

# *DORINA*

## BRAND REPOSITIONING

Aiming to change the status of the brand in the marketplace, and at the same time maintain its Identity and Core Values.

*"We have what Others Don't"*



# *TABLE OF CONTENTS*

1

COMPETITORS' STUDY & ANALYSIS

BRAND POSITIONING

2

BRAND IDENTITY

CUSTOMERS TARGET (Stages Of Life)

3

VISION and MISSION

BRAND STATEMENT Our VALUES

4

NEW COLLECTION PLAN

REFERENCE FROM OTHER BRANDS

# 1

## *COMPETITORS STUDY & ANALYSIS*

- PRICES
- SIZES
- PRODUCTS
- MATERIALS
- SUSTAINABILITY
- QUALITY
- BRAND POSITIONING

## 1

# COMPETITORS STUDY & ANALYSIS

## • PRICES

Padded Bras		
	Price (EUR)	
	Entry Price	Premium Price
FENTY Savage	54	78
SKIMS	62	68
Love Stories	/	/
LOUNGE	35 (as sets)	60 (as sets)
BLUEBELLA	/	/
LIVY	110	170
NEW DORINA	25	40

Non- Padded Bras		
	Price (EUR)	
	Entry Price	Premium Price
FENTY Savage	52	60
SKIMS	52	70
Love Stories	/	/
LOUNGE	40 (as sets)	70 (as sets)
BLUEBELLA	34	44
LIVY	90	210
NEW DORINA	25	40

Bralettes		
	Price (EUR)	
	Entry Price	Premium Price
FENTY Savage	30	48
SKIMS	32	50
Love Stories	50	80
LOUNGE	30 (as sets)	60 (as sets)
BLUEBELLA	28	32
LIVY	60	150
NEW DORINA	20	30

Strings		
	Price (EUR)	
	Entry Price	Premium Price
FENTY Savage	18	30
SKIMS	15	26
Love Stories	20	30
LOUNGE	18	/
BLUEBELLA	12	18
LIVY	20	60
NEW DORINA	15	20

Briefs/Hipsters		
	Price (EUR)	
	Entry Price	Premium Price
FENTY Savage	18	40
SKIMS	18	38
Love Stories	25	40
LOUNGE	18	/
BLUEBELLA	18	26
LIVY	30	80
NEW DORINA	15	30

## 1

# COMPETITORS STUDY & ANALYSIS

- SIZES

## Bras

	BRA Size range		
	smallest	Biggest	Bralettes
FENTY Savage	30A	42H	XS-4XL
SKIMS	30A	46H	XXS-4XL
Love Stories	/	/	70A/B-85E/F
LOUNGE	30A	38G	XS-XL
BLUEBELLA	30A	42F	XXS-3XL
LIVY	32A	38E	XS-XL
NEW DORINA	30A	40H	XXS-4XL

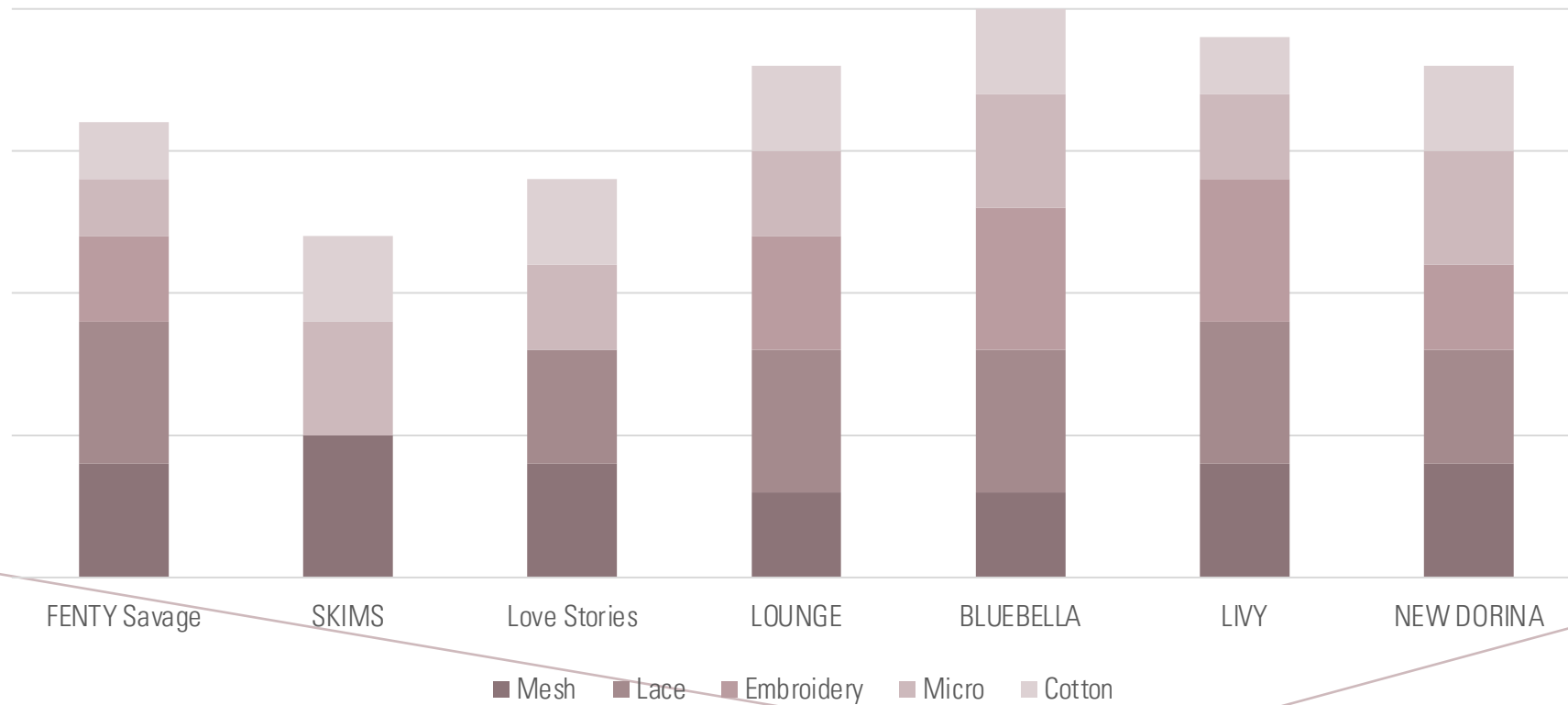
## Bottoms

	PANTY Size range
	Size range
FENTY Savage	XS-4XL
SKIMS	XXS-4XL
Love Stories	XS-2XL
LOUNGE	XS-2XL
BLUEBELLA	XXS-3XL
LIVY	XS-XL
NEW DORINA	XXS-4XL

# 1

## *COMPETITORS STUDY & ANALYSIS*

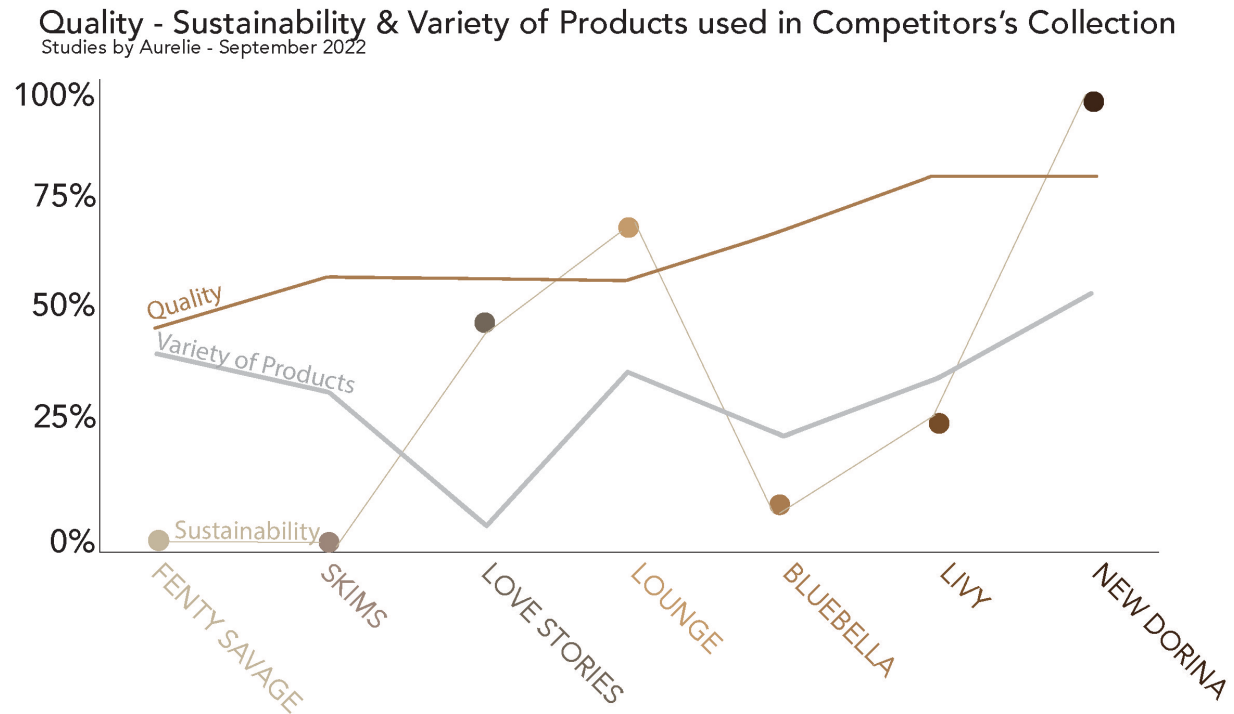
- MATERIALS



## 1

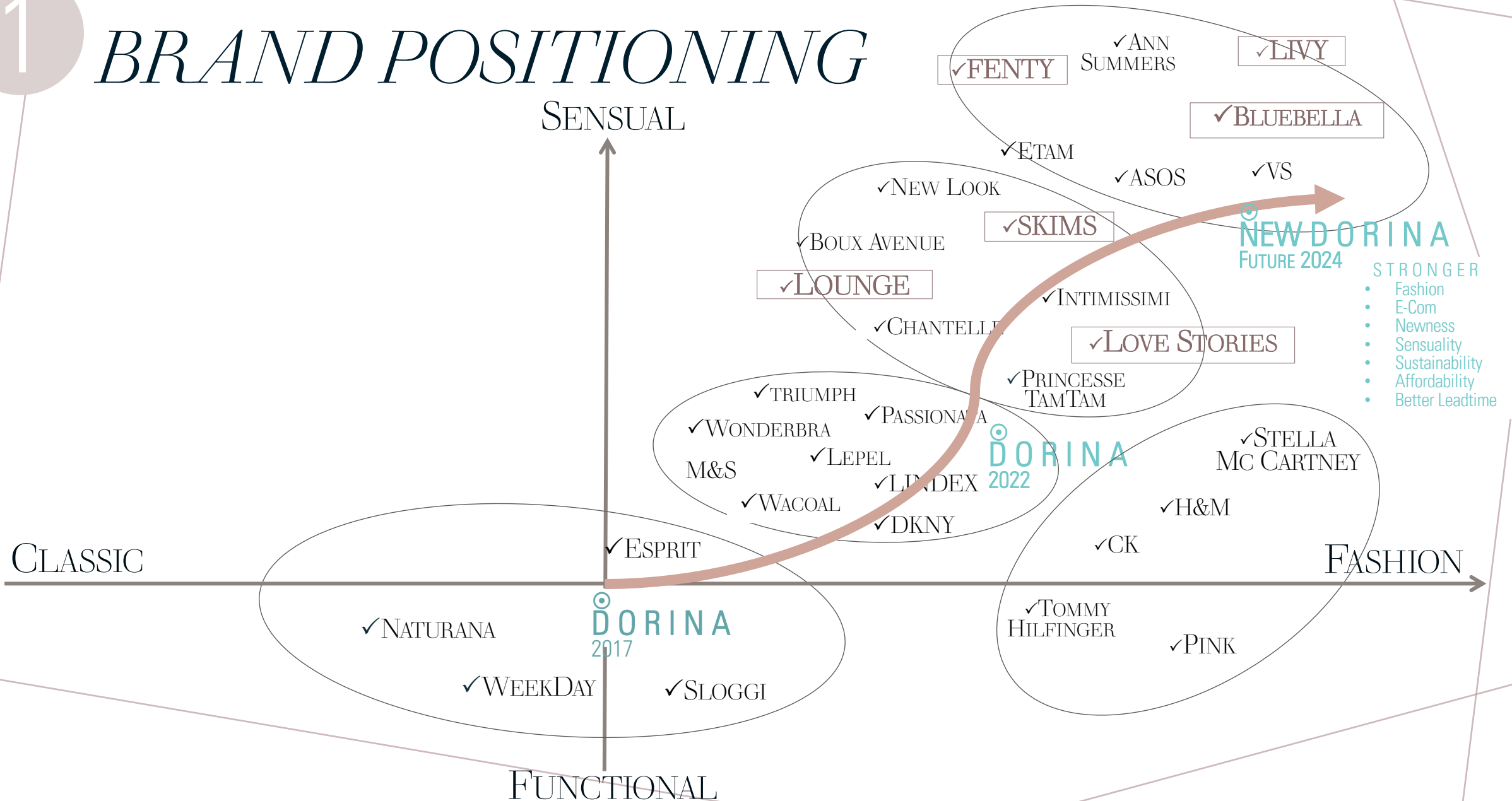
# COMPETITORS STUDY & ANALYSIS

- QUALITY - SUSTAINABILITY – Variety of Products



1

# BRAND POSITIONING





# 2

## *BRAND IDENTITY*

- CUSTOMERS TARGET
- STAGE OF LIFE
- CONSUMERS BEHAVIOURS

2

## BRAND IDENTITY

*"We have what Others Don't"*

*We are SENSUAL*

*We are ALL WOMEN*

*We are COMFORT*

*We are THE FUTURE of LINGERIE*

*We are YOU*

*We are ESSENTIAL*

*We are QUALITY*

*We are FEMININITY*

*We are CARING*

*We are ENDLESS*

*We are BOLD*

*We DARE*

# 2

## BRAND IDENTITY

*"We have what Others Don't"*

### INCLUSIVITY

All Shapes & Shades of Women

All stages of her life

Variety of Colors

### FEMININITY & SENSUAL

Choices of high quality fabrics, very materials.

Delicate designs that brings Femininity to the garment.

Create by women for women.

Following her along the day and cater all her needs

### COMFORT & SUSTAINABILITY

Care for her well being as well as The environment.

Upgrading our selection of recycled materials, not only into the main fabric but also into the Small materials such as (foam cups, wire casing, Straps, hook and eyes, ring and sliders...)

2

# CUSTOMERS TARGET

## Generation Z

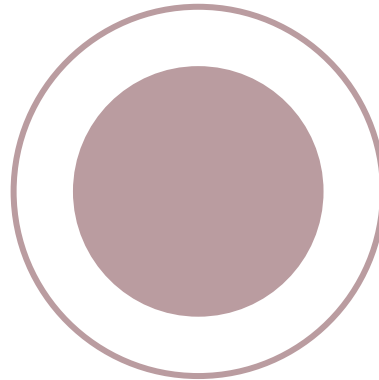
*"Building Foundation"*



Ages 10-25

## Millennials

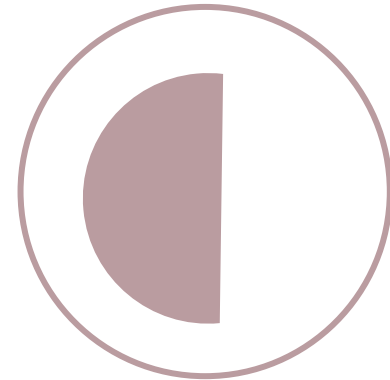
*"Established"*



Ages 26-41

## Generation X

*"Grounded"*



Ages 42-57

From 25 years old

TARGET GROUP

To 50 years old





# 2

## CUSTOMERS TARGET

### • STAGE OF LIFE

#### GENERATION Z

Gen Z consumers are more likely to buy sustainable, high-quality, products.

Spends less generally

Social media plays a significant role

Social commerce growth

Influencers have a great influence

Mobile payments

- **Social media**, YouTube ads, Instagram, TikTok and internet search are the top ways Gen Z to **discover new products**.
- **33% of Gen Z have bought** a product based on an **influencer's recommendation** and **28% have bought through an in-app shop**
- **1 in 2 Gen Zers** want companies to take a stance on **social issues, specifically racial justice, LGBTQ+ rights, gender inequality, and climate change**. When companies advocate for these issues, it **has a strong impact on Gen Z purchase decisions**.
- Ads on streaming services beat cable TV for reaching Gen Z. Retail discovery is still relevant, but less frequent than digital channels

#### MILLENNIALS

Millennial shoppers are likely to spend more money than required by the necessity for new gadgets and clothing.

76% of millennials said they would spend money on new tech products, and 69% reported that they'd buy clothes they didn't need. **millennials tend to make quick decisions in their buying process and make more impulsive purchases.**

Millennials are also considered **materialistic and self-controlled**, and they tend to **spend their money quickly on consumer goods and personal services.**

are often seen as **the 'me' generation, self-obsessed and unwilling to serve their time and pay their dues.**

- **Social media**, Facebook, YouTube ads, Instagram, and internet search are the top ways Gen Z to **discover new products**.
- **28% of Millennials** have bought a product through an **in-app shop** in the past three months and **26% have bought based on an influencer's recommendation**
- **41% of Millennials** want companies to **take a stance** on social issues, specifically **racial justice, income inequality, climate change, affordable healthcare, and LGBTQ+ rights**. When companies advocate for these issues, it has a strong impact on Millennial purchase decisions
- Retail discovery is still relevant but less frequent than digital channels

#### GENERATION X

**73% of Gen Xers** prefer to purchase products in-store.

**53% favour online retailers** like Amazon, while about **1 in 4** like to go directly through a company's website,

and just **13%** prefer to purchase products through **social media apps**

- **Gen X prefers** to discover new products through search, **television ads, and in retail stores**
- **Gen X discovers** new products on **social media** more frequently than any other channel, even though it isn't preferred
- **90% of Gen X use social media - Facebook, YouTube, and Instagram** are their favorite apps
- **18% of Gen X** have bought a product through an in-app shop in the past three months. The same number bought based on an influencer's recommendation in that period
- **35% of Gen Xers** say companies should take a stance on social issues, specifically climate change, affordable healthcare, racial justice, and income inequality. **38%** say companies shouldn't engage with social issues, and **26%** aren't sure

# 3

## *VISION & MISSION*

- MOOD BOARD & NEW VISION
- WHAT TO IMPROVE?
- S.W.O.T



# 3

## VISION & MISSION

### • MOOD BOARD & NEW VISION

**STUDIO D.** or *D.Atelier* has been born to take care of **Every woman**, from inside and outside.

We want to provide her with **high quality materials** (sustainable) and **high workmanship**.

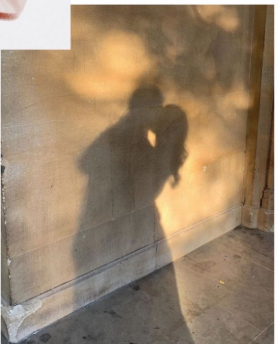
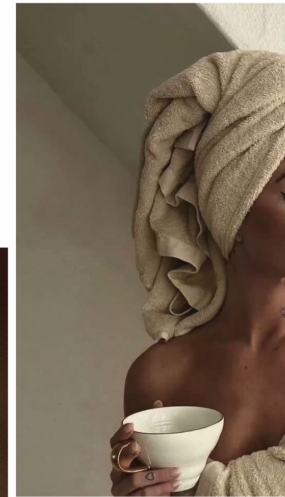
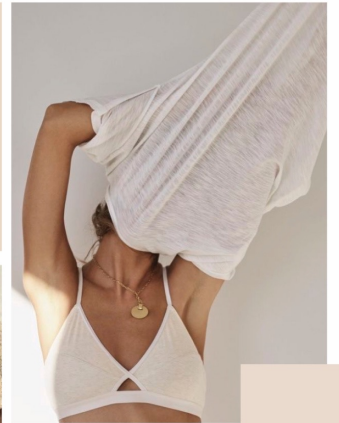
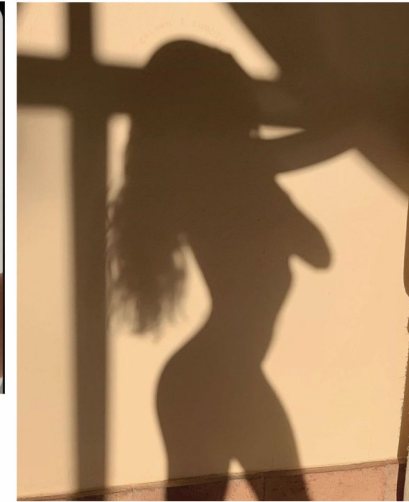
Styles are **simple**, yet really **sensual** with a lot of paying attention to the small details. In this difficult time, we want to make sure we give her the **best products at the best price**.

We want the garment to **be timeless** and last for long, as she is really conscious of her spending but also on the environment.

From being a **strong independent woman**, a newly mother or entering a more mature cycle of her life.

She will be **choosing HERSELF** first, cause there is nothing wrong from being a little selfish sometimes.

**STUDIO D.** or *D.Atelier* will give her the confidence, and love to be perfectly Imperfect from day to Night.





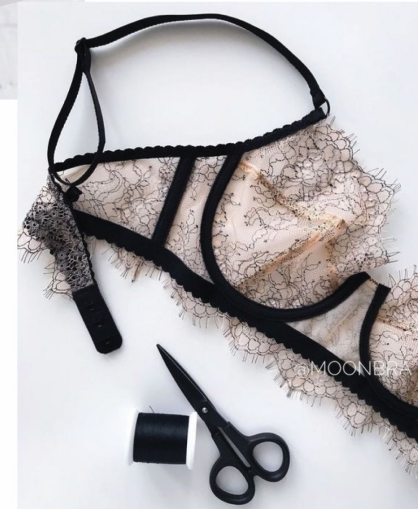
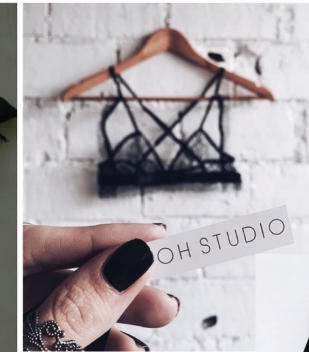
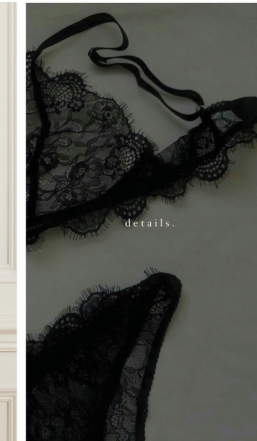
# 3

## VISION & MISSION

### • WHAT TO IMPROVE?

- Change for a **NEW BRAND** Name.
- Create a **New Data of Shapes**.
- **REDUCE** Styles – **INCREASE** Articles (Colours, Fabrics...)
- **LAUNCHING** More often per season.
- **FITTING & WORKMANSHIP** (paying attention to small details – Making minimalist workmanship and improve comfort) – Increase the amount of Sizes (being even more increase than before)
- **UPGRADE:** Ring & Sliders, Brushed molded cup, stitching improved, straps and wire casing, bonded hook and eyes. No more Tag label on the Garment.
- **BRANDING** on garment .
- **ONLINE** Website / **POP UP** Stores

D. Atelier  
By Dorina



STUDIO.D  
By Dorina



# 3

## *VISION & MISSION*

### • S.W.O.T

#### STRENGTH

- Our Heritage and longevity over time
- Our 100% Commitment on Sustainability
- Large variety of products
- Quality, Size inclusivity, and good fit
- Beautiful feminine and sensual designs yet keeping comfort as a priority for our customers

#### WEAKNESS

- Reputation not well none in the industry
- Not enough representation on Social Media
- Many Categories of products but not enough pushed to have a real impact.
- Not having an online store
- Low visibility online, and not having a real defined image

#### OPPORTUNITIES

- Reduce Leadtime in order to react faster on market
- Launching more often with more colors options, limited Editions Collections, to create the need, envy into customer's mind.
- Increase our Sizes ranges even more into products that are really sensual, yet keeping comfort.
- Collaborate with well know influencers (focus on our Customers target)

#### THREATS

- Competitors having high visibility online
- Our Absence online
- Not active enough on Social Media
- Missing Partnership with influencers

3

# *BRAND STATEMENT/ CORE VALUES*

## INCLUSIVITY



## FEMININITY & SENSUAL



## COMFORT & SUSTAINABILITY



4

# NEW COLLECTION PLAN

## · COLLECTION PLAN ·

· 4 Seasons ·



· SPRING ·  
SS24

· SUMMER ·  
SS24

· AUTUMN ·  
AW24

· WINTER ·  
AW24



· TIMELESS ·

· SEASONAL FASHION ·

· LIMITED EDITION ·

· All year long ·

· Every 3 months ·

· Monthly ·

20 STYLES  
60 ARTICLES

30 STYLES  
80 ARTICLES

20 STYLES  
40 ARTICLES

- Core colours
- Shade of Nudes
- Inject Products according to the season

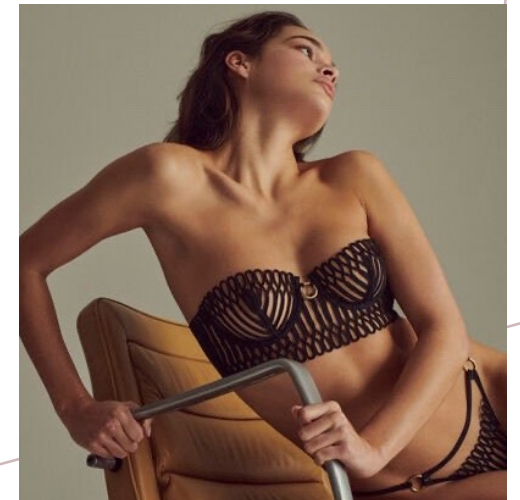
- Act as best sellers and recolour and/or update
- Seasonal colours
- Seasonal Fabrics (inject new fabrics)

- Eye Catching Products
- Create the need
- High Fashion



4

# REFERENCES FROM OTHER BRANDS



# 4

## *CONCLUSION*

- Keep our Statement and Core Values.
- Bring a new image of **Modernity** and **Freshness** into the new Brand while keeping our heritage.
- Keep **affordability** into our garments while having the **best quality materials** and small accessories **sustainable** to have a clear differentiation with our new competitors.
- **New marketing approach** to get closer to our Customers Target
- It is **essential** to have our **Own Website**, High presence on the different platforms of **social media**.
- Launching Special Collection according to the different event along the year  
(examples: Christmas, Valentines, International Women's Day, Cancer awareness, Mother's Day, LGBT, Pride Movement, etc..>)