



LANVIN
PARIS

LA FEMME

LANVIN

P A R I S

1. BRAND ANALYSIS

- SWOT analysis
- media mix map
- media mix analysis
- brand positioning and brand persona
- Competitors and comparable
- Consumer : behavior, experience, e-commerce

2. STRATEGY

- consumer pathway aims
- SMART objectives: profitability, branding, promotional

3. TARGET

- Define customer segments
- Define one/two personas

4. COMMUNICATION

- Consumer insight
- Value proposition (brand as myth/product/lifestyle)

5. TOUCHPOINTS

- media mix/channels and aims
- Integrate social media

6. SOCIAL MEDIA PLANNER

- brand's publishing plan
- 3-4 content examples for each platform

7. KPI

- relevant KPIs to monitor

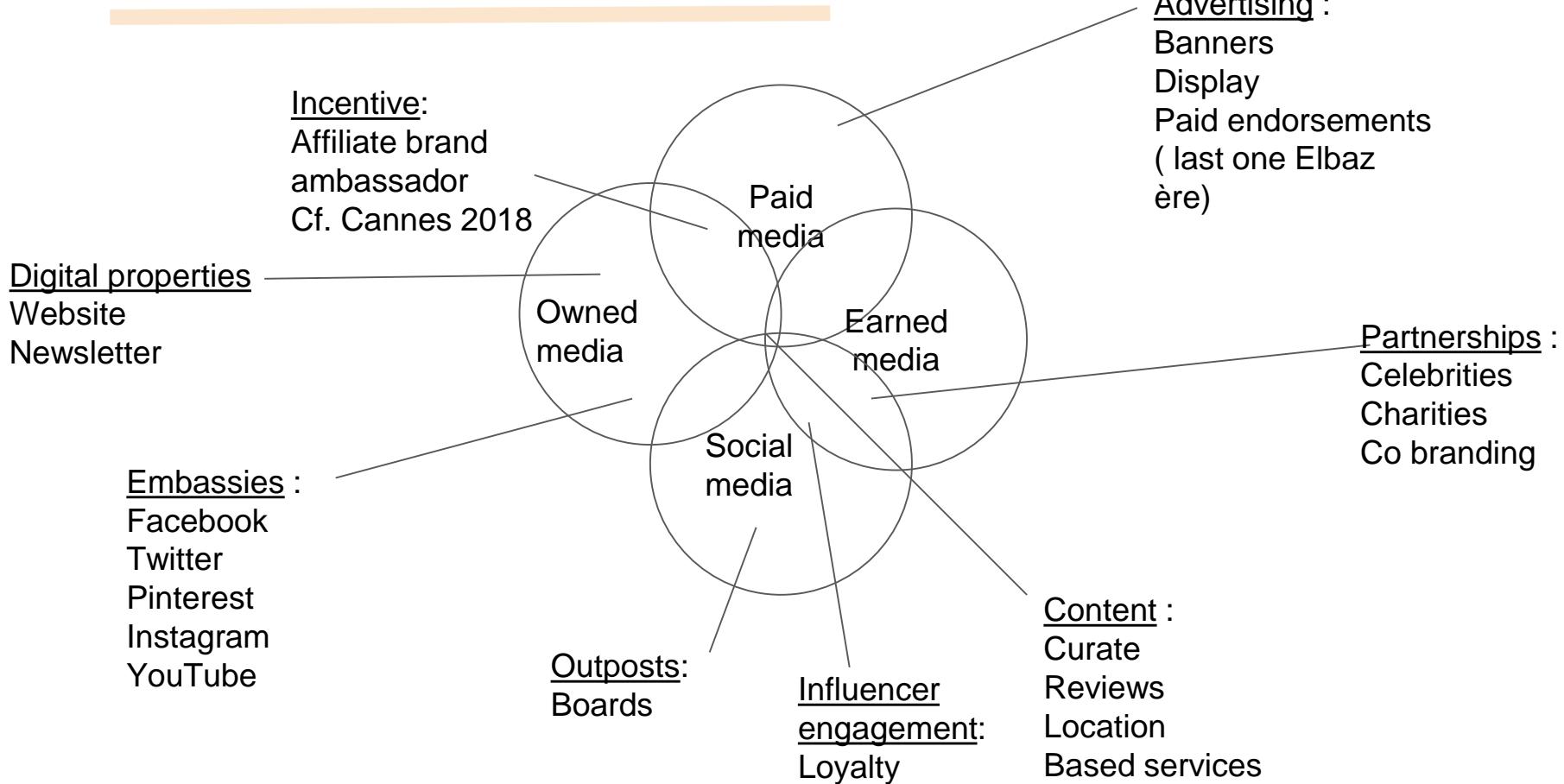


1. BRAND ANALYSIS

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MEDIA MIX MAP



MEDIA MIX ANALYSIS

The main thing we can notice in the media mix map is that Lanvin is using all the main medias strategies. The only thing is to know how they are optimizing their presence.

- Their presence at Cannes 2018 was a great opportunity for the brand. They could have used more of the brand ambassador strategy, for example, to have more impact in term of visibility.
- Working on new banners on internet or new style of display could also be very efficient in term of visibility.
- Their website, newsletter and social medias would also be good ways to raise visibility if they think about a common and coherent brand image strategy.

SWOT

STRENGTHS

- Strong Brand History/Heritage, DNA, Silk Design
- Status of couturiere
- Alber Elbaz has managed the brand very well and is one of the prime reasons for the popularity of the brand
- Diverse Portfolio including home decor, menswear, furs, lingerie and perfumes apart from female apparels
- Brand has his manufacturing plants set up all over the world thus making an efficient supply chains network
- All the designing and intricate work is done in house at Lanvin with sense of excellence and perfection
- Brand has been endorsed by many celebrities.

OPPORTUNITIES

- Collaborations with fast fashion brands , influencer marketing (capturing masses and increasing its popularity)
- Omnichannel integration
- Consumers use social Media as information and interaction platform
- Consumers are more engaged by “storytelling”
- Consideration of a growing Digital Market from offline to online & online to mobile
- Increasing teenagers tendency to luxury goods

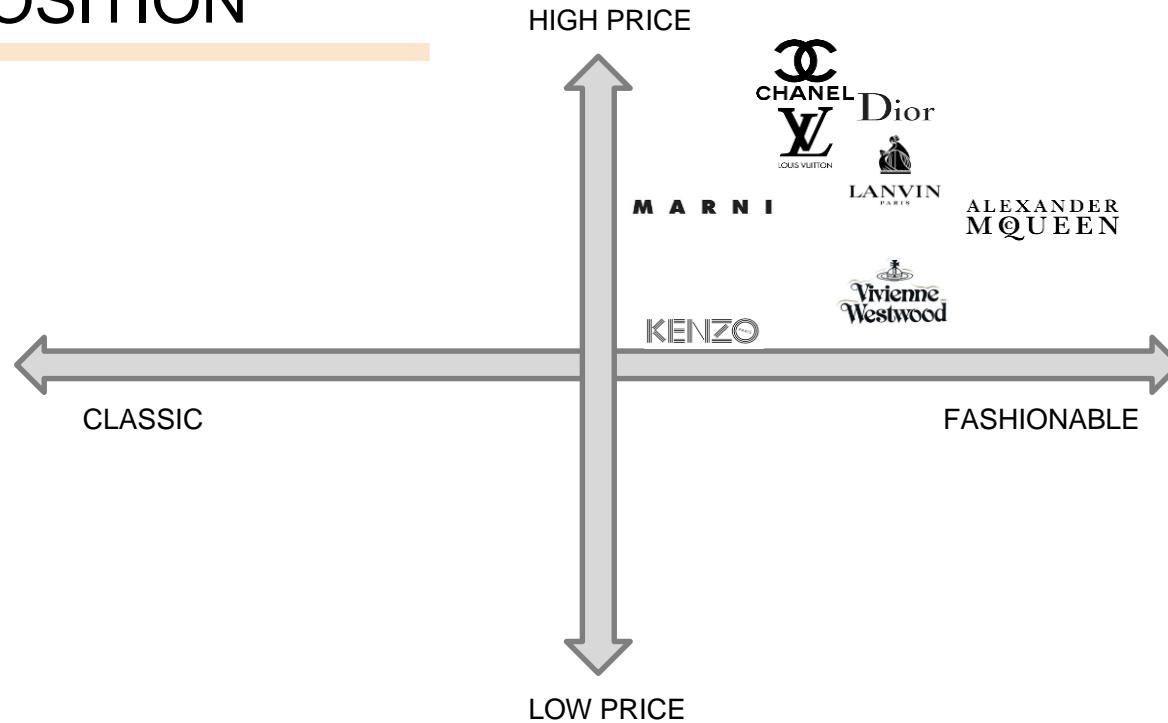
WEAKNESSES

- Low brand awareness (not search, nor social buzz)
- Weak brand presence & communication (social media, magazines)
- Too many different business fields might lead to lack of control and brand illusion
- No presence in many developing countries

THREATS

- Competitors like Givenchy and Louis Vuitton have a stronger established reputation
- Other brands offer similar styles and cuts as well as similar products
- Counter fighting

BRAND POSITION

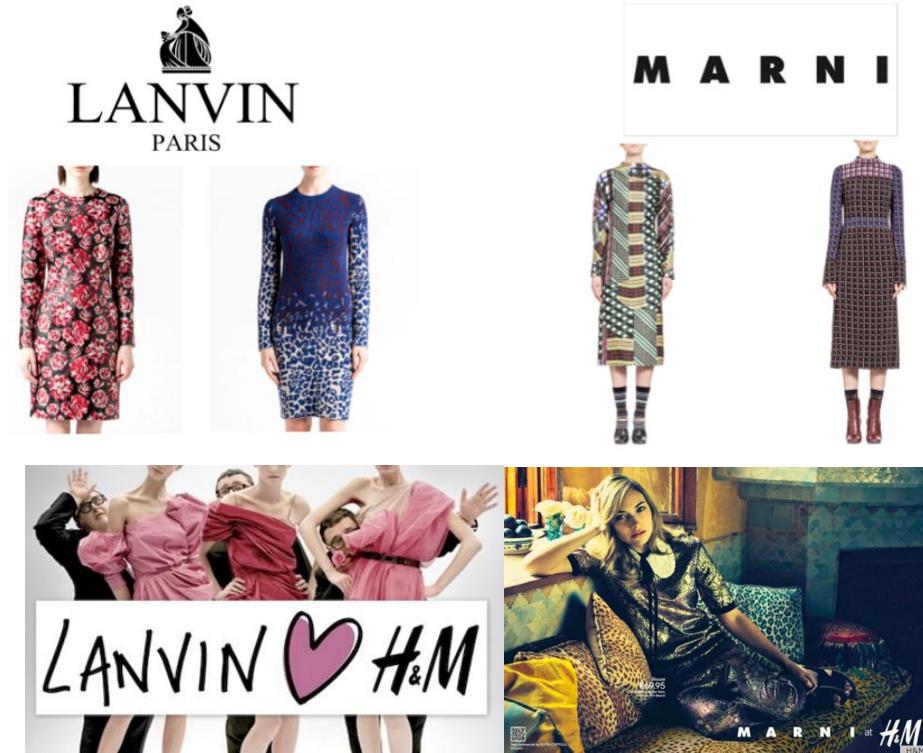


LANVIN IS IN THE HIGH PRICE AND FASHIONABLE POSITION COMPARE WITH ANOTHER BRAND SUCH AS CHANEL WHICH HAS HIGHER PRICE AND MORE CLASSIC THAN LANVIN AND ALEXANDER MCQUEEN HAS MORE FASHIONABLE THAN LANVIN BUT THE PRICE IS SLIGHTLY CHEAPER THAN LANVIN.

COMPETITOR

Marni is the main competitor of Lanvin . Marni and Lanvin, ready to wear are quite similar to each other although Marni is a pretty new brand and has no long history as Lanvin. They have recently established in 1994 in Milan (Marni,2015) but in term of design they have similar design with Lanvin and also the same target customer personality, that is women who are curious and sophisticated, fashion-oriented but with a strong identity and a personal vision.

Also in terms of co – branding collaborations Lanvin (2010) as well as Marni (2012) launched both a collection together with the fast fashion retailer H&M



2. STRATEGY

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INTERVIEW OF A BUSINESS ANALYST AT LANVIN

- E commerce and omnichannel strategies are outsourced, everything is sold on Yoox platform.
- There is no Director Artistic for the moment everything is made by a créative studio.
- As in every house the strategy comes from a common work : the association between DA and CEO, for LANVIN this common work is in standby until a new DA and a definitive CEO will be chosen.
- The brand is in restructuration since Albert Elbaz departure so temporary there is no strategy. As well for the omnichannel, media mix analysis, there is no strategy.

MAIN PROBLEMS OF THE BRAND

- Weak Brand Awareness & Communication
- Low Media and Social Media Presence
- Weak Codification / Use of Codes/ Recognition of Codes
- Collection doesn't represent the Brand ID / DNA (Elegance & Quality)
- Decrease Presence & Demand in the APAC regions. (LV & Gucci sales are driven by demand from the Chinese market)
- Fast Change of designers / Creative Directors after Alber Elbaz
- Bad Management & Lack of sustained Marketing Strategy
 - Decrease in Sales
 - Closing stores
 - Cutting adv. costs
 - Dismissal of employees

If things won't change Lanvin will soon be famous not for being the oldest couture house in continual existence, but rather a business school case study in how to wreck a brand in three years.”

SOLVING OPTIONS : AIMS AND STRATEGY

- Storytelling → DNA “back to the routes / Brand/ Designer Codification and communication
- Customer Experience offline/online → Omnichannel
- Stronger Social Media presence → Use of hashtags
- In-store events
- New management team
- Use of testimonials that fit with the Brand Identity & Brand Persona

- “Mother & Daughter adv. Campaign” reference to mademoiselle Jeanne and Marguerite her daughter (starting from france to international expansion) = communication of different target groups as “Comtoir des Cotonniers” adv. campaigns:

- ★ Jane Birkin & Lou Doillon (France)
- ★ Vanessa Paradis & Lily-rose Depp (France)
- ★ Cindy Crawford & Kaia Gerber (USA)

- Instagram contest **#lanvinfamilylove**, **#lanvinyouandme**, **#motherdaughterlove**, **#lanvinmademoiselles** → aim is to catch, attract and involve the target group who are mothers & daughters



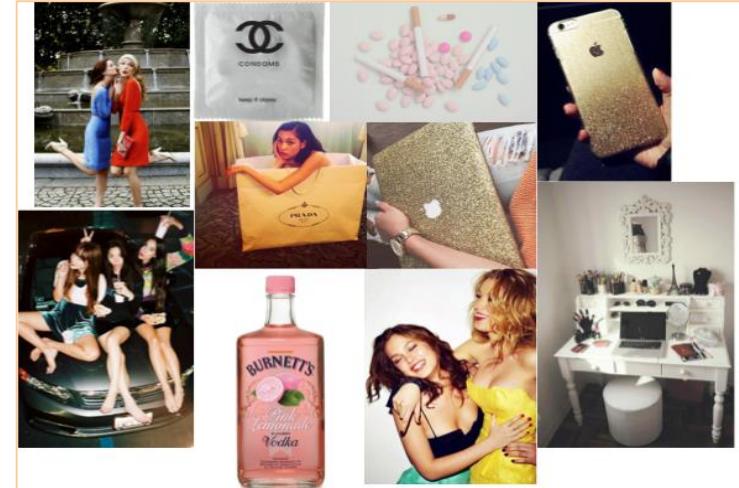
3.TARGET

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LANVIN PERSONA

LANVIN IS A LUXURY BRAND THAT TARGETS MAINLY WELL EDUCATED WOMEN IN THE AGE GROUP OF 20-45 YEARS OLD WITH A HIGH INCOME AND BELONGING TO THE CITY'S ELITE CLASS. ITS CUSTOMER CAN BE EITHER A CELEBRITY, ACTRESS, DESIGNER BUT ALSO ORDINARY CUSTOMER (MIDDLE INCOME) WHO ARE INTERESTED IN FASHION THE LANVIN WOMAN IS ELEGANT, CHIC AS WELL AS CLASSIC AND UNIQUE WITH A STRONG AND PLAYFUL CHARACTER.



LANVIN PERSONAS

TARGET GROUP 1

Teenager and Young Professional “**Rich Kids**” between **18-28** fashionable, chic, confident, playful and fun. They do not like to follow the rule. Social Media internet and technology become a part of their daily life. They live mostly in big cities (Paris, Milan, London, New York, Tokyo) .**They are the rich and the lavish.** They can use the clothes only once and never wear it again , because it is not in trend. Their favorite and leisure activities are shopping, party and having dinner at trendy places.

TARGET GROUP 2

“**Young Professional**” (middle/high income) between 23-30, fashionable, modern, trendy, confident, liberated, educated, independent and “digital natives”. Purchase luxury and design goods only for special occasions or as a kind of self reward.

TARGET GROUP 3

“**Career Woman**” between 30-45 (High income), chic, elegant, classy, fashionable and modern. Have a high sense for quality and excellence. Purchase luxury and design goods for different occasions and reasons Strong connection with the brand as well as identification with the brand personality, style and DNA.



4. WHAT TO COMMUNICATE



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THE HISTORY OF LANVIN.

22 years old Jeanne Lanvin opened her first hat shop in Paris 1889

Four years later, Jeanne Lanvin establish her fashion house “Lanvin (Mademoiselle Jeanne) Modes.”

The birth of her daughter Marguerite in **1897** turned Jeanne Lanvin’s world upside down

Marguerite became her muse and Jeanne would use luxurious fabrics to design her daughter the wardrobe of every little girl’s dreams. The elegant Marguerite was quickly noticed by her friends’ mothers, who in turn became customers of the Lanvin fashion house.

Opened a children’s clothing department in **1908** and devoted an entire section of her shop to this new thriving business.

In **1909**, Jeanne Lanvin opened a Young Ladies’ and Women’s department. Mothers and daughters would come and choose their Lanvin-brand outfits together. Day clothes, evening dresses, coats, and lingerie: Lanvin’s creations enthralled Paris.

1909 Jeanne Lanvin became a member of the **Chambre Syndicale de la Couture** (the Parisian Fashion Council) that same year, and thus switched her status from **milliner to designer**.

1913 furs store with special customer service to keep the furs reserved for the summer

1915 international exposition

1920 furniture/ art of living store

1923 sport department , 1924 lanvin perfumes , 1926 first designer launch made to measure mens clothing line

- Expertise, elegance, excellence of french tradition , technical prowess, state of mind
- “My Fair Lady,” a dress made of white organdy ribbons mounted on tulle. At the time, this feat highlighted the precision of the cut and the exactness and fineness of the workshops’ execution.

“Jeanne—the milliner, the designer, the decorator, the perfume manufacturer, “Madame” as her staff called her—left behind an empire in her wake.”



Antonio Canovas del Castillo

1950-1963



Jules François Crahay

1964-1984



Maryll Lanvin

1981-1989



Claude Montana

1990-1992



Dominique Morlotti

1992-2001

ARTISTIC DIRECTORS.



Alber Elbaz

2002-2015



Bouchra Jarrar

2016-2017



Ocimar Versolato

1996-1997



Olivier Lapidus

2017-2018

CONSUMER INSIGHT.

The main consumer insight at Lanvin is to dress a plural woman who keep her cool and who is contemporary. She is unique, she has a strong masculine touch but also feminine with timeless shapes.

VALUE PROPOSITION.

LANVIN AS

- MYTH : Mademoiselle Jeanne and her daughter
- PRODUCT : The dress fluid, light and embroidered
- LIFESTYLE : Youthness and independence

#youth
#independant
#light
#colors
#clear
#floral



STORYTELLING.

Elbaz is in the LANVIN's archive searching for inspiration for next collection.

His attention is caught by a child's dress, and just next to it, a woman dress.

He touched the child's one and suddenly he heard laughs from far away. .

He closed his eyes, and immediately he is dropped in the past, in front of Jeanne and her daughter.

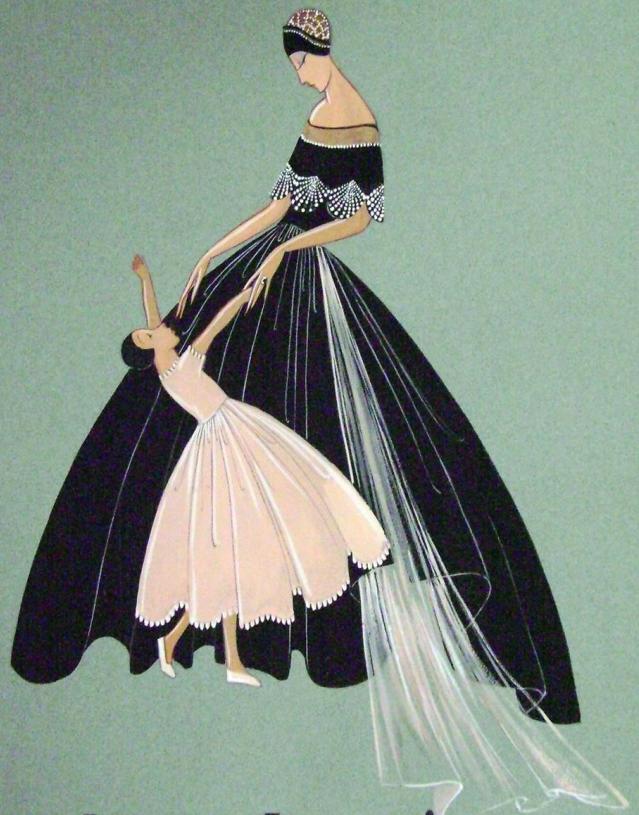
Lanvin's DNA was born the day when Mademoiselle Jeanne created the first dress for her daughter Marguerite, a magic dress.

The dress of her daughter's dream.

At the end she created one for herself.

A magic dress which became the key and the birth of all her DNA : fluidity, lightness, youthness and independent mademoiselle, pleated, royal blue, embroidered, evening and haute couture.





Jeanne Lanvin

MADEMOISELLE JEANNE AND MARGUERITE: HER MUSE AND DAUGHTER

THE DRESS MOODBOARD



DNA.

Family:
Her daughter
Marguerite was her
muse → LOGO



Arpège:
1927. One of the
first house to
create a
fragrance



Lanvin Blue:
her own dye
factory



Art Deco:
collab with arch. and
designer Armand-
Albert Rateau

Robes de Style:
An alternative to
the flapper and
garçonne dresses
of the time



5. TOUCHPOINTS

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TOUCHPOINTS USED



TOUCHPOINTS ANALYSIS AND IMPROVEMENT

5.1. WEBSITE

5.1.1. New design

Aim: show and sell products, advertise, raise brand awareness, show brand identity.

Actual Homepage:

- Impersonal
- Basic
- Minimal
- No clear writings
- Confusing
- No emotion



HOW TO IMPROVE?

- Clear writings
- Gotham font
- Products
- Colorful
- Brand logo
- New color palette
- Direct link on images



EN v [CONTACT US](#)

WOMAN MAN KIDS LANVIN NEWS

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♡ [my LANVIN](#) 🔍

SUMMER 2018

DISCOVER THE
NEW COLLECTION

Link to buy
the bag

5.1.2. NEW DESIGN: PRODUCT OFFER

Actual product offer:

- Impersonal
- No emotion
- No customer experience
- Static position of the model
- Same model for each product
- White background



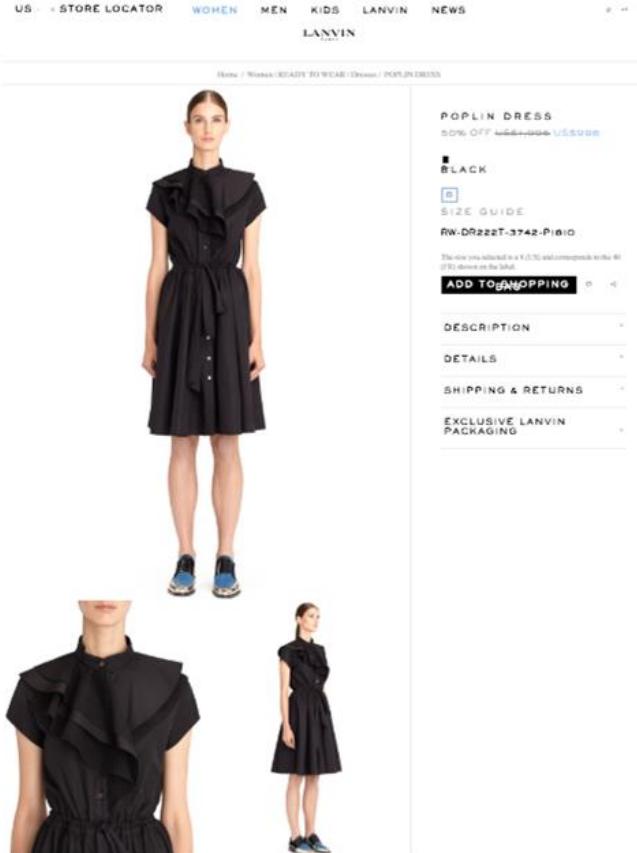
HIGH-TOP DIVING SNEAKER

50% OFF \$699.00 U\$S298



HIGH-TOP DIVING SNEAKER

50% OFF \$699.00 U\$S298



Home / Women / READY-TO-WEAR / Dresses / POPLIN DRESS

POPLIN DRESS
50% OFF \$699.00 U\$S298

BLACK

SIZE GUIDE

RW-DRazzett-3742-Pisio

The size you selected is a 4 (EU) and corresponds to the M (US) size.

ADD TO SHOPPING

DESCRIPTION

DETAILS

SHIPPING & RETURNS

EXCLUSIVE LANVIN PACKAGING



HOW TO IMPROVE?

- Different kind of models
- Models in active positions
- Different backgrounds
- Photos from shooting/fashion show
- Videos of models showing off products



ASYMMETRICAL SILK SATIN DRESS

50% OFF US\$2,100 US\$1,095



POPPY RED

4	6
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SIZE GUIDE

RW-DR282T-3846-E1838I

ADD TO SHOPPING BAG



DESCRIPTION

+

DETAILS

+

SHIPPING & RETURNS

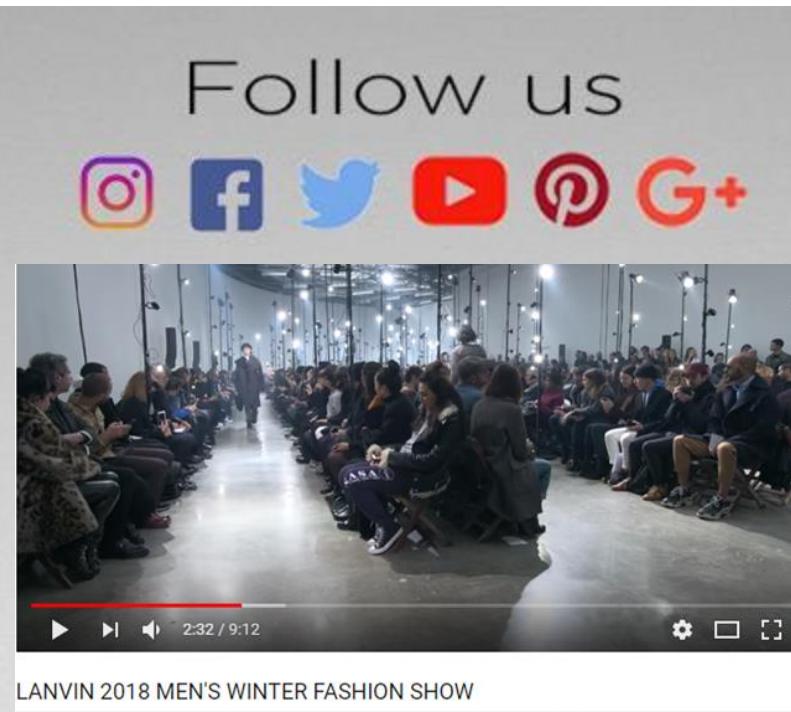
+

EXCLUSIVE LANVIN PACKAGING

+

5.1.2. REFERENCE TO SOCIAL NETWORK IN THE WEBSITE

- Instagram posts: sharing Instagram initiatives (hashtags, events, live videos, contests..), with the link to the account on images;
- Twitter and Facebook: sharing Twitter and Facebook posts;
- Youtube: posting videos from YouTube Lanvin channel



5.2. NEWSLETTER

Aim: inform customers about latest news and propose personalized promotions.

Actual email for subscription confirmation:

- Impersonal
- Very basic
- No exclusivity
- No references to the brand except for the logo
- No experience
- No personal data request

How to improve?

- Personalize through the personal data of the customer
- Add images of brand products or last photoshoots
- Create an exclusive experience through catch phrases that makes the customer feel unique:

*“Live the experience of Lanvin universe on
www.lanvin.com”*

“From today, you will be one of the first to receive our latest exclusive information about new arrivals, events and Lanvin news”

- Weekly newsletter with news and special offers



REGISTRATION COMPLETED

Thank you for signing up to our Newsletter. Now you'll always be up-to-date on our latest news.

If you want to enjoy all the benefits of our Store, register in My Account now: all it takes is an e-mail address and a password.

Once you are registered you will be able to:

- save your favorite products in the Wish List
- shop faster by saving your addresses in the Address Book and your credit card details in the Card Wallet section
- see all your order details and track the shipment of your orders and returns in the My Orders section

If you have received this e-mail in error, or you do not want to receive any more e-mails at this address, click [here](#).

Thank you

Please do not reply to this e-mail. If you have any questions or concerns, please visit our Customer Service area.

5.3. SOCIAL MEDIA (1,65% of traffic is from social)

5.3.1. INSTAGRAM

Followers: 3.6 Million

Traffic: 27,68%

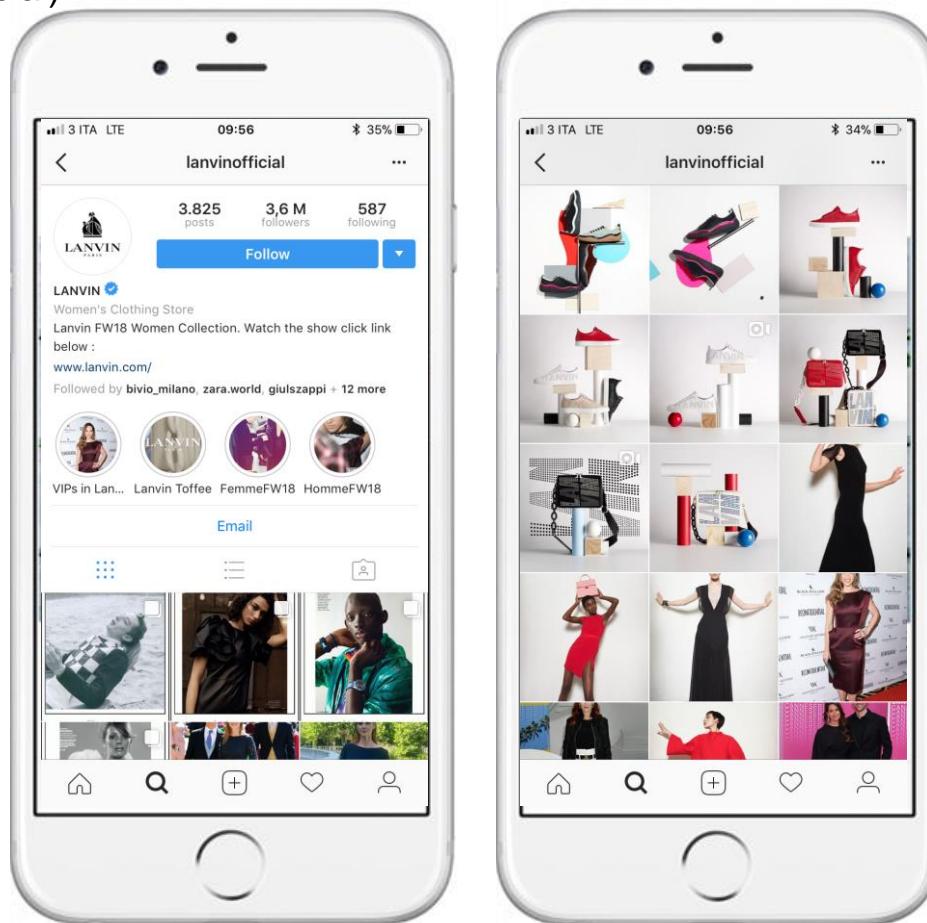
Aim: shape perceptions and expectations of the brand, create a relationship with customers, share the latest news in real time, reach a younger target (25-35yo).

Actual content:

- No storytelling
- No emotions
- No IG stories
- No relationship with clients

How to improve?

- Create a storytelling around the products
- Create a link with influencers or celebrities that represent the brand image
- Create IG stories in order to be continuously in contact with followers
- Create contents in which customers can reflect themselves. For ex. post a photo with the retail team
- Create UGC (User Generated Content): users create content on your brand in order to “share the voice”



Data source: <https://www.similarweb.com/website/lanvin.com#social>

5.3.3. YOUTUBE

Subscribers: 12.274

Traffic: 10,64%

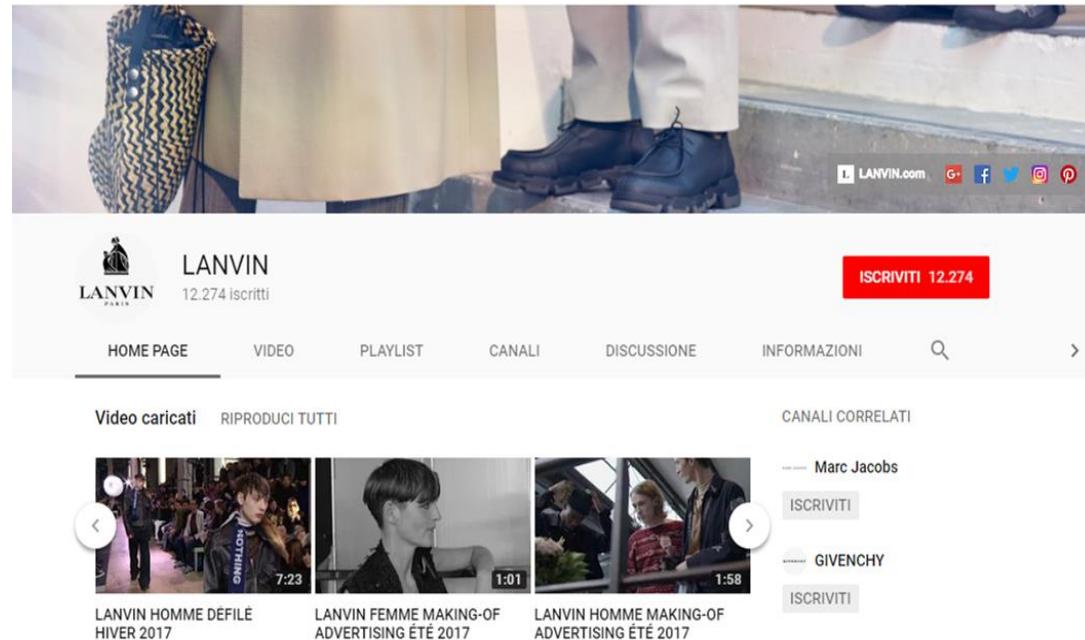
Aim: inform about latest news, share adv. campaign, build a stronger brand image.

Actual contents:

- Few videos of fashion shows
- No homepage video presentation
- No description of the brand
- Few promotional videos

How to improve?

- publish adv campaign (for ex. the adv. campaign of the new fragrancy hasn't been published
<https://www.planetparfum.com/fr/blog-modern-princess.html>)
share videos on other social media in order to improve audience on YT;
- create short videos (videos that describe how the products are made, fashion films to create a storytelling..)



5.3.4. FACEBOOK

Subscribers: 683.425

Traffic: 9,67%

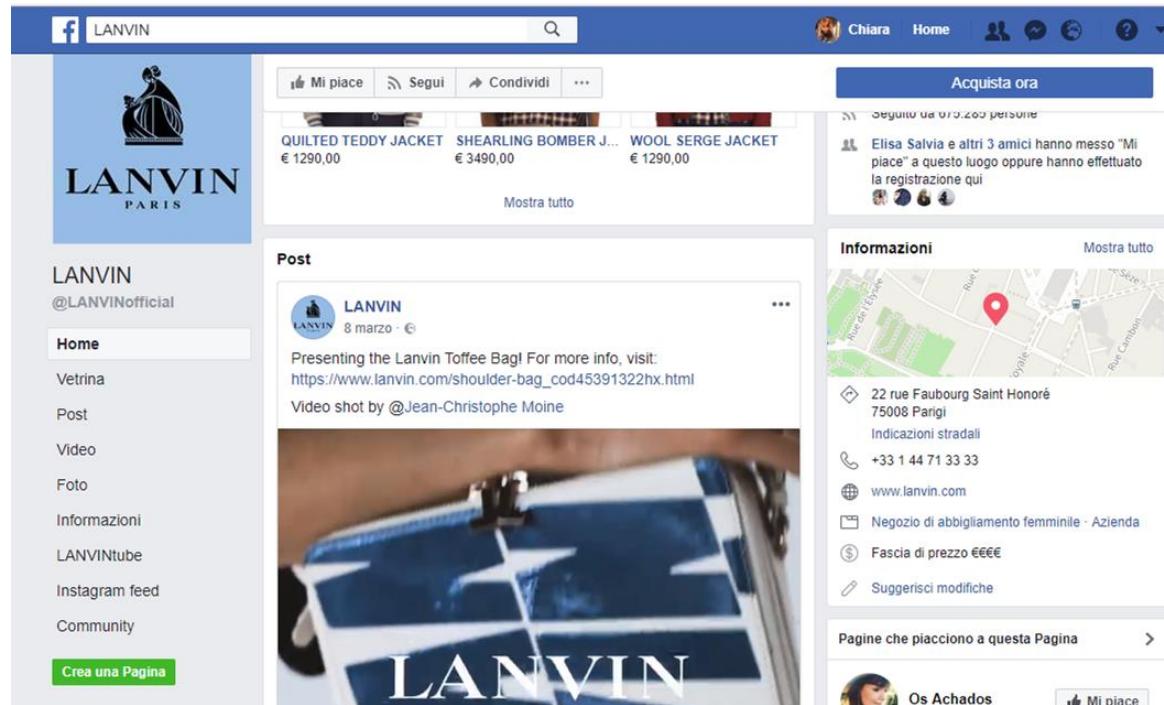
Aim: maximize the value that customers see in brand offerings, create a relationship with customers, reach a wider target, including older customers (25-45yo), share latest news in real time.

Actual content

- Few posts (last post on 8th of March)
- No storytelling
- No relationship with customers

How to improve?

- Daily post with latest products and news
- Create emotions and storytelling through images and posts (ex. describe what inspires the designer ..)
- Create a relationship with customers (ex. through robot chat that can assist them)





5.3.5. TWITTER

Followers: 427.000k

Traffic: 3,51%

Aim: grow brand loyalty

Actual content:

-Few posts (last post on 28th of February)



5.3.6. PINTEREST

Followers: 4,05mio.

Aim: grow brand loyalty

Actual content:

-Only Lanvin heritage
-Nothing new



5.3.7. LINKEDIN

Followers: 63.181k

Traffic: 3,51%

Aim: make new connections, generate leads, recruit new talents.

Actual content:

-Last post: 3 years ago
-No content creation

5.3.8. ADV. CAMPAIGN

- Use of testimonial that fit with the Brand Identity like “Mother & Daughter adv. campaign” (starting from france to international expansion) = communication of different target groups:
 - Jane Birkin & Lou Doillon (France)
 - Vanessa Paradis & Lily-rose Depp (France)
 - Cindy Crawford & Kaia Gerber (USA)



6. SOCIAL MEDIA PLANNER

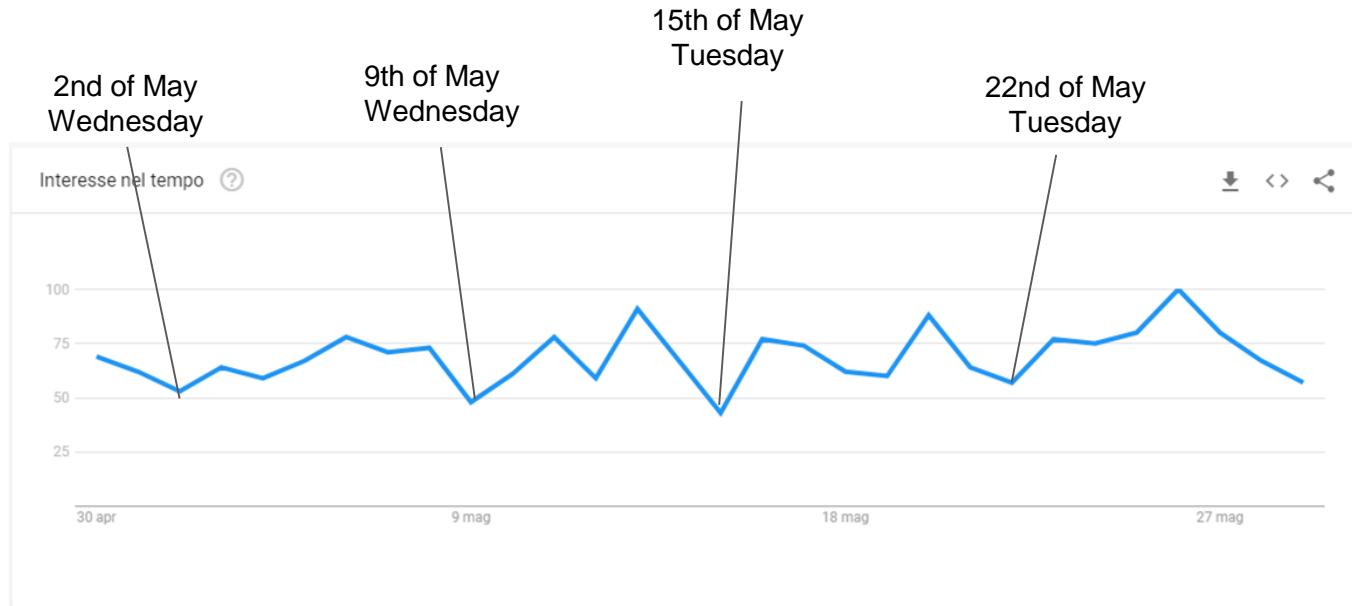
LANVIN
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TOUCHPOINTS

WHEN?

- Daily social media upgrades
- Particular focus on the middle of the week



Google trends: MAY 2018

HOW?

Brand voice:

- Character: Inspiring, professional
- Tone: elegant, chic
- Language: formal
- Purpose: inform, raise interest, attract



SOCIAL MEDIA PLANNING

		FRI 1	SAT 2	SUN 3	MON 4	TUE 5	WED 6	THU 7	FRI 8	SAT 9	SUN 10	MON 11	TUE 12	WED 13	THU 14	
EVENT																
Instagram > IG	POST IG - video	POST IG - photo Lanvin storytelling	IG stories	POST IG - photo product	IG stories	POST IG - photo product	IG stories	POST IG - video	IG stories	POST IG - photo collaboration	IG stories	POST IG - photo Lanvin storytelling	POST IG - photo product	POST IG - video		
Facebook > FB	POST FB - video	POST FB - photo Lanvin storytelling	FB stories	POST FB - photo product	FB stories	POST FB - photo product	FB stories	POST FB - video	FB stories	POST FB - photo collaboration	FB stories	POST FB - photo Lanvin storytelling	POST FB - photo product	POST FB - video		
Twitter > TW	POST TW - video	POST TW - photo Lanvin storytelling		POST TW - photo product		POST TW - photo product		POST TW - video		POST TW - photo collaboration		POST TW - photo Lanvin storytelling	POST TW - photo product	POST TW - video		
Youtube > YT	YT VIDEO								YT VIDEO						YT VIDEO	
Newsletter			Newsletter					Newsletter					Newsletter			
JUNE																
FRI 15	SAT 16	SUN 17	MON 18	TUE 19	WED 20		THU 21	FRI 22	SAT 23	SUN 24	MON 25	TUE 26	WED 27	THU 28	FRI 29	SAT 30
					EVENT											
POST IG - photo detail event	IG stories	POST IG - photo Lanvin storytelling	IG stories	POST IG - photo detail event	IG > Live and stories		POST IG - video	POST IG - photo detail event	IG stories	POST IG - photo detail event	IG stories	POST IG - photo product	POST IG - photo collaboration	IG stories	POST IG - video	POST IG - photo Lanvin storytelling
POST FB - photo detail event	FB stories	POST FB - photo Lanvin storytelling	FB stories	POST FB - photo detail event	FB > Live		POST FB - video	POST FB - photo detail event	FB stories	POST FB - photo detail event	FB stories	POST FB - photo product	POST FB - photo collaboration	FB stories	POST FB - video	POST FB - photo Lanvin storytelling
POST TW - photo detail event		POST TW - photo Lanvin storytelling		POST TW - photo detail event	TW > Live		POST TW - video	POST TW - photo detail event		POST TW - photo detail event		POST TW - photo product	POST TW - photo collaboration		POST TW - video	POST TW - photo Lanvin storytelling
					YT > Live		YT VIDEO								YT VIDEO	
					Newsletter								Newsletter			

SOME EXAMPLES

- POST IG - photo product



- POST IG - photo detail event



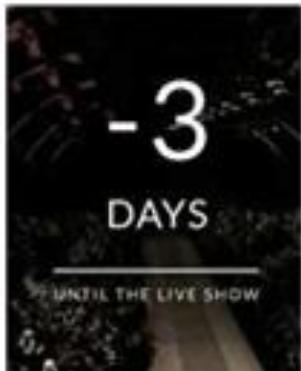
NEWSLETTER

YT VIDEO



SUMMER 2018 FASHION

WEDNESDAY JUNE 20th 2:00 pm
LIVE FROM PARIS



SHARE ON

INTERACT WITH THIS POST

lanvinofficial / Official Instagram account



LANVIN SS 2018 FASHION SHOW

1.179 visualizzazioni

16

10

CONDIVIDI

...

7.KPIs

LANVIN
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WEBSITE	SOCIAL MEDIA	DISPLAY ADS
<ul style="list-style-type: none">- REFERRALS- VISITS- PAGES VIEWED- RETURNING VISITORS- NEW VISITORS- FREQUENCY OF VISITS	<ul style="list-style-type: none">- ORGANIC/PAID REACH- VISITORS ON TIMELINE- FOLLOWERS; FANS; SUBSCRIBER- SHARES- VIDEOS/STORIES VIEWS- INTERACTIONS (LIKES; COMMENTS; SUBSCRIPTION)	<ul style="list-style-type: none">- IMPRESSIONS- VIEW FREQUENCY- CTR- CLICKS

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- <https://www.fosun.com/language/en/aboutus/1.html>
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- <https://www.nytimes.com/2015/12/17/fashion/lanvin-alber-elbaz-fired.html>

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