



FRENCH CONNECTION | FCUK

SOCIAL MEDIA YEARLY PLAN

QUARTER 2

APRIL

Earth Day (22nd)

MAY

Mynta Summer Fresh Sale
(11th- 15th)

International Mother's Day (12th)

Fashion Haul Sale
(17th - 21st)

JUNE

Pride Month

End of Reason Sale
(11th - 16th)

International Father's Day
(16th)

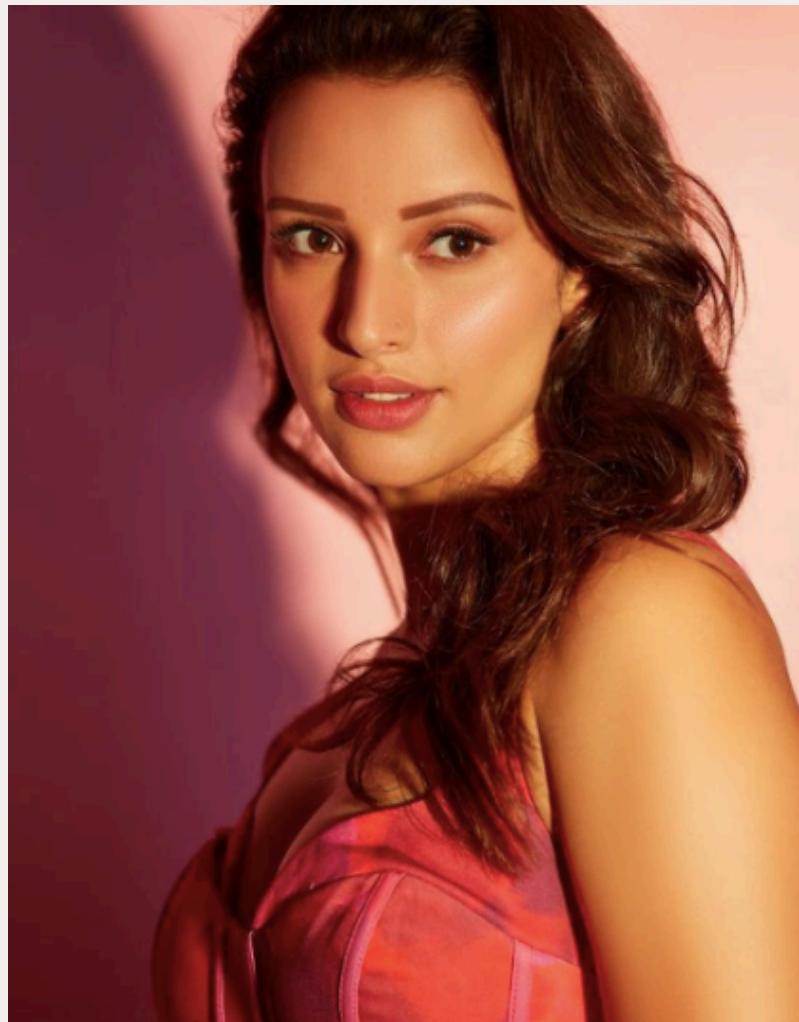
OVERARCHING CONCEPT

SUMMER CONNECTION

This quarter marks as the peak of summer, and we are all set to bring the heat with our summer collection. The latest campaign with hashtag **#SummerConnection** is tailor-made to encapsulate the very essence of the season, featuring a stunning array of vacation-ready outfits, exclusive influencer collaborations, and an unbeatable sales exclusively on Myntra.

SUMMER CONNECTION

SUGGESTED KOL



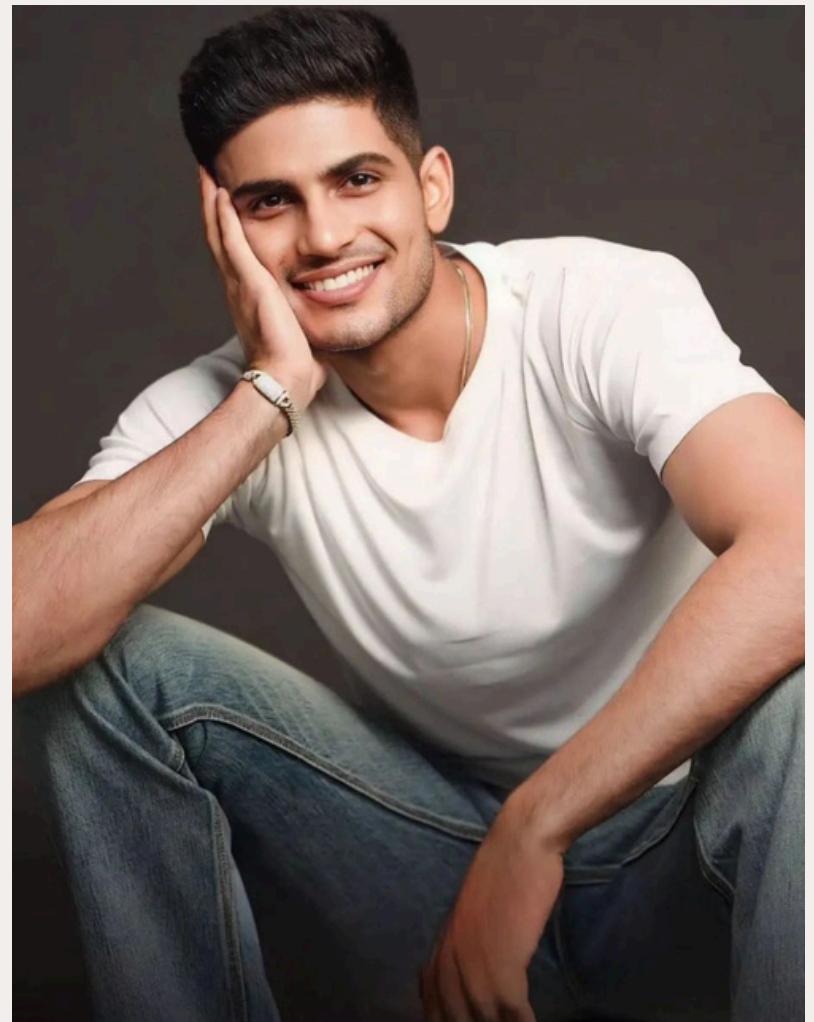
Tripti Dimri



Vikrant Massey



Ayushman Khurana



Shubman Gill



IG FILTER

OBJECTIVE – To amplify awareness about the new collection launch and engage with a larger demographic.

Create an Instagram filter game where players tilt their heads to choose between two French Connection/FCUK outfits. We will develop the filter using AR tools, launch it on Instagram and share with relevant influencers to use it on their page which will encourage their followers to try it out and share their experience.

Reference: Snapchat Filter



MOTHER'S DAY

For Mother's Day, on May 12th, we would like to collaborate with 3 influencers/individuals to create a heartwarming mother-daughter styling video.

Daughters will be showcasing their love by styling their mothers in FCUK and French Connection outfits. This exclusive video will be featured on Myntra Studio and shared as Reels on Instagram, capturing the essence of the special bond between mothers and daughters through fashion.





PRIDE MONTH

FASHION FREEDOM

The [#FashionFreedom](#) campaign will be infused with the brand hashtag #FCPride which will initiate and encourage everyone to embrace their authentic selves, expressing individuality through fashion without fear or judgment. We invite our customers to join us in channeling self-expression, diversity, and acceptance within the fashion community.



Pride Month Logo Makeover: In June, we'll proudly support Pride Month by transforming our brand logo into pride colours, symbolising our commitment to inclusion.





FATHER'S DAY

F C D A P P E R D A D

In celebration of Father's Day, we are excited to present a heartwarming campaign that celebrates the unique personalities of fathers. We will collaborate with individuals to produce a gifting video, showing daughters and sons selecting gifts for their fathers from our FCUK and French Connection collections. Each gift will be carefully chosen to reflect the recipient's personality, preferences, and interests. This exclusive video will be featured on Myntra Studio and reels, capturing the essence of the bond between fathers and their children, as well as the joy of finding the perfect gift for their Dad.





QUARTER 3

JULY

Fashion Carnival Sale
(15th - 19th)

AUGUST

Right to Fashion Sale
(6th - 9th)

International Friendship Day
(4th)

Mynta Freedom Sale
(12th - 15th)

Independence Day (15th)

Raksha Bandhan (19th)

SEPTEMBER

International Daughter's Day
(22nd)

Mynta Big Fashion Festival Sale
(23rd- 2nd)

OVERARCHING CONCEPT

ESCAPE WITH US

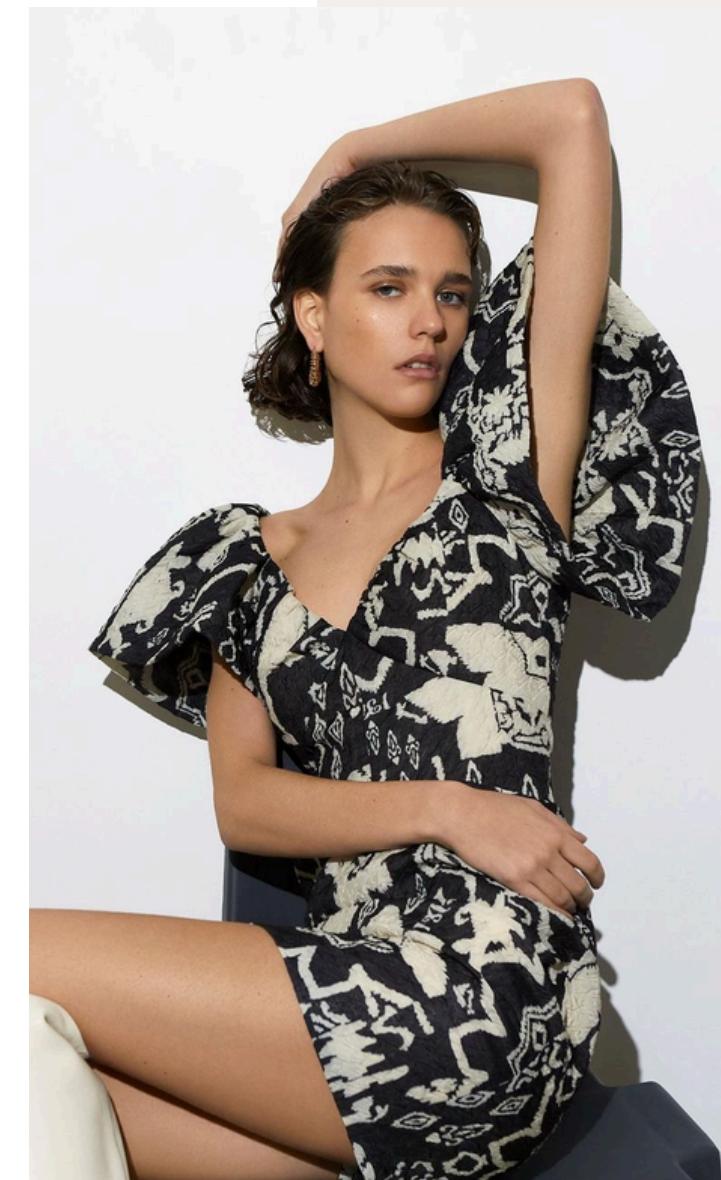
Embark on a journey of style and adventure with **#EscapeWithUs** to prepare for the festive season. Whether it's Rakhi festivities or gearing up for the upcoming holidays, discover the magic as we offer you the perfect outfits for every occasion.

MONSOON

RAINING TRENDS

Objective - To promote fashion trends during the monsoon season while inspiring our audience with our brand's commitment to sustainability - Conscious Connection.

As the monsoon season sweeps in, we embrace the refreshing showers of change with our **#RainingTrends** campaign. This hashtag effectively blends the monsoon theme with changing fashion trends, capturing attention while reinforcing our dedication to sustainability. This celebrates the fusion of trends and sustainability, highlighting our brand's commitment to conscious living.



RAKSHA BANDHAN



KNOT SO ORDINARY RAKHI

Objective – To engage with our audience during the festive season and create excitement around the celebration. The giveaway serves as a way to express gratitude to our loyal customers while also attracting new followers and customers to our brand.

This captures the essence of Rakhi with a playful twist by calling siblings to participate and share their mischievous and loving stories – from swapping fashion favourites to styling moments. We'll launch this giveaway at least 10 days before Rakhi, inviting participants to share their unique memories in the comments section. The best story will receive Myntra voucher of Rs. 5,000.



DAUGHTER'S DAY

FC WISHLIST

Objective - To empower daughters to express their style preferences and connect with parents through thoughtful gifting experiences.

This Daughter's Day, we're excited to bring you a series of engaging videos and posts that combine fun with emotional resonance. Immerse yourself in the joy of curating your ultimate FCUK wishlist – whether you're exploring the latest fashion trends or prepping your wardrobe for university/college. Share your wishlist with your parents and witness your wishes turn into reality.

QUARTER 4

OCTOBER

Dussehra (12th)

Diwali Sale (25th - 2nd)

Halloween (31st)

NOVEMBER

Diwali (1st)

Bhai Dooj (3rd)

International Men's Day (19th)

Thanksgiving (28th)

Black Friday (29th)

Mynta Black Friday Sale
(27th - 30th)

DECEMBER

Pay Day Sale (3rd - 6th)

End of Reason Sale
(10th - 16th)

Christmas (25th)

Mynta Year End Bash
(24th - 31st)

New Years Eve (31st)

OVERARCHING CONCEPT

FCUK IN STYLE

Get ready for a whirlwind of style and celebration as FCUK unveils its dynamic lineup! From the festive fusion of **#FCUKinstyle** in October, blending traditional elegance with contemporary flair, to the holiday cheer of **#VacayWithFCUK** in November and December, where we spread joy with our Black Friday extravaganza and jolly Christmas collections. Join us as we honor FCUK men on International Men's Day, celebrating their wit, humor, and warmth.

FCUK IN STYLE

Unleash your style with our edgy campaign – embrace fusion fashion with confidence, empowering self-expression

Join us in celebrating individuality and bold choices! Capture the festive spirit of Diwali and weddings with our versatile Western wear collection.



AUTUMN WINTER

As the leaves begin to change and the air turns crisp, it's time to embrace the cozy sophistication of the season with our latest Autumn/Winter collection. From luxurious knits to statement outerwear, our carefully curated pieces are designed to elevate your style while keeping you warm and chic all season long.



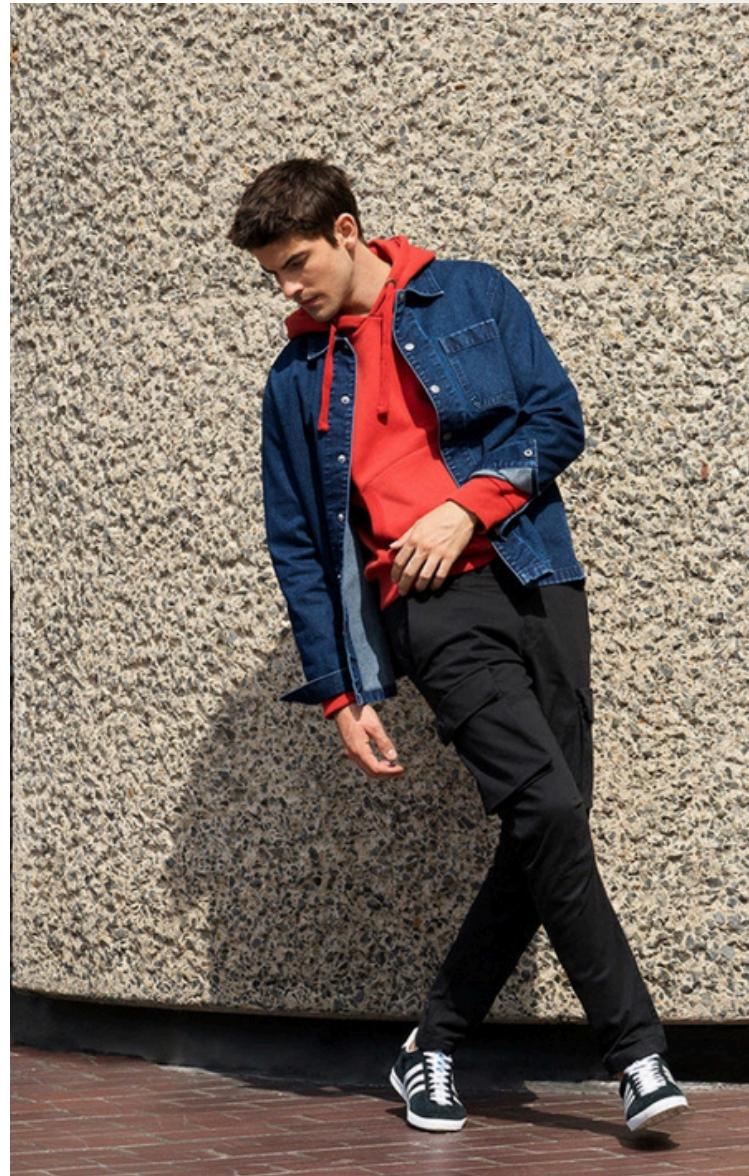


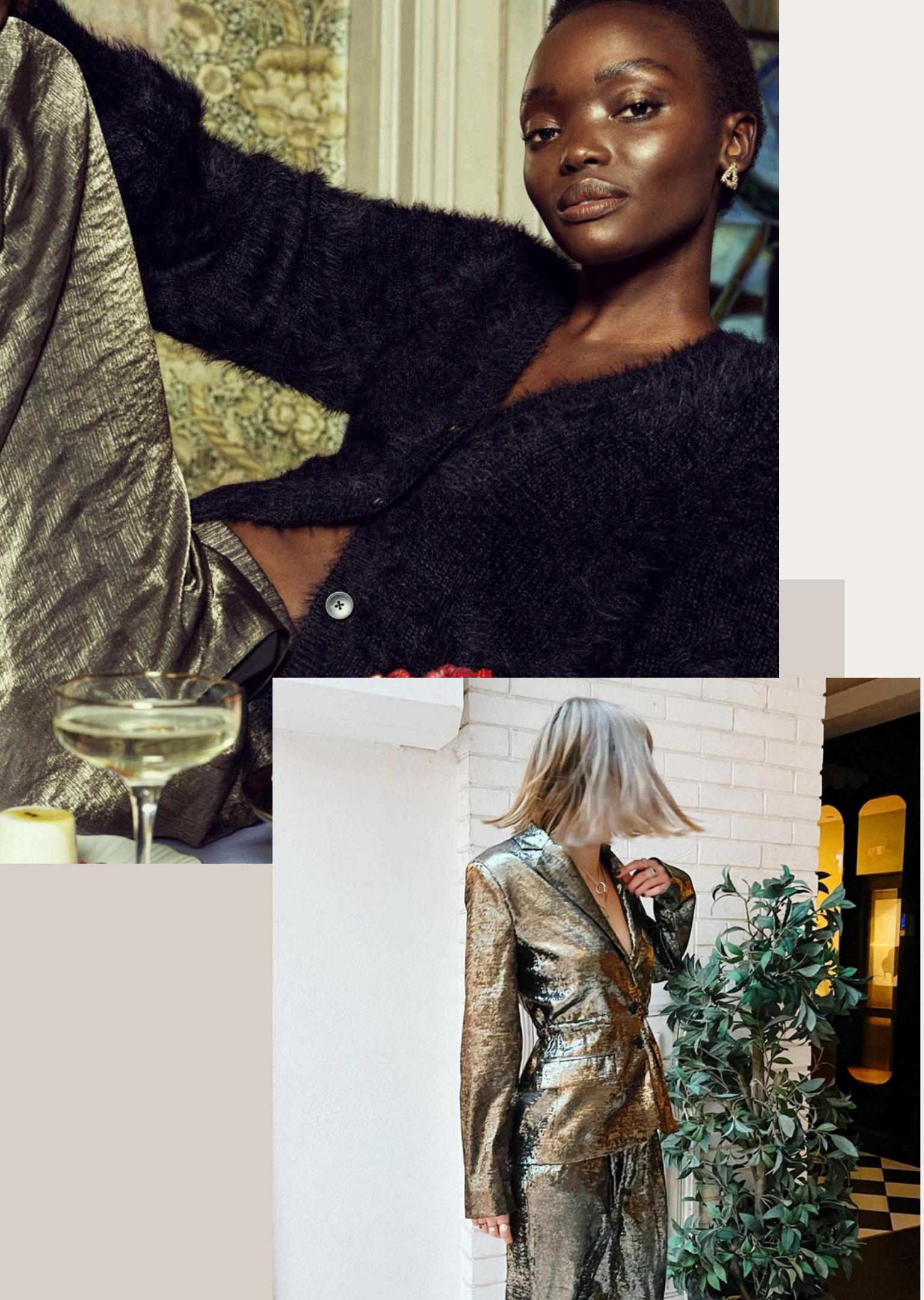
MEN'S DAY

FCUK MEN



Celebrate the essence of International Men's Day with FCUK as we honor the qualities of **#FCUKmen**. Leading up to the event - we aim to take you on a captivating journey with a teaser campaign that delves into the diverse traits of men: emotional, fun, witty, funny, and caring. Through a series of engaging posts, we'll spotlight these characteristics, showcasing their depth and complexity

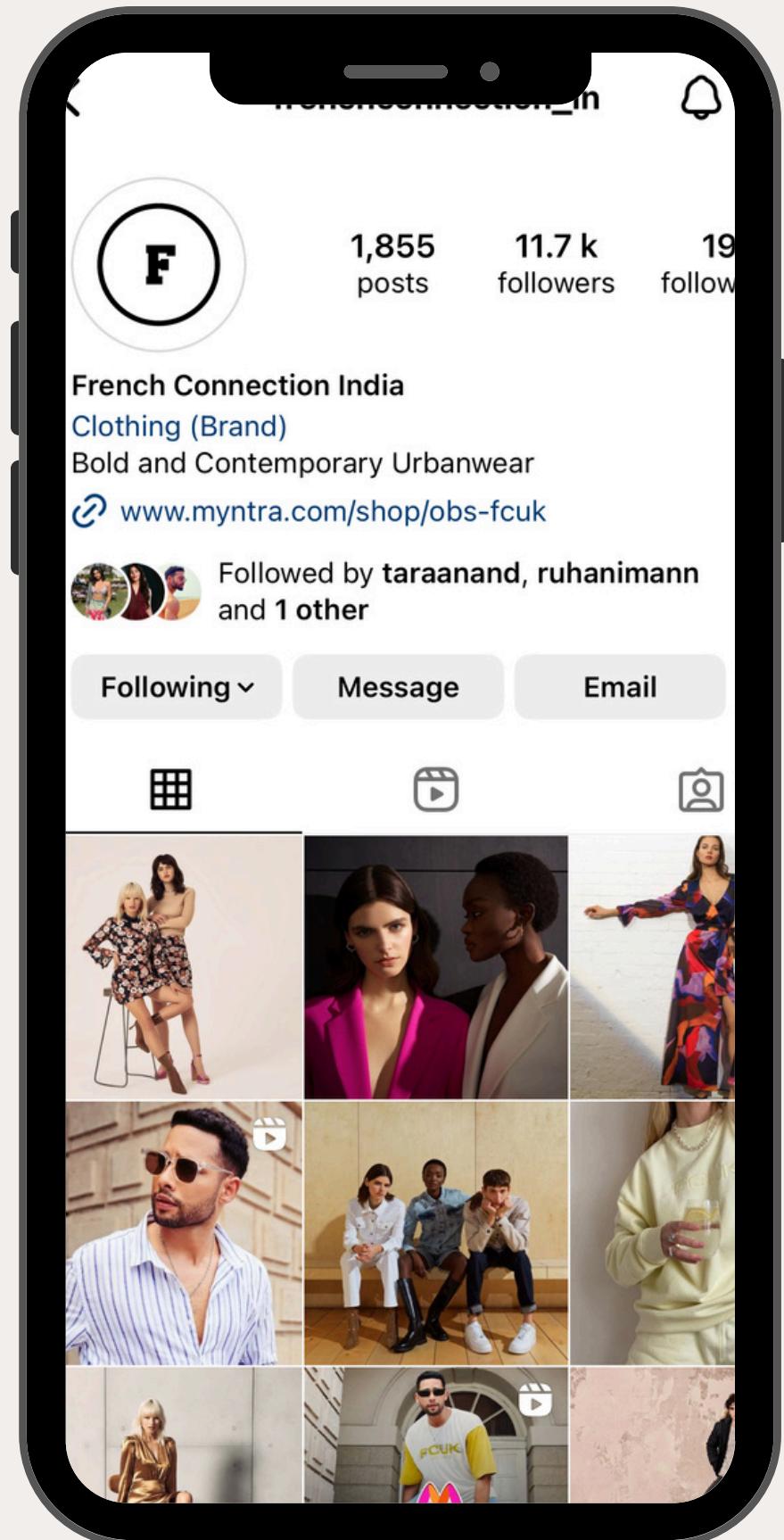




HOLIDAY SEASON

Create content that focuses on gifting, suggesting FCUK outfits as perfect presents for loved ones during the holiday season. Highlight the quality, style, and range of options available for both men and women.

Feature a selection of formal and party outfits from FCUK, catering to customers' needs for parties, corporate events, and formal gatherings. Create a series of posts that highlight FCUK's holiday style, showcasing trendy and festive outfits perfect for ringing in the New Year and celebrating the holiday season in style.



THOUGHTS AND DISCUSSIONS
