



Regards





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EXECUTIVE SUMMARY

Problem

- Consumers want stylish, affordable clothing to share on social media but current options lack curation or excitement
- Although major e-tailers sell clothing, the selection lacks personality or a sense of discovery; feels mass market rather than targeted



Mission

- Create an aspirational brand and lifestyle experience that excites customers seeking newness and inspires social sharing
- Improve the well-being of women by empowerment in community



Market

- Fast growing e-commerce and fashion markets in HK
- Rising interest in Korean fashion culture
- Opportunity to combine e-commerce, social media and Korean fashion for image-conscious effortless chic seeking trends



Solution

- Curated selection targets effortless chic
- Showcase and sell selection through immersive social media content and e-commerce site
- Highly engaged social media strategy builds personal connection with customers



SYNOPSIS

My startup plan is somewhat different from that of my classmates. While they may be starting a brand new project from scratch, my plan involves possibility in transforming my existing business. I've been working on this business for almost a year but haven't had much success yet. This course has helped me approach my business in a design thinking way, allowing me to step back, rethink, and plan my business again.

One of the main reasons for this transformation is that my partner and I have been putting in a lot of effort and time, despite having full-time study and jobs. Although we saw some initial improvements, we couldn't sustain it. Additionally, we're running out of money with the initial budget we put in, so we need to find a low-budget solution to make it work.

Over the past seven weeks, I've documented my journey of improving my business. Some of the changes I've made have worked, while others are still ongoing. I've learned that having a startup business is all about trial and error. It's important not to give up and to find the quickest way to try things out, as time is money and money is a measure of success in business. Alright, without further ado, Let's start our journey!

OUR BRAND

Regards

Regards, idea from the everyday repetitive and mundane office email greeting

We dedicate this lifestyle for our dear you

Life is hard Wear simple



BRAND & POSITIONING

- 01** Regards is a fashion brand that offers affordable luxury for women aged 25-35 who seek everyday essentials with a modern, minimalist, and effortless chic approach. We largely rely on social media and grassroots marketing to reach our target audience, with word of mouth being a powerful tool for us.

- 02** Our brand promotes a holistic lifestyle, emphasizing the importance of physical, mental, and emotional well-being. We believe that what we wear plays a significant role in how we feel, and that's why we strive to create clothes that are both special and full of texture. Our goal is to achieve a minimal yet effortless chic look that helps our customers feel confident and comfortable in their own skin. We understand that finding such clothes can be challenging, which is why we're dedicated to providing unique and high-quality pieces that align with our values. And we start with quality clothes from Korea



OWNERSHIP AND MANAGEMENT TEAMS

cc & Kelly



DESIGNER & ART DIRECTOR



MARKETING & E-COMMERCE OPERATION

We are the founders of Regards, an independent clothing brand. We started this brand out of a frustration that we couldn't find clothes that fit our sizes and personal styles. We often had to purchase from Taiwanese or Korean brands to find options that suited us. This sparked the idea that we should launch our own brand to create a unique style that we love.

Managing an independent brand today is quite different from before. Consumers have numerous choices and want new clothes frequently without much concern for quality. This impatience and excess consumption have significant environmental impacts. However, we believe that cultivating one's own style and managing a brand authentically can counter these effects.

While fast fashion brands pump out cheap, trendy clothing that often ends up in landfills after only a few wears, we take a slower, more thoughtful approach. We value individuality and believe that caring for yourself, choosing well-made staples that spark joy in you for the long run, is the most stylish thing of all. Our brand seeks to inspire our customers to buy less but choose well, to discover their own style, and to make conscious decisions that align with their values.

In short, we founded Regards to create fashion we personally love and could feel good about from start to finish. We hope that in the process, we can play some small role in empowering our customers and working towards a more sustainable future for our industry. Our style is about honoring yourself, your community, and our shared world. That is the essence of the Regards brand.

WHO ARE WE

2020

Regards was founded

Our brand's manifesto is 'Life is hard, wear simple.'
We believe that the traditional 9-5 working lifestyle can feel like a prison, where we're constantly focused on others and have little time left for ourselves.

2022 Aug

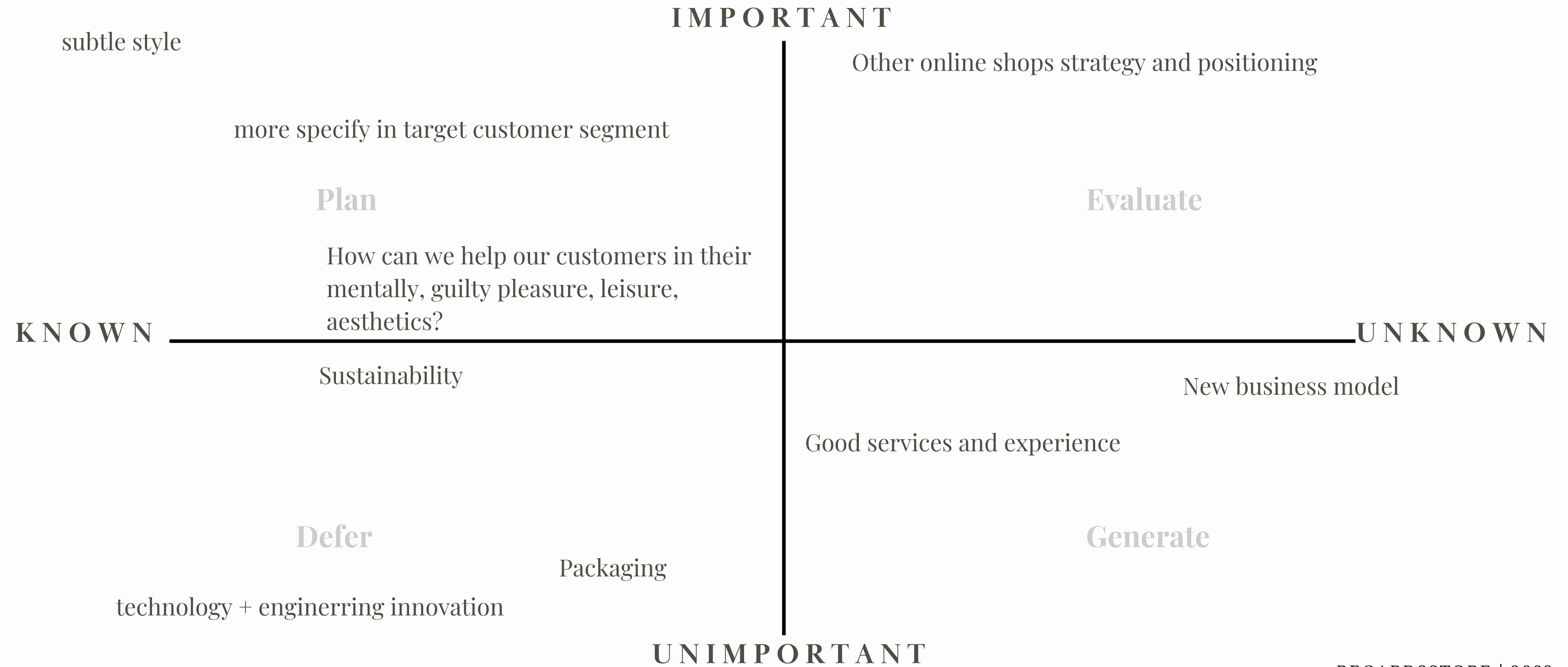
Launching first
operation studio in HK

Embracing simplicity is an attitude that allows us to prioritize our own well-being and make the most of the time we have to ourselves. Through dressing in a subtle and refined manner, we can cultivate a sense of self-care and self-expression that helps us thrive.

Now

Opting for more possibilities

BUSINESS ASSUMPTION



BUSINESS ASSUMPTION

09

Before implementing major changes in my business, it is important to determine which areas to focus on first. While I have been operating successfully in many ways, there is always room for improvement. I have identified some key business assumptions to help determine where I should focus my efforts for maximum impact.

I believe my customers have a need to find their own personal style, conscious about what they wear.

These needs can be solved with providing them outfit ideas frequently and creating the mood of wearing our clothes.

My initial customers are 25-35 women who look for smart casual work wear with very subtle style.

The #1 value a customer wants to get out of my service is look good effortlessly, proud of themselves .

The customer can also get these additional benefits sustainable, timeless and conscious living.

I will acquire the majority of my customers through online social media e.g. Instagram by content marketing.

I will make money by selling clothes and providing fulfillment service

My primary competition in the market will be other small online Korean clothing shop in HK

We will beat them due to different style and alternative choice, and also with different marketing and design service flow strategies.

My biggest product/service risk is we are not big enough to let people know us and trust our product and service.

We will solve this through continuously providing meaningful content and build up our community.

Other assumptions we have that, if proven false, will cause our business/project to fail are the saturation of Korean Clothing in the market.

Why can't our customers solve this problem today? Because it is uncommon for HK people to find their style, they often change from different style from another, therefore they bought clothes from local store like H&M, Zara, or some known brands. To suit their rapid change of style

Are we looking for hipsters? Yes, we can include them for social media branding in later stage, to represent our brand

USER ASSUMPTIONS

Good user assumptions should be based on a deep understanding of target customers and validated through market research. They help determine key components of the business model and guide product development and marketing activities. This also help determine the reasonableness and viability of my strategies and projections.

Who is the user? 25-35 women who look for smart casual work wear with very subtle style.

Where does our product/service fit in his work or life? Effortless style that fits 25-35 years old woman both in their work and holiday time, they can mix and match to recreate different style and fit their body shape

What problems does our product/service solve? Providing them a guilty pleasure and aesthetic of daily life, help them shape their lifestyle and personality.

When and how is our product/service used? They can use it in their everyday wear. Whenever they would like to buy clothes, they think of us and also provide them with a fresh vitality

What features are important? Our curated style, look and feel to our customers

How should our product/service look and behave? Vitality, nature, into daily life, effortless, comfy, detailed, timeless, sustainable, multi functional, quality

MISSION STATEMENT AND GOALS

01 Seamless

Experience centric innovation-
Buying clothes from small
online shops in HK is rigid. A
seamless shopping process can
provide customers a **hassle-
free shopping experience** and
also make them more eager to
try out our products.

02 Sustainable

It isn't easy to achieve
sustainability in fashion. It has
to start with the raw materials
used in the clothes and eco-
friendly materials for **in-house
production**. Meanwhile,
during **logistics**, eco-friendly
bags should be used to
minimise the amount of trash
to earth. We would also
encourage people to consume
consciously, they can return
the products if is not suitable
for them.

03 Stylish

Empowering 25-35 women, who
is financially independent.
Looking for casual chic while
minimal and subtle style.
Building a community for
people so they can proudly
share their workwear as well as
after-workwear.

COMPETITIVE ANALYSIS

Criteria in choosing competitors to research on

01 Minimalist style clothing store that is known worldwide and is based on physical store in the beginning

Zara

COS

02 Minimalist style clothing store that is out of HK and is based on online store in the beginning

Studiodoe

Oak and fort

03

Minimalist style clothing store in HK and is based on online store in the beginning

Voltage store

storieshk

stranger room



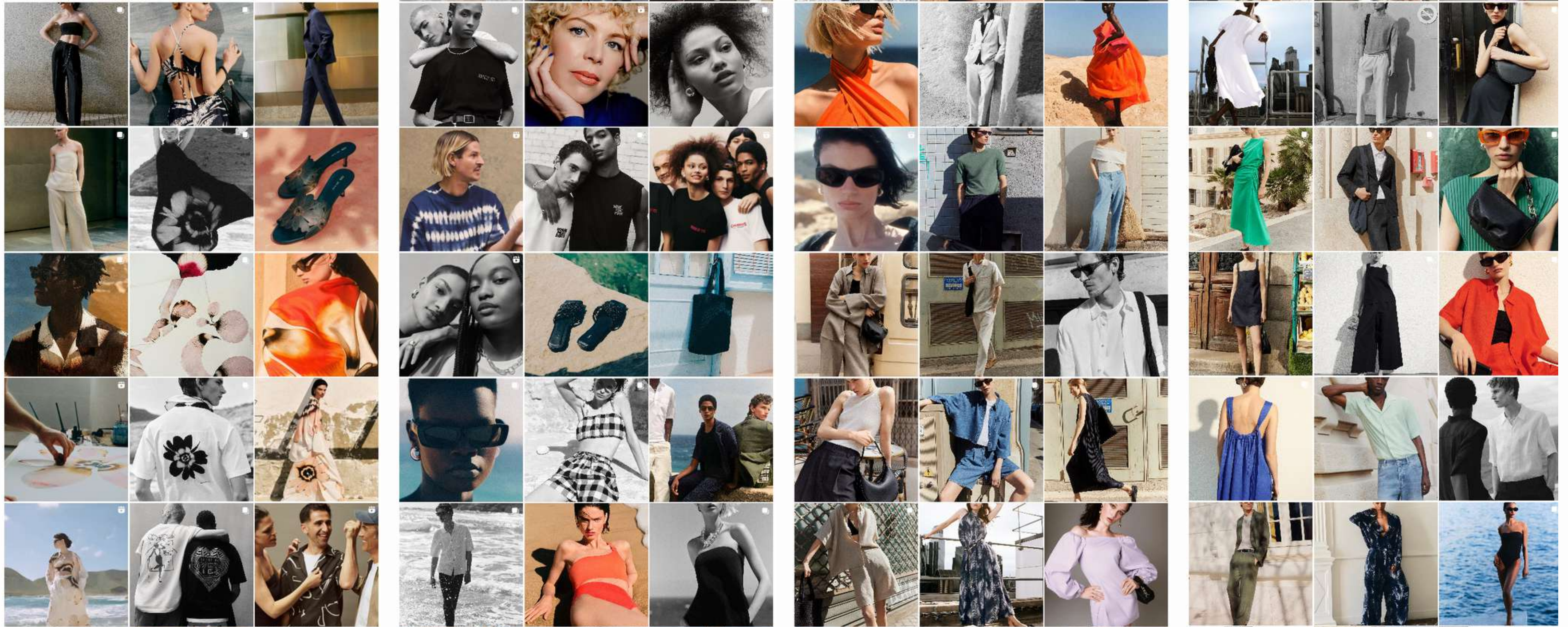
COMPETITIVE ANALYSIS

Optimize this marketing plan by identifying the following details of the competitors.

	Regardsstore	Studiosoe	Oakandfort	Storieshk	voltage store
Product/ Services	Selected clothing from Korea	Selected clothing from Korea Own brand clothing - bydoe	International brand clothing with Korean style	Curated brands from emerging designers or independent Korean brands	Selected minimalist clothing
Target Audience	25-35 women	25 years old above women	Young women and men (18-35 years old)	Women looking for minimal style	Women digital savvy, minimalist
Price Range	\$200-\$500 hkd	\$400-\$2,000 hkd	\$150-\$2000 hkd	\$300-\$1,800 hkd	\$400-\$2,000hkd
Year founded and Instagram Followers	2020 1.8k followers	2017 140k followers	2010, 447k followers	2021 12.6k followers	2018 23.2k followers
Strength	Independent Clothing style	Timeless minimalist	Asian style in the US	Assorted brands in store	Small scale clothing store
Weaknesses	People cannot see the real product	Might be far to carry for some people	Quality is inconsistent	They use foreign models but not Asian	Customer don't know the price
Key advantage	Scale small, allow rapid changes made	Uniqueness on their own brand clothes	They ship internationally	Shop location in Central, target right group of customers	they can run the business in an easy way

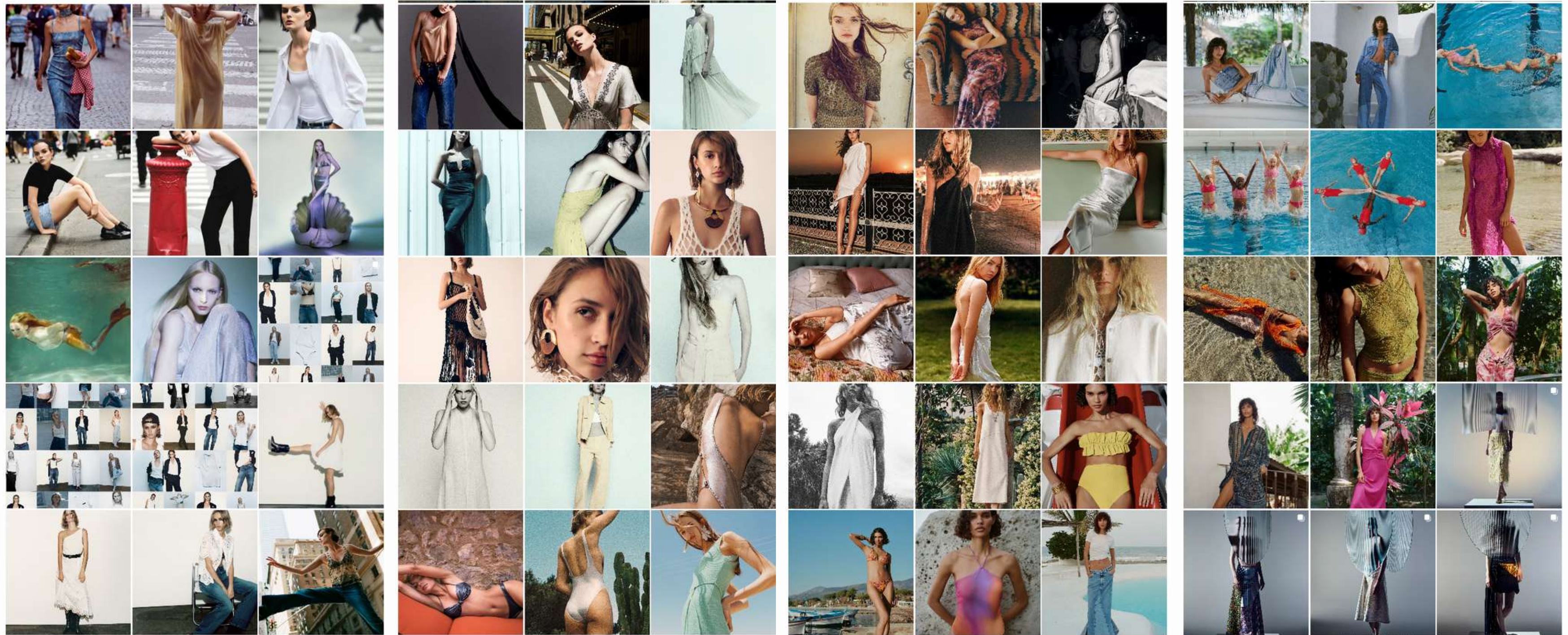
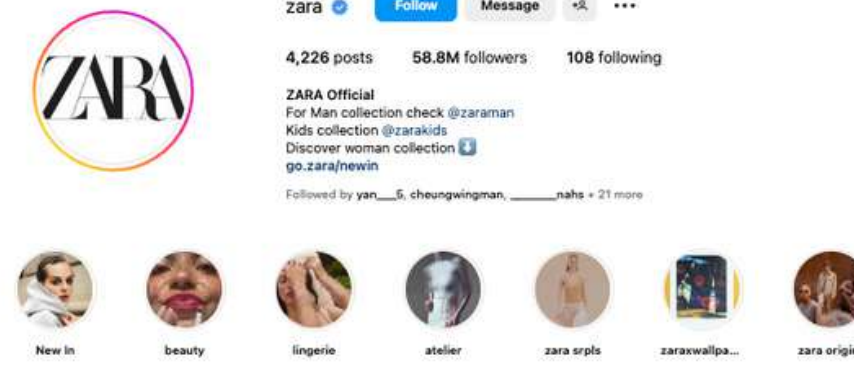
CASE STUDY- COS

Vibrant colors have been used in social media recently to differentiate themselves from others and to explore minimalist possibilities



CASE STUDY- ZARA

A Spanish fast fashion brand with a presence in Hong Kong, offering trendy clothing and accessories for men, women, and children



In Hong Kong, two popular clothing retailers for locals are Zara and COS. These 2 brands are preferred for several reasons:

Convenience: They have many physical store locations across Hong Kong, making it easy for customers to shop in person. Meanwhile customers can still purchase their items online and wait for delivery is convenient, especially for impulse or last-minute purchases.

Seamless returns: They both offer straightforward return policies that allow customers to return items in-store for a full refund. This risk-free shopping experience gives customers confidence to make purchases.

Stylish, minimal designs: The clothing at Zara and COS follows minimalist European fashion trends with a slight bohemian flair. The simple yet trendy styles with natural fabrics appeal to the tastes of many style-conscious Hong Kong customers.

Zara and COS found success in Hong Kong by understanding the values and preferences of local customers well. Expanding into new areas like children's clothing or higher-end collections may open up new market opportunities for these brands.

However, competition is increasing, and new, nimble brands are launching to cater to evolving customer tastes. Zara and COS must regularly reevaluate their target demographics, product lines, brand images, and marketing strategies to stay ahead of trends. They should also consider innovations such as mobile apps, loyalty programs, pop-up locations, and influencer collaborations to keep customers engaged.

Drawing inspiration from the modern woman's lifestyle, StudioDoe showcases a self-assured attitude.

StudioDoe aims to design clothing for independent, confident women who are curious and passionate about life and yearn for a fashionable taste. The brand creates classic women's wear with a blend of style and attitude, expressing the unique power of women. Incorporating more neutral, strong elements into feminine garments, StudioDoe presents a gentle yet powerful style. By mixing and matching, a balance between casual and soft elegance is achieved, accentuating the resilience and charm of a woman's essence.

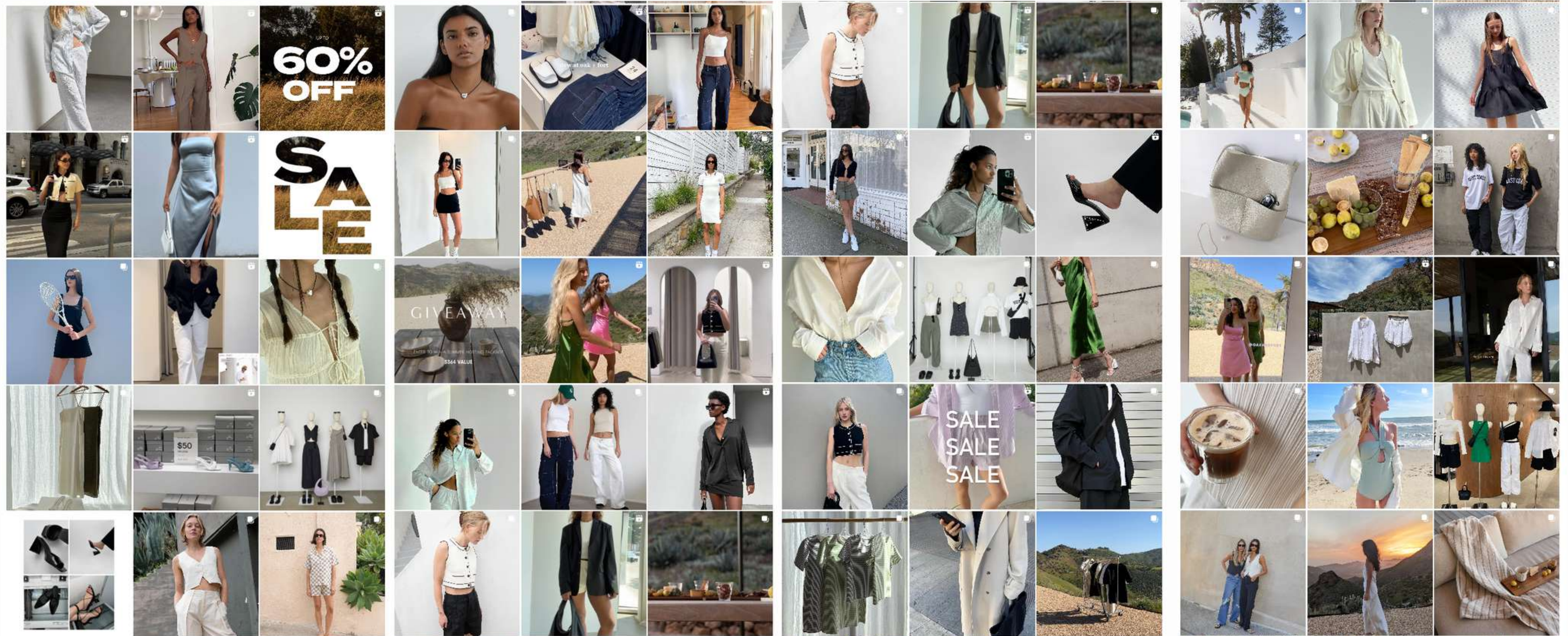
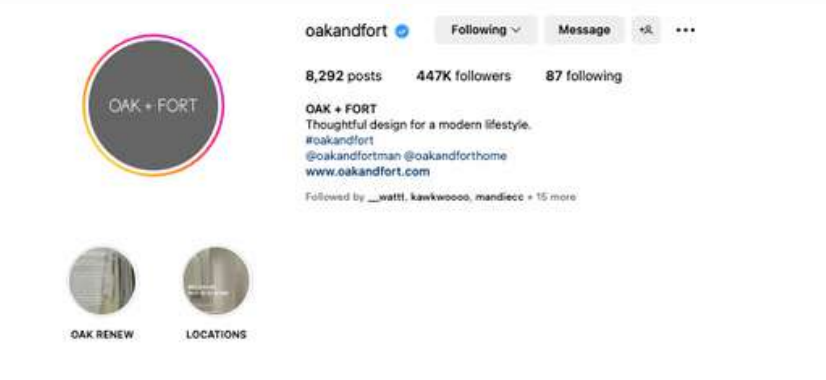
Established in 2013, StudioDoe has always maintained a keen sense of observation. Last year, the brand began repositioning and entered a new business model. Through professional internal divisions, StudioDoe reshaped its product and visual identity, focusing on solving dressing concerns from design to production, hoping to bring better shopping choices to consumers through this transformation.

"Doe" refers to female animals, such as deer or rabbits. The team draws inspiration from the real lives of modern women, aiming to provide fashionable and comfortable clothing. StudioDoe focuses on fabric, silhouette, and exquisite craftsmanship, removing all decorative elements to make the designs more pure. The brand conveys various aspects through a balance of soft and strong tailoring, creating garments suitable for different body shapes and easy to mix and match, interpreting an effortlessly chic style.

With minimal embellishment, StudioDoe presents a concept of high-quality everyday wear through delicate details, allowing women to exude confidence and charm without restraint. The brand is dedicated to developing simple, durable, and versatile styles, using clothing silhouettes to create textured looks, and crafting timeless wardrobes. StudioDoe looks forward to every moment in life when you and I can effortlessly showcase our fashionable attitudes.

CASE STUDY- OAK AND FORT

Founded by Korean couple, they leverage the social media to boost up their business.



Oak and Fort is a clothing and lifestyle brand that primarily targets young adults and professionals who value minimalist, modern, and versatile designs. The brand offers a wide range of clothing, accessories, and home goods, and is known for its neutral color palettes and clean lines.

Their target audience typically includes:

Age: Primarily individuals in their 20s to 40s, although their timeless designs can appeal to a broader age range.

Gender: Oak and Fort's collections cater to both men and women, with an emphasis on gender-neutral and unisex styles that can be worn by anyone.

Income: The brand's pricing is in the mid-range, targeting consumers with disposable income who are willing to invest in quality pieces that are both fashionable and functional.

Interests: Customers who appreciate minimalist aesthetics, modern design, and versatility in fashion. They may also be interested in sustainability, as Oak and Fort has expressed a commitment to ethical and responsible practices.

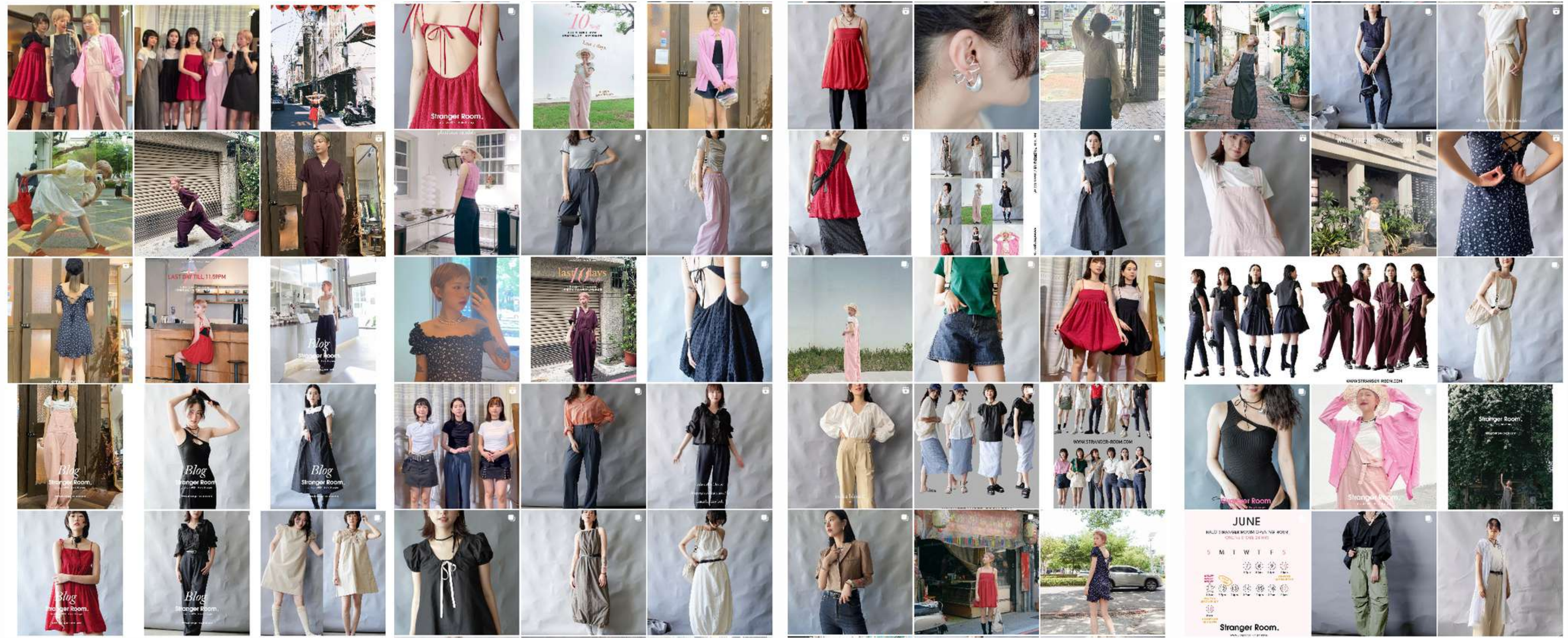
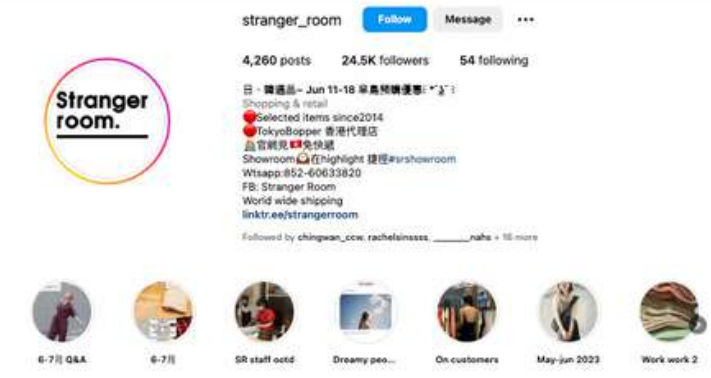
Oak and Fort's target audience consists of individuals who seek to build a curated wardrobe with timeless, versatile pieces that can be worn throughout different aspects of their lives, from work to casual outings.

A select shop represents the taste and positioning of the owner, and each item contains a fascinating story. Indeed, STORiES, located in K11 Musea in Tsim Sha Tsui, carries many stories. STORiES is a spontaneous idea from founder Tina Leung, whose works have been seen by many. She is the founder of the local high-quality minimalist bodysuit brand Annibody. The creation of STORiES is closely related to her experience with Annibody, "Since Annibody operates as an online store, we used to participate in various pop-up events to introduce our brand to more people and met many like-minded local brand owners through these opportunities."

It was precisely because of meeting talented local brands that Tina wanted to promote local designs and make more people aware of them, "Many people who come to STORiES think the products here are designed by foreigners, but in fact, all of them were founded by Hong Kong people. I want to let everyone know that there are many noteworthy and praiseworthy aspects of local brands through this platform." Just by looking at the interior design of STORiES, you can tell that it is a stylish lifestyle select shop that values style and design. The store brings together over 40 local and foreign niche brands, each offering high-quality products with collectible and heritage value, as well as different stories behind them. This is also the origin of the name STORiES.

CASE STUDY- STRANGERROOM

Curated lifestyle select shop in HK, assorted brands that are selected from the owner and her team



Every Good Friend Was Once A Stranger.

In today's fast-paced world where people love trying new things, fast fashion has naturally and quickly gained a foothold. However, Stranger Room pursues a long-lasting model because, compared to trends, the true value of a garment lies in its details and quality. After all, a comfortable, durable, and suitable piece of clothing is certainly better than a trendy item that loses favor as soon as the season is over, like the fishnet stockings worn under ripped jeans two years ago. This gentle yet firm business philosophy allows Stranger Room to shine among numerous online stores.

Instead of personally sourcing items locally as before, she now connects with wholesalers online for procurement. She occasionally presents live broadcasts to introduce new monthly arrivals, their fabrics, workmanship, and various styling techniques and methods.

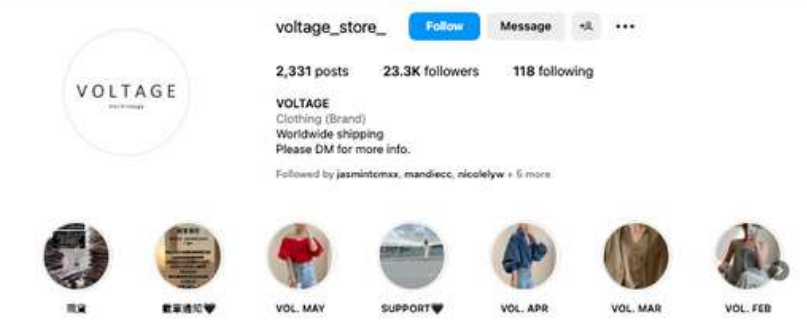
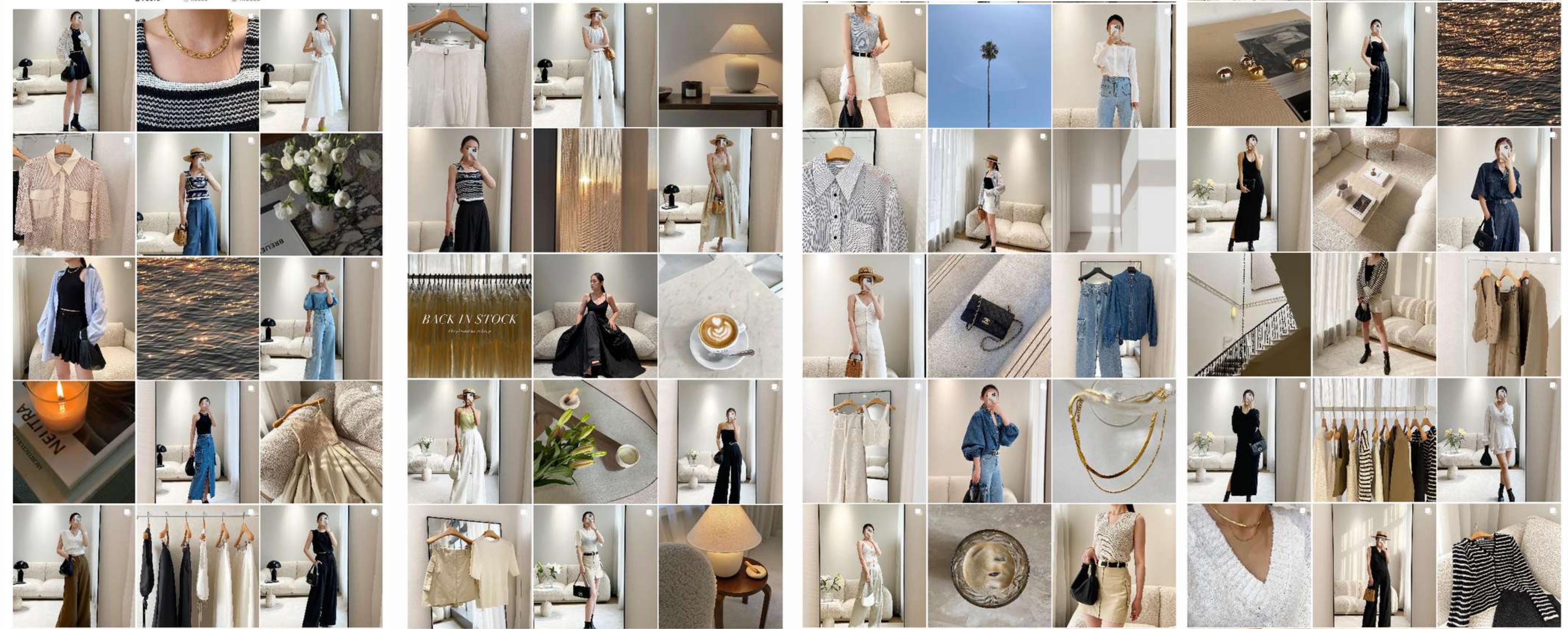
She discovered that customers have different preferences, with some enjoying more interaction and deciding to purchase after watching live broadcast introductions. Therefore, she hosts monthly live sessions on Instagram and uploads them to her YouTube channel for users to revisit.

Having unique fashion styles is not only a major selling point for the online store but also contributes to word-of-mouth among customers, helping to raise the store's reputation in a short period of time. The store's fashion items mainly come from Japan and South Korea, with updates every month to provide a fresh experience for customers.

In order to build a unique brand image, she also takes on tasks such as styling design and photography herself and updates the blog section on the official website.

CASE STUDY- VOLTAGE STORE

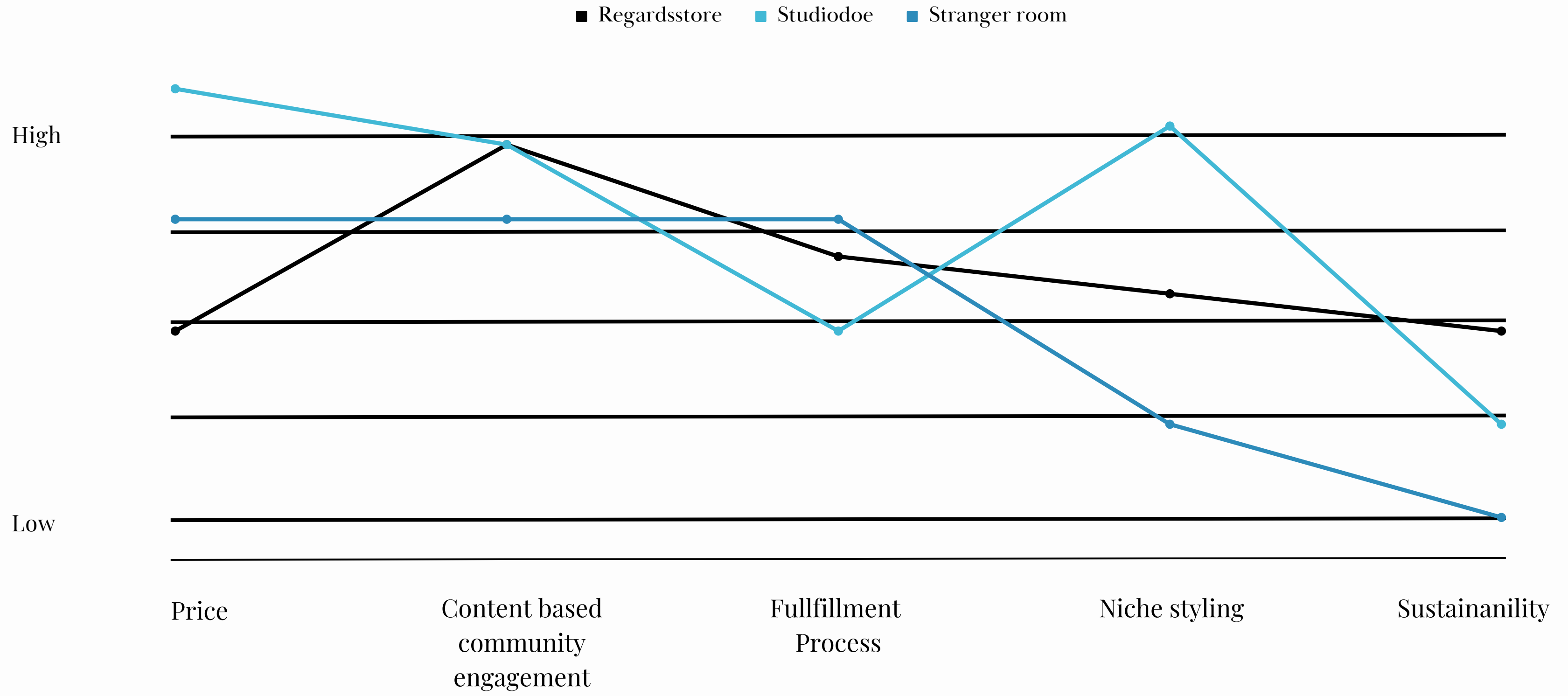
A very local based online initiated brand in HK



The shop owner is skilled at creating outfits using versatile, high-quality basic items. The main focus is on classic black, white, and beige colors, combined with plaid, stripes, denim elements, and metal accessories to create a French-inspired, minimalist, and understated look. Whether dressing for work or leisure, if you appreciate a simple and stylish look, you'll definitely enjoy the effortless chic of mixing formal and casual wear.

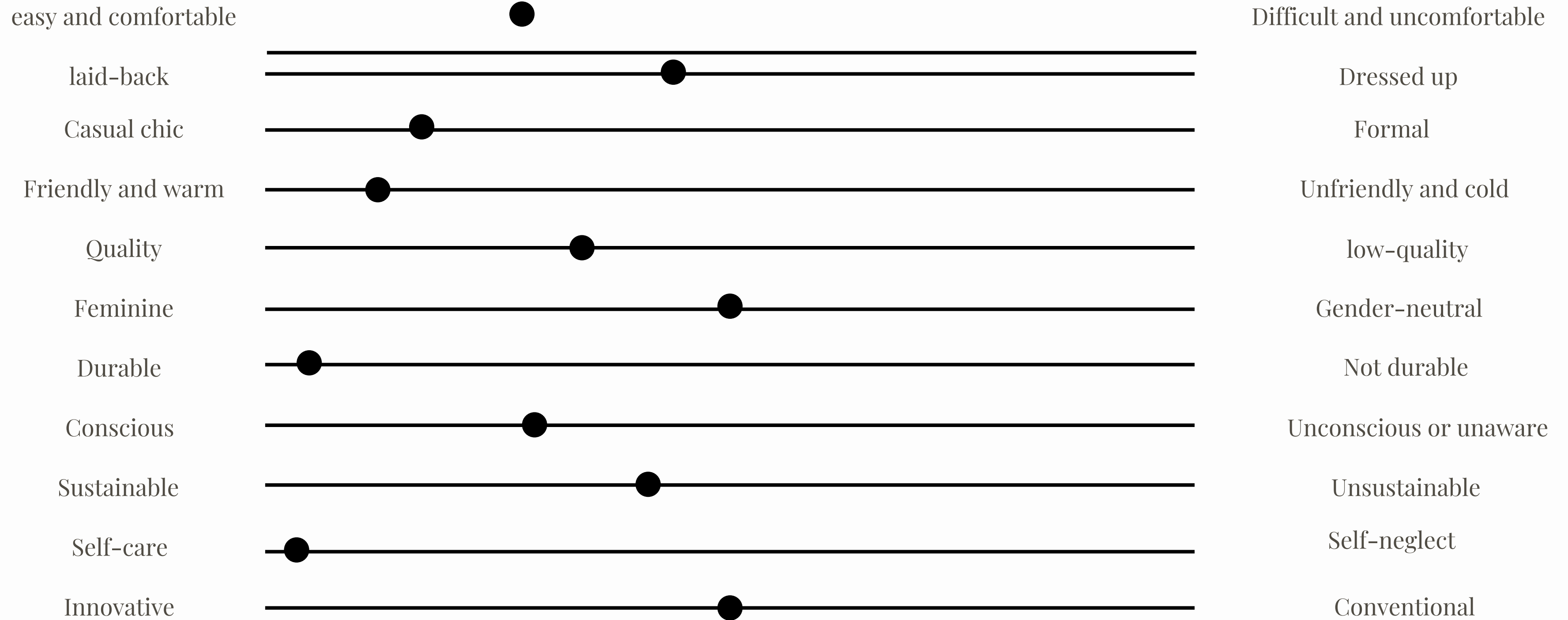
The owner do not upfront 'who they are' in instagram, they just focusing on showcasing the detail of the clothes wto attract cutomers to buy.

THE STRATEGY CANVAS OF CURVES



To find Regardsstore as a competitive point with other competitors

BRAND DIMENSION



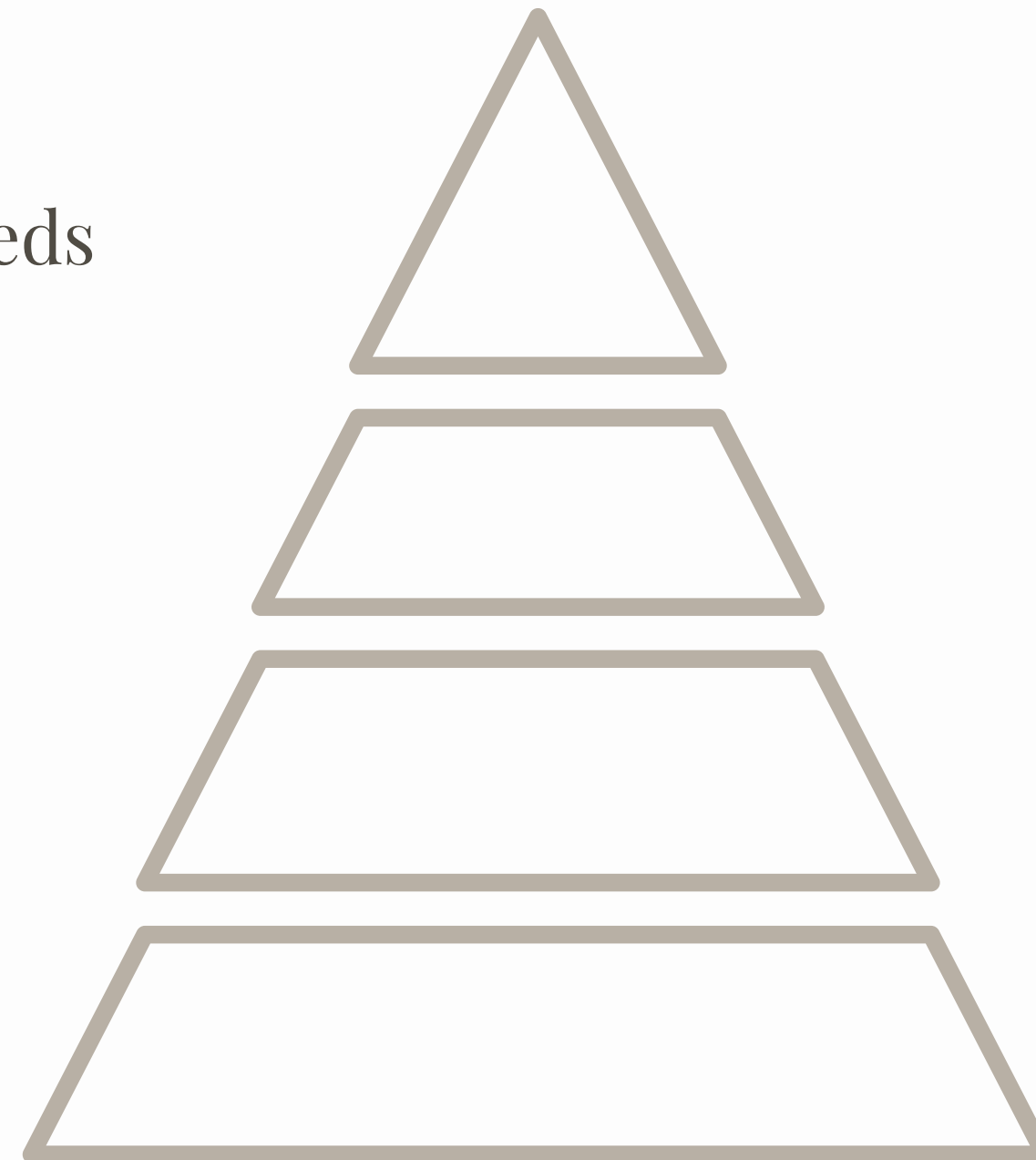
After all the competitive analysis, a refine brand dimension for grooting us down when positioning ourselves

Self actualisation needs

Social needs

Functional needs

Physiological needs



Regards

In today's modern society, clothing has transcended its basic function of providing warmth and protection. It is no longer merely a necessity for everyone; instead, people choose their attire as a way to indulge in personal pleasure and express their unique identities. Clothing has evolved from serving basic physiological and functional needs to fulfilling higher-order desires such as social belonging and self-actualization.

As our world becomes more interconnected and diverse, the marketplace reflects a growing array of consumer demands. The fashion industry, in particular, has transformed to meet these multifaceted requirements. People are increasingly recognizing the power of clothing as a medium to communicate their values, aspirations, and individuality.

This shift in perspective has given rise to numerous niche markets, catering to different tastes and preferences,

TRANSFORMING
BUSINESS MODEL



BUSINESS MODEL 1.0

Operation Flow

Marketing Flow



Building a brand is a long and challenging process that requires a lot of hard work, patience, and perseverance. When starting a business, it's important to have a clear vision of your brand and what you want to achieve. This includes understanding your target customers, defining your brand identity and values, and creating a unique brand positioning that sets you apart from your competitors.

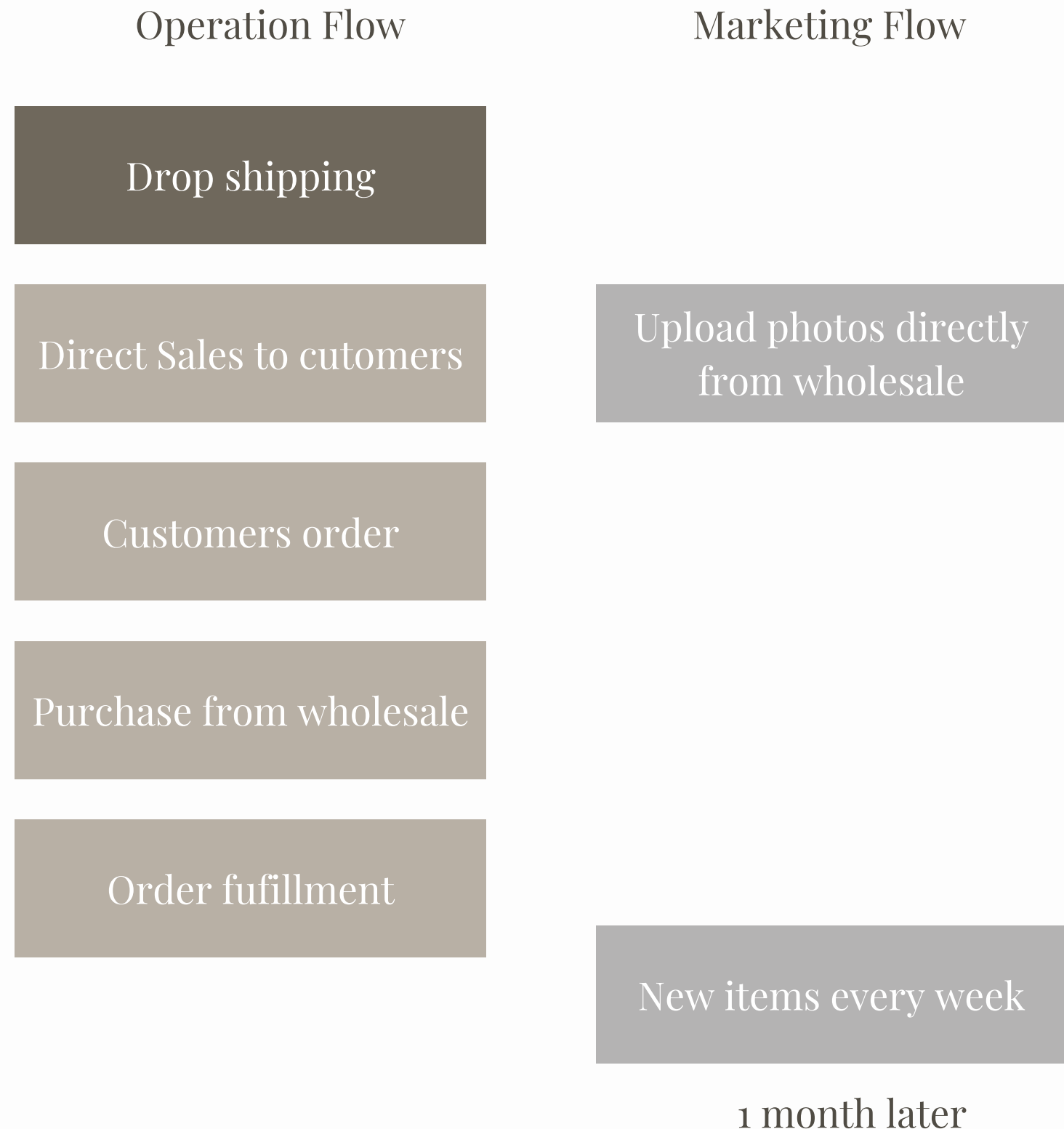
One of the challenges of first starting the brand is dealing with deadstock, which refers to products that are no longer in demand or have become obsolete. Deadstock can be a major issue for businesses, as it ties up valuable resources and can lead to financial losses. To avoid deadstock, it's important to carefully manage inventory, track sales trends, and adapt quickly to changing market conditions.

Another challenge that businesses face when building a brand is the need to invest a significant amount of time, money, and resources before seeing any returns. At first I thought I know how to run social media. But when it comes to business, it all comes with 'conversion'. This can be especially difficult for small businesses and startups, who may not have the financial resources to sustain a long-term branding strategy. To overcome this challenge, it's important to have a clear plan and budget in place, as well as a willingness to adapt and make changes as needed. We don't have much money, social media is a good platform to start with but we haven't leverage it before and only use it to direct sales to customers.

At the heart of building a successful brand is the need to establish a prominent brand position that resonates with niche customers. This means understanding the unique needs and preferences of your target audience and creating a brand that speaks directly to them. By doing so, you can create a strong emotional connection with your customers, build brand loyalty, and ultimately drive sales and revenue.

*Operation and Marketing Flow monthly

BUSINESS MODEL 2.0



As we both have full-time jobs and are struggling to make a profit, we've decided to adjust our strategy. Although physical stores have a tough time surviving in Hong Kong, we've noticed that some customers prefer to touch and feel the clothes in person. Therefore, we aim to recreate the physical store experience.

To reduce the risk of owning inventory, we plan to source our clothes from wholesale websites in Korea and offer customers the chance to buy individual pieces from our catalogue. This approach has several advantages, such as reducing our financial risk and providing customers with a wide range of choices. However, we recognize that this strategy may result in our brand not having a distinct identity and may be similar to other brands.

Another option we've considered is using the photos provided by the wholesale websites each season. This would allow us to offer customers a wide range of choices while keeping our inventory low. We keeping up to have new items every single week for a month. However, we acknowledge that this approach may not align with our brand's focus on conscious shopping. Our vision is to provide sustainable clothing options that promote conscious consumerism, and using photos from a wholesale website may not achieve this objective.

We are exploring different strategies to overcome the challenges of owning a physical store in Hong Kong. Because rent is the most expensive aspect in running a business. While we recognize the advantages of sourcing our clothes from wholesale websites, we also understand the importance of maintaining our brand identity and promoting sustainable fashion. Ultimately, our goal is to create a unique shopping experience that reflects our values and appeals to our customers. Therefore, we need to find ways to improve the situation, this improvement reduced our workload but is not align with our values.

BUSINESS MODEL 2.5

1/2 Drop shipping +
1/2 branding

Operation Flow

Marketing Flow



To minimize the risk of dead stock, we've decided to choose photos from wholesale catalogues and pre-order merchandise based on our understanding of our clients' needs. It also provide us a very clear product photo from wholesales. We've adopted a 50/50 approach, where we select 50% of the products and allow our clients to choose the remaining 50%. This strategy has helped us to lower our financial risk while ensuring that we cater to our clients' preferences.

We perform our photo shoots after the clients' products have arrived to maintain our social media presence as an authentic reflection of our business. Despite our efforts to keep up with sales, we've noticed that our sales are fluctuating and not stable. Therefore, we've realized that we need to find a more holistic solution for our customers.

As a result, we plan to set up an online platform that will provide our customers with access to a range of information, not just through our social media channels. This approach will enable us to offer a more comprehensive and convenient solution for our customers, as they can browse products and make purchases at their convenience.

We recognize that this new approach will require significant effort and resources to set up. However, we believe that it will be a worthwhile investment in the long run. By providing our customers with an online platform, we can expand our reach and cater to a wider audience. Additionally, we can leverage technology to provide our customers with a more engaging and personalized shopping experience that reflects our brand values.

By setting up an online platform, we can offer a more comprehensive and convenient solution for our customers, while also expanding our reach and promoting our brand values.

BUSINESS MODEL 3.0

A seamless online shopping experience

Operation Flow

Marketing Flow



Once we have secured a stable customer base, we will be in a position to make regular trips to Korea to personally inspect and select the products we offer. This hands-on approach will significantly reduce the likelihood of procuring low-quality garments, ensuring that our customers receive only the best.

While numerous wholesale options are available in Hong Kong, many of them source their products from mainland suppliers, which may not always guarantee the same level of quality as those from Korea. By visiting Korea directly, we can curate a premium selection of clothing that stands out in terms of style, craftsmanship, and durability.

This rigorous quality assurance process will instill confidence in our customers, knowing that they can rely on us for exceptional products. As our reputation grows and our business expands, we'll be poised to explore even more possibilities for enhancing our service offerings.

In the future, we may consider broadening our product range, introducing unique collaborations, or even venturing into the realm of bespoke fashion services.

BUSINESS MODEL TRANSFORMATION OVERVIEW

A seamless online shopping experience



'People come here to buy clothes, but they came back for service'



01

To create hassle free shopping experience, **Instock items** to allow customers have more confidence in our product, they can have the items as soon as possible



02

We allow people to have refund in store credits or exchange in size, so that they have more confidence in our clothes and we can also promote conscious shopping **the ability to have dead stock &** marketing expenses

03

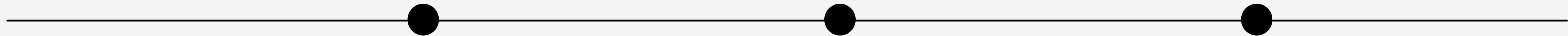


To promote sustainability, we would like to **encourage customers buy insoluble bag** upon purchasing our goods, so that they could do less harm to the environment.

04



Promoting brand community
#beregards to resonate our brand vision.



05



To create private label clothes
We notice that it would be more profitable and providing more values to our customer by developing our private label clothes

06



Developing altering service
There is a need of altering service to cater different body shape of customers



2 Streamlined Categories:

Workwear

Leisurewear

Elegant Commuter Clothing:

Plain, solid colors with an emphasis on fine details and texture

Suits and durable, high-quality materials

Casual, laid-back style with a minimalist feminine touch

Sophisticated Leisurewear:

Silk, lace, and textured fabrics

Subtle, intricate details

Our Style:

Focus on exceptional quality

Strong brand identity

Showcase quality through attention to detail

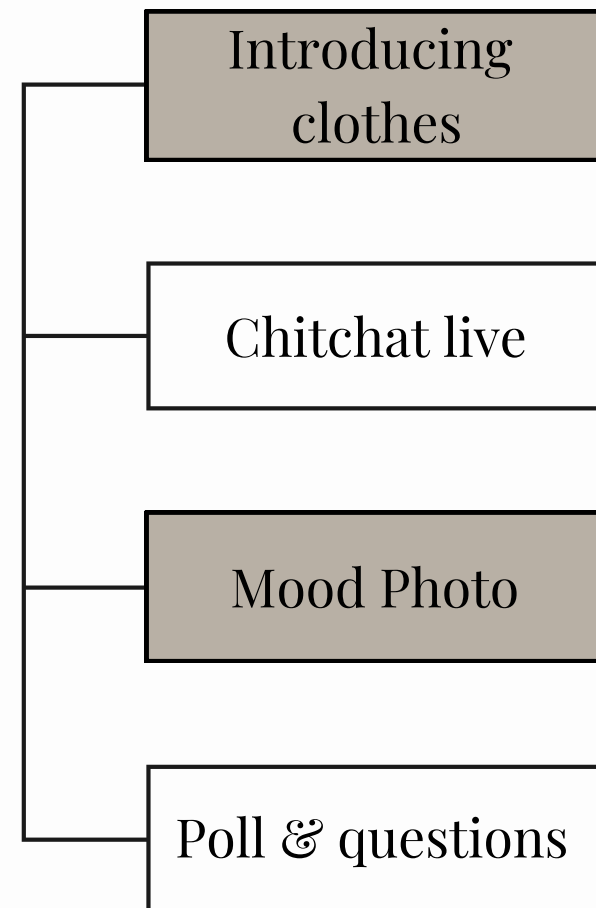
Emphasize brand identity through visual presentation

MARKETING PLANS

With this content pillar, it could help us grow in followers and identity, it is a 'social proof'.

Social proof- people rely on how many followers you got

Content Pillar



To have post and stories at least 1 everyday

Introducing clothes text description with details

To increase the interaction with Followers and recreate a real shopping experience as if in the clothing store

To curate the overall mood and tone in the instagram

Allow us to know more about our customers

Tone and manner



warm and human isn't formal and cold



stylish and relatable isn't passive or uninformed



witty and contextual isn't cliché and low-brow





Kelly

Age: 30-35

Gender: Female

Location: Choi Hung, HK

Height: 160-166 cm

Waist: 26 inch

Size s-m

Hobbies



Cooking

Random Thoughts

Frustration on clothing

I'm really into Korean-style fashion, but I'm not quite sure where to find it in Hong Kong. I want to make sure that the clothes I buy are good quality though, And I also want to make sure that the clothes I choose flatter my body shape. I mean, who doesn't want to look good in what they wear, right? When I'm shopping for clothes, I try to prioritize the items that I need the most and set a budget for myself. I like to choose versatile pieces that can be mixed and matched with other items in my wardrobe to create multiple outfits. And of course, I always consider the occasion or setting where I'll be wearing the clothes to make sure they're appropriate. Sometimes I like to shop online for clothes, but it can be tricky when you can't see the clothes in person. That's why I always look for websites that provide clear photos of the garments from different angles, as well as detailed information on the materials and sizing. If I'm not sure about the sizing or color, I'll even contact the seller for guidance.

Collected from real customer's instagram profile

Brand/ Style



Matin Kim

One of the Korean that is gaining worldwide recognition in the recent year (See appendix 1)



MIDNIGHT MOMENT.

Independent Jeweley designer brand in Korea that is very minimal and chic (See appendix 2)



east pacific trade

East pacific trade stores aims to create lifestyle sneakers and skateboarding shoes. (See appendix 3)

Collected from real customer's instagram profile



Kaka

Age: 30-35

Gender: Female

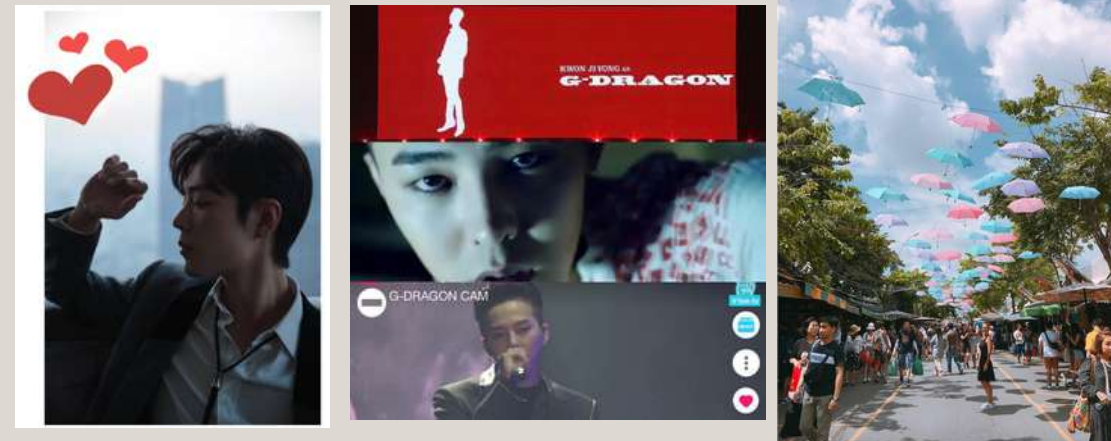
Location: Tseung Kwan O, HK

Height: 159 cm

Waist: 27-8 inch

Size s-m

Hobbies



be a fan of a korean star

Travel

Frustrations on clothing

When it comes to fashion, we all want to look our best and feel confident in what we wear. However, buying luxury brand clothing can be expensive and not always within our budget. That's why finding affordable luxury-like items is the perfect solution. With these items, you can achieve a high-end look without breaking the bank. By putting together a full matchy look, you can elevate your style and feel like a fashionista. So, whether you're dressing up for a special occasion or just want to look your best in everyday life, affordable luxury-like items are the way to go.

Collected from real customer's instagram profile

Brand/ Style



CHARLES & KEITH

Charles & Keith is a Singaporean fashion brand that offers a wide range of footwear, bags, and accessories for women (See appendix 4)



PRADA

Prada's designs incorporate minimalism, feminism and elegance. They are popular with both men and women worldwide. (See appendix 5)



CASETiFY

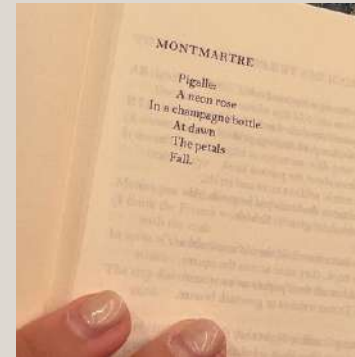
Casetify is a renowned brand of tech accessories that specializes in customizable and fashionable phone cases (See appendix 6)

Collected from real customer's instagram profile



Hallie
 Age: 25-30
 Gender: Female
 Location: Central, HK
 Height: 167 cm
 Size s

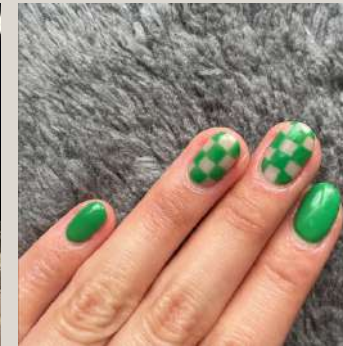
Hobbies



Read books



Travel



Self pampering

Frustration on clothings

I love adding a touch of green to my outfits because I think it's so chic and trendy. I mean, why dress like everyone else when you can stand out with a pop of color, right? And you know what they say, you are what you wear! I really believe that your clothes can say a lot about who you are as a person. Like, if you're into sports, you might wear more athletic gear, or if you're into music, you might wear band tees or something. It's all about expressing yourself and letting your personality shine through. So, whether I'm dressing up for a night out or just running errands, I always make sure to choose clothes that make me feel comfortable and confident. And with a touch of green, I know I'll always be on trend!

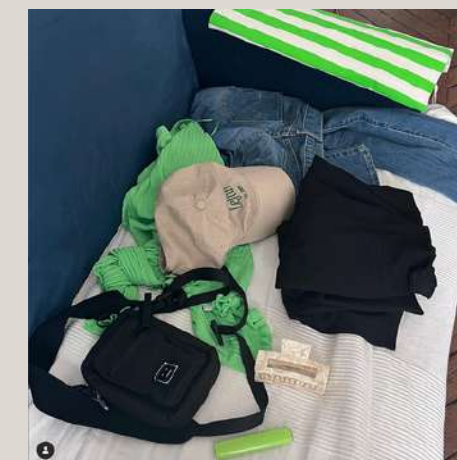
Collected from real customer's instagram profile

Brand/ Style



Aēsop®

Aesop offers a range of high-quality skincare, haircare, and body care products that are known for their natural and plant-based formulations, minimalist packaging that originated in Melbourne, Australia in 1987 (See appendix 7)



Acne Studios

Acne Studios is a fashion brand that feature a range of clothing, footwear, and accessories that are known for their minimalist designs and high-quality materials. was founded in Stockholm, Sweden in 1996. (See appendix 8)



PAZZO

Pazzo is a affordable women's clothing brand that was established in Taiwan in 1994 and has grown into a well-known fashion brand with over 100 stores nationwide (See appendix 9)

Collected from real customer's instagram profile

Upon conducting market research, we discovered that our target consumers are financially independent, female office professionals aged between 25 to 35 years. These discerning customers seek a casual chic aesthetic, characterized by minimalist and subtle designs. Their wardrobe requirements extend to both workwear and after-work attire, reflecting their multifaceted lifestyles.

Understanding that quality is of paramount importance to our target audience, they are willing to invest in garments that not only meet their specific needs but also demonstrate exceptional craftsmanship and durability. By catering to these preferences, we can provide our customers with a carefully curated selection of clothing that effortlessly transitions from the workplace to their leisure activities, ensuring they look and feel their best at all times.

On the next page, I will be testing the experiments, most of them are working, and some are still validating in progress.

VALIDATING EXPERIMENTS

- 01 Video on clothes- bring audience closer to feel the real thing
- 02 Theme based Launch- curated lifestyle on brands
- 03 Loyalty program- incentive to returning customers
- 04 Mood board- Create holistic lifestyle
- 05 Live-Feel the real thing and chat with the audience
- 06 DM- Personal CS to provide better sales experiences, casual chat to build up relationships
- 07 Showroom opening- Feel the real thing
- 08 Community building #beRegards keep on doing

EXPERIMENTS TO TRY IN THE FUTURE

09

Direct sales to high-end customers

Because our customer base now is small, is not possible to close deal by the strategy of small profits but quick returns

10

Try a sustainable way

We are sustainable shop owner, trying out

11

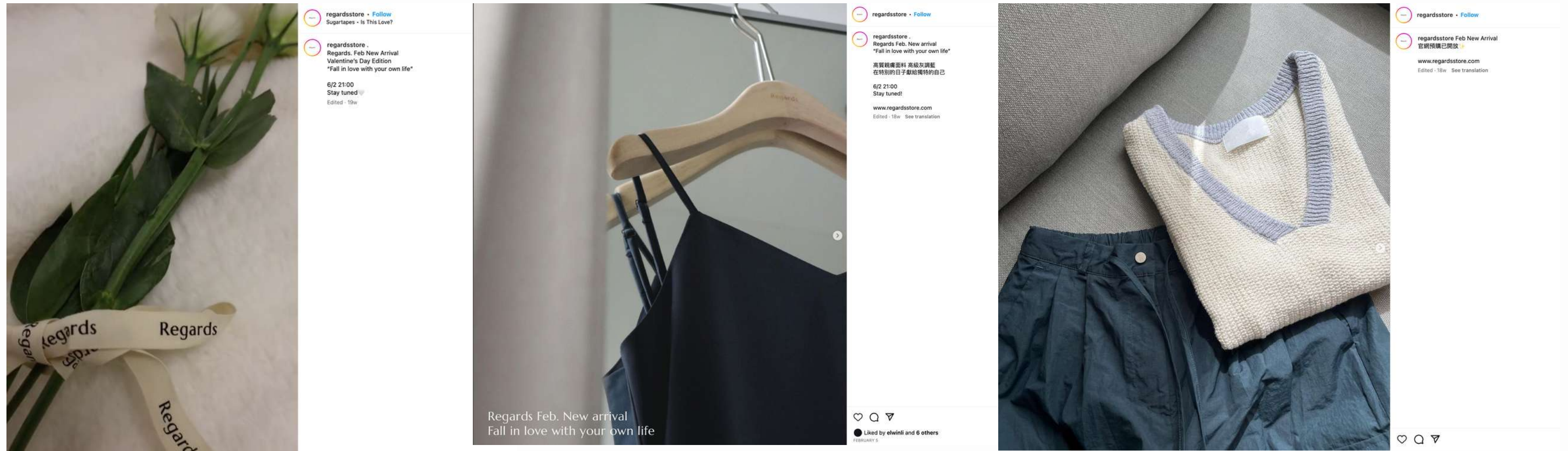
Content building

01 Video on clothes- bring audience closer to feel the real thing



The method we use for showcasing our clothes on social media is to create videos that bring our audience closer to the product and give them a better sense of what it looks and feels like in real life. For instance, in our videos, we often show a model wearing our clothes while walking or moving to give viewers a sense of how the fabric moves and feels. We also zoom in on the details of the clothes, such as the stitching or the texture of the fabric, to give viewers a closer look.

By using videos on social media, we can create a more engaging and interactive experience for our audience. Videos are more dynamic and visually appealing than static images, which helps capture the attention of viewers and encourage them to engage with our content. Additionally, videos on social media can be easily shared and spread through social networks, which can help increase our brand awareness and reach a wider audience.



We tried launching our clothes on social media with a theme-based strategy that we use to create a curated lifestyle around our brand. By selecting specific themes and styles for each launch, we can showcase our clothes in a way that resonates with our audience and helps them envision our products as part of their own lifestyle.

For instance, we may chose a theme on valentines day and showcase our clothes in a mood of Valentines day setting, by curating a style that to 'Fall in love with ourself', to let audience embrace theselve more

By using a theme-based approach, we can create a more cohesive and engaging launch experience for our audience. By curating a lifestyle around our brand, we can help our customers envision our clothes as part of their own personal style, which can help increase the likelihood of them making a purchase.

03 Loyalty program- incentive to returning customers



登記成為會員首次下單即減 \$ 30

FEBRUARY 1, 2023

Share

方法：

1. 在頁底'Subscribe our emails' 輸入電郵以訂閱電郵
2. 你將會收到歡迎電郵 (請同時查看宣傳郵件信箱)
3. 在首次購物時便可輸入電郵內的折扣碼

優惠受條款及細則約束：

1. 折扣碼只限使用一次
2. 優惠不適用於'Acc & Others'及'Bags'之商品

Regardsstore將保留最終的決定權。

We develop our loyalty program to thank our loyal customers, for VIP customers, they will have exclusive offer from time to time, we will send them coupons through email and instagram dm.

For new customer, we provide them incentive \$30 so that we can have their information to send them email afterwards. We see customer are more willing to return to repurchase with us

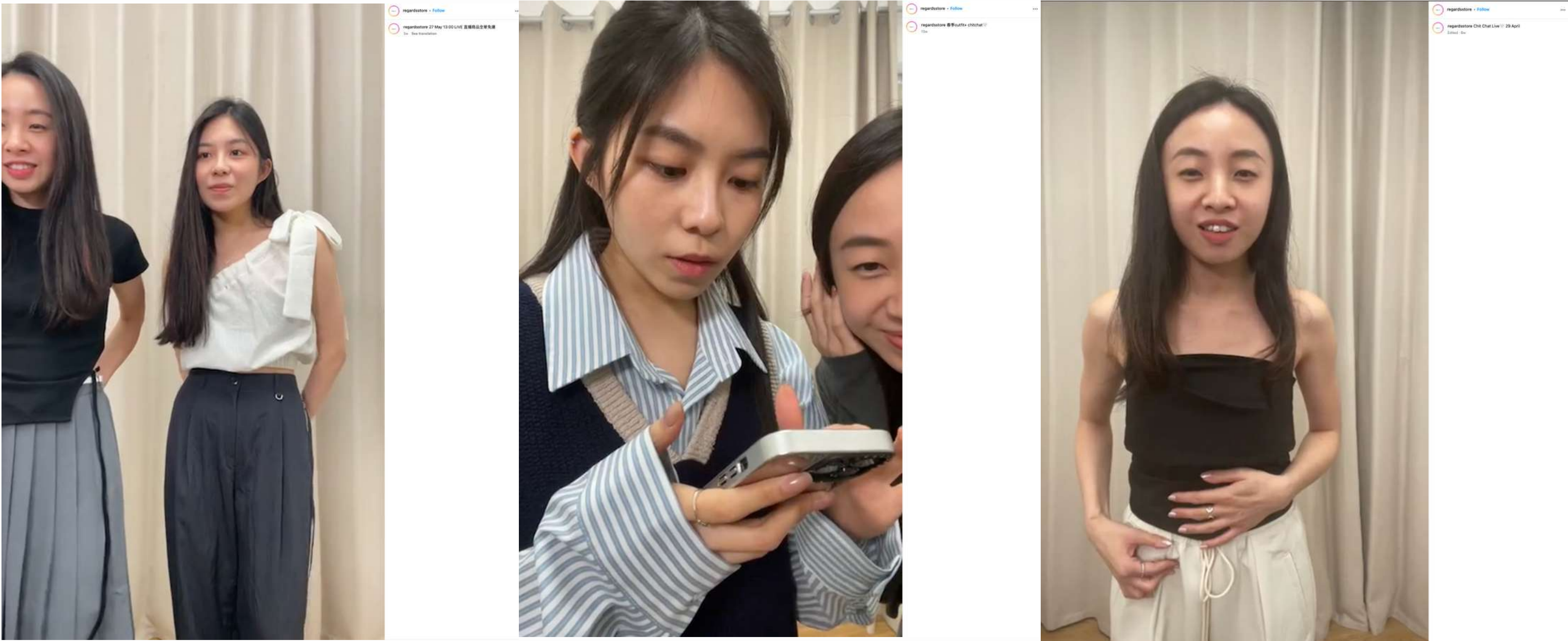
04 Mood board- Curated lifestyle



We try to improve our instagram feed as a moodboard, portray the kind of lifestyle we want or an imagined lifestyle for our customers. not just selling all the clothes in our instagram feed. We can see the difference immediately to allow a room of breath

05

Live-Feel the real thing and chat with the audience



Doing livechat can really show the clothes details and also allow interaction with customers, though most of the customers don't watch in the real time, they watch back afterwards, because often people thinks that photos might deceive the truth.

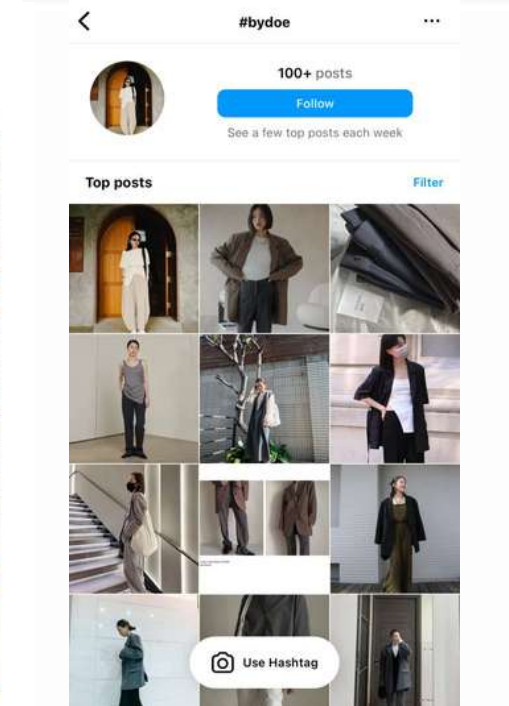
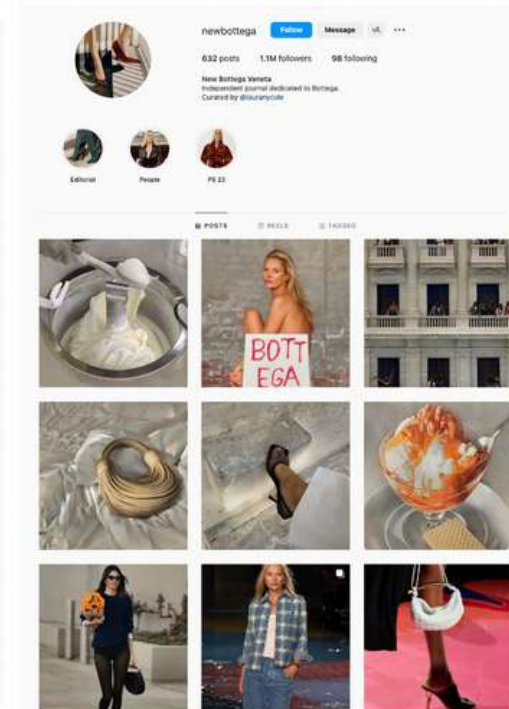
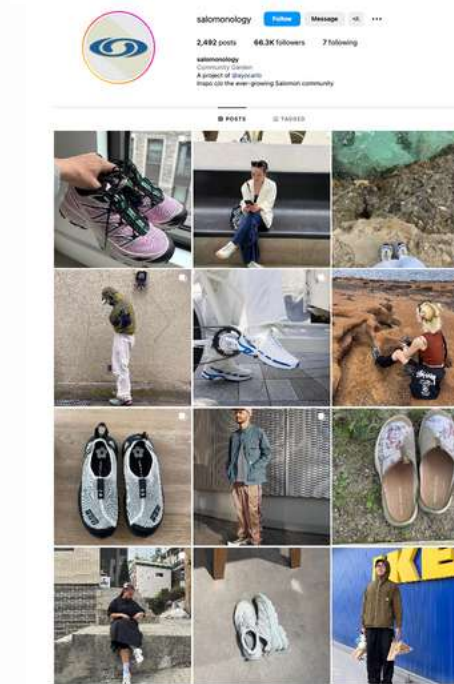
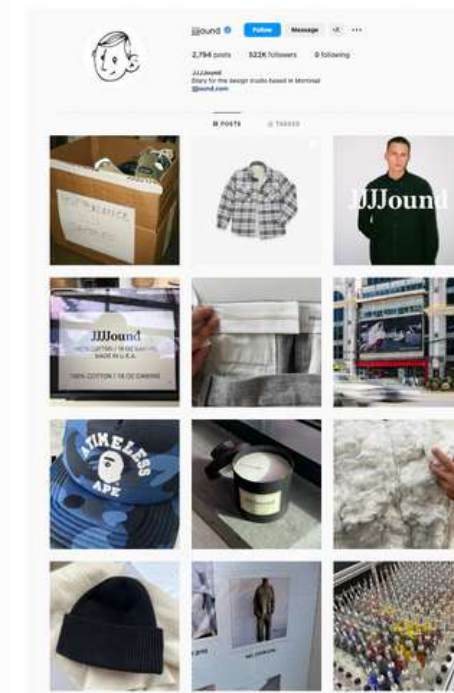
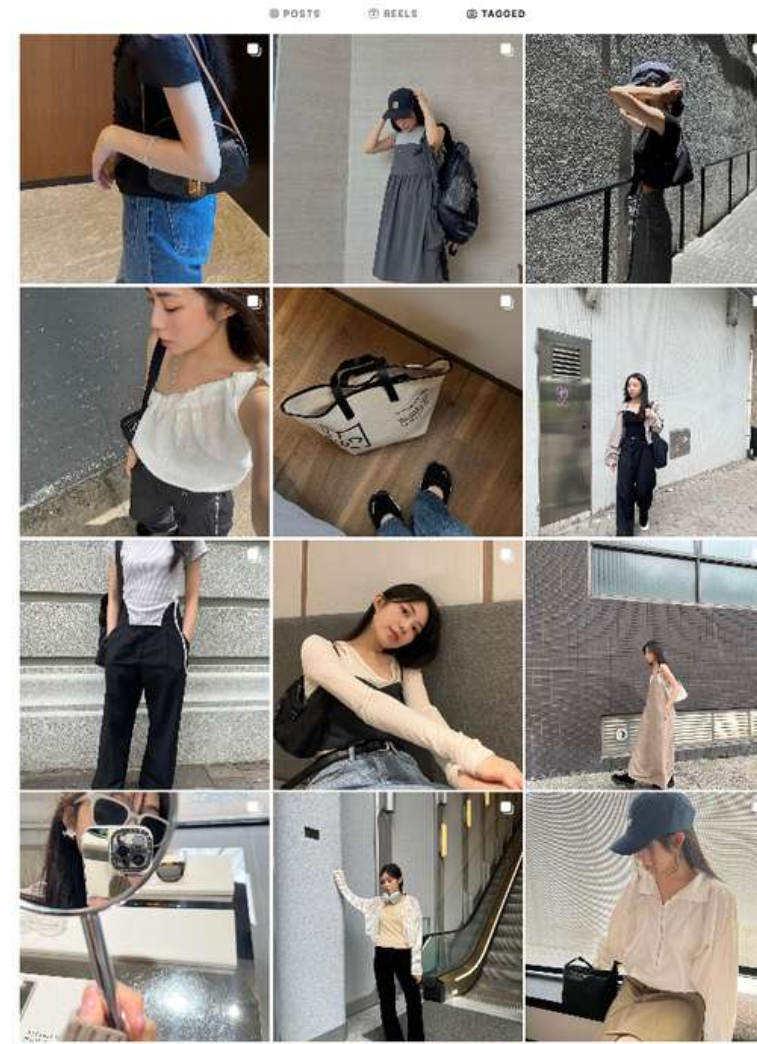
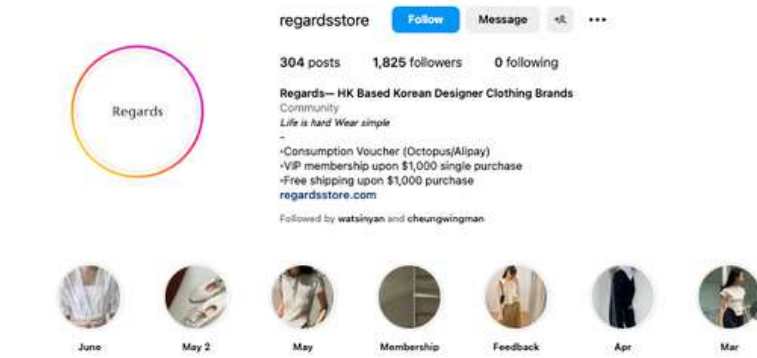
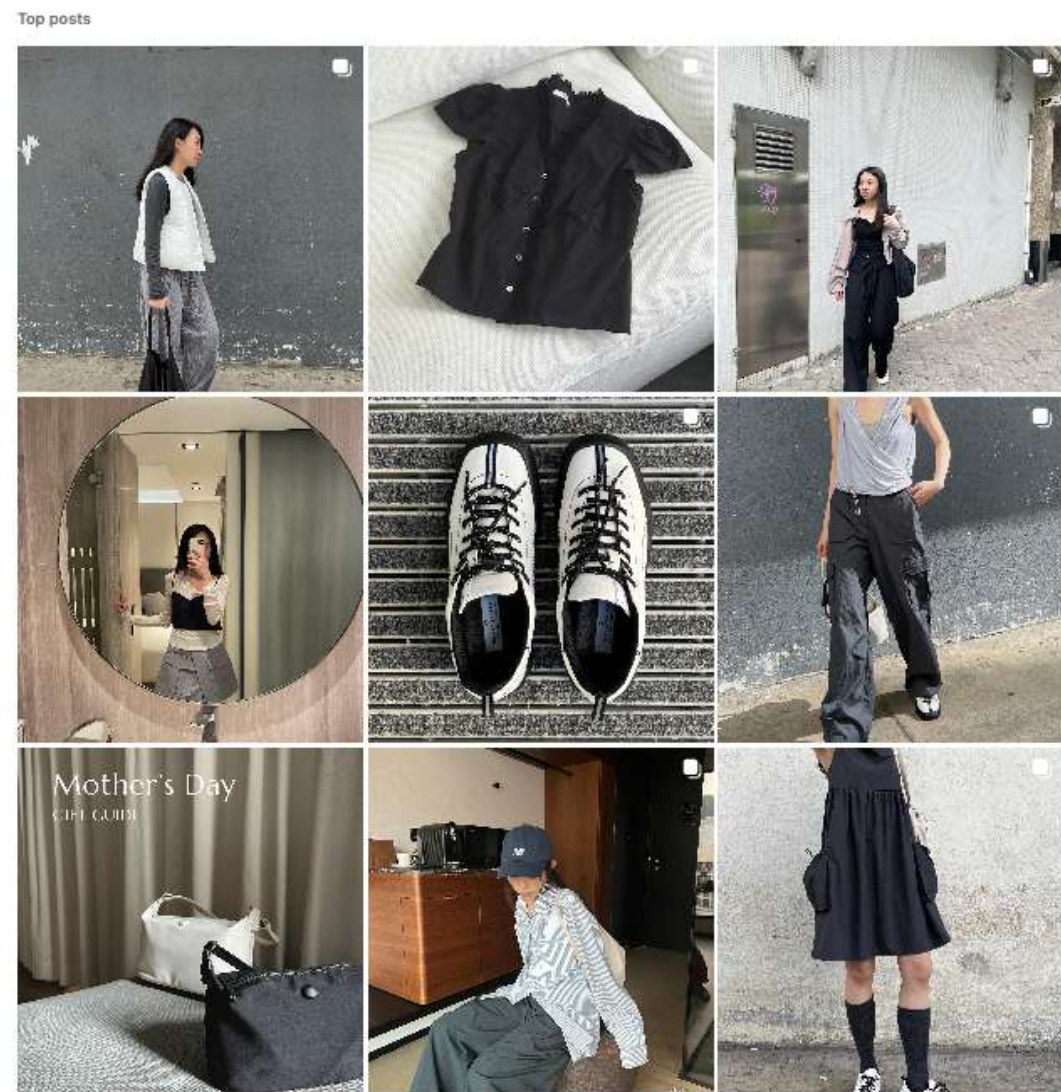
06

DM- Personal CS to provide better sales experiences, casual chat to build up relationships



We also try to chat with our customers with casual talk and treat them as friends, they looking for personal opinions and advice.

08 Community building #beRegards



Other successful brand community examples

We also build our own community with instagram function hashtag, so that people can look for how we style our clothes on our own personally and how others style their own too with the hashtag. Branded apparel and encourages people to connect with followers (potential customers) Showing the real life experience is the strategy builds a strong community while also amplifying the brand. (celebrity 2.0)

Await to try it out next step...

09

Direct sales to high-end customers

Because our customer base now is small, is not possible to close deal by the strategy of small profits but quick returns

10

Try a sustainable way

We are sustainable shop owner, trying out invisible bag to improve our brand image

11

Content building

It connects with customers. Content allows us to connect with target customers by highlighting the lifestyles and needs of those customers. Customers want to buy from brands that understand them. Also, it boosts SEO. Relevant, high-quality content on a brand's website and social media platforms helps improve search engine optimization and makes the brand easier to find online.

WHY ARE WE USING INSTAGRAM



Number of HK people that instagram reports can be reached with adverts on instagram

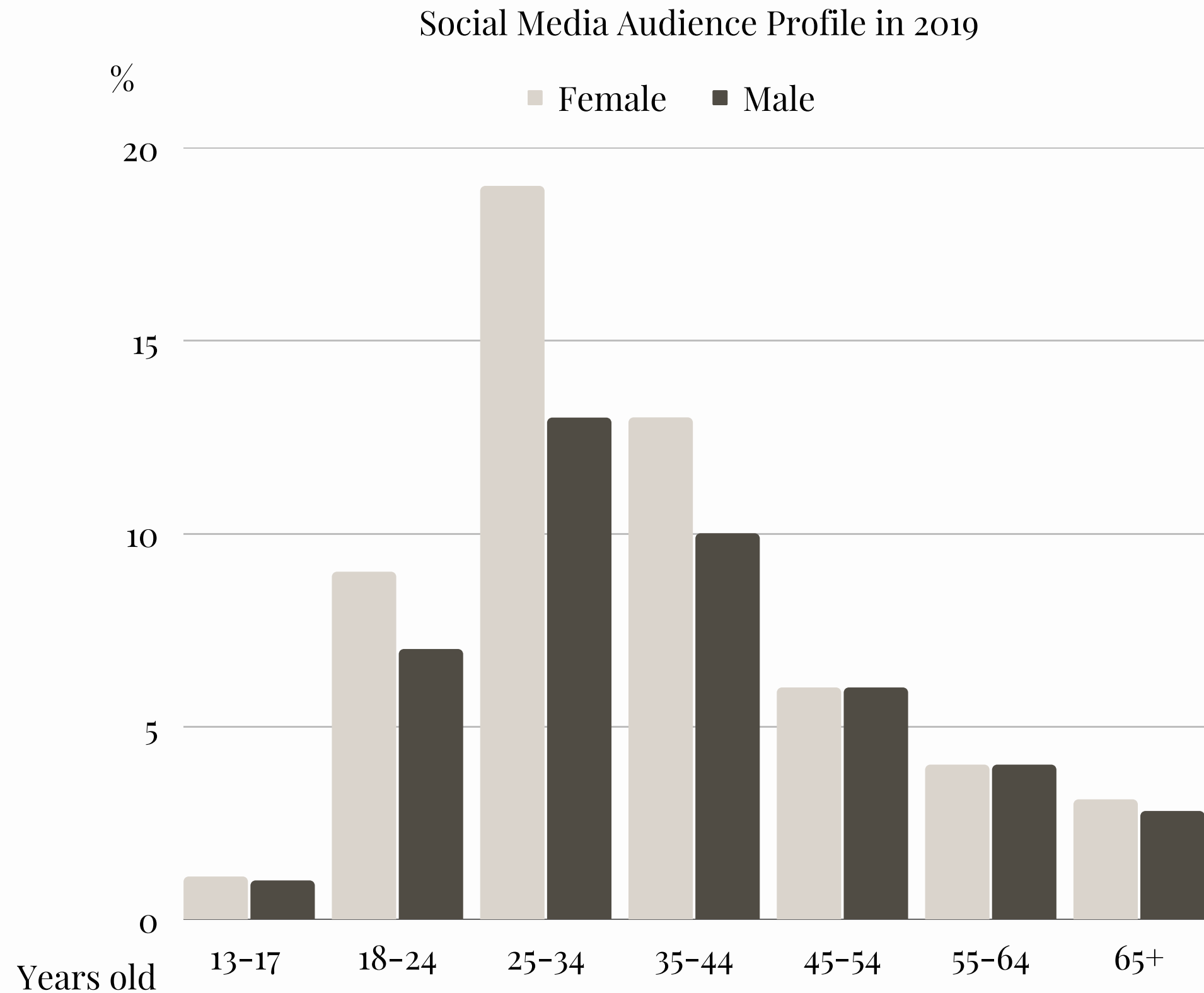
2.7 million

According to report from we are social 2019



Fashion & Beauty industry Annual amount of e-commerce income in HK

1.134 billion



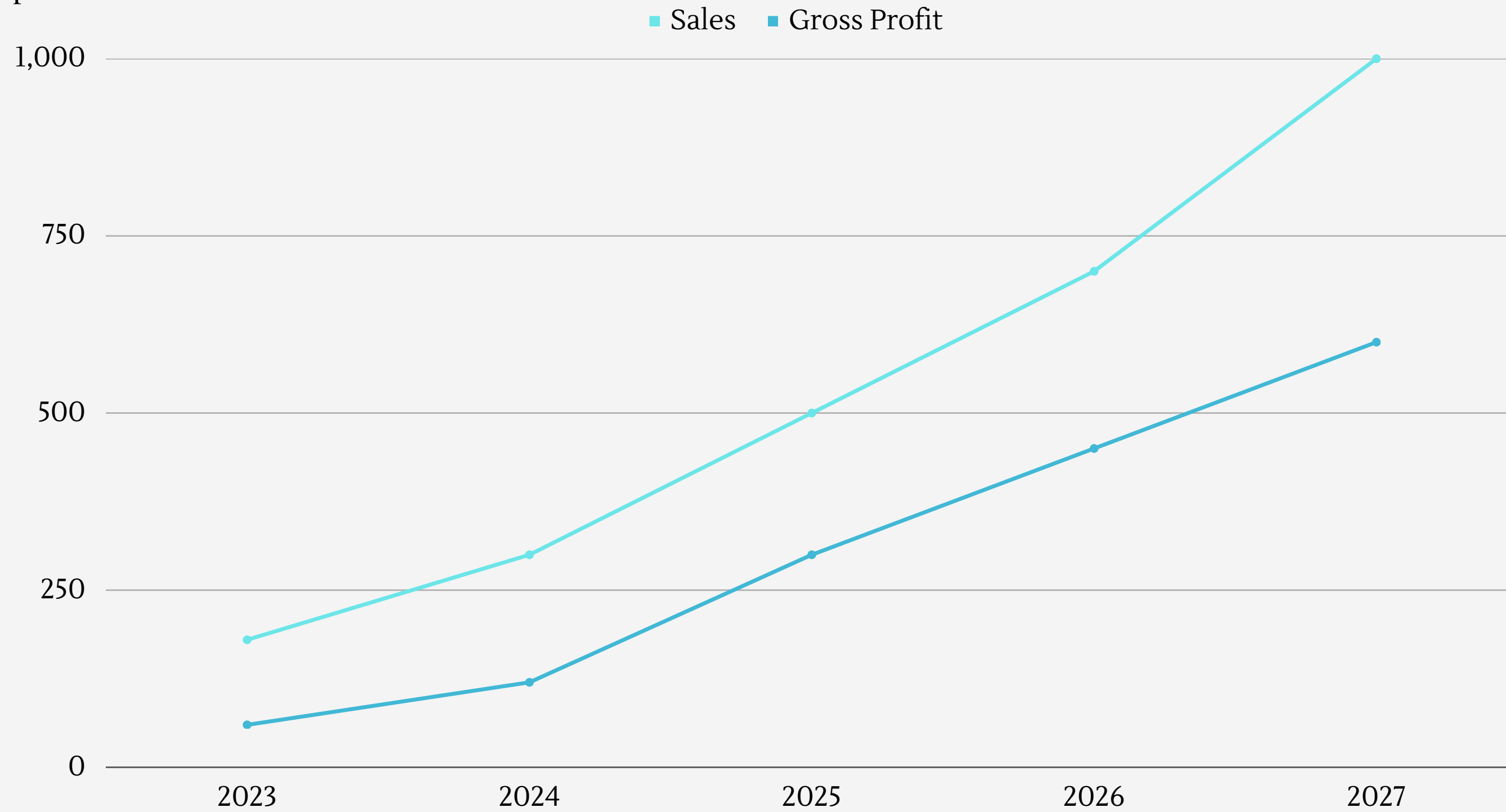
We can reach our target customers in this platform easily

FINANCIAL PLANS IN COMING 4 MONTHS

Items	Unit (per month)	Price (4 months)
Marketing expenses (Instagram ad, Whatsapp, Email marketing)	\$3,500	\$14,000
Cost of buying in stock items	\$6,000	\$24,000
Purchasing invisible bag (trial)	\$600 (single purchase)	\$600
Studio for operation	\$5,000	\$20,000
Total		\$58,600

PROJECTED FINANCIAL PLANS IN 5 YEAR

Unit per k



RISK MANAGEMENT IN HOUSE BRAND

Competition from large established brands

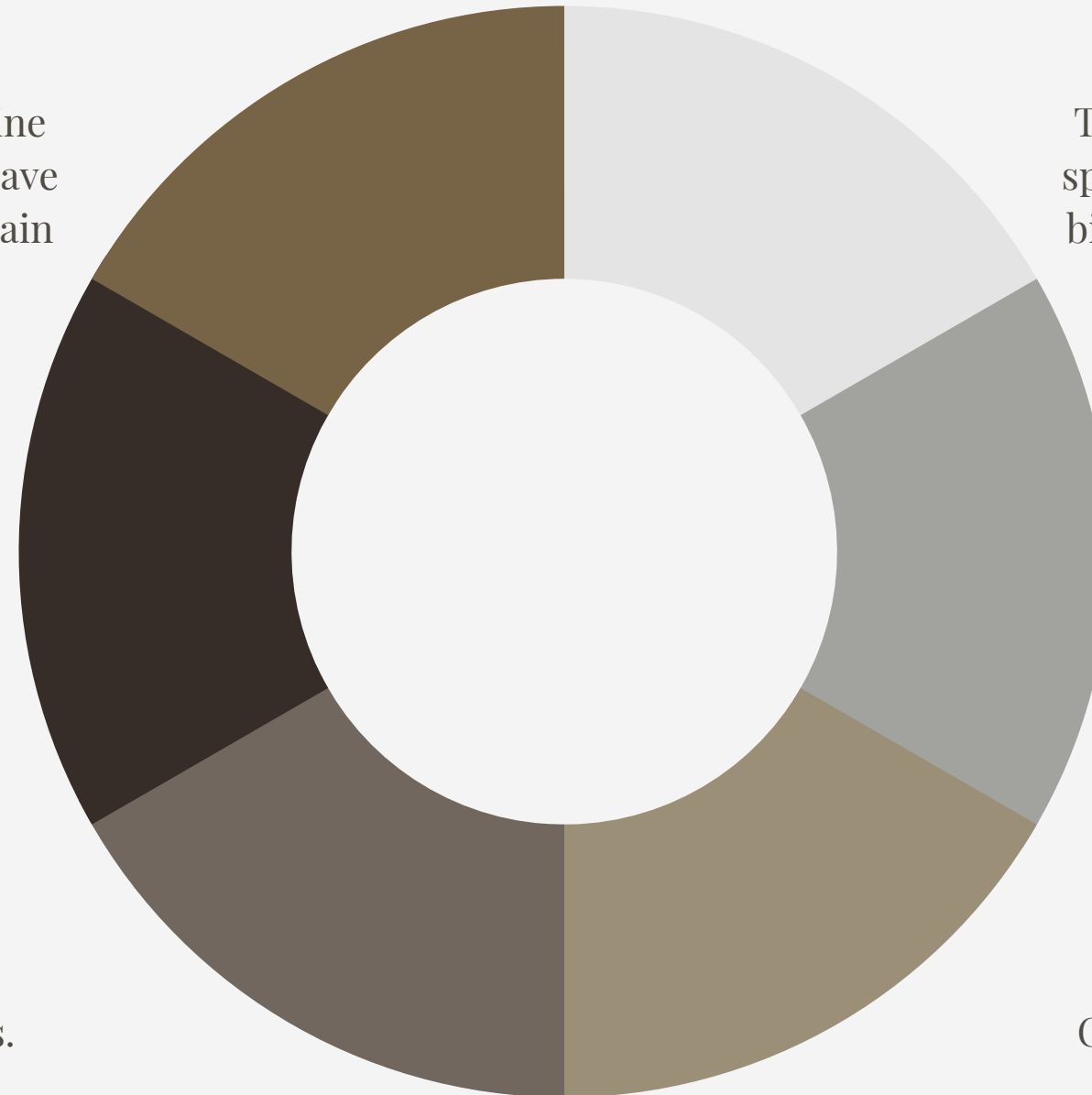
The clothing industry is very competitive, especially in the online space. We have to compete with large established brands that have bigger marketing budgets and resources. It can be difficult to gain visibility and attract customers.

High customer acquisition costs

It can be expensive to acquire new customers online. Things like digital advertising, influencer marketing, and social media marketing require ongoing investment. This can put strain on a new business and take time on it

Managing inventory

Having too much or too little inventory can hurt the business. It requires close management to match inventory levels to demand. Excess inventory can lead to markdowns and losses. Too little inventory means lost sales opportunities.



Low margins

The clothing industry is very competitive, especially in the online space. We have to compete with large established brands that have bigger marketing budgets and resources. It can be difficult to gain visibility and attract customers.

Fashion risks

Trends come and go quickly in the fashion world. Close attention to changes in customer tastes and fashion trends is important.

Data security

Collecting and storing customer data, payment information, and other sensitive data in our e-commerce store introduces risks around data breaches and cybercrime. Strong data security measures need to be in place to mitigate these risks.

BUSINESS MODEL CANVA

<p>Key Partners</p> <ul style="list-style-type: none"> • Korean fashion wholesalers and distributors • Logistics partners for fast, affordable delivery in Hong Kong • Social media influencers for collaborations to build brand credibility 	<p>Key Activities</p> <ul style="list-style-type: none"> • Identifying latest fashion trends and styles in Korea to buy from wholesalers • Curating selected products and creating a brand experience on social media • Managing e-commerce operations like inventory, delivery, returns, etc. • Providing great customer service to support an enjoyable shopping experience 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Korean/Asian inspired minimalist clothing at affordable prices • Curated selection of styles catering to local trends and tastes • Convenience of shopping on social media and having items delivered direct • Sense of excitement from trendy collections 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • Engage with customers via Instagram and blog comments, and build personal relationships • VIP membership program offering special perks to loyal customers • Personalized product recommendations based on past purchases and likes 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Hong Kong women aged 25-35 who are active social media users and online shoppers • Interest in Korean/Asian fashion styles and brands • Price conscious but also quality/style focused
<p>Key Resources</p> <ul style="list-style-type: none"> • Relationship with Korean wholesalers to source trendy clothing at lower prices • Logistics partner in HK to deliver goods to customers • In-house team to curate products, manage social media marketing and customer service 			<p>Channels</p> <ul style="list-style-type: none"> • Primary channel is Instagram to curate brand content, engage customers and make sales • Secondary channel is e-commerce website for browsing products • Instagram collaborations with influencers to raise brand awareness • Pop-up events to create an offline experience 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Product costs: The costs to purchase clothing inventory from your Korean suppliers • Marketing and promotions: Costs to create content and run marketing campaigns on Instagram and other channels • Rent and utilities: Basic costs to run your business including office rent, utilities, web hosting, tools/software, etc 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Mostly direct online sales of clothing, but can also do pre-orders for limited collections • Purchase for other Korean brands 		

After the all experiment and real experience in running a business in the market, I have realized that true innovation is difficult to achieve. Common innovation strategies like using AI or improving app systems do not drastically change the industry. Real innovation happens gradually through small steps.

If you cannot think of an innovative approach immediately, it is best to first follow what others are doing. You will find your own way eventually.

Major innovations in the fashion industry are infrequent. They are usually the result of taking existing ideas and improving upon them in small ways over time based on experience and customer feedback. Radical changes often do not succeed and can even alienate customers.

The keys to innovation in fashion are:

1. Make incremental improvements. Do not overhaul the design or business model all at once. Take it slow and make changes steadily over seasons and years.
2. Learn from others. Closely follow brands that are having success. Emulate what they are doing well and incorporate those elements into your own designs and strategies. Put your own twist on their winning ideas.
3. Get customer feedback. Talk to your customers and pay attention to reviews and comments on social media. See what people like about your products and what could be improved. Use that input to guide your innovation.
4. Do not be afraid to fail. Not every new idea will be a success, even if you start small. But failures teach valuable lessons. Do not be discouraged—learn from failures and try a different approach next time.
5. Be flexible and willing to change. Customer tastes change quickly in fashion. A brand needs to be able to adapt to shifts in styles and trends to stay innovative. Stay on top of cultural changes that could impact fashion.

With time and experience, a fashion brand can build an innovative culture by accumulating knowledge, learning from both successes and failures, and continually tweaking and improving its designs and strategies. But the keys are starting small, following the leaders, and being willing to change. Radical innovation is not required and often backfires. Slow, steady improvement wins the race.

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1. In 2015, Matin Kim began as a blog-based marketplace and generated 5 billion KRW in sales over the course of five years. Since then, the brand has experienced explosive growth. Unlike other fashion brands that prioritize the role of a creative director or designer, Matin Kim's focus is on being customer-centered, which sets it apart and is an attractive distinguishing factor.
2. Midnight moment is an independent jewellery brand in Korea, a designer brand you can purchase from W concept. Midnight Moment is a Korean jewelry brand that offers a unique and trendy collection of accessories. The brand is known for its modern and stylish designs that are inspired by contemporary fashion trends. Midnight Moment's jewelry pieces are made with high-quality materials, including 925 silver, gold vermeil, and natural stones. Its collection includes earrings, necklaces, bracelets, and rings, and the pieces are designed to be mixed and matched to create a personalized look. What sets Midnight Moment apart is its attention to detail and commitment to sustainability. The brand uses eco-friendly packaging materials and aims to reduce waste in its production process. It also offers a repair service for its products, ensuring that they can be worn and enjoyed for years to come.
3. The operator of East Pacific Trade stores aims to create lifestyle sneakers and skateboarding shoes. The company's platform provides shoes that offer a comfortable fitting experience with advanced cushion foam. They also expand their product category through collaborative projects and offer various shoe varieties, including layer, fabric, and leather. This allows customers to purchase high-quality footwear that suits their needs. Jai Baek established East Pacific Trade (EPT) as a lifestyle footwear sneaker brand based in Seoul, Korea. The brand's core collection emphasizes minimal silhouettes and prioritizes innovation in comfort. EPT often collaborates with ethical and environmentally responsible vendors to offer high-quality footwear for its customers. Each pair of shoes features an advanced cushion foam sole to ensure maximum comfort.
4. Charles & Keith is a Singaporean fashion brand that offers a wide range of footwear, bags, and accessories for women. The brand was founded in 1996 by brothers Charles Wong and Keith Wong, who started out by selling shoes in their parents' store. Today, Charles & Keith has become an internationally recognized brand with a presence in over 50 countries.

The brand is known for its trendy and affordable products, which are designed to cater to the fashion needs of modern women. Its collections include a variety of styles, from classic to contemporary, and feature materials such as leather, suede, and synthetic fabrics.

In addition to its footwear and accessory offerings, Charles & Keith has also expanded into the fashion apparel segment, with a range of clothing items that includes dresses, tops, and outerwear. One of the key factors that sets Charles & Keith apart from its competitors is its commitment to sustainability. The brand has implemented several initiatives to reduce its environmental footprint, such as using eco-friendly materials and reducing waste in its production process.

Overall, Charles & Keith is a popular fashion brand that offers trendy and affordable footwear, bags, and accessories for women. Its commitment to sustainability and focus on customer needs has helped the brand to build a loyal following among fashion-conscious consumers.

5. Prada is an Italian luxury fashion house specializing in leather handbags, travel accessories, shoes, ready-to-wear, perfumes and other fashion accessories. It was founded in 1913 by Mario Prada. Prada's designs incorporate minimalism, feminism and elegance. They are popular with both men and women worldwide. Prada's most iconic products are its handbags, especially its nylon tote bags and backpacks. Prada handbags are very coveted luxury items.

6. Casetify is a renowned brand of tech accessories that specializes in customizable and fashionable phone cases, watch bands, laptop sleeves, and other accessories. Founded in Hong Kong in 2011, the brand has expanded globally, with offices in Los Angeles and Tokyo. Casetify's products are known for their distinctive designs and high-quality materials, catering to a variety of phone models such as iPhone and Samsung. The brand also offers customization options, allowing customers to personalize their phone cases or watch bands with their own photos or designs, making it especially popular among fashion-conscious consumers. Additionally, Casetify is committed to sustainability, utilizing eco-friendly materials and packaging in its production process, which aligns with the values of consumers who prioritize sustainability.

7. Aesop is a luxury skincare and beauty brand that originated in Melbourne, Australia in 1987 and has since established a global presence in over 25 countries. The brand offers a range of high-quality skincare, haircare, and body care products that are known for their natural and plant-based formulations, minimalist packaging, and gentle effectiveness. Aesop has also expanded into the home fragrance and lifestyle segment, offering a variety of candles, room sprays, and other accessories. What sets Aesop apart from its competitors is its strong commitment to sustainability and ethical values. The brand uses eco-friendly packaging materials, sources its ingredients from sustainable and ethical suppliers, and supports environmental initiatives and community projects. Overall, Aesop's focus on quality, natural ingredients, minimalist design, and commitment to sustainability has helped it to become a popular and respected brand in the luxury skincare and beauty industry.

8. Acne Studios is a fashion brand that was founded in Stockholm, Sweden in 1996. The brand's collections feature a range of clothing, footwear, and accessories that are known for their minimalist designs and high-quality materials. Acne Studios' aesthetic is characterized by its clean lines, muted colors, and effortless style, which has earned it a loyal following among fashion-conscious consumers. The brand's clothing collections include a range of styles, from classic to avant-garde, and are designed to be versatile and timeless. Acne Studios' footwear and accessory offerings also reflect the brand's minimalist and refined aesthetic, with a focus on quality craftsmanship and attention to detail. What sets Acne Studios apart from its competitors is its commitment to sustainability. The brand has implemented several initiatives to reduce its environmental impact, such as using eco-friendly materials and reducing waste in its production process. Acne Studios also supports various environmental and social causes, reflecting its values and dedication to sustainability and ethical practices.

9. Pazzo is a women's clothing brand that was established in Taiwan in 2010 and has grown into a well-known fashion brand with over 100 stores nationwide. The brand offers a range of trendy and affordable clothing collections that feature stylish designs, vibrant colors, and youthful energy. Pazzo's product line includes dresses, tops, pants, skirts, and other clothing items, as well as bags and shoes. What sets Pazzo apart from its competitors is its ability to maintain quality and style while keeping prices affordable, making it accessible to a broad range of consumers. Overall, Pazzo's combination of trendy designs, quality materials, and affordability has helped it to build a loyal following among fashion-conscious consumers.



CONTACT US

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