

HALSTON

**Presented by:**

Lindsay Aiello and Andrea Pires

# HALSTON

## Brand Identity:

We are a luxury apparel and accessories design studio that was born out of the glamour of the iconic 1970's. Our line represents chic elegance for a woman of the world that is fashion forward. Our garments are carried at only the highest end retailers.



## Location:

SHOWROOM - 96 SPRING STREET, NEW YORK, NY 10012  
TEL 212.282.1200 FAX 212.219.0936 INFO@HALSTON.COM

## Demographics:

- Female, Age 30-55
- Annual HHI over \$500,000
- Lives within easy access of major urban areas

- Enjoys gallery openings and the theater
- Often the host or attendee of a charitable affair
- Uses these times as an opportunity to dress fabulously

## Lifestyle:

## Psychographics:

- Loves to absorb and collect culture from antiques to art to fine clothing
- Health conscious and socially aware (charities)
- May have children

## Customer Profile:

- Lives either in a major city such as New York, Chicago, LA, Toronto or in one of their immediate suburbs so that she can easily access all of the things she loves in the city

## Geographic:

# Retail Distribution:

Brick and Mortar:

*Neiman Marcus*

BERGDORF GOODMAN

*Saks  
Fifth  
Avenue*

bloomingdales

Online:

SHOPSTYLE™

NET-A-PORTER.COM



# Assessing the Competition:

<b>Burberry Prorsum</b>	Burberry has a strong percentage of the market share for well tailored WRTW and a strong celebrity presence in Emma Watson. However, the brand is decidedly more traditional than Halston and far more British paving the way for Halston to become to iconic American label once more.
<b>Calvin Klein Collection</b>	Calvin Klein Collection takes the same perspective as Halston's designer, Marios Schwab when it comes to creating modern silhouettes in unexpected palettes. While Calvin Klein Collection was once the face of American fashion, designer Francisco Costa has turned his eyes East with a heavy focus on the Asian market. This has negatively affected the brand's North American sales because the clothing is no longer constructed with an American body type in mind.
<b>Michael Kors</b>	While Michael Kors has occupied the position as the golden boy of American Fashion for the past 5 years, his many diffusion lines too closely mirror the runway collection and detract from his RTW sales. Halston Heritage, our diffusion line, is markedly different from anything created in the main line and will give Halston a leg up over brands like Kors.

Strengths: High Brand Equity & Celebrity Support, Luxury Appeal

Opportunities: Market Diversification through Social Media & Possible E-Commerce

**SWOT**

Weaknesses: Poor Online Presence on Website

Threats: Saturated Online Fashion/Retail Environment

# HALSTON



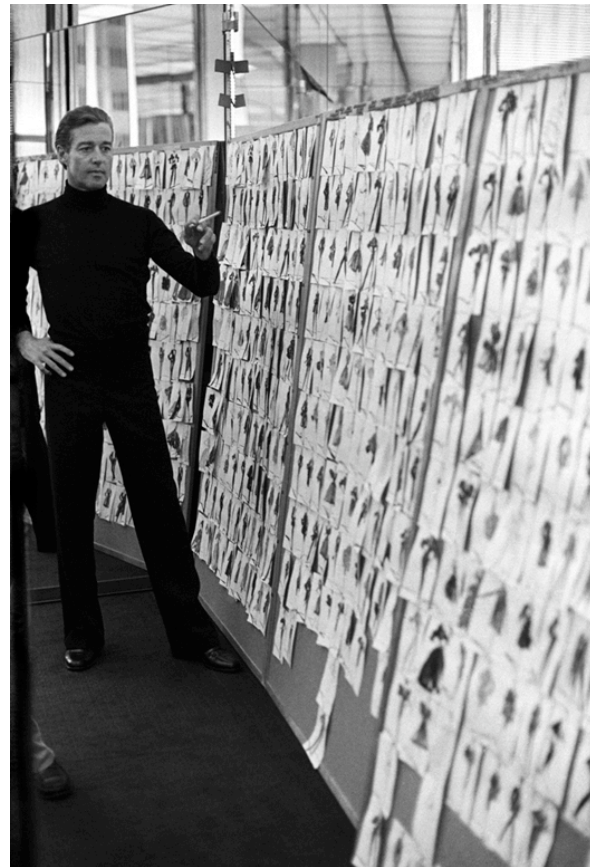
## Marketing Objective

Online Media Mission:

Improve customer relations through social media and customer loyalty incentives via our website and email capture campaign. Drive traffic to the site!

# Online Goals:

- Expand Online Presence
- Grow Consumer Base
- Reach New Markets
- Increase Sales





# Online Strategy:

- Expand Online Presence through Brand Website
  - Email List Purchase
  - Email Capture Campaign
    - Handbag Promo
  - Make Runway Show Feature Interactive with iPhone Ap
  - Facebook & Twitter

- Utilize Partnerships with Existing Online Retailers
  - Cross Promotions
  - Email/Home Address Capture through Partners' Shipping Logs
  - CRM mail-out with Online Promo Code

# ROI Tracking:

- Email Sign-up
- iPhone-Ap downloads
- Taxi Cab Video Promos with “Text in to Win”
- CRM mailout with online promo code



# Multichannel Marketing:

- Online
  - Website
  - Email Blast
  - Banner Ads
  - Keyword Search
  - Social Media  
(Facebook, Twitter, MySpace)
  - Youtube
- Print
  - WWD
  - W Magazine
- Events
  - Trunk Shows
  - SJP Heritage line  
Launch Party
  - Susan B. Komen  
Event Sponsorship

# Email Blast:

[Gmail](#) [Calendar](#) [Documents](#) [Web](#) [Reader](#) [more](#) ▼



Search Mail

Search the Web

[Show search options](#)

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[Compose Mail](#)

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[Travel](#)

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McQueen: Private Sale - MyPerfectSale.com/AlexanderMcQueen - Save 70+% Alex McQueen, More! An

Archive

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More actions ▼

[Refresh](#)

Select: All, None, Read, Unread, Starred, Unstarred

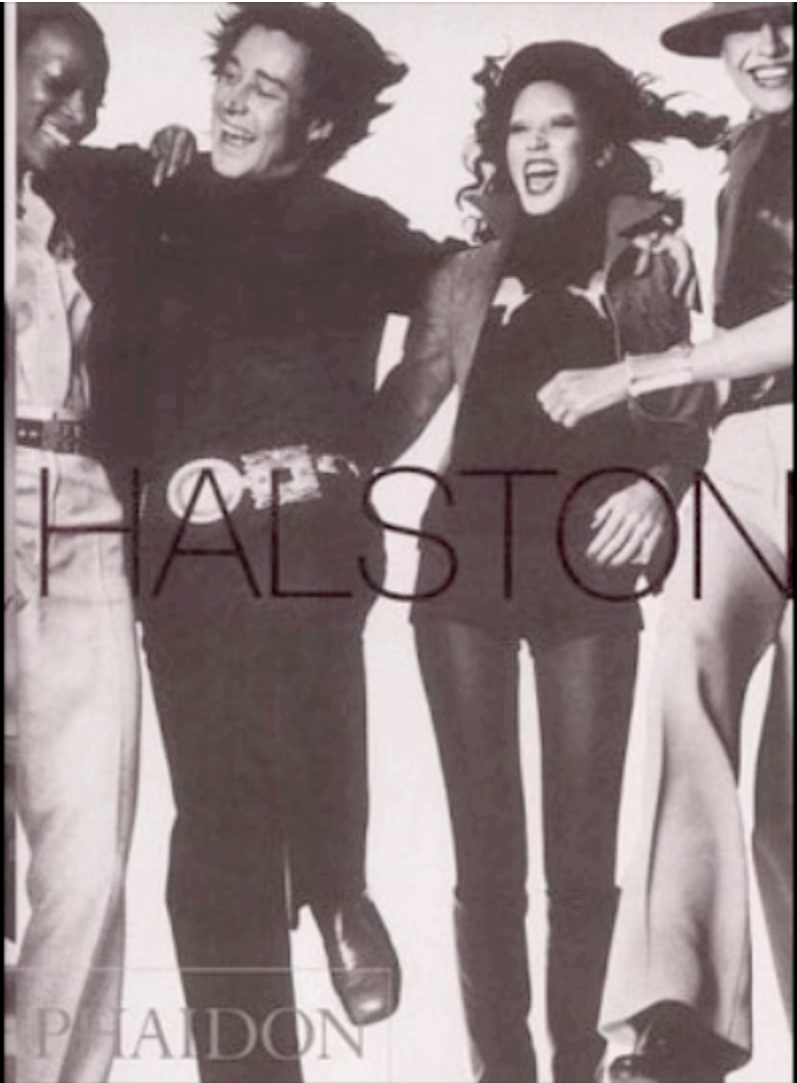
	<input type="checkbox"/>	me	<b>HALSTON Archival Handbag Sweepstakes!</b> - Visit us at ht
	<input type="checkbox"/>	april, me (2)	FW: I believe ... - Forwarded message From: april potzernitz
	<input type="checkbox"/>	Facebook	Facebook Birthday Reminders for Week of March 15th - face
	<input type="checkbox"/>	april, me (2)	FW: Funny - Forwarded message From: april potzernitz <apri
	<input type="checkbox"/>	David Ornstein	Re: Message from ManhattanVintage.com - Thanks for your i



# HALSTON

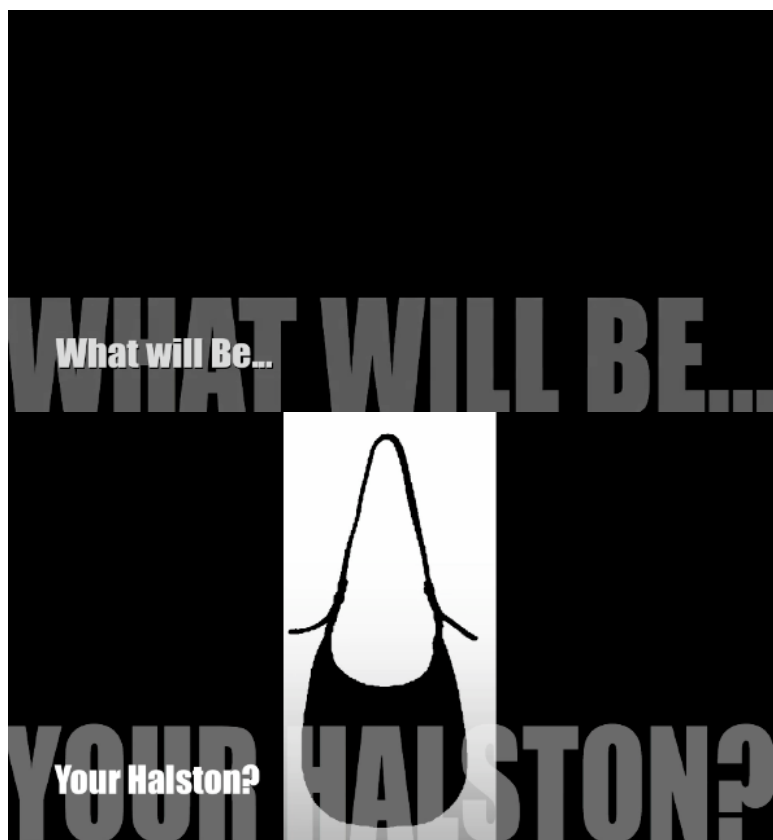
Visit us at <http://www.halston.com/handbag.archive> and sign up for the chance to win an authentic Halston original bag. *The winner will be given the opportunity to peruse our archives to select a handbag that will be produced in the color and dimensions of their choosing.* The finished custom bag will be delivered with two tickets to our *SS12011 runway show...*





# HALSTON

Sign up below for the chance to win an authentic Halston original bag. *The winner will be given the opportunity to peruse our archives to select a handbag that will be produced in the color and dimensions of their choosing.* The finished custom bag will be delivered with two tickets to our *SS12011 runway show...*



First

Last

Zip Code

Email Address

What is your favorite accessory?

Scarf

Sunglasses

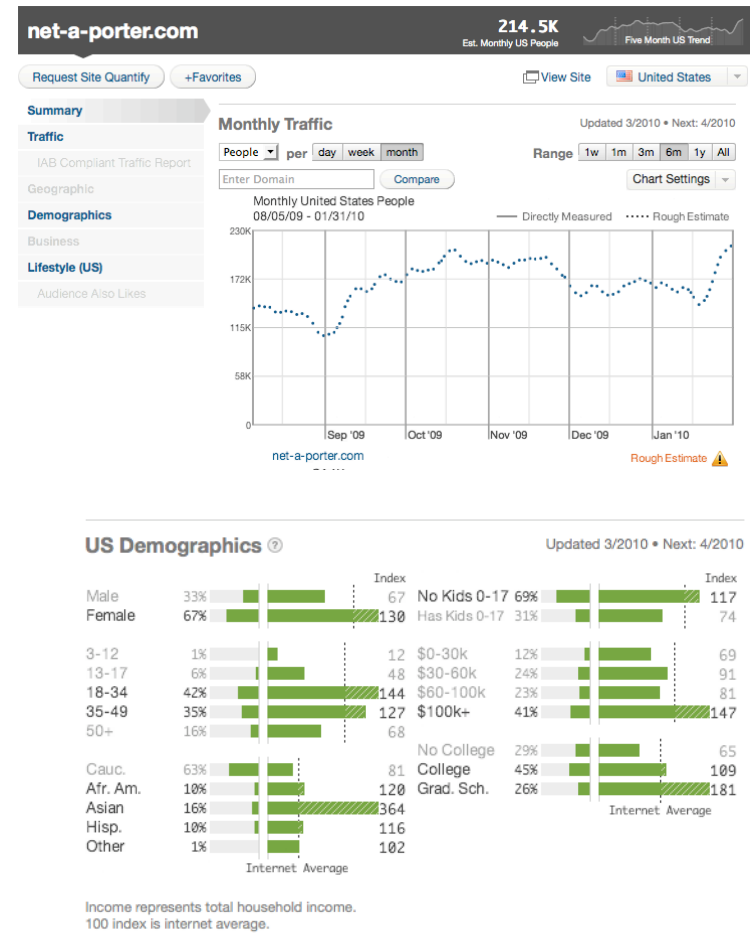
Broach

# Cross Promos/Partnerships

Initial Partners:

*Neiman Marcus*

NET-A-PORTER.COM





## CLOTHING

# HALSTON

Roy Halston Frowick began his fashion career as a milliner - he designed the hat Jacqueline Kennedy wore to 1961's Presidential Inauguration. His move into womenswear, in the midst of the Studio 54 glamour-fuelled era, marked a crucial moment in fashion history, and Halston's brand of easy elegance became a uniform of the jet set, including Bianca Jagger and Angelica Huston. In 2008, Hollywood mogul Harvey Weinstein and Jimmy Choo's Tamara Mellon relaunched the brand and now London-based designer Marios Schwab has been handed the creative reins, look out for luxurious designs that reflect Halston's original aesthetic of sensual, effortless dressing.

- ▶ [Sign up for Halston updates](#)
- ▶ [Shop the collection](#)

Click below for a chance to win a customized Halston handbag and two tickets to the SS11 runway show...



# Enthusiast Community

- Halston Strategic Partnership with Project Runway
- Bulletin Board on site for Fan Photos
- Halston Community Calendar of NYC Events
- iPhone Ap
- SJP Fashion Notes



January	February	March
April	May	June
July	August	September
October	November	December

# Halston and Project Runway Strategic Partnership



-Halston will partner with project runway to sponsor their accessory wall for designers to choose from when presenting their looks to the judges.

- Users of the Halston mobile ap will be able to text their vote for the best designs into project runway and the designer with the most Halstonette support will be granted immunity during that week's challenge.



# Halstonette Bulletin Board and Trend Watch



- A place for our Halstonettes to get creative!
- Our fans are free to create collages of what inspires them on our website
- Perhaps what inspires you will also inspire our designer...

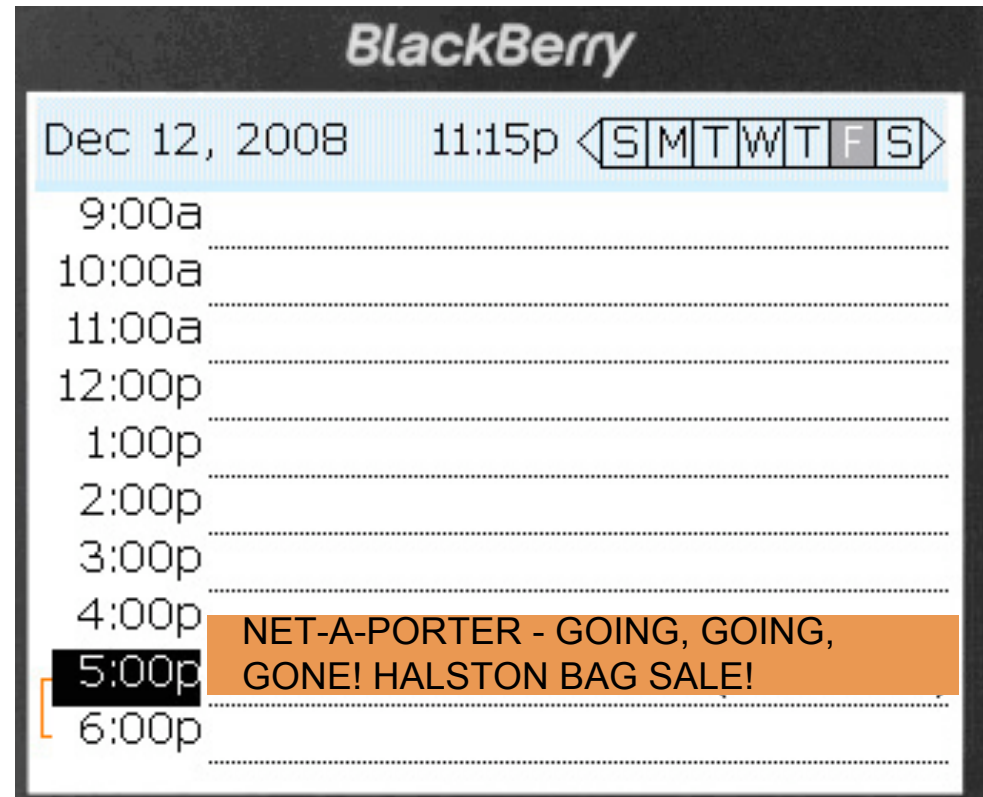
# Halston Community Calendar

-Calendar will give all of our Halsonettes the opportunity to maximize their brand experience.

-This space will be utilized to drum up anticipation about SJP and Patricia Field appearances at all major trunk shows to style the clients.

-The calendar area can be linked to your phone calendar and will notify the shopper of any flash sales hosted by Net-A-Porter.

-Will allow the brand to make fans aware when Halston will be sponsoring an event or program.

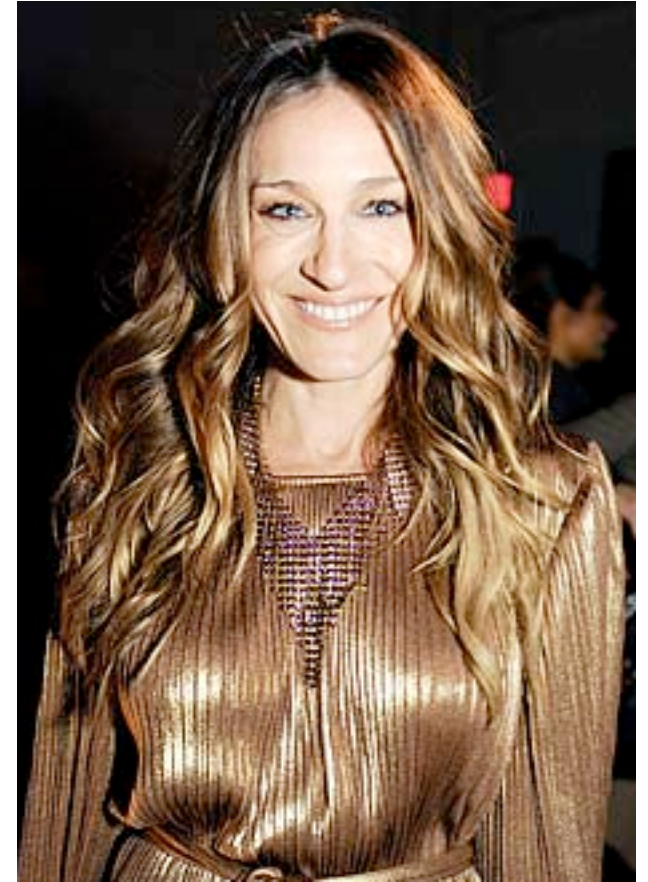


# iPhone Ap

- Twitter Blasts will announce the posting of new runway shows
- The iPhone Ap. Can be downloaded to view the newest styles
- Fans can rate their top five favorite pieces in the collection and are encouraged to tweet their feedback on ways to develop the look for commercial sales. The fan with the best idea will win the full look free of charge.
- Ap participants will be entered to win a \$500 Halston Gift Card for Net-a-Porter.com



# SJP Fashion Notes



-Need a crash course in all that is stylish at this very moment? Halstonettes need look no further!

-SJP will post her fashion musings, inspirations, ideas and styling tips on her own special page within our website.

-She will also help us learn how to wear the newest and most chic silhouettes