LOVESHACKFANCY

x

SCADpro

LOVESHACKFANCY

x

SCADpro

SPRING 2024

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PHASE III

FINAL DELIVERABLES

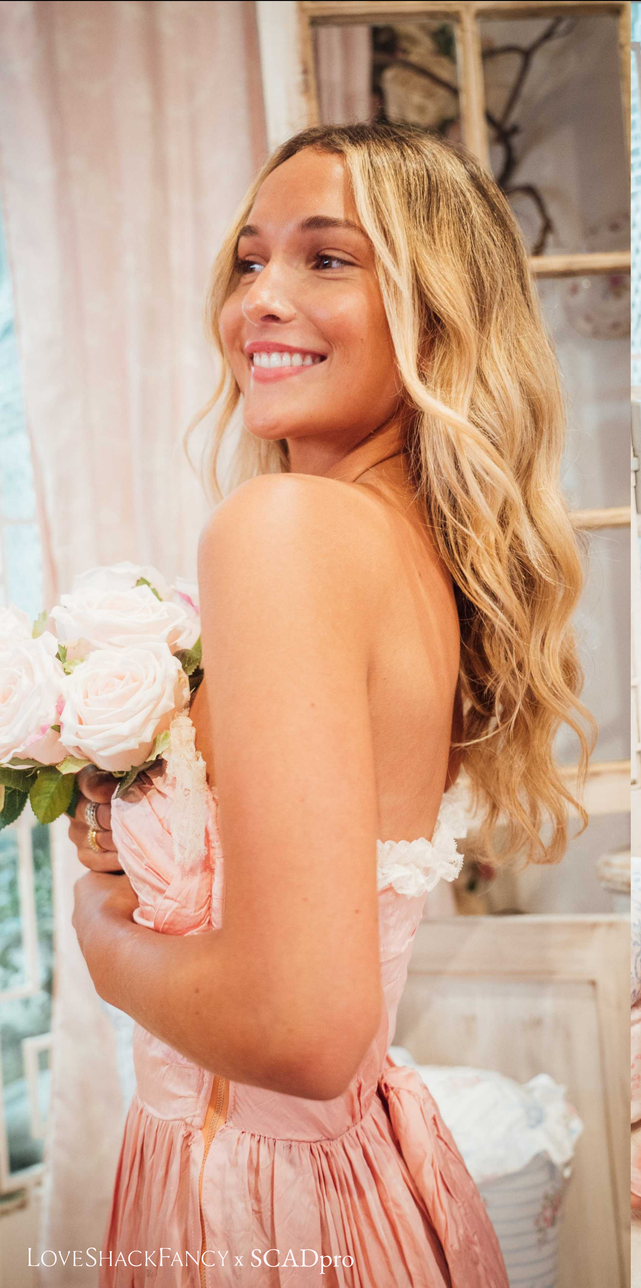
APPENDIX

SCADpro

SCADpro is a collaborative learning opportunity that allows students to partner with a variety of companies,all while offering real exposure to other majors and real-world projects. SCADpro is a design and innovation studio that generates business solutions for the world's most influential brands. Operating in the U.S, Europe and Asia, SCADpro solves creative and business challenges for Fortune 500 clients, launches alumni brands through SCAD+, and provides executive education at the world's preeminent site for the study of design and creative business thinking.

LoveShackFancy

LoveShackFancy is a global fashion, beauty, home and lifestyle brand founded by Rebecca Hessel Cohen in 2013. It was created to celebrate love and revel in the beauty of a flower-filled, rose-colored world. It is an award-winning and family-owned company with 17 stores worldwide, 450 retail partners, and collaborations with Gap, Pottery Barn, State, Bogner, Supergoop, Hurley, American Girl and Bandier.





BRIEF

Savannah --College of Art and Design collaborated with Love Shack Fancy to assist in the research and development of concepts for a 360° marketing campaign centered on social and visual channels, to spotlight Beck's Archives and one of a kind pieces, emphasizing craftsmanship, individuality, and the brand's vintage roots across various platforms and experiences.



MEET THE TEAM



Alessandro Cannata

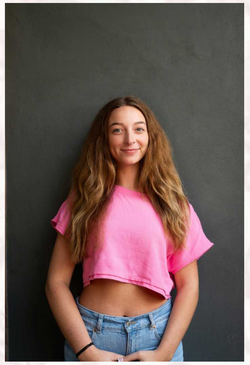
Chair,
Luxury and Brand Management



Jeanna Packard

SCADpro
Project Partner

MEET THE TEAM



Carly Bernstein
Accessory



Ilaria Pozzali
Fashion Marketing



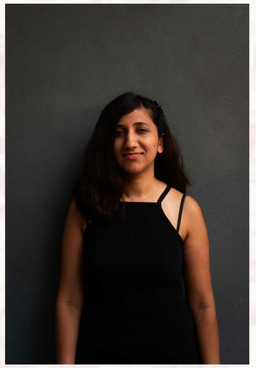
David Temmel
Luxury Brand Management



Yuting Lee
Luxury Brand Management



Rubikha Santhosham
Luxury Brand Management



Irwin Saholi
Luxury Brand Management



Dianen Li
Fashion



Saakshi Solipuram
Luxury Brand Management



Isabella Bolanos
Advertising



Belize Kosoko
Immersive Reality



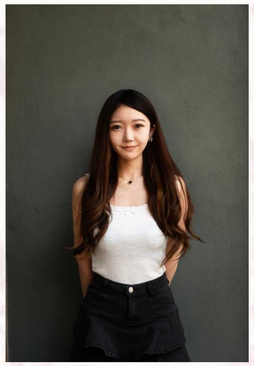
Nate Oliva
Film



Elle Jerge
Jewelry



Weilian Hong
Fashion



Mengxin Liu
Luxury Brand Management

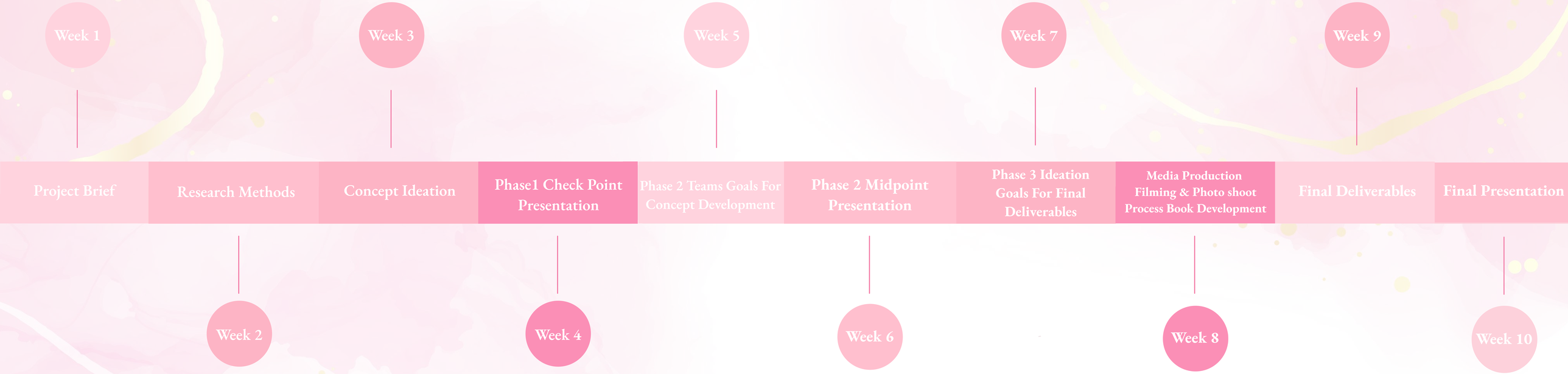


Lydia Brown
Luxury Brand Management



Lana Leo
Luxury Brand Management

TIMELINE



Through feedback and in depth research methods, the SCADpro class collectively gathered and developed in-sights. This was an extensive and necessary process that helped lead the team to the final campaign ideas. Each team worked effectively to bring new information to the table. This provided a wide variety of intellect to reference throughout the i-deation process.

PHASE 1



This partnership consisted of three phases. The three phases allowed the students to work in groups initially, to research and develop concepts for the “big idea.” Once the students received feedback, they moved forward with different teams for Phase 2.





PHASE 1 TIMELINE

March 26
Introduction To Project Brief

March 28
Research Strategy Meetings

April 2
Kick Off Meeting

April 4
Secondary Research And Data Collection

April 9
Primary Research

April 11
Continued Refinement

April 16
Checkpoint Presentation

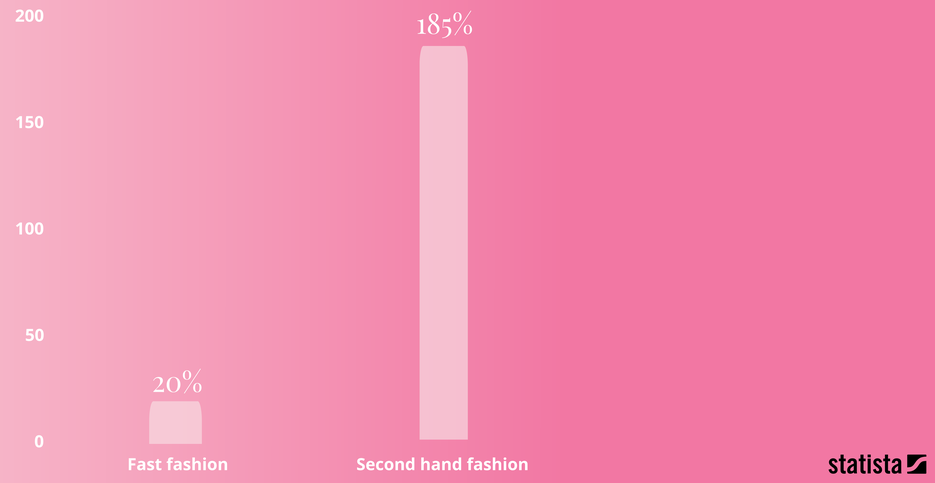
RESEARCH

Before developing concepts for the campaign, the students employed extensive research methods to fully understand Love Shack Fancy, its target demographic, and strategies to appeal to future customers. The teams conducted both secondary and primary research, including interviews and focus group data collection, to initiate the ideation process. They gathered insights on brand perception and awareness and then developed ideas through affinitization.

The research included interactions with 20 students aged 18 to 22 at the Love Shack Fancy pop-up shop in Statesboro. Additionally, they reviewed brands like For Love and Lemons, Revolve, and Reformation, which have similar target audiences, to evaluate best practices for introducing new lines to the market through social media. They also examined articles, interviews, and social media trends to immerse themselves in retail trends and best practices. Insights from SCAD's CMO provided further industry insights and real-world examples of product launches.

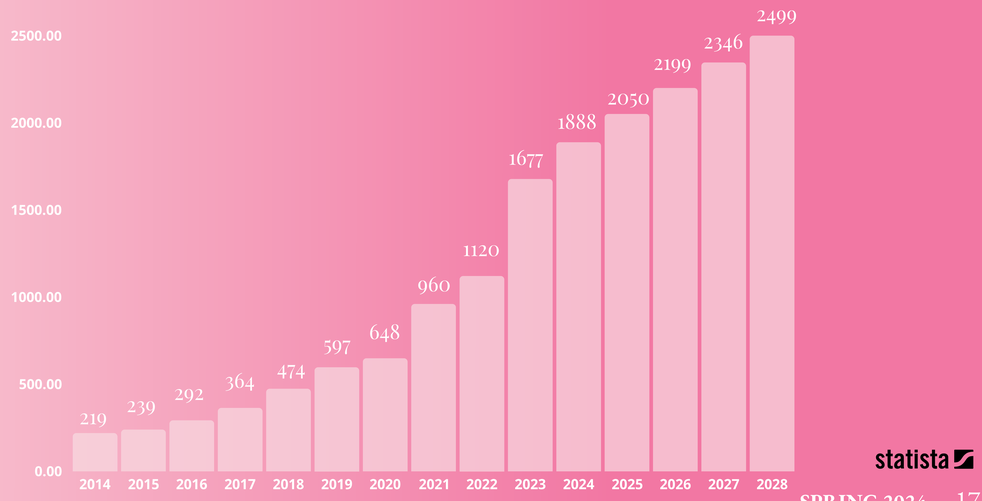


Growth forecast for the fast fashion and second hand apparel market between 2019 to 2029



By 2029, the fast fashion market is expected to grow by 20 percent. For the second-hand market this number is higher at 185 percent.

Estimated revenue of the second-hand luxury apparel market worldwide from 2014 to 2022



SECONDARY RESEARCH
COMPETITORS

Reformation

The brand started in 2009 by retailing vintage clothing in its first store in Los Angeles.

TARGET MARKET:
Female Ages between 20 -30

PRICE RANGE:
$50 to $400

DISTRIBUTION:
13 Brick-and-Mortar locations, one e-commerce site, and other Wholesale networks.

MARKETING STRATEGIES:
-Values consistency across all marketing channels
-Maintains a unified message
-Strongly identifies with sustainability
- Collaborates with eco-friendly brands like thredUP

REVOLVE

REVOLVE is a Los Angeles-based e-commerce fashion retailer, was founded in 2003 by Michael Mente and Mike Karanikolas

TARGET MARKET:Designing and curating products specifically for Millennial women and Genz

PRICE RANGE:
$35 (accessories) to $1,690

DISTRIBUTION:
E-commerce only, selling over 1,200 brands.

MARKETING STRATEGIES:
Social media is the absolute core of REVOLVE's marketing strategy, particularly focused on Instagram. Their feed was followed by over 2.1 million.



for Love & Lemons

Founded in 2011 by Laura Hall and Gillian Rose Kern. The brand promotes “fearless individuality, unapologetic femininity, and unconditional familial love.”

TARGET MARKET:
Female
Ages between 18 - 35
PRICE RANGE: $28 (Lingerie) to $798

DISTRIBUTION:
Currently sold in over 200 retail accounts. No Brick-and-Mortar locations.

MARKETING STRATEGIES:
They consistently post relevant content on their personal website, Facebook and Twitter. But Instagram is the primary marketing channel providing curated FL&L content.



RESEARCH

RESEARCH

FOCUS GROUP

Regional Focus Group Member
- Fabiana, 20, Venezuela
- Ella, 20, New Orleans
- Lexie, 21, Rhode Island
- Abby, 20, Cincinnati, Ohio
- Allie, 20, Seattle, Washington

Question: If you shop vintage, where do you like to find your Vintage items?
A. Thrift store B. Online C. In A Curated Store

Thrift Shop	FABIANA
Curated Store	ELLA ALLIE
Online (like Real Real)	LEXIE
All of them (but prefers Goodwill over Depop due to sizing issues)	ABBY

Perceptions of Vintage

Old and good quality	FABIANA
Preowned, old but still usable	ELLA
Old, timeless pieces	LEXIE
Old and used, but nicer brands with better quality	ABBY
Old but also special and expensive	ALLIE

Perception of Bespoke

Old	ABBY FABIANA LEXIE
When an item is made for someone in particular	ELLA
Special	ALLIE

RESEARCH

FOCUS GROUP



Understanding Sustainability in Retail Clothing

Good workspace with the best fabrics	FABIANA
To not shop fast fashion	LEXIE
No harm to the environment or people when clothing is being made	ELLA
Not using synthetic materials, find new ways to source	ABBY
Either tracking carbon footprint or upcycling by using second-hand materials	ALLIE

INTERVIEW

Interview question for 10 participants at popup shop in Statesboro

What does the word ‘Vintage’ mean to you?

How often do you shop at LoveShackFancy and how often do you shop in general?

What does the word ‘Bespoke’ mean to you?

Do you know the founder of LoveShackFancy (Rebecca) and would you shop her personal collection?

Do you prefer shopping online or offline and why?

What do you know of LoveShackFancy's sustainability initiatives?

Name 3 brands that you would spend 3000 dollars on a one-of-a-kind garment?

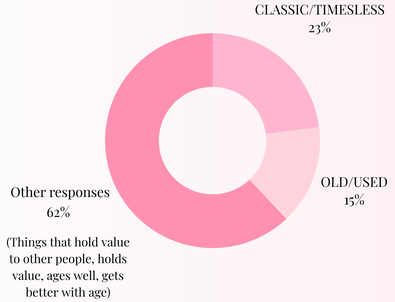
What platforms are you following LoveShackFancy on?

How do you prefer to interact with those brands?

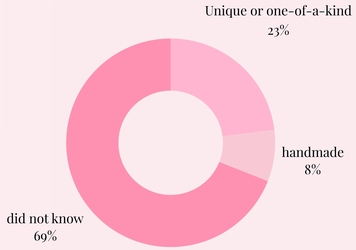
Do you know the brand story of LoveShackFancy?

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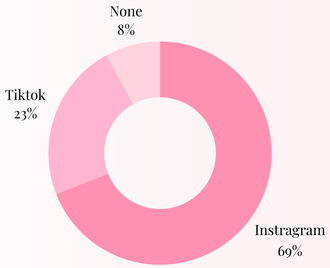
What does the word ‘Vintage’ mean to you?



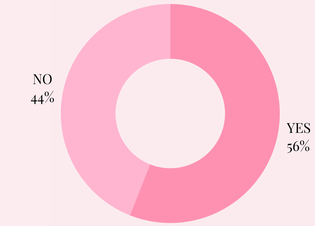
What does the word ‘Bespoke’ mean to you?



What platforms are you following LoveShackFancy on?



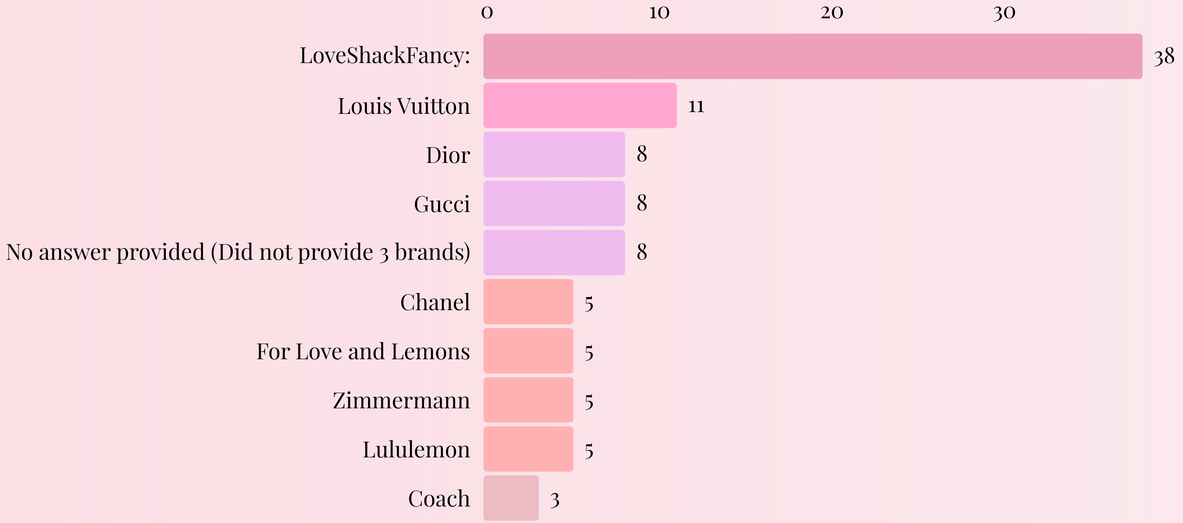
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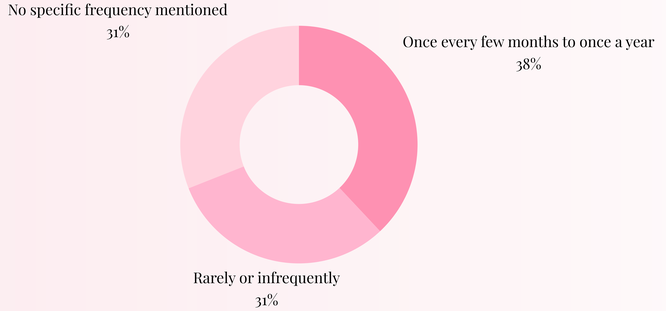
Name 3 brands that you would spend 3000 dollars on a one-of-a-kind garment?



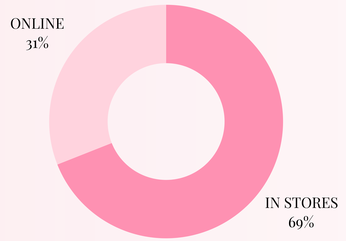
Do you know the founder of LoveShackFancy (Rebecca) and would you shop her personal collection?



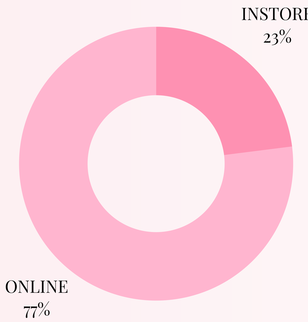
How often do you shop at LoveShackFancy and how often do you shop in general?



How do you prefer to interact with those brands?



Do you prefer shopping online or offline and why?



RESEARCH ANALYSIS

Analysis of the results : Primary research

- Participants generally perceive "Vintage" as classic, timeless, and old, often associated with quality and value.
- "Bespoke" is less familiar to most participants, with some associating it with uniqueness or customization
- In-person shopping is preferred by many, especially for trying on clothes and experiencing the brand's quality firsthand.
- Sustainability initiatives of brands like LoveShackFancy are not widely known among participants, although some express interest in sustainable practices.
- Social media platforms like Instagram and TikTok are common channels for following fashion brands.
- Shopping frequency varies, with some participants shopping at LoveShackFancy occasionally or regularly depending on new collections and preferences.
- The founder's collection may influence shopping decisions for some participants, especially if they are familiar with the brand story and values.

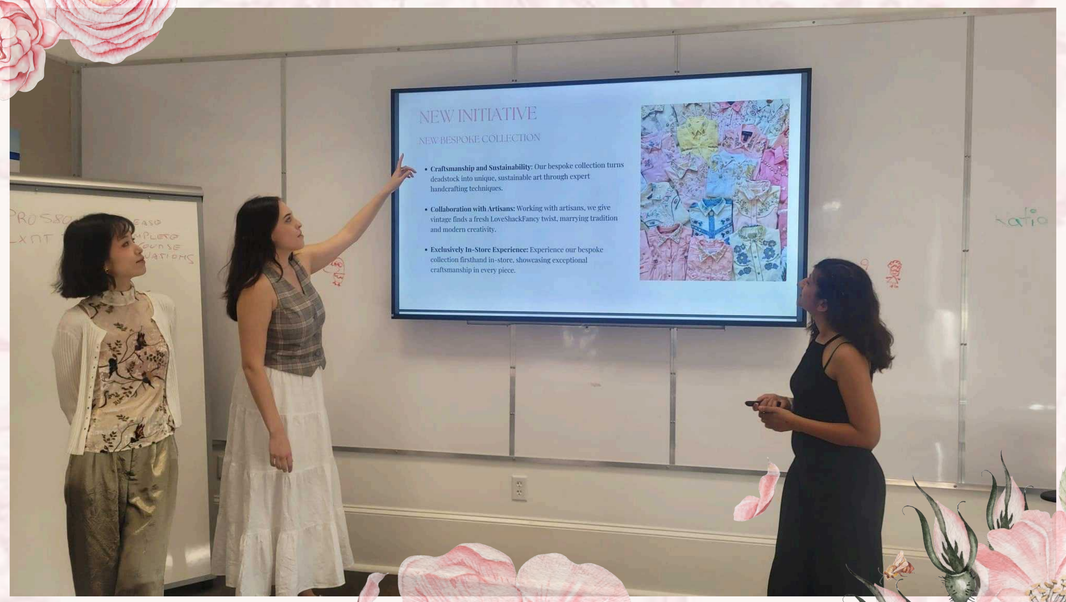


PHASE 1

Check Point Presentation And Feedback

This presentation gave the Students opportunity to showcase their research and concepts to the Professor. In turn, the Love shack Fancy team received plenty of information to review and create focus for the next phase of the process.

After the Checkpoint presentation, the professor reviewed the work and provided guidance on continuing the campaign direction. Based on the research findings, the professor then outlined the communication objectives and in-store strategies, dividing the students into two teams to develop the creative concept.



PHASE 2

During Phase 2, the students were divided into 2 groups . These groups addressed each element of the campaign and dedicated time and resources to creating deliverables for the midterm presentation.



PHASE 2 TIMELINE

April 18

Team Division - Ideation & Concept Development

April 23

Ideation And Concept Development

April 25

Concept Presentation And Dress Rehearsal

April 30

Midpoint Presentation

TEAM JEWELS

LOVESHACKERA - VINTAGE MOOD BOARD

Team Jewels, consisting of Lana Leo, Lydia Brown, Irwin Saholi, Mengxin Liu, Weilian Hong, Dianen Li, Rubikha Santhosham amd Saakshi Solipuram, developed the 'LoveShackEra' campaign for the vintage collection and 'LoveShack Gems' for one-of-a-kind pieces after extensive brand research. They also proposed other marketing ideas to the client, including a crafted in-store experience and an avant-garden vintage collection showcase to enhance sales tactics.





TEAM JEWELS

LOVESHACKERA - VINTAGE STORYLINE



Granddaughter steps into attic. We hear her grandmother call warning her friends are on the way and she needs to leave soon. The granddaughter passes by boxes titled past years (1950-60s), and eventually reaches for her grandmother's treasure chest.



After riling through, the granddaughter pulls out a dress from from the treasure chest. She looks at the treasures she finds inside-photos, jewelry, etc. She pulls out a LoveShackGem dress.



The granddaughter holds up the dress to herself in the mirror, and inspects the details, once she fluffs the dress, we transition to the past.



Her grandmother, a younger version of herself, sews and handcrafts the dress the daughter once held, visual effects will indicate old film footage. The era is the early 60s.



She answers an old telephone to indicate her friends are on the way to pick her up. The younger version of her grandmother smooths out the dress she wears in the mirror, She exits.



Highlight Reel - We see the younger version of the grandmother with her friends: scene one involves them in the park together.



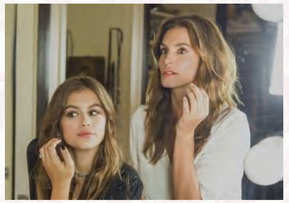
Highlight Reel - All of the friends wear these dresses, they walk around Savannah at dusk.



End of Highlight reel - friends are showing affection, saying how they want to remember these moments for the rest of their lives. Visual Film effect rolls to a stop.



We transition to the granddaughter present day, wearing the same dress her grandmother did, admiring the details.



Her grandmother comes up behind her, and compliments her, they share a moment.



The grandmother and daughter hug, and hear a doorbell, the mother ushers her downstairs.



The daughter walks off with her own friends.

TEAM JEWELS

LOVESHACKGEM ONE OF A KIND PIECES MOOD BOARD







STYLING DETAILS













AVANT GARDEN

An exclusive and intimate showcase of timeless elegance will unveil the vintage collection for LoveShackFancy in an afternoon dedicated to style and charitable giving. This invite-only event will feature a garden-inspired show that transforms into a vintage-themed outdoor party, hosted by Rebecca.



CRAFTED IN STORE EXPERIENCE

A unique experience awaits at the LoveShackGems flagship store with the "Make It Your Own" bespoke customization service. Customers can personalize their items with the help of an expert, who can add embroidered details, lace, or bows. Unsold LoveShackFancy pieces are used to create one-of-a-kind, customizable treasures tailored to individual preferences.

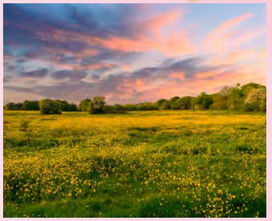
TEAM
WEAR YOUR STORY





Team Wear your story, consisting of Elle Terge, Isa Bolanos, Ilaria Pozzali, Belize Kosoko, Carly Bernstein, Yuting Lee, David Temmel, Nathan Oliva, developed the 'Beck's Archive' campaign for the vintage collection and 'Rebloom' for one-of-a-kind pieces after extensive brand research. They also proposed other marketing ideas to the client, including instore collectibles, exhibit collection and augmented reality to enhance sales tactics.

STORYLINE






In a field with a vintage chest, a model opens the chest, revealing a vintage dress, scrapbook, passports, and Polaroids. The scrapbook contains wedding photos, transitioning to a wedding scene.







The camera zooms into the Polaroid, transporting her to the shop. She tries on dresses, with Polaroids showing her in various locations. This sequence repeats three times with different dresses and activities.






In a field with a floral archway, bridesmaids in LoveShackFancy dresses walk down the aisle, followed by model "Rebecca" in a vintage wedding dress. Later, a model in a LoveShackFancy dress finds a vintage trunk under the archway, sits, and examines its contents. She flips through a passport, holds a dress, and opens a scrapbook, revealing a picture of herself in a London vintage store.







A model closes her chest as the camera focuses on fabric details like seams and ruffles. In Rebecca's studio, racks of clothing, lace, flowers, and bows surround her. Mood boards and diligent work are shown as models design dresses. One compares a vintage piece to her design, while another adds lace and bows to a ready-to-wear dress, creating a unique "rebloomed" garment. The models proudly display three collections: vintage, ready-to-wear, and rebloomed.

INSTORE COLLECTABLES

Customers can collect Love Shack Fancy store-specific products such as travel patches, suitcases, and passports. It is also recommended to add product passports to each item in Beck's Archives to tell the story behind the piece.



DESIGNS FOR PATCHES



EXHIBIT

An exhibit will display and admire the Beck's Archive and ReBloom collection. It is connected to a charity of LoveShackFancy's choice through an auction fundraising event.











AUGMENTED REALITY

The team decided to use augmented reality due to its numerous opportunities for branding and bridging the gap between the physical and digital worlds. This technology provides a truly one-of-a-kind experience and can be easily integrated into social media, making it an excellent marketing move.

MID TERM PRESENTATION AND FEEDBACK

This presentation gave each team the opportunity to showcase their concepts to the Love Shack Fancy team, Rebecaa the founder and her representatives. In turn, Love shack Fancy team received plenty of information to review and create focus for the next phase of the process.

After the presentation, the Love Shack Fancy team reviewed each team presentation and selected elements they wanted to be included in the next phase. The campaign idea that was chosen was

“Beck’s archive and rebloom ”, presented by Team wear your story. In their feedback, They also noted elements of other group presentations to be included in the next phase. They provided thorough notes regarding the development and initiatives of the campaign. This included model selection for video shoot campaign , events, and social media postings to create a cohesive message.

PHASE 3

In phase 3, the students were organized into seven groups, each tasked with addressing specific elements of the campaign and committing time and resources to produce final deliverables. The class aimed to craft a fully immersive experience for their final presentation.



PHASE 3 TIMELINE

May 2	May 4	May 7	May 9	May 14	May 16	May 17-May 19	May 21	May 22	May 23
Introduction To Phase 3 Teams	Visit To The Charleston	Phase 3 Ideation	Final Presentation Ideation	Discussion And Feedback for Final Deliverables	Finalization Of Final Deliverables	Film Shoot	Presentation And Process Book Refinement	Room Installation And Dress Rehearsal	Final Presentation

VISIT TO THE CHARLESTON STORE

The class, accompanied by Professor Alessandro Cannata, visited the Love Shack Fancy store in Charleston, South Carolina. During the visit, the class toured the store and conducted a film and photo shoot to create social media content as part of the sales tactics for Love Shack Fancy.







BEHIND THE SCENES

Film and photo shoot for social media







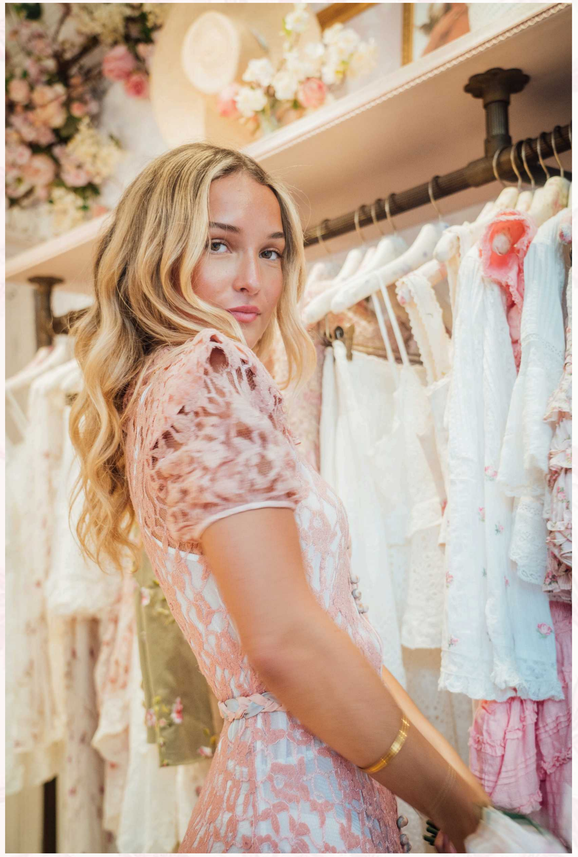


FINAL PHOTO SHOTS









MEDIA PRODUCTION

Location



Moodboard



The media production team used the feedback they received to produce brand films that incorporated Vintage,travel and one of a kind pieces in a variety of narratives. They capitalized on nostalgia and storytelling moments that created lasting emotional impact and connection with the target audience. These brand films were adaptable for all social media platforms, and could also be shared on the website or in the store.

Film Concept

SCENE ONE
The Wedding



SCENE TWO
Traveling for Beck's Archives



SCENE THREE
Beck's Archives - RTW- ReBloom





BEHIND THE SCENES

THE MAKING OF THE FILM





BEHIND THE SCENES CAMPAIGN VIDEO





The media production team, spent three days shooting the campaign video based on concepts presented during the midterm presentation. Simultaneously, they produced brand films and conducted photo shoots for the final deliverables. Throughout the day, many team members alternated between the film set and the photo shoot to maximize production efficiency.



BEHIND THE SCENES





PROPS

The team members responsible for the props for the campaign video shoot and final presentation designed a scrapbook, wedding arch, and reworked a chest, enhancing the immersive elements of the final presentation deliverables.









PROPS PROGRESS







FINAL DELIVERABLES





Various activities were organized to convey the "Rebecca Archive and Rebloom Collection" campaign through a branded experience. The students emphasized the vintage elements and brand story, highlighting their significance in each aspect of the marketing campaign



The final presentation offered a fully immersive experience to Love Shack Fancy founder Rebecca, her team, and SCAD faculty. Upon arrival, they were welcomed by students who guided them to rooms showcasing full-scale deliverables, including a mannequin display and fashion show from the Rebecca Archive Collection.





FINAL CAMPAIGN FILM





CAMPAIGN FILM

















CAMPAIGN FILM

















CAMPAIGN PHOTO SHOTS















INSTORE EXPERIENCE

CAMPAIGN PRODUCTS













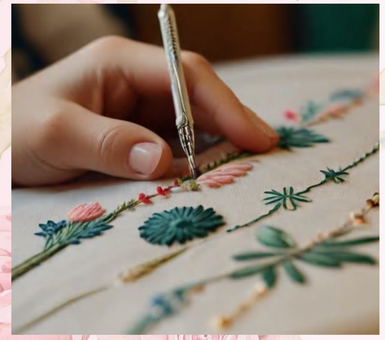
BECK'S ARCHIVE





INSTORE EXPERIENCE







MAKE REBLOOM YOUR OWN

A unique experience awaits visitors at the LoveShackFancy flagship store with the customization service. Customers can personalize their items with the assistance of an expert, who is skilled in adding embroidered details, lace, or bows.

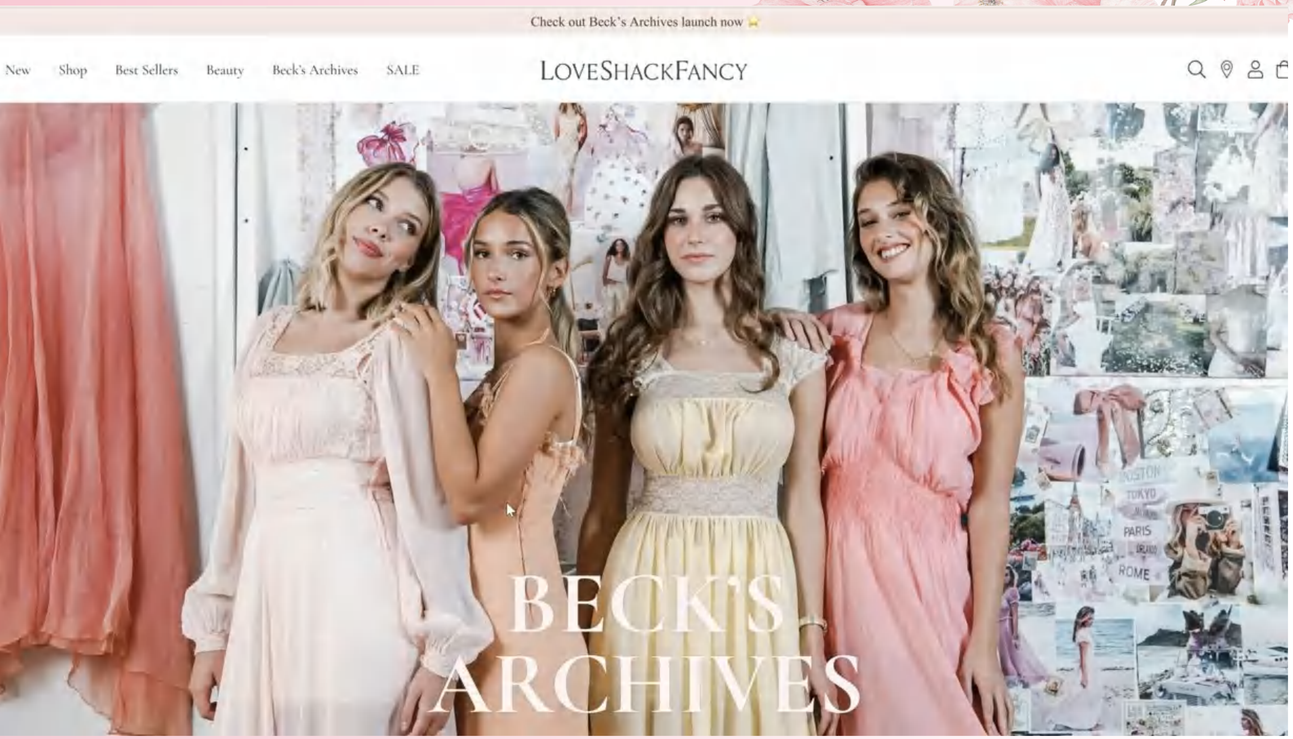


REBLOOM

Display racks to showcase Rebloom collection separately from the others.

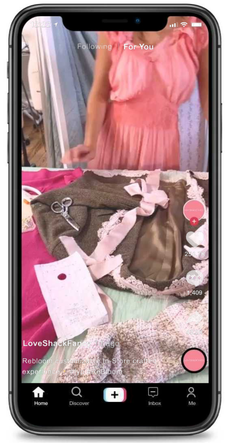


MICRO SITE

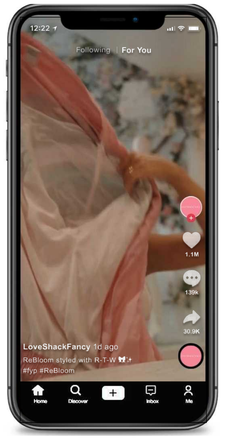


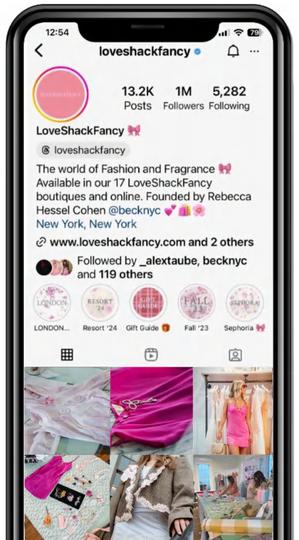
For the microsite envisioned for development, the team aims to incorporate a countdown feature for the ReBloom line launch. This microsite will offer details on how to shop the collection and showcase the countdown, mirroring the seamless integration of the ReBloom drop into the overall brand experience.

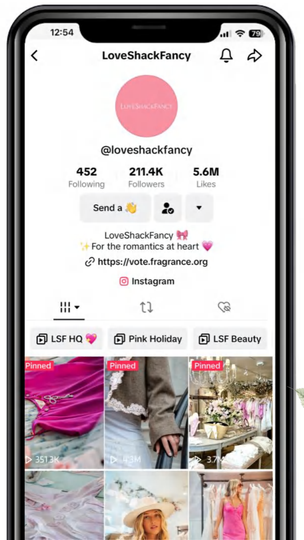
SOCIAL MEDIA ASSETS



The TikTok video is crafted from footage shot in Charleston, highlighting the ReBloom line and seamlessly integrating styling with Ready-To-Wear pieces.



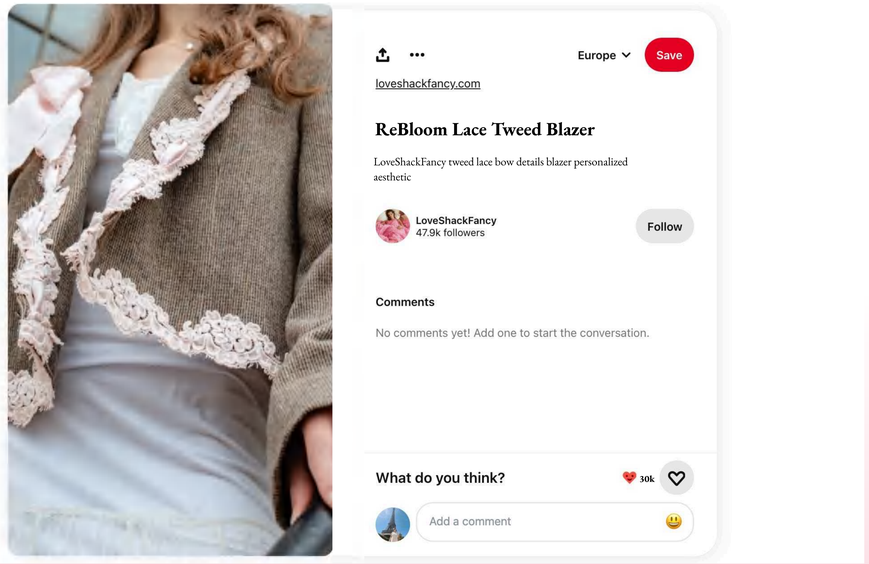


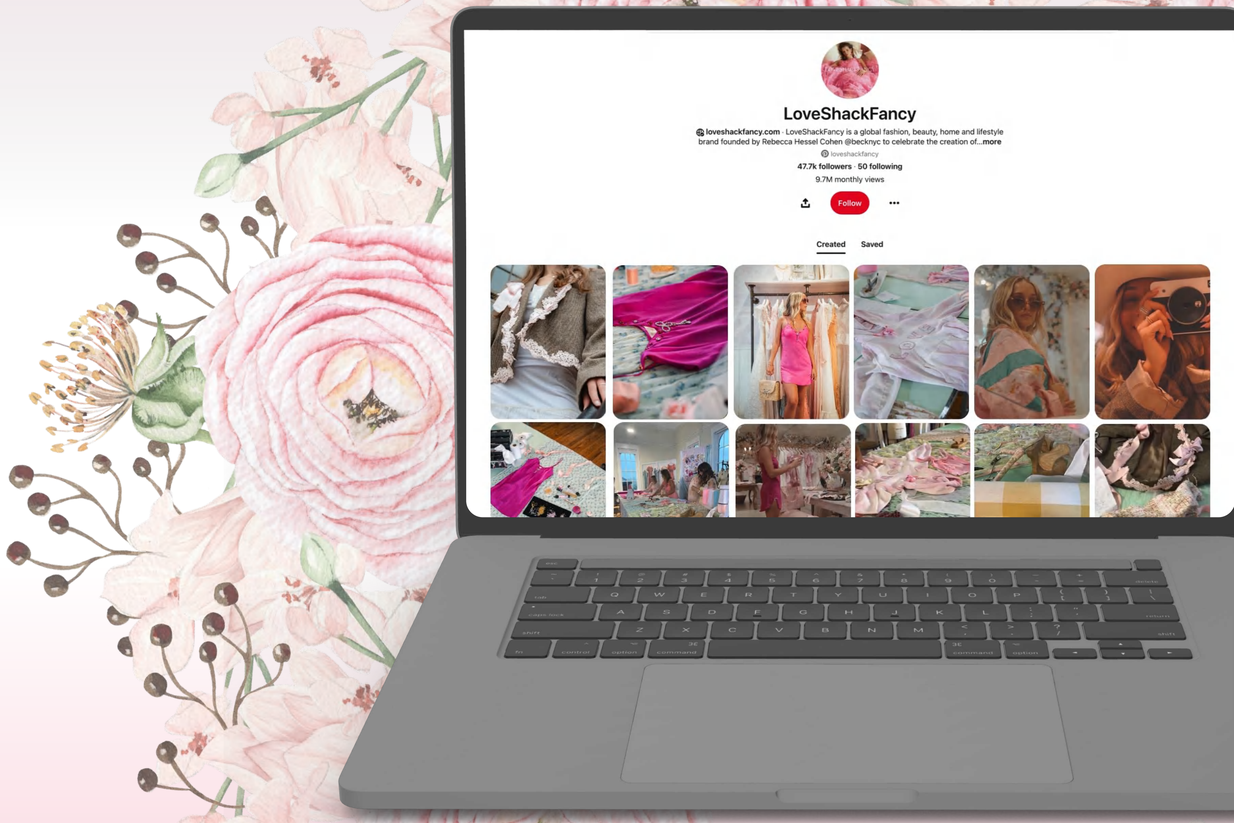


ReBloom specific to be posted across all LoveShackFancy Social media platforms.

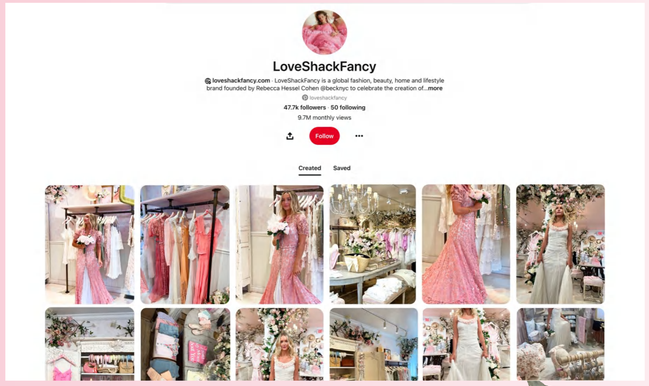
SOCIAL MEDIA ASSETS

With Pinterest serving as the primary source of traffic to the LoveShackFancy site, accounting for 85% of visits, it is the optimal platform for promoting the ReBloom line to both current and potential customers. Specific items, such as the tweed blazer featuring lace, bow, and string embellishments, will be highlighted, with direct links to the LoveShackFancy website provided.

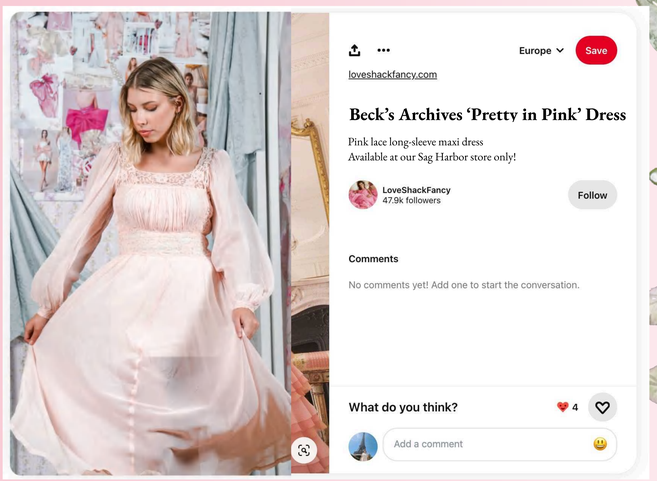




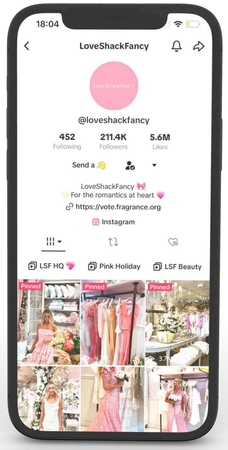
MICRO SITE
BECK'S ARCHIVE



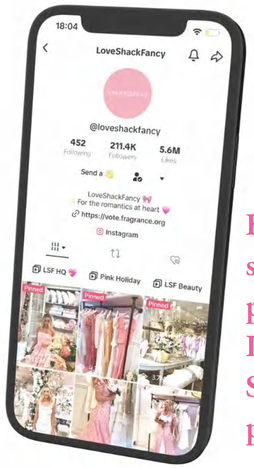
The campaign will spotlight particular items such as the Pink Lace Long Sleeve Maxi Dress, indicating its availability in-store within the description, all of which will be linked directly to the LoveShackFancy website.



SOCIAL MEDIA ASSETS







Beck's Archive specific to be posted across all LoveShackFancy Social media platforms.



The TikTok video is crafted from footage shot during the campaign film, showcasing highlights from the Beck's archive and the ReBloom line.

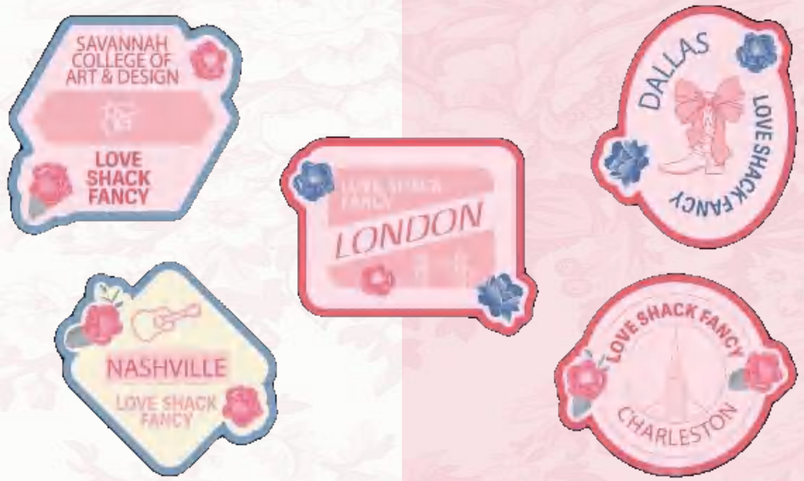


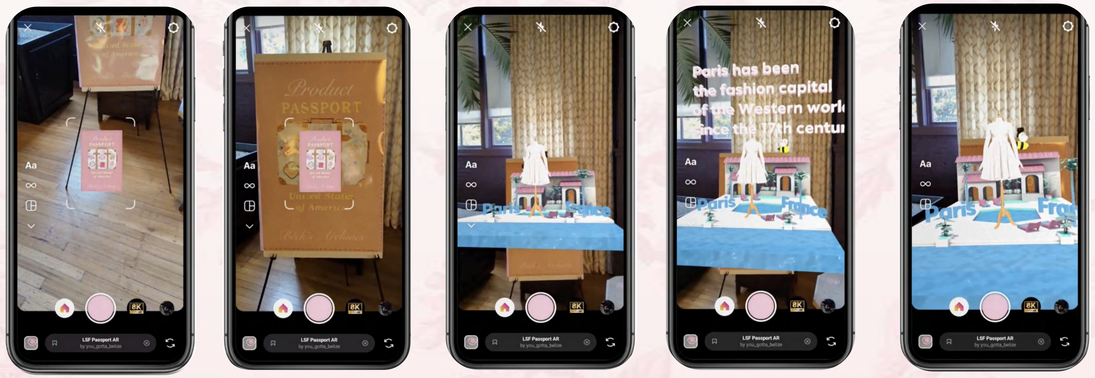
AR

Two prototypes were developed for LoveShackFancy to explore, both leveraging the brand's in-store items like the passport and stickers.

The first prototype is a mobile AR passport that offers users a glimpse into the origins of specific dresses. LoveShackGirls can view the background and a snapshot of where each piece originated.

The second prototype brings the stickers to life. Once a user has collected all the stickers, they can scan their suitcase to see it animated. Animations were created for each sticker and overlaid, allowing users to see the stickers move in real time on their chosen item using the filter.

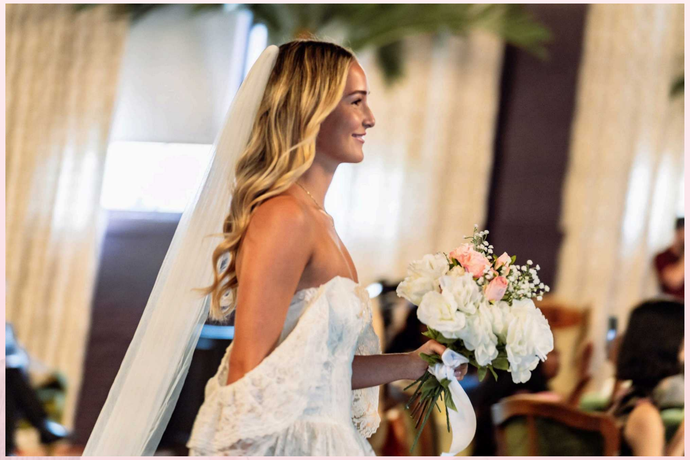




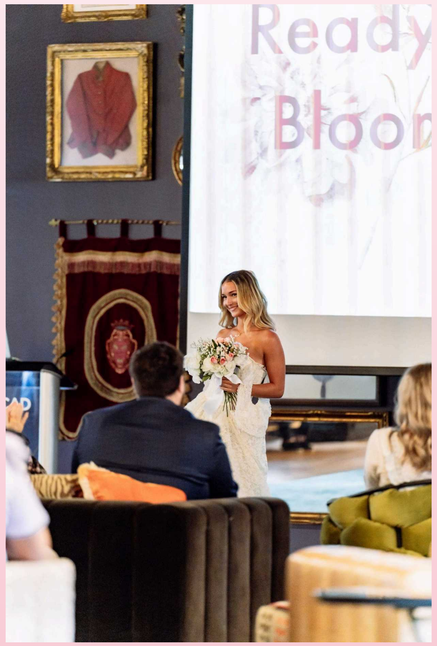


AVANT GARDEN

An exclusive and intimate showcase of timeless elegance unfolds as the collection for LoveShackFancy is unveiled.









FINAL PRESENTATION









PRODUCTION DESIGN

The production design for the presentation embodies a blend of nostalgia and creativity, focusing on three key elements: a scrapbook, mood board, and vintage trunk.



Scrapbook



Mood Board



Trunk

POP UP EVENT







APPENDIX

The Appendix features a credit page for the students outside of the SCADpro team who greatly contributed to the process.





THANK YOU

On behalf of the entire class, we would like to thank first and foremost the Love Shack Fancy team your help throughout the process has been invaluable and thank you for all the resources. Of course, thanks to our professor and mentor Alessandro Cannata, and to SCADpro project manager Jeanna Packard. Their guidance throughout the project was essential for the creation of the marketing campaign.



We also want to give a special mention and thanks to the following students for helping us with the creation and edition of our campaign films, and bringing to life:

Jack Bart - Producer
Emily Rimbey- Assistant Director
Jack Ekker- Assistant Camera
Marie- Assistant Camera
Sam Murray- Set Photographer
Azure Kwok-Gaffer
Jule Stendebach- Key Grip
Nick Oliva- Key Grip
Nick Oliva- Key Grip
Cooper Critchley- Set Dresser
Tinley Peters-HMU Artist
Lily Aikens- Model
Mason McKenna- Model
Chloe Kahler-Model
Maggie Provencher-Model