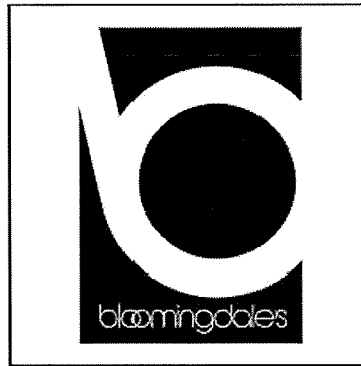




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Fashion Merchandising Promotion Plan
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I. EXECUTIVE SUMMARY

The EDUN line created by Bono and Ali Hewson to promote “trade not aid” in Africa is one of the many high-end fashion lines stocking the shelves of Bloomingdale’s SoHo. Bloomie’s contemporary image, from its signature black and white tiled floors to the endless in-store labels such as *Gucci* and *DKNY* provides EDUN with the perfect platform to emerge as a leading label. The downtown Manhattan location of Bloomingdale’s SoHo emits the ideal atmosphere for EDUN’s casual yet chic fashion wit. EDUN goes back to basics with its African-based productions and loose style for “blooming” young adults. The collection boasts a distinct flair inspired by exquisite Africa. From designer print t-shirts, sexy denim pants, and sleek leather jackets for guys to organic jersey tank tops, wing dresses, and cropped trousers for gals, the EDUN fashion sense ensures a double take. The primary target market for EDUN is fashion-conscious male and female individuals ranging from the ages of 18-35 and with a minimum income of \$75,000.

As *marketing managers* for Bloomingdale’s SoHo, we convened a series of meetings in order to formulate the best four-week promotion campaign for the EDUN line. The following objectives have thus been established:

- Increase popularity of the EDUN line with a higher level of exposure to the fashion industry
- Increase sales of the EDUN line in Bloomingdale’s SoHo store by 20% and total sales of the store by 10%
- Promote EDUN’s identity in Africa as well as its organic and ethical values

The campaign will begin on September 8, 2011 and end on October 6, 2011. The fall line promotion will take on the name “Garden of EDUN” to support EDUN’s mission of natural, sustainable fabrics and simple, effortless fashion.

The campaign is packed with fresh ideas from special events to publicity. Featured special events include a Luncheon with Bono and Ali, Fashion’s Night Out Appearance, Reusable Brown Bag giveaways, and NYU discount cards. The lineup for publicity and advertising is a special SoHo appearance in the New York based series *Gossip Girl*, and a one-page ad in the popular *Nylon* Magazine. The in-store campaign includes a new design for the EDUN designated floor space and weekly employee meetings.

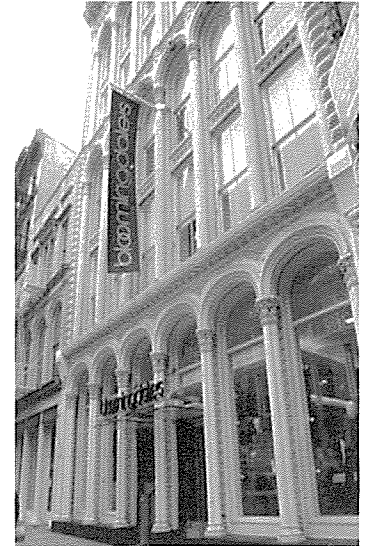
Although these events will be costly, Bloomingdale’s has a target market of higher-based incomes. Thus the budget, as detailed in the plan, is estimated to be \$47,565.

The four week campaign will benefit the store by increasing popularity of the line as well as the store which will lead to an increase in revenue. This will be accomplished by the fresh advertising and promotions detailed in the project. Introducing urban outfits to the high-end clothing realm of Bloomingdale’s will spark a flame in the world of fashion.

II. DESCRIPTION OF THE STORE

Beginning with hoop skirts then transforming into one of the top stores of modern fashions, Bloomingdale's began in 1861 in New York. Brothers Joseph and Lyman Bloomingdale started the company by selling hoop-skirts on the Lower East Side, and in 1872 they opened the first Bloomingdale's store at 938 Third Avenue. They quickly found out that hoop-skirts were on the out, so they began selling the hot new trend of corsets along with European fashions. When the store moved to 59th Street, it was built with large display windows that were used to promote new items.

Soon enough, Bloomingdale's popularity was growing so quickly that the store branched out to other locations, now at 26 different sites. It wasn't until 2002 that they decided to open a branch in the up-and-coming neighborhood of SoHo (short for "South of Houston"). Bloomingdale's SoHo is located at 504 Broadway between Broome and Spring streets in New York City. It is a six level store that offers a variety of departments including men's and women's apparel, shoes, and home accessories.



The store is open seven days a week, Monday to Friday from 10 A.M. to 9 P.M., Saturdays from 10 A.M. to 8 P.M. and Sundays from 11 A.M. to 7 P.M. The target market is upper class women in their upper twenties to late fifties. The price range is mid-range to high end. Designer labels in the SoHo location include Zac Posen, Diane Von Furstenberg, Thomas Burberry, Calvin Klein, DKNY, Marc Jacobs, Juicy Couture, and Miss Sixty.

Another one of these labels is EDUN. The company was started in 2005 by Bono and his



wife Ali Hewson. Their goal was to encourage trade-not-aid with Africa by manufacturing 80% of their products in Africa, mainly Tunisia, Tanzania, and Kenya. Bono and Ali's goal of going back to basics was made clear when they produced the fashion line name EDUN: *nude* spelled backwards. The line uses organic and sustainable materials when possible, even though their main mission is to promote trade-not-aid. This

concept is designed to promote the African economy, which will increase the standard of living. It is not charity but will continue to improve the lives of natives.

Under their brand, Bono and his wife started EDUN Live, a t-shirt line made exclusively in Africa, called the "grow-to-sew" initiative. For the EDUN Live project, EDUN partnered with Made Africa, an independent charity working to promote sustainable fair trade and educational projects in Africa. The t-shirts consisted of hand drawings made by children in the Bidii School located in Kibera, Kenya, one of the largest slums in Africa.

All of the proceeds from EDUN Live went back to the Bidii School.

EDUN has a target market of men and women between the ages of 18-35 with an annual income higher than \$75,000.



The clothing would be described as trendy, loose, and casual yet sophisticated: leather and denim pieces for the guys and for the girls a chiffon or jersey tank top paired with shorts. Not only casual, the EDUN line also boasts baggy wing dresses, urban cover-ups, and classy accessories such as scarves and hand-made bracelets that bear the EDUN label. The pieces in the collection usually fall between \$45 and \$300.