

Marketing Management Project Report

Sustainable Clothing Brand: Ekoé



Course: Marketing Management

Prepared by: Group 2

Ananya Shukla (065011)

Archit Mathur (065012)

Bhavya Goel (065021)

Parv (065040)

Vasundhara B (065053)

Lakshay Gautam(065059)

Abstract

The strategic marketing framework for a high-end sustainable fashion brand is presented in this study. It was created by applying the STP (Segmentation, Targeting, Positioning) model. The foundation of our brand, Wear the Change, is the idea that fashion ought to be both fashionable and morally conscious. We saw a chance to position our brand as a lifestyle movement that combines high-end aesthetics with ethical principles as consumer awareness of sustainability grew.

In order to develop a positioning strategy that appeals to high-value sectors, our study set out to analyse consumer behaviour, preferences, and readiness to pay for sustainable fashion. In addition to secondary data from scholarly publications, business reports, and reliable internet sources, we carried out primary research using a structured poll with more than 100 respondents. Important factors like price sensitivity, preferred buying channels, frequency of shopping, and sustainability awareness were all examined in the poll.

Four different consumer groups were identified by our segmentation analysis: Sceptical Shoppers, Eco Enthusiasts, Ethical Style Seekers, and Conscious Pragmatists. We found that most of the survey respondents who knew about sustainable clothing were ready to pay 10-15% premium price. Most of the people are regular but not impulsive buyers so we will position sustainable clothing as a thoughtful upgrade during their next planned purchase

We have established an Instagram based presence, which utilizes influencer interaction, visual storytelling, and limited-edition releases for strong positioning. Our aim is reflected in our tagline "Wear the Change," which encourages customers to use fashion to express their principles.

Important marketing choices including price strategy, communication themes, and channel selection are influenced by the findings of our study. In order to engage our target groups with carefully chosen images and engaging material, we advise concentrating on digital channels, especially Instagram. We also suggest a tiered pricing structure that preserves value and transparency while reflecting the high-end nature of our offerings.

In summary, our study shows that a sustainable fashion company can be successfully positioned in a cutthroat market with a clear STP strategy. Wear the Change is well-positioned to create long-term distinction and emotional devotion by matching our target audience's ideals with our brand messaging, sourcing procedures, and product design.

TABLE OF CONTENT

| Section No. | Section Title | Page No. |
|-------------|----------------------------------------|----------|
| 1 | List of Tables and Figures | 4 |
| 2 | Executive Summary | 5 |
| 3 | Literature Review | 5 |
| 4 | Study Methods and Materials | 12 |
| 5 | Data Analyses & Visual Representations | 12 |
| 6 | Results and Discussion | 14 |
| 7 | STP Framework | 14 |
| 8 | Brand Positioning | 18 |
| 9 | Execution Strategy | 19 |
| 10 | Conclusion | 20 |
| 11 | The Logo, Name, and Tagline | 20 |
| 12 | Campaign Calendar – Seasonal Focus | 20 |
| 13 | Risk Register & Mitigation | 21 |

List of Tables and Figures

Segmentation Table [Table : 1]

Positioning [Table : 2]

Campaign Calendar – Seasonal Focus [Table : 3]

Risk Register & Mitigation [Table : 4]

Porter’s Five Forces – Radar (Qualitative) [Fig : 1]

Channel Preference (from survey) - [Fig :2]

Willingness to Pay – Respondent Counts [Fig :3]

[Fig : 4] - Familiarity

[Fig : 5] - Importance of Sustainability

[Fig : 6] - Willingness to pay premium price

[Fig : 7] - Monthly Household Income Range[Age]

[Fig : 8] - Monthly Household Income Range[Occupation]

Executive Summary

Ekoé is a premium sustainable clothing brand designed for eco-conscious consumers. This report outlines our external environment analysis (PESTEL), industry competitiveness via Porter's Five Forces, STP (Segmentation, Targeting, Positioning) framework, consumer insights, the making of the logo and tagline and final marketing recommendations. We aim to establish Ekoé as a premium yet accessible lifestyle brand that blends timeless fashion with sustainability.

Literature Review

PESTEL Analysis

Political Factors

- Government Support for Textiles: Government programs like ATMANIRBHAR Bharat and Make in India help our textile makers.
- The Ministry of Textiles wants to make all areas more sustainable. This is a clear government promise.
- Government programs like PM MITRA Parks and the PLI Scheme offer substantial financial support. This help goes to businesses using new, eco-friendly production methods.
- Ekoé's local sourcing strategy shields it from global supply chain issues. It also avoids problems with import tax changes. This gives it a growing edge for consistent output.
- International Trade Rules: Ekoé's commitment to ESG principles helps it meet global rules, like the EU Green Deal. This supports smooth growth in exports.

Financial Considerations

- High-Income Buyers: A growing number of Indian shoppers will pay 10–15% more for sustainable fashion. This fits Ekoé's strategy of pricing based on value.
- Price-Conscious Market: Ekoé must balance its image as a luxury brand with affordability for India's many price-aware consumers.
- It targets the expanding online clothing market. This digital strategy helps its business improve. It also supports fast growth.
- Ekoé boosts local economies. It creates jobs by buying local materials. This helps its social mission and brand.

- **Competitive Edge:** To succeed long-term against new competitors and global brands, Ekoé needs constant innovation and a clear brand identity.

Social Factors

- **Shifting Consumer Views:** Indian consumers are increasingly choosing responsible buying habits.
- This includes eco-educated individuals and newcomers seeking advice.
- **Brands as Storytellers:** Ekoé can build lasting customer loyalty. It can do this by openly sharing its story and highlighting sustainability and lifestyle choices.
- **Lifestyle Focus:** The brand creates flexible, durable clothing. This appeals to shoppers who want both usefulness and style.

Environmental Impact

- **Eco-Friendly Materials.** Ekoé uses organic cotton and linen that need less water. This helps solve problems with using too many natural resources.
- **Lasting Style.** The brand makes clothes meant to last. This fights against the quick trend cycle of fast fashion.
- **Earth-Kind Packaging.** Ekoé uses materials that break down or can be used again. This follows India's strict rules against plastic.
- **Green Image.** More people care about the climate. Ekoé's fair business practices put it ahead in eco-conscious clothing.

Technology Needs

- **Online Engagement:** Active use of social media like Instagram and YouTube builds the brand. It also helps people know about the company and creates a community.
- **Quick Processes:** AI helps predict needs for products. This means less waste and better product flow.
- **New Products:** Ekoé can lead the market by using new eco-friendly materials. This includes recycled or plant-based items.
- **Green Making:** Saving water and cutting fabric without waste is better for the environment.

Legal Matters

- **Adhering to India's labor laws matters.** Fair wages and safe workplaces boost a company's standing.

- Eco labels offer assurance. GOTS certification confirms a product is truly green. This builds shopper confidence. It stops misleading claims.
- Protecting our brand is key. Securing our name, logo, and designs helps us stand out.
- Understand online rules in India. E-commerce laws cover data, customer rights, and returns. This builds trust and reliability.

PORTER's Five Forces

Threat of New Entrants: Moderate

- Barriers to entry are relatively low in the fashion industry. D2C brands that are digital or online can easily be born on Instagram and e-commerce platforms.
- But tapping into the premium sustainable category is not easy. Gaining trust, finding sustainable materials, and ensuring brand consistency all take capital, design skills, and reliable supply chains.

A new brand can enter, but getting traction in this segment takes time and a different strategy. This helps protect our brand as soon as some level of credibility has been won.

Bargaining Power of Suppliers: Moderate

- The suppliers have fair amount of negotiating power as good eco-friendly raw material like recycled fabric, cotton, linen, bamboo, etc. are available in short supply
- Our consumers prioritize quality and authenticity. They are not going to settle when it comes to raw materials. This locks us to providers.

However, establishing exclusive relationships / long-term contracts / collaborations with suppliers reduce our dependence on any one supplier, and even better, provide a strong marketing angle for our brand, "Each piece is mindfully crafted from sustainable materials, honoring traditional Indian craftsmanship with a modern, timeless aesthetic".

Bargaining Power of Buyers: High

- Our customers (22–45 years; household income > ₹50K/month) are urban and aware about sustainability. They are conscious about fashion as well as budget.
- They have plenty of premium fast fashion and luxury wear options, giving them a lot of leverage.

- With that in mind, this group also appreciates being open, aspirational lifestyles, and showing who they are through their fashion choices. If we can make that happen, shoppers are ready to spend extra on clothes that are eco-friendly and nicely crafted.

Brand loyalty, emotional ties and positioning our brand as a lifestyle are key for reducing buyer power.

The Threat of Substitutes: Moderate: High

- Consumers can easily transition to premium fashion brands including H&M Premium, Zara, Mango, Doodlage and Uniqlo. They can even go the extra mile to buy luxury designer clothes at a slightly higher price.
- Also, choices such as second-hand fashion, thrift platforms and rental clothing services are increasingly popular among conscious consumers.

To have an edge, our brand brings durability, timeless design and responsible manufacturing to the forefront, not only as a product but also integrated as a long-term lifestyle investment.

Rivalry Among Existing Competitors: High

- The premium fashion market is very competitive. The market is saturated with global brands, new eco-friendly companies selling directly to customers and India fashion brands trying to establish their place.
- The rivalry is strongest when it comes to fashion, cost, and how the brand is perceived. Fast fashion giants are also entering into sustainability space, further upping the ante.

We set our brand apart with a distinct identity, transparency, and emotional narrative to reach the aspirational audience.

Inference and Strategic Plan

The high-end sustainable fashion market is highly competitive, but it does have potential, if handled properly. Success will be based on establishing brand authenticity and trust; long-term exclusive relationships with suppliers; and an emotional connection with customers. The success is going to come more from differentiating ourselves with being an aspirational, yet authentic brand and not getting lost in all the noise that is the market.

SWOT Analysis

Strengths

- **Surging Sustainability Awareness**

The current generation is well aware about sustainability as a concept, they have a lot of information at their disposal. According to NetZero India, sustainable fashion is not at all niche now, it is more of a necessity

- **Small-Batch & Capsule wardrobe**

Capsule wardrobe will allow consumer to pair a single garment in multiple different ways and with different style, hence providing new looks and trends for the fast moving consumer

- **Authentic Brand Storytelling**

Through sustainable clothing and local artisan products we can create a brand story and emotional connect with the consumer

Weaknesses

- **High Production Costs**

Sourcing good quality raw material for sustainable clothing and following sustainable practices will result in a high product cost

- **Low Brand Recognition**

Competing with established names like Doodlage or H&M conscious requires significant brand-building efforts

- **Limited Scale & Reach**

Initially we are targeting customers through online platforms and with limited clothing options. Which reduces our reach and scale

Opportunities

- **Rising Urban Disposable Income**

The upper-middle-class segment is increasingly willing to pay for value-driven fashion experiences.

- **Expansion of Ecommerce and Social Media**

Platforms like Myntra, Ajio, and Nykaa Fashion offer scalable reach. Social media platforms like Instagram, Facebook are also highly effective in spreading brand awareness

- **Circular Fashion Models**

Recycle programs and upcycling initiatives can help differentiate brands and deepen customer loyalty.

Threats

- **Price Sensitivity in Indian Market**

Many customers outside metro cities still prefer fast fashion which is cheap and readily available

- **Established Competitors**

Brands like Doodlage, H&M have stronger customer base and loyalty

- **Fast Fashion Influence**

Rapid change in trends can affect the adoption of sustainable clothing in younger generation

Competitor Comparison Matrix – Sustainable Clothing in Delhi

| Parameter | Ekoe(<i>Proposed</i>) | H&M (Conscious Line) | Doodlage |
|--------------------------|-------------------------------------------------|----------------------------------------------------------|-------------------------------------------------|
| Price Range (INR) | ₹1,500 – ₹6,000 <i>(premium sustainable)</i> | ₹999 – ₹3,999 <i>(affordable mass)</i> | ₹2,500 – ₹8,000 <i>(premium sustainable)</i> |
| Style Positioning | Capsule Wardrobe + minimal silhouettes | Global fast fashion with sustainable capsule collections | Upcycled & quirky urban fashion |

| | | | |
|------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------|
| Sustainability Depth | 100% sustainable sourcing, transparent supply chain, small-batch production, circular strategy | Partial — only “Conscious” line uses organic/recycled fabrics | High — uses waste fabric, upcycled materials |
| Target Audience | Eco enthusiasts, conscious pragmatists | Mass youth audience driven by price & trends | Urban eco-conscious premium buyers |
| USP | Capsule Wardrobe, minimal silhouettes + eco-certifications | Trendy designs at mass-market prices | Quirky upcycled pieces, bold designs |
| Product Categories | Casual wear, occasion wear, workwear, accessories | Casual wear, basics, occasion wear | Limited categories, mostly tops/dresses |
| Distribution Channels | Own e-commerce + marketplaces + pop-up stores + collabs | Global stores + online | E-commerce + designer stores + exhibitions |
| Marketing Approach | Storytelling around procurement, sustainability and transparency | Heavy ad spend, celebrity endorsements and seasonal campaigns | Niche storytelling, pop-ups, media features |

Study Methods and Materials

Primary data : With the help of the approved questionnaire : ‘Sustainable Fashion Survey’, with 110+ responses was the primary source of the research

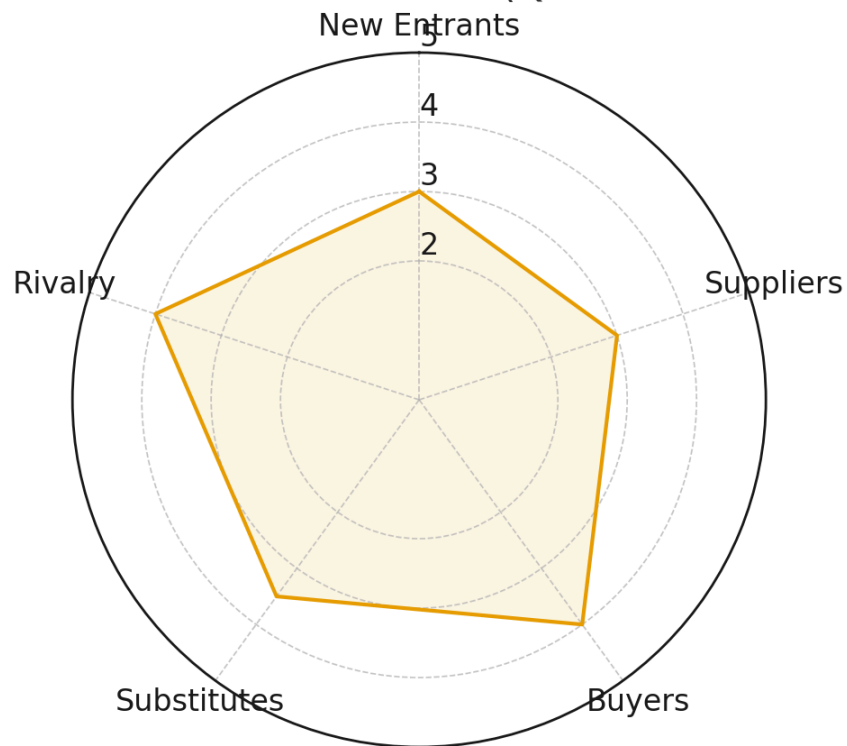
Secondary data :

1. [Effective Online Strategies for Marketing Sustainable Fashion](#)
2. [Aiming for a more sustainable fashion industry - Hindustan Times](#)
3. <https://www.voguebusiness.com/sustainability/materials>
4. <https://timesofindia.indiatimes.com/blogs/voices/five-forces-analysis-of-the-fashion-retail-industry/>
5. https://en.wikipedia.org/wiki/Porter%27s_five_forces_analysis

Data Analyses & Visual Representations

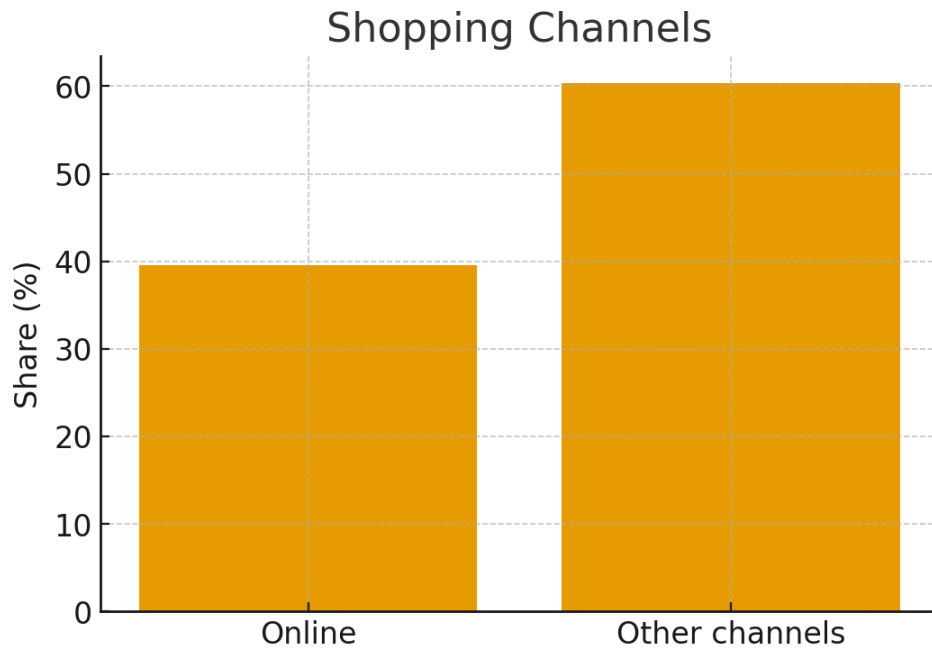
Porter's Five Forces – Radar (Qualitative) [Fig : 1]

Porter's Five Forces – Ekoe (Qualitative Radar)



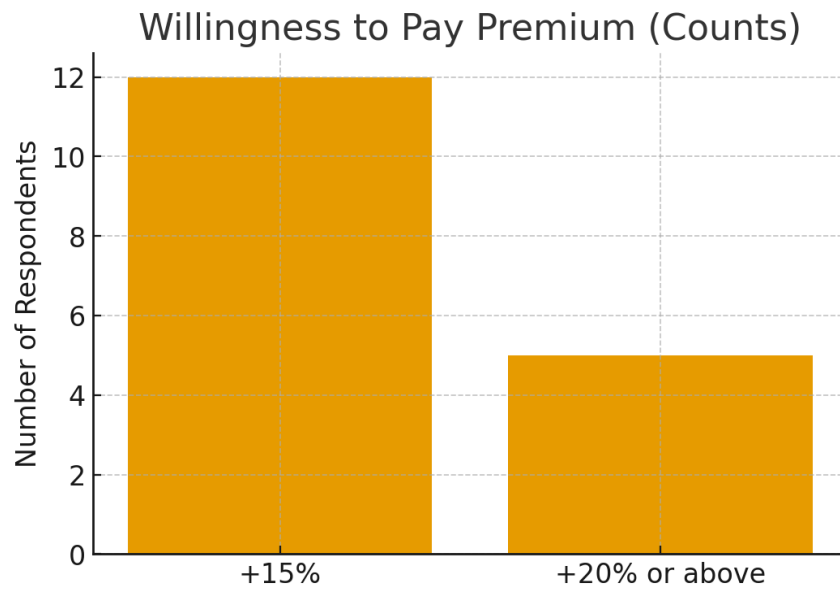
Scale is qualitative: Moderate ≈ 3 , Moderate-High ≈ 3.5 , High ≈ 4 .

Channel Preference (from survey) [Fig :2]



39.6% shop online. Remaining respondents use other channels (offline/local).

Willingness to Pay – Respondent Counts [Fig :3]



Note: Additional respondents indicate willingness to pay ~10% premium (qualitative).

Results and Discussion

STP Framework

Segmentation Table [Table : 1]

| Segment | Familiarity | Willingness | Shopping Frequency | Preferred Channel | Occupation |
|-----------------------|---------------------|-------------|---------------------|----------------------------|---------------------------------|
| Eco Enthusiasts | Very Familiar | 15-20% | Monthly | Branded stores/malls | Student |
| Conscious Pragmatists | Somewhat familiar | 10-15% | Every 3-6 months | Online platforms | Working Professionals (Private) |
| Ethical Style Seekers | Heard of it, unsure | 5-10% | Once a year or less | Local markets/street shops | Government employee |
| Skeptical Shoppers | Not familiar/unsure | <5% | Weekly | Boutique/artisan shops | Entrepreneur Or others |

Primary segment category: Eco enthusiasts (Small but high value)

1. Willing to pay 15-20% more
2. Shop monthly
3. Prefer Boutique or branded shops
4. High Sustainable awareness

Second segment category: Conscious Pragmatists (largest respondents' category)

1. Willing to pay 10-15%
2. Shops every 3-6 months
3. Prefer online platform
4. Moderate sustainability awareness

Targeting

Differentiators

1. Premium Natural Fiber
2. Use regenerative farming techniques
3. Offer full traceability of raw materials
4. Align with our long-term vision of circular fashion

Supporting Insights from Data

Willingness to Pay:

1. 12 respondents are willing to pay 15% more
2. 5 respondents are willing to pay 20% or above
3. These are concentrated in Eco Enthusiasts and Conscious Pragmatists

Shopping Frequency:

1. Monthly shoppers are mostly Eco Enthusiasts and Ethical Style Seekers
2. Every 3–6 months: dominated by Conscious Pragmatists

Preferred Channels:

1. Online and branded stores are dominant among Conscious Pragmatists
2. Boutique preference is exclusive to premium-aware segments

Demographics:

1. Age 25–34 and 18–24 dominate the premium-aware segments
2. Occupations include working professionals, students, and government employees

Product Strategy:

To Launch capsule collections in ranges to reduce wastage with premium fabrics such as linen, Cotton and bamboo silk

Pricing Strategy:

Tiered pricing with premium lines starting at 15–20% above market that is Rs 1500-6000

Channel Strategy:

Focus on online platforms further expanding to branded retail partnerships

Communication Strategy:

Using storytelling for emotional connection, certifications, and polls and reels with craftsmanship importance to build trust



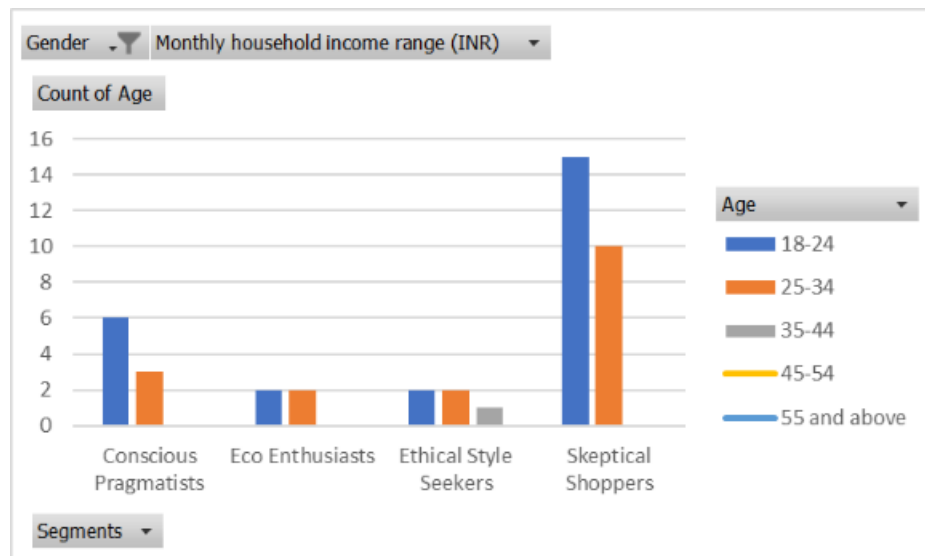
[Fig : 4]



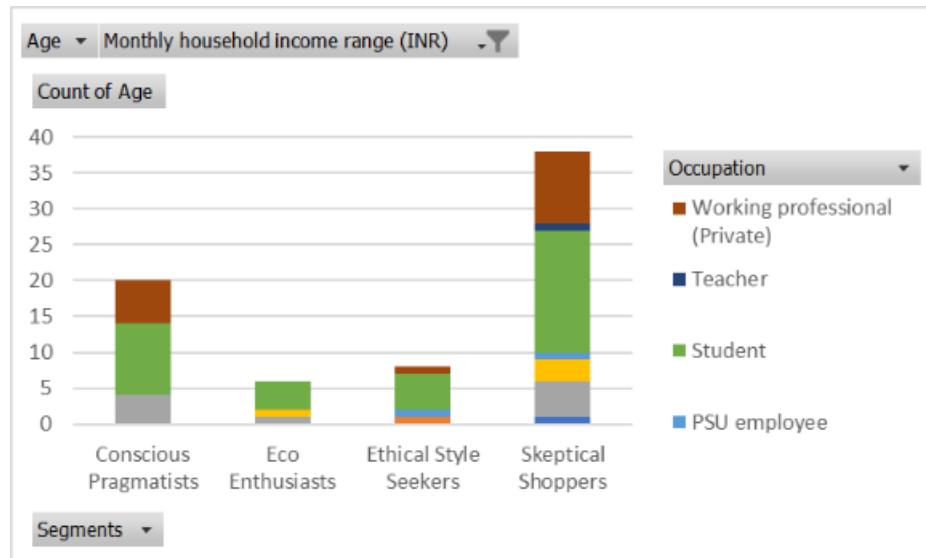
[Fig : 5]



[Fig : 6]



[Fig : 7]



[Fig : 8]

Positioning

For conscious professionals and style-forward changemakers, *Wear the Change* offers ethically crafted, premium clothing that blends timeless design with environmental integrity.

| Pillar | Description |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Premium Craftsmanship | Use of premium yet breathable fabrics such as linen, cotton and bamboo silk, crafted silhouettes, and thoughtful designs |
| Sustainable Procurement | Sourcing materials with local artisan partnerships, and transparent procurement strategy along with circular practices |
| Emotional Connection | Storytelling about each piece's origin, impact, and purpose |

| | |
|--------------------------|------------------------------------------------------------------------------------------------------------------|
| Digital-first experience | Instagram led brand presence with curated range, direct sales, and community interaction and engagement strategy |
|--------------------------|------------------------------------------------------------------------------------------------------------------|

[Table : 2]

Execution on Instagram

1. Visual Structure: Using minimal and earthy tones simple product design, artisanal textures
2. Content Strategy: Craftsmanship , sustainable procurement stories, premium lifestyle, customer engagement
3. Sales Strategy: Instagram-led brand presence , limited/periodic range drops, pre-order model to waste reduction due to size issues and customization requests
4. Engagement: Using polls for trend and customer analysis, reels for better reach, styling tips and behind-the-scenes sourcing for customer engagement



Our team worked to design a series of posters and social media content as shown above in order to advertise and market our sustainable clothing brand, we also worked on a social media page for the brand.

Conclusion

Impact with this positioning

This positioning:

- Helps Differentiate our brand from other fast fashion brands/labels
- Enables emotional loyalty with high-value segments
- It Justifies premium pricing through transparency and quality
- Aligns with digital-native consumer behavior

The Logo, Name and Tagline



The t-shirt and the hanger in the logo represent clothing, the golden border is to provide a sophisticated and premium look, the plant inside the t-shirt represents sustainability. The name Ekoé combines sustainability and clothing together and provides it a unique edge. The tagline “wear the change” asks consumers to get into action.

Campaign Calendar – Seasonal Focus [Table : 3]

| Season | Campaigns Theme | Material focus | Product Category |
|-------------------|-----------------------------|---------------------------------|-------------------------------------|
| Spring (Feb–Apr) | “Fresh Starts, Earth First” | Organic cotton, linen | Everyday wear, light workwear |
| Summer (May–Jul) | “Breathe Easy, Dress Light” | Bamboo silk, linen blends | Resort wear, breathable formals |
| Monsoon (Aug–Sep) | “Weather the Change” | Treated cotton, quick-dry linen | Layered wear, monsoon-friendly sets |
| Winter (Dec–Jan) | “Warmth with Purpose” | Heavier linen, cotton knits | Layered formals, cozy essentials |

Risk Register & Mitigation [Table : 4]

| Risk | Driver | Likelihood | Mitigation |
|-------------------------|-----------------------------|------------|-----------------------------------------------------------|
| Perceived Expensiveness | Premium sustainable pricing | Medium | Tiered pricing, value storytelling, durability guarantees |
| Limited Availability | Few nearby stores | Medium | Digital-first with local pop-ups; partner boutiques |
| Supplier Constraints | Eco-material scarcity | Medium | Long-term contracts; diversified supplier base |