

Enoir

Enoir

P A R I S

About:

**This a luxurious fashion brand based in Paris, and planning
to open 600 flagship stores globally before 2025.**

Enoir



Target Audience

High-Class Audience.

Popular Celebrities.

Hollywood Actors.

Social Media Influencers.

The reason for targeting High profile Audience is to let the general public know how valuable the brand is.



Product 1

Frenard Strip one button Jacket

Actual Price: € 890

Discount Price: €620

Production cost: €140

VAT 5-15%



Product 2

Frenard Strip Straight Trouser

Actual Price: € 650

Discount Price: €430

Production cost: €90

VAT 5-15%



Product 3

Aviator Jacket
Actual Price: € 1200
Discount Price: €730
Production cost: €190

VAT 5-15%



Product 4

Long SS Jacket

Actual Price: € 650

Discount Price: €430

Production cost: €90

VAT 5-15%

Product 5

Organic Black hand bag



Actual Price: € 400

Discount Price: €290

Production cost: €89

VAT 5-15%



Product 6

Organic Black hand bag

Actual Price: € 380

Discount Price: €259

Production cost: €78

VAT 5-15%

Product 7

Cream Boot

Actual Price: € 880

Discount Price: €659

Production cost: €178

VAT 5-15%





Product 8

Sweat Suit

Actual Price: € 499

Discount Price: €359

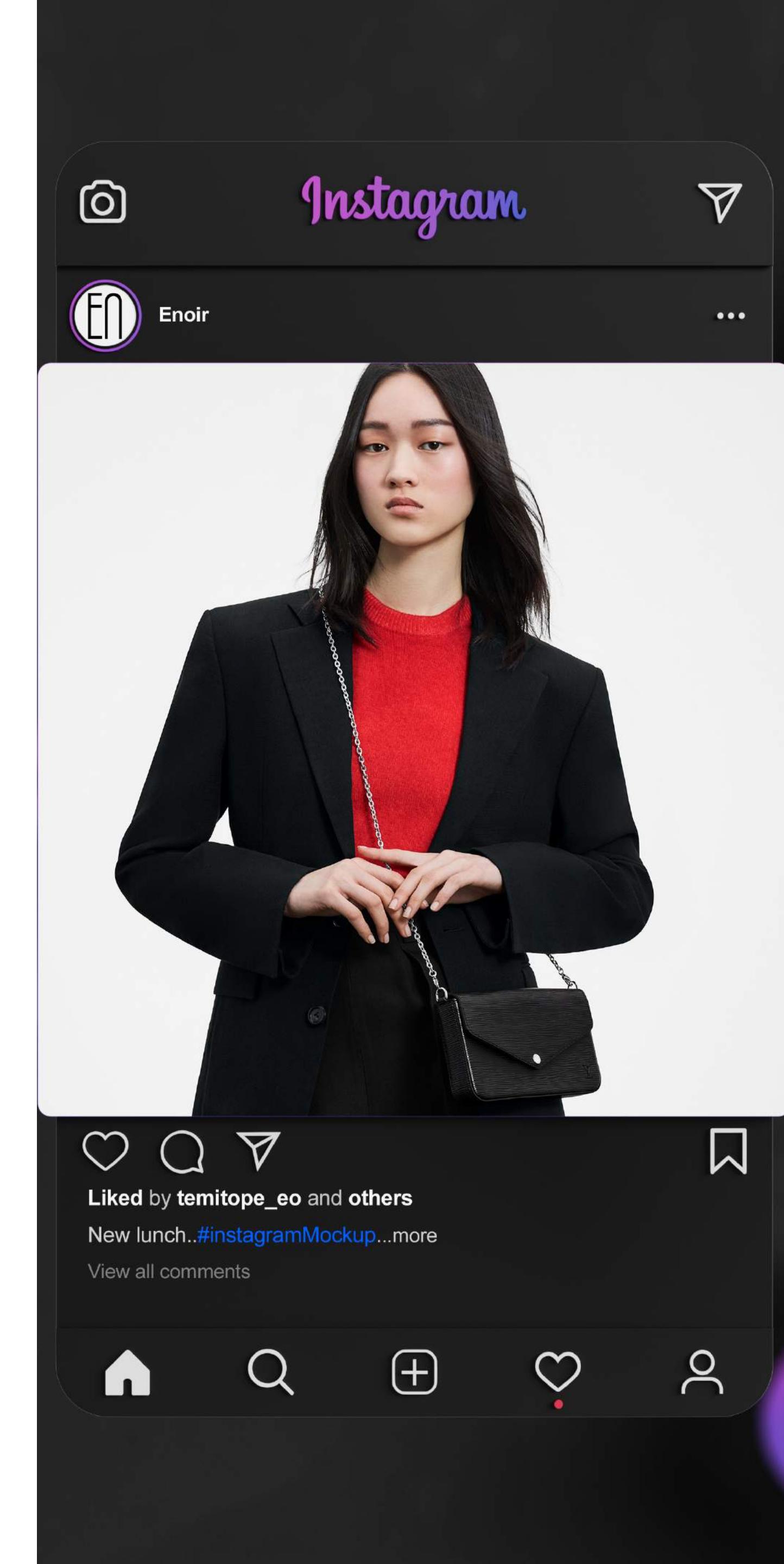
Production cost: €180

VAT 5-15%



Store Design

Social Media





Fashion Event

Online Store

The screenshot shows the homepage of the ENOIR online store. At the top, there is a navigation bar with icons for search, refresh, and other site functions. Below the bar, the ENOIR logo is on the left, followed by 'WOMEN' and 'MEN' categories. A search bar with the placeholder 'Search for items and brands' is next to a magnifying glass icon. To the right of the search bar are links for 'Marketplace', 'Help & FAQs', and a language selector. The main banner features three models: a woman in a pink floral dress, a man in a green jacket, and another woman in a floral top. A large 'ENOIR' logo is overlaid on the center of the banner. Below the banner, two buttons say 'SHOP WOMEN' and 'SHOP MEN'. At the bottom of the page, a dark footer bar contains the text 'EASY WORLDWIDE DELIVERY' and a note about minimum spend requirements. It also includes social media icons for Facebook, Instagram, and Snapchat, as well as payment method icons for VISA, American Express, MasterCard, and American Express.

ENOIR

WOMEN

MEN

Search for items and brands

NEW HERE? Get 15% off everything*

WOMEN

MEN

ENOIR

SHOP WOMEN

SHOP MEN

EASY WORLDWIDE DELIVERY
*minimum spends apply

f

Instagram

Snapchat

VISA

American Express

MasterCard

VISA Electron

Website

<https://commerce-screamitmedia.vercel.app>

Street Advert



Online Influencers

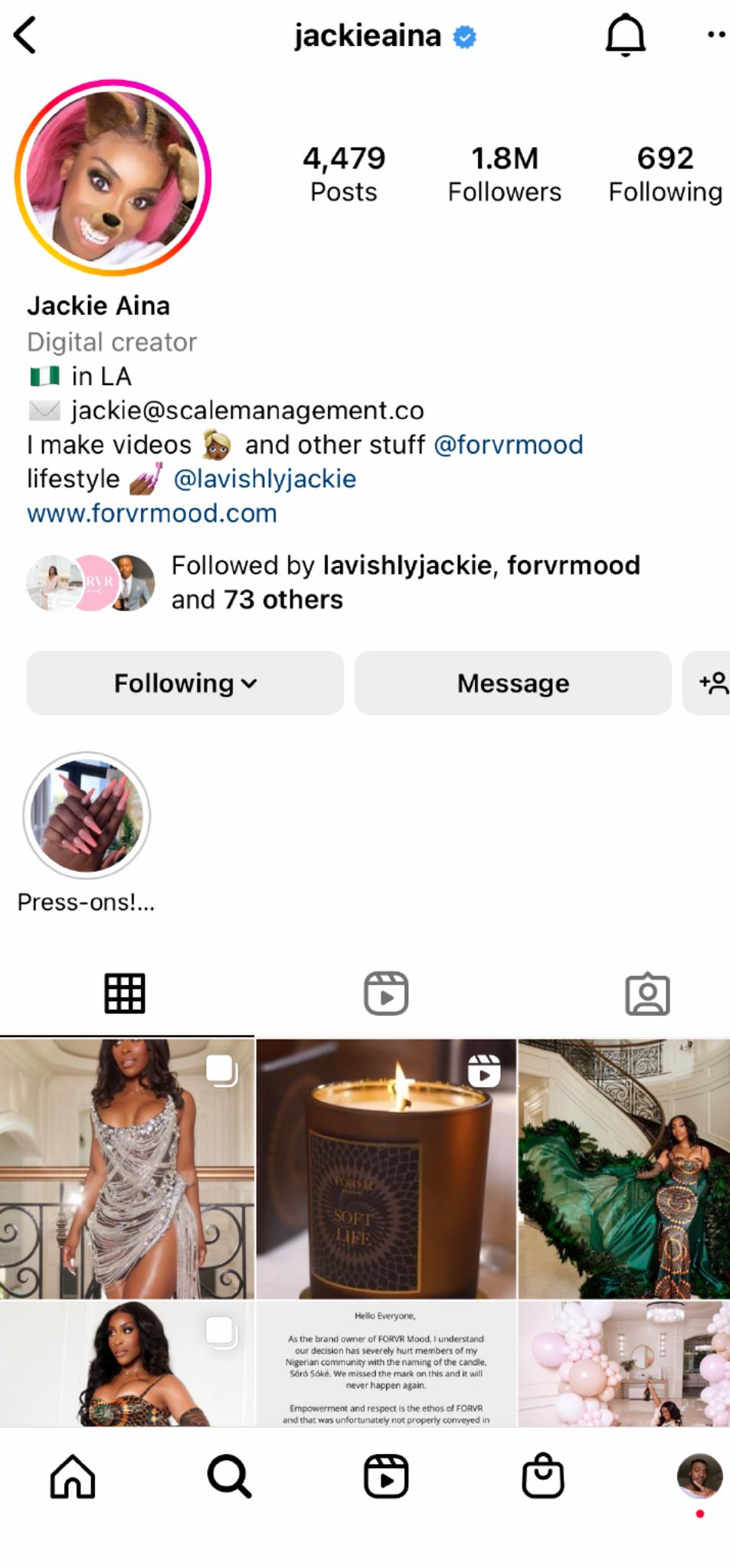
jackieaina ✅

4,479 Posts 1.8M Followers 692 Following

Jackie Aina
Digital creator
in LA
jackie@scalemanagement.co
I make videos 🎥 and other stuff @forvmood
lifestyle 💃 @lavishlyjackie
www.forvmood.com

Followed by **lavishlyjackie, forvmood** and 73 others

Following Message +
Press-ons!...
View shop



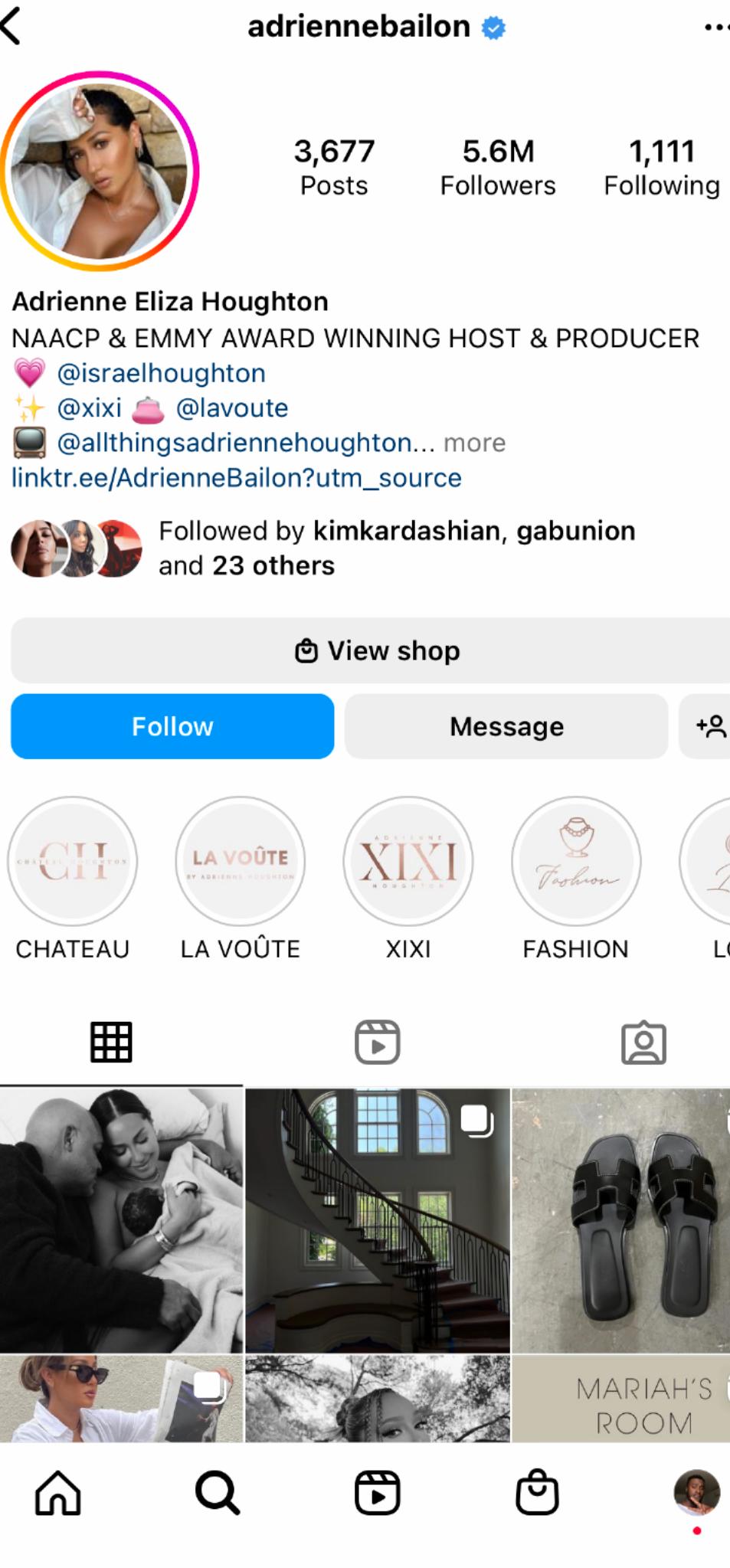
adriennebailon ✅

3,677 Posts 5.6M Followers 1,111 Following

Adrienne Eliza Houghton
NAACP & EMMY AWARD WINNING HOST & PRODUCER
@israelhoughton
@xixi @lavoute
@allthingsadriennehoughton... more
linktr.ee/AdrienneBailon?utm_source

Followed by **kimkardashian, gabunion** and 23 others

View shop Follow Message +
CHATEAU LA VOÛTE XIXI FASHION LOVE
Hello Everyone,
As the brand owner of FORVR Mood, I understand our decision may severely hurt members of my Nigerian community. I am truly sorry.
Sorry Soké. We missed the mark on this and it will never happen again.
Empowerment and respect is the ethos of FORVR and that was unfortunately not properly conveyed in



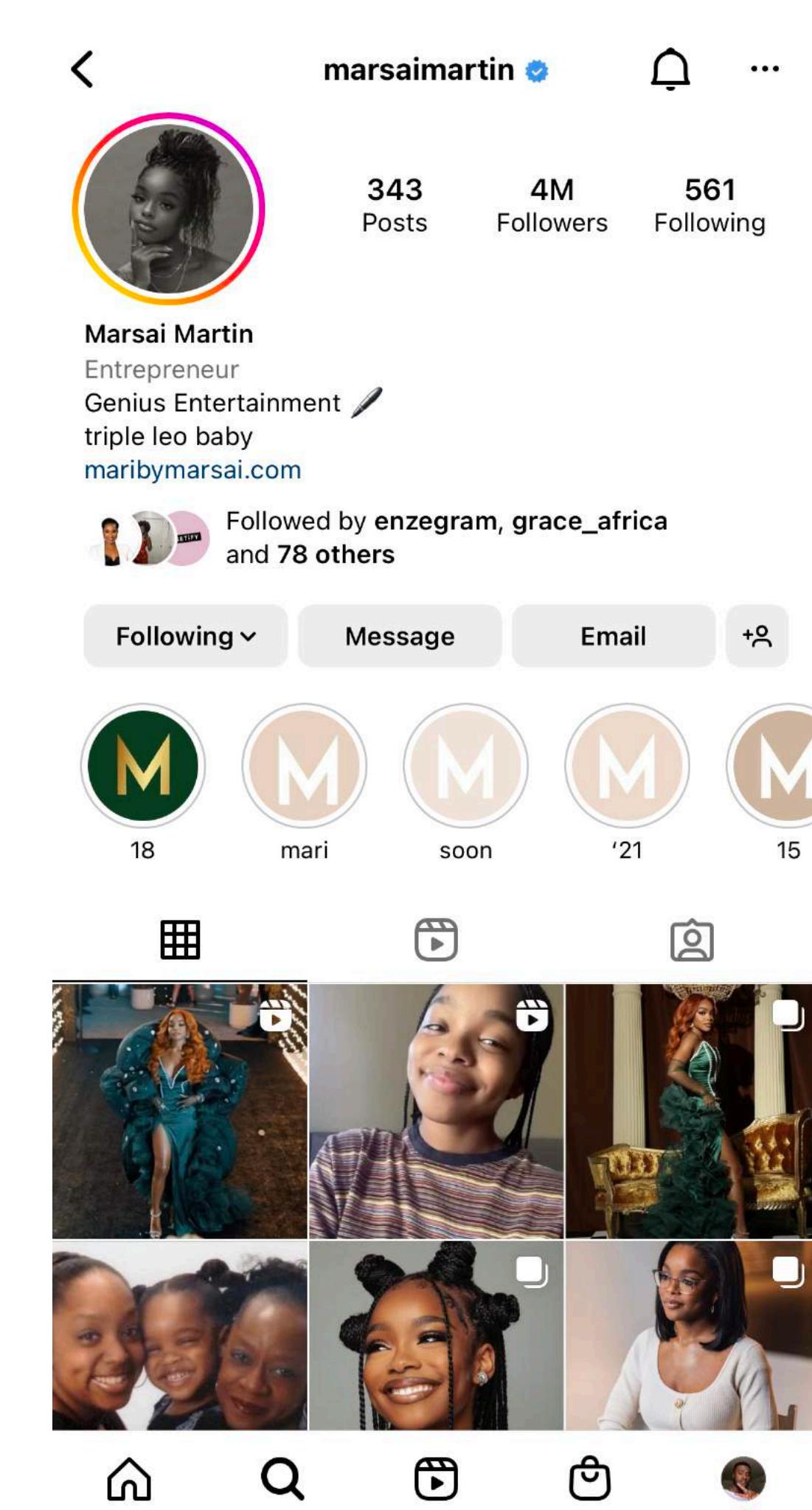
marsaimartin ✅

343 Posts 4M Followers 561 Following

Marsai Martin
Entrepreneur
Genius Entertainment
triple leo baby
maribymarsai.com

Followed by **enzegram, grace_africa** and 78 others

Following Message Email +
18 mari soon '21 15
View shop



Packaging



Slogan

More than fashion

Complimentary Product

Special Perfume

