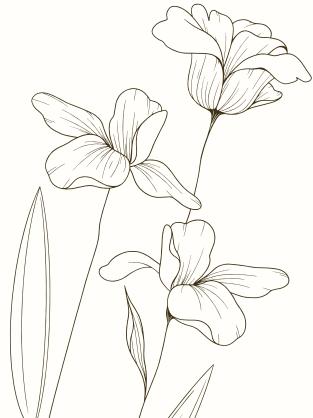


ALETHEIA

THE NEW LUXURY

By IE Slow Fashion Lab

Melissa, Lauren, Marcela, Adrian, Gabriela, Eduarda,
Manuela, Emma

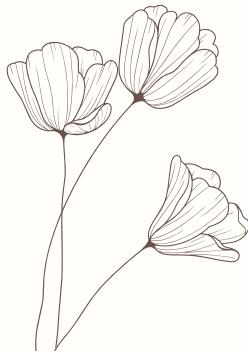


Our team



Lauren Krupnikov

Canadian/Uzbek/Belorussian
Studying Behavior & Social Sciences



Melissa Cortes

Dutch/American
Studying Behavior & Social Sciences



Marcela Torrelledó

Spanish
Studying Business Administration &
Business Analytics



Eduarda Almeida

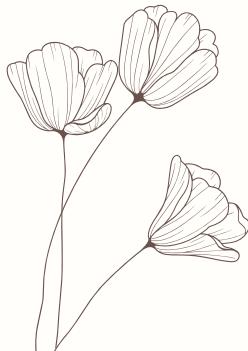
Portuguese
Studying Business Administration and
Law

Our team



Manuela Cruz

Colombian
Studying Business Administration



Gabriela Gutierrez

Spanish
Studying Business Administration



Adrian García

Guatemalan
Studying Business Administration



Emma Aristizabal

Colombian
Studying Business Administration

Table of Contents

• 01 •

Market Analysis

• 02 •

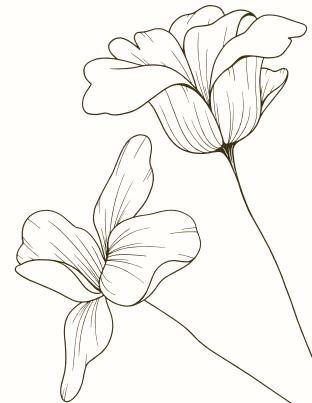
Instagram Improvement

• 03 •

Website Improvement

• 04 •

In-person Advertising

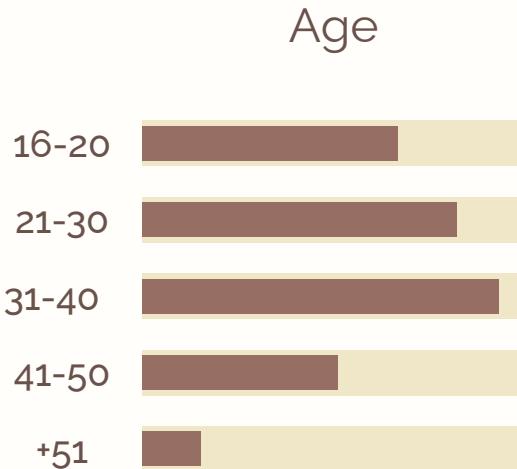




01.

Market Analysis

Market Demographics



Gender

Female



Male

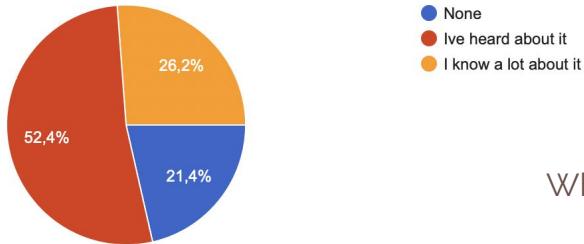


How they purchase

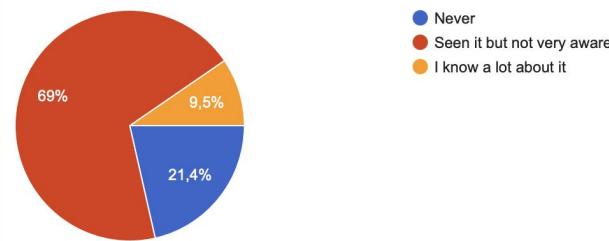


General Knowledge

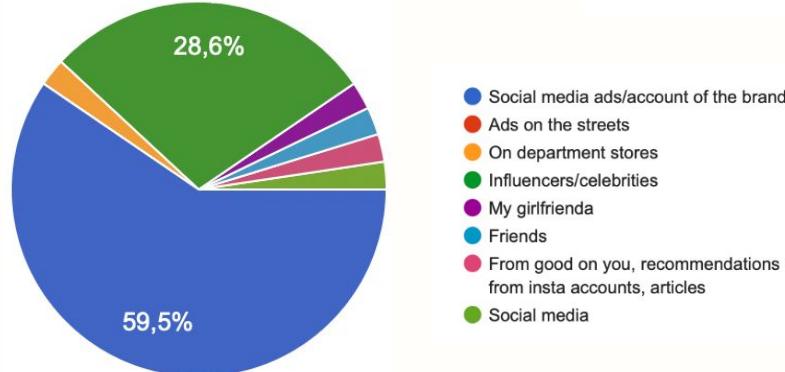
How much do you know about slow fashion



Have you ever heard about clothing being dyed by natural materials

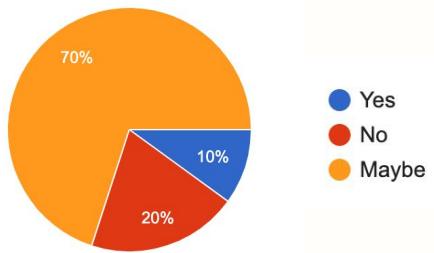


Where do you mostly learn about different brands?

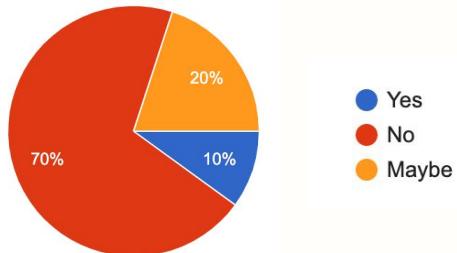


Engagement

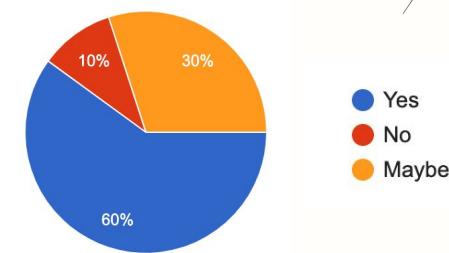
Looking at their instagram, would you buy from them?



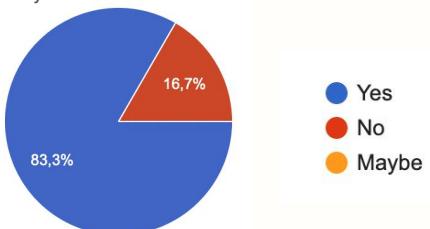
Looking at their website, would you buy from them?



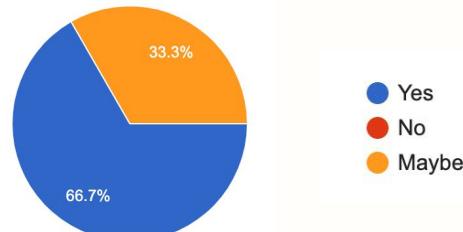
Would you attend an Aletheia workshop?



Would you be interested in learning more about natural dye?



Would you watch tutorials of workshops online?



Buyer Persona

Maria Mendez

A joie-de-vivre personality & a love of nature. Shops locally, sustainably & in a curated manner

Social Networks



Profile

- 40 years old
- Environmentally conscious
- Madrid, Spain
- Mother
- High income

Interests



Buyer Persona

Silvia Lopez

Vibrant and observant personality. Loves shopping locally and sustainably.

Social Networks



Profile

- 26 years old
- Environmentally conscious
- Studied fashion
- Madrid, Spain
- Middle- High income

Interests

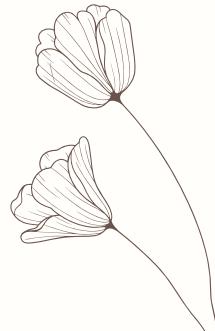




L

02.

Instagram Improvement



ALETHEIA

1,289 posts

15.4K followers

2,158 following

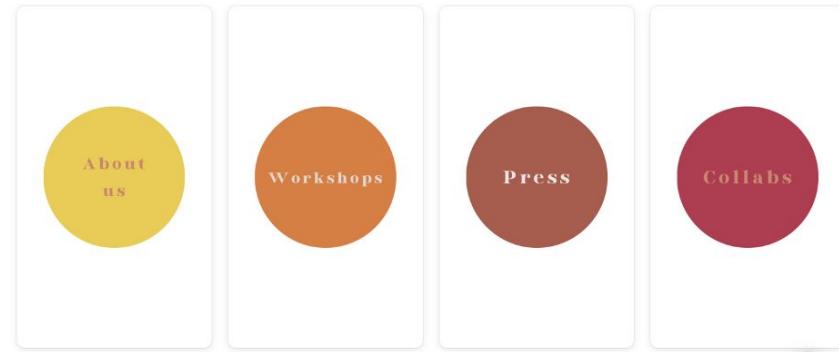
Atelier Aletheia

Sustainable fashion brand
Natural dye
The real luxury
<https://atelier-aletheia.com>



Example of instagram page

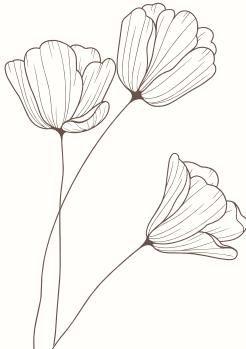
Highlights



“About us”



- Take advantage of your beautiful story and share it. It is an asset.
- How your origins bring value to the brand



Canva:
https://www.canva.com/design/DAFlmSLSzJE/zEoDSYXWCOVqgS7AtZnLHg/edit?utm_content=DAFlmSLSzJE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

“Workshops”



OUR
WORK
SHOP

Canva:

https://www.canva.com/design/DAFlmXP-gAo/41H1l3Nz6eNeRYohFJoq/edit?utm_content=DAFlmXP-gAo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

https://www.canva.com/design/DAFlmvHPiNw/u3oQgZK8qKTR4UdJWtWXVg/edit?utm_content=DAFlmvHPiNw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Promoting a post

Instagram tool which by making a small investment you buy a ton of exposure to many users that follow Aletheia's demographics!

Click on this button that appears
below all of your posts



Ver estadísticas

Promocionar publicación



Boost your post

The screenshots illustrate the process of boosting a post on Instagram:

- Step 1: Select a goal**

What results would you like from this ad?

 - More profile visits
 - More website visits
 - More messages

Add WhatsApp Business and get WhatsApp messages from your Instagram ad.
- Step 2: Define your audience**

Special requirements: For ads about credit, employment, housing, social issues, elections or politics.

 - Automatic**: Instagram targets ads to people like your followers (selected)
 - Create your own**: Manually enter your targeting options
- Step 3: Create audience**

N/A
Estimated audience size

Audience name

Locations

Interests

Age & gender: All | 18 - 65 yr
- Step 4: Budget & duration**

US\$ 90 over 6 days
Total Spend: 5.000 - 13.000
Estimated reach: US\$ 15 daily

Budget: US\$ 15 daily

Duration: Run this ad until I pause it
Set duration: 6 Days
- Step 5: Review**

Review your ad
Your estimated reach is 5.000 - 13.000 Accounts Center accounts.

Preview ad

Ad goal: More profile visits | @prunehhealth Profile banner | On

Audience: Automatic | Instagram targets ads to people like your followers

Budget & Duration: US\$ 90 over 6 Days

Payment

Ads are reviewed within 24 hours, although in some cases it may take longer. Once it's running, you can pause spending at any time.

Boost post

By creating an ad you agree to Instagram's Terms and Advertising Guidelines. All promotions are listed in the public Ad Library. Learn More

Set an smart objective: Generate more views of the profile and make people more aware and interested in Aletheia.

Location: Madrid
Interests: fashion, sustainability, quiet luxury
Age & gender: 25-60, female

Choose a price: You choose the money that you want to spend and the days of exposure and depending on this is the number of users to which the post will appear.

Growing the account

Optimize profile

Update bio with keywords and hashtags

Add a compelling call-to-action (CTA)



Influencers takeovers

Collaborate with influencers or fashion enthusiasts for account takeovers

Increase brand visibility and follower growth



Marina Testino
56.5 thousand followers



Maica Jáuregui
(conceptosdeestilo)
149 thousand followers



María Pombo
3 million followers

User-generated content

Encourage followers to share photos wearing Aletheia fashion items

Feature user photos to build community and increase engagement

Growing the account

Trend spotting

Stay updated with latest fashion trends

Incorporate trends into Atheleia's Instagram content



Cross-promotion

Partner with complementary fashion brands or boutiques

Share content and run joint campaigns for wider exposure

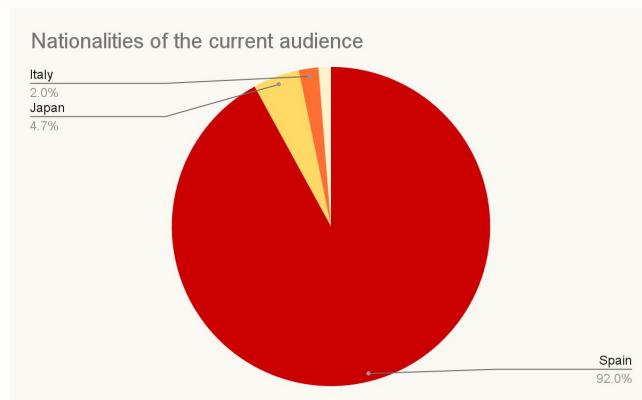
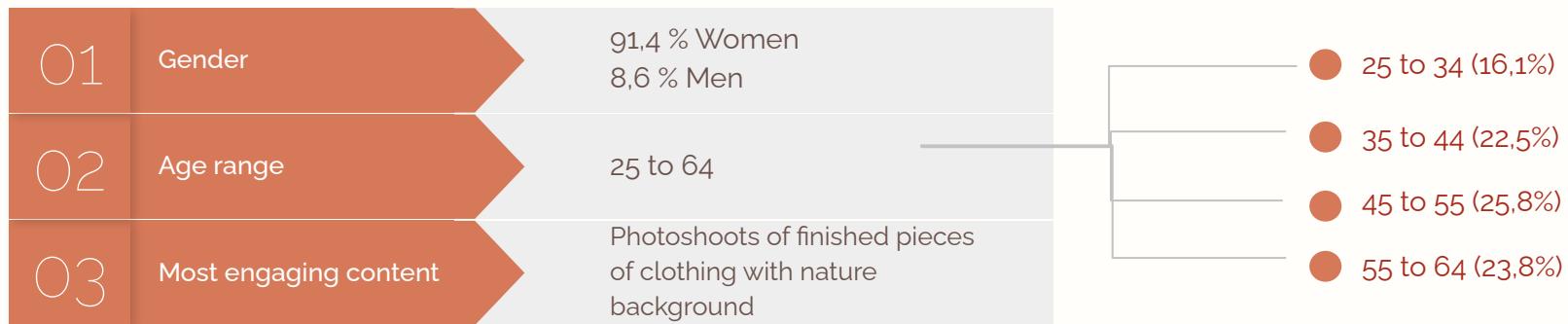
Seasonal fashion guide

Create Instagram carousels or IGTV videos with fashion inspiration

Share styling tips and outfit ideas using Aletheia pieces



Instagram Insights



Instagram Insights

Total number of followers:

15.5 thousand

Accounts reached:

2487

Reach of content:

Already followers: **2235**

Not followers: **252**

Stories: **1739**

Posts: **1258**

Reels: **108**

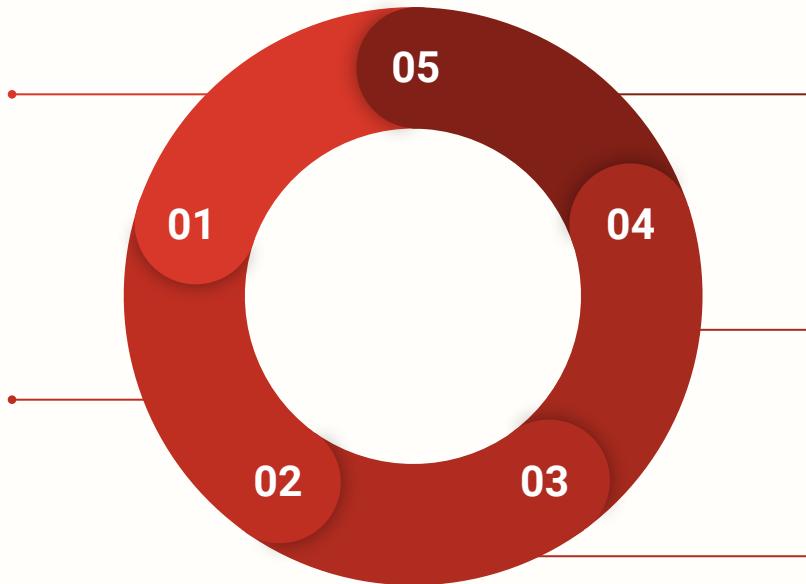
Insights

Analyze audience demographics

Use Insights to understand the age, gender, and location of the current followers. Tailor content and engage with them effectively based on this data.

Track reach and impressions

Monitor the reach and impressions of Aletheia's posts and stories. Identify the content that performs best and create more of it to increase visibility.



Engage with the community

Respond to comments, messages, and mentions. Build relationships and encourage followers to become brand advocates.

Identify optimal posting times and utilize stories effectively

Determine when Aletheia's followers are most active on Instagram. Experiment with posting schedules. Monitor story metrics such as views, taps, and replies.

Evaluate engagement metrics

Pay attention to likes, comments, hashtags and shares. Identify the preferences and interests of the audience to create engaging content.

Influencers

Marina Testino

"Raising awareness on conscious consumerism"



<https://www.instagram.com/marinatestino/>



<https://www.instagram.com/conceptosdeestilo/>

Maica Jáuregui

Fashion Influencer

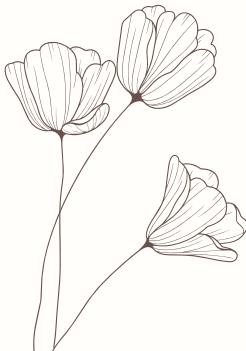
Influencers

Maria Pombo

A story to relate to.



<https://www.instagram.com/mariapombo/>

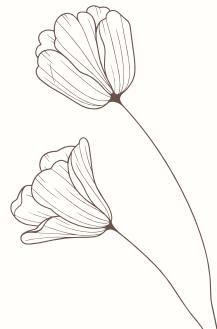




L

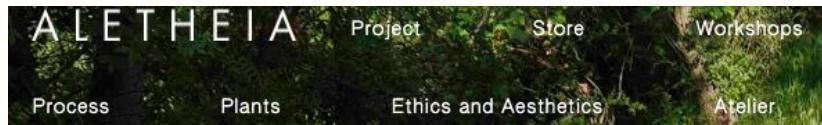
03.

Website Improvement



Website Improvement

Talking about different backgrounds influencing the brand(ie:profiles talking about each of your backgrounds, how that influences the brand, what the brand is to you



↓ +
About us

- Put photos of yourselves
- Talk about your Origins and History
- How that influences in the way you work
- What roots of your culture you have brought to Aletheia
- Previous Work
- Passions
- What Aletheia means to you
- Talk about your story together
- How your values align
- Why you work together
- How your cultures come together as one
- How you started working together

Website Improvement

Booking workshops directly through the website

A screenshot of a website for 'Sashiko Workshop Saturday'. The page features a header with the title 'REGALA(TE) UN TALLER EN EL 2023' and the brand name 'ALETHEIA'. Below the header, there's a section about the 'sashiko' technique, its history from Edo (1615-1868), and its traditional use to reinforce garments. It also describes how small and simple stitches can increase the value of a garment. The page continues with a section about the workshop, mentioning Ayako and her secrets, and ends with a 'RESERVE OR GIVE A PLACE' button.

A screenshot of an email client window. The recipient is 'info@atelier-aletheia.com'. The subject line is '[REDACTED]'. The body of the email contains a message asking for a reservation for a workshop.



Personas

2 personas

Hora

15:15

Nombre
Nombre
Apellido
Apellido
Añadir un comentario

Email
Email

Teléfono
España (+34) Teléfono

¿Tiene algún comensal alguna intolerancia/alergia?
Sí No

Acepto las condiciones de uso, política de privacidad y aviso legal
 Consiento el tratamiento de datos personales
 Consiento la recepción de comunicaciones del restaurante por e-mail y/o SMS con fines comerciales

Reservar

Website Improvement

Focus on the process behind the clothes it is the differentiating factor;
Show the clothes you make especially unique pieces. Each piece is unique,
showcase it.



Limited Pink Cape

249,90€

(Classy) (Silk) (Sustainable)

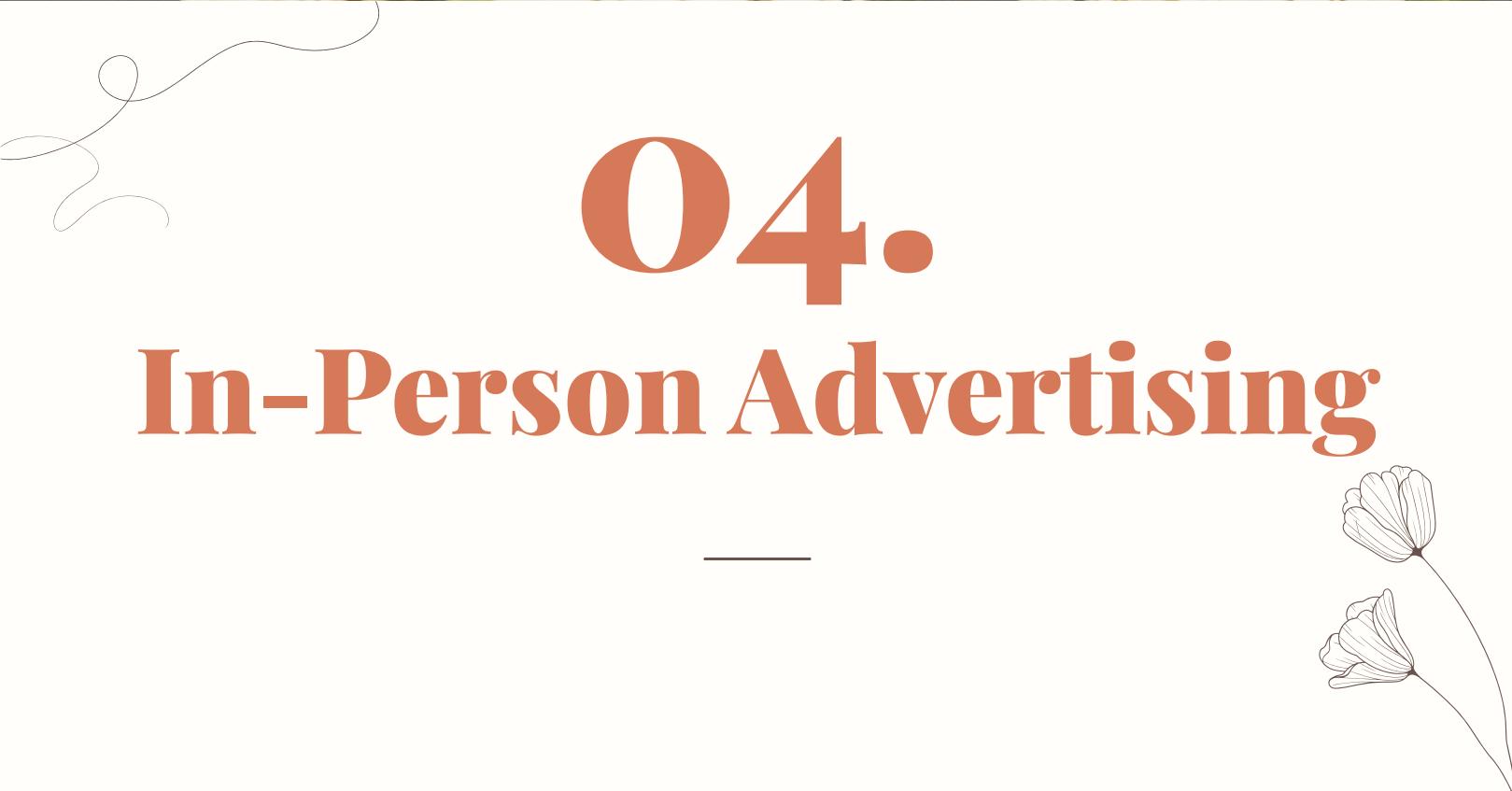
Pink

S M L XL XXL

Size chart +

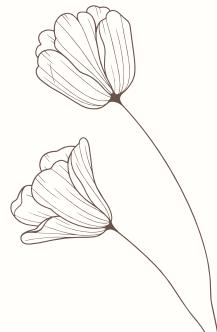
Add to cart

- Description + → Describe the product, explaining the inspiration for its creation, clearly expressing its uniqueness
- Composition + → Mention the materials used (fabric and dyes)
- Process + → Explain how it was made (handmade, using what production methods...)



04.

In-Person Advertising



Workshop Improvement

- Workshop in Rio Manzanares close to Puente de segovia.
- Work With Colors
- GOAL: Learn Traditional Japanese embroidery or stitching used.
- Inclusion



Taller de Sashiko sábado 27 de mayo
(2023)

Guerrilla Marketing

Attention-grabbing tactics



Flash mobs using silk scarves



Hanging clothes in unexpected places with contrasting colors

In public spaces



Hanging stickers around the city



Color theory event further developed

1. Invitations and marketing conducted through socials
2. Finding a specialist, setting a date
3. On the date, clients come in and pay entrance analysis fee
4. Wine is provided, and a palette of colours is given to the customer.
5. Customer can or watch the process(behind the scenes) or pre order a dress.
6. Once a purchase is made, client gets the opportunity to get 5% off if promoting on socials.

Benefits:

- Marketing of the brand
- New clients
- Personalized relationship with clients
- An inside scoop of the business



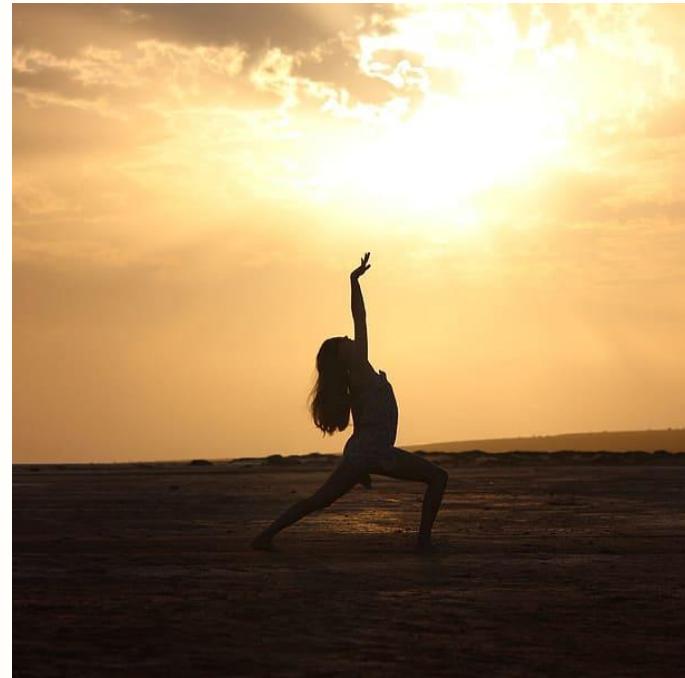
Cocktail garden event

1. Set a public location
2. Invite many people of the lifestyle fashion industry
3. Promote through medias such as eventbrite
4. When the event commences business cards can be printed and distributed.
5. A relaxed runway can be conducted illustrating the beauty of fashion and nature



Yoga class sponsored by aletheia

1. Using aletheia's casual wear a yoga class can be conducted to illustrate the beauty of design and comfortability.
2. Candles can be lit and an ambience can be created to show the lifestyle that people can achieve(of style and wellness)
3. Holistic class with a holistic brand. Can illustrate how you should be connected with the fabric and your body



1

Instagram

Instagram exposure and social growth

2

Website

Website improvement and ability to book workshops

3

Social in-person engagement

Creation of workshops and events

4

Possibility of sales

Once company grows, start sales by selling their own products through store or online





Thanks

Do you have any questions?

slowfashion@ie.edu

+31 620 421 838



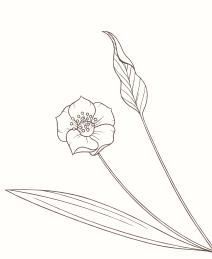


Image Sources

<https://atelier-aletheia.com/en/>

<https://www.pinterest.ch/pin/88735055149884437/>

<https://www.pinterest.ch/pin/natural-vineyard-wedding-with-sunflowers--305400418453540243/?mt=login>

<https://www.pinterest.ch/pin/70437471915336/?mt=login>

<https://www.pinterest.ch/pin/580049627027109486/?mt=login>

<https://www.pinterest.ch/pin/895442338390743552/?mt=login>