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PR LAUNCH EVENT: FASHION SHOW

Saints is a sub-brand of AllSaints, created to recapture a younger consumer and cater to a new audience. In Celebration of the new sub-brand, Saints will hold a **FASHION SHOW** to showcase the new products and generate a **BUZZ** for the launch.

DETAILED PLANNING:

- Decide location/venue
- Plan logistic e.g., hire infrastructure and equipment
- Create guestlist and invites
- Create PR boxes for attendees
- Plan wardrobe
- Choose and book models, makeup and music
- Recruit staff
- Plan promotional activities
- Health and safety assessment

FASHION SHOW OBJECTIVES:

- Create **brand awareness** for the new sub-brand
- Reattract a **younger** cohort of **consumers**
- Increase **sales** and drive **traffic** to Saints platforms



RESEARCH & CONTEXT

GEN Z CONSUMERS

Key Findings

1

DIGITAL NATIVES

2

THE IMPORTANCE OF
SOCIAL MEDIA

3

DESIRE TO BE
ENTERTAINED

More **high street brands** are holding **fashion shows**, as a **practical tactic**, that enables the brand to **showcase** and **promote** their new products (Chilver, 2013).

FASHION SHOW EXAMPLES



JUSTIFICATION

Fashion shows still **influence** how consumers **dress** and **buy**, however they are increasingly focusing on how they can **translate these events across social media** through the use of **influencers**, to allow their customers to enjoy the experience.

As the target audience for Saints (**Gen Z**), are **tech savvy** and embrace **social media** as a source of information, a fashion show will be an optimum way to **recapture a younger cohort of consumers** whilst adding to a more **entertaining shopping experience**.

ALLSAINTS KEY BRAND ISSUES



NO CLEAR TARGET MARKET



OUTDATED SHOPPING EXPERIENCE : ONLINE AND OFFLINE

INTENDED OUTCOME:

1

ENGAGE WITH THE NEWLY DEFINED TARGET AUDIENCE

2

GENERATE FUN AND ENGAGING CONTENT FOR CONSUMERS

3

USE INFLUENCERS AS A NON-ORGANIC FORM OF WORD OF MOUTH

