






Ce'Erica Christine *Allen*

Fashion Marketing & Management Portfolio



STRONG. EDUCATED. *and* MELANATED.

- CE'ERICA CHRISTINE ALLEN -

Born and raised in Saginaw MI, I had an appreciation for the arts at a young age. I began fostering this interest through out secondary and high school, dabbling in everything from sculpture, charcoal and paint. When looking to make a career of my interests I found SCAD and it was the perfect balance. Although I am still very hands on and artistic I enjoy applying the concepts of art and design to complex business situations. I like to hone these skills in order to create new and innovative ideas that have the power to change the world. With fashion and retail being my main focus, I plan to enrich the economy one brand at a time.



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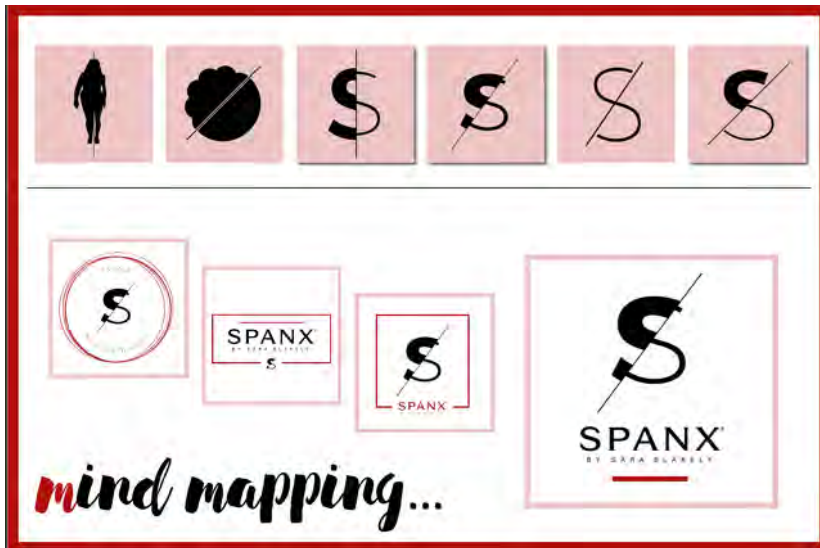
Award winning Projects from YMA and NRF with focus on Etsy, Macy's and HSNi.



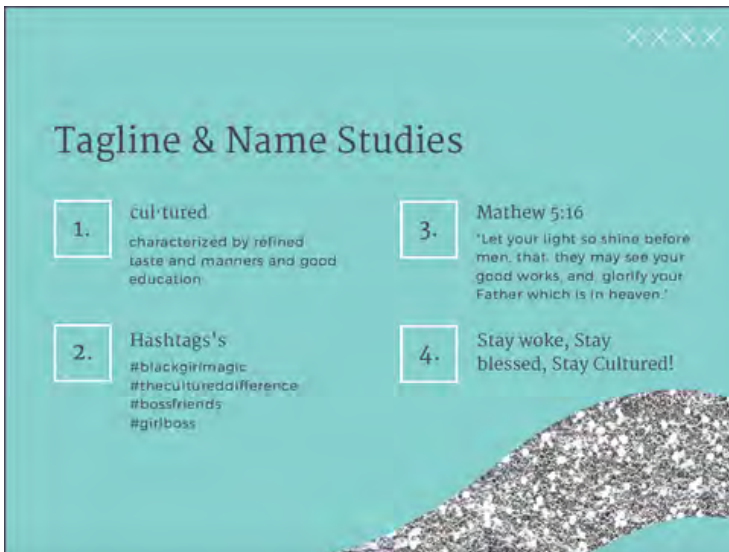
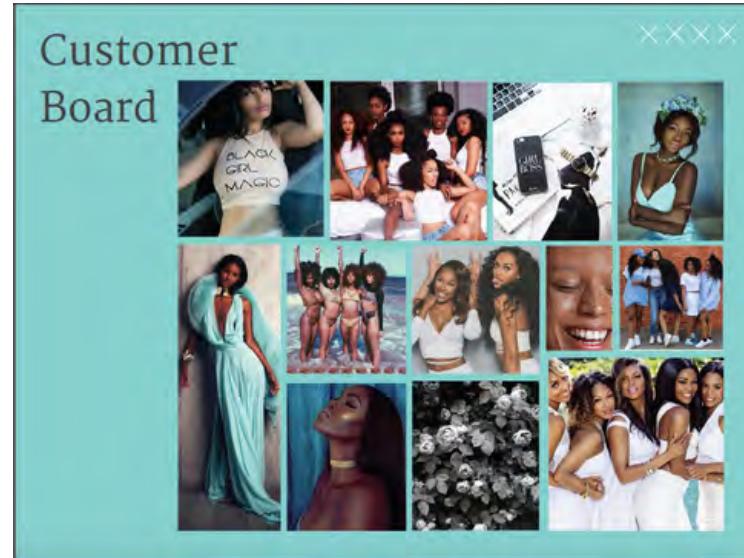
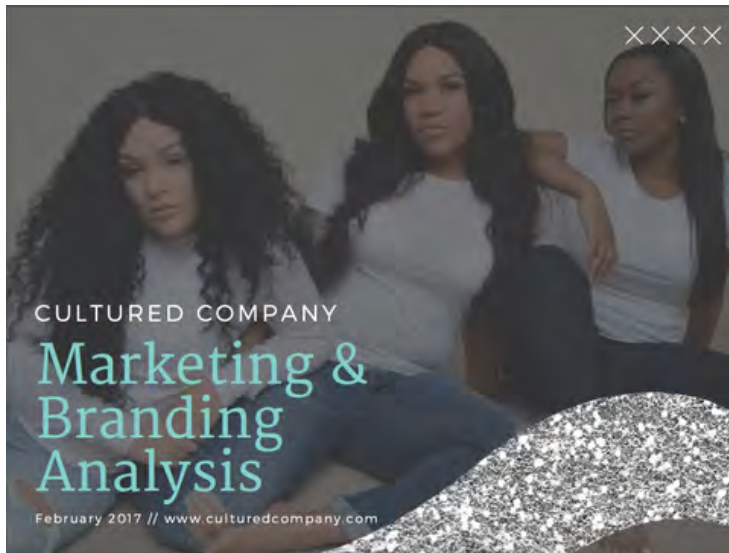
Branding



BRANDING | SPANX



BRANDING | CULTURED COMPANY



Offical Logo



Submark



Variations

*Cultured
Company*

Variations



Colors



444545



CCEAEB



DDCEBA



B6D0CD



D3D2D3



F5F2F2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Euphemia UCAS

*abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz*

Edwardian Script ITC

Patterns



Main Rebranding Features

1.

Shop By Collection

Free shipping on all Bundle Deals.

3.

Member Portal

Customers can join the 'Cultured Club'

2.

Introduction of Apparel

Expansion into promotional clothing at a discount with purchase.

4.

Suggested Products

Now featuring suggestions on complimentary products.

Post/Emails



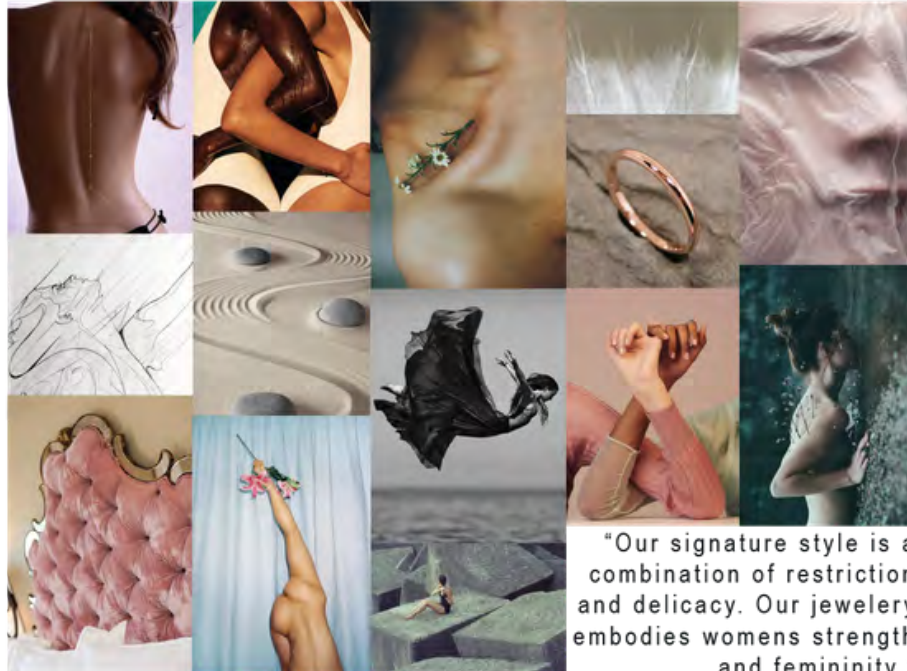


Product Development



PRODUCT DEVELOPMENT | COLLIER

SHE IS THE Mood



"Our signature style is a combination of restriction and delicacy. Our jewelry embodies women's strength and femininity."

GIRLY MINIMALIST

Millennial and Gen Z educated females interested in displaying their personal identity through outward expression of style. She has a high influence of social media. Her purchases are highly curated in order to ensure differentiation amongst peers. She reflects generational Attitude of quality over quantity.



Brand Logo Mock-up



Labeling and Packaging Mock-up



Chain Link Line Sheet



Necklace Line Sheet



Charm Line Sheet

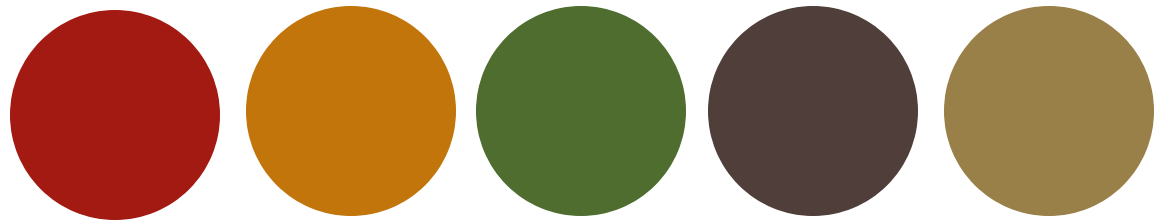


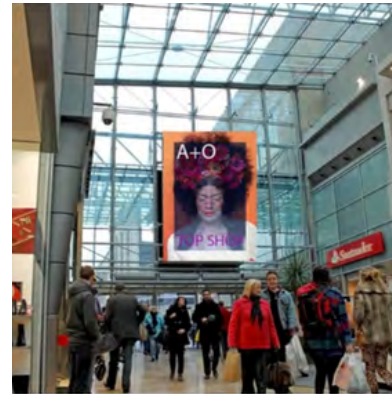
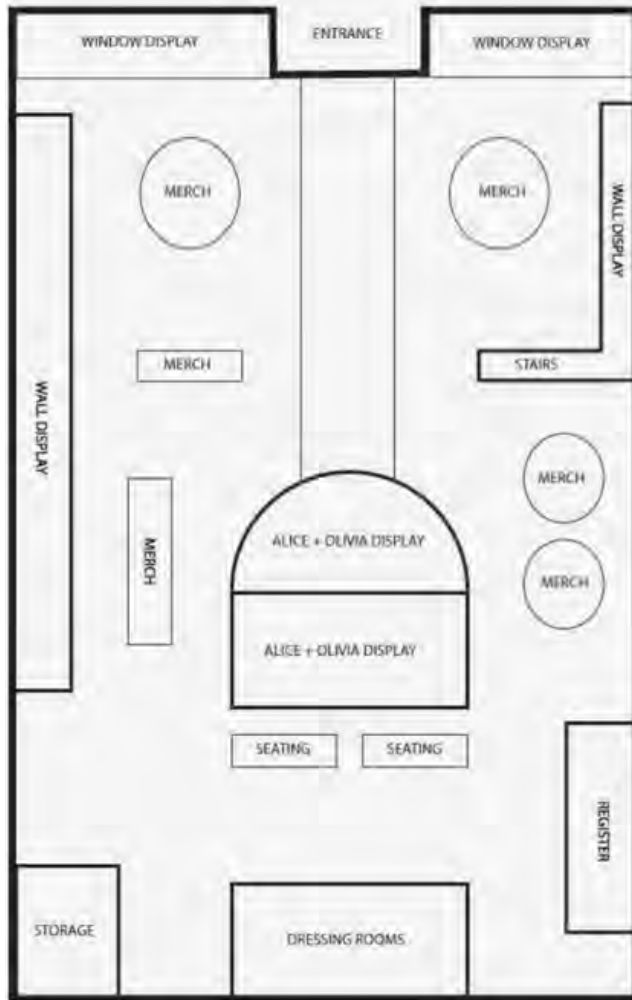
Tassel Line Sheet





PRIVATE LABEL DESIGN LINE UP





PRIVATE LABEL STORE DEVELOPMENT

LOCATION: ATLANTA, GA



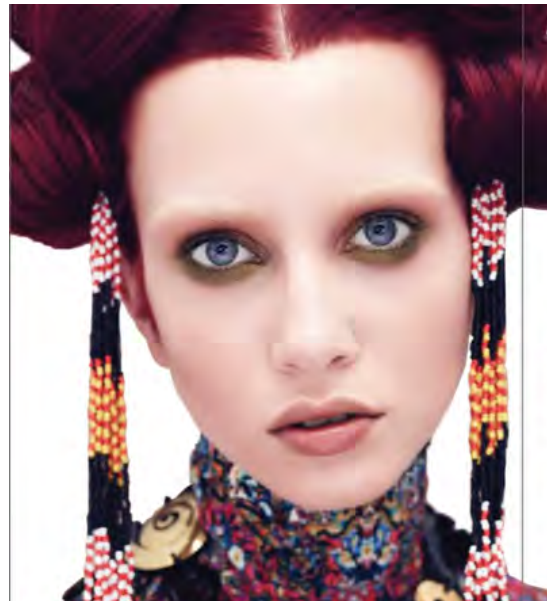
Digital

DIGITAL | ALICE + OLIVIA BRAND BOOK

AUTUMN WINTER 2017

TOPSHOP

alice + olivia
LOOKBOOK



Topshop is all about refusing to be pigeonholed. Each customer is an individual and relies on the brand to deliver everything from basics to cutting-edge trends. The brand spectrum of ever-changing collections that keep Topshop ahead of the style game. From their previous collaborations like Christopher Kane and Kate Moss, to their fresh take on making new season pieces work for you, they are on a mission to bring style to the customer, wherever they are.

Launched in 2002, Alice + Olivia by Stacey Bendet is a brand that allows customers to express their personal style. With clothing that juxtaposes the whimsical and flirty with the sexy and sophisticated, Alice + Olivia epitomizes the personality and perspective of its founder. Stacey incorporates her love of culture, music, art and vintage fashion into each collection, and gives something fresh and edgy to the Alice + Olivia girl every season.

Top Shop and Alice + Olivia stand to represent the most fashionable individuals with cutting edge style. This collaboration will embody the trendy young professional while embrac-

About the Collaboration

Inspiration

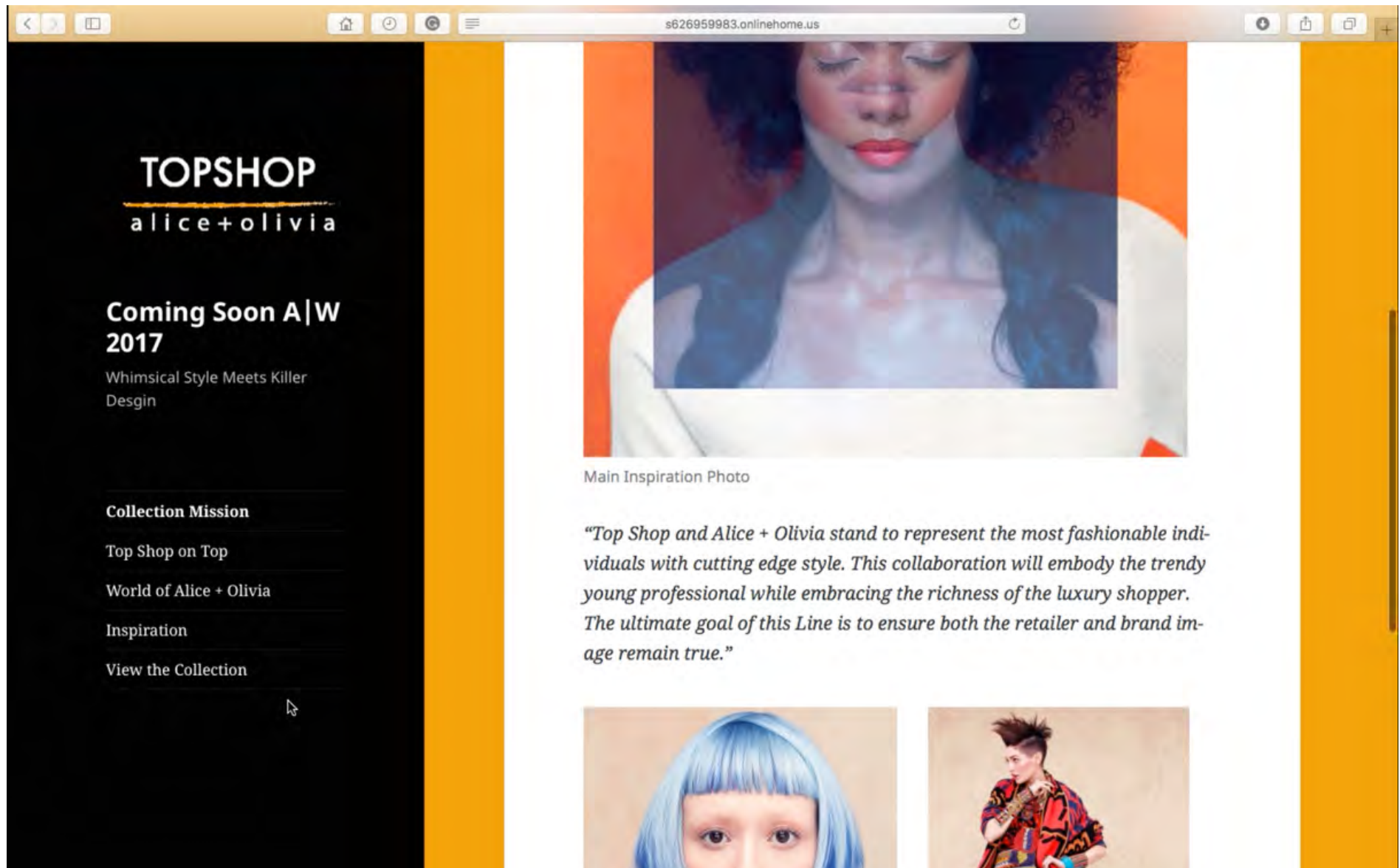
Opposites Attract



al flowers and motifs intertwined with geometric strips. The important use of black and white strips is important because it's the presence of color and the absent of color. The strips are also a signature



DIGITAL | ALICE + OLIVIA WEBSITE



MODERN

Renaissance

F|W
17-18

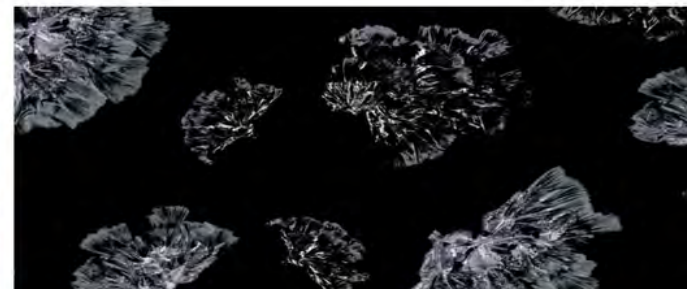
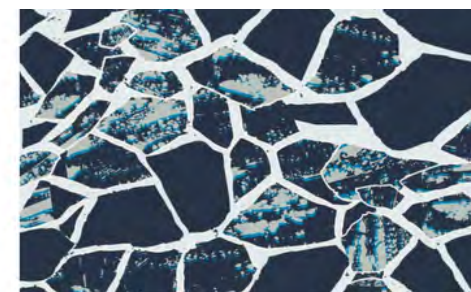
Recovery

noun | re-cov-ery | \ri-'ke-ve-rē, -'kev-rē\

The act or process of becoming healthy after an illness or injury: the act or process of recovering. The act or process of returning to a normal state after a period of difficulty. The return of something that has been lost, stolen, etc.



Prints + Patterns



Resilience

noun | re-sil-i-ence | \ri-'zil-yen(t)s\

The process of adapting well in the face of adversity, trauma, tragedy, threats or significant sources of stress — such as family and relationship problems, serious health problems or workplace and financial stressors. It means “bouncing back” from difficult experiences.



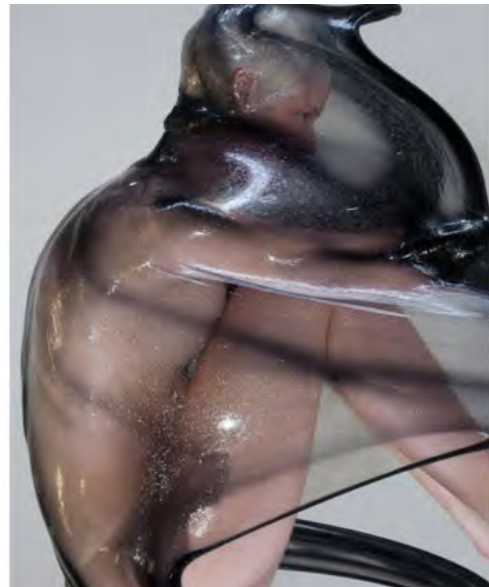
Lifestyle



Rebirth

noun | re-birth | \(\,rē-'berth, 'rē-e,\

A period in which something becomes popular again after a long period of time when it was not popular. A period of new life, growth, or activity.



Trims + Accessories





Buying & Planning



Buying Plan Highlights

- Jackets + Scarfs
- Peak sales in December (holiday shopping season)
- More jackets and less scarfs in October, more scarfs and less jackets in December.
- Allocation for 5/118 stores in GA
- 60-70% Markup average



6 MONTH PLAN

FALL 2016	Month	August	September	October	November	December	January	Total
	% OF SALES	6%	10%	20%	25%	25%	15%	100%
Sales	PLAN	\$ 6,400.38	\$ 85,446.00	\$ 170,880.00	\$ 213,612.50	\$ 213,612.50	\$ 128,167.50	\$ 854,400.00
BOM	PLAN	\$ 95,000.00	\$ 203,366.29	\$ 365,820.00	\$ 401,817.80	\$ 374,877.10	\$ 377,336.80	\$1,817,847.93
EDM	PLAN	\$ 203,366.29	\$ 365,820.00	\$ 401,817.80	\$ 374,877.10	\$ 377,336.80	\$ 432,717.38	\$2,265,880.28
Markdowns	PLAN	\$ 640.84	\$ 6,644.60	\$ 17,088.00	\$ 21,361.25	\$ 21,361.25	\$ 12,816.75	\$ 81,813.50
Employee Discount	PLAN	\$ 182.25	\$ 2,663.35	\$ 6,126.70	\$ 6,408.38	\$ 6,408.38	\$ 3,845.03	\$ 24,544.00
Workroom	PLAN	\$ 182.25	\$ 2,663.35	\$ 6,126.70	\$ 6,408.38	\$ 6,408.38	\$ 3,845.03	\$ 24,544.00
Shrink	PLAN	\$ 182.25	\$ 2,663.35	\$ 6,126.70	\$ 6,408.38	\$ 6,408.38	\$ 3,845.03	\$ 24,544.00
Purchases at Retail	PLAN	\$105,000.00	\$201,800.00	\$214,200.00	\$220,550.00	\$250,550.00	\$297,900.00	\$1,200,000.00
Purchases at Cost	PLAN	\$ 66,740.00	\$ 60,400.00	\$ 64,260.00	\$ 66,165.00	\$ 75,165.00	\$ 62,370.00	\$ 387,160.00
Markup \$	PLAN	\$ 120,312.00	\$ 133,056.00	\$ 136,230.00	\$ 143,357.00	\$ 160,352.00	\$ 135,135.00	\$ 836,442.50
Markup %	PLAN	64%	66%	65%	65%	64%	65%	65%
							Gross Margin	65%

N NORDSTROM	
Workroom Costs	3%
Cash Discounts %	3%
Season Stock Turnover	2.6
Average Stock	\$ 335,000.33
Markdown %	10%
Markup Goal	65%
Employee Discount	3%
Shrinkage	3%
Total Inventory	\$ 1,231,708.66



Visual Display + Merchandising plan



Marketing & Retail



MARKETING & RETAIL RENT THE RUNWAY POP-UP



Rent The Runway | ATL
Own the Room- Rent the Dress

Target market



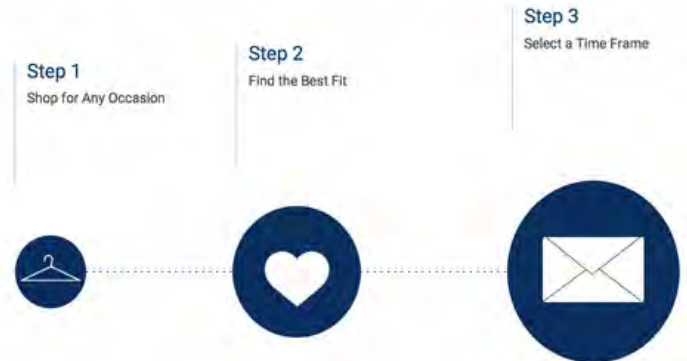
Market size: \$205.5M



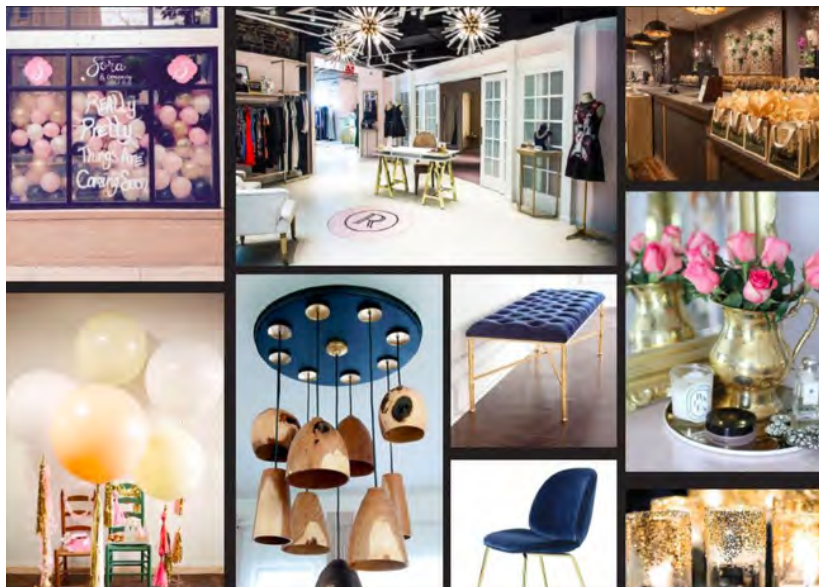
Rent The Runway | ATL



How Rent the Runway works



Rent The Runway | ATL



Projected Financial Statement Summary



Rent The Runway | ATL




Apps Your Designs - Canva Kio Portfolios Apple Print Product...

RENT THE RUNWAY

OUR RUNWAY | DEALS | COMING SOON | FIND US


Fall Rush
Homecoming
Checked Out



RENT THE RUNWAY INVITES YOU TO OUR ATLANTA POP-UP SHOP!

Come try on dresses and Accessories from your favorite Designers- Shoshanna, Nanette Lepore, Milky, Nicole Miller, & more- and walk out with a perfect look for... Homecoming, Girls Night Out, or a Campus Party.

Plus, the first 100 rentals receive a special gift. Students receive 20% off the first purchase!



STOP BY AT YOUR LEISURE
October 1st-31st
Monday-Sunday
12pm-8pm

Midtown Atlanta, GA
999 Peachtree St NE,
Atlanta, GA 30309

1 LOVE

Browse through our array of A-list designers and find a dress you love. or two!

2 WEAR

Try on the dress at our pop-up and find the perfect fit. Take it home and wear it out!

3 RETURN

Bring the dress back to our store for an easy return, we will take care of the dry cleaning!

Event Features

To promote our grand opening, we will be having a courtyard Fashion show Launch party October 1st. At the party, we will have Instaprint, a red carpet, Sprinkles cupcakes, and a fashion show of the items we have for rent



<https://marvelapp.com/22b61f1>



Shop the entire online shop from the RTR in-store kiosk

In Store Features

The kiosk will have the functionality to allow the customer to shop in store from the RTR online shop, this will include merchandise from a multitude of categories, this can also be pick up in store if the customer wishes.



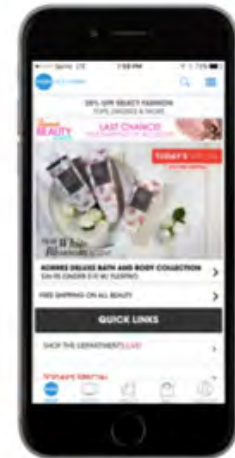
Scholarships



On-Demand Live Streaming for The Cord Cutting Generation: *Meeting the Customers Where They Are.*

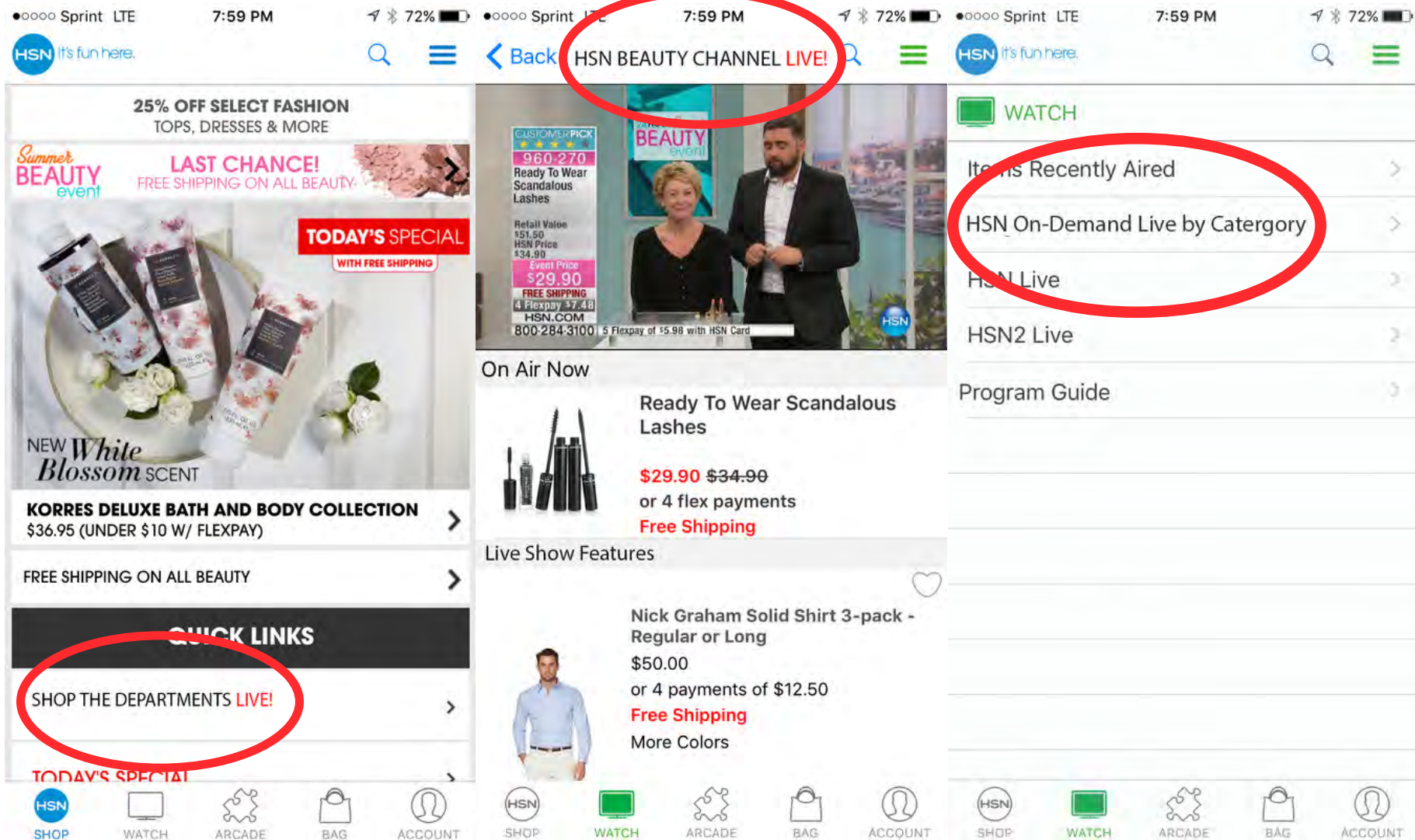
Case Study Overview

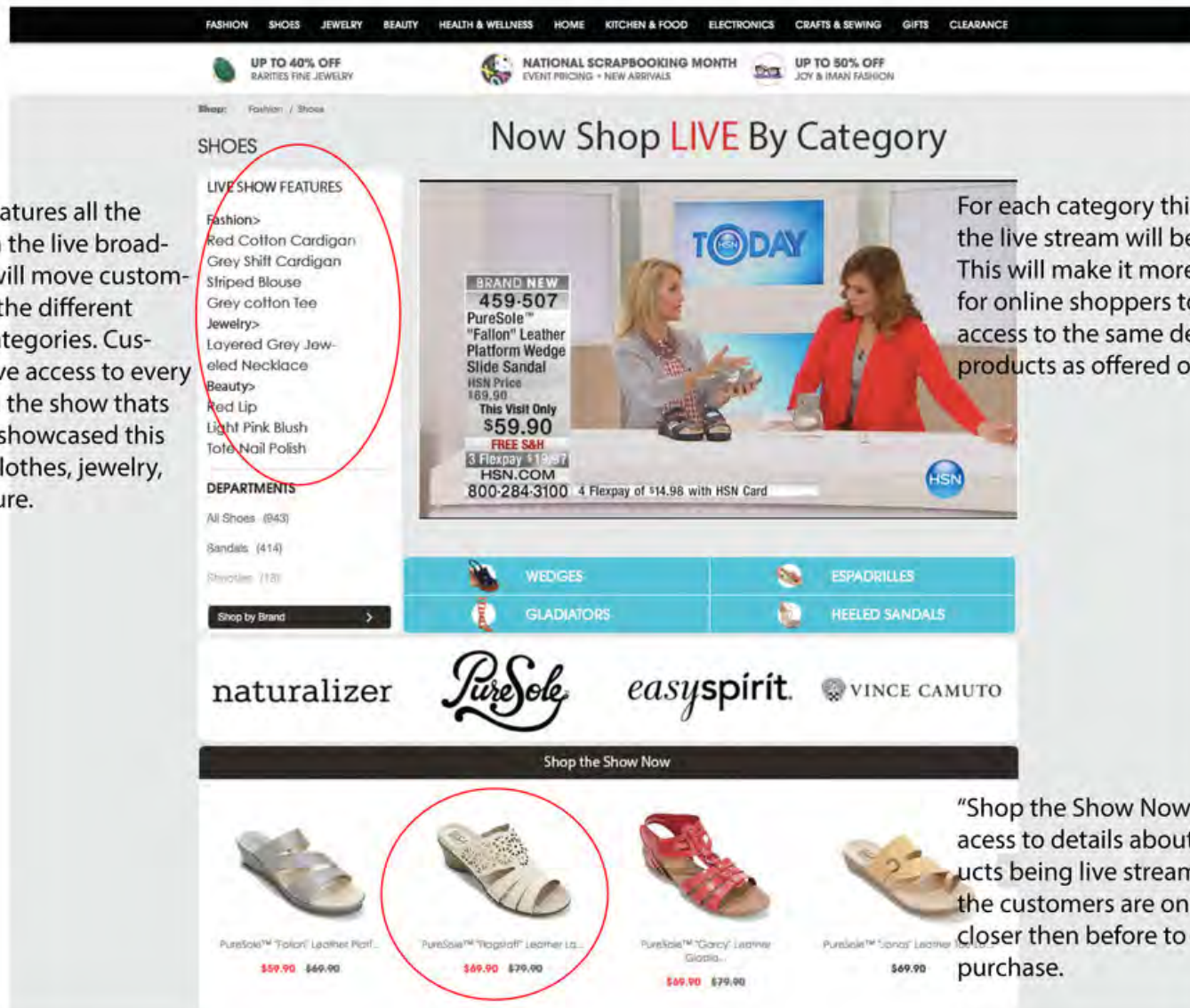
- **The Problem**
How do we reach HSN customers that are cutting the cord?
- **The Solution**
"On-demand Live Streaming"
 - Live broadcasting of the nine product categories.
 - Accessible through the app, web, and other partnering on-demand outlets.



**\$10,000 RAY GREENLY FINALIST
AWARD WINNING SCHOLARSHIP**







Side bar features all the items from the live broadcast. This will move customers across the different product categories. Customers have access to everything from the show that's not being showcased; this includes clothes, jewelry, and furniture.

For each category, this is where the live stream will be shown. This will make it more accessible for online shoppers to have access to the same deals and products as offered on cable TV.

"Shop the Show Now" allows access to details about the products being live streamed. Here, the customers are one step closer than before to making a purchase.

SCHOLARSHIPS | YMA



\$5,000 YMA AWARD WINNING SCHOLARSHIP



LET'S WORK TOGETHER *and* CREATE MAGIC

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