

HYPELEAF

Groupe 3 – Projet Marketing

WHO IS HYPELEAF ?



Most trendy brands are not eco-friendly

We have imagined eco-friendly shoes, from responsible production

The want of the customer

New generations are really bound to consume a lot of sneakers and are increasingly aware of ecological challenges

Sneaker industry has a major ecological impact

 Sneakers account for 47% of total footwear sales.



the textile industry alone emits 1.2 billion tonnes of greenhouse gases at the global level



HOW HYPELEAF IS BORN ?

The Massai's idea

The Massai Tribes have developed different techniques to make shoes from used tires

Usual sneakers are not durable

We realized that we had to change our shoes very regularly and that the materials that compose them were not durable.

The project was born

So we imagined the Hypeleaf project inspired by this enriching experience.



OUR WEBSITE, OUR
COMMUNITY



HYPELEAF

RESPONSIBLE AND FASHIONABLE

Start changing now!

<https://guillaume-ds.github.io/Hypeleaf/index.html>

100 % SUSTAINABLE.

We want to be the sustainable reference on the market, and be a safe label of sustainability.

COMMUNICATION

Expand our influence via collabs and instagram presence

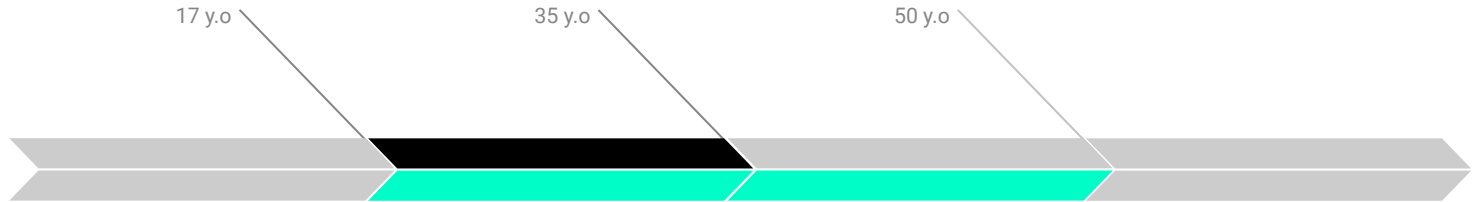


TARGET

Young “sneakerheads” with a strong appeal to urban culture.

and/or

People with strong environmental awareness that want to buy responsibly.



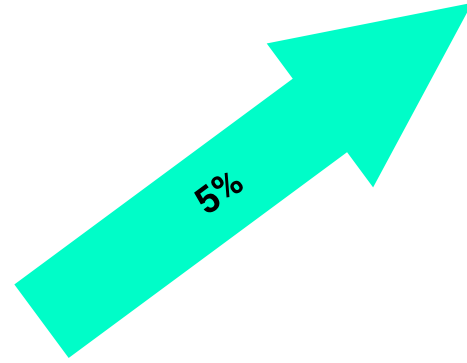
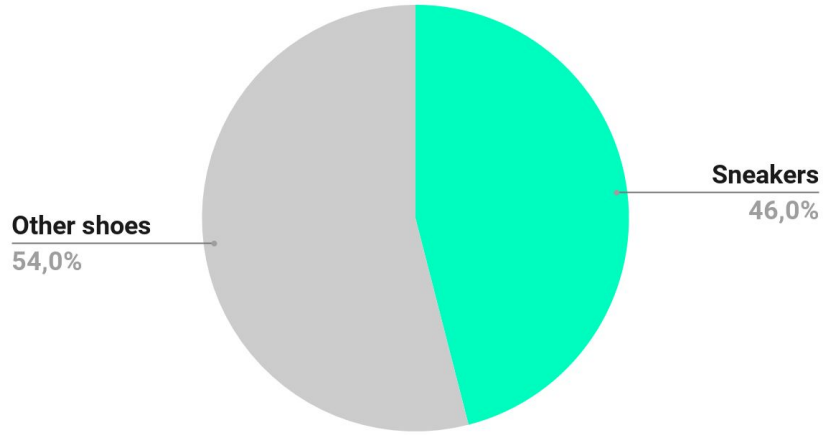
: Strong appeal to urban culture = Core target



: Strong environmental awareness = engaged target

EFFICIENT FIGURES

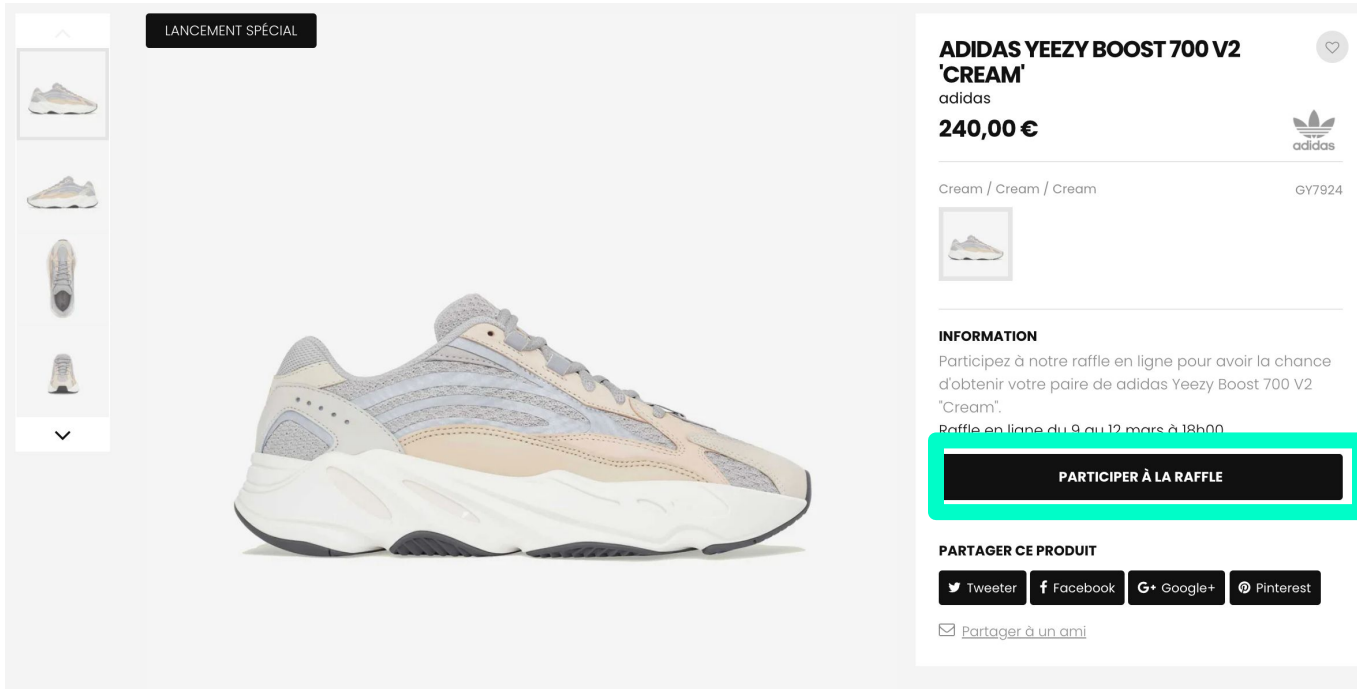
Shoes sold in France in 2019



**5% increase in sneakers sales
every year since 2013 in France**

DISTRIBUTION STRATEGY

Inspired by the most successful streetwear brands : A website...



Sign up online
for a draw

DISTRIBUTION STRATEGY

... and pop-up stores in
iconic locations



Shinzo
Paris



Sneakernstuff



Sneakers
Paris

DISTRIBUTION STRATEGY : THE SUPREME RECIPE

YEEZY BOOST 350 V2 RARITY CHART BY YEEZY MAFIA

LOWEST IS THE MOST LIMITED
HIGHEST IS THE MOST PRODUCED



JAMES JEBBIA, FOUNDER OF SUPREME :

« WE'VE NEVER REALLY BEEN SUPPLY-DEMAND ANYWAY. IT'S NOT LIKE WHEN WE'RE MAKING SOMETHING, WE MAKE ONLY SIX OF THEM. BUT IF WE CAN SELL 600, I MAKE 400. »

Le Coq Sportif



Sportswear and footwear brand founded in 1882. Today it is one of the world's leading sports brands and has launched a range of natural, local and plant-based trainers.

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Collections: Gaya (*"classique et intemporelle"*) Terra (*"urbaine et engagée"*) Nérée (*"un design tout en finesse"*)

Origin of the shoe

Made from
vegetable
leather

Italian
supplier

Produced in
Portugal

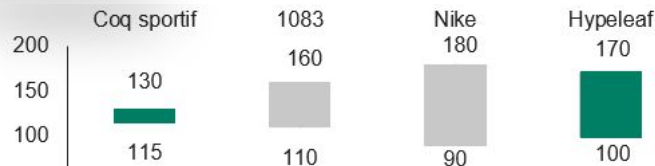


Flagship product

Gaia blanche

Simple, uncluttered and versatile, it is numbered to evoke the vintages of the vineyards.

Price (in €)



These trainers are relatively discreet and unobtrusive. They are not trendy trainers, only the production changes. On the contrary, Hypeleaf is at the heart of the evolution and sets the trend.

1083



1083km is the distance between the two most distant cities in France. The brand wants to produce locally and its products are designated by numbers.

3 Series: "Sneakers basses"
(901-913)- sandals
(924-927)- "sneakers
montantes" (951-952)

Origin of the shoe

Organic linen laces
and shoe box made
of recycled
cardboard

German, Italian
and French
suppliers

Produced in
Romans-sur-Isère,
France

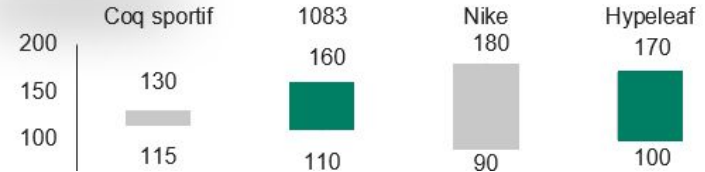


Flagship product

913

Flagship shoe of the "se
retrouver" collection. Also
available in black or gold

Price (in €)



This brand has positioned itself as a local and sustainable producer since its creation. However, these shoes are quite discreet, and the brand sells sandals, so it loses customers who are looking for fashion branded sneakers.

Nike



The leading sports equipment manufacturer has launched the 'Move to Zero' programme, which aims to make all of its products environmentally friendly and reduce the brand's carbon footprint. Each product of this brand contains a minimum of 60% organic fabrics

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iconic sneakers (Air Jordan, VaporMax...) of the Nike brand have been taken over, the production has been revised and the range of colours has been adjusted.

Origin of the shoe

One sole contains 75% recycled plastic

Reuse-A-Shoe programme to recycle sneakers

Sells worldwide

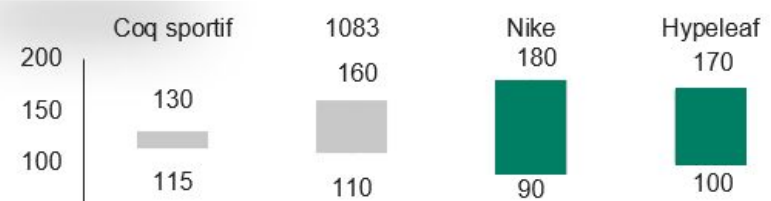


Flagship product

VaporMax Air 2020

Futuristic lines, innovative design, unique colours... This shoe represents all the know-how of Nike

Price
(in €)



Nike is the definition of trendy. However, the brand suffers from a negative image due to previous scandals and appears less credible in the area of ethics and eco-responsibility.



1 YEAR BUSINESS PLAN

turnover	average price of the shoes	e-commerce	pop-up store	retailers	
	without VAT (20%)	126 €	136 €		66 €
	average number of shoes sold per day	105 €	115 €		55 €
	number of days/year	12	5,2		18
	turnover	365	350		365
		459 900 €	209 300 €		361 350 €
total turnover		1 030 550 €			
Gross Margin	direct cost of shoes		17 €		
	unit gross margin	88 €	110 €		38 €
	number of shoes sold	4380	1820		6570
	gross margin	385 440 €	199 836 €		249 660 €
	total gross margin	834 936 €			
charges	Rent Pop-up store	144 000 €		12 000 € per month	2 designer R&D 3 000 € per month
	Rent office	192 000 €		16 000 € per month	e-commerce seller 1 400 € per month
	total cost wages	277 200 € (sum Nebx2x12)			communication & CSR 1 450 € per month
	communication	85 000 €			CEO 1 600 € per month
	others (phone, electricity..)	16 800 €		1 400 € per month	pop-up store seller 1 300 € per month
					2 retail seller 2 800 € per month
	total charges	715 000 €			
result of exploitation		119 936 €			
		11,64% of turnover			

Retroplanning

