

YEEZY

X

REAL MADRID FC

LAUNCHING A GLOBAL COLLABORATION
CAPSULE – STRATEGIC PLAN

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YEEZY X REAL MADRID FC

INTRODUCTION



- A limited-edition luxury lifestyle capsule combining Real Madrid's iconic heritage and Kanye West's Yeezy brand to create a unique fusion of sports culture and luxury fashion

Why This Collaboration:

- Real Madrid: Global recognition, elite sports reputation.
- Yeezy: Cultural influence, luxury streetwear innovator.
- Goal: Tap into the luxury sportswear market, attract younger fashion-conscious consumers, and increase brand visibility.



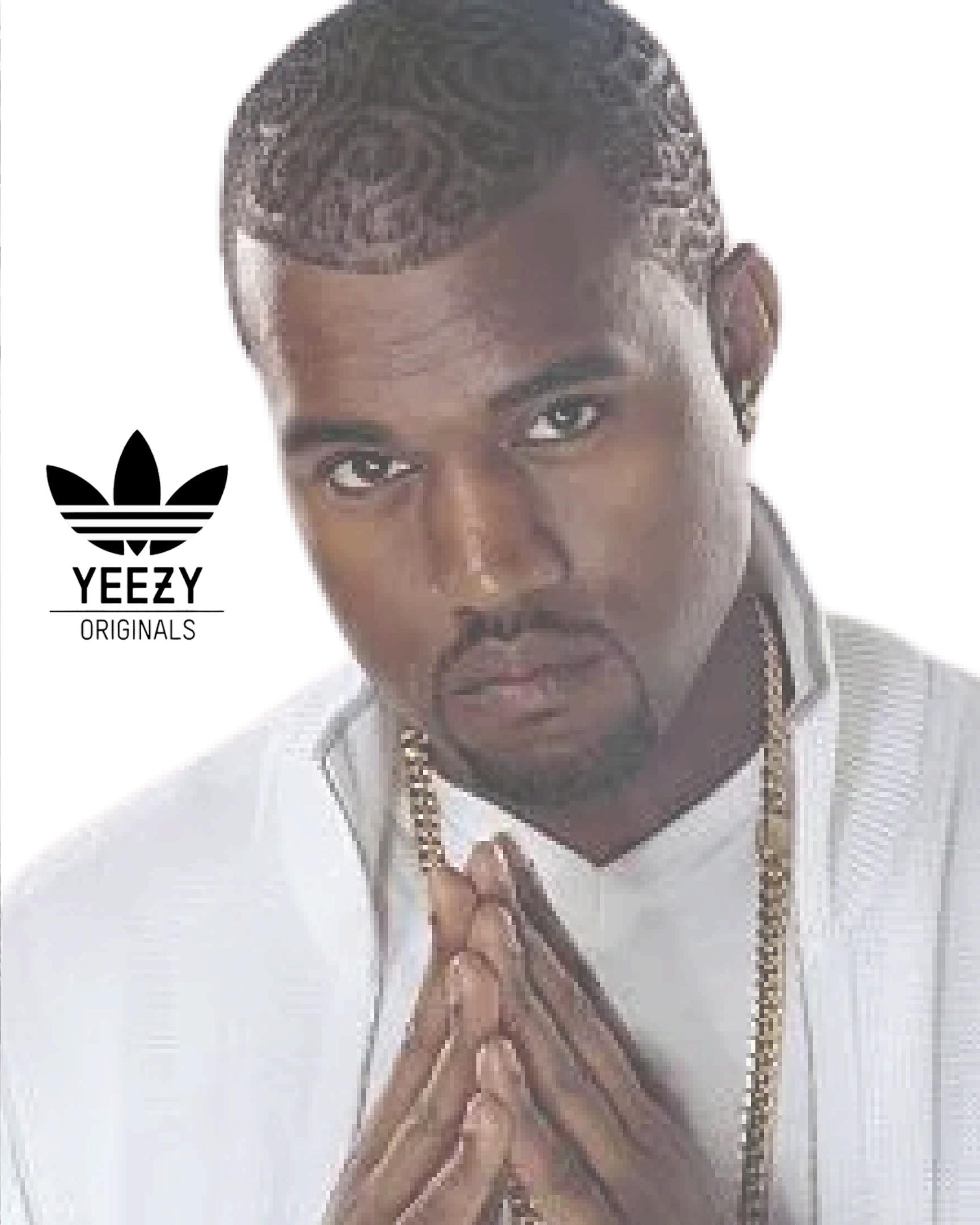
INSIGHTS ON KANYE WEST & YEEZY

Kanye West:

- Visionary artist, global trendsetter in fashion and music.
- Yeezy's success in blending luxury with streetwear makes it a perfect match for Real Madrid's elite status.

Yeezy's Impact:

- Revolutionized luxury streetwear, creating massive global demand with sell-out products.
- Appeal to both fashion and sports fan communities.



INSIGHTS ON KANYE WEST & YEEZY



Design Inspiration:

- **Fusion of Sport & Luxury:** Real Madrid's iconic white paired with Yeezy's minimalist, futuristic aesthetic.
- **Exclusivity & Innovation:** Limited-edition pieces offering high-end fashion with a sports twist.

Product Line:

- **Apparel:** Luxury tracksuits, tees, hoodies with Real Madrid's crest.
- **Footwear:** Limited-edition Yeezy sneakers customized with Real Madrid branding.
- **Accessories:** Premium bags, scarves, and caps.

Target Audience:

- Global Real Madrid fans and luxury streetwear consumers aged 18-45.



KEY TIMELINE



PRE-LAUNCH (1 WEEK PRIOR):

- Social media teasers and behind-the-scenes footage showcasing Kanye West's design process.
- Targeted digital ads on Instagram, TikTok, and YouTube to build anticipation.

LAUNCH (DAY 1):

- VDay 1: Virtual launch event with a live stream featuring Kanye West and Real Madrid players.
- Days 2-3: Pop-up store launches in key cities (Madrid, Los Angeles, New York) offering exclusive in-store experiences.
- Days 4-7: Focus on ecommerce sales through Yeezy's platform, Real Madrid's microsite, and selected global retailers.

POST-LAUNCH:

- No restocks after the launch week. Create urgency by emphasizing the exclusivity of the collection during the week.



MARKETING STRATEGY

- **Teaser Campaign:** Condense social media teasers into a single week before the launch, highlighting limited availability.
- **Launch Day Highlights:** Use Instagram, TikTok, and YouTube to stream the launch event and engage fans with real-time updates.
- **Engagement:** Daily social media challenges and influencer collaborations during the week to drive continuous excitement.
- **Paid Media:** Heavy investment in ads targeting fashion-conscious audiences, emphasizing the one-week exclusivity.



COMMUNICATIONS PLAN



Press Release:
Global distribution to fashion, sports, and lifestyle outlets.

Media Coverage
Collaborate with top-tier fashion and sports journalists to cover the collaboration and tease exclusivity.

Fan Engagement:
Host Q&A sessions and live events through Instagram and YouTube to boost excitement and interaction.



DISTRIBUTION PLAN



- EECOMMERCE: LIMITED SALES ON THE YEEZY PLATFORM, REAL MADRID MICROSITE, AND SELECTED GLOBAL RETAILERS FOR THE WEEK ONLY.

RETAIL STORES:

- POP-UP STORES: AVAILABLE ONLY DURING THE LAUNCH WEEK IN MADRID, LOS ANGELES, AND NEW YORK.

GLOBAL SHIPPING:

ENSURE EXPEDITED DELIVERY OPTIONS TO MEET THE DEMAND DURING THE ONE-WEEK WINDOW.



PROJECTED SALES & REVENUE



- Revenue Forecast: \$25 million in sales within the launch week.
- Breakdown:
- Apparel (Luxury Tracksuits, Hoodies, T-shirts): 50,000 units sold at an average price of \$200 = \$10 million.
- Footwear (Limited-edition Yeezy Sneakers): 20,000 pairs sold at an average price of \$500 = \$10 million.
- Accessories (Bags, Scarves, Caps): 30,000 units sold at an average price of \$167 = \$5 million.
- High-Margin Products:
- Premium pricing ensures an average gross margin of 65%.
- Revenue Growth:
- Expected post-launch increase in brand visibility and luxury product associations may lead to residual merchandise sales through other Real Madrid and Yeezy collaborations.





Conclusion & Next Steps

Strategic Fit:

This collaboration merges the world of luxury fashion and elite sports, appealing to both fashion-forward and sports fans.

Revenue & Brand Growth: Drives high sales while strengthening Real Madrid's presence in the luxury fashion space.

Next Steps:

Secure final agreements with Kanye West and Yeezy.

Finalize product designs and production schedules.

Launch marketing and influencer campaigns.

