

# Brand Overview

Acne Studios

Acne Studios is a Stockholm based fashion house inspired by art, architecture, and street-culture through premium and ready-to-wear clothing (Strategic Development Rationale, 2021).

**Target consumer:**  
millennial men and  
women aged 23-38  
(Morrency, 2018).

The brand that  
started the  
'millennial pink'  
(Ferrier, 2018).

## Brand Strengths

- Strong, recognisable brand image (Vogue, 2018)
- Successful pricing strategy operating within affordable luxury (Edited, 2021)
- Collaborations with top brands such as Mulberry (Borrelli-Persson, 2018).

## Brand Issues

- Their marketing reach is very narrow and so only appeal to a niche consumer group.
- The brand offers a limited product range, restricting market reach and turnover (Edited, 2021).
- Lack of mainstream marketing through popular and current channels.



# Strategic Development

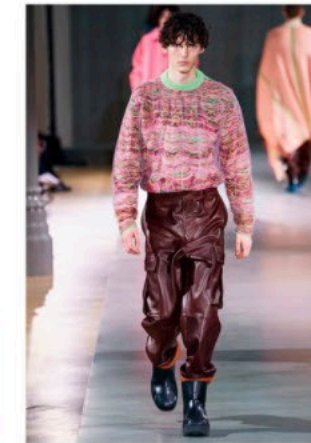
After creating a TOWS matrix of potential strategies, it is clear the most appropriate directions for AS to take are market development and product development strategies (Ansoff, 1957).

## Strategic Directions:

- Expand product offering by creating new lines and limited-edition collections, appealing to a wider consumer group.
- Continue to grow the brand within current and new countries, with particular focus on the Chinese market.
- Improve marketing communications to generate higher brand awareness and adapt marketing techniques to increase customer reach and acquisition.
- Use innovative marketing techniques such as pop-up stores and technology, thus improving brand personality and customer retention.

The following promotional objectives have been identified in response to the potential strategic directions for AS:

- to increase brand awareness within the target market
- to increase brand affinity and loyalty
- to appeal to a wider audience and increase marketing communications reach





# Strategic Concept

*"To relaunch and rebrand the terminated 'Acne Paper' magazine, with the intention of creating an approachable brand personality, thus achieving market development through new customer acquisition"*

## Strategic concept objectives:

- acquire a wider customer demographic through more mainstream and relatable topics, such as wellbeing, within their marketing communications
- increase brand affinity and awareness through the development of brand personality
- strengthen customer loyalty by demonstrating relatable brand values, manifested through the magazine's subscription service
- improve presence on social media channels through omni-channel marketing, achieved by encouraging consumer engagement within different aspects of the magazine





*Example of 'Acne Paper' front cover*



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Welcome to this spring issue of Acne Paper. A chance to take a step back from the attention demanding world and allow oneself a moments peace. Not only do we explore fashion and trends, but also transformative ways to feel better from within. Dr Kate Robinson offers her tips for better sleep that will reshape your everyday life for good. A sit-down interview with fashion influencer Hanna Schonberg has us reflecting on how social media can be used positively to spread happiness and joy in what can often seem like a bleak and damaging space. With what seems like our whole world having moved online, finding the balance of remaining connected whilst still able to switch off has never been more valuable.

Rose Foster, Editor-in-Chief



**BANDANAS & BAGS**

Acne Studios presents a selection of garments, bandanas, canvas bags and hats for Spring/Summer 2021. Shot by Anders Edström, featuring the archetypal Swedish summer backdrop; scenes of nature and the boat journey to the island of Stavsudda in the Stockholm archipelago.

Paisley scarf £100, Webbing tote bag £540

**KNITS TO LAYER**

Rib knit dress £290

Mohair-blend cardigan £400, Striped sweater £330, Cable knit sweater £320, Striped sweater pink/burgundy £280, Ribbed polo sweater £310

Slip-on sandals £370, Small leather bag £850, Face logo beanie £120, Knotted strap purse vanilla yellow £330, Wide leather belt £410, Coin charm bracelet antique gold £200

**BOXY TAILORING**

Suit jacket £600, Wool suit jacket £650, Suit trousers £290

**Acne Studios**  
What's in.

Oversized shirt £280

Example of a fashion piece within the magazine



The background of the slide is a photograph of an Acne Studios retail store. The store has a minimalist aesthetic with bright orange walls and dark grey shelving. On the left, a large black letter 'A' is mounted on the wall. A silver metal stand with a circular light fixture is positioned in the foreground. Various leather handbags are displayed on the shelves and hanging from the stand. On the right, more handbags are visible on the shelves, and a large orange ottoman sits on the floor. The overall atmosphere is modern and sophisticated.

# Justification

- Addressing more mainstream and relatable topics within the brand's marketing communications will allow AS to acquire a wider customer demographic, as the subjects covered within *Acne Paper* will appeal to a broader consumer group, thus achieving the promotional strategic objectives.
- The coverage of such content reflects the shift in consumer behaviour to valuing wellness over material goods (Weinswig, 2017), with the Coronavirus pandemic forcing consumers to "re-evaluate their moral relationship with consumption" (Paton et al., 2020).
- As a result, marketing communication methods that acclimatise to this shift in consumer practices are more likely to be successful, with higher levels of consumer involvement being achieved (Petty et al. 1981). This higher level of involvement will provoke brand affinity and loyalty by developing a brand personality that consumers feel more committed to.
- Although the longevity of print media has been questioned in recent years, further research suggests this concerns mainstream, 'glossy magazines' that have failed to adapt to new consumer preferences, rather than their independent counterparts (Lamont, 2015). The updated content for *Acne Paper* ensures that it will avoid this decline.
- The font and colourways used within the magazine will mirror the Acne Studios brand, whilst also using the same original *Acne Paper* layout. These decisions ensure that brand recognition and marketing consistency is achieved, resulting in the most effective consumer communication.