



branding

Marketing plan

Collection

Sustainability

STYLING COMPANY



Terry's

ESTD
2022

Terry's

OUR BRAND

*No space for
new clothes?*



Terry's

OUR BRAND

*Nothing to
wear?*



Terry's

OUR BRAND

*Having trouble
choosing an
outfit?*



Terry's

OUR BRAND

An all-inclusive styling store that primarily provides our clients with rental outfits as well as face and hair styling for the event.

Welcome





We are an all-inclusive store providing makeup and styling services to our clients in Vancouver, BC. Our main focus is to define your style and turning your dream look for a certain occasion or event into a reality.

We cater to people who have a distinct fashion sense and dislike wearing the same outfit over and over.

SQ tmoqVA

Our main goal is to provide high-end quality styling services to our clients while remaining sustainable in the beauty and fashion industries.

Vision



STYLE



- RENTAL OUTFITS
- FACE STYLING
- HAIR STYLING

Services

RENTAL OUTFITS

The outfits available will be suitable for :

- THEMED EVENTS
- CORPORATE EVENTS
- BIRTHDAY AND WEDDINGS
- LATE NIGHT EVENTS
- PHOTOSHOOT

We'll be providing rental outfit services to individuals who have an occasion or event to go to but have nothing to wear that matches the theme or the look they're trying to go for.



Otieno

LOOKBOOK FASHION

Collection



- Trendy themes: (y2k, seasonal summer...)



- Color themed (all-white, red....)



THEMED EVENTS

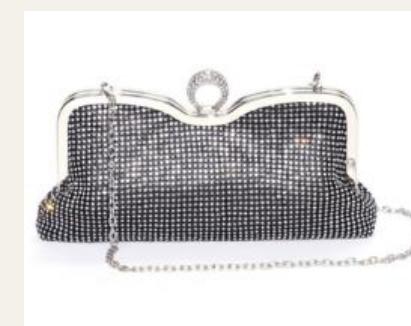
These are events with a certain dress code or themed look

Terry's

COLLECTION

OCASSIONAL EVENTS

Late Night Events

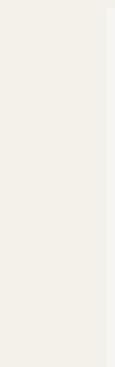


Gala's / Fahion Night Events



BIRTHDAY'S & WEDDINGS

The company will provide glamour makeup and hair styling services for clients who have a wedding or birthday party coming up



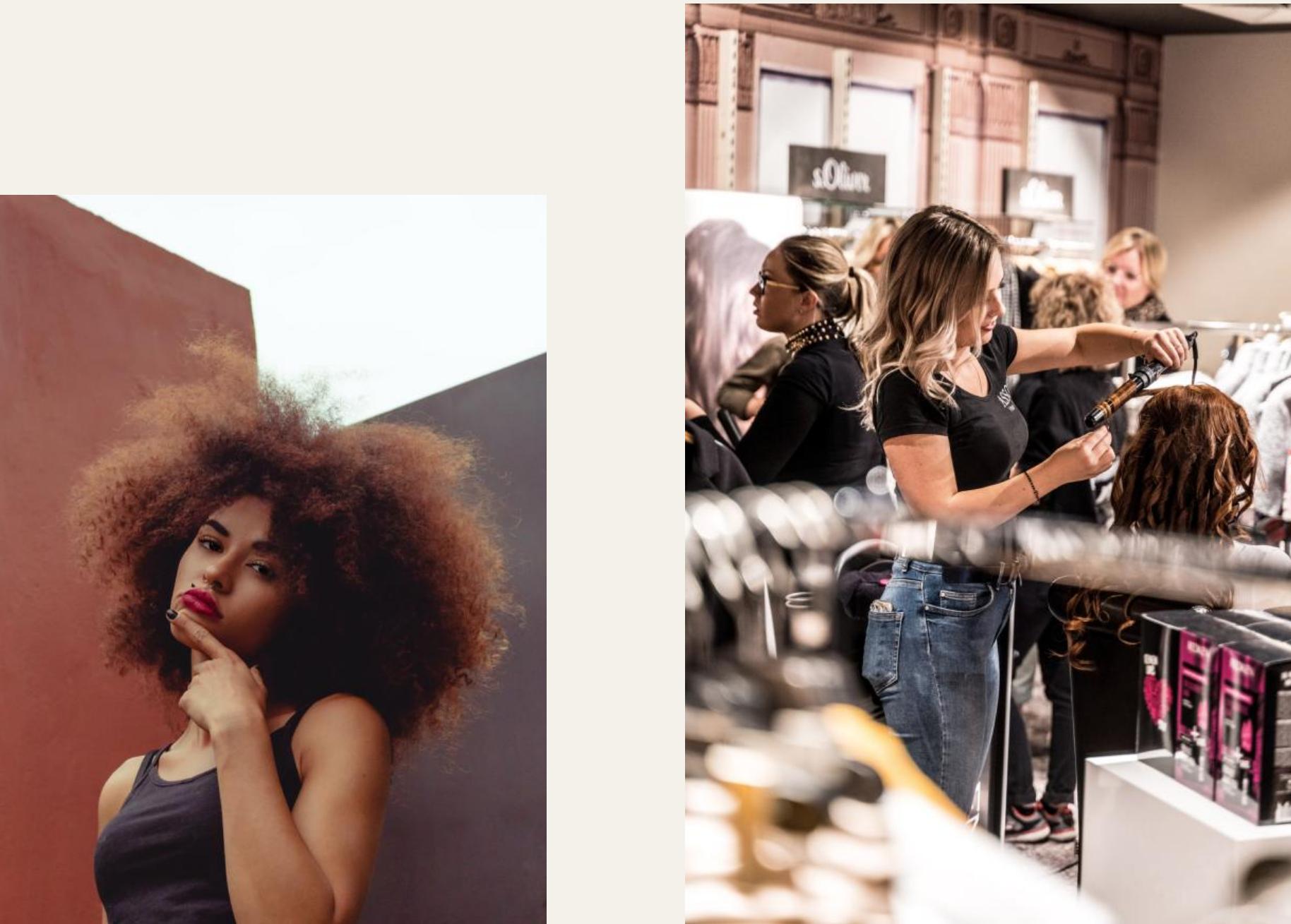
CORPORATE EVENTS

These events can be for large audiences such as conventions and conferences, or for smaller events such as retreats, holiday parties or even private concerts.



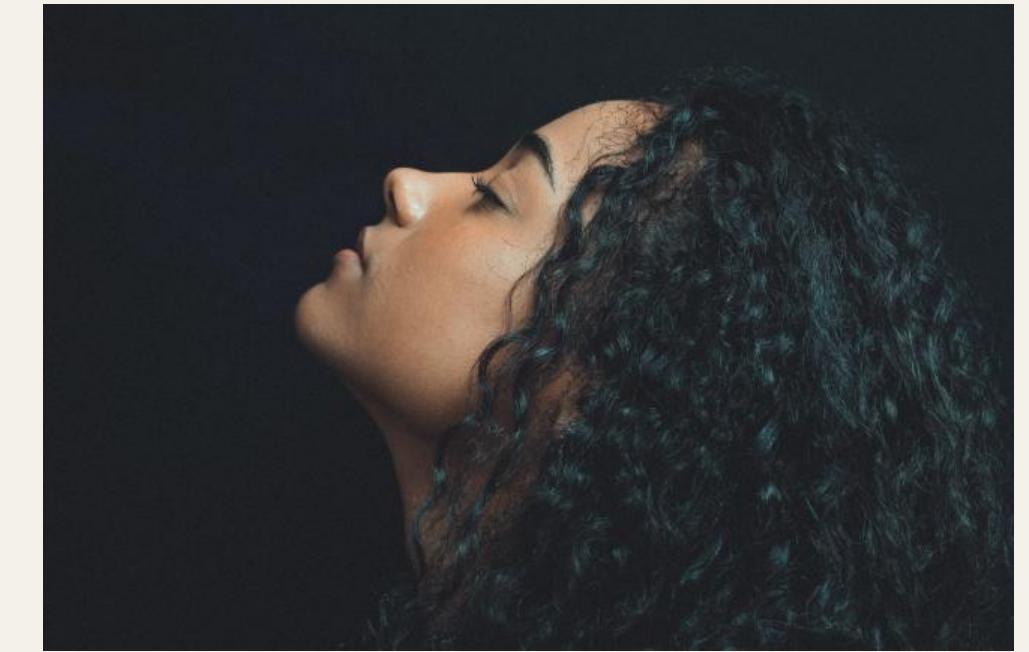
Terry's

COLLECTION



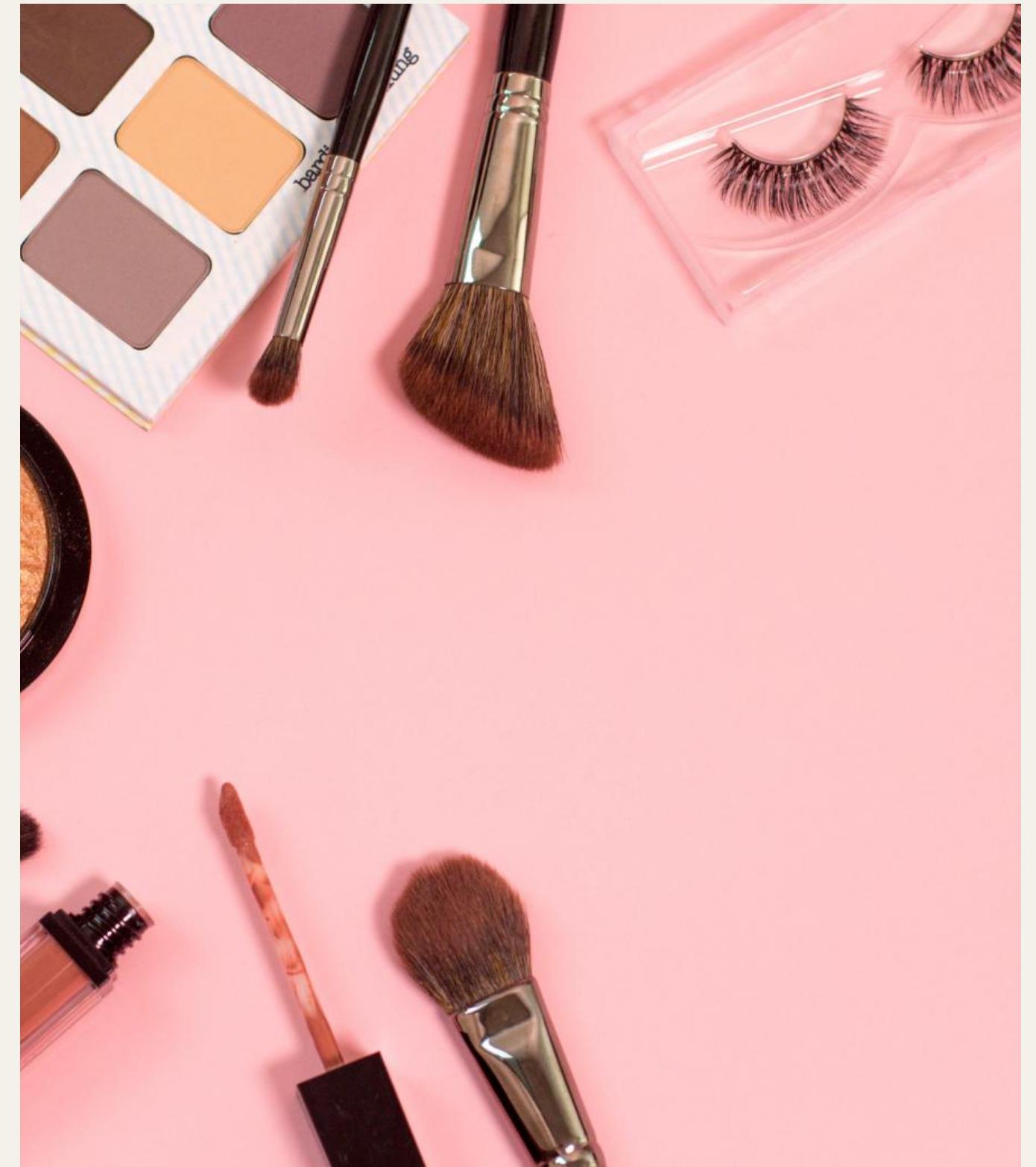
The company will provide hair styling services for all hair types

HAIR STYLING



MAKEUP

The company will employ a professional makeup stylist with aesthetic tools.



Terry's

COLLECTION

OUR STORE!



STYLING SECTION

Terry's

COLLECTION

OUR STORE!

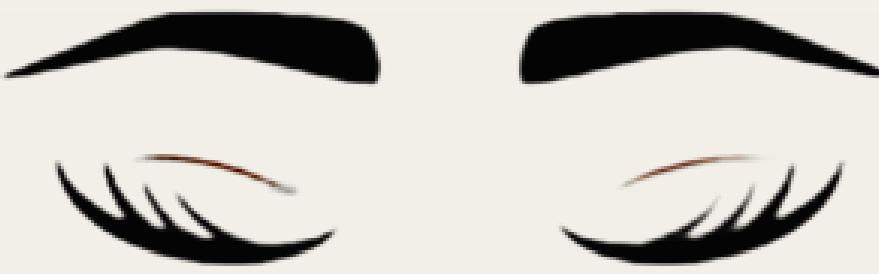


DRESSING SECTION



branding

The logo



TERRY'S

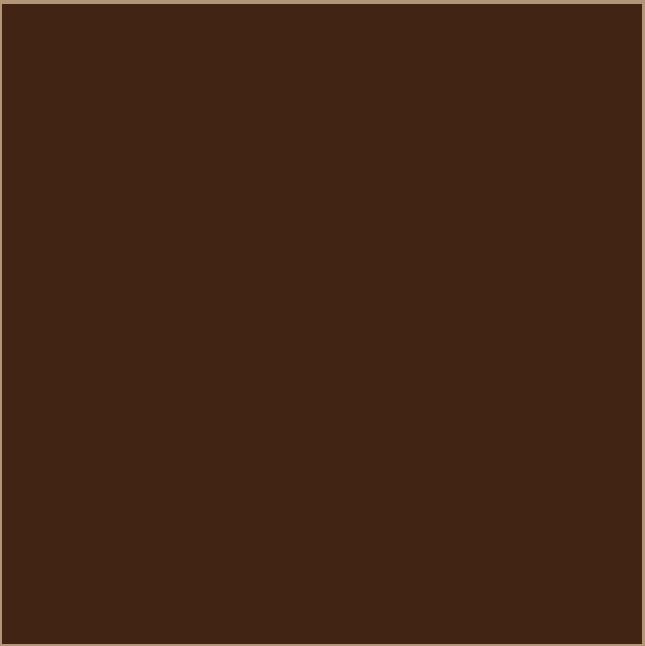
STYLING COMPANY

ESTD
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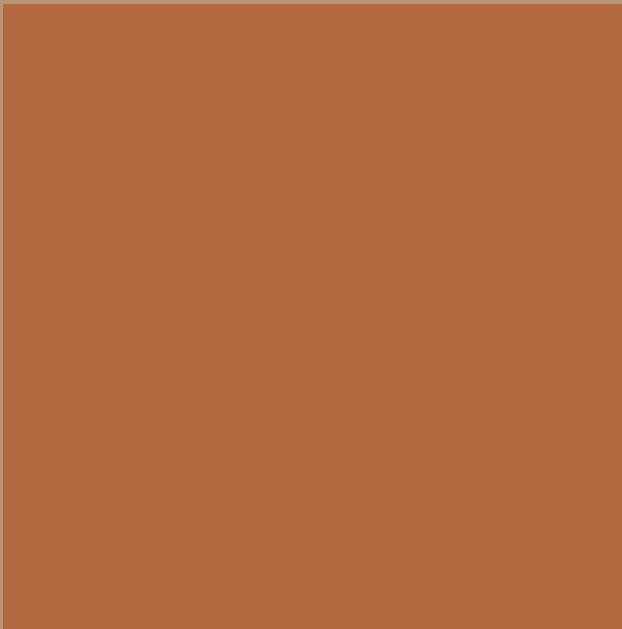


branding

Our Color Pallette



represent our company's
reliability, dependability and
nurturing qualities



represent the company's
youthful, bold, and fun side



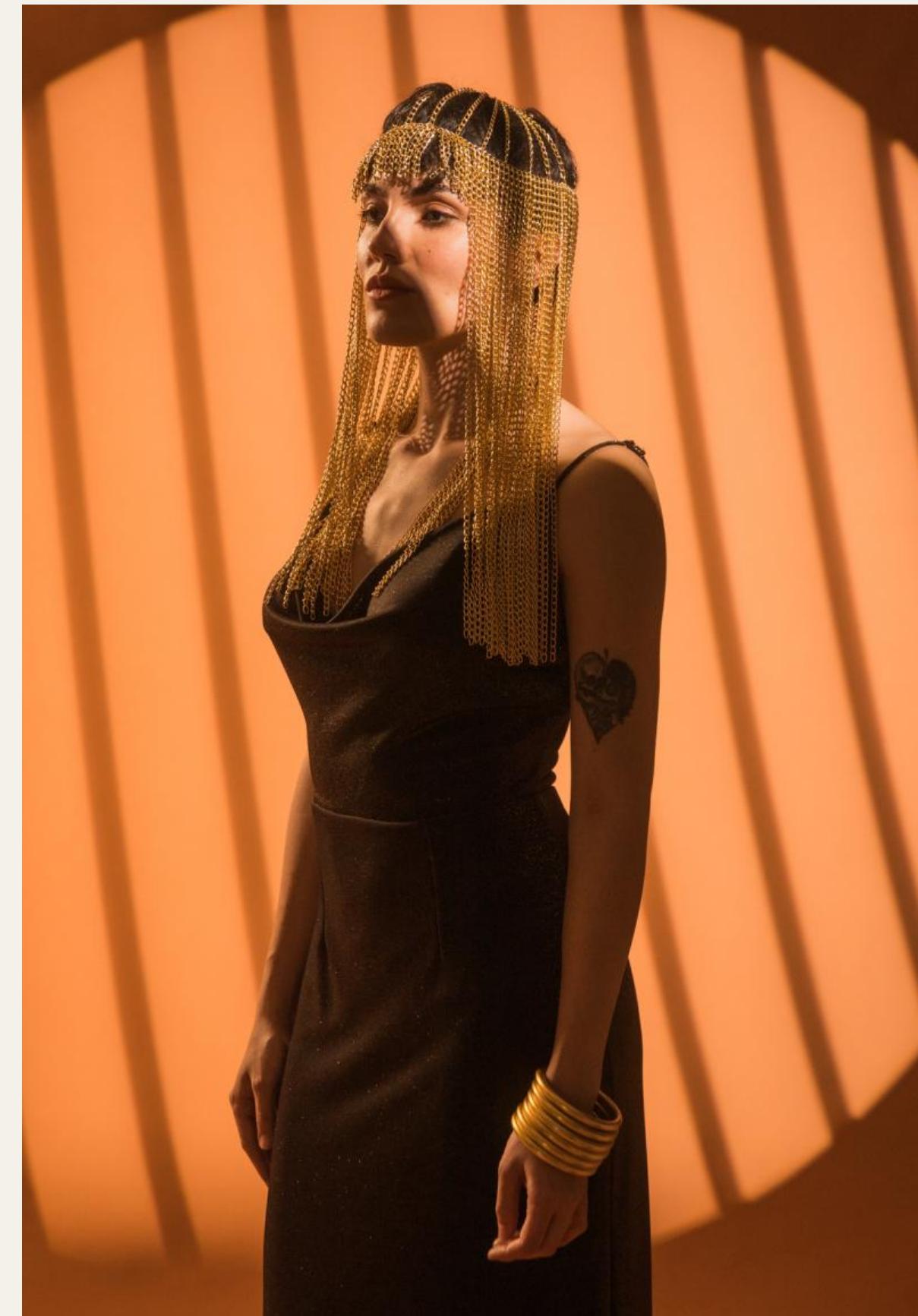
it perfectly neutralises the brown
and orange shades

STYLING COMPANY

ESTD
2022

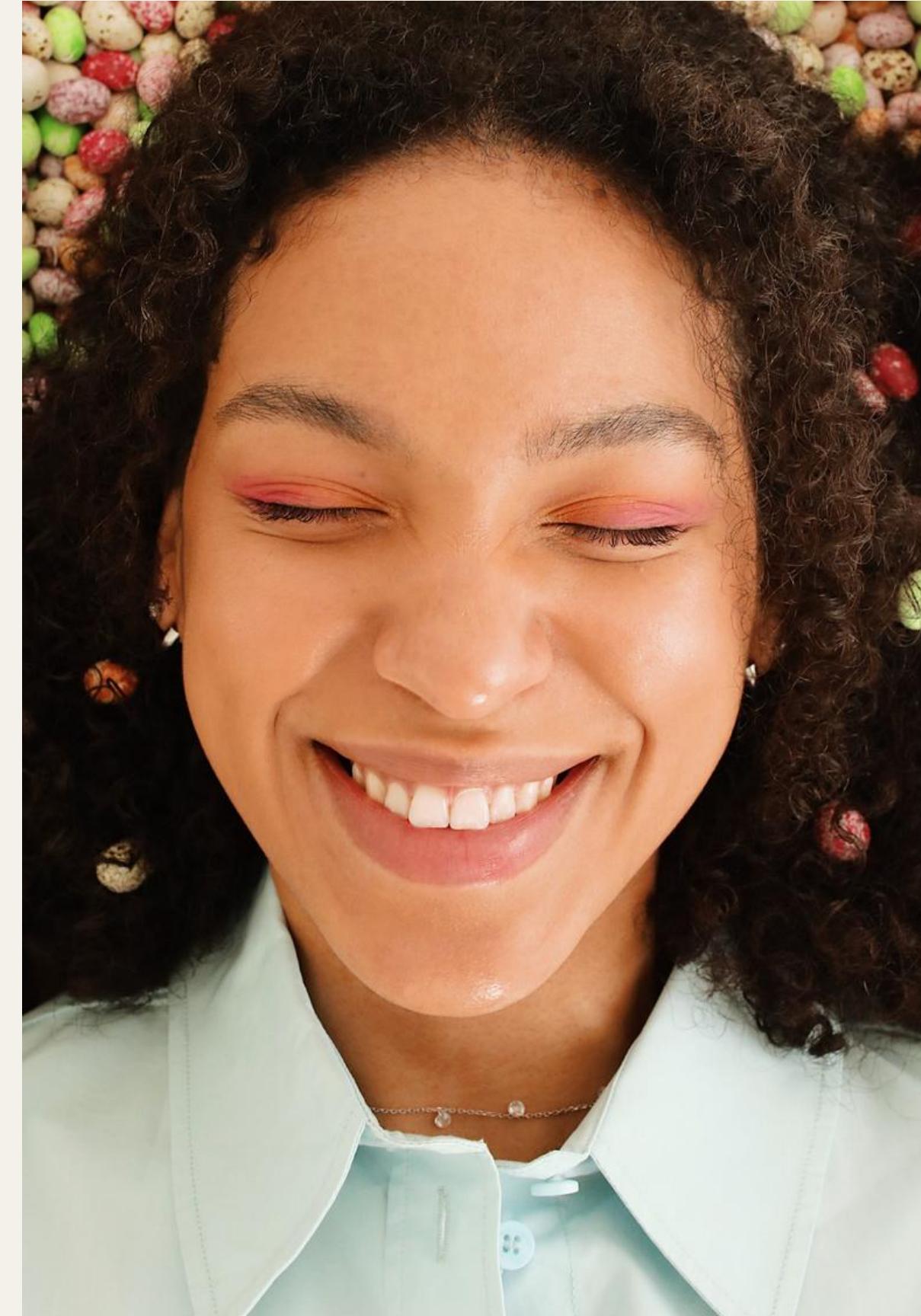
Demographics

- Age: Millenials and early Gen Z
- Pronouns: she/her
- Income : upper-middle-class +
- Marital status: single or engaged
- Education: Post-secondary graduate
- Occupation: works in the entertainment or fashion industry



Behavioural

- Complex and variety-seeking purchasing behavior
- Occasional client
- Loyal



Geographic

- Robson St, Vancouver
- British Columbia
- Canada

FAST FACTS

BIA SIZE**3 BLOCKS****RESIDENTIAL MARKET SIZE****10 SQ. KM.****RESIDENTIAL CATCHMENT AREA POPULATION****108,128 RESIDENTS**

in the downtown peninsula, with 12% growth from 2011-2016

with a population density of

11,022**PEOPLE PER SQ. KM.**

the most densely populated area in Vancouver

COMMERCIAL SIZE**55 PROPERTIES**

with an assessed commercial value of more than

\$1 BILLION**DOMINANT HOUSEHOLD INCOME RANGE****\$100,000 - \$124,999****DOMINANT AGE RANGE****30-34**

YEARS

average age is 42

DOMINANT EDUCATION LEVEL**32%****BACHELOR'S DEGREE****BUSINESS SIZE****195 BUSINESSES; 45%****OF WHICH HAVE
5-20 EMPLOYEES****PEDESTRIAN COUNT****5.5 MILLION PEDESTRIANS**

WALK THE 1000 BLOCK OF ROBSON STREET EACH YEAR

COMMERCIAL DEVELOPMENT POTENTIAL

NO RESIDENTIAL ZONING AND 3.0 FSR

PROVIDES **SIGNIFICANT REDEVELOPMENT
POTENTIAL** FOR OLDER BUILDINGS**ATTRACTIIONS**Premier Shopping
& DiningCanada Place &
Vancouver Art GalleryStanley Park
& English Bay

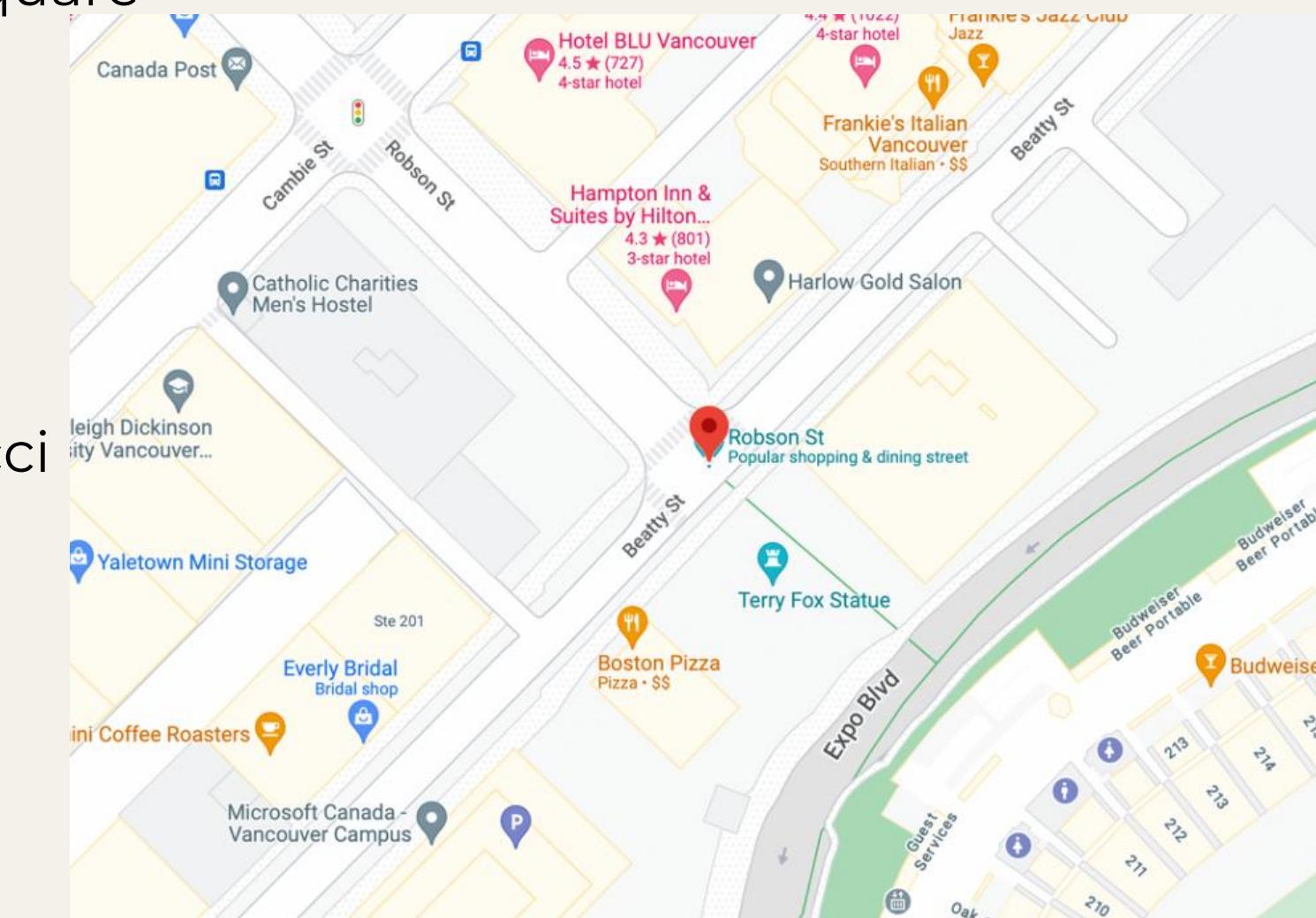
Geographic

Located in Downtown Vancouver

Commonly known for shopping centres Robson Square

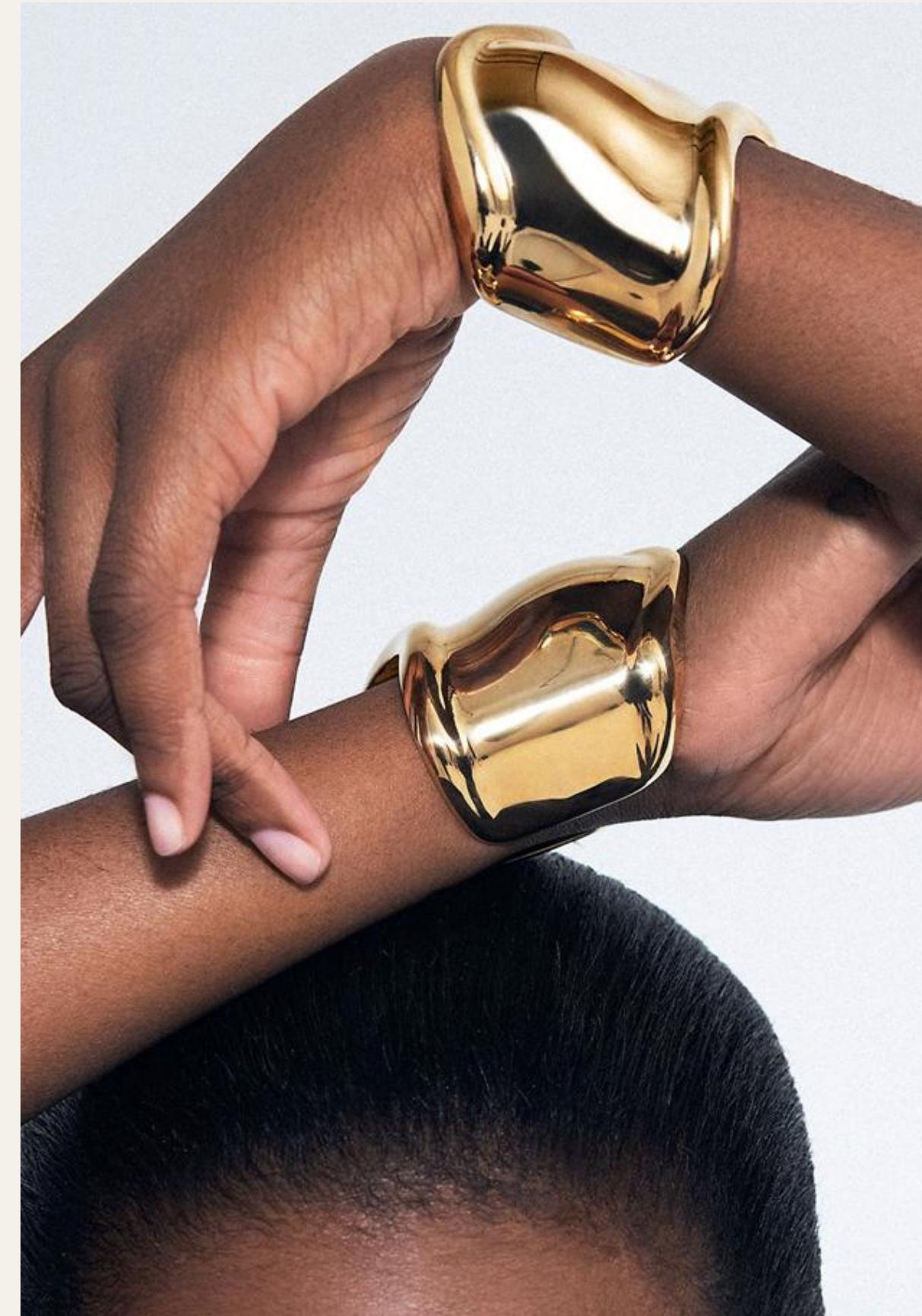
Population growth rate: 12% from 2011-2016

Hub for fashion clothing stores: Tiffany's and Gucci



Psychographic

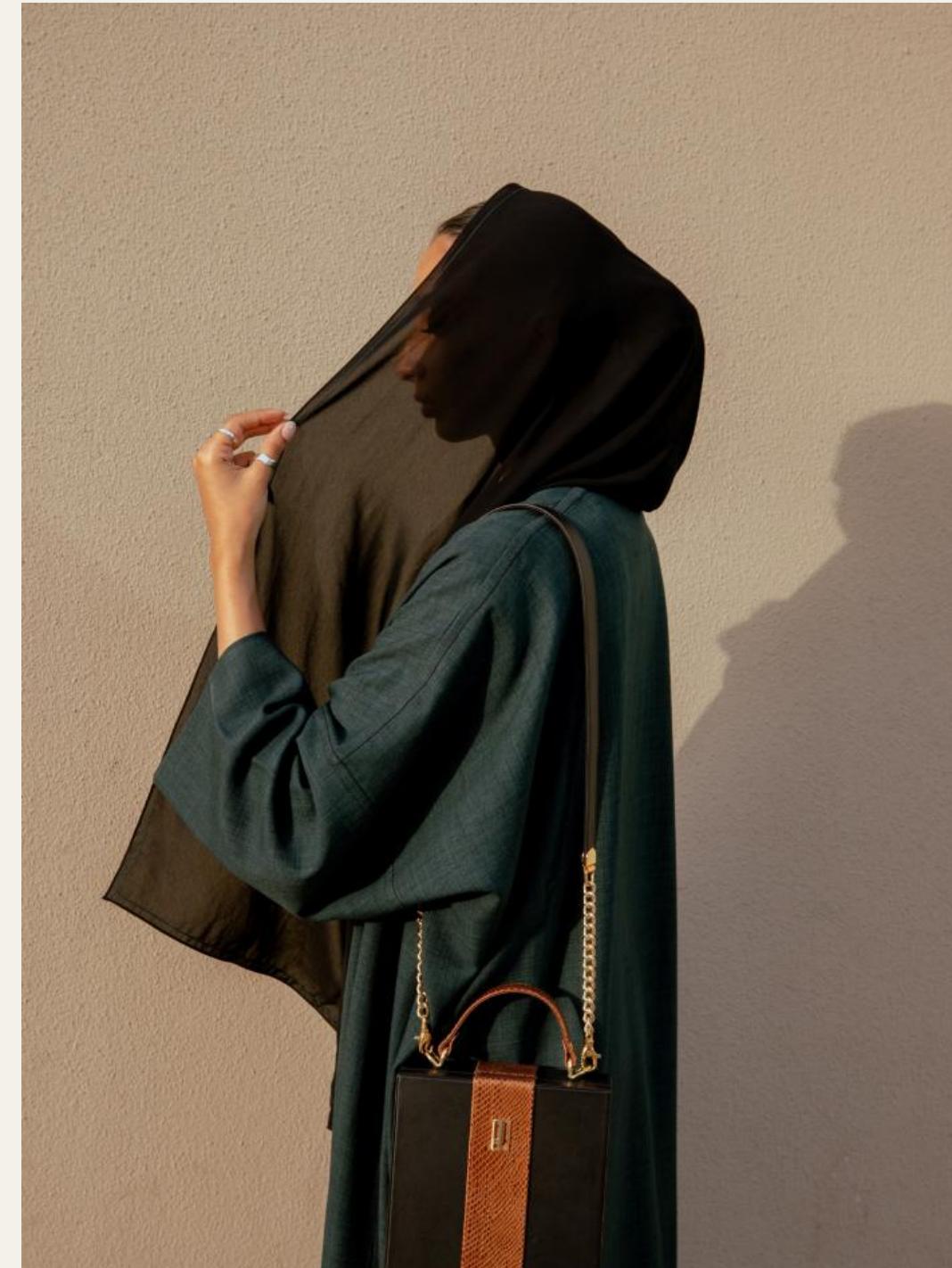
- Fashion
- Extroverted, ambiverted
- Social events
- Dating
- Clubbing



Persona

- 25 Years old
- Yoga / Pilates
- Dating
- Sociable
- Influencer/ Artist/ Model
- Fashionable
- Marketing graduate
- Travels alot
- Extrovert

AALIYAH





- The outfit's are rentals
- Fitting for clients is provided
- Price is flexible depending on the clients' budget
- Extremely reliable for the members
- Offering sustainable services in the retail industry; providing rentals of fast fashion clothes and products.
- Offering high-end luxury products to our clients at a low hourly price whilst gaining profit.

sun8sundays



- Services are quite expensive
- The outfits being rentals, they're are highly prone to damages
- It'll be difficult getting high value clients at the beginning

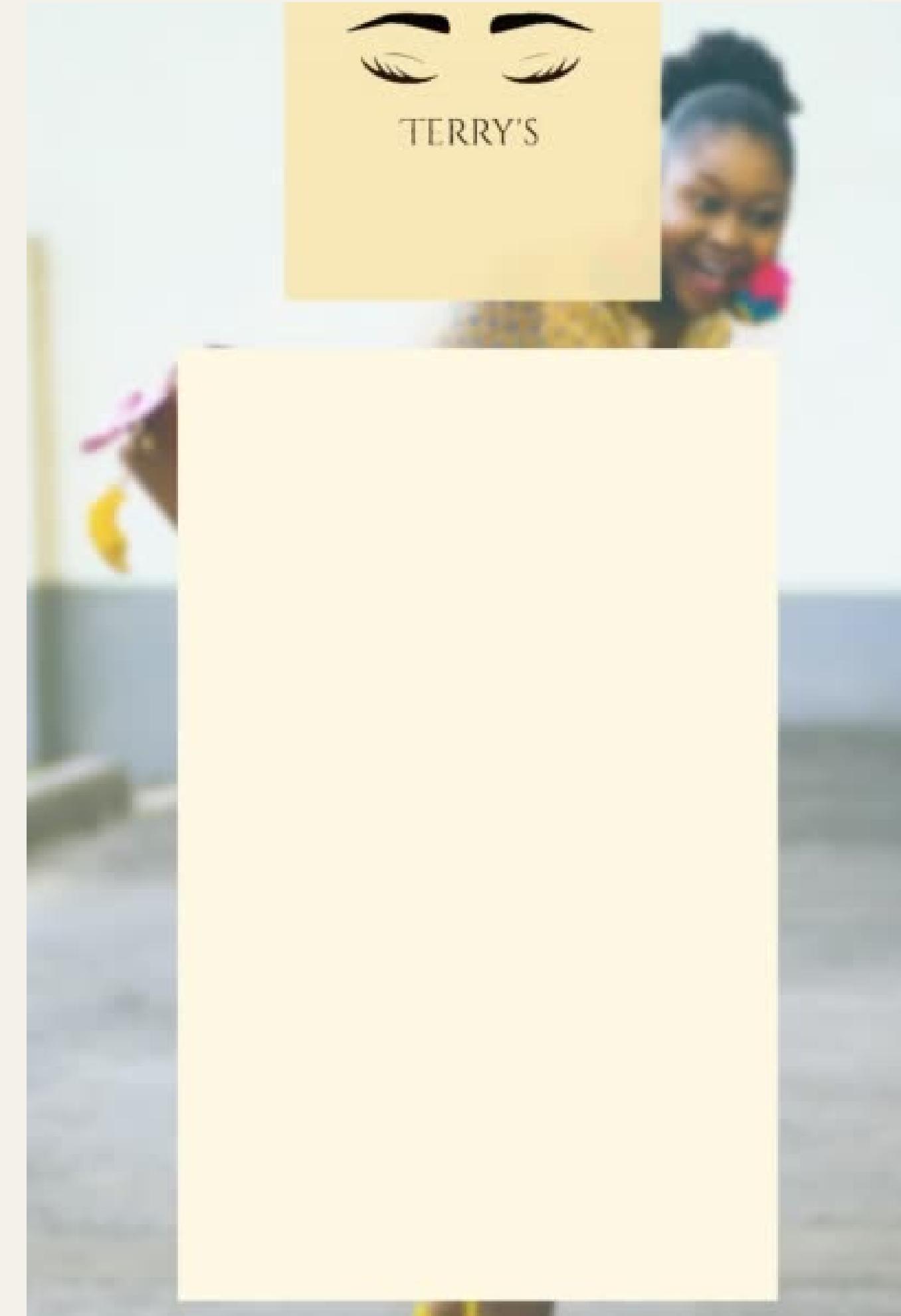
Marketing Assessments



- Offering sustainable services to the public
- Loyal returning clients
- The opportunity to stop over-purchasing fast fashion clothing; it is environmentally beneficial.
- Possibility of growth in the styling industry

Terry's

OUR MENU



Pricing

PACKAGE 1

- THEMED EVENTS
- PARTIES

offering full rental outfits,
face makeup, hair styling

\$499

Package 2

- CORPORATE EVENTS
- LATE NIGHT EVENTS

offering full rental outfits,
face makeup, hair styling
with acrylic nails

\$699

Package 3

- GALAS
- BIRTHDAY'S
- WEDDINGS

offering full rental outfits,
face makeup, hair styling
with acrylic nails plus a
photoshoot

\$799

The Competitors

RenttheRunaway



RENT THE RUNWAY

Rent the Runway is an e-commerce platform that allows its users to rent, subscribe, or purchase designer clothing and accessories.

Jennifer Hyman and Jennifer Fleiss began the business in November 2009 as its founders.

The Competitors

TITANIUM STUDIOS



Titanium Studios is a newly formed, privately held business that is in Robson St, that offers hair styling and make up services to its client

Promotions

- 10% Discount for anyone who comes in during the first three months since store opening
- 20% Discount for anyone who comes in by referrals



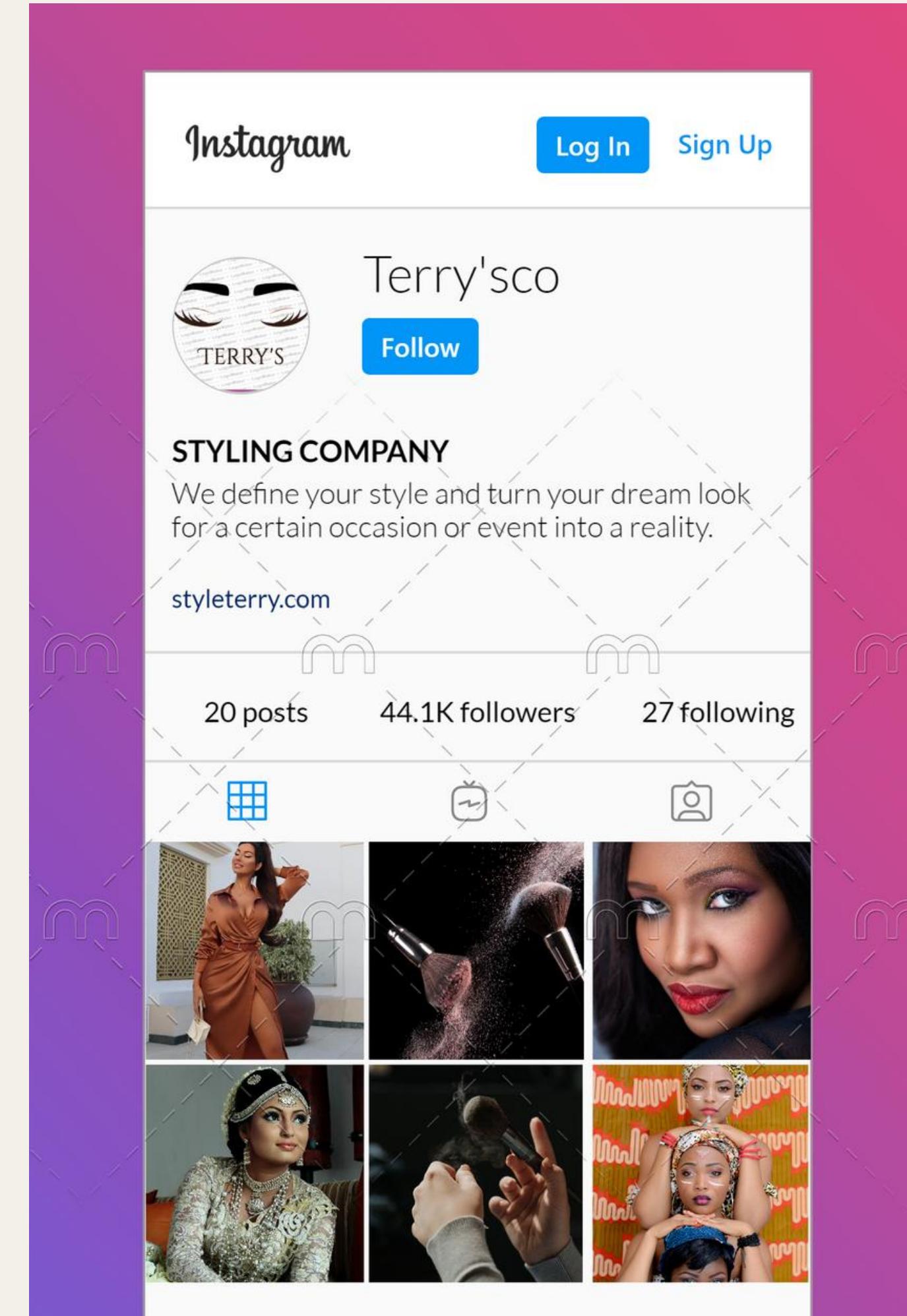
Promotions

- 5% discount after every 5 styling sessions
- Free photoshoots for clients who book the package 3 session
- 5% discount for referrals from member client



Terry's

PROMOTIONS



TIAM



A tiktok and instagram influencer with over 1.2 M followers on tiktok



She is based in Vancouver and does empowering luxury tiktoks for young women

SUSTAINABILITY

- *Offering rental clothes*

In comparison to purchasing new, it is estimated that renting a garment will result in a 24% water use reduction, a 6% reduction in energy use, and a 3% reduction in CO2 emissions.



SUSTAINABILITY

- Offering sustainable fashion
- Sustainable clothing lowers emissions of CO₂ and other greenhouse gases. Fast fashion has a significant carbon footprint due to the production of materials, shipping, and even the decomposition of textile waste in landfills.



Our Team



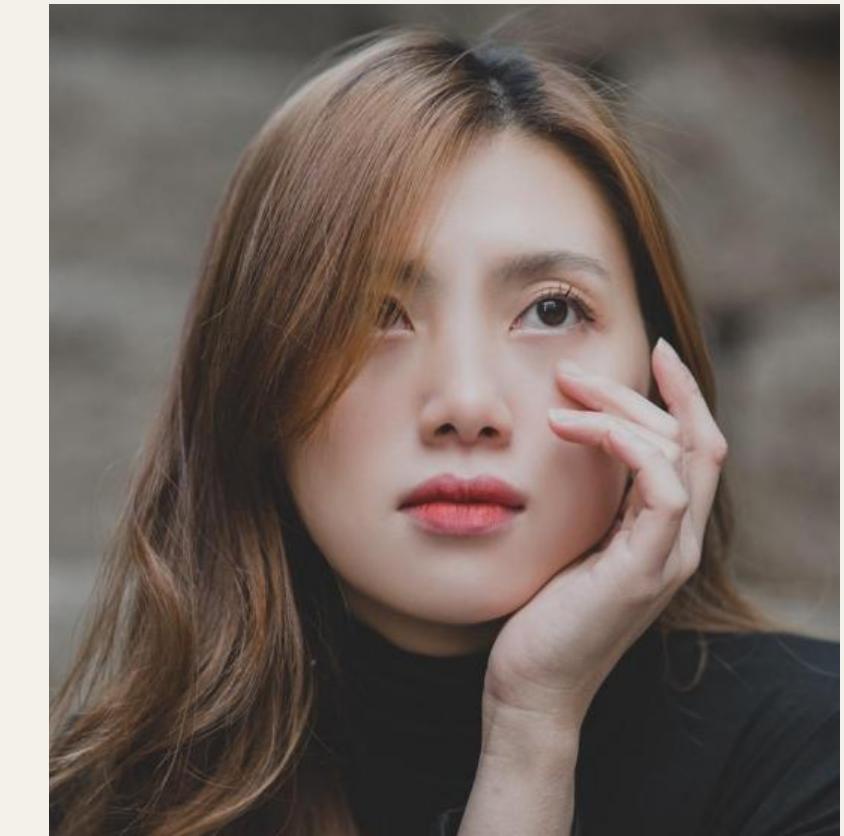
Terry Ambani

- *Stylist*



Claudia Alves

- *Makeup Artist*



Harper Russo

- *Nail Tech*



BRANDING

LOOKBOOK

COLLECTION



A large, high-contrast black and white photograph occupies the upper half of the page. It shows a close-up of a person's arm and shoulder. The person is wearing a dark, textured jacket or coat. The lighting is dramatic, with strong highlights and shadows, creating a moody and sophisticated atmosphere.

Connect With Us!

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styleterry.ca

@terrysco