

EPITOME

Women's Luxury Fashion & Lifestyle Group

Defining the essence of luxury,
EPITOME
introduce a private members app and
showroom.

Bringing together truly exquisite luxury
services and aiming to embody the
importance of personalisation and
exceptional luxury systems.

Concept

Introducing EPITOME, an emerging luxury fashion and lifestyle group for affluent millennial women. In a market where the wealthiest of consumers are demanding more than just transactional purchases, EPITOME aims to combine luxury fashion and luxury experiences in order to reinvent luxury shopping. A digital multi-functional app and physical showroom have been designed with current consumer buying habits in mind.

Whilst consumer expectations are rising and ideas of luxury are changing, consumers are expecting increased meaning and personalisation through the luxury market. EPITOME offer their members customisable and entirely personal luxury experiences involving a more human centric approach.

Creating a brand which resonates with the consumer on a personal level has been carefully considered. Encapsulating brand values of exclusivity, privacy, high-quality excellence and convenience enable EPITOME to become an innovator within the luxury market and excel against competitors.



Development

The development initially progressed with primary and secondary research as part of the feasibility study. In order to establish the target consumer for EPITOME a series of surveys were presented to a segment of female millennials to establish if the concept would benefit their lifestyle. Research was carried out surrounding digital personalisation, level of experience in physical and digital retail and the awareness of showrooms in order to shape and tailor the concept.

A further insight was gained into the needs of the consumer group after conducting a series of interviews, involving potential target consumers and an industry expert. Following on from the surveys, the interviews included more in-depth questions relating to personal shopping, luxury retail preferences and a comparison of physical and digital shopping. This information reaffirmed the concept and direction the project was going in, with the aim being to converge online and offline luxury shopping by offering fashion and lifestyle services to the brand.

The creative aesthetic of the brand was established after the initial research and target consumer had been chosen. With inspiration from Instagram and Pinterest imagery, a visual for the brand was formed. Combining these influences and the brand values of high-quality and opulence a sophisticated and modern logo was designed. The colour palette of the brand was carefully considered by researching current trends on Pantone. The colour Crème de Peche was selected due to its connotations of ease, as EPITOME aim to offer members a sense of ease when shopping.

App

The EPITOME app will launch in April 2020 and will act as a focal platform in which members can utilise the EPITOME experience. The members only app will encapsulate multi-channel convenience with the help of personal assistants who will be on hand 24 hours a day. The app will be available to download for free to both members and non-members (sign in required upon download) on IOS iPhone and iPad via the App Store.

Upon sign in, members can enjoy a distinctively refined system within the app. They will be met with a customisable digital system featuring a tailored social media feed, an agile and efficient scheduling feature, messaging service, integrated shopping services and a seamless own brand payment system.

The EPITOME app offers a seamless multi-functional shopping approach connecting luxury direct to the consumer.

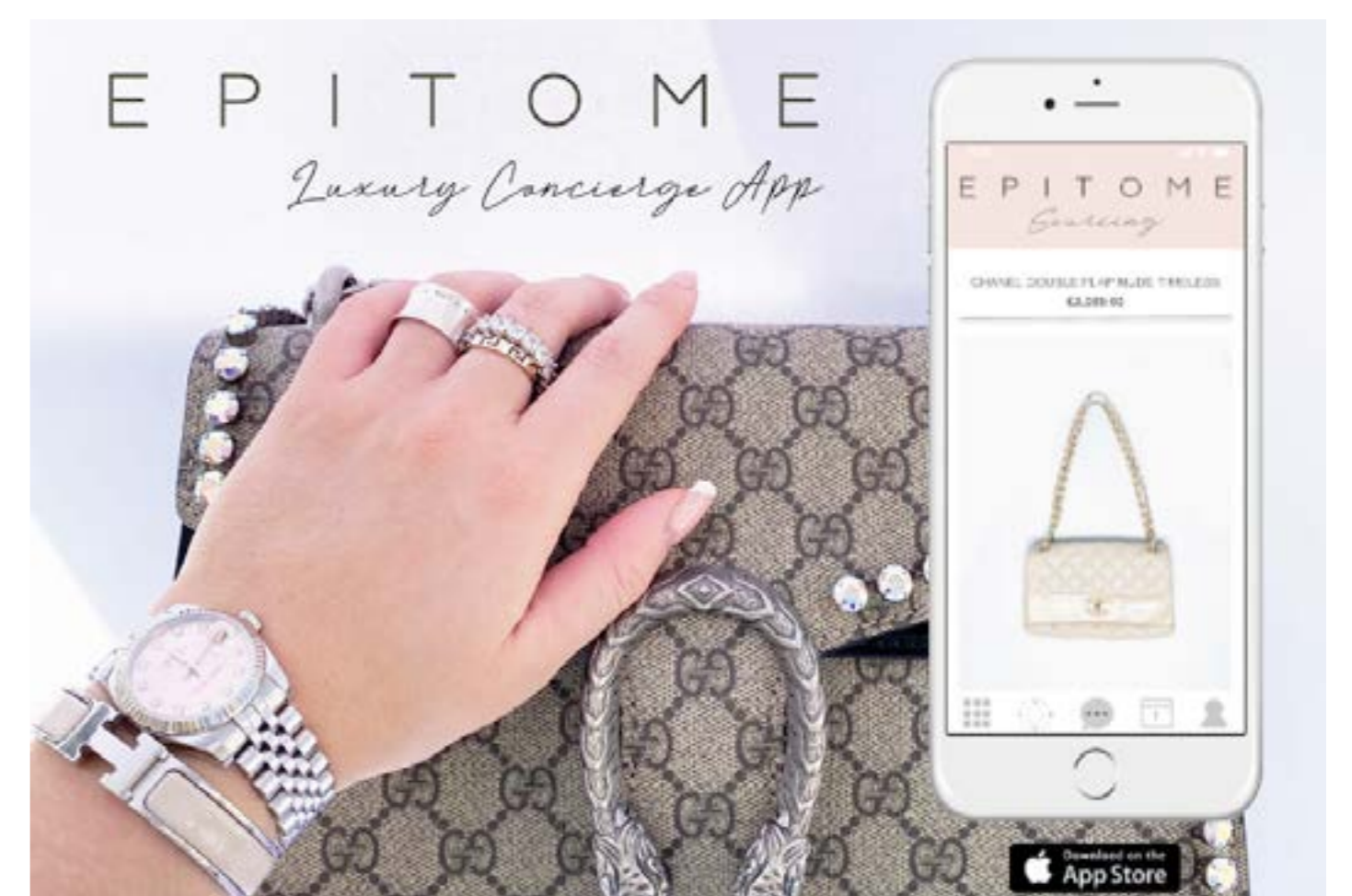
EPITOME
Mobile App



Press & Launch Event

When researching into current consumer needs within the luxury market, the desire for experiences was apparent. The promotional launch campaign for EPITOME will initially start with an experiential launch event. The event will be hosted in the London showroom in order to showcase a focal element of the brand and prove EPITOME's luxury values.

To ensure the event is host to individuals who intend to engage with EPITOME, a selection of relevant press will be invited to the event. Relevant press will be invited in order to create a hype and buzz around the launch with the intention that they will feature EPITOME in chosen magazines, newspapers, podcasts and more to increase circulation and awareness of the new brand. This will include, social media content creators, digital retail and luxury retail journalists, stakeholders and potential consumers.



Marketing Report

A marketing report was compiled within the initial stages of the project which established the aims and objectives, financial strategies, marketing tactics and promotional campaign which EPITOME would follow. Outlining the marketing logistics for the brand enabled the production of the brand to move forward with confidence as carefully compiled ideas were implemented.

The focal intention for the marketing of EPITOME was to launch the emerging brand into the luxury fashion and lifestyle market as well as the luxury app market by raising brand awareness amongst investors, stakeholders, luxury brands and most importantly, consumers. Several methods were devised in order to achieve this. These included; social media marketing involving regular imagery and IGTV content, a gifted partnership with two luxury fashion and lifestyle content creators and a launch event inviting media associates to an evening at the EPITOME showroom.

