* **Company Name -** Lacoste IN
* **Industry -** Clothing
* **Website -** <https://www.lacoste.in/>
* **Social Media Accounts:**

|  |  |  |
| --- | --- | --- |
| **Social Media** | **URL** | **# of followers** |
| Instagram | <https://www.instagram.com/lacoste/> | 4.8m |
| Facebook | <https://www.facebook.com/LacosteIndia> | 15.4m |
| Twitter | <https://twitter.com/LACOSTE> | 996.8k |
| Pinterest | <https://in.pinterest.com/lacoste/> | 2.6m |
| Youtube | <https://www.youtube.com/lacoste> | 81.1k |

## What’s Good?

* Great following and it is very active on every social media.
* Post regularly on every social media.
* Reply to comments regularly.
* Visually appealing content.
* Often post about the environment, events and noticeable days like Father’s Day etc.
* Engage with the audience through by posting their content and on comments as well

## What More Can be Done?

* Focus more on YouTube. Most of the videos are under 1 min. Create long and engaging content on YouTube as well
* Work with influencers to promote new looks
* Launch an office wear/casual wear series
* Host competitions for best styles etc.

## Content Suggestions

#### HOW TO BUILD A MINIMALIST WARDROBE FOR MEN

* **WHAT IS A LEAN, MINIMAL WARDROBE?**

You may call it a minimalist wardrobe, an interchangeable wardrobe, or something very similar.

**Lean Wardrobe:** a minimalist wardrobe; the minimum number of clothing items you need to create a flexible, well-rounded wardrobe that your daily life.

* **IS A LEAN, MINIMAL WARDROBE RIGHT FOR ME?**

It does not matter if you are:

* young, old, or middle-aged
* light-skinned, dark-skinned, or somewhere in between
* fat, skinny, or athletic
* short, tall, or of average height

The Lean Wardrobe is a framework on how to approach building a wardrobe, regardless of your age, body type, or budget. Yes, the Lean Wardrobe is for you if you want a versatile, interchangeable set of clothes that you can wear every day, no matter where you’re headed.

* **WHY A LEAN WARDROBE IS DIFFERENT (NOT YOUR “MINIMALIST” WARDROBE)**

Most minimalists would boast about the small amount of clothing they have. They may limit themselves to 10 or 20 pieces. And while having an extremely minimal wardrobe may work well for them… it doesn’t work for everyone.

I’m no clothing minimalist, and I don’t expect you to be either.

So how is the Lean Wardrobe different from the minimalism practices you often read and hear about?

It’s more about optimizing, not minimizing.

I want to help you curate a thoughtful wardrobe with the right amount of clothing. And I want you to have clothes that you enjoy wearing, that showcase your personality, and that works for your lifestyle.

* **WHAT CLOTHING BELONGS IN A MAN’S LEAN (OR MINIMAL, OR INTERCHANGEABLE) WARDROBE?**

There is no one answer to this question because everyone’s ideal Lean Wardrobe is different.

It differs so much because every Lean Wardrobe heavily depends on your lifestyle, your budget, and your surroundings… and obviously, everyone’s needs are slightly different.

The good news is: you know your lifestyle, budget, and surroundings best, so putting together a Lean Wardrobe of your very own is easy!

* **HOW TO BUILD A MINIMAL WARDROBE FROM SCRATCH**

Can’t just go out and start shopping. That’s the final step in the process. First, it’s important to think through some things.

**EVALUATE YOUR LIFESTYLE, BUDGET, AND SURROUNDINGS**

It’s important to give this some thought before buying stuff. Otherwise, you may end up buying clothing that doesn’t truly make sense for you!

* **YOUR LIFESTYLE**

Consider what you do for work, what you enjoy doing during your downtime, and on the weekends. This will help determine how formal or casual (or what kind of mix) you need to go with.

* **YOUR BUDGET**

How much do you have set aside for your new wardrobe? Having a number will help determine the amount you can buy, the quality of each piece, and in which areas it’s worth it to splurge a bit more (and when to go the more affordable route).

* **YOUR SURROUNDINGS**

Where do you live and what’s the climate like? Is it mostly hot and humid, cold and windy, temperate and dry? Also, how do the people in your everyday life dress? Think about your neighbours, people you run into at the store or coffee shop, and the people you work with.

**LEAN WARDROBE PYRAMID**

Get familiar with the Lean Wardrobe Pyramid. This is a graphical representation of how a Lean Wardrobe is set up.

* **THE BASE**

Imagine your entire wardrobe as a pyramid.

The base of your wardrobe should be made up of foundational pieces, classic and timeless items that work well in many different situations and aren’t as susceptible to changing trends.

The base of the pyramid is also its widest section. Similarly, your foundational pieces should make up the majority of your Lean Wardrobe, because it supports your whole wardrobe and anchors all your outfits.

* **THE MIDDLE**

The middle section of the pyramid is made up of clothes that may not be as versatile, but are still important in your wardrobe. This section could also include your seasonal items as well as pieces you only wear occasionally.

* **THE TOP**

The top section of the pyramid is made up of your trendy, experimental, nostalgic, and very occasionally worn items. And just like how this is the smallest section of the pyramid, this part of your wardrobe should contain the fewest number of clothes and accessories.

**THINK THROUGH YOUR WARDROBE (WRITE IT OUT)**

Now that you’ve thought more about:

* Your unique lifestyle,
* Your budget,
* And your surroundings

And you’ve been introduced to the Lean Wardrobe Pyramid and how clothing should fit into each level…

You can now start picking out the individual pieces you need.

So which types of clothes do you need from each category? And how many of each?

Again, this will depend on your lifestyle. For example, an attorney will most likely need 5-7 in his Lean Wardrobe minimum, while a graphic designer working at home can most likely get away with just one.

Consider what’s most important to have, based on what’s currently in your closet and what you do day to day, and go from there.

## NEW SOCIAL MEDIA PLAN

* As mentioned in the recommendations above, a good plan would be to make longer comprehensive youtube videos involving industry experts, celebs, influencers and stylists.
* Make content which involves a follower’s engagement. For example; do Ask Me Anything more often, post polls every day with causal questions like which style do you prefer – summer or winter.
* Ask them to suggest clothing ideas. This is exciting for the audience to answer and we might actually get some good advice.
* They can also do live streams with their ambassadors for showing new products.
* Recommended influencers for India -
  + Hrithik Roshan
  + Saif Ali Khan
  + Kartik Aryan
  + Shahid Kapoor