

FENTY

STRATEGIC BRAND CONCEPT VISUALISATION

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EXECUTIVE SUMMARY

Fenty Fashion House was a joint venture launched by LVMH in collaboration with Rihanna in 2019, but shut down after a very short time in 2021. Throughout their lifetime, the brand launched a range of structured, workwear style pieces, as well as accessories and shoes. Through SWOT and value chain analysis, 6 key issues were identified.

BRAND ISSUES:



Failed to align with Rihanna's personal style



Inadequate innovation



Unsustainable labour practices



Lacking its own identity



Priced too high



Overcrowded market sector



MISSION STATEMENT:

“At Fenty, our mission is to blend luxury and sustainability seamlessly. We're relaunching with a commitment to crafting beautiful, unisex products for all bodies. Our goal is simple: to offer high-quality pieces with styles authentic to our founder, Rihanna . We welcome everyone to join us in this journey towards a more inclusive, sustainable future. Together, let's redefine luxury with style, conscience, and authenticity.”

(Author's own, 2024)



KEY WORDS:

REVITALISE

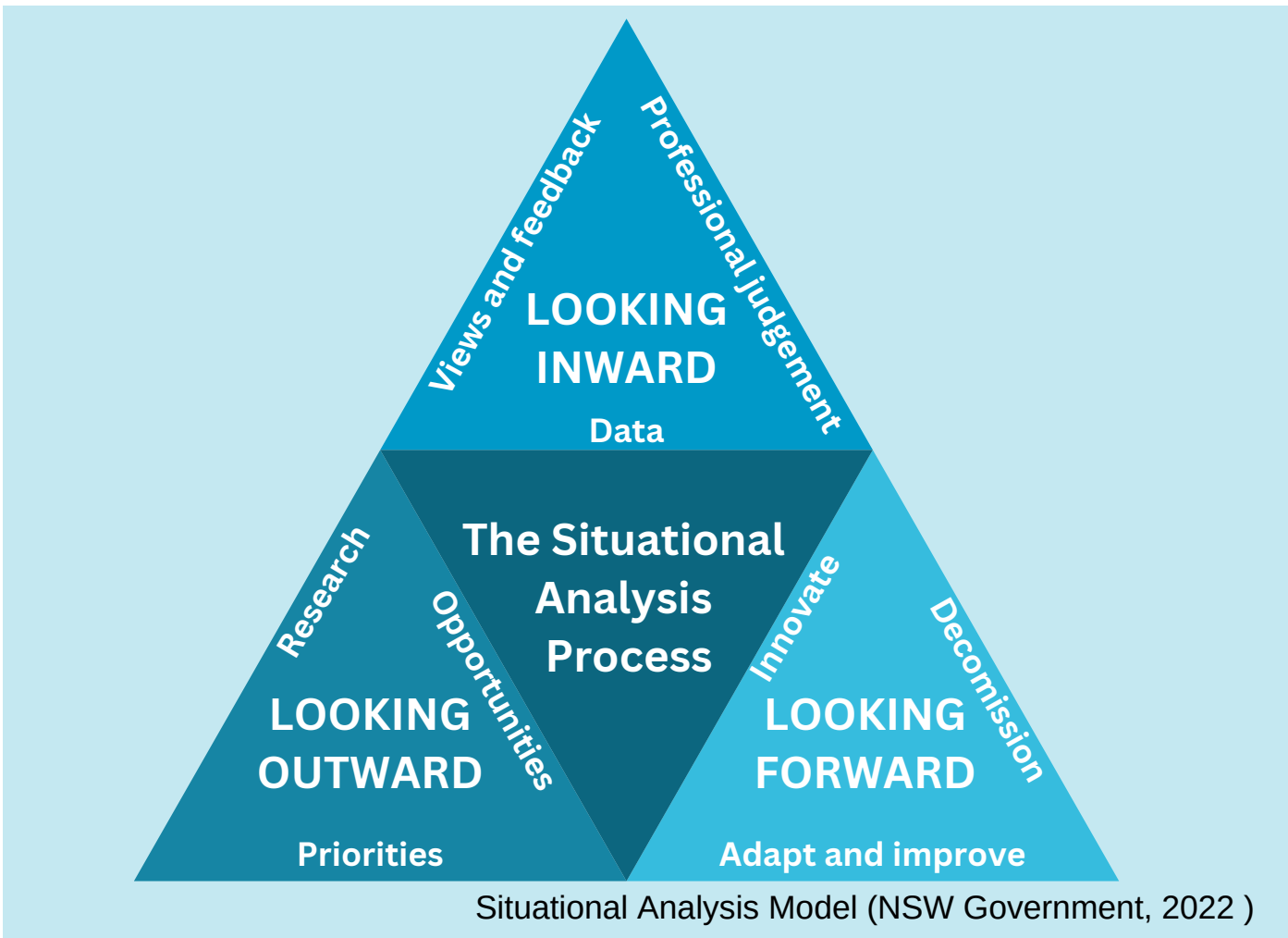
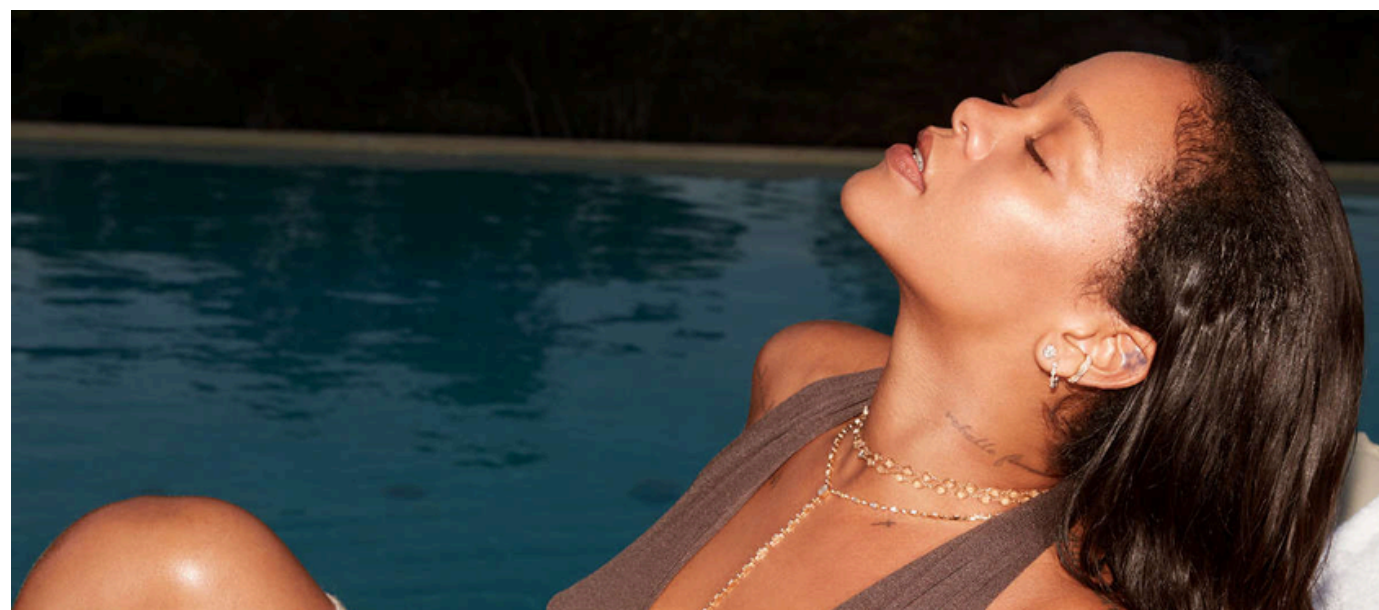
Create new products reflective of current market trends and Rihanna's style.

INNOVATE

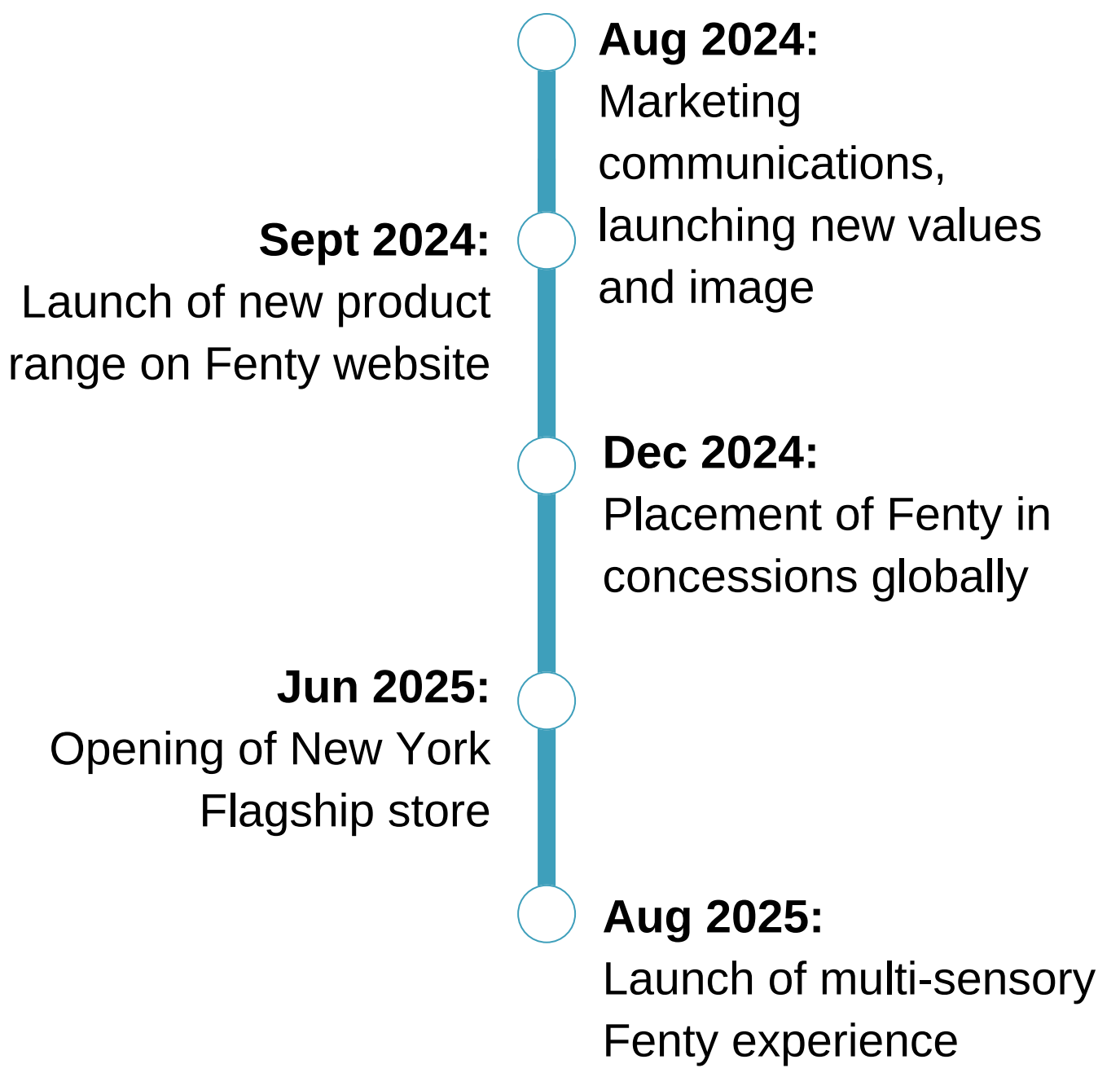
Utilise innovative technologies to stay competitive within a crowded market.

ETHICS

Use sustainable materials and prioritise cruelty-free manufacturing



IMPLEMENTATION TIMELINE:



PROMOTIONAL CAMPAIGN



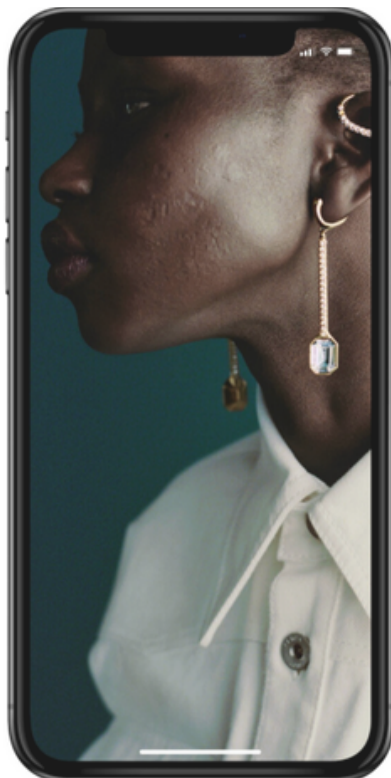
An integrated marketing communications plan designed to promote the opening of the new flagship store in Soho, New York City. The plan will feature physical elements as well as digital, and is specifically focused at the 18-25 year old demographic. The research conducted focuses on interactivity and memorability. The communications plan will feature a number of elements including a pop up styling and sizing event, allowing consumers to experience the garments before making a full purchase. Utilising the unique location, iconic yellow NYC taxis (as well as typically red fire hydrants) in Soho will be turned 'Fenty Blue'. Additionally, using graffiti and street art will be commissioned around the city to bring visibility and awareness to the brand.

The digital elements of the plan include interactive social media posts, as well as a series on Instagram and Tiktok called 'Through The Eyes of Fenty'. This will feature a behind the scenes look at the contraction of the store as well as the garments, with focus placed on the sustainable elements

MOBILE APP

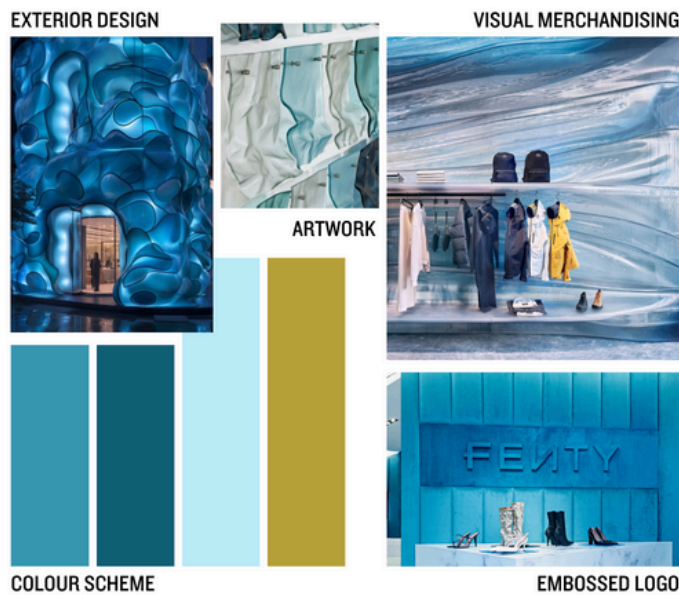


The strategic objectives in the development report highlight the development of a Fenty mobile app that incorporates all of Rihanna's businesses in one place. From fashion and beauty to lingerie and potentially future endeavours. This approach strengthens Fenty's brand image by showcasing its diverse offerings and simplifies customer acquisition. The app will promote products and collect user data, providing valuable insights for personalisation and targeted marketing. This translates to a seamless shopping journey, effortless browsing between products, and personalised recommendations across the brands. Furthermore, this eases the transition for new customers, as well as creating a smoother experience for existing ones, managing everything from browsing purchasing to rewards in a single, convenient app. The app is powered by technology, to encourage long term use, thus, incorporating innovative features such as VR to allow users to virtually try on clothes and makeup in real-time, 3D product visualisation and watch behind the scenes of the Fenty's collection. Ultimately, the app positions Fenty as the "go-to" for a universal shopping experience, creating a loyal and engaged customer base.



FENTY

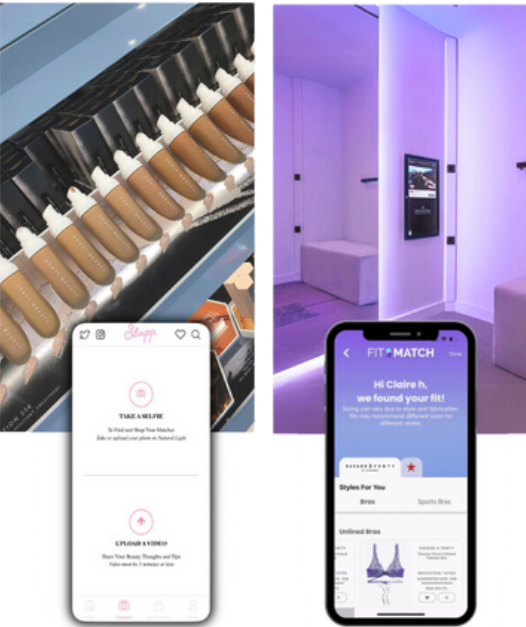
FLAGSHIP STORE



Previously, not having a physical store was a huge missed opportunity - fashion houses create Flagship stores to stimulate the emotional sensations and physical attributes that the brand possesses, and showcases them to the customer (Snelling, 2019). Without this, past Fenty consumers were unable to try on clothes pre-purchase or experience the brand in any real depth - a flagship will make the shopping experience accessible and tactile for consumers. Fenty will open their flagship in SoHo, New York, this will help to align the brand as luxury.

The store will feature immersive experiences, including the integration of phygital technology to give shoppers personalised recommendations. In fitting rooms, consumers can scan their body using the an app to find their perfect Fenty sizing. At the beauty counter, they can scan their face to receive their perfect Fenty Beauty complexion products.

Additionally, the store will be environmentally mindful, being created using 3D printed shelves, walls and even coathangers using recycled materials.



MAGAZINE

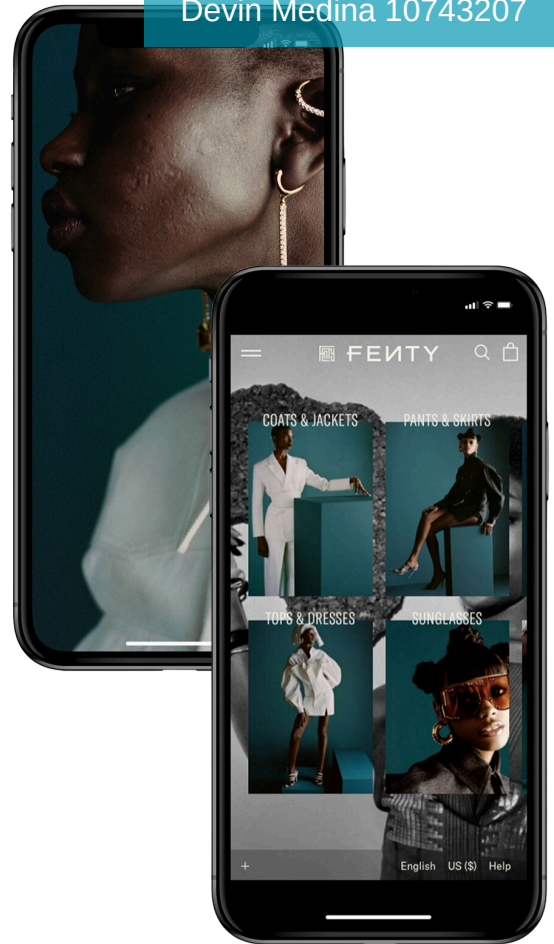
As part of Fenty's new diversification marketing strategy, the promotion of the clothing through a quarterly magazine could be an effective way of tackling the aforementioned brand issues. With a new target audience of Gen-Z, innovative marketing tactics are crucial to stand out from competitors. A magazine is also a great way to promote the brand's core values, emphasising the importance for luxury brands to stand up against social, political and environmental injustice.

The magazine will feature editorial shots highlighting the new distinctive brand image, aligning with Rihanna's own style. This will be paired alongside mentions of her other brands such as Fenty Beauty and Savage x Fenty, to solidify the brand's place under the Fenty umbrella, celebrity/influencer interviews, and top product picks which will be available to purchase digitally to annual subscribers of the magazine. Editions are also able to be purchased in-store, with creative store displays showcasing the magazine.



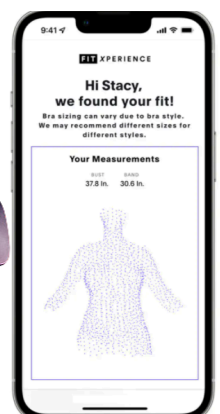
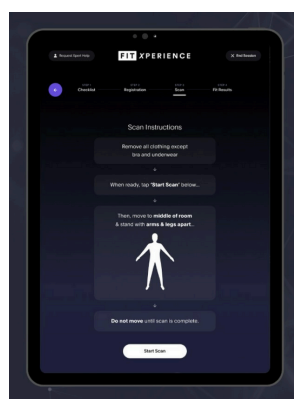
Fenty Mobile App

Fenty will release a brand new mobile application that caters to its young tech savvy consumer base. The mobile application is designed to revolutionise the way customers engage with the Fenty brand. Through the app, users can explore and purchase Fenty's products, access exclusive content and promotions, receive personalised recommendations, and interact with the Fenty community. The app aims to enhance the **customer experience**, **increase brand loyalty**, and **drive sales** by creating a seamless and personalised shopping experience for users. Although sustainability will be reflected in the magazine and in-store environment, the app will incorporate sustainability practices to align with Fenty's commitment to environmental responsibility and social impact, by including information about the garment journey, materials used and promoting eco-friendly products.



Application Features:

- **"Fit for All" feature:** Utilises body scanning technology to create personalised recommendations based on individual body measurements.
- **All in one app:** the app will streamline the shopping experience by incorporating all Fenty ventures in one.
- **Curate diverse style guides:** Leverage the app to showcase various styles on different body types and ethnicities, promoting inclusivity.
- **Host virtual fashion shows with AR:** It allows users to virtually attend fashion shows, rewatch the Fenty fashion show and customise the looks on their avatars, fostering a sense of participation.





Fenty Application

The Fenty app serves as a key component in Fenty's rebranding strategy by leveraging technology to redefine its identity in the digital age. As identified in the Strategic Development Report (2024), Fenty failed to cater to its younger customer base (18-25), thus, by offering a mobile app, Fenty can establish a direct and personalised connection with the target consumer.

The app allows Fenty to showcase its diverse product range, promote **inclusivity** and **diversity**, and create a sense of **community** among users. The use of technology within the app, allows a seamless shopping experience, powered by technology, the app features VR to allow users to virtually try on clothes in real time, 3D product visualisation watch behind the scenes of the Fenty show and much more.



Justification

Choosing a mobile app powered with technology is essential for Fenty's rebranding efforts due to the widespread use of mobile devices and the increasing demand for seamless digital experiences. A mobile app embodies the core concepts of **digitisation**, **user experience**, and **customisation**, achieved through creative and streamlined design as identified by thorough research. These concepts are crucial for creating and enhancing brand recognition and interaction with the intended audience:

1. **Champion inclusivity and individuality within the fashion experience through the development of a mobile application and technological innovation.**



2. **Become the Gen-Z and young millennial fashion compass by fusing celebrity influence with cutting-edge digital experiences.**



3. **Become a leader in sustainable and ethical fashion practices within the digital ecosystem.**



PROMOTIONAL CONCEPT DEVELOPMENT: THE MAGAZINE

Strategic Objectives:

- Boost **brand awareness**, for consumer recognition and retention,
- Prioritise **sustainability**,
- Strengthen **brand identity**, making it more unique and authentic,
- Utilise a **multi-channel** approach - integrated marketing strategy.

Intended Outcomes:

1. Promote new clothing range and **increase sales**,
2. Build **authenticity and trust**,
3. Promote core brand **values**,
4. Create promotional material aligning with **Rihanna's style**,
5. Optimise an **omnichannel** approach to target new-Z consumer.

Coinciding with the brand's re-launch, a magazine should act as a key promotional tool as part of a **differentiation strategy**. With 91% of magazine-readers stating it helps to build **trust and authenticity** for a product/brand, it will help to **solidify the brand's new identity** with their **new target audience**. Previous corporate efforts proves its possible success, with brands such as Net-A-Porter and Uniqlo, alongside several other promotional tools, to boost brand **recognition, prestige** and promote **core values**.

“Offline marketing still has a sense of premium and prestige to it... It has much more impact than a \$9 million ad on your phone.”

- Chris Toy, CEO of MarketerHire

As previously mentioned, the target consumer has changed to **Gen-Z**, in the 20-30 age range. The consumers will be **early adopters** of Roger's Adoption Curve (1995), as avid fashion-consumers or **fans** of Rihanna, leveraging her high social status for growth. The consumer will be a **progressive**, often **androgynous urbanite**, with a **love of streetwear**. Their **modern values** align with Fenty's new brand identity, prioritising **social, political and environmental issues** above profit.



Identified Brand Issues:

Failed to align with
Rihanna's personal style



Lacking a clear identity to
differentiate from competitors



Overcrowded luxury market
sector with no POD



Was not sustainable or trans-
parent in brand practices



How A Magazine Would Solve This:

Showcase of **new brand aesthetic** focussing on high-end streetwear and androgyny, aligning with Rihanna's own **unique style**.

A magazine broadcasting core **brand values** will differentiate the brand from other luxury brands as well as the aforementioned change of brand aesthetic.

A prioritisation of **sustainability** will be made in both the new clothing range and production of the magazine. There will be a **designated section** regarding sustainability in the first edition, resonating with Gen-Z.

Front Cover:



Product:

Heavy product placement, to boost sales and **solidify the brand identity** - done mainly via styling tips, editorial shots and celebrity endorsements.

Price:

Offered as an annual **subscription**, with the magazine produced quarterly, at 18.00GBP, and **singular purchases in-store** costing 6.00GBP. This is intentionally more than competitors such as Porter, to add to the **exclusivity/collectibility**.

Place:

A **snippet** of less exclusive information will be offered in-store to give consumers the initiative to purchase the full edition. Subscribers have **digital access** via the app, for instantly shoppable items and exclusive access to drops.

Promotion:

Through **multiple touchpoints** for the omnichannel consumer; promoted through: the app, social media, in-store displays, Fenty events, collaborations and press releases.

Content Recommendations:

Based on comprehensive research into competitors and the **magazine should include:**

- Influencer interviews,
- Styling tips and hacks,
- Celebrity interviews,
- "If you only buy one thing..." ,
- Social/political commentary relating to Rihanna,
- Brand efforts towards sustainability,
- Editorial content,
- Other Fenty brand pairings and tips, to cement fashion under the Fenty umbrella,
- Instantly shoppable products.



NEW YORK FLAGSHIP STORE

Fenty will open their first Flagship in **SoHo, New York**. Aiming to give customers an **interactive**, **unique** and **memorable** experience showcasing the new, rejuvenated brand identity. The store will have a **luxury** atmosphere, catering to consumers' visual, audial and olfactory senses. It will stock the full line of Fenty products in **all sizes**, as well as Fenty Beauty cosmetics to **upsell** to customers.

STRATEGIC OBJECTIVES

1

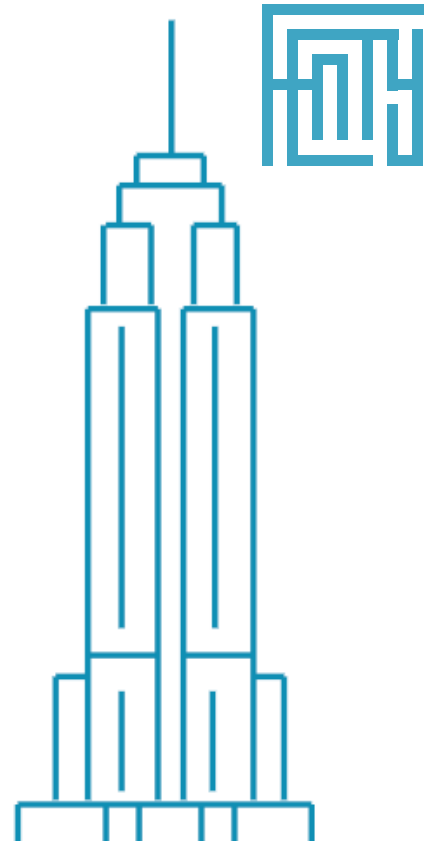
Establish Fenty as a fashion destination in New York through an immersive consumer experience.

2

Create an environmentally mindful store through the use of recycled and sustainable materials.

3

Enhance customer engagement and loyalty to Fenty by offering exceptional in-store experiences and personalised services.



KEY BRAND ISSUES & HOW THE FLAGSHIP WILL SOLVE THEM



Failed to align with Rihanna's style



Insert Rihanna's fun, sexy and unique personality throughout the store.



Inadequate innovation



Offer full product range to consumers to showcase new and improved designs.



Lacking its own identity

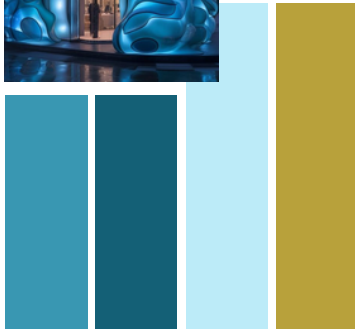


Giving consumers a unique, innovative and immersive store experience will make the brand memorable.

EXTERIOR DESIGN



ARTWORK



COLOUR SCHEME

VISUAL MERCHANDISING



EMBOSSSED LOGO

STRATEGY VISUALISATION

INSTORE IMAGERY FEATURING RIHANNA



LUXURIOUS PACKAGING



SUSTAINABILITY

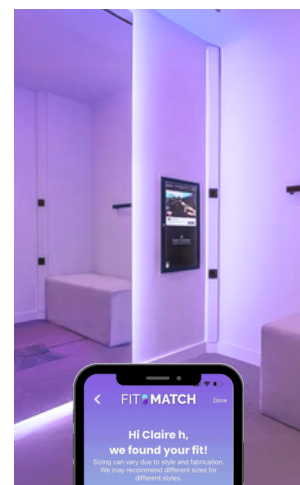
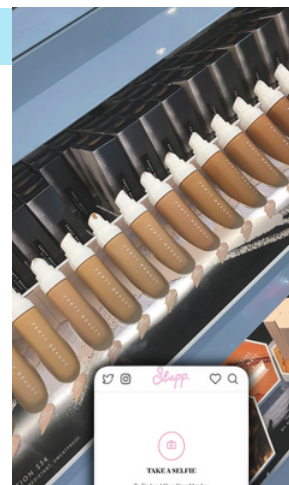
Fenty's relaunch will have a focus on **sustainability**; to ensure the brand isn't accused of greenwashing, they must use credible action to show their **commitment** to this cause. Whilst the clothes and magazine will be created with this in mind, the store that houses them must too. To achieve this, the **interior architecture** will be created using **recycled materials**. As well as being more environmentally mindful, this also achieves Fenty's goal of **innovation**.



PHYGITAL TECHNOLOGY

Phygital technology will be integrated throughout the store to create an **efficient, innovative** and **customised** experience for customers. The technology platform **FIT:MATCH** will allow consumers to scan their body with a LiDAR-powered smartphone in the fitting rooms, which subsequently provides a list of **recommendations** of the brand's products best for their body type, in the **right sizes**.

Additionally, **complexion matching technology** will be provided to pair shoppers with their perfect Fenty Beauty products.



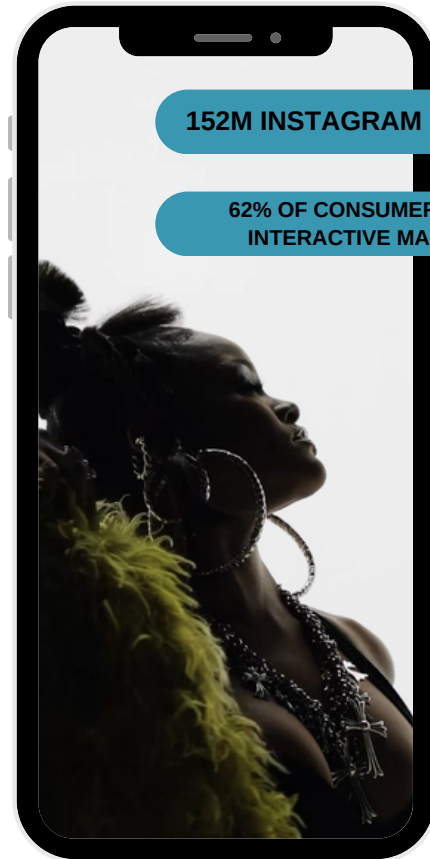
PROJECT OVERVIEW

This project oversees an integrated marketing communications plan for the promotion and announcement of the flagship store in New York City. Due to the fact that the brand is now appealing to a younger target consumer base, a marketing strategy that was contemporary and appealing to that demographic had to be the primary focus. In order to discern what form of marketing is the most enticing to this younger generation, both literary and primary research was conducted. The conclusions that were drawn from this research were that traditional forms of media advertising were less effective on 18-25 year olds as they are to older consumers. In order to create the most impactful campaign, the brand also has to look back at the key mistakes made by the brand when it first launched, these being that it had no clear personality and did not align with Rihannas personal style. Therefore, this marketing campaign focused on:

UNIQUE WAYS TO GAIN VISIBILITY

BLENDING PHYSICAL AND DIGITAL PROMOTION

INTERACTIVE ADVERTISEMENT



POP UP EVENTS



PROMOTIONAL METHODS

After conducting research as well as analysis of the micro and macro environment, the tactics of the plan could then be outlined. Since the goal for this plan is to help raise awareness for the opening of the flagship store in a unique and memorable way for consumers. A key way to do this would be to incorporate the city of New York into the marketing as much as possible. This will be done through turning Taxis and fire hydrants blue, as they are known for their iconic yellow and red colours, and therefore will stand out to potential consumers and create intrigue. In order to combine both the physical and digital world, scavenger hunts will be regularly done in which clues for the location of a garment will be posted onto the brand's social media, and the first person to find it gets to keep it. Furthermore, a series on social media will be posted once a week that shows a behind-the-scenes look at the design process, construction of the store, and the creative decisions being made by Rihanna. This will give a sense of transparency between brand and consumer, which is a key factor in building a strong loyal brand relationship. There will also be a pop-up sizing and styling event for consumers to come and learn which size to purchase and how to make the most of the garments.

TURNING PARTS OF THE CITY 'FENTY BLUE'



SCAVENGER HUNTS AROUND THE CITY

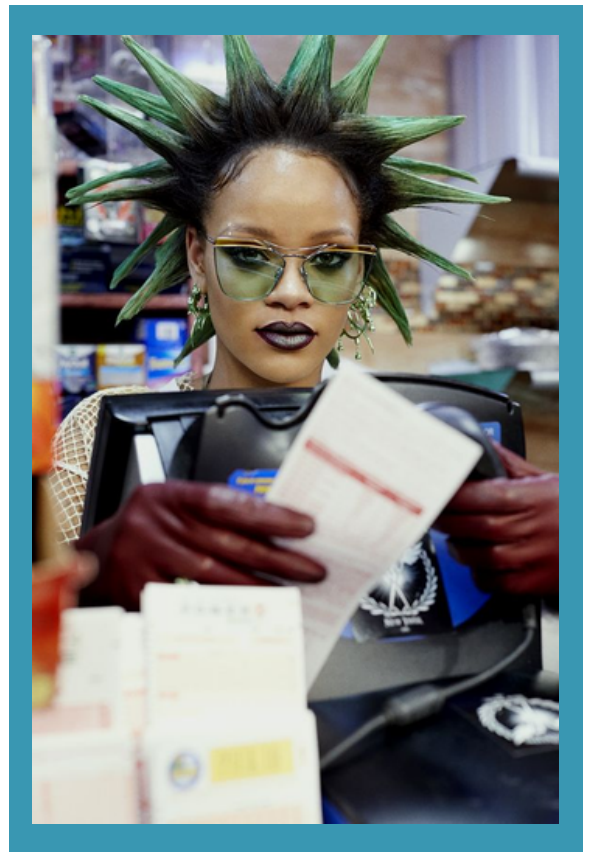


INSTAGRAM BTS SERIES



JUSTIFICATION

While the reasoning for utilising unique and modern marketing strategies has already been prefaced in the overview, it is clear that for this brand to succeed, it cannot simply utilise the power of both Rihanna and LVMH and not give the brand itself a personality or USP beside the owner. Therefore, in order to demonstrate that Fenty is now aware of this, they should be using new and exciting methods of marketing that are memorable to consumers and reward dedicated fans of the brand who interact both physically and digitally. This will help to build brand equity and gain brand loyalty from consumers, a necessary part of building a luxury brand, as the price point invites the idea that the brand is not just the clothes, it is the brand experience. The epitome of the brand experience resides in the flagship store, therefore these methods will help to make consumers aware and excited about the opening date.



INTENDED OUTCOMES

ACHIEVE A FOOTFALL OF 20,000 PEOPLE IN THE FIRST MONTH OF THE FLAGSHIP STORE

SHORT TERM

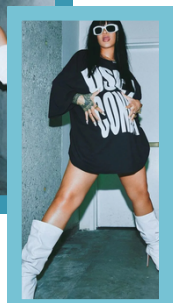
BOOST SOCIAL MEDIA ENGAGEMENT BY 50% IN FIVE MONTHS

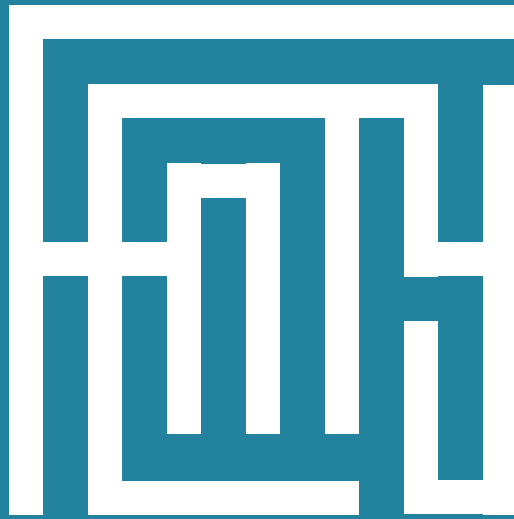
MEDIUM TERM

ESTABLISH FENTY AS A COMPETITOR IN THE LUXURY MARKET

LONG TERM

As seen from the long, medium and short term goals, this communications plan is intended to improve Fenty's brand equity and reputation in all aspects ranging from digital to physical. These goals are achievable and success is measurable, and the overall outcome would be for the brand to distinguish itself with its own personality and loyal consumers who engage with the marketing strategies online and in-person.





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