## Sophie Smith 10468639

## PR LAUNCH EVENT: FASHION SHOW

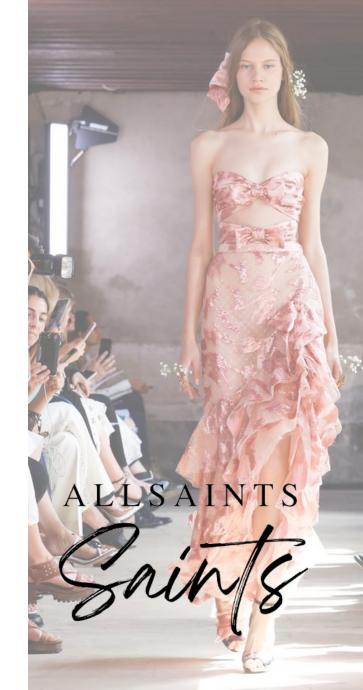
Saints is a sub-brand of AllSaints, created to recapture a younger consumer and cater to a new audience. In Celebration of the new sub-brand, Saints will hold a **FASHION SHOW** to showcase the new products and generate a **BUZZ** for the launch.

#### **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









#### **GEN Z CONSUMERS**

**Key Findings** 

**DIGITAL NATIVES** 

2

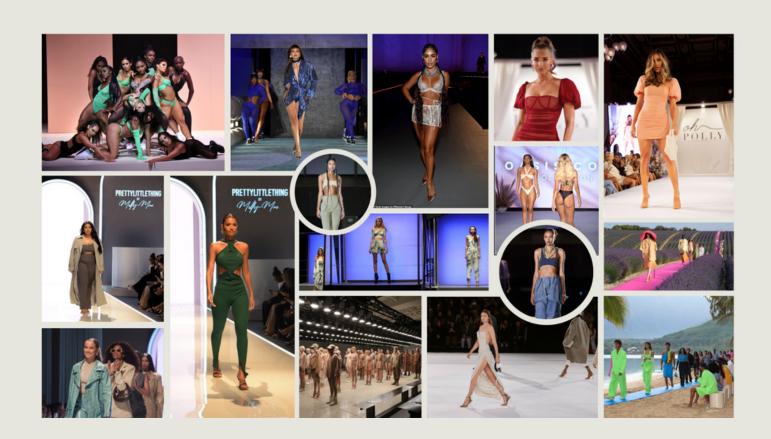
THE IMPORTANCE OF SOCIAL MEDIA

3

DESIRE TO BE ENTERTAINED

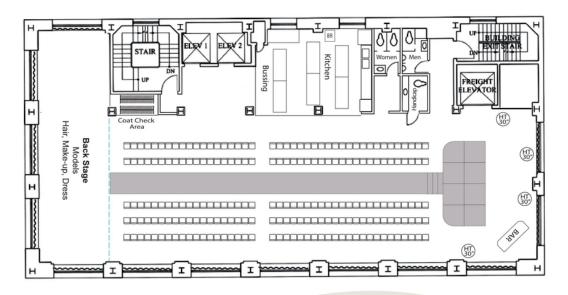
FASHION SHOW EXAMPLES





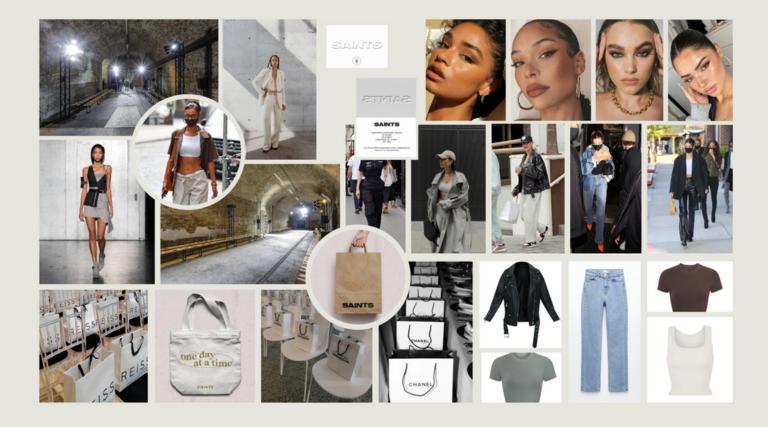


## CONCEPT VISUALISATION



#### FLOOR PLAN

# SAINTS FASHION SHOW MOOD BOARD



### 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 ro 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:**

DEFINED TARGET
AUDIENCE

GENERATE FUN AND ENGAGING CONTENT FOR CONSUMERS

USE INFLUENCERSAS A
NON-ORGANIC FORM OF
WORD OF MOUTH