

CASE STUDY: Fashion Designer



Introduction:

Project Name: Fashion Designer
Industry: Fashion & Apparel
Problem: The client, a fashion designer, wanted to revamp her brand identity and attract a younger audience.



Background:

Kashih, an independent fashion designer, has seen great success early in her career, with her designs even gracing international runways. However, over the past two years, her brand has lost traction, and sales are plateauing.

Research: Our team undertook:

1. Customer Interviews



Engaged with 30 of her regular customers.

2. Market Analysis



Reviewed top trends and competitor strategies.

3. Social Media Analysis



Evaluated her online presence and engagement rates.

Findings

- Kashih's designs remain popular but her marketing and online presence are not capturing the attention of younger audiences.
- There's a shift in fashion trends towards sustainable and eco-friendly products.
- Competitors have robust online sales channels, frequently collaborate with influencers, and promote sustainable production.

Recommendations & Actions Taken

Rebranding: A subtle rebranding focusing on a modern, eco-conscious audience.



Sustainable Line: Kashih introduced a new line of sustainable fashion products.

Digital Presence: Revamped her website and social media, initiated collaborations with eco-focused influencers.



RESULTS

Results (After 6 months):

25% increase in online sales.
Gained 15,000 new followers on social media platforms.
The sustainable line sold out within two weeks of launch.

Let's Work Together!

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