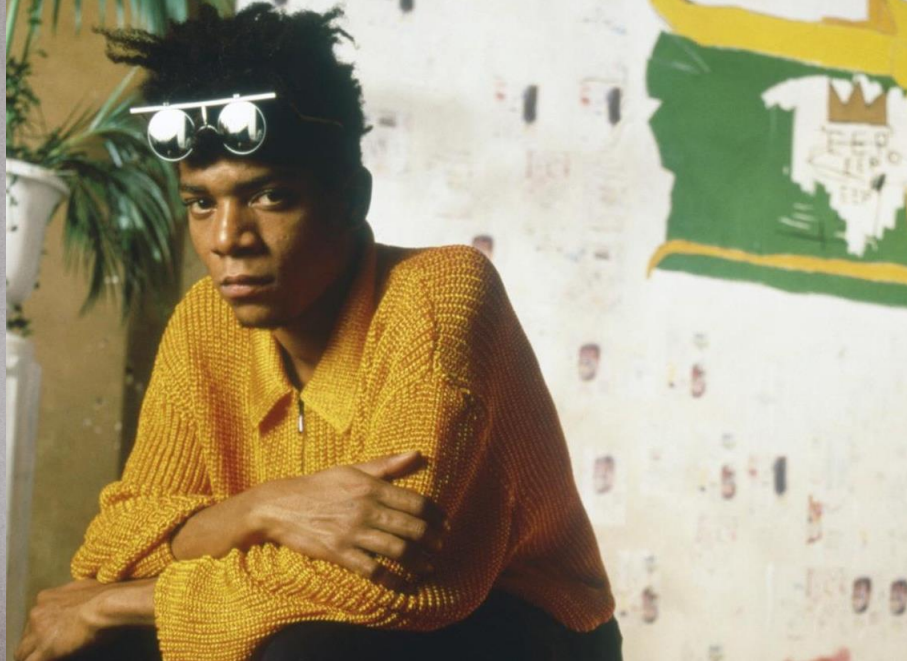






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Introduction

Balenciaga, the iconic French fashion house was known for its modernity and elegance designs. However, when the new artistic director Demna Gvasalia took over the fashion house, the brand has turned into one of the hottest luxury fashion brands in the world. Balenciaga has decided to do a collaboration with Transavantgarde, downtown street artist Jean-Michel Basquiat, through the Basquiat Estate. The collaboration will educate and tell the story of a brilliant artist to our current and future clientele. Not only will the products be works of art but the profit made from the auction pieces will 100% go to charities "to help the young artists of the future generation." says Gvasalia



That's why we would like to obtain a loan from the bank of £15,000 to put towards the rest of our budget so that we can market this collection. Through this business plan, we will provide you will evidence and reason why the bank should grant us the loan.

BALENCIAGA

"It is important to know the past
in order to build the future" -
Demna Gvasalia

Cristóbal Balenciaga was has a couturier like no other and his training was what set him apart from other, with his skill in every stage of the making process. He believed that a garment started from the fabric and stated that "it's the fabric that decides".

With his years of knowledge he decided to open his first fashion house Eisa in 1917. He then moved to Paris in 1937 where his established fashion house carried on until his death in 1968. In that period of time, he created amazing pieces of work inspired by his Spanish heritage.

Then in the 1950's he created revolutionary garments with shapes never before seen in women's fashion. He believed that "A couturier must be an architect for design, a sculptor for shape, a painter for color, a musician for harmony, and a philosopher for temperance." Even though the house was closed in 1968 after his death it was reopened in 1986 with new creative directors that took the foundation he laid with is creation and teaching to share it with the future generation.



Jean-Michel Basquiat

Jean-Michel Basquiat is one of the most talented black artists that created revolutionary pieces of work from the late 70's to the early 80's. He lived in downtown New York which was a creative heaven in the 1970' where his career started as SAMO (Same Old Shit) partnering with Al Diaz to create conceptual graffiti. He was the writer of the duo and he was like a street philosopher poet that wrote multiple choice questions on the walls asking complex questions about values.

Then by the early 1980's, he was an international sensation in the art world. His artwork shows "vibrant, raw imagery, abounding with fragments of bold capitalised text, offers

insights into both his encyclopedic interests and his experience as a young black artist with no formal training." (Barbican)

However, his life came to a tragic end in 1988 at the age of 27, where he dies of a drug overdose. Even though his life was cut short his voice is still powerful and can be heard and seen through his work that is around to inspire and educate our generation and future generations to come as Fred Braithwaite said Jean-Michel Basquiat "lived like a flame. He burned really bright. Then the fire went out. But the embers are still hot" (Fred Brathwaite aka Fab 5 Freddy).



“IT'S AMAZING AND HUMBLING HOW JOHN MICHELL SPEAKS TO NOT ONLY TO MY GENERATION BUT THE GENERATION OF MY CHILDREN AND HOW POWERFUL HIS VOICE IS EVEN 30 YEARS LATER.” – JEANINE BASQUIAT, SISTER

Our newest collection will pay tribute to one of the greatest artists of the neo-expression movement through our own art form fashion. We believe that with this collaboration our

We are responsible to use his work to educate the younger generation. We must respect his dignity and recognise his troubles. While aiming to bring awareness to mental issues, the abuse of drugs and money management in the creative industry. We will provide ways to help the younger generation not avoid these issues but tackle them head-on.



Aims & Objectives

We at Balenciaga believe that the aims and object of this collaboration are important so that they can help the brand identify what this collaboration wants to achieve by the time it is completed. The purpose of setting these aims and objectives is to help the departments when they are planning and creating for this collaboration know what needs to be taken into consideration so that they are all on the same page.



Aims & Objectives



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Aim: To educate and provide help on mental illness, drugs and money management.

Objectives: To create master classes and have people in both the Fashion Industry and Art Industry share their experience. The master classes will be available to be booked online. The lecture for the master class will be volunteering their time to this as it helps the younger generation. The lecture will take place at the same time for every talk has to allow time for travel and work delays.

Aim: To grow a larger customer base with the younger age group.

Objectives: To create a streetwear collection that applies to the younger market that will be available at a lower price point. This will allow the market shares to increase and we can monitor how fast the collection pieces are selling and to what age group within a four-month period when the collection sells out.

Aim: To spread Balenciaga influence into the Art Industry.

Objectives: To infiltrate the Art industry customer clientele while maintaining and increasing market share in current areas. This will be done through the way we launch the collection and how we market and promote the collection.

Aim: To spread Basquiat Art more in the Fashion Industry.

Objectives: We aim to use this collection to educate the fashion crowd about what type of art Basquiat created and the impact he had on the art scene through the use of the website, social media and the promotion and marketing campaign. This will be done through the whole launching process of the collection.



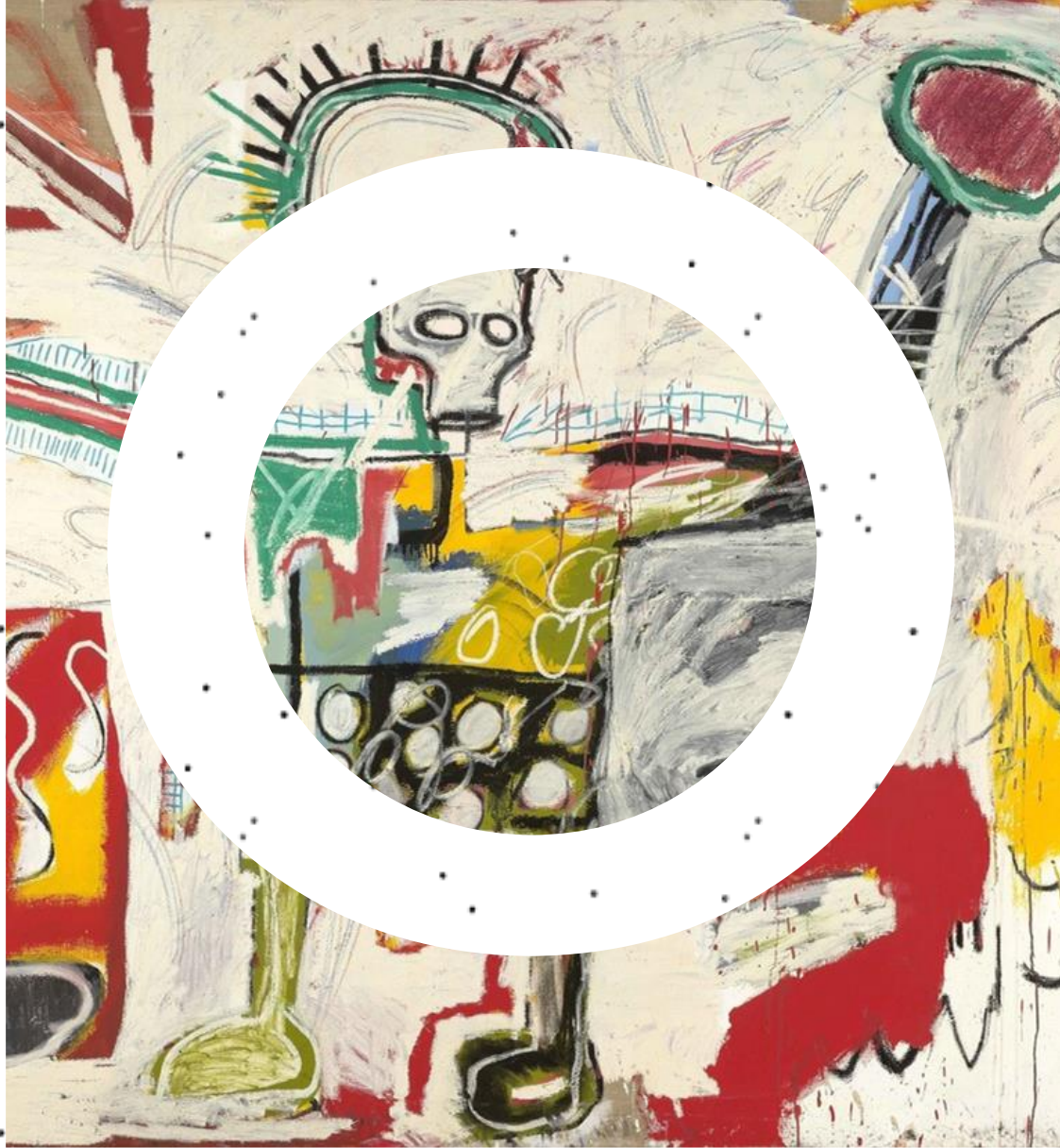
Strength

- ✓ The collaboration will bring in wider customer range
- ✓ Increase online presence and brand interaction
- ✓ Will create recognition and customers in the younger target market
- ✓ Will increase sales and market shares

Weakness

- ✓ Collection will only be available for a short period of time
- ✓ Will be watched and inspected to see if it is appropriating a black artist
- ✓ Known for their high pricing of product





- ✓ Expand the Basquiat Collaboration to do a mini Home range with unique pieces.
- ✓ Establish a Charity to help young professional in the creative industry
- ✓ Do other collaboration with designers or artist to raise money for charity
- ✓ Redesign a new website for the Balenciaga Brand

Opportunities



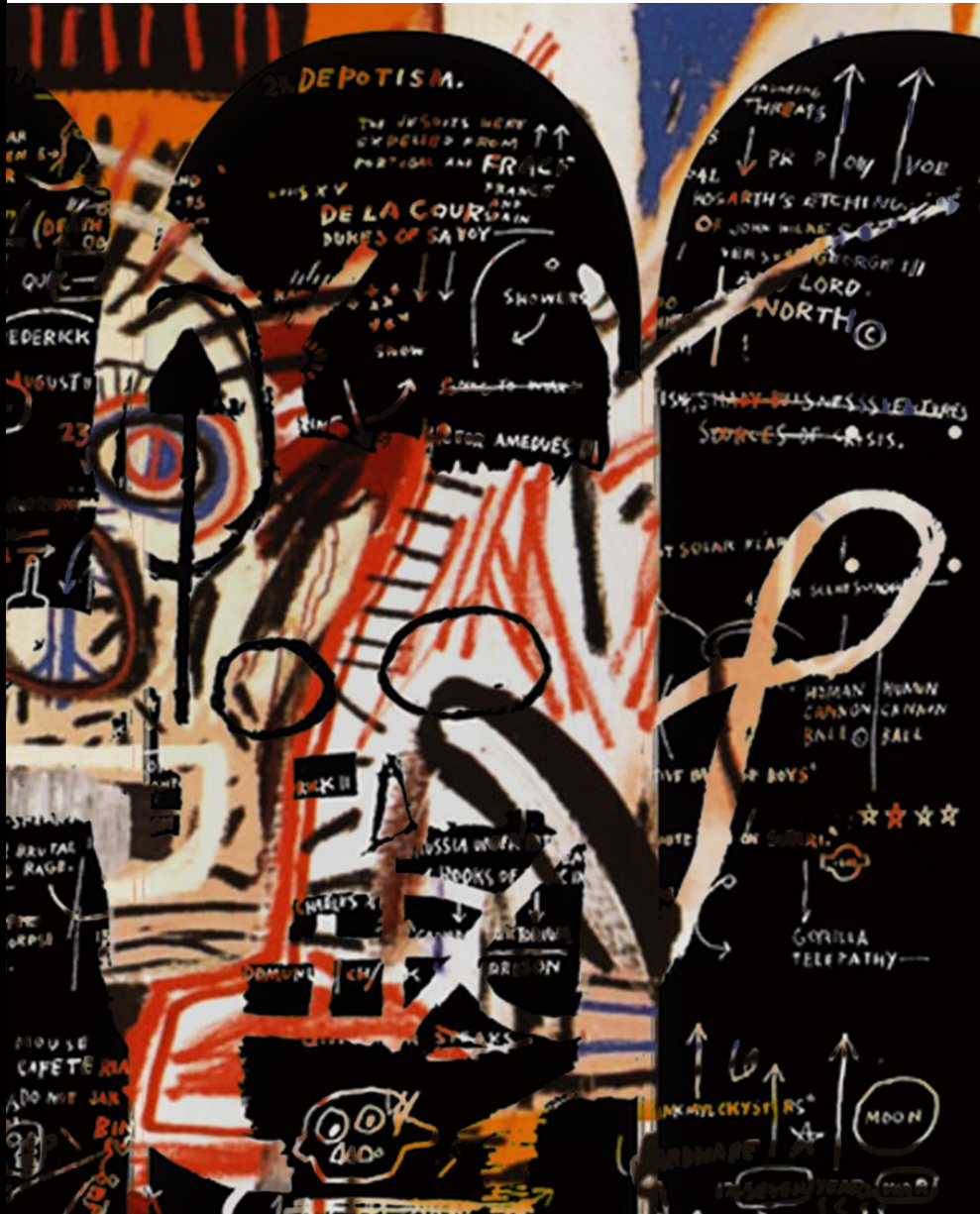
Threat



- ✓ There has already been collaboration done with Basquiat buy other brands, so people might get tired of Basquiat
- ✓ Lower cost of other collection clothes
- ✓ ADD MORE

POLITICAL

P



P
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L

- ✓ Brexit has reduced the value of the pound in different currency, so this will make it hard for trading.
- ✓ Brexit has caused trade deals to stall due to companies not knowing how it will affect their business.
- ✓ With the US the new President is already causing political mayhem, and these could start to affect the American sales.
- ✓ Due to terrorism act and political instability has affected the middle eastern countries sale.



- ✓ The profits across Europe have decreased due to the terror scares happening across the EU.
- ✓ The Chinese market was volatility 2016/2017 which still has an effect on the world economy.
- ✓ The current weakness of the pound since Brexit has affected the economy because all the other countries currency is fluctuating.
- ✓ With the US the new President is already causing political mayhem, and these could start to affect the American sales.
- ✓ The rise in labour and production cost of raw material will have led to a financial burden for companies and has risen their sale cost.



P E S T E L

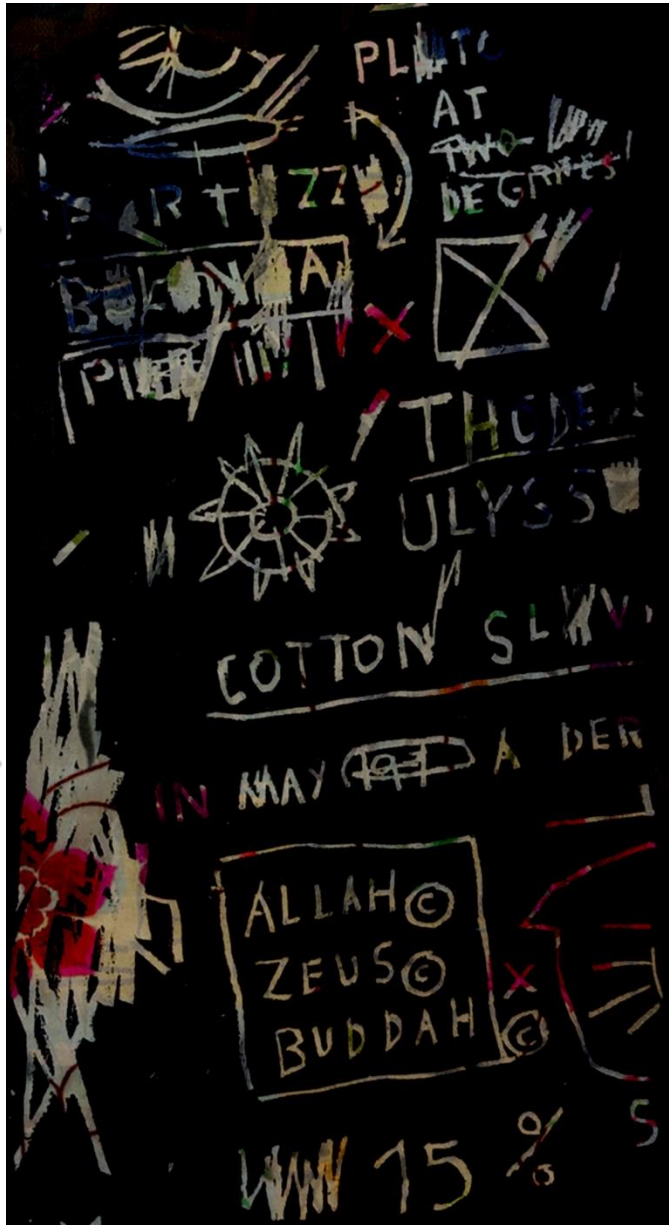
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T



- ✓ Become a Multi channel brand globally.
- ✓ New website that is very current and utilising more interventive.
- ✓ Increase use of social media to tell stories so create an app that is interactive and that shows all of Balenciaga rich history.
- ✓ Increase use of mobile apps so develop a e-commerce app that will allow you to purchase their clothing from any company they are hosting with.

E



P E S T E L

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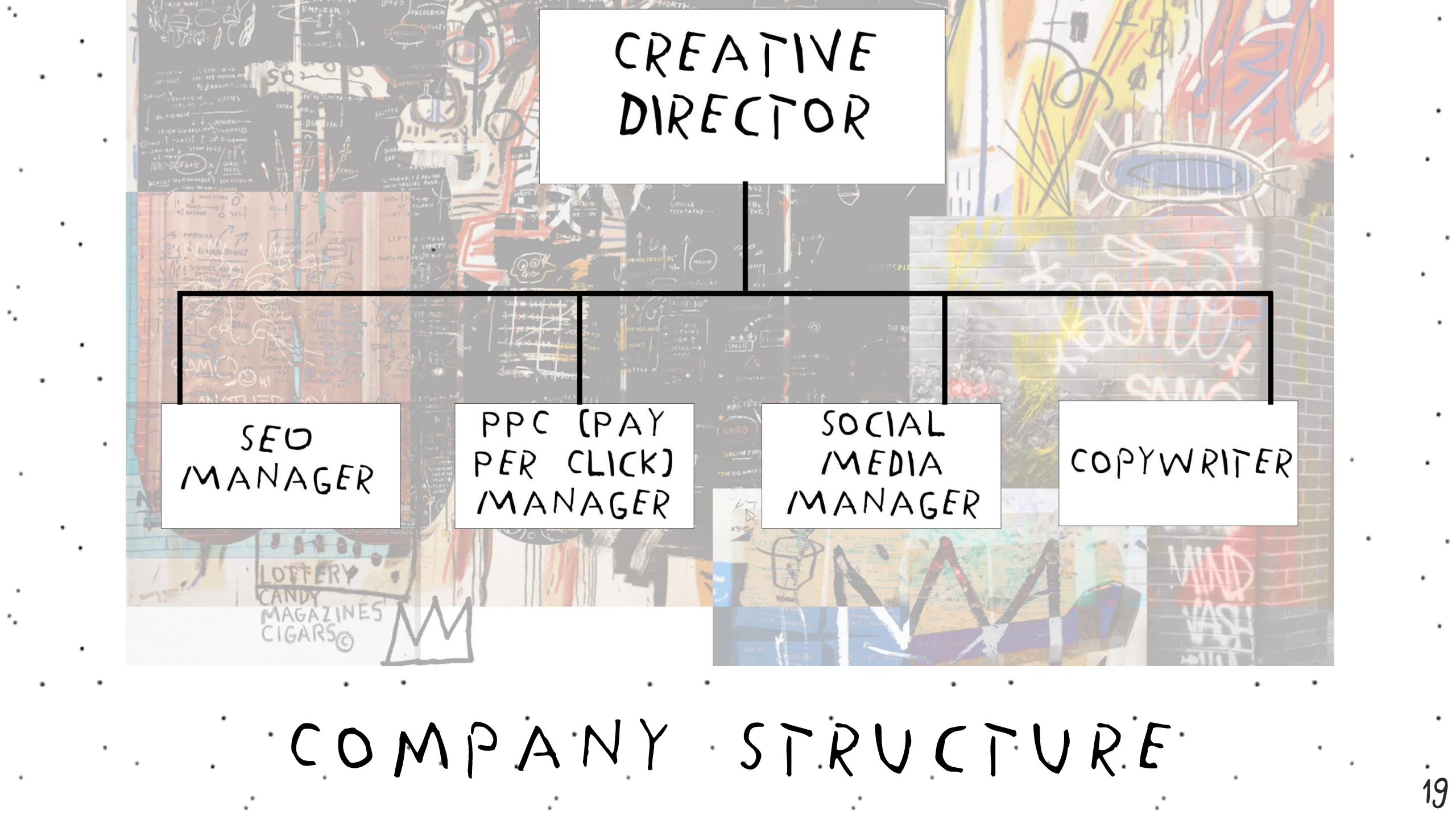
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KPI'S

These Key Performance Indicators are important to my collaboration because it will help me to monitor the website and the success of the collaboration over the 7 months period. I have chosen the below KPI's for this collaboration as our priority focus in order to monitor the way the new target market is responding to our marketing efforts. The KPI's results will be constantly monitored and we will also maintain a report that shows an analysis on how we are doing overtime in terms of fluctuation, each time we launch something new about the collection, or when we exiture a key element in our marketing plan. The KPI's are:

- ✓ Qualified the amount of lead over the next 7 months.
- ✓ 5 % Increase in Brand awareness 3 months into the collaboration.
- ✓ To raise social présence by 8% over the next 7 months.
- ✓ Increase social interaction over 3 months during the launch period.
- ✓ Raise £2 million for charity over the next 7 months



CREATIVE
DIRECTOR

SEO
MANAGER

PPC (PAY
PER CLICK)
MANAGER

SOCIAL
MEDIA
MANAGER

COPYWRITER

COMPANY STRUCTURE

Creative Director

Will work with the creative team to create content that stays true to the brand but also pleases the client. They will have to create a plan that will deliver a clear vision to the clients. They will be supervising the entire creative process and guiding the team to achieve the desired marketing plan. Although they have to manage the creative team, their own responsibilities include:

- ✓ Design innovative clothing
- ✓ Developing ideas for advertising or promotional campaigns
- ✓ Presenting concepts to directors
- ✓ Build a healthy creative environment
- ✓ Overseeing teams ideas and project
- ✓ Overseeing projects from start to finish, while keeping to deadlines.





Copywriter

Will work with project briefs to create, develop and produce an effective advertising campaign. They will have to provide the written words('copy') for the advertising campaign such as slogans, creating headlines, catchphrases, straplines and body copy for print or web. Also, writing for web advertising, social media and mobile applications. While working in partnership with the creative team they have to also :

- ✓ Monitor the effectiveness of the advertising campaigns
- ✓ Keep up to date with popular culture and trends
- ✓ Proofread copy to check spelling and grammar
- ✓ Write clear, persuasive, original copy
- ✓ Develop creative ideas and concepts
- ✓ Revise or redevelop adverts or campaigns in response to feedback from the creative director, account team or clients

Social Media Manager

Will manage the brand's social media strategy to boost visibility and customer and client engagement. They will manage the brand's online presence by developing a strategy, produce good content, analysing usage data, provide good customer service and managing campaigns and projects. To achieve a good media strategy they must also :

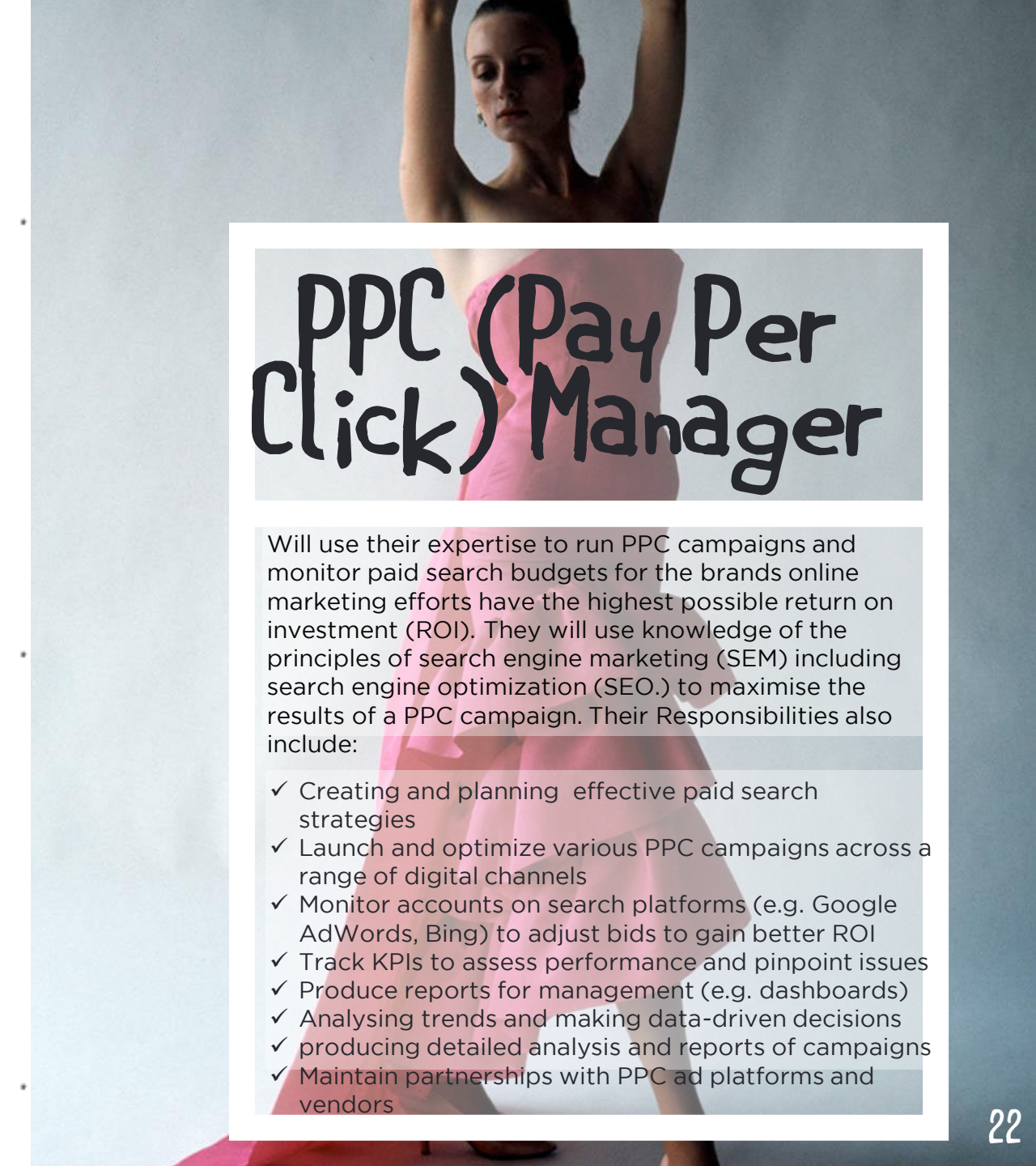
- ✓ Responsibilities of a social media manager
- ✓ Manage all social media channels
- ✓ Write engaging blog posts and articles
- ✓ Set goals to increase brand awareness and increase engagement
- ✓ Build key relationships with influencers across the social media platforms
- ✓ Create engaging multimedia content or outsource this effectively
- ✓ Monitor and report on performance on social media platforms using tools such as Google Analytics

A woman in a red dress is seen from behind, standing in a room with ornate white wall decorations and a large window. To the left, another woman in a black dress is partially visible.

SEO Manager

Will have to ensure that content is search-engine friendly and optimized onsite and off-site to increase our company's profitability. While also identify strategies, techniques and tactics to increase the number of visitors to a website and obtain a high-ranking placement in the search results page and search engines. They should be a skilled communicator and able to collaborate with various teams. Their responsibilities also include:

- ✓ Develop and integrate successful SEO strategies
- ✓ Manage team of SEO Specialists
- ✓ Conduct keyword research to guide content teams
- ✓ Optimize website content, landing pages and paid search copy
- ✓ Direct off-page optimization projects (e.g. link-building)
- ✓ Collect data and report on traffic, rankings and other SEO aspects
- ✓ Work with social media and PPC teams to optimize campaigns
- ✓ Drive targeted and loyal traffic to a website by community building

A woman in a pink dress is shown from the waist up, with her arms raised in the air, against a plain light blue background.

PPC (Pay Per Click) Manager

Will use their expertise to run PPC campaigns and monitor paid search budgets for the brands online marketing efforts have the highest possible return on investment (ROI). They will use knowledge of the principles of search engine marketing (SEM) including search engine optimization (SEO.) to maximise the results of a PPC campaign. Their Responsibilities also include:

- ✓ Creating and planning effective paid search strategies
- ✓ Launch and optimize various PPC campaigns across a range of digital channels
- ✓ Monitor accounts on search platforms (e.g. Google AdWords, Bing) to adjust bids to gain better ROI
- ✓ Track KPIs to assess performance and pinpoint issues
- ✓ Produce reports for management (e.g. dashboards)
- ✓ Analysing trends and making data-driven decisions
- ✓ producing detailed analysis and reports of campaigns
- ✓ Maintain partnerships with PPC ad platforms and vendors



WORK TOGETHER TO ACHIEVE KPI'S

During this collaboration, the department will all work together to make sure that this campaign is successful. When it comes to the creative director he will be working closely with the whole creative team to make sure that all the KPI's above are met by the end of this campaign. By supervising the entire creative process and guiding the team to achieve the desired marketing plan, along with developing ideas for the campaign. While the PPC manager will be working to make sure that every single PPC campaign will be matched to different objective and KPI until the end of the collaboration.

Furthermore, the SEO manager will be looking at the KPI's and Metric to measure and track which clientele are visiting the website and how to increase the number of the younger clientele to visit the website. While also monitoring if the website has gained a high-ranking on the search results page and search engines.

In addition, the Social Media Manager will be developing engaging post to boost customer interaction. Also, they will be measuring the KPI's and metric so they can find out how well the campaign is performing and what the young clientele is saying about the brand and if they need to develop a new social media strategy for the campaign.

What's More, the Copywriter will be creating and writing the copy and proofread all the copy written by the other departments for the whole campaign. In addition to monitoring the effectiveness of the advertising campaigns and tracking to see if they meet the KPI's.

In conclusion, they will all be working together as a team to make sure that all their departments have met these criteria to complete the KPI's and objects' set by brand for this collaboration. They will then use the result they received at different stages of the campaign to see if they need to make any changes to achieve a creative success.

Social Responsibility Commitment

At Balenciaga, we aim to push our brand beyond the limits and drive our brand to change our environmental, ethical and social responsibilities for the future. We will begin our journey with this collaboration to start a new beginning for this fashion house. Above all, we as a brand care about our impact on the world and plan to implement ethical fashion into our brand for the future. With this collaboration, we aim to focus on our social commitment and our environmental footprint.

With this collaboration, we as a brand would like to tackle the darker side of the creative industry that Basquiat himself experienced when it came to mental illness, drug and alcohol abuse. We as a brand would like to gain a younger employee and we believe it's our responsibility to face these problem head-ons.

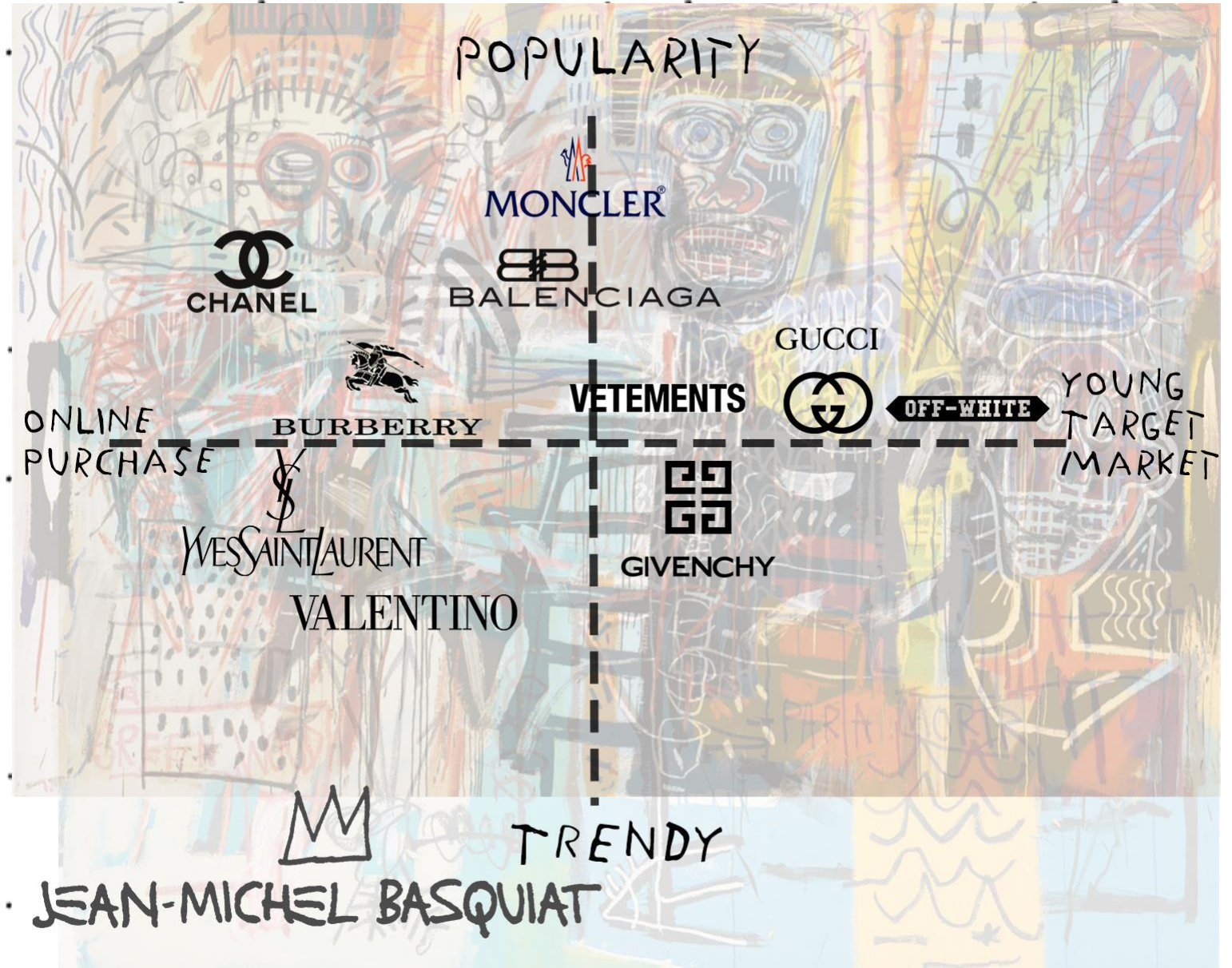
We would like to bring an end to the fact that when the workers are overworked and they need help to driver creativity and then to switch off they will turn to drugs, alcohol and pills. Studies have shown that workers have "far more pressure on people to be creative all the time, to be productive". According (Dr. Carolyn), a subject director of psychology at the London College of Fashion: "You've got to be perfect and you've got to be on the ball all the time". We as a brand would like a master class and have people with experience who have dealt with these issues to share their thoughts. In addition, to organise training and coaching courses on how to manage time, stress and money while working within the creative industry.

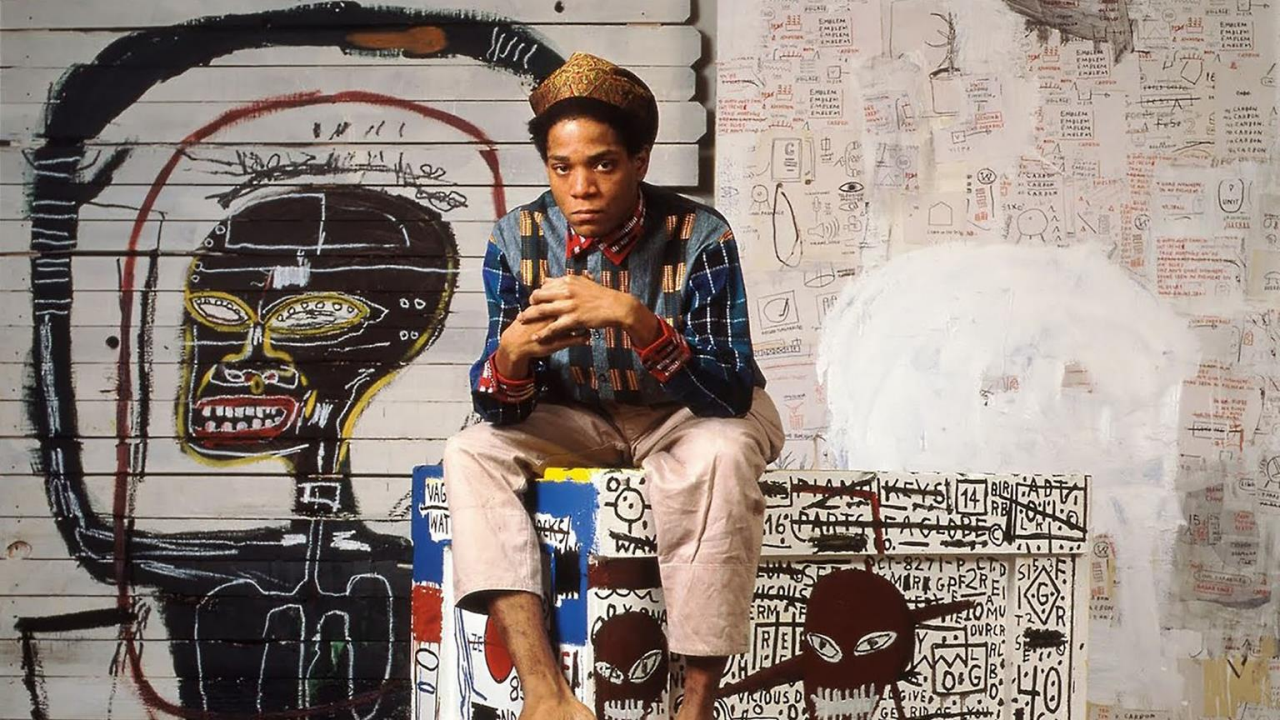
We as a brand know that fashion is the second most polluted industry in the world. With the industry, we create greenhouse emissions of 1.2 billion tonnes a year - larger than that of international flight and shipping combined. In addition, a truckload of clothing is wasted every second across the world. So this capsule collection has been designed with plant and people in mind. We aim to use the most durable and sustainable materials possible through using and improving the materials we work with. This collaboration will use materials such as re-engineered cashmere, vegetarian leather, organic cotton and other eco-friendly materials.



Market Position

The above Marketing Position shows that Balenciaga brand position has more e-commerce purchase when compared to the other brands, as well as being Trendy and reaching out to the younger target market. In addition, for the past 2 years, Balenciaga has been either Number 1 or 2 positions for the hottest brand in the luxury world Business of Fashion. The brand has also become more popular with the younger market because of celebrities such as Rihanna, the Kardashians and the Jenner family.





'PAY TRIBUTE TO
ONE OF THE
GREATEST
ARTISTS OF THE
80'S THROUGH
FASHION'

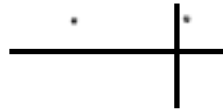
What makes us different?

Therefore, it has proven that this collection will work and apply to the younger clientele. So to make sure the collection successfully I recommend a lower price than that of Balenciaga, so the younger clientele are able to afford it. To also make the younger clientele interested in the collection when we market it we need to make sure we make them know that there limited pieces in the collection that only have a small quantity made. However there will be other pieces of the collection that is exclusive not limited which will have designs that are risky but also traditional pieces.

The main unique selling point of this collection is that it will pay tribute to one of the greatest artists of the 80's through fashion. While bringing awareness to mental issues and the abuse of drugs in the creative industry. The profits made from the auction will go to charities that help the youth who wants to work in the industry gain tools to progress in a healthy way.

With the money going to charities that are helping their age group - they are more likely to buy and promote the product on social media themselves which will bring more attention to the brand.

Marketing Plan



The new marketing plan has to reflect the collaboration mission statement: "We are responsible to use his work to educate the younger generation".

STUPID GAMES BAD IDEAS



STUPID GAMES BAD IDEAS

Balenciaga is a brand that prides itself on its heritage but also like to update its image and tries to bring new life to the brand. The new Creative Director is known for taking the risk but he's also trying to bring Balenciaga into the digital age of retail. With that in mind, this collaboration will bring in the younger clientele that Balenciaga had been trying to get for the past few years. The objectives of this collaboration are to:

- ✓ To increase our younger clientele market through the use of social media platform that the brand owner.
- ✓ To raise as much money as we can through the digital marketing campaign.
- ✓ To educate the younger target market in the creative marked the dark side of the industry and how to tackle it.

To achieve these objectives, we need to get a £15,000 loan from the bank to help complete the budget that Balenciaga has set aside for this collaboration. The marketing plan for the collaboration below is to showcase what we will achieve by utilising the existing budget we have in place and the £15,000 we hope to acquire from the bank to help make this collaboration an unforgettable but also a charitable partnership that gives back and helps grow the younger generation.

The campaign strategy will involve three stages: pre-launch, events, Auctions, Collection launch and after- launch. The most attention will be paid to the pre-launch activities that will run for 10 weeks leading up to the auction then launch. The campaign will target the UK clientele and also globally and will involve the celebrity, international bloggers/influencers to generate social media hype.



'GUESS WHO'S BALENCIAGA NEW PARTNER'

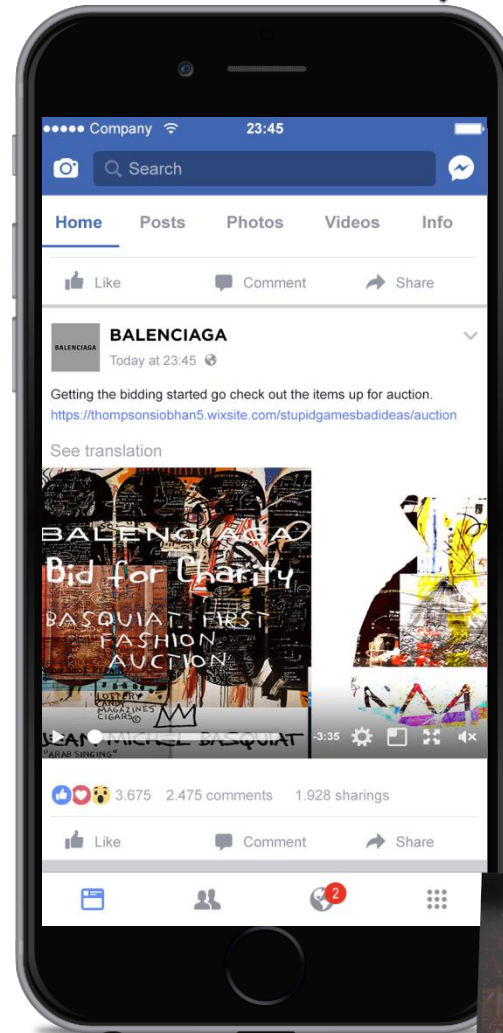
The collaboration will be announced during the middle of June and will be launched on all the brand social media platforms. This is to get the target clientele involved and also to get them hyped from the beginning. The first images that will set the buzz for the collection will start with the main images blurred out with maybe 'Guess who's Balenciaga new partner' and then in a few days, the full image will be launched.

The social media launch will help us to monitor the response to see what the target audience and the general public things along with which media outlets will pick up the story. We can then see if what the media are saying is negative or positive, so that we can review and change the future marketing elements of the campaign.

Then after we have announced the collaboration we then announce the auction, a few weeks later and how we plan to do good with the money. The auction will be eight pieces and one piece will go live for action every Thursday.

However, leading up to the auction going live we will be launching the site for this collaboration that will showcase what the collection is all about and offer a sneak peak of the full collection will feature.

"GETTING THE BIDDING STARTED GO CHECK OUT THE ITEMS UP FOR AUCTION".



Furthermore, the website will function has the hosting auction house for the pieces to be bid on. Our aim is to allow the people 7 days to gather the money they want to bid on the item before it goes live for the world to bid. We will inform the masses via Social media where the auction will be taking place with a video of the website and it saying "Getting the bidding started go check out the items up for auction".

The plan is that while the auction is going on we will be doing other promotion elements to give as much published as possible leading up to the launch of the collection at the end of August 2018. The aims are to get the press kit out to all the media outlets in the art and fashion industry. So that they know about the collection then hold a Pre-launch event for the press and the blogger/influencers so they can see the collection first. We will then give away at the end of the Pre-launch a goodie bag also containing the earring from the collection to the media.



GOODIE BAG GIFT





BALENCIAGA



JEAN-MICHEL BASQUIAT

BALENCIAGA AND JEAN-MICHEL BASQUIAT TO LAUNCH EXCLUSIVE CAPSULE COLLECTIONS IN SUMMER 2018

August 2018 - Balenciaga, the iconic French fashion house was known for its modernity and elegance designs. However, when the new artistic director Demna Gvasalia took over the fashion house, the brand has turned into one of the hottest luxury fashion brands in the world. Although it's offering different design than what Cristóbal Balenciaga himself would have done. The brand has stuck to its legacy of created fresh and revolutionary design with innovative fabrics.

Balenciaga has decided to do a collaboration with Transavantgarde, downtown street artist Jean-Michel Basquiat, through the Basquiat Estate. The collaboration will feature two exclusive capsule collections, available from Summer 2018 online and in selected stores across the world.

The collection is to be launched this year to pay tribute to Basquiat who died 30 years ago. The collection will take inspiration from Basquiat style from the 70's and 80's and borrowing core streetwear style and form them into high-end ready-to-wear, handbags, shoe and accessories pieces.

The capsule collections will consist of 8 pieces that will be auctioned off with all proceeds going to charity. The auction pieces will be a jeans, jacket and trousers, bag, shoes and 4 t-shirts. While the main collection 'Stupid Games Bad Ideas' will comprise of 20 pieces range from logoed hoodies and jersey tees to printed shirts, dress, skirt, plus denim including two jean styles and a jacket along with outerwear such as a parka coat.

Furthermore, both collections will be giving to charity and also the environment with the designs being made from sustainable fabric that is ethically sourced. Both capsule collections will be launched in a social and digital campaign created by a group of Fashion Retail Academy (FRA) students that are inspired by Basquiat work that speaks to them 30 years later.

"THE EXCLUSIVE COLLABORATION BETWEEN BALENCIAGA AND BASQUIAT WILL CREATE A COLLECTION THAT WILL TAKE STYLES FROM PREVIOUS SEASONS TO SHOWCASE BASQUIAT INNOVATIVE ART, MUSIC AND WRITING. THIS PROJECT IS A WONDERFUL PARTNERSHIP THAT WILL ALLOW US TO HELP THE YOUNG ARTISTS OF THE FUTURE GENERATION." - **Demna Gvasalia, Creative Director of Balenciaga (wrote this quote myself)**

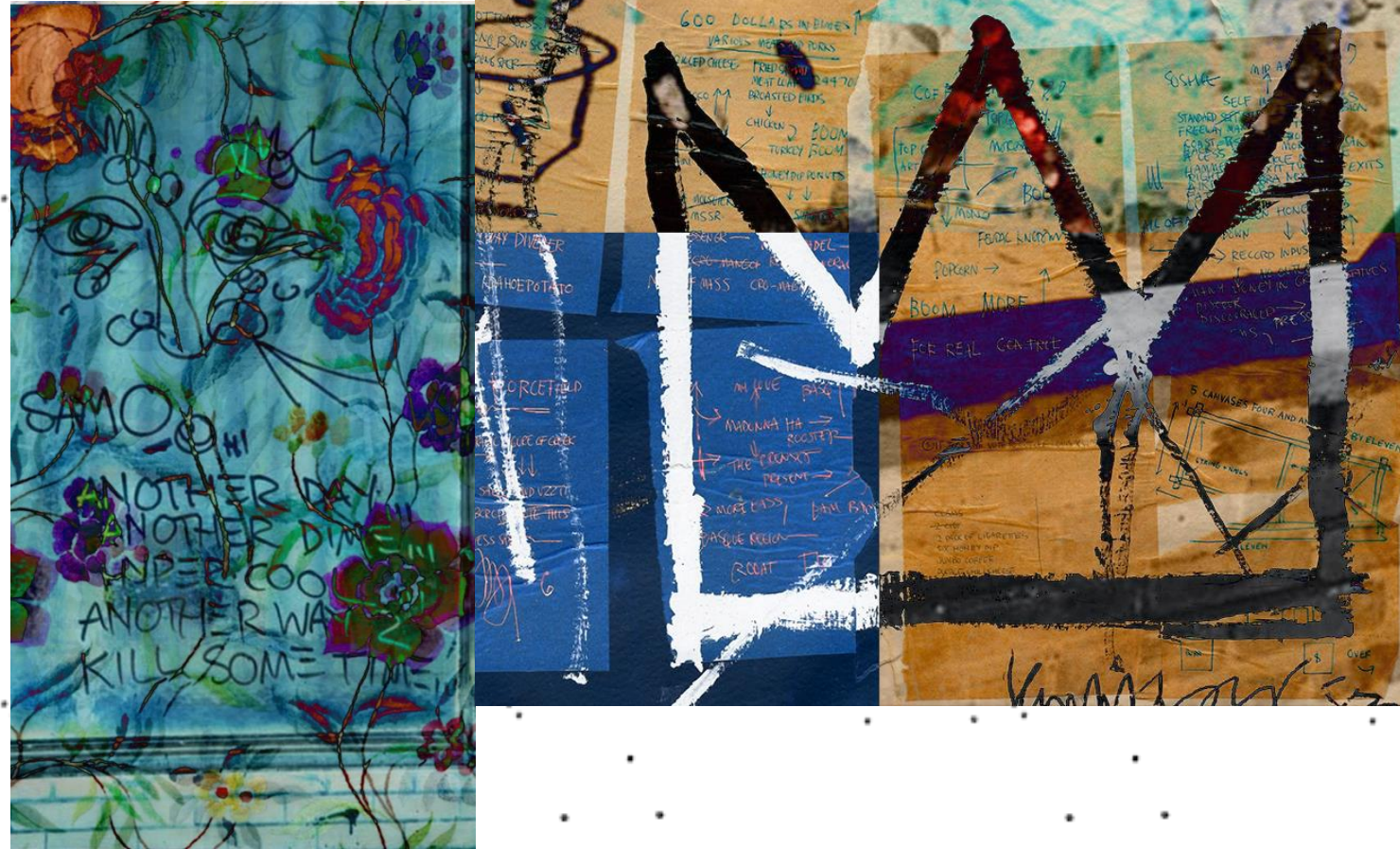
"WE ARE VERY HAPPY TO COLLABORATE ON THIS UNIQUE PROJECT BETWEEN BALENCIAGA AND BASQUIAT. THERE ARE ONLY A FEW ARTIST THAT ARE PURE GENIUS WITH BASQUIAT BEING ONE". - **Mr Cédric Charbit, Chief Executive Officer of Balenciaga**

Press Release

POSTER

The other areas of advertising we would like to have a poster about the collection in all the store windows that Balenciaga sells stocking in a week leading up to the launch of the collection. This poster will be very visual and have a holographic effect so when you look at it in a different angle and light the image slightly moves. This will get the public interested in what 's going on and wanted to see and learn more about the collection.

We will also share the process on social media so having a video of getting the poster up and how it looks in person. This will bring up hype and we will have a little competition going on to see who would have the most hits from coming up with the best post to get people to bid to help charity. This will monitor to see who will win. The winner will then be invited to the launch of the collection and be able to post their images on their social media.



Launch

To start the party off you will see student dancer's blend into the pattern for this collection, the music will also be done by students. The student models will then come down the runway with the collection. While the shows are going on the collection will be made to look like they are pieces of art ready to be the auction. The party will be doing a live social media broadcast that will give the brand community a sense as if they are at the event too. Then, the catering will be done by students who are studying to be chefs.

The website will also launch the collection at midnight after the party is finished. Also for the people who turned up to the party will get an email the next day staying that "Thanks for celebrating with us I hoped you enjoyed the launched". There will also be a special announcement to inform the guess how much the auction in total has raised for charity and it will be used to announce what will happen after the collection is launched.

BALENCIAGA

Balenciaga & Basquiat Collection Live
Get 20% Off with Code: #AUCTIONGAMES

LET THE GAMES BEGIN



THANKS FOR CELEBRATING WITH US I
HOPED YOU ENJOYED THE AUCTION



BALENCIAGA.COM

[STORE LOCATOR](#)

[CUSTOMER CARE](#)

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BALENCIAGA

40 rue de Sèvres, 75007 Paris – RCS Paris 775 668 122

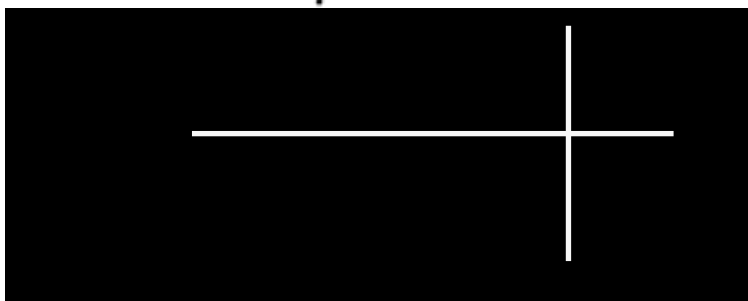
© 2017 Balenciaga If you did not request to receive this email or if you no longer wish to receive messages from us please [unsubscribe](#).

50%

The launch event is what 50% of the budget will be spending on. The money will be used to pay the students who took part in any aspect of the launch events. The students will be from institution within the creative industry who are training and educating young professional such as Condé Nast College of Fashion & Design and the Fashion Retail Academy. The launch will happen at the end of August 2018 and this will take place in a museum or an old factory in London. The tickets for the event will be available to purchase at the beginning of August with all the money going to Charity.

50%

The other 50% of the budget will go to help organise the master classes and sections that will have people from the creative industry share their experience. Also, there will be training and coaching courses on how to manage time, stress and money while working within the creative industry. The courses will take place in different creative schools and there will be counselling sections after the section available to anyone who thinks they are going through that at the present time. The Masterclasses will take place in one location and be available to be booked online so we can keep track of the numbers coming. In addition, this allows us to collect their email so that we can keep them up to date about the event and send them useful information.



Charity

If the organised event has been successful during the course of the collaboration. Balenciaga will aim to team up with the City Mental Health Alliance, a London-based organisation created in 2013 by a group of high-pressure businesses that it promotes discussion of mental health in the workplace. They will also be teaming up with Dr. Carolyn Mair, who is a subject director of psychology at London College of Fashion and chair of the London and home counties branch of the British Psychological Society. Together with Balenciaga, they aim to create a charity that will help the young professionals worldwide.



STUPID
GAMES
BAD
IDEAS

In conclusion, we Balenciaga has brand believe that we have provide you with enough reason and a breakdown of how the money will be spend of help raise money for a good cause and how it will benefit not just Balenciaga but also the younger generation.