

BRAINSTORMING

Brand Identity

- Vision: "Empowering individuals to express their unique style with bold and edgy fashion."
- Mission: "Create exclusive, sustainable, and innovative clothing that inspires confidence and self-expression."

Target Audience

- Urban Millennials and Gen Z.
- Fashion-forward individuals who value uniqueness.
- Those seeking both everyday wear and statement pieces.

Product Line

- Edgy streetwear.
- Sustainable and eco-friendly collections.
- Limited edition items for exclusivity.
- Accessories to complement the clothing.

Unique Selling Points (USPs)

- Unconventional designs and artistic expressions.
- Commitment to sustainability and ethical practices.
- Inclusivity: Clothing for all genders, sizes, and ages.
- Collaborations with local artists and creators.

Marketing and Promotion

- Social media campaigns focusing on self-expression and uniqueness.
- Influencer partnerships with fashion-forward individuals.
- Pop-up stores in trendy urban areas.
- Online community for Decadent Originals enthusiasts.

Sustainability Initiatives

- Using recycled materials in clothing production.
- Reducing carbon footprint in manufacturing and shipping.
- Donating a portion of profits to environmental causes.

Customer Engagement

- Loyalty programs with exclusive discounts.
- Regular virtual fashion shows and sneak peeks.
- Customer feedback and co-creation of designs.
- Personalized styling tips and recommendations.

Key Performance Indicators (KPIs)

- Sales revenue and growth.
- Social media engagement and follower growth.
- Sustainability metrics: reduced carbon footprint, materials used, and donations made.
- Customer satisfaction and loyalty.

