younger second demographic

Women's is focused around Athleisure & every-day transitional style.

Heavily influenced via fashion influencers & Content creators – supported with community activity.

Values: Self-care, Independent, Career Driven, Honesty, Loyalty, Style-driven Confidence, Individuality, Community, Friends & Family.

Lifestyle:

Reformer Pilates
Gym classes
Spa days
coffee & walk
Brunch/lunch
Dinner dates
Gigs / concerts
Girls night out
Cosmopolitan
Career driven
Luxury aesthetic

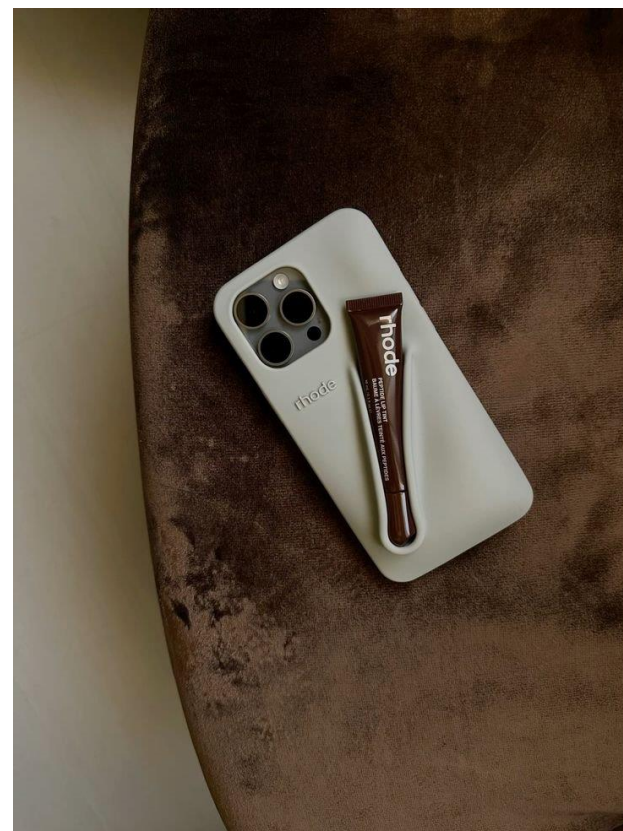
Interests:

Health & Wellness
Female entrepreneurs
Travelling
Shopping
Skincare
Music
Designer brands
Self-development
Work – life balance.

Turn Offs:

Fast Fashion / cheap quality
Magaluf / Party destinations.
Messy/fake aesthetic.
Elitism.
Invasive communication.
Heavy discounts.

Risk:
Brand saturation





Mens:

Our Customers Age Demographic:

Main focus: 25-35

Laser focus – 28.

The cool 25-34 year olds, who influence the younger second demographic.

Men's is a true day to night customer.

His Values; Driven, Entrepreneurial, Resilient, Independent, Confident, Self-care, Competitive.
Style-driven confidence, individuality, community. Friends & family.

Lifestyle:

Gym, Hyrox, Running,
Crossfit
Padel
Travel & Experiences
Good Time / Nightout / Gigs Holiday
Friends & Family
Self Learning
Entrepreneurship

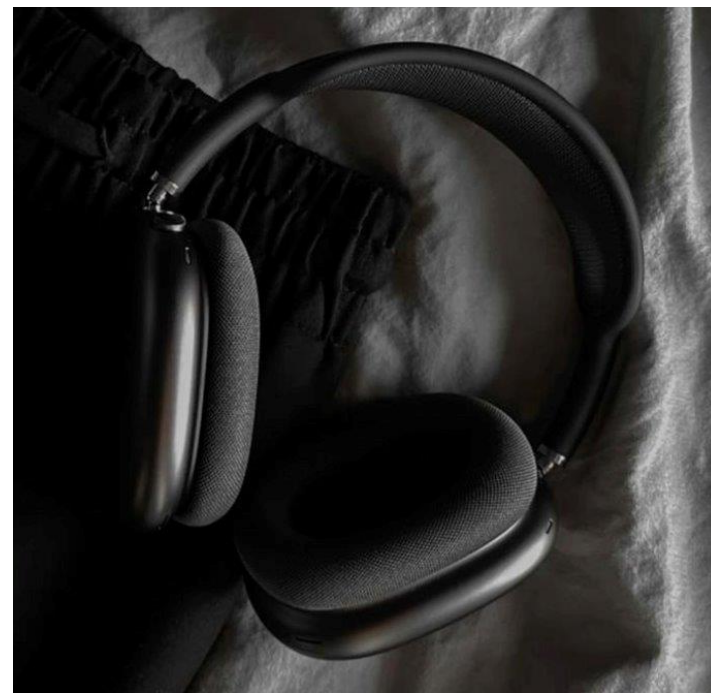
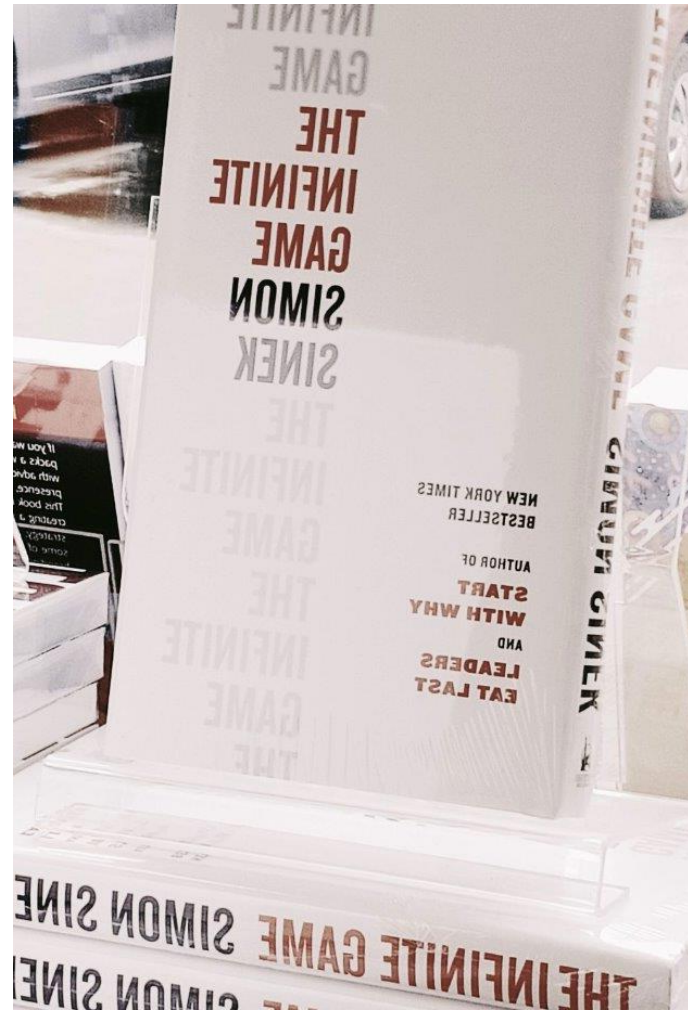
Interests:

Health & Fitness
Travelling
Socializing
Self-development
Entrepreneurship
Personal growth Career.
Music
Sneaker culture
Designer brands

Turn Offs:

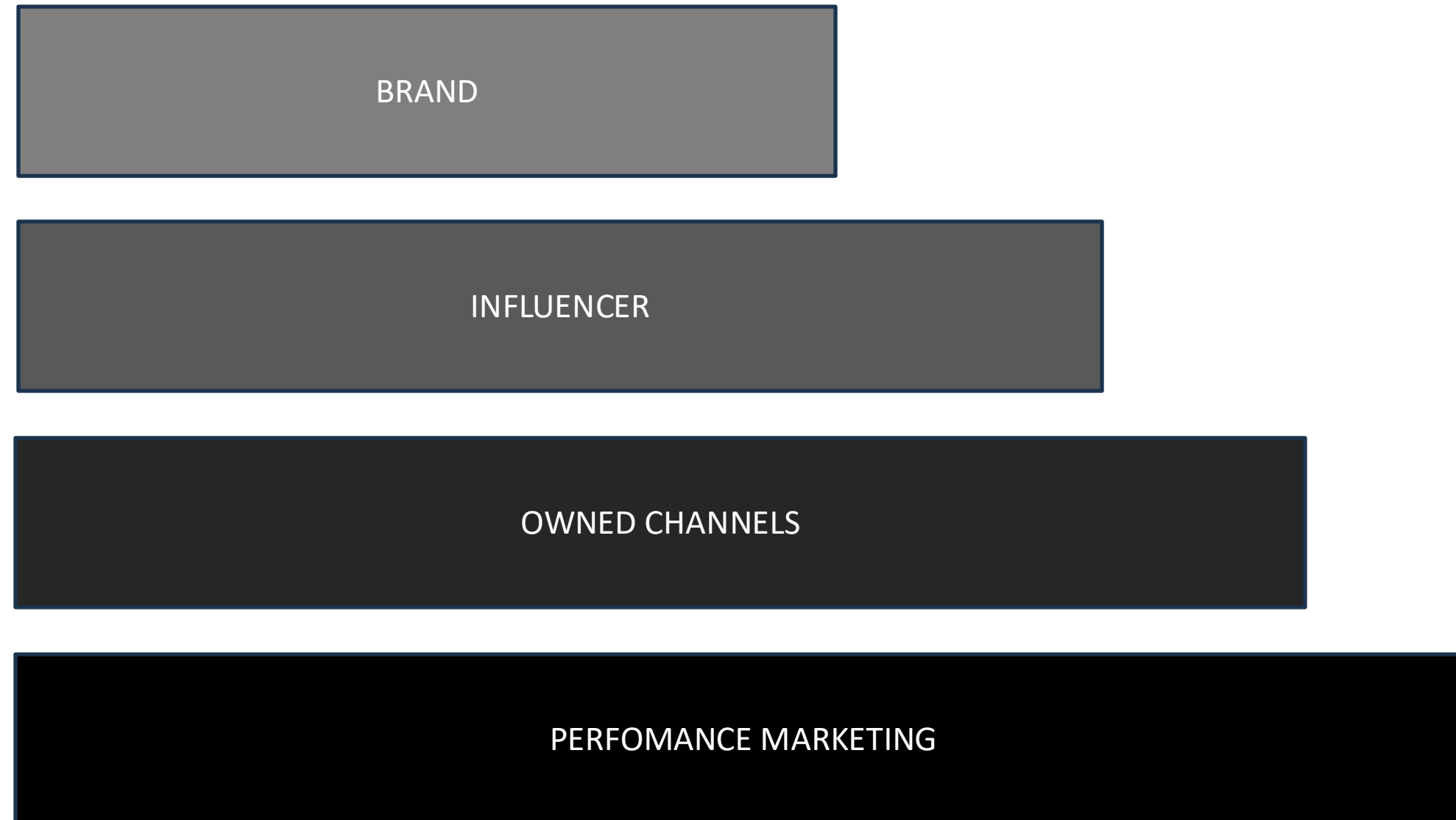
Fast Fashion / cheap quality
Magaluf / Party destinations.
Invasive communication.
Heavy discounts.
Lack of Care in appearance

Risk:
Brand saturation





THE 360 MARKETING APPROACH





BRAND: Guerilla Marketing, Pop Ups, Community Events, Campaigns





INFLUENCER

















We have relooked at our influencer strategy, and each influencer will be split out into the following categories:

COMMERCIAL: Converters with cult following who purchase off their stories. Don't have to be on super on brand, and we wouldn't necessarily need to repurpose their content, but they are just there to drive traction and sales.

BRAND: Talent that contributes to the elevation strategy and the brand positioning in the market. Could still be commercial, but could also take different angles like stylists, PR, people established in fashion industry.

CONTENT: Talent that contribute to elevation strategy whilst creating us content that we can repurpose for paid media and organic socials.

Each month the budget will be split accordingly across these categories depending on the collection and seasonality. This will be then communicated with the wider team.

COMMERCIAL	BRAND	CONTENT
 <p>@claudiafogarty - 9th + 25th April</p>	 <p>@mollysmith - 15th April</p>	 <p>@rebeccajackson</p>
 <p>@lucymeck - 23rd April</p>	 <p>@sophiatuxford - April 17th</p>	 <p>@ppaulamrquez</p>
 <p>@elathomas - May 1st</p>	 <p>@aimzin - April 17th</p>	 <p>@lydsbutler</p>
<p>DEFINING CHARACTERISTICS:</p>	 <p>@daniellefogarty_w - 17th April + 1st May</p>	 <p>@jvnyby</p>
<p>Converters with cult following who purchase off there stories. Don't necessarily have to be on super on brand, we wouldnt necessarily need to repurpose there content just there to cause traction.</p>	 <p>@mialuckie - April 23rd</p>	 <p>@emilycocklin</p>
<p>DEFINING CHARACTERISTICS:</p>	 <p>@missjoslin - April 10th + 1st May</p>	 <p>@tenij_</p>
<p>Talent that contributes to the elevation strategy and the brand positioning in the market. Could still be commercial, but could also take different angles like stylists, PR, people established in fashion industry.</p>	 <p>@tialineker - May 1st</p>	 <p>@leetaylor</p>
<p>DEFINING CHARACTERISTICS:</p>	 <p>@aishalemay - April 2nd</p>	 <p>@ashscarrott</p>
<p>Talent that contribute to elevation strategy whilst creating us content that we can repurpose for paid media and organic socials.</p>		

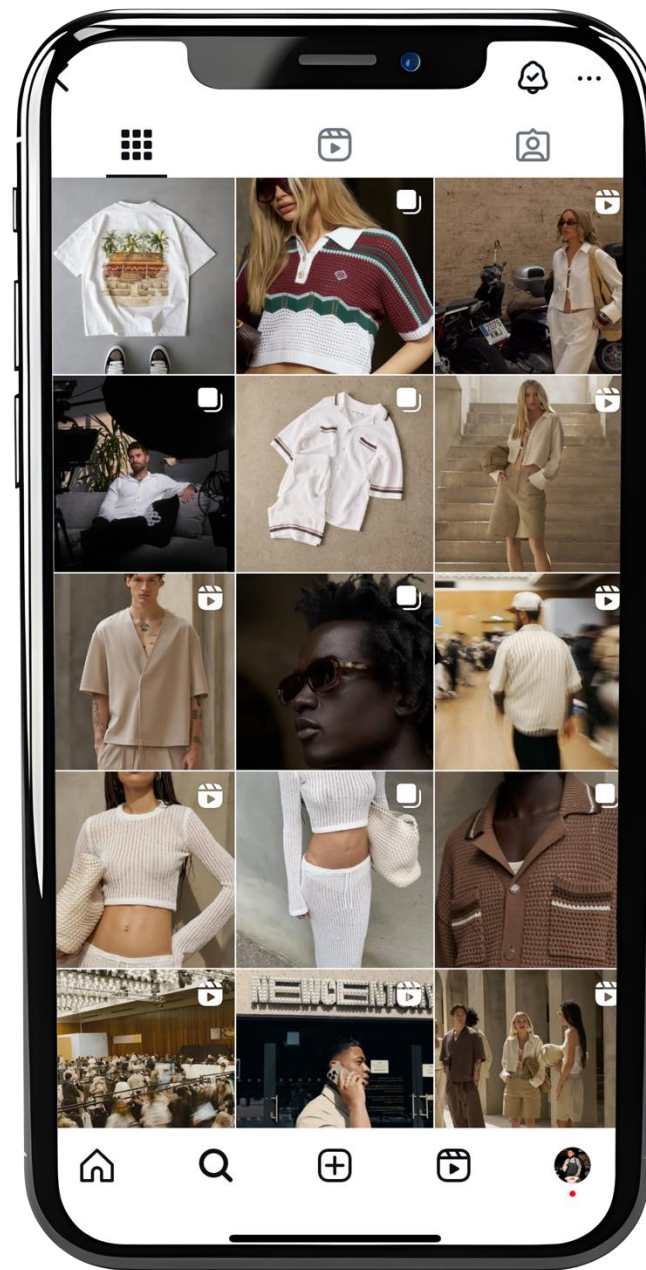




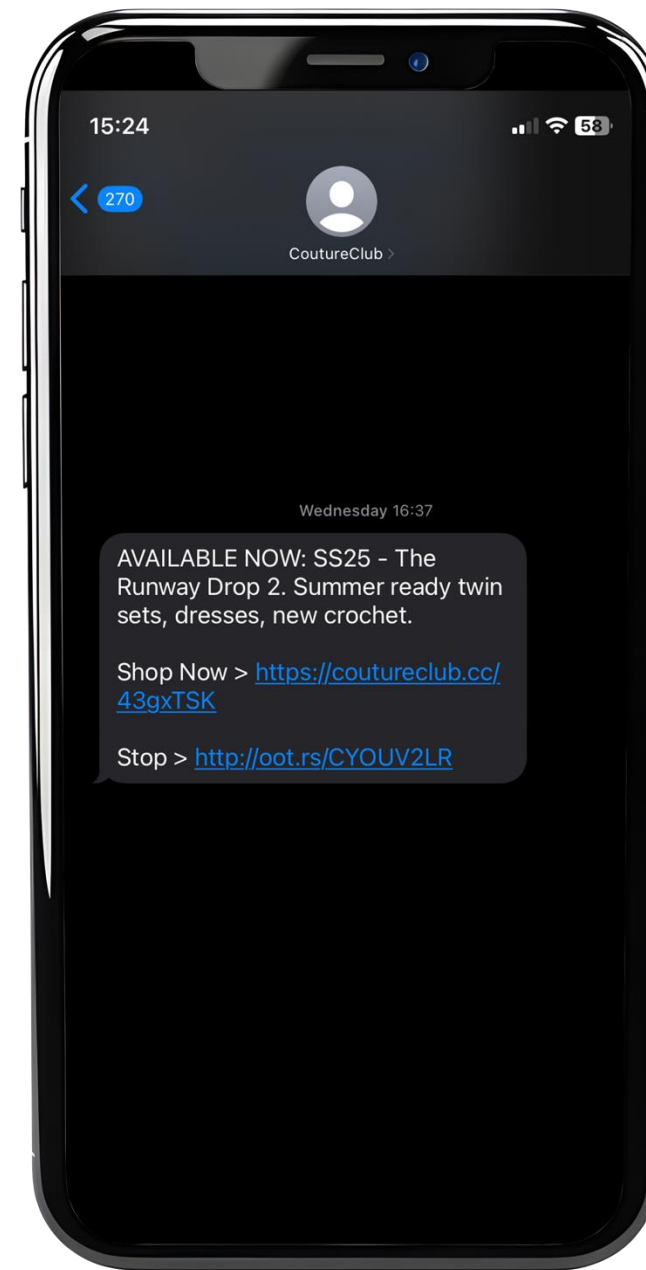
OWNED CHANNELS: Email, Text, App, Socials



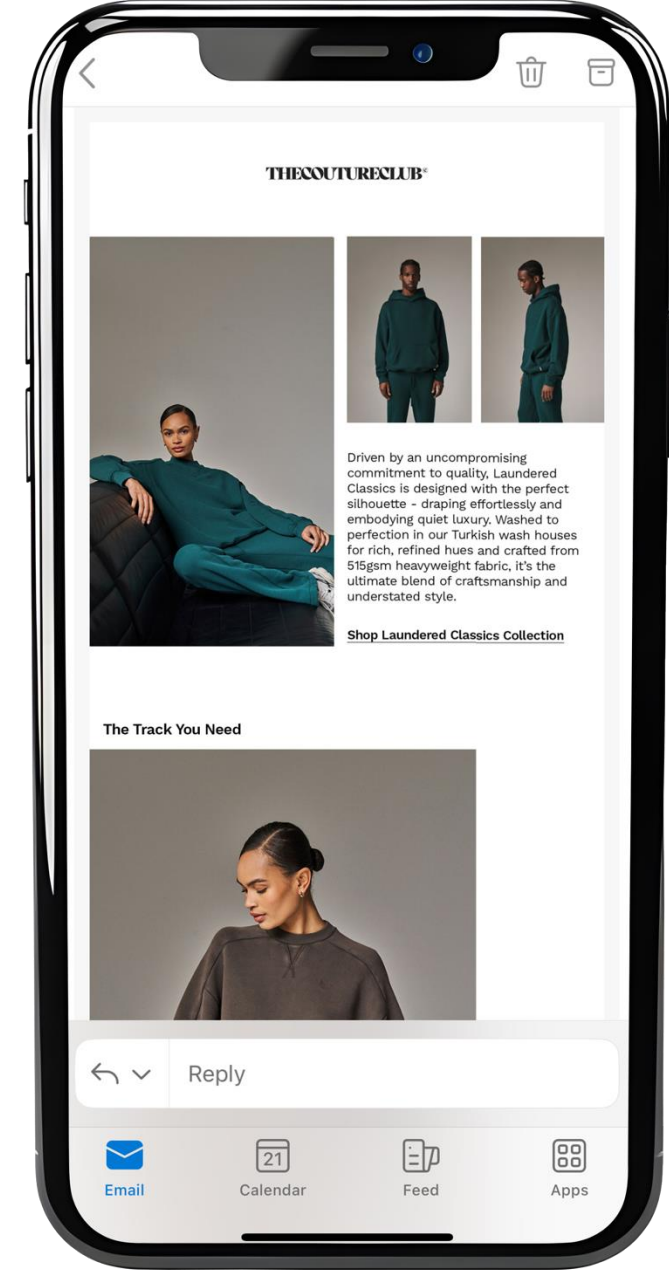
App



Instagram Grid



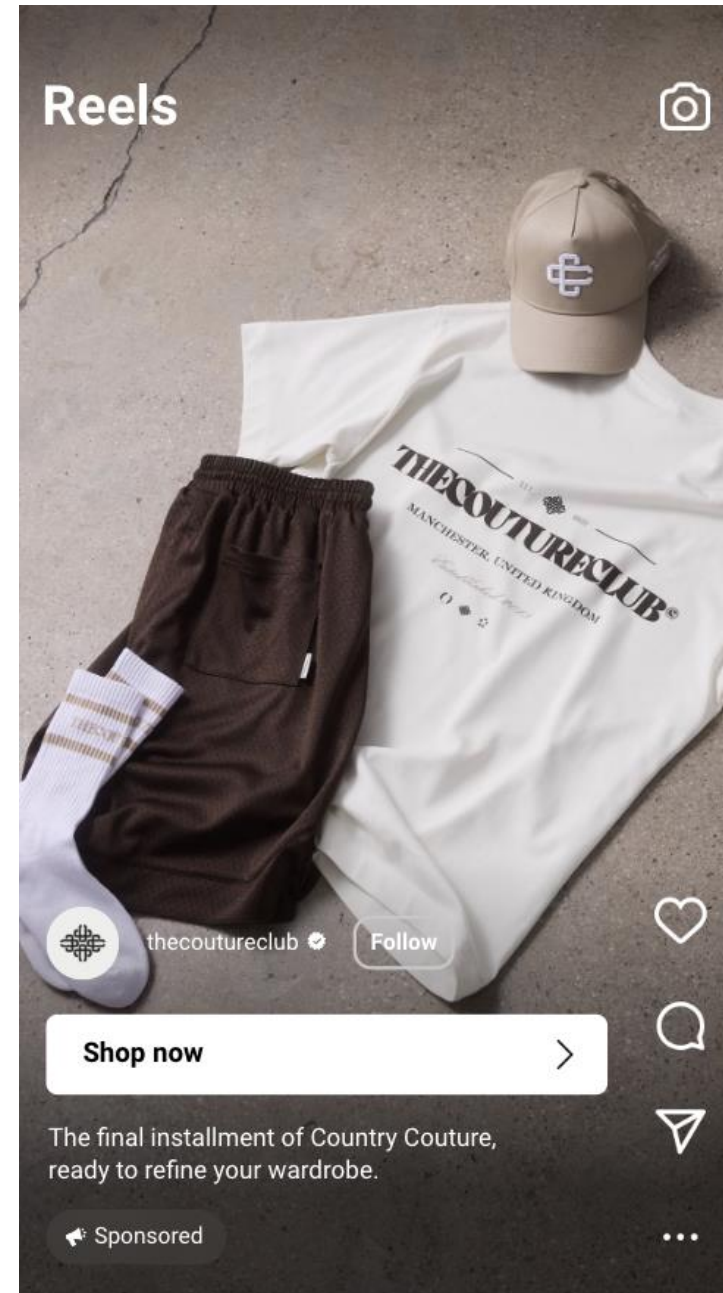
Text



Email



PERFORMANCE MARKETING: Meta, Google, TikTok, Affiliates



UNiDAYS



NEW v RETURNING CUSTOMERS





TOPLINE MARKETING VIEW FOR 2025

Funnel Stage	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
BRAND MARKETING												
PRODUCT STORY		SPRING 2025 COUNTRY COUTURE		SPRING SUMMER 2025 THE ENDLESS SUMMER		HIGH SUMMER 2025 THE ENDLESS SUMMER		10 YEARS LEGACY OF LUXURY, 10 YEARS STRONG	AUTUMN WINTER 2025		GIFTING SEASON	
MARKETING MOMENTS				24 HOURS IN MILAN - FOOTBALLER SHOOT	OUT OF HOME ACTIVITY TO SUPPORT SPRING SUMMER 2025		SCULPT CAMPAIGN & EVENT	10 YEARS OF TCC - THE PARTY	THE RUNWAY - LIVE SHOW	AMSTERDAM POP-UP	FOOTWEAR	ACTIVEWEAR
COMMUNITY EVENTS		PILATES INFLUENCER EVENT FEBRUARY 2ND	BAKE-OFF MANCHESTER 31ST MARCH	PADEL & PICANTE EVENT APRIL 13TH	SAMPLE SALE MAY 5TH	PADEL TOURNAMENT - PADEL CLUB JUNE 29TH	SCULPT EVENT - LONDON		WELLNESS TRIP - KIP & NOOK 5TH & 6TH SEPTEMBER	COFFEE SHOP TAKEOVER COMMUNITY EVENTS, PRESS DINNER		DINNER ON AN ICE RINK DECEMBER 4TH