

# **Case study: MOREL Q**

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# Morel Q: Designed with Purpose

Morel Q is a homegrown Indian luxury handbag brand built on the philosophy of “Designed with Purpose.” At its core, Morel Q is more than a fashion label—it’s a movement that redefines how modern Indian women interact with their accessories. Every stitch, compartment, and curve is thoughtfully created to blend timeless elegance with real-world functionality. Designed not just to be carried, but to carry her story, Morel Q empowers women to move through life with grace, confidence, and convenience—without compromising on style.

Morel Q believes in crafting bags that solve real-life problems. **Designed With Purpose** is not just a phrase—it’s a philosophy where every stitch, slot, and structure exists to make a woman’s life easier, smarter, and more elegant.

Morel Q thrives at the intersection of utility and aesthetics. Where **Function Meets Elegance** speaks to our design DNA—bags that carry essentials beautifully, empowering women to move through their day with style, structure, and intelligent organization built in.

Every Morel Q bag is a symbol of modern ambition. **Carry Confidence, Carry Morel Q** captures the emotional strength our products bring—functional companions that support, reflect, and elevate the journey of every woman who chooses purposeful fashion.



# Elevating Our USP - Functionality That Adapts



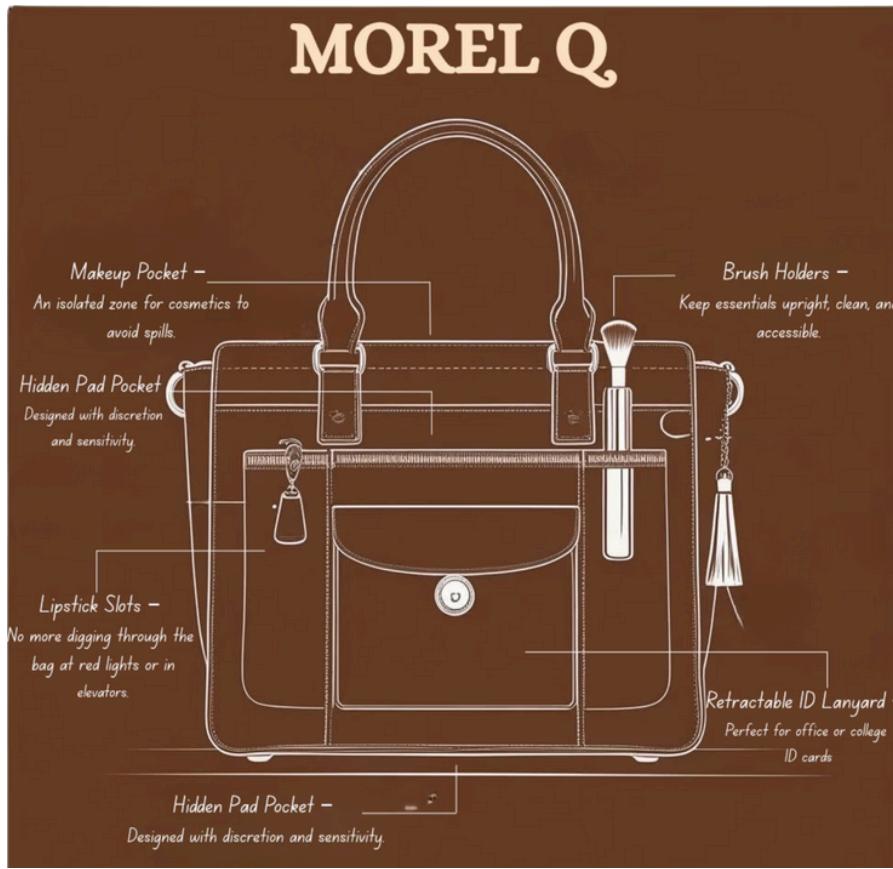
## Customizable Design Features

Customizable interiors with detachable compartments, monogramming, and modular layouts—allowing every woman to personalize her bag to match her lifestyle, needs, and sense of style effortlessly.



## Multipurpose Design

Smart compartments—lipstick slots, makeup pockets, ID lanyards, and hidden sections—crafted to organize essentials efficiently, blending elegance with everyday utility for work, travel, and personal care.



## Sustainability Meets Functionality

Sustainability with smart design, offering eco-conscious materials like vegan leather while retaining functionality—detachable compartments, organized interiors, and long-lasting quality that supports mindful consumption and purposeful living.

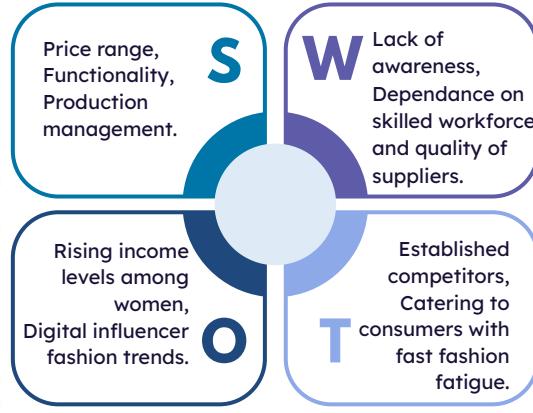
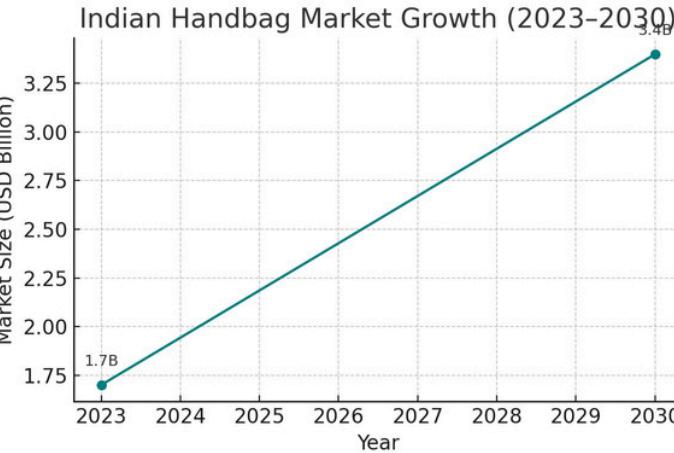
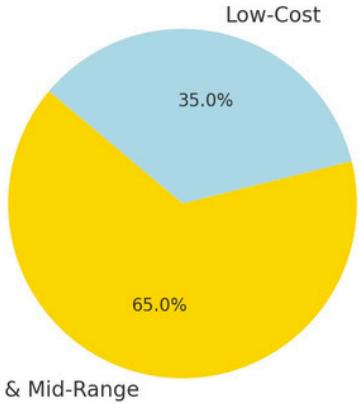


## Tech-Integrated Utility

Modern tech features like RFID-safe pockets, AirTag slots, and power bank compartments—seamlessly combining fashion with functionality to support the dynamic, connected lifestyle of today's woman.

# Market Growth and SWOT Analysis

2023 Indian Handbag Market Segments



## Low cost, Mid range, Premium

The Indian handbag market was valued at USD 1.6–1.8 billion in 2023.

## Handbag Market Growth

It is projected to reach approximately USD 3.3–3.5 billion by 2030, growing at a CAGR of around 10–12%.

## SWOT ANALYSIS OF MOREL Q

Smart design, premium feel, rising demand; faces competition but thrives through innovation and digital storytelling.

# Competitive Benchmarking

	MOREL Q	HIDESIGN	NAPPA DORI	THE TAN CLAN
PRICE RANGE	₹2,500-₹6,500 (affordable luxury)	₹5,000-₹15,000 (premium)	₹7,000-₹25,000 (premium lifestyle)	₹3,500-₹9,000 (mid-premium)
USP	Fashion meets functionality	Handcrafted elegance	Bold, artistic craftsmanship	Heritage-rich design
Functionality	Very High - compartments, tech slots, ID pullouts	Moderate - classic builds	Low - more visual than practical	Moderate - simple layouts
VEGAN	Planned vegan line	Not Available	Not available	Selected options
Customisability	Yes - monograms, modular interiors	Limited	Not available	Limited
Versatility	High - office to casual, convertible styles	Moderate	Low - occasion-centric	Moderate

# Differentiation and Positioning

Morel Q creates premium handcrafted leather handbags for aspirational Indian women who value **legance, Functionality, and Heritage**. Blending modern design with traditional craftsmanship, each bag offers thoughtful utility and lasting quality. Rooted in slow fashion, Morel Q celebrates Indian artistry with a global sensibility—crafted for women who sees herself in it - **Complex, Curated, and Purposeful**.

## PURPOSE-DRIVEN FUNCTIONAL LUXURY

*"The Bag with a Story"*



### 1. Intelligently Engineered Compartments

- hidden pad pockets
- lipstick slots
- brush holders
- retractable lanyards

### 2. Combined luxury aesthetics with practical, problem-solving design

- Sleek designs with aesthetic appeal and practical for daily use

### 3. Intuitive Design for Real-Life Needs

## AFFORDABLE LUXURY PRICE POINT

*"Morel Q adapts to your lifestyle"*



position itself between the **premium and mid-tier players** by offering flexible pricing to appeal to different customer segments:

### 1. One Appeals to aspirational but value-conscious consumers in Tier 1 & Tier 2 cities.

### 2. Positioned between mass-market and luxury brands

- Price range- (2500 Rs - 6500 Rs)
- Bridges the Gap between Mass and Premium
- Accessible Entry into Premium Fashion
- Perfect for Gifting Segment

### 3. Encourages Value-Based Purchases



## TIMELESS & DURABLE OVER TRENDY & DISPOSABLE

*"Trends won't Last Morel Q will"*

1. Instead of overwhelming consumers with new lines every season, the brand builds **long-lasting designs** that evolve **slowly** and **intentionally**.

2. **Designed to Be Versatile, Not Seasonal-** Each handbag is made to transition seamlessly from day to night, office to dinner, weekday to weekend

3. **Responsible Material Choice-** long-life materials for durability.



## CUSTOMIZATION AND VEGAN OPTIONS

*"Your Morals make your Morel Q"*

1. **Monogramming & Personal Tags-** Initials or name embossing on leather tags

2. **Detachable & Modular Compartments-** Removable pouches, card slots that can be repositioned

3. **Vegan Options-** Bags made from plant based leather for people seeking cruelty-free and sustainable alternatives.



## SCIENTIFIC DESIGN & THINKING

*"Smart Inside, Stylish Outside"*

1. The brand studied how **women interact** with their bags throughout the day and mapped out a system that would help them **find, store, and carry with ease**.

2. It makes it not just aesthetic but **Functional Tools of Empowerment**

# Go To Market Strategy



NEEDS & EXPECTATIONS



Action

## PHASE 1

Morel Q needs to establish a strong brand identity that clearly communicates its philosophy of "Designed with Purpose." Customers at this stage expect an authentic, premium brand that blends aesthetics with problem-solving design.

## PHASE 2

Morel Q must foster trust, emotional connection, and a sense of belonging among users to drive loyalty and word-of-mouth growth. Consumers expect relatable, real-world stories and opportunities to engage with the brand beyond just transactions.

## PHASE 3

The audience begins to look for more personalized, feature-rich, and festive products that reflect their individual style and occasion-based needs. Consumers expect innovation in form and function, while maintaining timeless elegance.

## PHASE 4

To sustain momentum, the brand must scale its availability and visibility without diluting its premium positioning. Shoppers in new geographies will expect access to the brand in trusted retail environments with localized relevance.

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Execute a high-impact digital launch campaign across Instagram, YouTube, and Pinterest showcasing real-life usage and product stories. Organize curated offline pop-ups in Delhi and Mumbai to introduce the brand personally to early adopters and gather live feedback.

Launch the "Morel Muse" ambassador program, encouraging real users to share their journeys and experiences with the bags. Upgrade the D2C website with a personalization quiz, content hub, and community blog; expand digital presence into Tier-2 cities via influencer-led campaigns.

Introduce customizable features like detachable compartments, modular interiors, and monogramming for a more personalized experience. Launch limited-edition festive collections with RFID-safe compartments, AirTag slots, and curated packaging to enhance gifting value.

Partner with multi-brand luxury boutiques and concept stores in cities like Bengaluru, Chandigarh, and Jaipur to establish physical presence. Activate region-specific influencer campaigns and onboard corporate partners for luxury gifting solutions, broadening exposure to new customer bases.

# 12 Month Marketing Plan

## MADE BY WOMEN, FOR WOMEN

Production by women led workforce in manufacturing, which shows the brand is empowering women even with its manufacturing stage.

## LOCALLY SOURCED. GLOBALLY STRONG.

High-quality raw material sourcing from the abundant and sustainable resources of leather in the domestic Indian market, primarily sourced from leading clusters like Kanpur, Chennai, and Kolkata.

## FILLING THE LUXURY GAP

We have to strategically capture the midrange price segment of luxury handbags with our competitive and accessible pricing to effectively tackle the gap between Nappa Dori and The Tan Clan's pricing.

## FUNCTION STYLED BY INFLUENCERS

Incorporate influencer marketing through authentic, relatable creators who can showcase "What's in My Bag" reels—highlighting our smart compartments, daily functionality, and sleek elegance in real-life, stylish scenarios.

## BEAUTY MEETS FUNCTIONAL FASHION

Strategic collaboration with a premium cosmetic brand to tap into their loyal, fashion-forward customer base—perfectly aligned with our target audience of elegant, ambitious women seeking functional luxury.



**Q1**



**Q2**



**Q3**



**Q4**



## INCLUSIVE FASHION, BOLD VOICES

Collaborate with queer influencers to lead an empowering campaign that celebrates diversity, authenticity, and self-expression—highlighting Morel Q's belief in fashion that's inclusive, functional, and beautifully non-conforming.

## EXCLUSIVITY FOR INNER CIRCLE

Introduce a members-only limited drop that offers early access to exclusive designs—creating a sense of privilege, community, and belonging for loyal customers who value uniqueness and first-in-line luxury experiences.

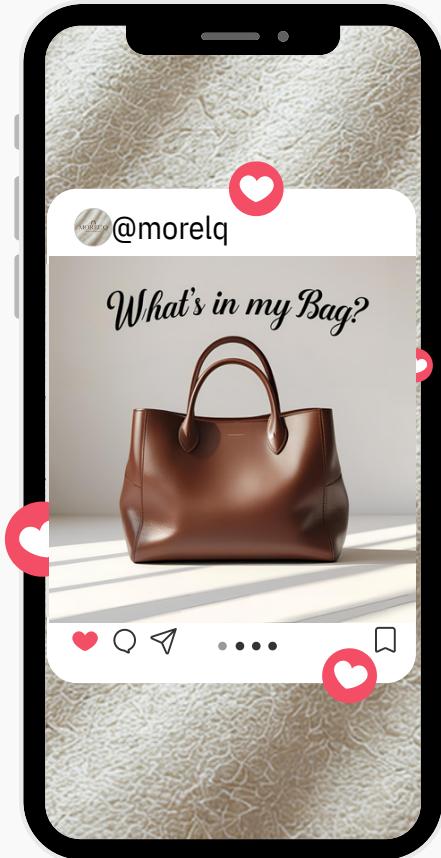
## ICONS ENDORSE OUR LUXURY

Engage Forbes 30 Under 30 women in business to spotlight our bags in their magazine interviews, reinforcing Morel Q's empowerment message through influential voices and authentic success stories.

## VEGAN LEATHER, LUXE PURPOSE

Introduce a thoughtfully crafted vegan leather line to engage eco-conscious customers, aligning with ethical fashion trends while maintaining Morel Q's commitment to elegance, durability, and functional luxury.

# Influencer Strategies for MOREL Q



## Campaign Overview

- YouTube Shorts & Reels: Showcase "What's in my Q bag?", "How I stay sorted?"
- Goal: Launch brand narrative, highlight functionality, seed product with aligned voices.  
Reels and shorts from influencers like HustleRani, Parul Gulati and Sahiba Bali, featuring how they use the different compartments of the bag for everyday use and how the bag adds value to their day to day functioning.
- These influencers are relatable to the core with a loyal and organic fanbase which will create buzz for the brand through their engagement channels.

## Membership Club: The Q Circle

### How to gain access to The Q Circle?



- Customers who purchase a limited edition or premium line bag (e.g. ₹25,000+ threshold or "Q Signature" series) automatically gain access.
- Early backers or beta testers (e.g. pilot customers, influencers, or pre-launch survey participants) get lifetime access

### Perks of The Q Circle:

- Priority Access to new drops
- Annual surprise box with artisanal accessories or Q-exclusive leather goods.
- Access to secret sales and archive collections

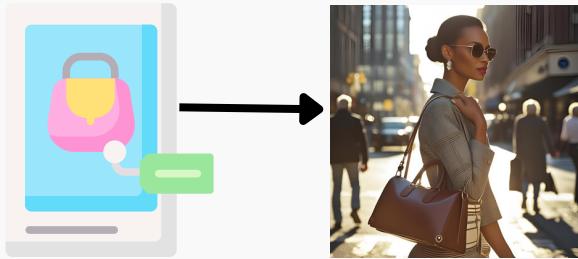
## Proposed Marketing Channels

Instagram reels and youtube shorts

Female influencers with organic engagement

Offline Events in corporate offices, college fests where the majority of our target group has the most footfall.

# Ecommerce Strategy for Morel Q



Reminding women that they can carry the world on their shoulders,  
provided they have the right bag.

From your phone to  
your shoulders, we have  
got your back.



HOW?



## GTM STRATEGY

- Finalize influencer partnerships – Contract finalization with influencers.
- Creative development – Ad shoots, YouTube Shorts, Reels & billboard designs.
- D2C Website Launch- Launch Shopify based website to control branding and storytelling.
- Marketplace Listings – Selective presence on curated premium fashion platforms.



## PRODUCT LISTING STRATEGIES

- Visual storytelling in listing to show you are not just buying a bag, you are creating a culture.
- Lifestyle shoots showing how working women, students, travelers carry their bags.
- Demonstrative clips on how to best use the functional aspects of the bag.
- SEO based product descriptions to make sure our brand is listed highly whenever searched.



- Retention and Loyalty: The Q Circle gains customer base and repeat customers get access to it.
- Influencer Interactions: Top users using brand #s get engagement by creating a buzz.
- Product Expansion: Launch new customization options to stay on top of fast fashion trends.
- Exclusive discounts for repeat customers and those who place large orders.



# APPENDIX

MARKETING CAMPAIGN

## 1. Assumptions

- Morel Q is currently in its early launch phase with limited but scalable production.
- Target audience includes working women and students aged 18–45 in Tier 1 and Tier 2 cities.
- E-commerce infrastructure (D2C website, logistics partner) is in place or can be set up quickly via platforms like Shopify and Shiprocket.
- Budget constraints are present, hence influencer strategy focuses on micro/nano creators.

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# **THANK YOU.**