

Brand Strategy 2014.

BRAND NAME: 4th Avenue (4AV)

CONCEPT: Women working for the working woman.

7 SECOND: 4th Avenue is an ambitious apparel company building its relevance on transitional tops that can be worn from Desk to Dinner. We are a group of women working for the working woman.

Mission.

To create garments for women who coin their own brand of femininity.

About 4th Avenue.

4AV is an apparel company founded in 2013 by two sisters, Raegan and Catherine Kelly. BORN in Southern California, DESIGNED in Chicago, and MADE in Peru, 4th Avenue is WORLD CLASS. The heart of the brand is women working FOR the working woman. CENTERED around creative and entrepreneurial types around the globe, 4th Avenue speaks to those who want to feel ALLURING, expressive, CONFIDENT and chic from day to night. DEDICATED to women who coin their own brand of femininity, we draw our inspiration from the concepts BOLD is beautiful and MORE is more. COLLECTIVELY, 4th Avenue seeks to CHALLENGE conventional beauty with PROVOCATIVE ideas. 4th Avenue is a quality-driven, couture-led BRAND committed to elevated styling and EMBELLISHMENTS that meet these ideals. We are LOYAL to smart design, attention to DETAIL, wearability. WOMEN look to 4th Avenue for wardrobe essentials every season.

An Intimate Sit Down the Designer: Raegan Kelly

Q: Tell me about your background.

A: I was introduced to the concept of personal expression through clothing by my mother. “You are what you wear”-or can be. When young I was shy and enjoyed making things, images. I made silkscreens, clothing, objects for people, and imagined the pleasure these things would bring. In college I studied art history, in grad school, film.

Q:Where do draw your inspiration from?

A: I am inspired by the apparently unbounded pursuit of art for art’s sake. There are these people in fashion; Riccardo Tisci, Phoebe Philo, Miuccia Prada. I respect the totality of their respective visions, the completeness of their display at the couture level. I am a longtime cinefile, a horror fan (real horror, not chop shop), a follower of sci-fi, Italian, neo-realism, French new wave and political cinema. For years I collected vinyl.

Q:Why 4AV and why now?

A: 4th Avenue was originally intended to be a women’s graphic t-shirt company. The idea was to feature the illustrations of artists from around the world on the ultimate canvas and populist medium, the t-shirt. This was a cool concept but in some crucial way left out both the founders and the customer. We have since evolved into what we hope to be a unique tops destination for women to wear at work and after.

Q: Where does 4AV fall in relation to trend?

A: We watch the trends. Personally I’d like to achieve outstripping or setting trends. But as a company that specializes in one component of the woman’s wardrobe, it’s important that we stay on top of color and respond to shape.

Q: What can we expect to see in the future from 4AV?

A: We will continue to increase the fabric offering with an emphasis on innovation, function, wearability and beauty over time. We work to make clothes that women pull out of the closet again and again.

Brand/ Business Opportunity.

- + Leverage key macro trends such as emotional connection, quality over quantity, and story telling, to develop a meaningful and engaging women's apparel brand that has longevity.
- + To differentiate from current competitive landscape through approachable product design, playful use of color and embellishments, interpretation of trend and feel good effect.
- + To bring new 'news' to the women's casual-luxury apparel category as a trade-up brand, positioned as the bridge between the contemporary and luxury markets (i.e Emma Cooke, Rag and Bone, Alexander McQueen).

Benefits:

EMOTIONAL BENEFIT:

"You can look put-together, chic, fashionable and cool without looking too casual."

FUNCTIONAL BENEFIT:

Delivering 'competitive differentiation' and added customer value by offering beautiful fabrics, quality design and artful construction.

THE BIG IDEA!!

“To define one’s own brand of beauty”

Our woman wears 4th Avenue for herself and for the life she leads. We want to take the effort out of dressing but not the pleasure. Our brand of femininity is understood by the woman who is unconventionally beautiful and is not interested in the “status quo.”



MARKET POSITION

Influencers.





SHADES OF CHIC



Meet Alexandria.



AGE: 33

OCCUPATION: Works at the creative department @Twitter.

CITY: San Francisco, CA.

EDUCATION: Liberal Arts Degree, UC Berkeley

HOBBIES: Museums, film and film festivals, sustainable farmed restaurants, Yoga and Spin, farmers markets, cooking and entertaining, Travel, Fashion, Modern Furniture, Gallery and Charity events, Architecture.

READS: Digital everything. NY TIMES, Wired Magazine, Vogue, Blogs, Digital Dazed, Trend Land and books on tape.

WHAT SHE WEARS: Chanel Accessories, Rag and Bone, Acne, Kenzo, Y3, Isabel Marant, Theory, Givenchy, Anglomania by Vivienne Westwood, MCQ.

WHERE SHE SHOPS: ONLINE! Net-A-Porter, Barneys, Intermix, ShopBop, Neiman Marcus, Saks and Scoop.

SPENDS MONEY ON: Electronics, fashion, health and wellness, Dining Out, Travel.

HER MOTO: LESS is MORE and MORE is MORE.

Competitive Landscape

PRICING:

TOPS: \$165-250

POSITIONING & DIFFERENTIATION:

-ACCESSIBLY PRICED

-HIGH QUALITY FABRICS

-WELL CONSTRUCTED

-COUTURE-LED APPROACH to DESIGN

-AVANTE GARDE

-ORIGINAL ARTWORK

-TRANSITIONAL

-SELECTIVELY DISTRIBUTED

COMPETITORS.

-McQ

-KENZO

-ISABELLE MARANT

-MOTHER OF PEARL

-EMMA COOKE

-ACNE

-ANGLOMANIA BY VIVIENNE WESTWOOD

Distribution.

SHOPBOP

NORDSTROM

SAKS FIFTH AVENUE

INTERMIX

Neiman Marcus

BARNEYS
NEW YORK

BERGDORF
GOODMAN

Vocabulary.

IRREVERENT

CHIC

ALWAYS STRIKING

EDGY

LUXE

MYSTERIOUS

Unconventional

ARTFUL

ECLECTIC

SOPHISTICATED

CLASSIC

ALLURING

Individual.

COOL