

CLUTCHEE

bags





About CLUTCHEE

Clutchee is an Egypt-based startup local brand producing handmade crochet clutches, totes, and bags with a modern twist. Positioned as affordable luxury that merges artisanal craftsmanship with personalization

Brand IDENTITY

Essence:

Modern crochet fashion that blends artisanal craftsmanship with everyday chic.

Mission:

To offer stylish, customizable, and affordable crochet bags that empower self-expression.

Customer Experience:

*Customization through DMs
Eco-friendly packaging (kraft, fabric pouches)*

Visual & Verbal Identity

- *Tone of Voice:* Fun, energetic, slightly cheeky ("this drop won't last long!").
- *Brand Keywords:* Handmade, bold, collectible, fresh, playful.
- *Photography Style:* Bright, fashion-forward, lifestyle content showing how bags fit into daily looks and special occasions.

What differentiates

CLUTCHEE:

- *Offers full customization:*

Customers can request any design of their choice.

- *Sizes can be adjusted to personal needs.*

- *Extra accessories and details can be added (pearls, beads, embellishments).*

• Provides a more personalized, customer-centered service compared to competitors.

- *Clutchee also sets apart its balance of artisanal quality with affordable prices, making handmade luxury accessible to everyone.*

Target

AUDIENCE

Demographics:

- Women aged 18–35
- University students, young professionals, and fashion-conscious women
- Middle-class to upper-middle-class segments

Psychographics:

- Value unique, personalized, and handmade fashion items
- Interested in sustainable, slow fashion over fast fashion
- Seek accessories that can stand out and complement individual style

Geographic:

- Egypt mainly in Cairo, Alexandria

Customer PERSONA



What do we know about her:

Name	Sara El-Masry
Gender	Female
Age	21
Occupation	University student
Income Level	Middle to upper-middle class (price-conscious)
Lifestyle	Fashion-conscious, social, outgoing
Location	Egypt

psychographics and insights we have about her:

Values & Lifestyle Alignment:

- Sara's identity is tied to her style → she seeks accessories that represent individuality.
- Values sustainability & authenticity, prefers items with a story behind them.
- Lifestyle: social & fashion-conscious, which means she looks for products that are both trendy and conversation starters

Emotional Drivers:

- Purchases are linked to self-expression and confidence.
- Owning unique accessories makes her feel special and admired.
- Buying local/handmade gives her a sense of purpose (supporting community & environment).

Pain Points Insights:

- Frustrated by generic fast fashion → it feels repetitive and low-value.
- Sustainability often feels exclusive/expensive, so she struggles to balance budget vs. values.
- Sometimes overwhelmed by the limited availability of unique local items.

Marcom

CHANNELS



Marketing communication channels act as the direct link between a brand and its target audience, allowing us to connect in spaces where they spend most of their time. For a fashion conscious and trend-driven audience, Instagram and TikTok are the most effective choices. These platforms are highly visual, interactive, and influencer driven, making them ideal for showcasing unique handmade products through engaging content such as reels, styling videos, and collaborations.

Instagram provides a more curated and aspirational environment, while TikTok thrives on creativity, trends, and authenticity. Together, they ensure strong visibility, engagement, and alignment with the audience's lifestyle and digital habits.



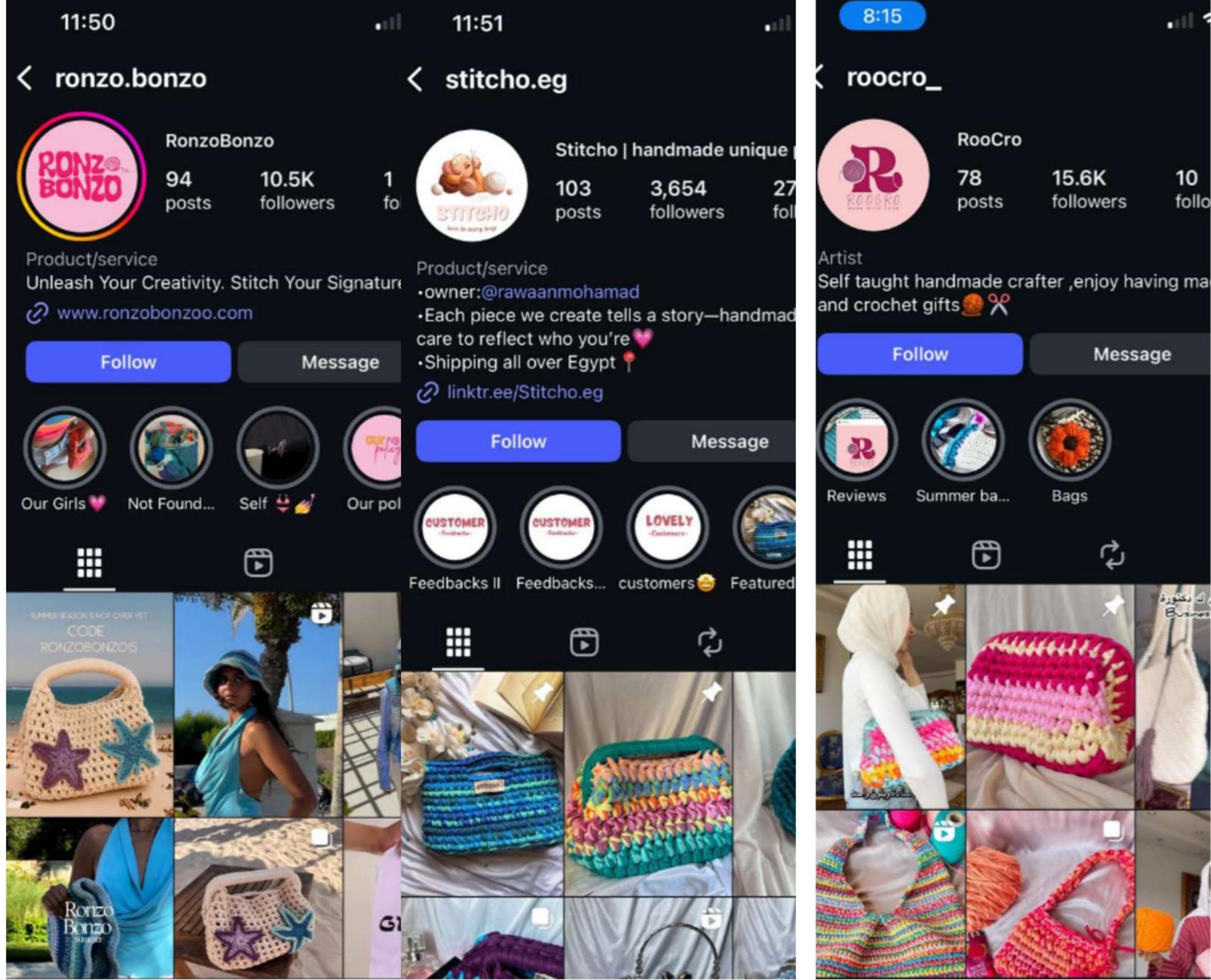
Market TRENDS

- Increasing demand for sustainable and handmade products in fashion.
 - Global rise in crochet and knitted accessories as statement pieces.

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- Social media platforms (especially Instagram and TikTok) drive awareness, engagement, and direct sales.
 - In Egypt: Growing pride in supporting local handmade brands as alternatives to mass-produced imports.

Our COMPETITOR'S EDGES

- They have websites, while our orders are currently handled through DMs.
- Their prices vary, but are generally slightly higher than ours.
- They already have a larger audience and following, while we are still at the early stage of growth.



PEST ANALYSIS

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Political

- Stable political situation in Egypt helps small businesses like Clutchee.
- Consumer protection and e-commerce laws are important to build trust.
- Government programs sometimes support small online fashion projects.

E

Economic

- Inflation and high prices affect customer ability to buy clutches
- Higher demand for clutches in special seasons
- Online shopping is growing in Egypt, which supports Clutchee sales.

S

Social

- Recent boycotts of international brands encouraged many consumers to shop locally, boosting opportunities for homegrown fashion labels to grow
- Fashion trends strongly influence customers when choosing what to buy.
- Young women want stylish, trendy, but also practical items.
- Social media (Instagram, TikTok) drives fashion choices and shopping.

T

Technological

- Digital Marketing Tools: Data analytics, paid social campaigns, and influencer collaborations allow for precise targeting of Clutchee's audience.
- High-quality photography and videos make clutches more attractive and more relevant to customers.

SWOT ANALYSIS

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- Material : using a different material than the other hand made bags brands
- Customization : can customise your own design
- Style : we are serving a elastically blessing style
- Master pieces : you will not find another girl wearing the same bag as yours
- Short production period : the bag takes around 7 days to be ready and for the hand made industry it is a short period

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- Seasonal : most of people wear the hand made bags in specific seasons
- Limited production : Handmade crochet takes time can't mass-produce quickly
- Dependence on personal skills and moods .

SWOT ANALYSIS

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- Sustainable fashion : Many consumers prefer eco-friendly, handmade, and “slow fashion” items over mass-produced products
 - Event based sales :Bags can be marketed as gifts for weddings, engagements, Mother's Day, Ramadan,Eid gifts, and summer holidays
 - Government support : Egypt has initiatives that support women entrepreneurs, handicrafts, and small businesses

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- Design can be copied : Designs can be copied easily by other local sellers with cheaper labor
 - Economic instability :Rising yarn and material costs due to currency fluctuations
 - Limited customer buying power
 - Changing on fashion trends : Crochet may be trendy one season, less popular the next

Where Clutchee Stands in the Marketing Funnel

Clutchee is currently positioned between the Consideration and Conversion stages of the marketing funnel.

- **Awareness** has already been established through active social media presence, brand storytelling, and initial promotional efforts.
- At the **Consideration** stage, our target audience is engaging with the brand, comparing Clutchee to other alternatives, and interacting with content on platforms such as Instagram and TikTok.
- Through end-of-season campaigns, promotional offers, and direct product showcasing, Clutchee is strategically pushing customers toward the **Conversion** stage, encouraging purchase decisions.

The next step will be to strengthen the Loyalty and Retention stage by focusing on post-purchase engagement, customer satisfaction, and repeat purchases, ensuring Clutchee builds a long-term relationship with its customers.

OUR OBJECTIVES:

- *Increase brand awareness.*
- *Grow social media followers & engagement (Instagram & TikTok).*
- *Achieve sales growth in the next season.*
- *Build customer loyalty by encouraging repeat purchases through retention strategies.*

Tactics:

- *Content Marketing: Short-form videos (TikTok Reels), styling inspiration, unboxing, and customer testimonials.*
- *Influencer Marketing: Partner with micro-influencers to showcase Clutchee clutches in everyday & event outfits.*
- *Paid Campaigns: Instagram and TikTok ads targeting fashion-conscious young women.*
- *Promotions: End-of-season sales, bundle offers (e.g., clutch + accessory), and gift packaging.*

content CALENDAR

Content Pillars

- *Product Showcase.*
- *Styling & Lifestyle (outfits + bags)*
- *Brand Personality (BTS, story, fun facts)*
- *Engagement (polls, Q&As, "This or That")*
- *Social Proof (reviews, UGC, influencers)*
- *Sales & Campaigns (discounts, drops, giveaways)*

Weekly Posting Structure

- *Instagram: 4–5 posts per week (Reels + Carousels + Stories)*
- *TikTok: 3–4 short videos per week (trendy, styling)*

8 Weeks Breakdown

Month 1 – Awareness & Engagement

Week 1

- IG Reel: Unboxing bag (ASMR) → Awareness
- IG Carousel: 3 Outfits, 1 Bag → Styling inspo
- IG Story Poll: Favorite color → Engagement
- IG Post: Brand intro (Clutchee story) → Awareness

Week 2

- IG Reel: “What’s in my Clutchee bag?” → Features
- IG Carousel: Bag care tips → Educational
- IG Story Q&A: Ask us anything → Community
- TikTok Reel: POV “Bag matches my vibe” → Lifestyle relatability

Week 3

- IG Reel: BTS of shooting → Transparency & trust
- IG Carousel: Tote vs Crossbody → Consideration
- IG Story Poll: This or That (2 bags) → Feedback
- TikTok/IG Reel: Outfit transition → Styling

Week 4

- IG Reel: Bag of the Week spotlight → Sales push
- IG Carousel: Back to Uni campaign → Seasonal sales
- IG Story Countdown: Mini-drop → Hype
- IG Post: Fun fact about Clutchee name → Personality

Month 2 – Trust & Sales Growth

Week 5

- IG Reel: Customer testimonial video → Trust
- IG Carousel: Styling for university → Styling inspo
- IG Story Poll: “Where do you use your Clutchee most?” → Engagement
- TikTok Reel: Trendy transition → Awareness

Week 6

- IG Reel: Influencer collab styling → Social proof
- IG Carousel: 5 must-have bags → Product push
- IG Story Q&A: Behind the brand → Personality
- IG Post: UGC (customer photo) → Trust

Week 7

- IG Reel: Limited Edition launch → Sales + Scarcity
- IG Carousel: Mood board aesthetic → Lifestyle branding
- IG Story Poll: Pick your fav design → Feedback
- IG Post: Close-up with material details → Quality

Week 8

- IG Reel: Giveaway announcement → Growth
- IG Carousel: Collection recap → Awareness
- IG Story Countdown: Giveaway reveal → Anticipation
- IG Post: Thank you + community highlight → Loyalty

THANK
YOU