

An Classic Fashion Brand 2024

AUSTIN'S



Hello



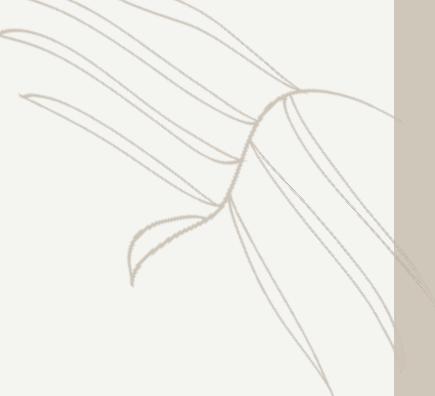
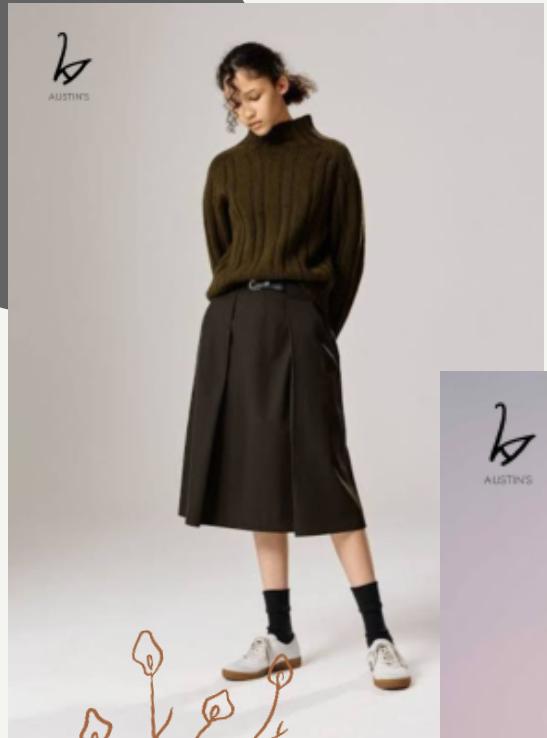
From Austin

The fashion industry is always full of surprises. There will always be new things and new trends, but classics will never die. We bring the modern classy for you who like an aesthetic vibe with a stylish design.



VINTAGE





Vision

|

Stylish is a must but we never forget to make comfy products at affordable prices. Using the materials that suit any season and occasion, we are ready to give you our best.

About Brand

OBJECTIVE

AUSTIN'S TO BE A WELL KNOWN AS A LOCAL BRAND WITH AESTHETIC CLASSY STYLE.

GIVING A HIGH QUALITY FABRIC WITH AFFORDABLE PRICE



WHAT IS AUSTIN'S

Austin's is a online clothing brand that presents the latest fashion designs with a distinctive modern and classy style. This brand is designed for people who like the latest trends and lovers of classy model

BRAND DNA

Modern, classy, simple, vintage, classic

MISSION STATEMENT

“ Just Be What You Are “

- So that users look trendy and fashionable
- Add self confidence to customers
- Gives luxurious impression to whom who wear it with high quality material

Austin's wants to embrace costumers to express their style confidently and just be who there are no matter what society says.



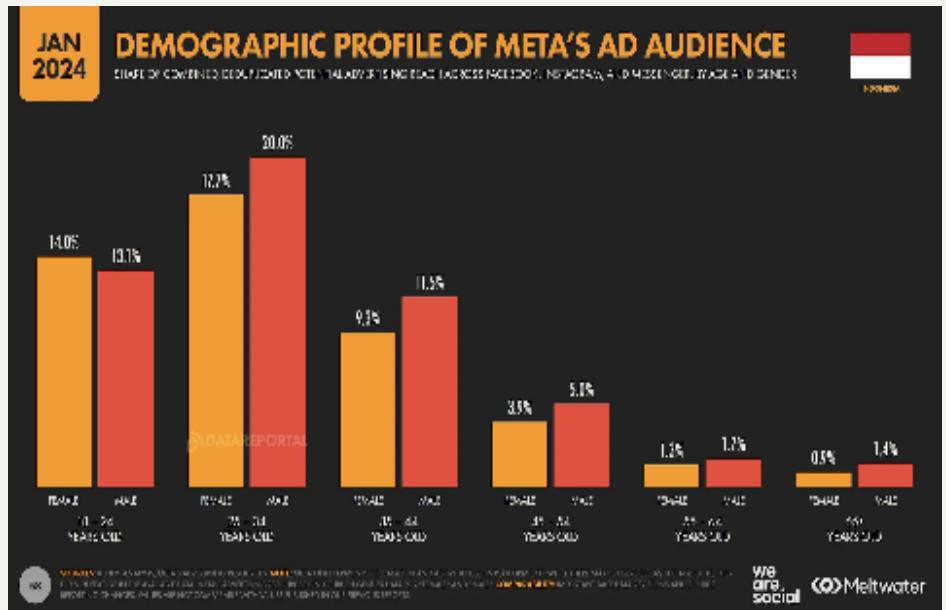
AUSTIN'S

- : Our logo mark is made with the initials of our brand owner which is letters V and A and is shaped into a swan that represent of elegance royalty
- : Our logo type comes from the last name of our brand owner and by adding apostrophe s to indicate ownership

STYLE

Our brand presents a type of style that
Is modern, classy, elegant and fresh
Which is suitable for the taste of today's
People who want something new but
Still simple and comfortable to wear
For any activities and suitable for any
occasion

TARGET MARKET



Millennials and Gen Z use social media the most , that's why I'm targeting this age target market

DEMOGRAPHIC

Age range 16 – 39 years old (Millennials – Gen Z)

Occupation : Suitable for all work group

PSYCHOGRAPHIC

Person who is up to newest trend design

Lifestyle : Heavy social media user

Fashion sense : Fashion conscious , classy & chick

BEHAVIOURAL

Priorities : The qualities, the exclusiveness

Buying frequency : Loyal





STRENGTH

- High quality materials with affordable price
- The product is not easily damaged and long lasting
- Latest fashion models every month

WEAKNESS

- Does not have an offline store

OPPORTUNITY

- Our brand has fast fashion concept , we quickly established the newest model so customers can be the first to purchase it

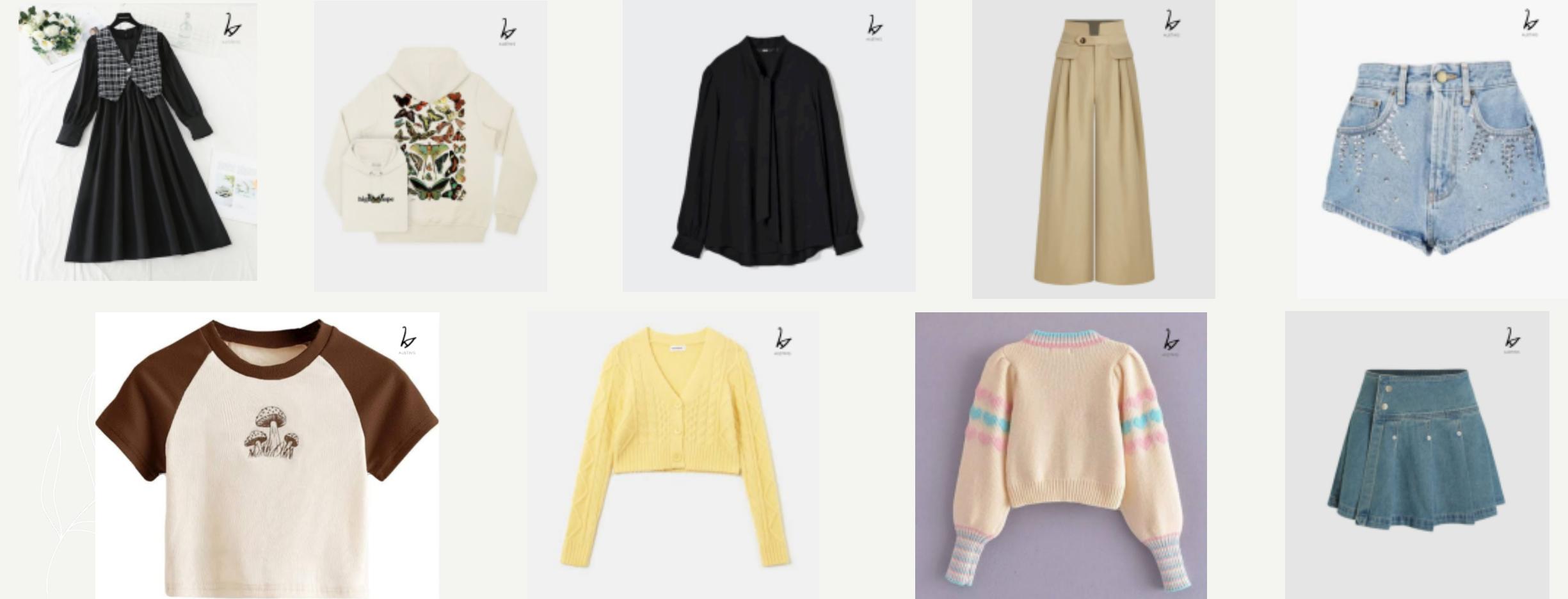
THREAT

- There are many brand competitors with the same style concept



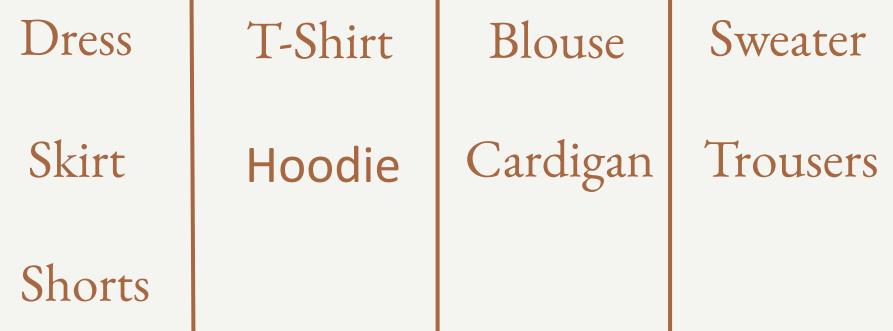
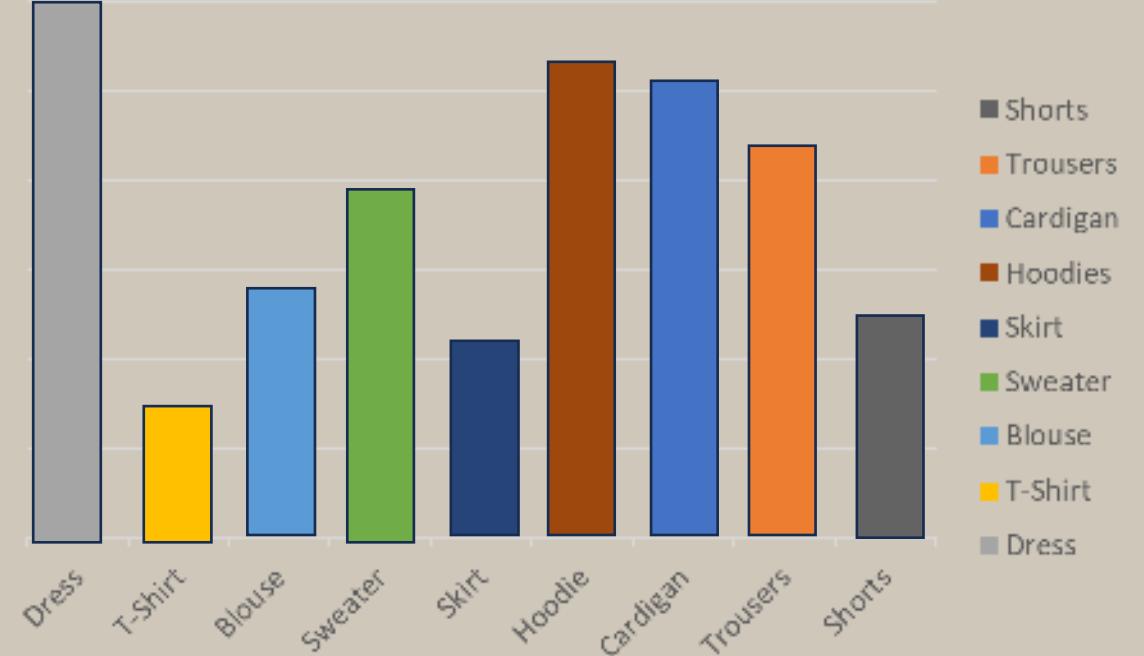
PRODUCT RANGE

- Dress
- Blouse
- Hoodie
- Skirt
- T-Shirt
- Sweater
- Cardigan
- Shorts
- Trousers



PRICE RANGE

Our online shop's price range. The prices that are set from our online store is relatively affordable so we can reach wider classes of customers.



PROMOTION STRATEGY



Social Media

The reason we choose to advertise our products using social media is because the level of use is very high and it has become one with people's daily lives. We chose to advertise on Instagram based on research that Instagram has the highest rank of users in Indonesia



Poster

We decided to use posters to attract the attention of passersby with aesthetic poster designs and attractive offers so that people are interested in ordering via the website listed on poster



Collaboration

Apart from making our own products, we also collaborate with other artist to reach a wider target market by launching special editions. We create something fresh and new by combining two different styles that produce unique fashion items



Bazaar Event

Opening a pop up store at every bazaar event to attract more new customers and to be better known to people who don't know about our online clothing brand and that will cause our brand to spread from one to another

ENVIRONMENT RESEARCH

Google Data From :

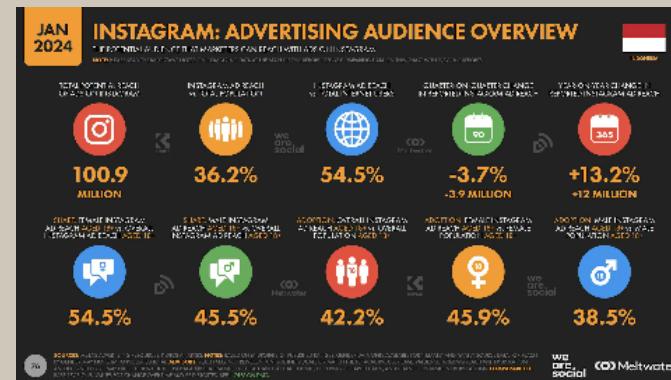
- Slice Blog , 2024
- Slice Blog , 2024
- Datareportal , 2024

Goals : So that customers can visit our online shop website by link on instagram

MOSTLY USED

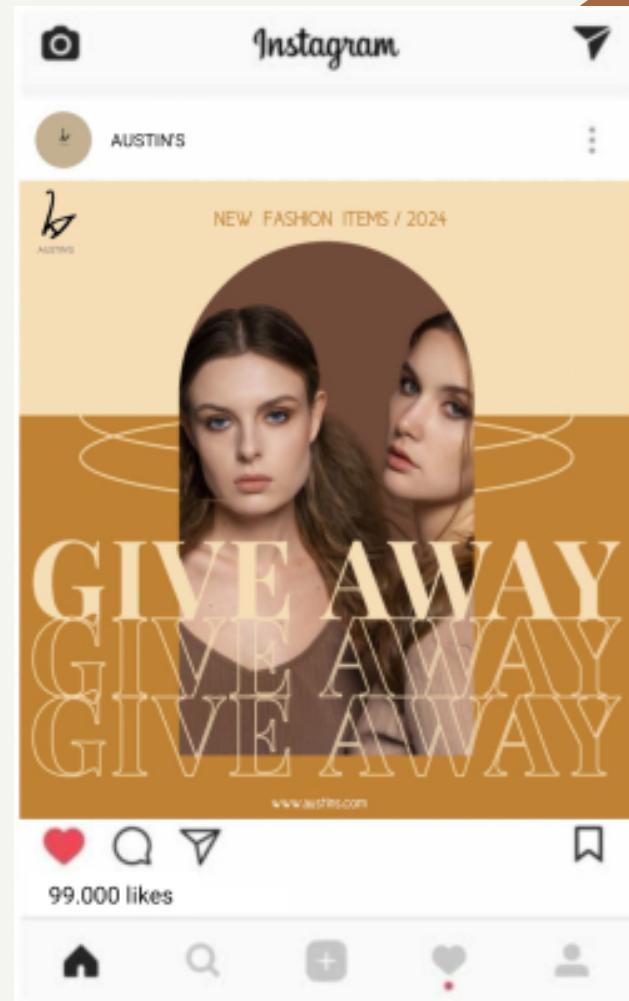


INTERNET CONSUMPTION



MOCKUP

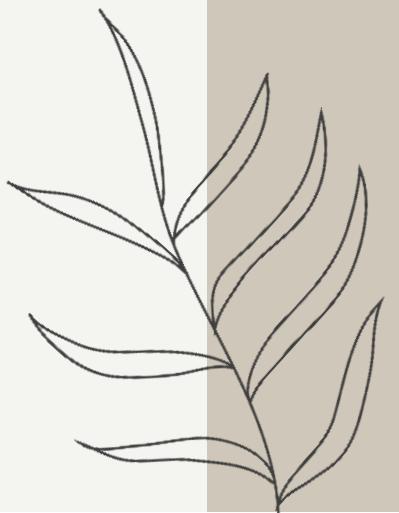
SIGN AGE



INSTAGRAM

MOCKUP

LOCAL ARTIST
COLLABORATION



MOCKUP

BAZAAR
EVENT



MOCKUP

POSTER



Stay Connected

Get your latest
fashion
information here.

Phone Number

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Website

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Email Address

AUSTINS@gmail.com

Social Media

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Online Shop

AUSTIN'S OFFICIAL (Shopee,
Tokopedia)

